

**THE NEW  
MACARONI  
JOURNAL**

**Vol. 2, No. 7**

**November  
15, 1920**



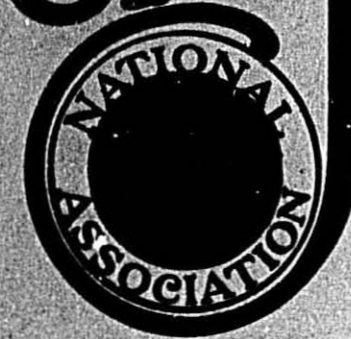
*The New*  
**Macaroni Journal**

Minneapolis, Minn.

November 15, 1920

Volume II

Number 7



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

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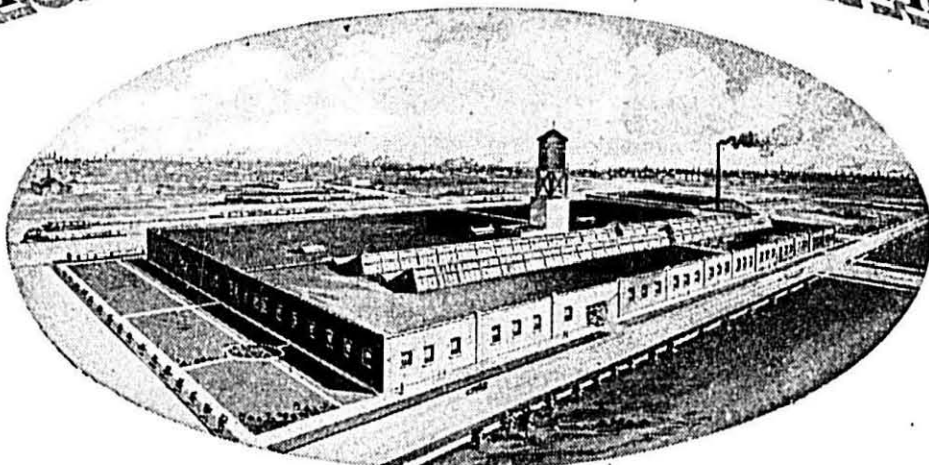
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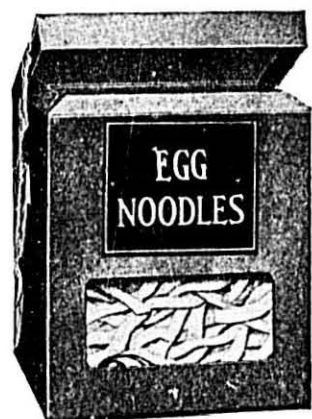
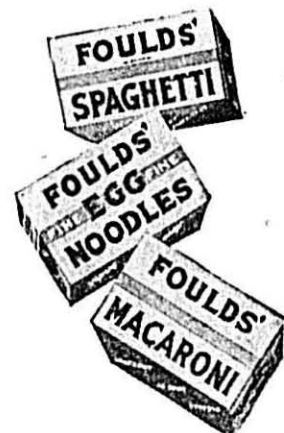
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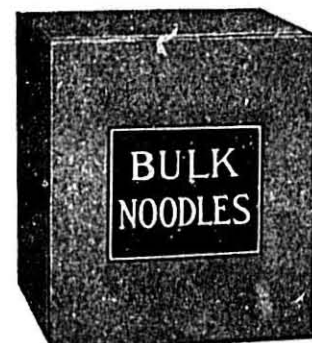
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**YERXA, ANDREWS & THURSTON**  
 MINNEAPOLIS, MINN.

# MACARONI JOURNAL

## Keep Cool

He is a wise business man indeed who in prosperous years will so conduct his affairs as to fortify himself against the lean ones that usually follow. On this basis alone the successful concerns are easily separated from the struggling group.

Practically every industry in the country has enjoyed its share of the good business during the past few years and, in common with others, nearly all of the manufacturers of alimentary pastes have garnered some well deserved profits. However, with so many of these firms drunk with this temporary success, there is a fear that they may become stampeded during a period of reaction and by their thoughtless acts bring trouble for the entire industry.

A general downward trend in the markets of the world has naturally created a lull in business that affects, more or less, every industry and every individual. The manufacturer is one of the first to feel the depression because, dealing direct with the consumer of his product, he must first note the slackening in the demand for his goods before he can reflect this feeling in his orders for raw materials. Being the first to realize it he should naturally be the first to solve it.

For the past three months the macaroni industry has felt a reaction and it has been necessary for all connected therewith to exercise caution and to prove to others how well they have prepared themselves for this condition during the recent prosperous period. The time has now arrived when the wise will be easily discerned from the careless and the cautious from the reckless. In which of these classes will you be placed? Your attitude in the next few weeks will decide. May we not hope that the latter class will find few eligibles.

The macaroni industry, like all others of its class, has its thinkers, its far seeing men who planned for the lean period that naturally affects all who do business in that line. To these the storm we are passing through will be a mere incident. But there is also another class in this as well as in other lines of production, a group that has been thoughtless and improvident, an easy going class that usually leads a happy go lucky career, content with living in the present. This class will feel the sting of reaction most keenly and, in striving to hold its head above the swirling waters in the pool of depression, will strike out blindly, carelessly and thoughtlessly to the detriment of the entire industry.

Business of some kind will go on no matter what the conditions may be. This is particularly true of this industry that produces a necessary food that finds special favor in times of stress. What is most to be guarded against is the fear that some of the manufacturers will become stampeded to so great an extent that it will bring harm to the undeserving, to those who think honest and straight and to those who have always planned to put their best foot forward for the

benefit of the industry. If the macaroni manufacturing group as a whole can be held under control, can be prevented from making any rash moves that will lose for all the few precious advantages gained at so great a sacrifice, then the industry will emerge from the present period of depression, full of faith, persistent and consistent in its effort to reach the high plane of service that the thinkers hope for.

Election year has always been looked upon as one filled with uncertainty, and while there may be no grounds whatsoever for this feeling, nevertheless it exists and tends to retard business, obstruct constructive measures and undermine the progressive tone that usually prevails in other years. The election is now over and all classes of business will study the new President and Congress with a view of ascertaining their probable effect on their particular business. The new ruling body is of especial interest to the macaroni industry whose future is so closely entwined with the government to be established. Leaders in the industry have already set in motion a plan to safeguard its interests, which needs only the hearty and sincere cooperation of those directly interested to insure its success. Above all, the thinkers in the industry should be calm and work in harmony to bring about order in what would otherwise be chaos.

Looking conditions squarely in the face, there appears to be no reason whatsoever for becoming alarmed or excited over the present market. True there has been a decline in the prices of semolina that has unduly affected manufacturers in some sections of the country; but on the other hand we are still compelled to contend with increased freight rates that in many instances fully offset the flour price reduction. When you consider the present cost of labor, machinery, cartons, boxes and all other elements entering into the cost of doing business, the wise manufacturer, who knows his costs, is determined in his opinion that to start a general decrease in the selling price of his finished product under present abnormal conditions is, to say the least, ruinous. In the past the macaroni manufacturer willingly absorbed the several slight increases in raw materials that quickly followed one another. In just the same degree that he hesitated to raise the price on his product to meet these slight increases in the past, just to the same extent should he refrain from reflecting every downward trend till a fair level has been reached.

A decreasing market naturally brings about a reduction in orders, and to many this immediately becomes a source of worry that warps his judgment, benumbs his reasoning qualities, and leads him into doing things for which he will be sorry afterwards. There is no need for becoming unduly excited as yet. There is need, however, for the exercise of caution, the practice of business judgment and for delibera-



tive action on the part of the leaders that will show the natural followers just how this ticklish situation should best be handled.

Keep an eye on all of the raw material markets. Remember that an ordinary increase or decrease in the cost of flour or semolina affects only in a slight degree the cost of manufacturing and selling a pound or a box of the finished prod-

uct. Don't permit yourself to become stampeded. Be as liberal as you can to the consumer without injury to your business. Moreover, your attitude is reflected into the entire industry; therefore let it trend toward fairness and soundness in business dealings, keeping in mind a determined honesty of purpose toward your customers, your fellow manufacturer and yourself.

### GUARANTEE AGAINST DECLINE IN PRICE

General Policy in Macaroni Industry Ignored in Cases—Makes Trouble—One Firm's Reason for Its Discontinuance.

While the attitude of the macaroni industry in general against the policy of guaranteeing prices against decline has become well defined, this is still being practiced in a few instances and these rare cases tend to make trouble for those opposed to this practice. Large buyers frequently demand this guarantee and the manufacturer is usually put to considerable embarrassment to convince the large buyer that it is against his policy, and is agreed upon

by leading manufacturers as detrimental to the best interests of the industry.

The situation is properly handled by one of the leading firms of the middle west as shown in a circular letter issued, quoted below, for guidance of manufacturers confronted with similar demands.

#### Has Discontinued Guarantee

At times in the past we have guaranteed our goods against our own decline but have discontinued this policy. In fact we found it had a tendency to build up old stocks, goods did not move as readily, and the fact of the matter is we found that we did not have a profit in our line that would justify us. This is not a serious matter in the macaroni industry now as there is no chance of prices declining in our line for some time, as practically ever since the war started no macaroni manufacturer has

made any money and all of them, as far as I know, have for some time been operating at a loss.

During the war we paid double the price for cartons that we paid before the war and today we are paying practically five times prewar prices. While flour has come down some it is still costing us more than \$1.00 a barrel over the flour price figured in our cost sheets. If we did not believe that flour and cartons, and even labor, would materially come down in a short time, we would raise our prices at once as we cannot continue to operate as we are, indefinitely. However, we are living in hopes that there will be a drop along the line that will enable us to continue our present prices and make a profit. Our policy will be to at least notify the trade, at least 60 days in advance, of any contemplated change, either reduction or advance.



Keeping the Wolf From the Door

# Macaroni and the Tariff

## Foreign Competitive Conditions to Reappear—Amber Yellow of Russian Wheat Strong Factor—Compensatory Tariff on Imported Pastes Desirable—Rate of Exchange Disadvantage—Other Difficulties—Data Desired.

By B. R. Jacobs, Director National Cereal Products Laboratories, Washington, D. C.

In the September issue of this Journal I took occasion to state that apparently it would be some time before the American market would be invaded by Italian macaroni. Unfortunately, I must admit that I was too optimistic, as recent advices from Philadelphia show that already orders are being taken for delivery of Italian macaroni at a price which makes it quite certain that the Italian macaroni industry is getting back on its feet very much sooner than any of us anticipated.

#### Foreign Competition Again

With trade relations between the United States and Europe assuming a more normal trend, strong competitive conditions are bound to reappear in the American market so far as alimentary pastes are concerned. It is not believed that the American manufacturer is in a much stronger position to meet this after-the-war competition than he was in 1913, although large expansions have taken place throughout the period of the war. Most of these expansions have been brought about, not because of the increased consumption of macaroni, but because of the inability of the European countries, particularly Italy, to export any of their products.

Now that the flood of imported macaroni has started in our direction, the American manufacturer must compete not only with reduced wages and longer hours of labor as practiced abroad, but with the superior wheat, so far as color is concerned, produced in southern Russia. He must also compete with the natural prejudice the American trade (of foreign origin) has for American made

macaroni. American durum wheats are not inferior to those produced in Russia; they, however, lack the intense amber yellow color that is almost universally found in the latter. This in part may be overcome by better selection of seed and a more discriminate milling. Color is the only guide to quality that the consumer accepts without question. Therefore, whenever lighter colored goods are placed side by side with those imported, they suffer by comparison, as they lack that desirable and inviting amber yellow color. In consequence, imported macaroni commands two and three cents per pound more than the domestic product and the consumer pays it gladly.

#### Tariff Commission Has Problem

The unjust prejudice must be overcome and the only feasible way of doing so is to protect the home industry by a sufficiently high tariff to compensate for not only the difference in cost of manufacture, but for the disadvantage that the American manufacturer has, due to this deficiency in color and resulting prejudice. Added to these difficulties is still the greatest of all, and one which is absolutely and entirely out of the control of the macaroni manufacturers, but which is a most patent factor, namely, the rate of exchange.

The foreign value of our money is so high that we are heavily penalized everywhere we compete with imported commodities. This penalty is greatest where the ratio of the cost of conversion to cost of raw material is high. World prices control the cost of raw material

and therefore differences in exchange do not materially affect it.

Due to limited appropriations, the United States tariff commission has not been able to make any extended investigations into the cost of production of commodities here and abroad. Business conditions the past four years have been enormously disturbed and costs have been abnormal. Figures, therefore, obtained by investigations at the present time would be of only little value on the return to normal conditions. Further, no extensive investigations of comparative costs could be undertaken just now because of the difficulty of getting such information from abroad. Even under the best conditions it has always been difficult to obtain this kind of information from Europe. Cost figures in Europe, even if obtainable, would be more abnormal than those in the United States and less significant of comparative conditions which may be expected in the future. However, we must recognize the importance of such investigations and, even though the information obtained may be of limited value, still it may serve as a basis on which tariff schedules may be based, especially in relation to a comparison of ad valorem and specific duties, and the conversion cost of alimentary pastes.

#### More Basic Data Needed

In an investigation as to whether ad valorem or specific duty is preferable as applied to tariff schedules on alimentary pastes, it will be necessary to ascertain costs of production here and abroad. There is little difference in the cost of raw material out of which ali-

DETACH AND MAIL THIS SLIP.

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

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

Firm.....

Date..... Address.....

Subscription rate for Foreign Countries \$3.00 per year in advance.



mentary pastes are made, if of the same grade, here or abroad. The significant element for tariff purpose is the relative cost of conversion. At present *ad valorem* duties are levied upon the foreign market value of the imported product. The question, therefore, is not the relation of this duty to the total cost of a similar American product, but the conversion cost of such product. With the receding prices of raw material (wheat), and the changing proportion of the total value of the finished product, which this raw material constitutes, an *ad valorem* duty which is assessed as a percentage of the total market value of the product may fluctuate widely, even quite out of proportion to the changes in the cost of conversion. It may also work out to the advantage of the foreign and not the domestic producers. This will be particularly important under the readjustments which are bound to occur with new, low levels for prices and wages. The most important problem, therefore, before the American macaroni manufacturer is the gathering of information which will be of service to the industry in presenting its case to the ways and means committee of the next Congress.

#### Commission Seeks Data

The United States tariff commission, although it has made extensive investigation and surveys of approximately 660 commodities, has not as yet had an opportunity to study macaroni. It is with a desire to stimulate such an investigation and survey of the macaroni industry that we should get together the necessary data.

The macaroni manufacturers should cooperate with this office to the fullest extent in obtaining that information which the industry can give from its own records. For example, it would be easy enough for the manufacturer to give his annual production for the past ten years, dividing this into two classes of products, bulk and package goods. He can also show the average annual cost of production of each class, exclusive of the cost of the raw material or, in other words, the conversion cost which would include labor, overhead, administrative expenses, packing, cost of containers and selling cost. The industry may also assist in giving specific information regarding foreign competition, domestic competitive conditions, methods of marketing, effect of the war on the industry, suggestions as to classification, raw materials, rival com-

modities, and substitutes. Information regarding foreign production, imports, prices of imports, tariff history, rate of duty in foreign countries, and similar information, will be obtained by this office with the cooperation of the United States tariff commission from the official records.

#### Opportunity for Cooperation

A questionnaire asking for the above information will soon be sent to the trade and it is hoped that every manufacturer will avail himself of this opportunity to give as much information as possible along these lines.

### A SELLING SAUCE

How Middle West Dealer Spurs Sale of Spaghetti and Macaroni—Wraps Appetizer Recipe With Goods.

From the American Red Cross, through its publicity bureau, a recipe for making a delicious macaroni sauce is being scattered broadcast in a way that should greatly increase consumption of this product. The article accompanying it is interesting and the hint contained therein is worthy of adoption by all manufacturers as it is generally known that macaroni and spaghetti would be served oftener if it could be made as appetizing as that prepared by the cook who knows how. Here is the story:

A tip on the use of suggestion as a silent salesman comes from a grocer in the middle west who reports that his sales of spaghetti and macaroni, both uncooked and canned, tomato soup and olives, are constantly on the increase since his adoption of a unique selling device.

#### Unique Device Aids Sales

Wrapped with each can, pound or package of spaghetti which the grocer sells is a mimeographed copy of a spaghetti sauce warranted to bring joy to the heart of any housewife whose hubby has the habit of bringing home unexpected guests to supper.

The recipe is the contribution of an American Red Cross nurse who has collected culinary tips from every part of the world, and its ingredients constitute the makings of a dish not only satisfying to the palate but, with a simple salad, coffee and cakes, or crackers, embodying a substantial meal.

#### It's Appetizing

"To a can of tomato soup add one-half can of boiling water, pouring into a double boiler. Peel and halve one

clove of garlic and rub or grate on a piece of dry or toasted bread. One-half clove is sufficient to season one can, as merely a suggestion of the pungent seasoning is desired. Immerse the piece of bread in the sauce, which will absorb the flavor of the garlic while the other ingredients are being prepared and added.

"Break in small pieces one-fourth pound of any snappy yellow cheese. Rub into a paste with as much butter as you can afford, at least one teaspoonful be used. Stir this into the sauce until thoroughly melted. Season with a dash of black pepper, paprika, clove and salt to taste. Add one teaspoon Worcestershire or any other good sauce.

#### Try It Christmas

"While this is cooking slowly over the double boiler chop fine one-half cupful of stuffed olives and stir in slowly. Remove the container from the double boiler and stir in slowly one egg, well beaten. (The egg may be omitted if desired.) Take out the piece of bread on which you have grated the garlic. Pour over the spaghetti, which in the meantime has been heated according to the directions on the can, and serve at once with toasted bread or crackers."

December will be a good time to popularize this time saving sauce for the women will be so busy baking for the Christmas holidays that a good supper dish, nourishing and quickly and easily prepared, will be hailed by them with delight.

#### MADE HIM "GRUESOME"

Macaroni received some unexpected and unintended advertising if the incident reported as having occurred in one of the schools in New York is based on veracity. A teacher in her efforts to ascertain just how much her class knew about the proper use of words finally hit upon the word "gruesome."

"Willie, please use the word 'gruesome' in a sentence," asked the teacher after a few others had failed. The boy in answer, related a story of a classmate's recent vacation spent at the home of his "Uncle Sylvester" where macaroni was one of the principal dishes at every meal. "On his return home his mother found that he had surely 'grewsome,'" answered the boy.

Continue getting fair profits or some one else will realize on your experience and investment.

**SEMOLEON**  
MEANS MONEY



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

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

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

**Shane Bros & Wilson Company**

Minneapolis - - Minnesota

No. 2 Semoleon  
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**SEMOLEON**  
MEANS MONEY



No. 3 Semoleon  
Amberole



## MARKET FOR MACARONI

Opportunity for American Makers Lies in South Africa—Wrong Representation There Heretofore—Semolina Situation in That Country.

Wheat is not grown in South Africa in a sufficient quantity to meet local requirements, and, in consequence, is imported. These imports are principally from Australia, Canada and the United States in normal years but suffered serious interruption during the war.

### Former Sources of Import

The last consular report from Johannesburg shows that in 1913 South Africa imported 321,517,169 lbs. of wheat. In 1919 the importations of wheat totaled only 45,199,647 lbs. This decrease was due principally to war conditions and perhaps partly to increased domestic production. Of the wheat it imported in 1919, Australia provided 39,563,383 lbs.; Argentina 5,635,722 lbs.; the United States none, and all other countries combined, 542 lbs.

While South Africa imports wheat for milling into flour, it also imports large quantities of hard and soft flour. Port Elizabeth, Moltena and Cape Town are the principal flour manufacturing centers but the mills are comparatively small.

During the year 1919 South Africa imported 54,390,182 lbs. of flour and wheat meal, or about 30 per cent of their 1913 importations. However, only 89,233 lbs. of flour was sent to them by the United States in 1919.

### Home Manufacture Increases

Semolina is manufactured in Natal, S. A., by the Natal Milling Co. and at Worcester, Cape Province, by Joubert Bros. In 1913 South Africa imports of alimentary paste products amounted to 765,518 lbs., almost all from France and Italy and only about 5,000 lbs. from the United States. In 1919 they amounted to only 11,657 lbs., all of which was from this country.

The enormous decrease in the amount imported was caused by decreased consumption and development of the small plants that have sprung up to supply the local demand. They use practically all the home milled semolina made in that country.

It will be another year, at least, before France or Italy will be in a position to export macaroni. Before the war South African importations of

macaroni were almost entirely from these two countries. It is evident that the market is there. American manufacturers can get this business by prompt action.

### Trade Advice

In an article by Consul Samuel W. Honaker, Johannesburg, Transvaal, under date of July 10, 1920, on "How to extend trade in American breakfast foods", much information is given that would apply equally well to the sale of American package macaroni products to South Africa. It would indicate that lack of success has been due heretofore to failure of manufacturers to obtain responsible personal representation, to the placing of agencies with established concerns who are more interested in selling the article itself than in developing trade on behalf of the manufacturer, and in the failure to advertise freely.

### How to Proceed

Therefore, in developing a market in South Africa, it is essential to secure a good representative, to assist this representative by placing at his disposal the experience gained in the sale of the product in America and other countries and by advertising and the distribution of samples.

A list of wholesale and retail grocers in Johannesburg, Pretoria, Bloemfontein, Salisbury, and Bulawayo, South Africa, and a list of commission agents and importers in Johannesburg can be obtained from the bureau of foreign and domestic commerce, Washington, D. C., by asking for files BE-6000 and BE-6001.

## Macaroni Data Liven

### Many Grocery Papers

Interest in the manufacture of macaroni products indicated by the frequent reference thereto in the grocery trade papers of the country would naturally lead the manufacturer to feel that this foodstuff is becoming more and more popular with consumers. Of late in leading articles and in special departments of Answers, much space is devoted to this class of food and every bit of enlightenment thrown thereon creates increased demand. The following appearing in several grocery trade organs will make interesting reading for the uninitiated:—

QUESTION.—How is macaroni made?

ANSWER.—High grade macaroni is made from durum wheat semolina. The

semolina is first sifted to insure absolute cleanliness, and then mixed with about one-third of its weight in water in a dough mixer (much the same as large bakeries use). The well mixed dough is now transferred to a circular kneading machine, where it is kneaded until it is of smooth texture and possesses a certain resiliency.

The dough is now ready to form into macaroni. This is done by forcing the dough under hydraulic pressure (something like 5,000 lbs. to the square inch) through a cylinder with a bronze die at the bottom. The die is full of holes, about quarter of an inch in diameter, and each hole has a small pin in the center attached to two sides of the hole. The pin forms the hole in the macaroni and divides the dough as it passes through, but before the dough reaches the end of the hole, the divided parts come together and remain so, making a perfect tube. The macaroni is then cut into proper lengths and is taken to the curing rooms, where it takes from two to five days to dry. After the curing process, the goods are ready for packing.

It will be noticed that nothing but durum wheat semolina and water goes into the making of macaroni.

For the benefit of those who may not be familiar with the term semolina, it may be explained that semolina is made from the choicest and most nutritious part of the wheat kernel, and differs from flour in that it contains more gluten and can be cooked as a breakfast food, which, of course, is impossible with flour. Semolina produced from durum wheat is decidedly superior to semolina produced from any other variety of wheat.

### WELL PLACED

Aunt Mary had been introduced to all the friends of the family while visiting her brother. Now woman like, she was trying to discover if her niece favored any young man especially.

"That young Mr. Smarte, who comes here seems a clever sort of a man, Maude," she began.

"Yes," replied Maude, "he is clever."

"What is he by profession?"

"A bit of a lawyer and a bit of a musician."

"But what is he really?" asked aunty, puzzled.

"Well," explained the girl, "the lawyers say he is a musician, and the musicians say he is a lawyer."

Hand out the strongest talk and continue to print the truest statements about your goods and then LIVE UP TO your talk and your advertisements. That's the best way to get and hold the business.

# SEMOLINA

FROM PURE

## DURUM WHEAT

Coarse Medium Fine

Ask For Samples

Our Location Enables Us to Quote  
Attractive Prices

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

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## CROOKSTON MILLING CO.

CROOKSTON, MINN.



## TRADE IN FUTURES STABILIZES MARKET

Unequal Supply as to Demand Forces Premiums—Options as Necessary to Operation of Milling Business as Any Other Feature.

There has been a great deal of agitation recently, especially since the wheat markets began to decline and fluctuate so rapidly, tending to discredit the grain exchanges and their methods of making market prices. Those who are familiar with the operation of grain exchanges know well there is no possibility of any one exchange or group of exchanges controlling the price of wheat or any other commodity, says James C. Andrews of Yerxa, Andrews & Thurston, Inc., in a trade letter to macaroni manufacturers.

The price of wheat is made entirely on the basis of supply and demand, and we are today paying in this market 5 to 15 cents per bushel over the option price of wheat in order to obtain good milling wheat, that being in itself sufficient to show that the grain exchange does not fix the price of wheat, and it is the case of the supply not being equal to the demand which forces premiums over the options. Options are not wheat, but are the great medium of stabilization in the wheat market, and are just as necessary to the operation of the milling business as any other feature of our business.

### No Minimum Price Guarantee Now

During the war we did not have this element of uncertainty to contend with because there was a guaranteed minimum price, and we were always protected against any loss that might occur were the supply of wheat greater than the demand. The markets are now without government protection and fluctuate considerably, due to the comparatively narrow trading in the markets because the volume of wheat which has been accumulated is not sufficient to broaden the markets to their prewar volume. This, however, is gradually coming about, fluctuations in wheat are constantly narrowing, and we may find the wheat markets will settle down to comparatively narrow ranges in price at round the \$2.00 mark, below which there has always been sufficient buying to immediately force the markets over that figure, and it may work considerably higher.

One of the best articles on trading in options was given here in Minneapolis

by J. H. MacMillan during the meeting of the Grain Dealers National Association, and is well worth reading.

### "Wheat Strike" Price Effect

It will be interesting to know what effect the farmers' so-called "wheat strike" is going to have on wheat prices. We cannot see that if the farmers of this country should hold back all of the wheat for the balance of the crop they would all get the \$3.00 price which they are aiming at, because there is wheat in other sections of the world and especially at our back door in Canada, which would go a long way toward supplying us while the farmer was holding his wheat, and as this country cannot consume all of the wheat that is raised the question is, where would the farmer sell his wheat finally if the consumers here did not want it? Bear in mind there will not be anywhere near 100% of the farmers that will do this. We are under the impression that there will be enough of them who will not do it, who prefer to market their wheat on the market basis, to keep a reasonable supply running to the terminals through this country, but it does look as if prices for wheat are too low and the wise farmer may be the one who holds his wheat.

J. R. Pickell of the "Rosenbaum Review" says in the issue of Oct. 30:

"MOST EMPHATICALLY FAVOR PURCHASES OF FLOUR AT PREVAILING LEVELS. TEMPORARY RECESSIONS MAY FOLLOW BUT VERY FEW EVER BUY ON THE BOTTOM. WOULD TAKE NO CHANCES AND BUY NOW, BELIEVE WE MAY EXPECT SENSATIONAL ADVANCE IN WHEAT PRICES WITHIN THIRTY DAYS."

### IT'S UP TO YOU

No one is beat till he quits

No one is through till he stops,

No matter how hard failure hits,

No matter how often he drops,

A fellow's not down till he lies

In the dust and refuses to rise.

Fate may damn him and bang him around,

And batter his frame till he's sore,

But she never can say that he's downed,

While he bobs up serenely for more.

A fellow's not dead till he dies,

Nor beat till he no longer tries.

Pride has but two seasons—a forward spring and an early fall.

## OCEAN RATES ON FLOUR DEPRESSED

Carriers Incensed at New Order—Millers Find Advantage in New Differential Over Wheat—Will Assist Latter Industry.

The decision of the United States shipping board to reduce the ocean rate on flour to 45c a hundred pounds, beginning Nov. 1, has caused a storm of protest from the carriers, who claim that they are unable to carry flour at this rate without sustaining heavy losses.

### Why They Protest

They also claim that the small differential between the flour and the wheat carrying rates will not justify them in seeking cargoes of the former commodity.

They further claim that the small differential makes no allowance for time lost in handling flour compared with grain; for claims covering losses that occur more frequently in flour cargoes; for increased space required for flour over wheat; for extra cost of loading and discharging, and for the installation of machinery for handling flour at the terminals.

They are particularly incensed over the action of the shipping board in reducing rates without consulting the carriers, who have always been in close cooperation with the shipping board operators. Most of the shipping interests profess that the reduction was not justified and will continue to quote their rate of 60c per hundred pounds on grain and 65c per hundred pounds on flour.

The decision of the shipping board establishing a differential between wheat and flour was evidently made because of the demand of the millers of the country who said that their business was being injured by the former rates. The slightly lower rate on flour will create a demand for that commodity in foreign countries and will give employment to the mills which were forced into idleness because the large foreign buyers found it more economical to buy wheat under the old rates, ship it to the foreign country to be ground in foreign mills. The new order, while slightly disadvantageous to the shipping interests, will be welcomed by the millers.

Mirth is a paying investment—because its stock is never watered with tears of regret.



# GOOD WILL

**GOOD WILL** is the key to cooperation—the "open sesame" to trade success.

To gain the good will of the man who pushes your product across his counter to the public—to win his cooperation—is indeed a big achievement.

And it is surprising to what a great extent the clean, careful packing of a product contributes to its favor with the trade.

*Broken boxes, damaged contents, partial loss of contents and the annoying correspondence entailed, are obstacles to the gaining of distributor and dealer good will.*

Clean, convenient, highly-protective containers such as *H & D Corrugated Fibre Boxes and Packing Materials* are not only more economical and efficient but they go far in the creation and maintenance of good will.

—For those large manufacturers who rightly value this great asset, *Hinde & Dauch Corrugated Fibre Boxes and Packing Materials* are of inestimable service.



**The HINDE & DAUCH PAPER CO.**  
220 Water Street  
Sandusky, Ohio

Toronto, King Street Subway and Hanna Avenue



DURUM BREAD COMPULSION

Situation in Finland Made Use of This Flour Necessary—Short Rations Was Cause, Although Not Suitable for Bread or Rolls.

The New York representative of Suomen Osuuskuppohen Keskuskunta of Helsinki, Finland, in a letter to the Northwestern Miller objecting to an article concerning the almost universal use of durum flour, said to be used in the manufacture of excellent bread and rolls, gives an interesting account of the use of durums in Finland. He says:

"Permit us to point out that the statement made in yours of Sept. 1 which says 'in Finland, however, granulated flour made from durum wheat is universally used throughout the country and is said to make the most excellent bread and rolls', is misleading. The truth of the matter is that the government of Finland, through its food ministry, monopolized the importation and distribution of all flour and grain. Granulated wheat, however, was on the free list during the months of April to December, 1919. This could be bought only from the United States but the government of the latter country per-

mitted the exportation of semolina or granulated durum only.

"As the rye and wheat bread, which was distributed in Finland on bread cards, was obtainable by people in very insufficient quantities, American semolina was imported. It was not therefore from choice that Finland adopted the use of durum wheat, but from a dire necessity, the result of very short bread rations. Certainly it was not its desirability for bread making which afforded durum wheat an introduction into Finland. Though some culinary artists seem to have succeeded in making satisfactory fancy cake or sweet coffee cake out of durum flour, yet the opinion of bakers in Finland is generally the same as in England, namely that this variety of wheat flour will not do for bread or rolls.

"A very considerable portion of the entire quantity of durum used in Finland was imported by our company and distributed throughout this country by its 1500 retail stores among nearly one-half of the entire population of the country. We are, therefore, in a position to know the popular opinion of the merits of this flour. Our statement, of course, is not intended to minimize in any degree the well recognized

value of durum for macaroni and other food purposes."

Raid Italian Ship for Liquor

The first raid, following closely upon the ruling made by the United States attorney in New York that liquor on foreign owned vessels not appearing on the manifest was subject to seizure, occurred when U. S. customs inspectors forcibly boarded the Italian liner Dante Alighieri. In all 175 bottles were found secreted in bunks of the crew and in other places, containing cognac, whisky, benedictine and champagne. A previous search was frustrated by officers and crew, who protested that the ship under the Italian flag was Italian soil and not amenable to local laws.

Foreign vessels in American ports are permitted to have a certain amount of liquor for the crew and steamship companies in an attempt to enlist Italian crews prepare contracts to insure each sailor getting a stated quantity of wine each day. This liquor must be noted in the manifest, and liquor in the ship's bar must be sealed on reaching American waters. All other liquor is contraband and the raid was the result of information that unlisted contraband liquor was being sold by the crew.



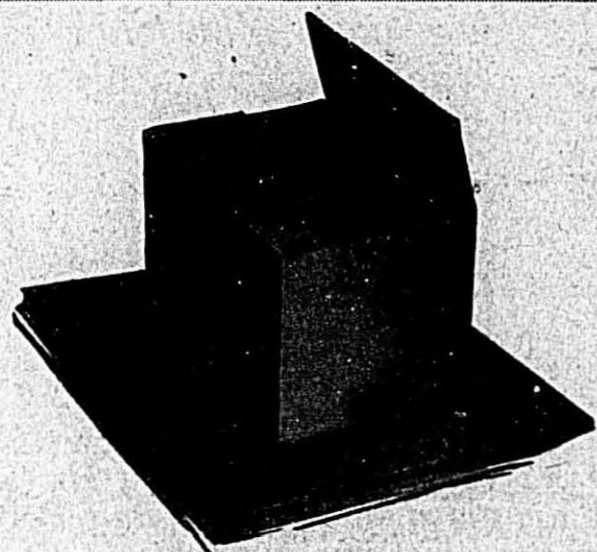
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SALES OFFICES

Grand Central Palace, New York 923 Stock Exchange Bldg., Chicago 516 Moffatt Bldg., Detroit, Mich. 515 Co. Columbus Savings & Trust Bldg., Columbus, O.



## NEW ATLANTIC MACARONI PLANT



According to the July issue of the "Record and Guide," a leading construction journal, which contains a cut of the manufacturing plant in the process of erection, the new home of the Atlantic Macaroni company in Long Island city, N. Y., is expected to be the largest plant of its kind used exclusively for the production of alimentary paste products. The structure is to replace one destroyed by fire during the labor disturbances last fall. An idea of the immensity of the new building may be realized from the outline that follows:

The White Construction Co., Inc., 95 Madison av., Manhattan, has obtained the general contract for construction of what will be the largest macaroni factory in the world. This structure will be for the Atlantic Macaroni company and will occupy a large plot at 14th st. and Vernon av., Long Island city. The situation is ideal from the shipping viewpoint as it has direct dockage facilities on the East river and adjoins the Queensboro terminal.

King & Campbell, architects, have planned this structure, which will be six stories with basement and pent houses. The ground dimensions are 400 x 95 and the building will contain more than 5½ acres of floor space. It is estimated the operation will involve expenditure of \$1,000,000 exclusive of the value of the property.

The factory is reinforced concrete, fireproof, and strictly in accordance with best engineering practice. Sanitary arrangements are of the highest order, as they should be in a structure for manufacture of foods. The construction will be the flat slab floor method and the building is planned so the floors may be subdivided into three units, giving each tenant the use of two stairways, a freight and a passenger elevator. To assure the maximum of

natural light and ventilation to all floors the building has been designed with large courts on each side in which are to be placed exterior fire stairs.

Some idea of the magnitude of this large industrial project may be obtained from the schedule of materials to be used: At least 72,000 bags of Portland cement, 9,300 cubic yards of broken stone, 4,600 cubic yards of sand, 1,040,000 pounds of structural and reinforcing steel, 300,000 board feet of lumber for forms and incidental carpenter work, 42,500 feet of steel windows, 20,146 light of glass and approximately 64,500 lineal feet of steel pipe.

"The new building is progressing very satisfactorily and we expect to have it completed by the end of the year," said Mr. Scozzari of the Atlantic Macaroni Co., Inc., who is supervising erection of the plant.

### EXECUTIVES REORGANIZE

National Trade Secretaries Revive Association With 100 Present—Valuable Papers—1921 Convention in Chicago—Officers Elected.

The National Trade Organization Secretaries, which was organized about 10 years ago but which was permitted to become somewhat stagnant during the war, was revived with great enthusiasm at a reorganization convention Oct. 28-29 at Hotel Curtis, Lenox, Mass. Secretary M. J. Donna represented the National Macaroni Manufacturers association and gained considerable knowledge of association affairs that will redound to the benefit of the macaroni manufacturers.

#### Nearly 100 There

The convention city is in the heart of Berkshire hills of western Massachusetts and is an ideal place for a convention in the fall when the countryside is at its best. About 75 trade executives

were in attendance with a good representation of the United States Chamber of Commerce helping to make it the big success that it was.

The sessions were presided over by E. H. Naylor as chairman and Fletcher D. Dodge as secretary, who were honored by election as president and secretary, respectively, for the next year.

#### Subjects and Speakers

Among the papers read and discussed at the two day session were:

"The financing of trade associations" by Wilson Compton of National Lumber Manufacturers association; "Technique of a trade secretary's work" by R. S. Kellogg of News-Print Service bureau; "How can a trade secretary handle traffic problems?" by E. A. Brand of Tanners council; "Procedure of a trade secretary with the United States government and its departments" by Alfred Reeves of National Automobile Chamber of Commerce; "How can a trade secretary develop efficiency within the industry?" by Charles L. Estes of United Typothetae of America; "Recent legal decisions and government rulings, affecting trade associations" by Henry A. Wise of New York, formerly U. S. district attorney; "New departments of the National Chamber and the trade secretary" by E. H. Goodwin, resident vice president of the United States Chamber of Commerce.

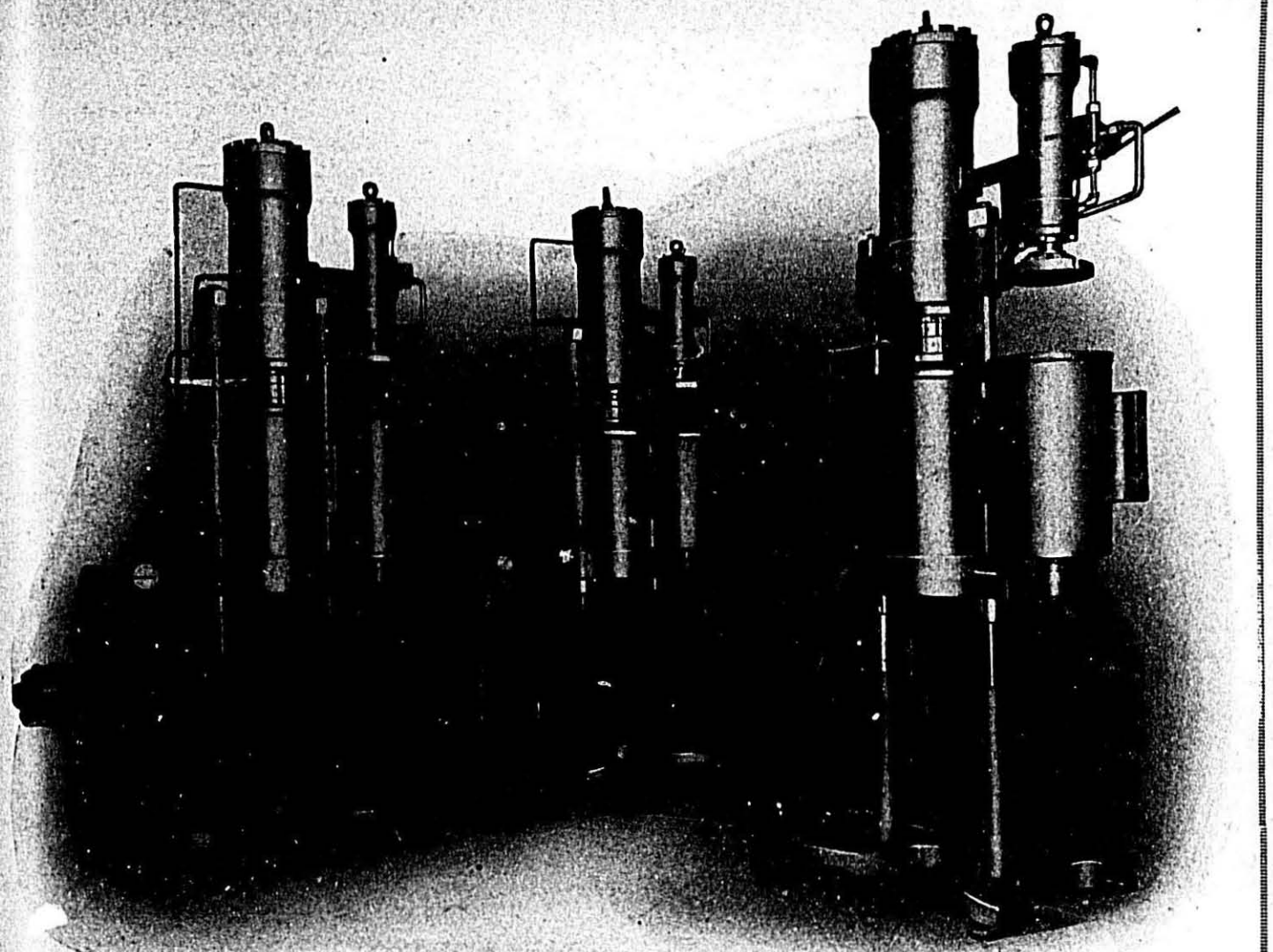
#### Meet in October

The 1921 convention will be held in or near Chicago about the middle of October as deemed best by the executive committee.

#### TRY A BOMB

A girl once sang a song where she asked in the first line of the chorus, "I wonder if he'll miss me!" and she sang it with more force than expression or sweetness; in fact she was slightly off the key. As she sang the first verse there was a restless shuffling of feet, while the chorus brought out a buzz of voices. The second verse did not add to the enjoyment of the song, but increased the noise. She reached the chorus in safety, and once more noisily inquired, "I wonder if he'll miss me!" When from the gallery, came the response: "If he does he never ought to be trusted with a gun again." Argonaut.

It is hard to keep from souring with sugar as high as it is.



## Three Modern 13½ inch Macaroni Presses

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

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

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

We will be pleased to furnish further particulars upon request.

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

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156-166 Sixth Street,  
BROOKLYN, N. Y., U. S. A.**

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



### SOURCE OF FOODS NOW MUCH CHANGED

Places of Origin Different Since War, But Macaroni Products Still Made From Home Grown Wheat.

Macaroni, while one of the most nutritious of foods, is also one of the simplest. It is made from semolina, which is ground from durum wheat, and any one living in a locality where macaroni is made and durum wheat is grown, might eat macaroni made in his locality from durum wheat grown on near by farms.

#### Common Imported Foods

In contrast, note the remote source of many of the foods we see at the grocer's. Here are foods gathered by uncivilized natives in oriental countries, transported perhaps by oxen to the seaport and brought across oceans on ships, finally to reach our tables. And these are not uncommon things, either, but everyday requirements as coffee, tea, spices, etc.

The demand for imported food is increased by people who travel and is constantly growing. Americans acquire a taste for foreign foods while

abroad and after they return to this country they insist upon having them.

China furnishes us Canton ginger, which is ginger root preserved in syrup and put up in stone pots. England sends us many varieties of chowchow, pickles, mustard preparations and marmalades. We also import a granulated oatmeal and a prepared barley food from England.

#### War Affects Supply

The war made it difficult to get many of the foods formerly imported from Italy, Spain, France and Hungary. The high grade sardines which came from France are now coming from Portugal. We are now getting olive oil again from Italy, but in tins because they cannot get bottles. We also miss the olives which formerly came from Spain.

Pearl onions, a tiny onion used for garnishing, we used to buy from Germany and now we get them from Holland. Our paprika comes from Spain now. The Hungarian paprika was much superior, but we may never get any more Hungarian paprika. Italy sends us Parmesan cheese, powdered, in bottles. Far off India supplies our curry powder and we get a certain variety of pepper from Borneo.

The West Indies used to send us lime juice in fancy bottles. For a time we could not get it, but now they are sending it again, in plain bottles, with apologies for the bottles.

#### Foreign Service Taught Them

There is a very noticeable increase in the demand for certain imported foods which is traceable to the thousands of men who spent many months in France and England during the war.

#### September Durum Receipts

With the vanguard of the 1920 durum crop beginning to reach the markets, cars of durum of various grades inspected by the United Bureau of Inspection in September showed an unexpected increase. This was particularly true of the better grades which were becoming scarce and for which there is a constant demand among the higher class durum millers. A total of 2757 carloads of amber durum underwent inspection in September as compared with 970 the previous months. Of this number 367 carloads graded No. 1 amber durum; 1788 carloads graded No. 2; 399 went No. 3, and 203 carloads graded lower. Minneapolis led in the inspec-

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.

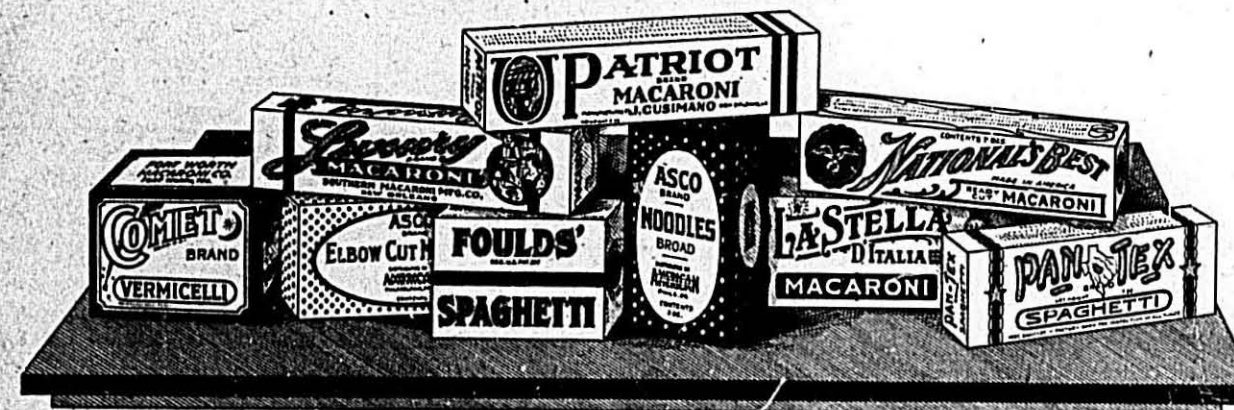
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CINCINNATI, OHIO

TITELON BRAND PAPER GOODS

# TITELON BRAND FOLDING PAPER BOXES

ARE KNOWN AND RECOGNIZED THROUGHOUT THE TRADE FOR

## QUALITY



*Quality like blood tells in the long run.*

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

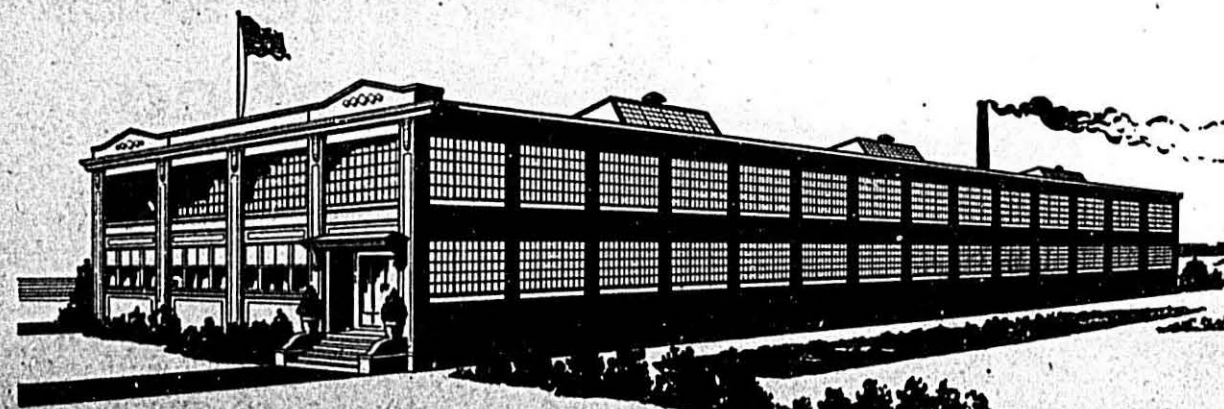
While price is an essential factor, it is *Quality* that makes the lasting Customer—the biggest asset in any business.

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

Your inquiries solicited.

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

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





tion with 1543 carloads, while Duluth was second with 797 carloads coming under government supervision. Durum was also plentiful in the central markets, 758 carloads being inspected in that month as compared with only 116 the previous month. Of this total only 59 carloads graded No. 1 durum, 266 went No. 2, 190 were No. 3 and 143 carloads were inferior. Minneapolis again led with 437 carloads to Duluth's 202.

**Australian Wheats  
for Pacific Coast**

To determine the varieties of Australian wheat best adapted to conditions on the Pacific coast, the United States Department of Agriculture has conducted experiments which accurately ascertained the yield and quality of those varieties already of commercial importance in that region, as well as of other samples brought direct from Australia, 130 in all, representing 92 distinct varieties.

Results from the early experiments with these wheats show that the "Federation group," consisting of three varieties, or Federation, Hard Federation and White Federation, is probably the best suited to this western region. These three varieties were compared in yield with leading commercial wheats, including Bluestem, Australian varieties, Pacific, White Australian, and Early Baart; and produced higher yields, according to the department cereal specialists.

Hard Federation produced the larger yields in Oregon, while White Federation did better in California. Milling experiments indicate that Hard Federa-

tion is equal or superior for milling and bread making purposes to the leading commercial varieties grown on the coast, and superior in this regard to Federation and White Federation.

**Macaroni Imports**

Manufacturers of macaroni products are interested in the statistics of the importation of macaroni, spaghetti, vermicelli and all other alimentary paste goods from the various quarters of the globe as given out by the United States department of commerce for calendar years of 1918 and 1919 as follows:

	1919	1918
Spain .....	15,872	.....
Canada .....	17,369	711
Argentina .....	.....	250
Chile .....	.....	50

China .....	18,796	30,078
Hongkong .....	255,790	67,271
Japan .....	594,724	303,650

Totals .....

902,551 402,010  
The whole total is small compared with that usually imported from European countries in normal years. Italy and France each exported many times the above amount to this country before the outbreak of the war. The deficiency in imports has been more than offset by the increased production in the plants of this country which expect to hold this business through production of foods equal if not superior in quality to the imported products.

The freight congestion can be eliminated with good roads.



VERIBEST  
Macaroni



VERIBEST  
Macaroni

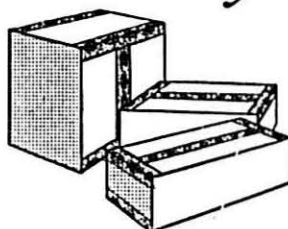
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TAPE**

*is not an ordinary  
sealing tape*

**L**IBERTY TAPE, for binding and sealing corrugated and fibre cartons, gives the sort of wear you have long wanted. It strengthens and supports the package. It can't slip, it does not break and it protects contents against moisture.

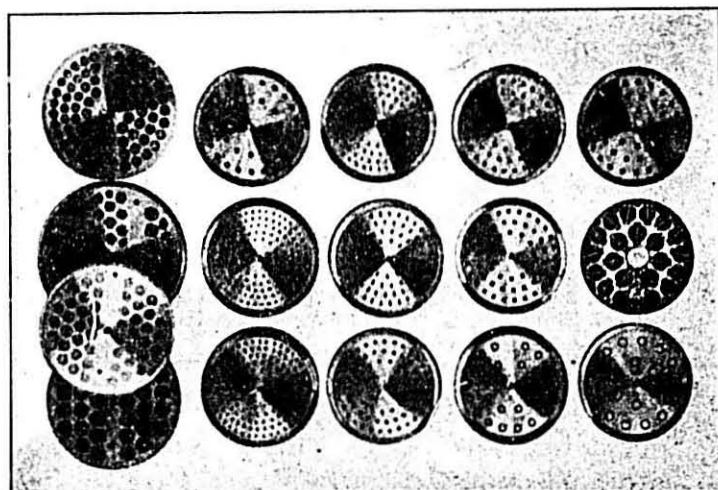
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of no  
Regret**

**American Macaroni Dies, Inc.**  
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## DURUM PATENT

and

## FIRST CLEAR FLOUR

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

*Ask For Samples*

## Commander Mill Company

MINNEAPOLIS, MINNESOTA



## ORIGIN OF "MACARONI"

Name Originally Was Term of Endearment Used as Exclamation—Recipe Discovery of Sicilian Cook.

An old story in new form is appearing in the press of the country telling of the "Origin of Macaroni". The able way in which the reader is told how the "term of endearment" was bestowed on the new dish by an Italian chef will be interesting if not new.

### Sicilian Story

Attempts to discover the origin of "macaroni," both as to its name and its manufacture, has resulted in the following, says the Detroit News: A cook in the employ of a nobleman of Palermo was bragging that the culinary artists of Sicily excelled all others in the world. He was challenged on the spot to prepare a new dish that would please an epicurean friend of his master. He created a tube of wheaten paste, touched up with a rich sauce and grated Parmesan. The epicure took a taste, "Cari!" he cried, meaning "The darling!" A second taste brought forth "Ma cari!" or, in a very free translation, "Ah, but what darlings!", and at the end of the dish he shouted: "Ma

caroni!" or, "Ah, but the dearest darlings!"

### Use Grew Fast

He was not backward in obtaining the recipe and the new dish traveled over Italy, bearing with it the story of its discovery. It took but a short time to have its title, "ma caroni," shortened to the one word "macaroni" and for many years all the various forms of the paste tube were so known, the smaller tubes, or spaghetti, coming into fashion much later. The fact that the dish could be made cheaply and would permit the addition of almost any sort of sauce made it the most popular dish in Italy and it still is.

### Potato Flour in Netherlands

As a result of the continued high price of wheat flour it is announced that the government of the Netherlands is arranging for the mixture of potato flour manufactured in the Netherlands with wheat flour from the United States to augment and cheapen the supply of breadstuffs in the country. It is announced that the government has purchased from local manufacturers a stock of 20,000 metric tons of the potato prod-

uct which it proposes to mix with the imported product. The potato flour bought by the government costs 64 cents per pound as compared with practically the same price for wheat flour at the present time, but a somewhat higher price on an average for some time past. It is expected that by mixing the potato product with that of wheat any further rise in the cost of bread can be prevented, though it is understood that the fixing of a maximum price for bread will again be undertaken if that becomes necessary to prevent any serious rise in the cost of this staple food to the Netherlands people.

Both potato flour and potato starch were used as constituents for bread during the war. There is considerable indisposition on the part of the Netherlands public to use flour containing the potato starch which, particularly during the war, was usually not of good quality, but it is expected there will be no complaint as to the use of the potato flour which, when properly mixed with the wheat product, is said to make good bread not much different from that in ordinary use here.

A friend is one with whom you can be yourself.

## THE VALUE

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

## INCREASED

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

## Fibre and Corrugated Boxes

Manufactured by

**DOWNING BOX COMPANY**  
MILWAUKEE WISCONSIN

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## Macaroni Drying Sticks

Established in 1869

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## MOULDS SPECIALISTS

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

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

### Specialists in Copper Moulds

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

Work done in American, Italian or French style.

Repairing done at reasonable prices.

### International Macaroni Moulds Co.

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## SPECIAL CONSTRUCTORS OF DIES FOR MACARONI, SPAGHETTI AND FANCY PASTES

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

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

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

**A. COSTA BROS.**  
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## PLANT FOR SALE

Will sell either half interest or full control of a going Macaroni Plant. Fully equipped with modern Macaroni and Noodle machinery for bulk and package goods—ample and efficient drying rooms. Capacity 30 barrels.

Convenient to Chicago market. Excellent railroad facilities. A good buy for active, practical Macaroni man.

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## "The Finest of the Wheat"

By Chester Hill

The parson stood in the center aisle of the big, drying room where 5,000 pounds of "green goods" were well on their way to final perfection as well dried macaroni. "Green" is the name the boys give to undried goods, but the macaroni in question was by no means "green." It was a golden yellow, the perfect color that is produced only by skillful mixing and correct kneading. The long strands hanging from the wooden sticks were moving but slightly in the carefully tempered air that came from the big fan on the floor below. A few hours before the whole roomful was waving and tossing like a field of wheat in the evening breeze, but now the heat and the dryness were beginning to tell. The goods were stiffening, and in a few hours more the snap of a stick when broken, and its crackle between the teeth when bitten would indicate that it was time to turn off the heat and let the finished macaroni cool down slowly, in a way that would temper and toughen it until it was ready for the saws.

The parson, whom our common enemy, H. C. L., had forced into a secu-

lar occupation, was in charge of this interesting process, and in nearly a year's time it had not lost its fascination for him. If one must work for the meat that perisheth when one had rather preach the Gospel, there is a tremendous satisfaction in knowing that the work in question is supremely worth while. The parson had recently been reading of another parson who had taken a job in a factory which manufactured artificial pearls. Artificial pearls may be all right in their way, but the drying room parson was glad that in these days of a world wide shortage of wholesome food he had found his way into this job of preparing the best food that can be made, from the finest and best raw material obtainable—the stuff that David had in mind when in one of the Psalms he sang about "the finest of the wheat."

### Macaroni Makes Conquerors

The finest of the wheat! That is just what macaroni is—the best part of the best wheat that grows.

While man is an omnivorous animal, the cereals would seem to be his basic food. Bread, we say, is the staff of life; and bread is simply a preparation of some cereal—rye, rice, barley, oats or

wheat, and the greatest of these is wheat. Not but what others are good as witness the story of the Scotchman "Sandy," remarked the beef-eating Englishman, "you eat a great deal of oats in Scotland, do you not?"

"Aye," replied Sandy.

"But in England we feed oats to the horses," continued the other, "so that in Scotland men eat what we consider only fit for horse feed."

"Aye," again replied the Scotchman "but whour will ye find sic horses as in England, and whour will ye find sic men as in Scotland?"

But wheat is the king of cereals, and in all history the conquerors of the world have been the wheat eaters. Every now and then we hear something about the Yellow Peril—the fearful things that would come to pass should the millions of the far east ever awake from their present lethargy and adopt an actively aggressive policy toward the people of the west. The parson will be genuinely worried about the Yellow Peril when he hears that the Orientals have definitely abandoned their diet of rice and taken to eating wheat. Then it will, indeed, be time for us to look out

In any other than a very general way

# WHY

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

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

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

## ANDERSON-TULLY CO.

MEMPHIS, TENN.

## Peters Package Machinery

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



Give your Product  
the Package it deserves

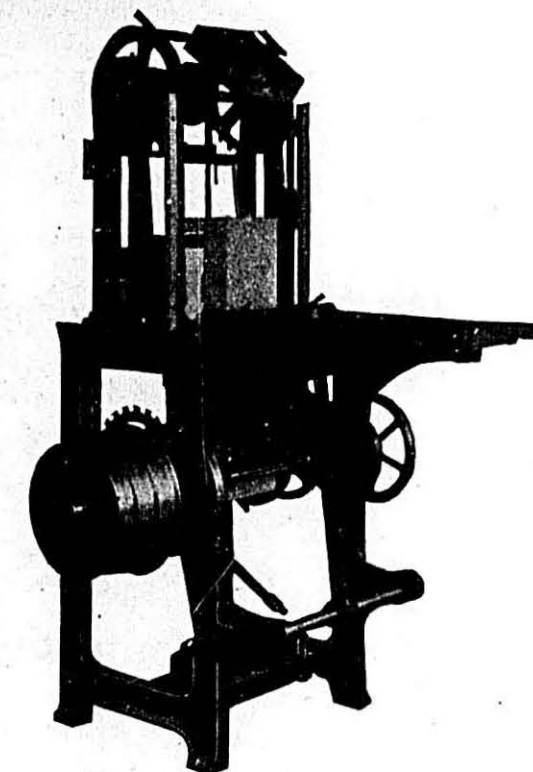


THOUGH you take pride in the merit of your food product, and use scrupulous care in its manufacture, unless its original quality is protected and conveyed to the housewife's table, all of your thoughtful consideration in its production goes for naught.

Too often, the vital importance of the package is overlooked by the manufacturer.

Years ago the first need for the Peters Package was felt by leading American food manufacturers. Today they package their products exclusively with it. Because housewives and dealers everywhere realize that a food article Peters Packaged is positively insured against the harm of moisture, dust and odor, these manufacturers have increased their volume of business many times over.

Put your package problems up to us; investigate the big advantage of the Peters Package—we are glad to send complete details.



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



TRADE-MARK

PETERS MACHINERY CO.

209 South La Salle Street

CHICAGO



the parson does not know much about wheat, the great cereal. He remembers having read somewhere that its original home was in Palestine, and that the wild wheat which may still be found on the hillsides of Judea is the botanical ancestor of all different varieties that are grown today. He cannot vouch for the truth of this: but if true, it is an arresting thought that that land, where the richest provision was made for satisfying the spiritual needs of man through all succeeding years, should also be the source of the best and greatest food for his physical body, too.

Neither does the parson know whether durum, the hard wheat used in making macaroni, is a spring or winter wheat. He doesn't know where it grows—except that it comes from the bountiful plains of our great northwestern states. He does know that when it runs down the tubes into the mixers it looks like a stream of gold, a delight to the eyes, giving promise of the hearty, wholesome food to appear on the tables of thousands.

There is a large amount of package goods put up in the place where the parson works, but he is always more interested in seeing macaroni go out in

bulk. Packages are well enough for "finicky" people: but when Belgium was starving and America was rushing to its relief, when our boys were overseas and needed the best food that skill could make or money could buy; then the parson took a joy in his work as the presses ran day and night, the drying rooms were crowded to capacity, and the big 60-pound boxes of finest macaroni went rushing down the chutes to the waiting cars which would carry them away, to minister to the world's bitter hunger with the finest of the wheat.

### PLENTY FOR EUROPE

Enough Wheat and Rye to Meet Probable Demand—Production Average 254,000,000 Tons for 1918-1919—Decrease in Consumption.

Food manufacturers are interested in the analysis by the bureau of markets of the United States Department of Agriculture of the world situation in regard to cereals, which seems to indicate a supply of wheat and rye to meet probable European demand unless the buying power of Central Europe becomes much stronger than it is now.

Allowance has been made in all cases for normal home consumption, seed and carryover. Other cereals will meet European demands even on the prewar consumption basis.

#### Cereals Interchangeable

In estimating the world's needs and supply of breadstuffs, however, all cereals must be considered, since all in a degree are interchangeable both in production and use. Wheat and rye are used principally in the making of bread; rice and millet serve the same place in the diet. Bread eaters include most of the people of Europe and the western hemisphere and a portion of the people in the other continents. Maize, oats and barley are used in certain sections, especially in Italy and the Balkan states, and to some extent in all countries. The maintenance of live stock, both for food and work, is largely dependent on these cereals. The potato must also be considered in estimating the world's need for breadstuffs.

#### Gain in Wheat and Rye

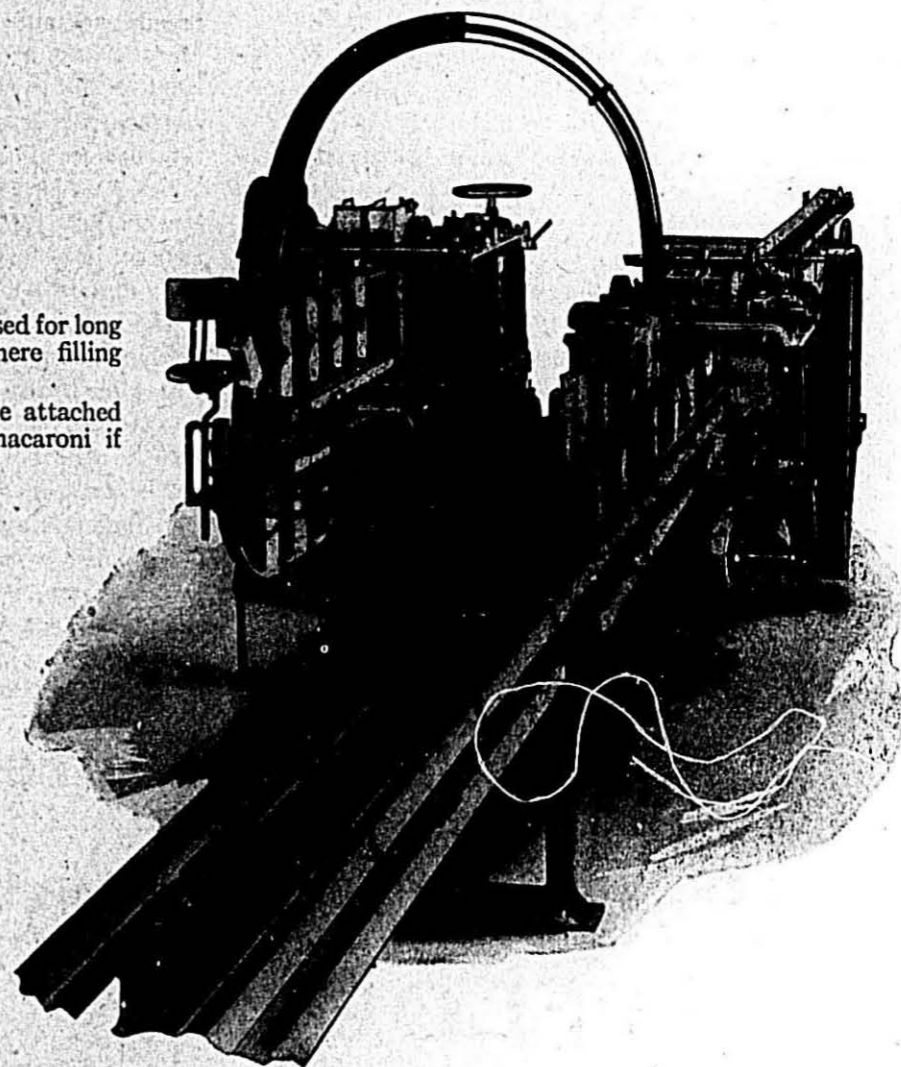
With the exception of certain European countries which are now practically out of trade, neither receiving nor exporting in quantity, the world wheat

This Motor Driven **PACKAGING MACHINE** Will Give You

## PRODUCTION and EFFICIENCY

and

Increase Your Sales and Profits



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

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

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

Reduces operative costs and uses minimum floor space.

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

— Consult Us —

## Johnson Automatic Sealer Co.

P. O. Box No. 482

**BATTLE CREEK, MICHIGAN**

## Discriminating Manufacturers

Use Our

# PURE DURUM SEMOLINA and FLOUR

Runs Uniform

Milled in one granulation only from the Choicest Durum Wheat. The best adapted for Macaroni Products. Quality and service Guaranteed.

Write Or Wire For Samples And Prices

## DULUTH-SUPERIOR MILLING CO.

Main Office DULUTH, MINN.

NEW YORK OFFICE:  
Produce Exchange

BUFFALO OFFICE:  
31 Dun Building

BOSTON OFFICE:  
88 Broad Street

PHILADELPHIA OFFICE: 485 Bourse Bldg.

PORT HURON, MICH. BRANCH, 19 White Block

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



and rye production has gained slightly for the years 1918 and 1919 as compared with the prewar period 1909-1913. All other cereals have decreased.

Before the war the closed countries furnished 15,000,000 tons of cereals to western Europe, and the possible return of these countries to production and trade is pointed out as a matter to be carefully observed by American farmers, as they are sure to play a large part in the European supply and demand for breadstuffs.

The average cereal production for 1918-19 was 254,000,000 tons, as compared with 257,000,000 before the war, a decrease of 1.4 per cent. Twelve countries of Europe, Belgium, Denmark, France, Germany, Italy, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland and the United Kingdom, show a decrease of 20,193,000 tons. All other countries show increases, that of North America being 12,711,000 tons and of South America 2,417,000 tons.

#### Closed Countries Yield

The total grain production of the so-called closed countries before the war was 68,366,000 tons of wheat and rye and 51,153,000 tons of maize, oats and barley, Russia leading with 50,871,000

tons of wheat and rye and 31,125,000 tons of other grains. The other countries in the order of production are Hungary, Austria, Rumania, Bulgaria, European Turkey, Serbia, Finland, Greece and Montenegro.

A compilation of average net imports and net exports of wheat and rye by continents in the prewar period of 1909-1913 shows that western Europe absorbs nearly all of the imports, amounting to about sixteen million tons. North America, South America, Asia and Australia furnish the exports in the order named. As western Europe furnishes the world market for cereals a study has been made of her production and trend of consumption. For twelve countries where reasonably accurate data could be obtained less than the prewar amounts of wheat and rye were imported in 1918 and 1919. Production decreased 13,400,000 tons, or 30.6 per cent, and net imports 1,900,000 tons, or 13.8 per cent, from prewar normal.

This decrease in wheat and rye supplies has been met in part by increasing the milling extraction by substituting other cereals and by increasing the vegetable diet. No doubt Europe would return to prewar bread consumption

but her financial resources and adverse exchange rates limit her imports. Europe must depend largely on increased production to restore normal consumption.

#### Use Below Average

The figures show that the consumption of wheat and rye for 12 European countries for 1919 was 43,500,000 tons, or 26 per cent below the prewar average of 58,800,000 tons. The prewar average production was 43,800,000 tons and the import amounted to 15,000,000 tons. For 1919, the production fell to 30,400,000 tons and the imports dropped to 13,100,000 tons, or the decrease in production has amounted to 31 per cent and the decrease in imports to 13.8 per cent. For the present year 13 countries have produced 45,600,000 tons, compared with 48,700,000 tons in 1909-1913.

The principal factors which have particular bearing on demand and price of wheat are European exchange, the coming Argentinian and Australian crops and the return of the closed countries to export trade in cereals. The weakened exchange of Europe will limit not only the import of wheat, but other commodities, as cotton, wool, etc. The present accumulations of raw wool and cotton

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

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

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

**The Interstate Printing Co.**

ST. LOUIS.

"PRODUCERS OF HIGH GRADE LABELS"



# DRY YOUR MACARONI in 18 to 60 Hours!

The BAROZZI System takes care of the product from start to finish. Its seven chief features are:

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

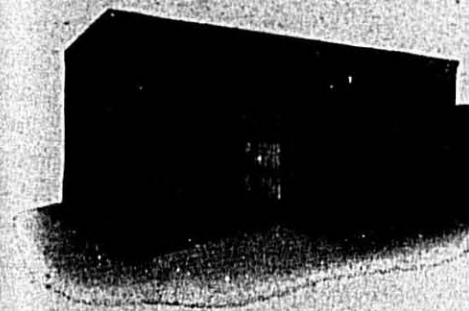
The Barozzi Drying Machine and all improvements thereon are fully protected. Infringements will be prosecuted to the fullest extent of the law.

Send for illustrated catalogue and estimate.

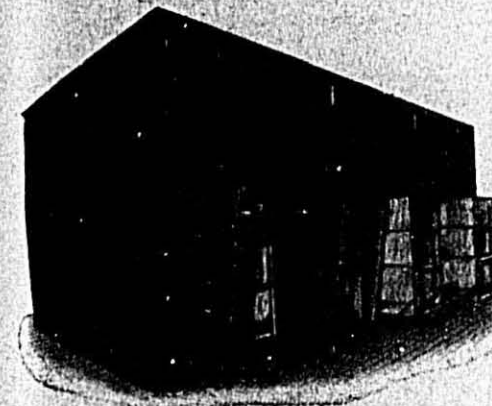
**BAROZZI**  
**Drying Machine Co.**

400 COLUMBUS AVENUE

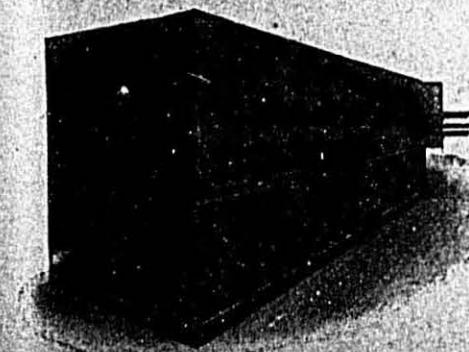
San Francisco, Calif.



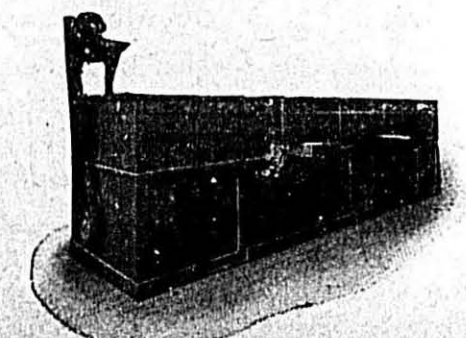
BAROZZI Preliminary Drier for Long Paste



BAROZZI Finishing Drier for Long Paste



BAROZZI Drier for Cutty Paste



BAROZZI Drier for Cut Goods



with weak demand, are further indications that Europe has not returned to prewar consumption. Demand for these commodities may be expected to improve with improved European exchange rates.

The acreage sown to fall wheat in Australia and Argentina is estimated at 22,361,000 acres, which is about 1 per cent below the prewar average. At present crop prospects are good in both countries, but the production will not be known before December. For the period 1909 to 1913 Australia and Argentina exported an annual average of 145 million bushels. Crop prospects in the southern hemisphere have an important bearing on the market until December.

### Tested Macaroni Recipes

For use by manufacturer, wholesaler and retailer in popularizing use of macaroni, spaghetti, etc., as the recognized leading food from the viewpoint of nutrition and economy.

#### American Chop Suey

Bring one pint of tomatoes to a boil and add ¼ pound spaghetti, previously

cooked. Let this boil and in the meantime grind 1 pound of round steak in the food chopper. Put into a frying pan two tablespoons of butter or butter substitute, add the ground round steak, ½ onion and part of small pepper or pimento. When this is browned, add the tomatoes, spaghetti, salt and pepper. Let simmer until thick. This will serve five.

#### Macaroni Outlets

¾ cup uncooked macaroni.  
1 cup bread crumbs.  
1 cup grated cheese.  
1 cup cream (top of milk).  
¼ cup crisco.  
Salt and pepper.  
1 small can pimentos chopped fine.  
3 tablespoons chopped parsley.  
2 eggs.  
Cook macaroni. Mix all ingredients well and season with salt and pepper. Cook in a slow oven half hour in a shallow pan. When done, cut down in slices and serve.

#### Mexican Spaghetti

2 cups spaghetti.  
1 cup tomatoes.  
2 good sized onions.

1 teaspoon paprika.  
1 teaspoon mustard.  
3 cloves.  
Small bay leaf.  
2 strips bacon dried.  
¾ lb. beef, ¼ lb. pork, ground together.

Cook spaghetti, fry meat and onions. Cook tomatoes with the other ingredients. Put everything into one kettle and cook gently for about ten minutes.

#### THE STINGIEST MAN

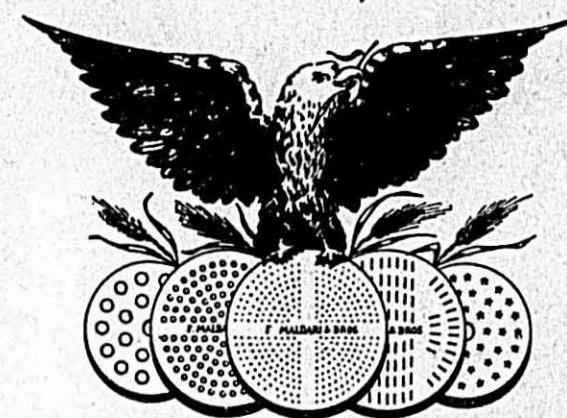
The stingiest man was scoring the hired man for his extravagance in wanting to carry a lantern in going to call on his best girl.

"The idea!" he scoffed, "when I was courtin' I never carried no lantern; I went in the dark."

"Yes," the hired man said sadly, "and look what you got."

New ideas and new suggestions are readily obtained but to put them into profitable practice is the important matter.

The man who makes a little improvement each day will find at the end of the year a revolution in his methods.



## If You Want a Thing Done Right Do It Yourself

The Maldari Brothers have been making Macaroni Dies for the past TWENTY YEARS. NOT by sitting in their office and LETTING SOME ONE ELSE make them, but actually SHARING IN THE WORK THEMSELVES.

This explains why MALDARI'S INSUPERABLE BRONZE DIES are noted for their FINE WORKMANSHIP in every detail.

Every die that leaves the Maldari Factory MUST PASS THE PERSONAL INSPECTION of one or the other of the Maldari Brothers.

Because of this inspection EVERY DIE must be a PERFECT DIE or it is not shipped out. Think of the protection that this gives YOU, Mr. Macaroni Manufacturer!

Personal care has made Maldari Brothers, the largest Macaroni Die Plant in the United States. They please three quarters of the trade—They can please YOU.

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

## F. MALDARI & BROTHERS

(Established 1903)

127-29-31 Baxter Street

NEW YORK CITY

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

# MACARONI DRYING MACHINES

## ROSSI MACHINES "Fool" the Weather

Do not require experience, any one can operate.

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

Write or Call for Particulars—  
IT WILL PAY YOU

## A. Rossi & Company

Macaroni Machinery Manufacturers

322 Broadway

SAN FRANCISCO, CAL.



# Notes of the Industry

## Minnesota Macaroni Increases Capital

Another indication of the prosperity of St. Paul's manufacturing concerns was evident in the announcement that the Minnesota Macaroni Co., 110-146 Fairfield st., E. T. Villaume, president, is increasing its capital stock from \$100,000 to \$250,000. Plans are being made to make the factory the largest macaroni concern in the country. Rumors to the effect that the Minnesota Macaroni Co. was to be merged with the Capital City Milling Co. are put at rest with the announcement, says the St. Paul News.

## Commission Inspects Weights

Reduced weight in macaroni packages is to be investigated, according to a report by the Belmont county fair price committee of Ohio. In commenting on the proposed action the News of Wheeling, W. Va., says: "Another matter brought up at the meeting was the price of macaroni. The size of the package has been cut from 8 to 4 ounces, but the price for the half size package is the same as was charged for the 8 ounces. The commission learns that the makers contract for their materials a year ahead of time and, as there is still 3 months left of this year, there is no reason for increasing prices. Packages of both sizes will be presented to the state commission at its next meeting."

## Sandy Valley Gets Plant

The Sandy Valley Egg Noodle and Macaroni company has filed articles of incorporation and will operate an alimentary paste factory to be located at Magnolia, Ohio. It is capitalized at \$50,000. Among those interested in this new venture are E. M. Bitzel, L. Tozzi, W. R. Thom, J. Kontos and C. DeLuca.

## New Concern in Cleveland

Articles of incorporation filed with the secretary of state of Ohio tell of the organization of a new macaroni manufacturing concern to be located at Cleveland, Ohio, to be known as The Ohio Macaroni company with a capital

stock of \$300,000. Among the incorporators are J. F. Connors, Jr., J. Nucio, L. Hoonce, S. S. Kest, C. Robechek and G. Stevens. A location has been secured and plans laid for the establishment of a large plant capable of supplying big output for which there apparently is a ready market.

## Fined for Misbranding

The Western Macaroni company of Salt Lake city has been fined \$50 for violation of the pure food and drugs act, according to the News of that city. A representative of the company pleaded on appearance before Judge Johnson of the United States district court, the charge being "shipping misbranded foodstuffs".

## Add Drying Machines

The Scarpelli Bros. Macaroni company of Spokane, Wash., has installed a new drying system, a series of five dry-

ers that provide for quicker and more uniform drying of its increasing production, according to Mr. Scarpelli in the Spokane Chronicle in discussing reasons for recent slight reduction made because of drop in flour market. He states that reduction amounts to about one-half cent per pound for his bulk goods up to 15 cents a case on his 25 pound cases or boxes.

## Resigns as Receiver

Gay Lombard has resigned as receiver for the California Macaroni company following an agreement between the various warring factions of stock holders that the affairs of the corporation shall be placed in the hands of a committee of creditors to be selected by the various factions. Coincidentally with his resignation Attorney H. K. McKeivitt obtained from Judge Cabanis the dismissal of a suit brought by Mr. Lombard against J. P. Livingstone and A. Kohn in which he asked \$305,000

## SELECTED AMBER DURUM

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

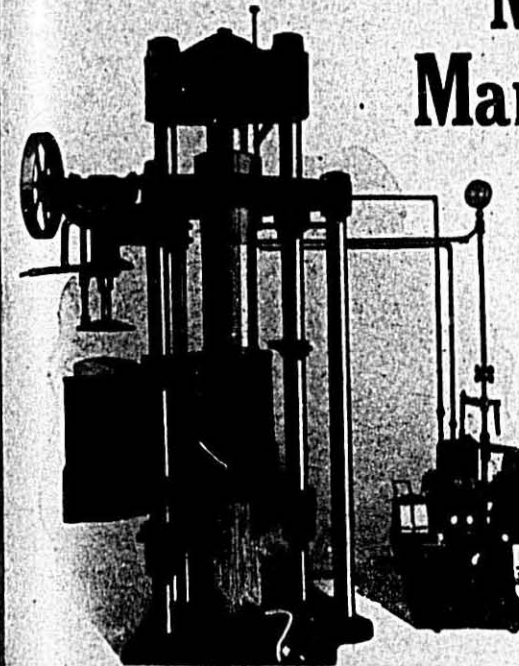
Ground coarse, medium or fine as best suits your wishes. Superior raw materials for superior quality macaroni products.

Write or wire for samples and prices.

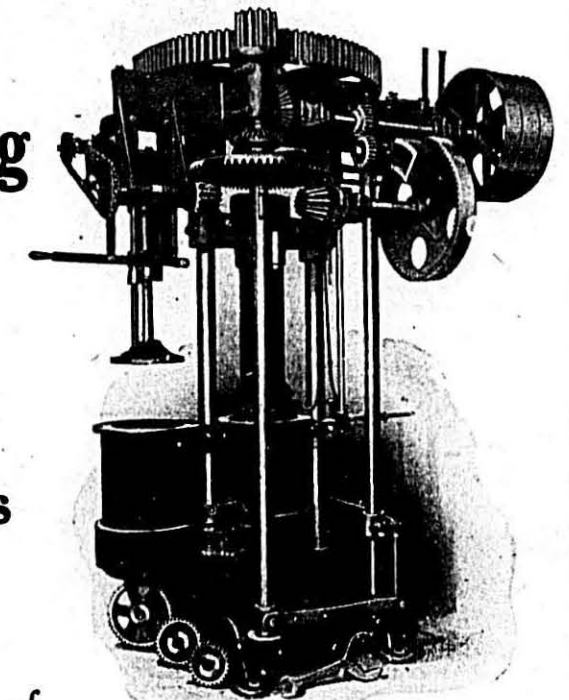
Sheffield-King Milling Co.  
Minneapolis, Minn.

# Walton Macaroni Machinery

## Minimizes Manufacturing Expense



STYLE K HYDRAULIC PRESS



STYLE F SCREW PRESS

### Our line of Presses, Kneaders and Mixers

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

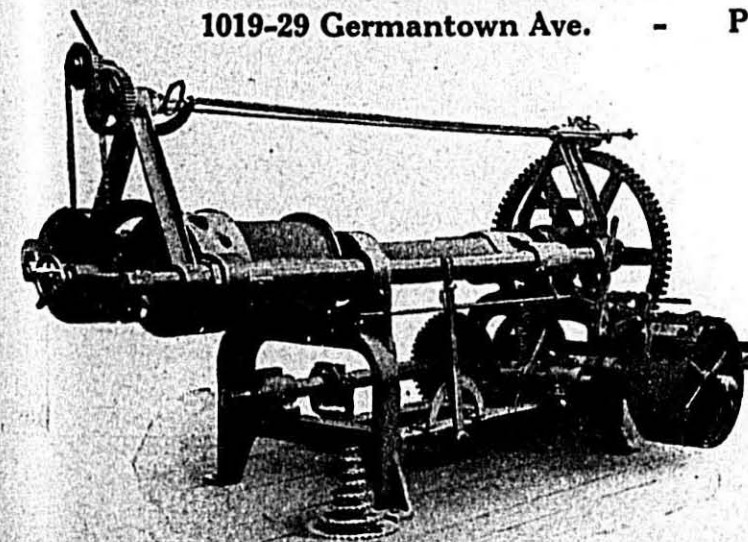
We make both Screw and Hydraulic Macaroni, Vermicelli and Paste Presses in sizes to meet all requirements. Complete machines or parts furnished promptly.

We also build paint manufacturing equipment and saws for stone quarries

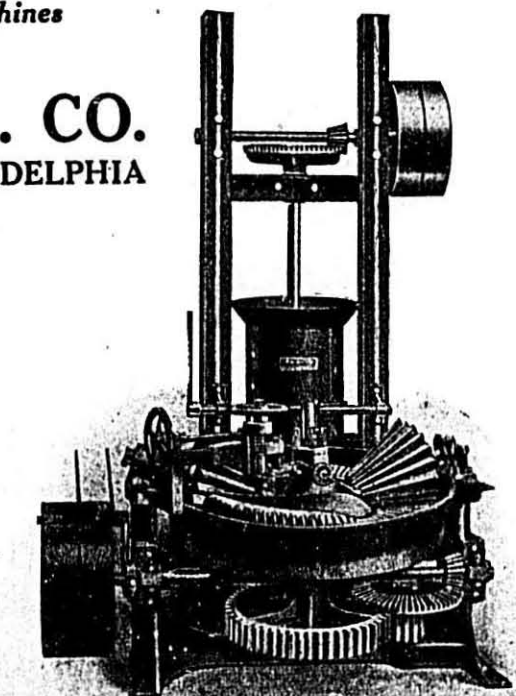
Write for catalog, stating the line of machines in which you are interested.

## P. M. WALTON MFG. CO.

1019-29 Germantown Ave. - PHILADELPHIA



STYLE H HORIZONTAL CUTTING PRESS



IMPROVED KNEADER WITH PLOW



damages for an alleged conspiracy to oust him as president of the corporation. Mr. McKeivitt, who represented the two defendants, said this litigation had been adjusted.—Retail Grocers Advocate.

Mr. Lombard has opened a general merchandise brokerage office in the Merchants' Exchange building, doing both domestic and export business.

### Reduced Macaroni Imports

The amount of macaroni imported from the United States to England through the port of Liverpool in 1918 was 59,655 hundredweights valued at \$1,530,066, and in 1919 only 5,600 hundredweights valued at \$113,647. This decrease was doubtless due to the termination of the war, making it possible to import macaroni into England from France and Italy.

### East Ohio Company Organized

A macaroni manufacturing company has been organized at Youngstown, Ohio, with a capital stock of \$35,000 and filed articles of incorporation with the state department. The company goes under the name of The East Ohio Macaroni company and is composed of

several practical manufacturers backed by financial interests that predicates success for the concern. Incorporators are C. Esposito, J. M. Modarelli, E. J. Flasek, B. F. Roth and J. A. Mouch.

### Schenectady Gets Two Plants

Schenectady, N. Y., is becoming a macaroni manufacturing center judging from number of plants being erected there. Two are being constructed, of the Fiume Macaroni Manufacturing company, 100 Van Guysling av., and the Cereone Manufacturing company, at Foster av. and Seneca st.

#### Fiume Company

The Fiume Macaroni Manufacturing company is headed by Leopoldo Mancuso as president, Gaetano DiLoretto as treasurer and Alfonso Apollo as secretary. The general manager is Pietro Romano, an experienced macaroni manufacturer formerly connected with the Romano Macaroni Manufacturing company of Scotia, N. Y.

#### Cereone Company

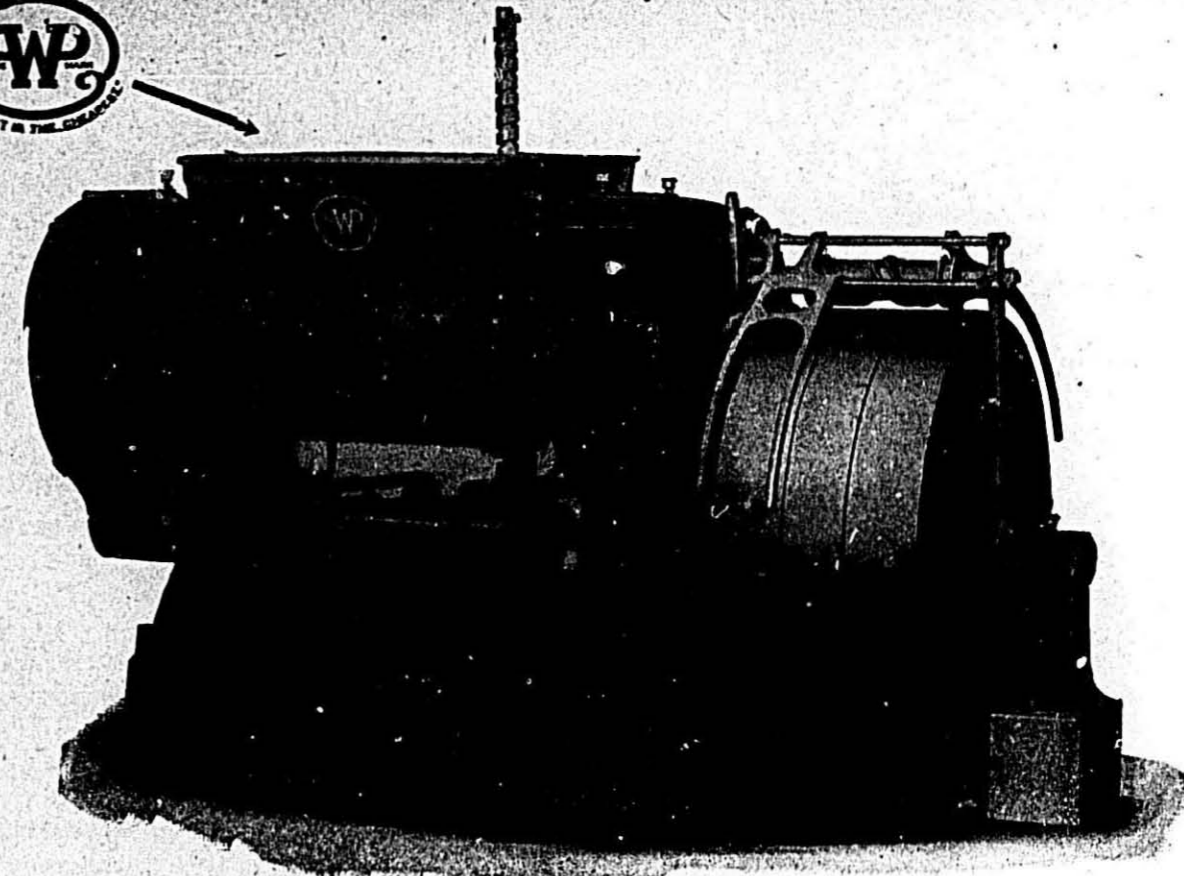
The Cereone Manufacturing company is headed by Louis Cereone, the principal owner, and has as stockholders

numerous merchants and distributors in the east, through whom it is expected to dispose of its products. Equipment is being installed in a practical building 460x176, with a capacity of 50 to 60 barrels a day but capable of expansion as business requires. This plant is expected to begin to produce about Jan. 1. Attention will be given to exporting macaroni products according to announcement by its president at a banquet for the stockholders last month.

### New Orleans Consumption Large

More than 2,000,000 pounds a month is the average production of macaroni in New Orleans, according to La Item of that city, while, when the imported and exported goods are taken into consideration, the amount consumed will net about that quantity. Basis for the article is an interview with the second vice president of the National Macaroni Manufacturers association, Leon Tujague, the leading producer in the city. The article follows:

The macaroni industry now bulks out in New Orleans: More than 2,000,000 pounds are turned out monthly by the various factories in the city. Such is the estimate of L. G. Tujague, president



## "Uniformity" Spurs Demand

**Y**OUR salesmen, your jobbers, your dealers—all look to you for a *uniform* product: Uniformly excellent, of fine color and even finish.

You can't get uniformity unless your mixing and kneading methods are right.

The "Universal" Kneading and Mixing Machine insures a uniform mix.

Combines the painstaking thoroughness of the skilled hand worker with machine speed. Develops to the full the strength of the flour. Makes a dough of uniformly fine finish and even texture.

*Uniformity* is the reason why leading macaroni, noodle and spaghetti makers use the "Universal."

Our catalog of machinery for the macaroni trade should be in your file. Write for your copy.

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

Sole Sales Agents for WERNER & PFLEIDERER Machinery

**"UNIVERSAL"**  
**Kneading AND Mixing Machines**  
for the MACARONI trade

## Frederick Penza & Co.



Special Constructors of  
**COPPER and BRONZE  
MOULDS**

For Macaroni and Fancy Pastes

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

**REPAIRING OF ALL KINDS OF MOULDS**

We Guarantee the Best Material and Workmanship.

### YOU MUST HAVE IT

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

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

**PATENTED PINS**

OFFICE AND FACTORY

285 Myrtle Avenue, BROOKLYN, N. Y.

### Is your Carton a Salesman?

To the prospective buyer, the carton is the quality standard of your product, thereafter your service and the quality of your product hold the business.

An attractive quality-made carton has real sales value—why not get the best—let Waldorf make your cartons. Let our art department revise your old carton or make you a new design.

*Write for samples and prices.*

"THE WALDORF DAILY PLAN—  
PRODUCE THE BEST THAT MORTALS CAN."

**WALDORF PAPER PRODUCTS CO.**

ST. PAUL, MINN.

CORRUGATED AND SOLID FIBRE  
SHIPPING CONTAINERS.  
FOLDING CARTONS.





of the Southern Macaroni company, who says that this macaroni is sold to dealers not only in New Orleans, but cities throughout the country.

Additionally 600,000 pounds are exported monthly for consumption in France and other European countries. Of late there has been an increase in exports, says Mr. Tujague. There are 12 macaroni factories in New Orleans of importance. These supply jobbers and retailers.

"Who eats this macaroni?" Mr. Tujague was asked.

"The Italians still have the edge on the Americans," he answered, "and it's a very big edge. They consume about 95 per cent of the macaroni, and the Americans and other persons the remaining 5 per cent."

### Express Weight Embargo Off

The American Railway Express company has removed its embargo on single pieces of express matter weighing 200 pounds or over, which has been in effect since April 5. The embargo was placed on the express traffic throughout the eastern and central states and later throughout the country because of the congestion of traffic and difficult operating conditions. Exceptions were made only in the case of shipments needed in special emergencies. Improved operating conditions, it is announced, are

responsible for the removal of the embargo.

### Want New Forestry Policy

A new forestry policy for the new administration was recommended in reports read at the convention of the American Pulp and Paper association meeting Nov. 11 in Chicago.

The government is preparing to spend \$50,000,000 on forestry in five years in addition to large amounts by individual states. The reports urge acquisition by state and federal governments of forest land and land for reforestation. Extending of federal supervision of state and private forests and a single unified system of reforestation under federal control are other measures advocated. The pulp men also propose that no state or federal taxes be collected on forest land until cutting of the timber begins and that the tax then be placed on the lumber. This, it was said, would stop cutting of young timber to pay taxes.

George W. Sisson, president of the association, said the paper industry is "in a better situation than many others because it has not been through a period of overproduction which piled up ex-

cessive stocks. On the contrary," he continued, "the mills have been barely able to keep up with the flood of orders. Our great problem is now and will continue to be the securing of a sufficient supply of raw material to meet the needs of the mills."

### The Boss

When things go easy, he just saunters round,  
At ten o'clock or so; then reads his mail,  
Dictates some half a dozen letters to the girl,  
Tosses us each a word, or maybe two,  
Looks at the papers, lights a good cigar,  
'Phones to a friend, and then goes out to lunch,  
And I go home and say to maw—"Gee whiz!  
I hate to work. I wish I was the Boss!"  
But my, when things go wrong! Maybe a strike,  
Or prices rise, or some bank goes and busts,  
Then ain't he Johnny-on-the-spot at eight!  
Then he don't take no time to read the news,  
Or eat no lunch, but keeps us all a-jump.  
Then he shoots letters at the girl till she  
Gets flustered red spots on her cheeks; and  
Even his chief clerk hustle; you know him  
That gray one, with nervous sort of spin.  
And me—why I'm greased lightning when he calls,  
And when night comes, then he looks kinder pale  
And anxious-like, and yet so full of fight,  
I get a sort of aching in my throat,  
Like something choked me, when I look at him.  
And I go home and say to maw—"Gee whiz!  
Bizness is tough. I'm glad I ain't the Boss!"  
—Reliance Bulletin.

Established 1861

# ELMES

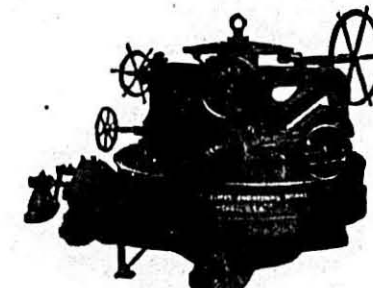
## CHICAGO

Incorporated 1895

### Builders of Macaroni, Spaghetti and Paste Goods Machinery



Motor Driven Dough Kneader No. 1486



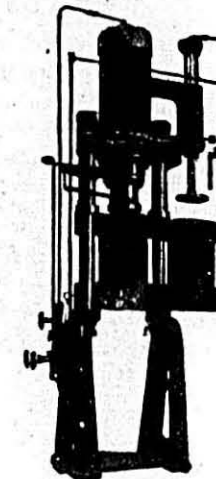
Motor Driven Dough Kneader No. 1382

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



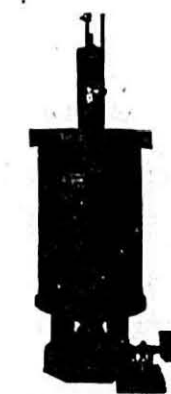
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Hydraulic Macaroni Press No. 1110

Greater Output With Less Maintenance



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SEMOLINA  
AMBER COLOR  
GLUTINOUS  
CLEAN

OUR MILLING  
MAKES EVEN  
GRANULATION

WRITE TODAY FOR SAMPLES AND PRICES.

### BAY STATE MILLING Co.

MANUFACTURERS OF  
DURUM FLOUR  
DAILY CAPACITY 1000 BARRELS

WINONA, MINNESOTA

## The Charles Boldt Paper Mills

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

### CINCINNATI, OHIO



# Grain, Trade and Food Notes

## Paper Firm Buys Large Mill

The Hinde & Dauch Paper Co. of Sandusky, O., has purchased the plant of the Brown Paper company at Ft. Madison, Iowa. It is planned to place a second complete installation of paper making machinery in the newly-purchased plant to facilitate the handling of its rapidly increasing business in the middle west. The site acquired with the new plant is 10½ city blocks with river frontage and wharfage facilities, and adjoins the Burlington and Santa Fe railroads. The company has three factories in Sandusky, Ohio, and also operates factories in Delphos, Ind.; Muncie, Ind.; Cleveland; Watertown, N. Y.; Toronto, and Gloucester City, N. J.

## Licorice

The greater part of black licorice is derived from Spain, where it is made from the juice of the plant and mixed with starch to prevent it from melting in hot weather. The licorice plant is a shrub that attains a height of 3 feet and it grows wild where its roots reach the water. It flourishes especially on the banks of the Tigris and Euphrates rivers. Since the valley of the Euphrates contained one of the earliest civilizations in the world, the probability is that licorice is about the oldest confection, and the taste which the boys and girls of today like so well was enjoyed by the youngsters of 3000 years ago.

## United States Supplies World

E. H. Gary in a recent address said: "As frequently stated, notwithstanding the United States has only 6 per cent of the world's population and 7 per cent of the world's land, yet we produce 20 per cent of the world's supply of gold, 25 per cent of the world's supply of wheat, 40 per cent of the world's supply of iron and steel, 40 per cent of the world's supply of lead, 40 per cent of world's supply of silver, 50 per cent of world's supply of zinc, 52 per cent of world's supply of coal, 60 per cent of world's supply of cotton, 60 per cent of world's supply of aluminum, 60 per cent of world's supply of copper, 66 per cent of world's supply of oil, 75 per cent of world's supply of

corn, 85 per cent of world's supply of automobiles.

## Chestnuts Abundant in Italy

The exportation of chestnuts from Italy is now freely permitted, and the prospect for an abundant crop is promising, according to a report from the American trade commissioner of the bureau of foreign and domestic commerce. However, with the small wheat crop and the possibility that local food conditions will make it necessary to utilize chestnuts on a large scale as a substitute for other breadstuffs, the government reserves the right to impose restrictions at any time. This condition is not favorable to American trade, since importers will feel uncertain as to whether orders can be filled.

## Your Job

Your job is a tremendous part of your life. Not only does it directly consume one-third of your life each business day, but also with its three hours over the eight at your desk to cover travel to

and fro, and luncheon, eleven out of sixteen waking hours are absorbed.

To enjoy life is, therefore, to enjoy your job. Work is not designed merely to bring in money that one may enjoy life when the day's work at the office is over. Work is a prerequisite for enjoyment. It remains a joy when called pleasures cloy and pall. For there are three things essential to enjoyment—contrast, contest and suspense.

Analyze your favorite sport, your favorite play or your favorite book. In each you will find contrast, contest and suspense. Contrast is the outstanding factor in your morning plunge. Contest with conditions with competitors, with yourself is the element that makes business the keenest of games. Suspense is the element that keys one up to appreciation. Anticipation is a mild form of suspense.

Your job molds you, even as you mold your job. It is inevitably your power is to make it.—From *The World's Markets*, published by R. Dun & Co.

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for

Yerka, Andrews & Thurston, Inc.  
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Phone—Seneca 4226

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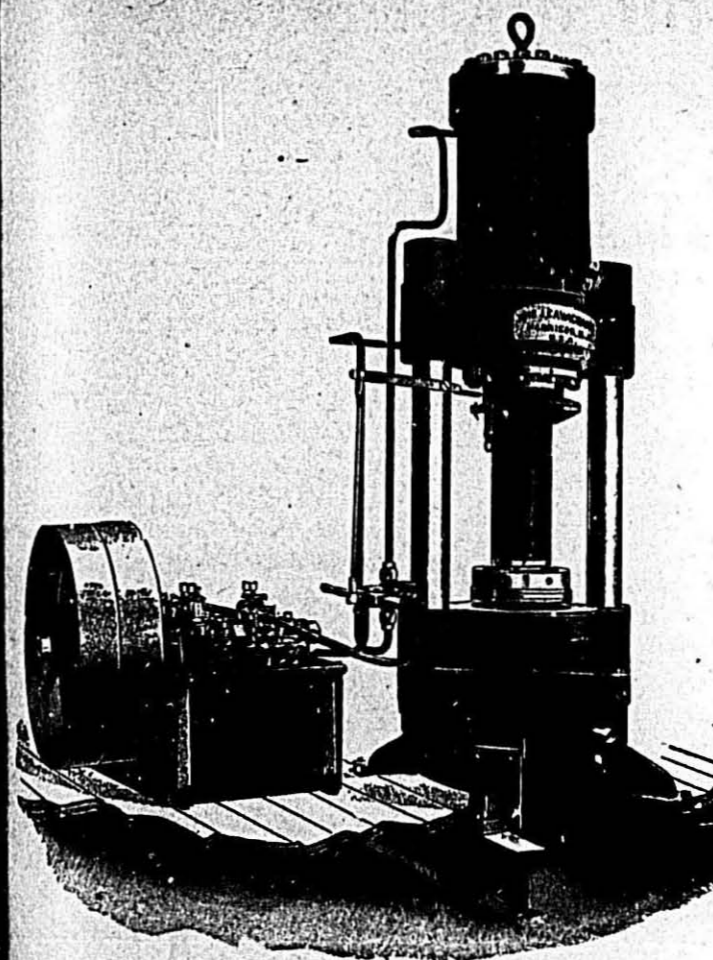
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### MACARONI MACHINERY

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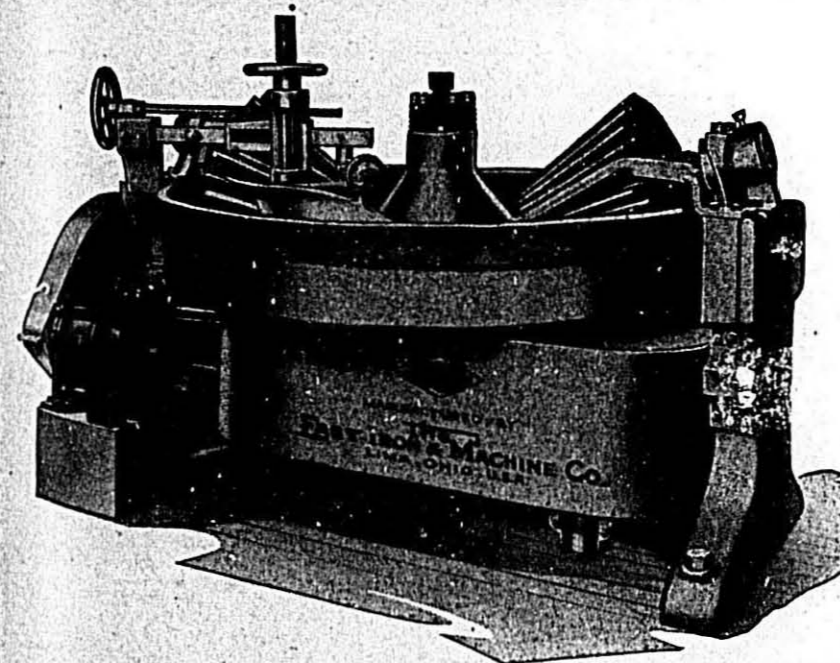
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## The "Eimco" Kneader

The kneader you need  
to knead the dough.

A few of the reasons for its unequalled efficiency are: Extra strong frame; scientifically designed rolls and plow; scrapers at rolls to prevent dough from climbing; excellent lubrication system; design and construction. Experts say that it produces better doughs in less than half the time required by other kneaders.



### The New "Eimco" Macaroni Dough Mixer

is the last word in modern mixing efficiency. It is a heavily built double-blade machine, equipped with our patented mixing blades which insure just the right amount of kneading action to produce perfect doughs of absolute uniformity in color, moisture and temperature.

"EIMCO" Machinery:—Mixers, Kneaders, etc.—means up-to-the-minute equipment; the kind that reduces costs and improves the products.

If you want early deliveries, get in touch with us now.

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Philadelphia Office  
Transportation Bldg.



### The New Macaroni Journal

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

**PUBLICATION COMMITTEE**  
**JAMES T. WILLIAMS** - President  
**M. J. DONNA** - Secretary

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

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Vol. II November 15, 1920 No. 7

### Secretary Visits New York

While on his way east to attend the convention of the National Trade association executives, at Lenox, Mass., Secretary M. J. Donna of the National Macaroni Manufacturers association called on those engaged in the industry at Rochester, Syracuse and Albany, and on his return conferred with the leaders in the industry in New York city. He reports business rather dull in that section though there were signs of a slight pick up, in the opinion of the manufacturers.

Complaints were made everywhere on the altogether too common practice of slashing prices on the first indication of a drop in flour prices without regard to other elements that enter into the high cost of manufacture. Much criticism was heard of the practice of some manufacturers who packed only 4 ounces of macaroni in packages capable of holding from 10 to 12 ounces. Practically all are in harmony with the proposed elimination of some of the trade abuses agreed upon as detrimental, and each added a few more that they felt should be taboo.

Indications are that there will be

many from the eastern states in attendance at the special session of the National association to be held beginning Nov. 17, at Hotel Traymore, Atlantic City, N. J., where many matters of interest to the industry will be discussed.

### More Appreciation

It is pleasing to know that the NEW MACARONI JOURNAL is appreciated and is filling a want in the industrial world, as evidenced by the statement by Lloyd M. Skinner of the Skinner Manufacturing company of Omaha, one of the leading manufacturers in the country: In writing to Secretary Donna, he said:

"I have for some time thought of writing either you or Mr. Williams in regard to the progress you are making with the Macaroni Journal. It seems to me you are making a real showing, in fact, much better than I thought possible with your limited field, and you certainly are both to be complimented, and it occurred to me it would do no harm to let you know that I personally appreciate the hard work you must do in order to make the showing you have".

### New Subscribers to Laboratory

According to report given out by Director B. R. Jacobs of the National Cereal Products Laboratory the following macaroni firms have contributed various amounts toward the maintenance of the new macaroni laboratory in addition to the list previously published:

American Macaroni Co., Camden, N. J. ....	\$ 75
Peter Rossi & Sons, Braidwood, Ill. ....	50
Naples Macaroni Co. Inc., Brooklyn ....	50
National Macaroni Co., Dallas... ..	10
National Noodle Co., Brooklyn.. ..	10
Previously reported September New Macaroni Journal.....	\$7,335
<b>Total .....</b>	<b>\$7,530</b>

### NO OUTIE GARAGES

"Hi, Jimmy, is that your father over there?"  
 "Yeah, that's him."  
 "Whew! but he must be old, ain't he?"  
 "Yeah, he says he knows when women had ears."—National Tribune.  
 Self praise is no recommendation.

**WANT ADVERTISEMENTS**  
 Five cents per word each insertion.  
**WANTED**—A second-hand noodle-cutting chine, preferably one with folder de Werner & Pfleiderer make preferred. Box  
**FOR SALE**—12,000 cartons; 5,000 5-ft. macaroni drying sticks and 400 drying trays. R. Macaroni Mfg. Co. Rome, New York.  
**Wanted**—Correct address of EVERY Macaroni and Noodle Manufacturer in the country. Send same to M. J. Donna, Secretary, P. O. Drawer No. 1, Braidwood, Ill.  
**Wanted**—News Notes and contributions for Macaroni Journal. Mail to Editor at Braidwood, Ill.  
**Wanted**—Some member of EVERY Macaroni concern to act as correspondent for New Macaroni Journal and to contribute items of interest to Macaroni men regularly.

**For Sale**

1 Vertical Screw Press, 17 inches Diameter  
 1 " " " 11 inches "  
 1 Horizontal Cutoff " 13 1/2 inches "  
 1 Kneader 6 feet Diameter  
 1 Kneader 4 feet "  
 Assortment of Dies

All in good working order  
 Ready for Immediate Shipment.

ADDRESS **C. G. H.** Care of MACARONI JOURNAL, BRAIDWOOD, ILL.

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Capacity 25 barrels. Will sell machinery, motors, dies and all equipment, costing \$14,000 for \$6,000.

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Care of Macaroni Journal  
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We offer the machinery listed below for sale:—

One Cevasco, Cavagnaro & Ambrette hydraulic macaroni press 12 1/2 in. double cylinder, complete with 12 moulds.  
 One 10 in. double cylinder hydraulic press complete with 9 moulds.  
 One dough kneader of 1 1/2 barrels capacity with automatic dough turner.  
 One dough mixer of 1 1/2 barrels capacity complete with power pump.

Will sacrifice all for \$5000.

Address  
**LEM,** care of Macaroni Journal, BRAIDWOOD, ILL.

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 Commander Mill Co., Minneapolis, Minn.  
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 Pillsbury Flour Mills Co., Minneapolis, Minn.  
 Shane Bros. & Wilson Co., Minneapolis, Minn.  
 Sheffield-King Milling Co., Minneapolis, Minn.  
 Washburn-Crosby Co., Minneapolis.  
 Yerxa, Andrews & Thurston, Inc., Minneapolis, Minn.

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Workman Packing Company, San Francisco.

## EGGS AND YOLKS

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A. Rossi & Co., San Francisco, Calif.

## DIES AND MOULDS

American Macaroni Dies, Inc., Brooklyn.  
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 International Macaroni Moulds Co., Brooklyn.  
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## NOODLE MACHINERY

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## FLOUR SIFTERS AND WEIGHERS

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Missouri, Arkansas, Texas, Louisiana, Mississippi, Alabama, Georgia, South Carolina and Florida. All other territories including Canada have been sold.

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IT COSTS LITTLE AND BRINGS GOOD RESULTS.

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

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

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

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Pillsbury's Semolina No. 3

Pillsbury's Durum Fancy Patent  
Pillsbury's Durum Flours

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

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

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

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