

**THE NEW
MACARONI
JOURNAL**

Vol. 5, No. 1

May 15, 1923

The New
Macaroni Journal

Minneapolis, Minn.

May 15, 1923

Volume V

Number 1



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

Our Annual Conference



Why so HAPPY?

*Going to attend the
Macaroni Men's Con-
vention.*

You're invited, too.

**BE WISE and you'll
BE HAPPY.**

- ☐ Successful men rarely miss an opportunity to confer with fellow manufacturers and rarely leave a conference without having profited by it.
- ☐ The 1923 Macaroni Makers Conference at Hotel Breakers, Cedar Point, (Sandusky), Ohio, June 12-13-14, is being planned as the most important event of the year.
- ☐ All the leaders will be here. How about you?
- ☐ While nominally a convention of the National Macaroni Manufacturers Association, it's virtually a conference of the entire industry and its allied trades.
- ☐ All are welcome—Association members and nonmembers—Macaroni and Noodle manufacturers, large and small—representatives of the Allied Industries.
- ☐ Read program in this issue.
- ☐ **Be Happy! Be Wise! Meet us at Cedar Point in June.**



Sell more
MACARONI

HOW TO DO IT

Send for new pamphlet "How We Nail Wood Boxes." It sets forth the best nailing practices. Copies will be mailed without cost to you.

The secret of success of many a food industry is good quality, good advertising, and good packing. "Those who know" pack in CHICAGO MILL Boxes.

CHICAGO MILL AND LUMBER COMPANY
CHICAGO

Capital City Milling & Grain Co.

DURUM WHEAT MILLERS

St. Paul - Minn.

Capacity 1500 Barrels



EXCLUSIVE MILLERS OF

*High Quality
 Durum Wheat*

SEMOLINAS

All Granulations.

**Laboratory Tests Furnished
 with Every Car if Desired.**

Members { *Minneapolis Chamber of Commerce
 Duluth Board of Trade*

We want your business on the basis of satisfactory quality and square business dealing.

Capital City Milling & Grain Company
ST. PAUL, MINNESOTA

HELP THE DEALER TO HELP YOU

Putting your products on the dealer's shelves does not complete the sale. Why not help him sell your goods by using packages which will create a favorable impression?

The right kind of label or carton will attract instant attention and help sales. Let us show you what we mean by the right kind.

BRAND NAMES AND TRADE-MARKS

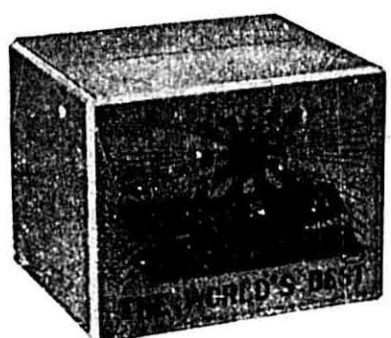
Consult our trade-mark bureau before selecting a brand name. It may save you from conflicting with brands now in use.

The United States Printing and Lithograph Company

CINCINNATI
8 Beech Street

BALTIMORE
23 Covington Street

BROOKLYN
87 North Third Street



Have YOU investigated the possibilities of shipping your product in Solid Fibre and Corrugated Containers?

Many of the leading macaroni manufacturers have found that the Fibre Shipping Case fills a long felt want for a container that will carry their goods to their customers efficiently. The Fiber Container is light, sturdy, and abuse resisting; it broadcasts your advertising in a way that cannot be equalled; and it "Delivers the Goods". Can you expect more? Let us tell you in detail how we have solved the packing problems of others in your field.



Hummel & Downing Co.

Manufacturers of
SOLID FIBER AND CORRUGATED SHIPPING CASES
CADDIES, SHELLS, AND FOLDING CARTONS

Milwaukee, Wisconsin.

Service Offices - Chicago, Denver, Minneapolis.



Theodore Roosevelt used to say that the only effective way for any group of men or athletes to get what they were after was thru Teamwork—and that Teamwork was the coordination of effort of every one of a group of men or athletes working together toward the achievement of their common goal.

Let us then get together and join the great

nationwide **EAT MORE WHEAT** campaign

a-coordinating and equally vigorous campaign of

EAT MORE MACARONI

so that by this teamwork the Macaroni Manufacturers may join with the bakers, farmers and allied workers in receiving their share of the benefits of this great movement.



QUALITY

SERVICE

EAT MORE WHEAT — THE BEST AND CHEAPEST FOOD

MINNEAPOLIS MILLING CO.

MINNEAPOLIS, MINN.

1923 Macaroni Makers Conference

Convention time is again with us. It brings pleasurable participation to some and unconcern to others all too plentiful.

This is important news to the successful men in the macaroni industry who always find it profitable to confer and associate with men of like interests.

Hotel Breakers at Cedar Point, Ohio, has been selected as the place for holding our 1923 conference. The railway station is Sandusky. Its an ideal convention center, conveniently situated and accessible for the greatest percentage of the macaroni manufacturers of this country.

The date is June 12, 13, 14, 1923. It comes at the most fortunate time. You're not too busy. Try combining business with recreation. It will pay.

The purpose of the 1923 conference is so important that no manufacturer of macaroni products can afford to miss it, be he plant large or small.

The first step in any convention arrangement is up to the officials in charge. They must provide an attractive and worthwhile program and set an example for progressiveness.

Those in charge have attended to these preliminaries admirably. Now, Mr. Macaroni Manufacturer, it's up to you, up to the rank and file, association member and non-member, to help "put this over big."

Remember, manufacturers will get out of any conference what they put into it. It's a fifty-fifty proposition. Contribute a thought, suggest an idea or a plan and you will gather something of value in return.

An interesting and constructive program has been arranged as outlined in this issue. Subjects of vital interest to all manufacturers and macaroni distributors will be considered from every angle. Speakers of national prominence in the food world will favor us with addresses concerning, particularly, the products of our presses and drying rooms. The sponsors for the 1923 convention have planned it to be a general, free-for-all conference of all the macaroni manufacturers on this continent, though nominally a convention of the National Macaroni Manufacturers association for whose auspices it is scheduled.

A hearty welcome awaits all whose interests are identical with ours. Quite naturally there will be several purely business sessions for association members only, but every effort will be done to make nonmembers, visitors and representatives of the allied trades to feel right at home at this together affair.

General trade conditions today are such that something constructive must be done immediately to bring us into our own. They demand our very best thought and consideration and betterment will result only through united and concerted effort along well organized lines.

This ticklish situation confronts us all alike; whether we be members or nonmembers, large manufacturer or small, in one section of the country or in another; therefore, it behooves us to cooperate and assist freely and willingly in any progressive program agreed upon at this important conference for the advancement of our industry.

Inject your personality into this meeting. Air your views, present your opinions as macaroni manufacturers to macaroni manufacturer facing like conditions and likewise open to conviction favoring any unselfish movement having for its ultimate aim and purpose the welfare of the individual and the whole group.

Your wishes and your views may not be considered at this important gathering unless you make them known. Place your personality and your magnetism behind your suggestions.

Yours may be the very ones necessary to spur us along the road of greatest promise.

You owe it to yourself to mingle with your fellow craftsmen in order to get an outside view of your business. You owe it also to your fellow manufacturers to advise, suggest, confer and cooperate for the general welfare, progress and upbuilding of the industry in which all our hopes for success lie.

Money and time spent in attending the national conventions of your industry should not be considered an expenditure but rather an investment sure to bring you profitable returns if rightly employed.

Think this over! Don't be prejudiced! Help make this 1923 conference both progressive and constructive by giving it your unselfish and helpful commendation as well as your experienced consideration of the serious problems with which this industry and business in general are battling.

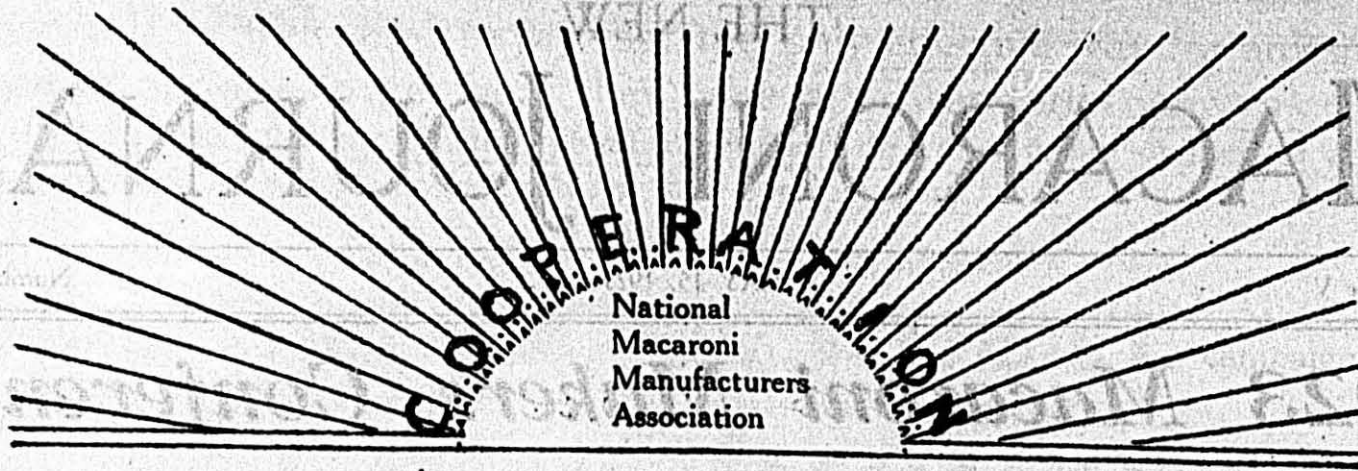
Contribute towards this end by attending. Cooperate by advising and suggesting. Combine with others similarly interested to upbuild the macaroni industry in America for the American manufacturer.

It's up to you, Mr. Macaroni Manufacturer. Don't slip! On to Cedar Point in June. Help yourself while helping the industry.

THE CONVENTION NUMBER

The June number of the New Macaroni Journal will contain complete convention proceedings. Publication will be delayed a few days to permit this being done.

Mr. Subscriber, please be patient with us. We wish to give you news when it's new.



YOUR ANSWER PLEASE

Are you standing still, progressing or falling backward?

Do you know any more about your business than five years ago?

Have you made a real earnest effort to put your business on the most safe and dependable basis?

Have you merely assumed an attitude of indifference and have just been hoping?

Could you have gotten along just as well without your Trade Association?

Have you done your duty toward assisting your Trade Association to succeed in its efforts?

Are you satisfied with the present conditions of your industry?

Are your hands tied and can you do nothing to improve your wits and actions?

Try cooperating with your fellow manufacturers.

There is Strength in Numbers.

Trade Associations Pay Out to same degree in which you Pay In.

No effort -- No accomplishment.

The way for a young man to rise is to improve himself every way he can, never suspecting that any body wishes to hinder him. Allow me to assure you that suspicion and jealousy never did help any man in any situation

--Lincoln.



A National Macaroni Slogan

Suggestions for a national macaroni slogan continue to pour in from every section of the country. Many of them are excellent, others are too lengthy to be serviceable.

Choosing an appropriate slogan is something that takes much more time and thoughtful consideration than ordinary people think. In other lines years have been spent seeking a strong slogan and they are still as far away from a suitable one as can be. If within the next few months the macaroni industry can hit upon the kind of a slogan it needs, we will be fortunate indeed.

It is most assuring to note the cooperation that is being given from the north, south, east and west; from large and small manufacturers and even from the allied trades which are indirectly interested in the welfare and progress of the macaroni industry.

Herewith is a list submitted for consideration. More should be received between now and the 1923 macaroni conference at Cedar Point, Ohio, on June 12-14, when all the proposed slogans will be given the attention due them. Perhaps you have just the right one in mind. Shoot!

THE HEART OF WHEAT IS EQUAL TO MEAT—EAT MORE MACARONI,
 NOURISHING AS MEAT, IS THE HEART OF WHEAT—EAT MORE MACARONI,
 MACARONI—THE HEART OF WHEAT,
 by J. H. Ingersoll, Buffalo Rep. Pfaffman Egg Noodle Co.
 MACARONI—SPAGHETTI—ONLY MADE FROM WHEAT,
 by Skinner Manufacturing Co., Omaha.
 NATURE'S PRODUCT AT ITS VERY BEST, MACARONI, THE HEART OF THE WHEAT,
 by Queen City Macaroni Manufacturing Co., Denver.
 MACARONI IS THE DISH—HOW'S YOUR APPETITE?
 MACARONI—ITS PURITY IS YOUR SECURITY,
 by American Macaroni Co., Philadelphia.
 MACARONI MAKES MUSCLE,
 MACARONI IS AS WHOLESOME AS OUR NATION,
 MACARONI SATISFIES,
 MACARONI MUST PREVAIL,
 MACARONI IS A DELIGHTFUL REVELATION, EAT IT,
 by People's Macaroni Co., Inc., Buffalo.
 EAT MORE WHEAT—USE DELICIOUS, NUTRITIOUS AND ECONOMICAL MACARONI PRODUCTS,
 AT MACARONI AND THRIVE,
 by A. Ross.
 EAT MACARONI—THE HEART OF THE WHEAT,
 MACARONI—A WEALTH OF HEALTH,
 by Fortune Products Co., Chicago.
 EAT MEAT FROM THE WHEAT FIELDS,
 by San Antonio Macaroni Factory, San Antonio, Texas.
 MACARONI—THE BIG MEAL AT LITTLE COST,
 EAT THE BIG MEAL AT LITTLE COST—MACARONI,
 by Chicago Macaroni Co., Chicago.
 MACARONI—THE FOOD SUPREME,
 by Houston Macaroni Co., Houston, Texas.
 MACARONI—THE FOOD PAR EXCELLENCE,
 MACARONI—FOR HEALTH AND STRENGTH,
 EAT MORE MACARONI—THE FOOD PREFERRED FOR EVERY TABLE,

MACARONI—KING OF THE FOODS—FOOD OF THE KINGS,
 THE KING OF EVERY TABLE—MACARONI,
 by National Macaroni Co., Dallas, Texas.
 MOTHER KNOWS BEST—ASK HER ABOUT MACARONI,
 SNOWFLAKES OF HEALTH,
 GOLDEN CRYSTALS OF STRENGTH,
 MACARONI—THE IDEAL FOOD—100% NOURISHMENT,
 MACARONI IS THE PERFECT FOOD TO KEEP YOU IN THAT CHEERFUL MOOD,
 MACARONI, FAR BETTER THAN MEAT, MADE ONLY OF THE FINEST WHEAT,
 MACARONI, WHOLESOME AND PURE, CREATES THE ENERGY TO ENDURE,
 SOUND HEALTH AND STRENGTH IN EVERY LENGTH,
 MACARONI—THE HEALTHY FEAST—THAT COSTS THE LEAST,
 OF COURSE, YOU KNOW MACARONI—THE NATIONAL FAMILY FOOD,
 MACARONI—THE PERFECT FOOD, FOR HEALTH INSURANCE AND LONG ENDURANCE,
 CALL FOR "TONY MACARONI"—CHEF OF THE WHEAT,
 by Harry R. Owen, N. Y. Rep. Chicago Mill & Lumber Co.
 MACARONI—WHOLESOME AS THE SUNSHINE, GOOD FOR YOU TOO,
 MACARONI—THE ALL-YEAR FOOD—READY IN 15 MINUTES, THE HEALTHY, WEALTHY AND WISE—ALL ENJOY MACARONI,
 MACARONI IS GOOD FOR WORKERS IN EVERY FIELD—READY IN 15 MINUTES,
 MACARONI MAKES FRIENDS EVERYWHERE—WHY NOT GET ACQUAINTED TODAY?
 MACARONI—FOR THE QUICK FRUGAL DINNER, READY IN 15 MINUTES,
 MACARONI BALANCES THE DINNER—CHEAPEST BY THE CASE,
 THE TWO "SNAPPY" COMPANIONS—MACARONI AND SPAGHETTI, YOU'LL LIKE THEM,
 by National Macaroni Box Shooks Co., New York city.

Harry R. Owen, eastern representative of the Chicago Mill and Lumber company, suggests that an original character be developed by a clever artist as a national trade mark design typifying macaroni everywhere. Something along the "Sunny Jim" line or the colored "gemmen" and his smiling expression "The Ham What Am." Here is work for an artist.

Charles P. Wellman of the National Packaging Machinery company of Boston is reminded by our last month's slogan article of that good old song "Yankee Doodle" and the feather he called macaroni. He suggests that an artist could sketch a smiling grocer boy at kitchen door, basket in one hand and cap in the other, facing him a sprightly housewife thrusting an order slip, bearing word "Macaroni" thereon, into the delivery boy's cap. Mr. Wellman further suggests

that we adopt in connection with this fanciful sketch the slogan "Stick an order in his cap, including Macaroni."

Here are some original ideas. The really pleasing thing about this free-for-all contest is the good nature in which the suggestion is taken and the diversity of slogans and ideas recommended.

Has the right one been submitted yet? Perhaps no. Then why not give this further consideration. Yours may be "just the right ticket." Come on, you fellows who have not yet been heard from. Lend us a hand. Play this little game that costs you nothing but may prove of inestimable benefit if the really worthwhile and long looked for slogan is finally suggested and adopted.

Fiber Boxes in Food Packing

Sketch of This Class of Shipping Case and Review of Eight Points in Favor of Its Use—Good Packing as Vital as Good Manufacturing—Fiber Popular and Economical, Sanitary and Safe

Address in part as delivered at First Paper Industries Exposition, April 10-23, in the Grand Central Palace, New York City, by G. R. Browder, general manager Container Club, Chicago.

Fiber shipping containers have been developed within comparatively recent years and were first employed for shipping cereals in packages, bakery goods, and other light weight commodities, about 1906. Gradually their use was extended to other lines, stronger boxes were developed, and within a few years the art had so far advanced that fiber containers were being utilized successfully as shipping cases for many commodities.

During the past 8 or 10 years the growth of the industry has been rapid and extensive, and today we find several important manufacturing or producing groups are using these boxes almost exclusively.

Two General Varieties

There are 2 general types of fiber containers, corrugated fiber cases and solid fiber cases, equally good when well made of the proper material, and each filling a special need in particular lines of trade. Articles in glass, or merchandise that is light and frail, carry best in corrugated cases, while products that are dense and heavy carry best in the solid fiber case.

It is almost axiomatic that cleanliness in the packing and handling of food products is of paramount importance. Fiber cartons and fiber shipping containers readily lend themselves to safe and clean delivery, perhaps better than any other style of container yet devised, for when filled and sealed they are dustproof and waterproof, and impart no odor or taste to any food shipped in them.

Various Lines Use Them

Corrugated fiber board being sturdy yet springy and resilient is made into shipping containers with interior partitions, pads and liners or individual wrappers, which give almost perfect protection, and many of the well known brands of food products packed in glass are now shipped almost exclusively in this style of container.

Raisins and other dried fruit from California to the markets of the central

west and east were until recently packed in sacks or in wooden boxes but here again the fiber container has been called into service and is filling its natural utility in making for a cleaner and better protected product.

Macaroni products, candy and confectionery are other products, in the shipping of which fiber board has made great strides. The cushioning quality of the board saves the product from the shocks of shipping jolts and jars, and in warm weather the corrugated board with its air spaces acts as an insulator and keeps out heat, while the freshness and purity of the contents is preserved from dirt and dust by absence of cracks or knot holes.

Carry Heavy Canned Foods

Within recent years the solid fiber and corrugated fiber box has come into general use for the shipping of canned foods, and been rapidly extended into that field, to an extent little realized by those not directly interested in the canning industry. It is estimated that more than 25 million cases of canned foods were marketed in fiber during the past canning season, and this is perhaps worthy of special mention as indicating the progress made in building cases to carry the heavier and somewhat difficult articles.

During the past year and a half, there has been a constantly increasing use of fiber containers in the shipping of canned fruits, vegetables and milk from the Pacific coast, through the Panama canal to the eastern seaboard, and a corresponding trade by the same route in the reverse direction consisting of canned soup, pork and beans and other foods.

The average fiber box weighs from 2 to 5 lbs. which means a reduction of shipping weight from 10 to 50% when compared with the same size wooden box. It is shipped flat when empty and in this form occupies only about one tenth of the space it will fill when set up, thus effecting an immense saving in packing room space.

Popular and Economical

Economically considered the fiber case is an important factor in forest conservation since only about one fifth of its raw material is new wood pulp,

the balance being largely reworked waste paper. This waste paper never usually contains a fair proportion of old fiber boxes which have seen their usefulness and have found their way back to the paper mills. Of slightly less importance is the conservation of the economies effected by use of fiber boxes in the better utilization of freight car space and storage space in warehouses.

The popularity of the fiber container is traceable to its practical utility and its serviceability in the transportation and marketing of food products, manufactured articles and general merchandise, as well as to the economy effected in its use.

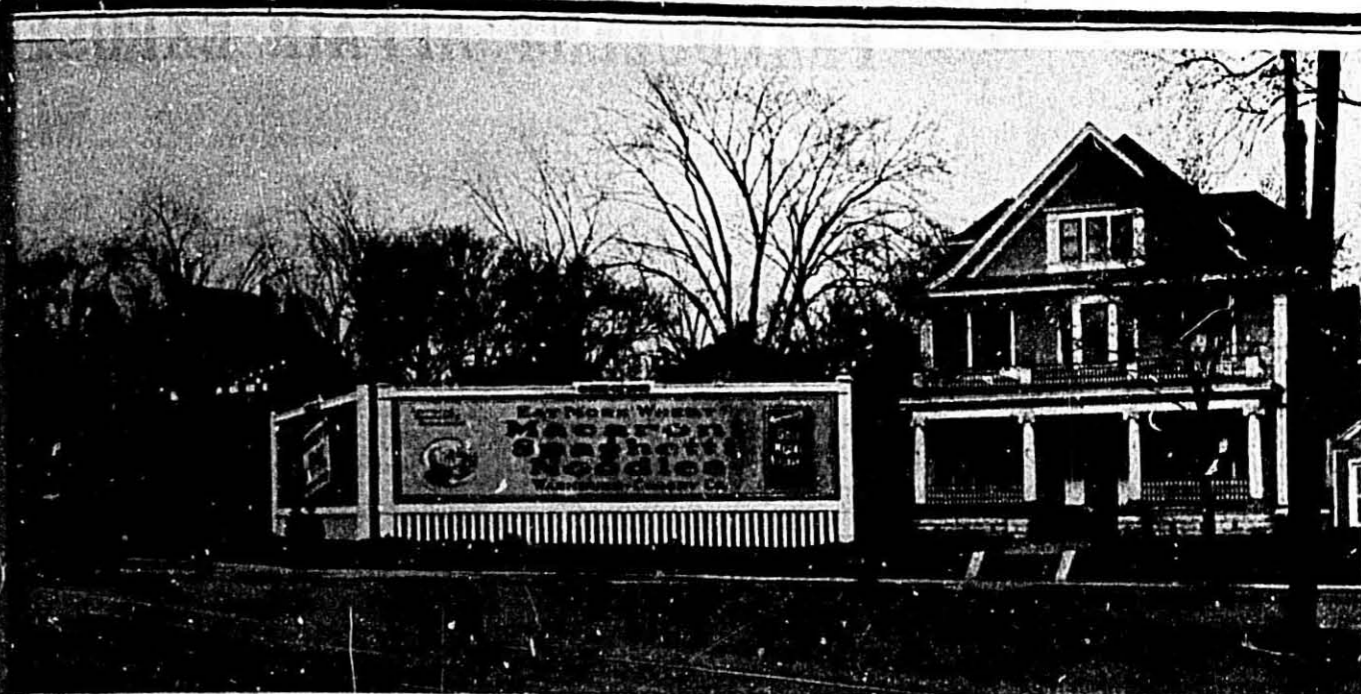
Outstanding Points

Along with the several features already spoken of I may briefly mention the outstanding qualities of the container as follows:

1. Lower costs as compared with other containers.
2. Boxes are folded flat for shipping, and occupy very small storage space.
3. Boxes are easily set up and packed, and there is less cost in handling than with most other containers.
4. The weight of these boxes is considerably less than that of other containers, thus making a large saving in freight, which is of unusual importance at the present time with the high basis of freight rates.
5. When boxes are sealed they cannot be pilfered without plainly showing evidence of same, and thus prevent loss by theft to a large extent.
6. Owing to resilient character of material the contents of the box are protected against shock and the inner packages are less liable to damage.
7. The filled boxes are smaller in size for corresponding weight of other containers, and thus occupy less space in storage both at shipping point and with receiver.
8. The smooth sides afford excellent opportunity for printing for advertising, if desired, thus increasing advertising efficiency.

Freight Classification

With the help of the box manufacturers based upon their practical experience over a considerable period of time the railways have, for the purpose of classification, adopted very definite specifications for the construction, packing and sealing of fiber containers. One requirement is that the fiber material used in making the box must be of a specified thickness and strength.



One of Washburn-Crosby's NEW "EAT MORE WHEAT" SIGNS

On Hennepin Avenue, Minneapolis

HAVING launched the nation-wide "EAT MORE WHEAT" campaign, Washburn-Crosby Company is very busily engaged in converting signs formerly painted with purely GOLD MEDAL FLOUR advertising, (and other advertising mediums customarily used), to carry various messages telling the public of the economical and healthful benefits to be derived from eating wheat foods.

Macaroni Will Share Largely in the Publicity

A concerted effort on the part of all advertisers interested in or affected by the distribution of Wheat Products cannot help but awaken the public consciousness to a realization of the national necessity of consuming here at home that portion of our wheat crop which is now a surplus and which therefore adversely affects the income of our farmers. Unless our farmers are able, through profitable sale of their products, to purchase freely, then industry lags and business, manufacturing, trading and all relative activities will be measurably curtailed.

Let us suggest, therefore, that in your advertising, linking up your product with the great national "Eat More Wheat" movement, you encourage the public's consideration of the economic situation which basically requires the increased consumption of wheat, as well as emphasizing the healthful advantages of wheat foods.

Your product---both the type of product itself and the brand name---will in consequence be stamped on the public mind as a wheat food; and it will benefit in sales because you will have created a better general understanding of what wheat is to, does for, and means to the country and to each and every person.

WASHBURN-CROSBY COMPANY

MINNEAPOLIS, MINN.

Manufacturers of Gold Medal Semolina

Upon request we will mail you a copy of our folder---
"The Nation's Opportunity"

varying with the gross weight and size of the package.

Another requirement of the railroad classification rule is that all fiber shipping containers must bear the certificate of the box maker indicating the character and strength of package, and this stamp should stand for full compliance with those regulations and is so regarded by all reputable box makers. It is important that the buyers of boxes guard their own interest by making sure that the boxes delivered actually measure up to the standard called for by the certificate stamp.

It should be the duty of box makers to study the needs of their customer and to develop a package to meet such particular demands or requirements, and all boxes should be of suitable quality and high grade workmanship, of sufficient strength to provide a fair margin of safety above the minimum requirement of the railway regulations.

Care in Packing

To manufacturers I would say that your shipping container is a vital part of your marketing service, for what does it profit to spend time and money producing a superior product and then be neglectful in choosing a proper container for the safe delivery of that product to the purchaser in the same good condition in which it left your hands. Manufacturers should exercise as much care in packing as in manufacturing, for a product worth shipping demands a proper container, and we feel that fiber board fully meets that demand.

Its deliberate selection based upon experience, for the marketing of the highest quality and best known brands of food products today, bears out this statement, for the manufacturers of these products know that it gives the user protection against shock, loss and damage; service in clean and safe delivery; economy in time, space and cost; and satisfaction in appearance, security and use.

Queries and Answers

Cases for Macaroni Samples

Question—Can you supply us with the names and addresses of concerns which manufacture suitable sample boxes similar to those frequently used by salesmen representing leading macaroni plants and capable of carrying a display of assorted macaroni products?

Reply—The names of several firms specializing on sample boxes and cases for the macaroni trade were submitted.

FRAUDULENT AFFAIR EXPOSED

Macaroni manufacturers from all sections of the country are loud in their praise of the good work done by the National Macaroni Manufacturers association in exposing unauthorized and discredited food fairs or expositions whose only purpose is to mulct the unaware manufacturer. This particular work of the National association is a service of sufficient importance to warrant the existence of a national body concerned only in the unselfish guarding of the industry and its individuals.

Having exposed these so called expositions the National association will now turn its efforts to investigating cases where macaroni manufacturers

investigations were carried out from two different sources—American and Italian.

Italian

The "Esposizione Riunite del Lavoro, Milano" is a private enterprise conducted by Carlo Rognoni, formerly a cheese salesman. He began this enterprise in 1919 and his so called "exposition" was held in quarters with poorer showcase equipment. Diplomas and awards have NO value. Merely proves that Barnum was right, well as the old Italian proverb "A fool and his money are soon parted."

American

In reference to the so called "Reunited Labor Exhibition of Milan," we have confidential information from Italy to the effect that the medals and diplomas which this concern purports to award are not



Sample fraudulent diploma.

who are attempting to use these so called "Awards" to the detriment of the business of their competitors.

For the benefit of the macaroni manufacturers who are not members of the National association and therefore who did not get the bulletin service issued from its headquarters, we quote herewith Secretary M. J. Donna's Association bulletin to members on the subject of "Fraudulent Expositions," dated April 20, 1923:

SUBJECT:—FRAUDULENT EXPOSITIONS

BEWARE of unauthorized Exhibitions! The promiscuous awarding of Grand Prizes, Diplomas and Gold Medals to macaroni manufacturers last fall by the so called "Reunited Labor Exposition" at Milan, Italy, aroused suspicion and an investigation started by this association has proven the so called fair to be of a fraudulent nature. In

fact, bona fide, and that this enterprise is now a defendant in a case for fraud brought in the Italian Courts."

Our Italian informant further states that the Merchandise sent for exhibition selected for the show reached show rooms though regular exhibitor's charge was made. NO SHOW was held in September or October 1922 and awards indicate. Local commercial buyers objected strenuously to the enterprise. Mr. Rognoni keeps outside the law. He started a similar show at Rome expected to prey on more gullible folks. Steer clear of it."

Macaroni manufacturers! Don't be misled! Our records show nearly a dozen firms in this country claiming the "gold prize," and "gold medals." "Grand medals?" (The greater the amount the grander the prize). Take an active part in ALL legitimate expositions and shows but beware of unknown or unauthorized ones that look "fishy."

A Pure Durum Wheat Product Backed by the Guarantee of The "KING MIDAS" Name



KING MIDAS MILLING CO.

MINNEAPOLIS

No. 2 SEMOLINA
No. 3 SEMOLINA

DURUM PATENT
DURUM FLOUR

Help Put "Eat" Back in Wheat

Macaroni manufacturers are determined to do their full share to bring about a most necessary increase in the consumption of wheat products in connection with the **Eat More Wheat** campaign, now well under way.

No other wheat using industry has so much to gain from this movement as the manufacture of macaroni. The present low consumption should make it easy to bring about a reasonable increase which only an ordinary concerted movement insures.

The general attitude of the macaroni manufacturing industry toward this movement was voiced at a conference of the leaders of the National association with the durum wheat millers last month in Minneapolis when it was decided to cooperate in this movement in a comprehensive yet inexpensive way.

It is proposed to adopt a uniform national slogan closely allied with the **Eat More Wheat** movement, not as association advertising, but as coordinate advertising by individual manufacturers who are urged to use this uniform slogan in connection with all their publicity work.

The proposed movement offers wonderful possibilities. One needs but to consider the whole thing to be thoroughly sold on the proposition. To fail to take advantage of it would be neglecting a most wonderful opportunity.

Individually macaroni manufacturers throughout the country sensing the value of tying up with this nation wide movement have already grasped the opportunity to cooperate. This is very much to their credit. It is hoped, however, that when the national campaign is fully outlined they will fall into line so that uniformity will prevail.

At the important conference held April 23 in Minneapolis, the National Macaroni Manufacturers association was represented by President H. Mueller; past President James T. Williams; Directors William Tharinger and F. X. Moosbrugger and Secretary M. J. Donna. Every durum wheat miller in the northwest was represented by officers whose enthusiasm knew no bounds. Among the millers present were:

John Pillsbury and W. E. Derrick, Pillsbury Flour Mills Co.
Thomas Brown and Guy A. Thomas, Washburn-Crosby Co.
Martin Luther, Minneapolis Milling Co.

J. H. Carlson, King Midas Milling Co.

W. E. Onsdahl and A. J. Oberg, Commander Mill Co.

E. J. Hoagland, Marshall Flour Mills.
W. E. Coles, Capital City Milling & Grain Co., St. Paul.

J. J. Padden, Crookston Milling Co., Crookston.

G. Meyer, Duluth-Superior Milling Co., Duluth.

Mr. Brown of the Washburn-Crosby Co., acting as chairman of the conference, fully expressed the views of the millers present in his opening statement, part of which follows:

The **Eat More Wheat** campaign offers most wonderful possibilities to the macaroni manufacturer of this country because consumption of macaroni products is capable of the greatest percentage of increase through judicious advertising and suggestion. By taking active advantage of the opportunity presented by this campaign and by doing something definite to tie up with this big idea, the consumption of macaroni should increase tremendously all over the country.

The millers are solidly behind this movement and as an example of the possibilities which this movement offers let me quote from a Pennsylvania salesman's report received today: 'Grocer in Hallertown, Pa., whose store is one half block away from one of our new billboard posters suggesting a greater consumption of wheat by use of spaghetti, macaroni and noodles, stated that his sales of these products had tripled in the last 2 weeks, attributable probably to the **Eat More Wheat** campaign.'

This may be merely a coincidence but if every macaroni manufacturer in the country would take full advantage of this campaign, push the idea out through his salesmen, through the grocers to the consumers, telling of the healthfulness, nutritive value and easy digestibility of macaroni and spaghetti and that it is a delicious hot dish for warm weather, it is easy to conceive that every manufacturer of macaroni products would be sure of an increase in his output instead of shutting down part of his plant at this time.

It behooves you as big manufacturers to tie up completely with this big

ARE YOU A SUBSCRIBER?

The June or Convention number will be sent **ONLY** to paid Subscribers and to Members of the National Association. Those anxious to read convention proceedings better **SUBSCRIBE** now—\$150 a year.

movement which gives you the benefit of the millers' advertising sure to be in popularizing all products made from wheat.

President Mueller voiced the opinion of the macaroni manufacturer when he promised that everything within reach would be done to bring about the helpful cooperation which he felt should be given this movement.

He stated that as a rule the manufacturers of these products, good business men, are ever alert for opportunities of the kind which they would grasp with enthusiasm sure to make it as successful as its staunchest promoter hopes for.

Altogether this conference was the most progressive and satisfying held between these allied interests in years and promises unlimited mutual beneficial returns if the spirit of cooperation manifested can be carried on with the determination displayed at this meeting.

General trade conditions were given serious consideration and the durum millers again pledged their loyalty to the macaroni industry and its representative organization, the National Macaroni Manufacturers association, which has so long and so loyally handled the general affairs of the industry.

At a luncheon in the Minneapolis Athletic club the visiting macaroni manufacturers and the durum millers were the guests of past President James T. Williams and in the evening the durum millers acted as hosts to the visitors concluding a most successful together affair between these closely allied trades.

Plans and suggestions whereby coordinating advertising campaigns best be carried on will be considered at the annual conference of the macaroni manufacturing industry June 14, 1923, at Cedar Point, Ohio, where it is hoped the leading manufacturers of the country, irrespective of whether or not they are members of the National association or any organization whatsoever, will confer for the common good.

"Tune in"—"tie in"—"cash in" this **Eat More Wheat** campaign of wonderful promise to macaroni manufacturers.

A grapefruit is a lemon that saw chance and **TOOK IT**.



Good Packing Protects Goodwill

THE CONDITION of your goods when they reach the retailer and are placed for final sale to the consumer largely determines the goodwill that they will create for you.

Your product has been built by careful attention to details that affect its quality and its appeal to the taste of the consumer. Your business is based on this care and attention.

Your goodwill must be protected in shipping equally as much as in manufacture. Good Wood Boxes are the best shipping containers yet devised. They carry your product safely through the grueling trip in a carelessly loaded car. Your product is delivered to the retailer and finally to the consumer in perfect condition. The chain of your goodwill is unbroken because you give your product maximum protection by shipping in

Good Wood Boxes

Backed by the National Association of Box Manufacturers

New England:
1013 SCOLLAY BLDG.
Boston, Mass.

GENERAL OFFICES
1553 CONWAY BUILDING, CHICAGO

Eastern:
433 CALVERT BUILDING
Baltimore, Md.

When Is a Noodle a Noodle?

An interesting and enlightening controversy has risen between the National Cereal Products Laboratories at Washington, D. C., and the Clermont Machine company of Brooklyn in connection with the latter's use of the word "Noodle" in describing a particular style of machinery built by it.

Dr. B. R. Jacobs, director of the National Cereal Products Laboratories, is of the opinion apparently that the use of the word "Noodle" is not appropriate, while the machine company maintains that the machine it advertises is capable of manufacturing either macaroni of the bologna style, plain or egg noodles, being equipped to handle various kinds of dough.

We are pleased to quote the correspondence for the information it will give the many interested macaroni manufacturers:

National Cereal Products Laboratories
1731 "H" St., NW.,
Washington, D. C.

April 16, 1923.

Clermont Machine Company, Inc.,
77 Washington Ave.,
Brooklyn, N. Y.

Gentlemen: A circular regarding your Bologna Style Noodle Machine has been brought to my attention. It appears that from the description this machine is for the purpose of making Bologna macaroni. Of course, you know that under the Federal Food Law as well as under various state laws the word "Noodles" is synonymous with "Egg Noodles" and that in order to use either "Noodles" or "Egg Noodles" on a label the product must contain not less than 5% of the solids of eggs.

So far as any knowledge that this office has regarding the use of the word "Bologna" it is not applied to any product except macaroni made without eggs with the use of artificial color.

Yours very truly,

B. R. JACOBS, Director.

Clermont Machine Co., Inc.,
77 Washington Ave.,
Brooklyn, N. Y.

April 20, 1923.

National Cereal Products Lab.,
1731 H Street, N. W.,
Washington, D. C.

Attn, Mr. B. R. Jacobs,

Dear Sirs: We have your letter of April 16th, and have carefully noted its contents.

You call our attention to circular describing our "Bologna Style Noodle Machine." You also point out to us the fact that the Federal Food Law brands the word "Noodle" as being synonymous with the word "Egg Noodle," and question our right to use the word "Noodle" in describing our machines. Will you not permit us to point out to you the fact that we are not branding the product of any of our machines as "noodle,"

"egg noodle" or "macaroni," but rather we advertise the fact that our machines are suitable for manufacturing any noodle products. With these explanations you will see that we are justly entitled to use the word "Noodle" in describing our Bologna Style Noodle Machine for this machine is designed to produce the egg noodle or any other kind of noodle and not macaroni of any kind.

Having settled this point we take pleasure in giving you the following information regarding noodles and macaroni.

We use the word Bologna, because it was in Bologna City, Italy, where the first Fancy Style Noodles were manufactured. Noodles are a product of flour or semolina mixed with water, kneaded and flattened between rollers in sheet form. The sheet is cut in various sizes according to demand. These sizes may be strips or fancy shapes and irrespective of their shape when made of the above ingredients, are called Plain Noodles.

Egg Noodles are made of exactly the same ingredients as mentioned above, plus eggs, and the process of manufacture is the same. Another type of noodle is the Whole Egg Noodle. They are made of exactly the same ingredients as the Egg Noodles, except that no water is used in the mixture. Macaroni is a product made of semolina or flour mixed with water, kneaded and pressed through dies to different sizes and shapes by mechanical or other power, and cut into certain lengths.

The chief difference you will see between any kind of noodle and macaroni is that one is a product of rolling and cutting and the other a product of pressing through a

die. It must be apparent therefore, that macaroni and noodles are two entirely different products.

The machines of our manufacture to which you refer are not by any stretch of the imagination suitable for making macaroni.

We are glad that you have written us because it has given us the opportunity of explaining the above points to you and this we are always glad to do in the interest of the macaroni and noodle industry in general.

We have no objection to advertising our machines as being suitable for making Egg Noodles as that is the purpose for which it is built. It is likewise built for manufacturing Plain Noodles, or Whole Egg Noodles. We would consider it limiting ourselves if we were to advertise that our machines were only good for Egg Noodle, and we think it superfluous to advertise that they are suitable for Plain Noodles, Egg Noodles and Whole Egg Noodles.

If at any time you desire further information regarding either the machines for manufacturing, or the manufacture of alimentary paste products, or history regarding the industry, we would be glad to hear from you and would esteem it a privilege to give you further information.

Yours very truly,

CLERMONT MACHINE CO., INC.

Per C. Surico.

SAME THING, BUT DIFFERENT

The Indians in America used to eat pine bark. But nobody sold it to 'em for breakfast food.

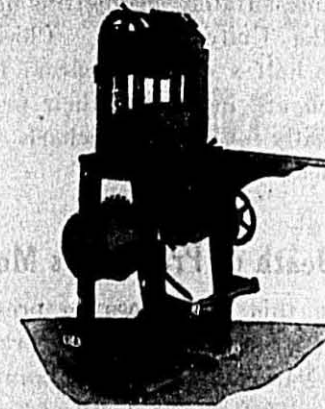
Favorite Recipes of Famous People

Spaghetti Preferred by an Author

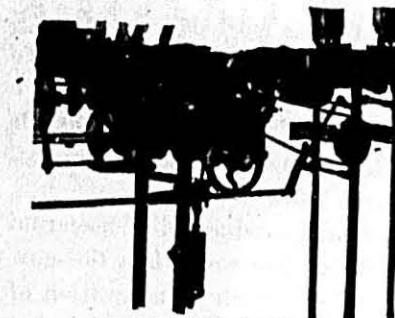
Frederic Arnold Kummer, author of "The First Days of Man," believes that a knowledge of food preparation should be part of every man's equipment. "A man who does not know his way around in the kitchen is just as badly off as a woman who has not learned how to ride a horse," says Mr. Kummer, and by way of example rolls up his sleeves and shows us how to prepare his favorite dish, "Spaghetti Diabolique."

Now comes the "diabolique" part of the recipe. Mince the shells of four sweet peppers, one bunch of celery, one bunch of parsley, 3 onions and 2 sections of clove garlic. Brown one and a half pounds top plate of beef in half a cup of vegetable fat for about an hour, turning the beef frequently. The vegetable fat helps to make the meat tender and also adds to the digestibility of the recipe, since vegetable fat is easily absorbed by the system. Mix in the minced vegetables, add a salt spoon of ground thyme, a teaspoon of salt, black pepper and red pepper to taste, a quart of tomatoes, a pint of water and cook slowly for 2 hours.

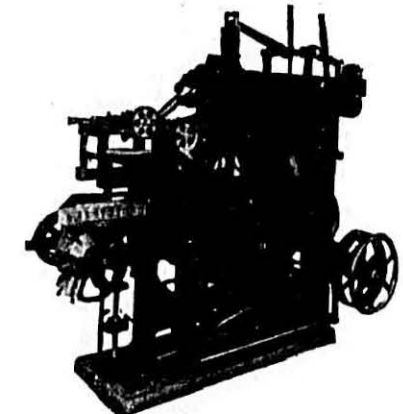
Place the spaghetti in the center of a large dish, pour the sauce and shredded meat around it, and you have an excellent dish, which fills all the requirements of tastiness, nourishment, and digestibility.



Forming and Lining Machine



Folding and Closing Machine



Wrapping and Labeling Machine

Peters Machinery Company

231 W. Illinois Street

CHICAGO, ILLINOIS

Name any nationally known Macaroni Manufacturer and you name a user of *Peters Automatic Package Machinery*.

The Peters Package nevertheless benefits the smaller manufacturers. It will surprise you to know how small an output of packages per day can be handled more economically with Peters Machinery than by hand.

Our Engineers will gladly furnish you with floor plans and special data to suit your requirements. Request a catalogue and further information.

THE PERFECT PETERS PACKAGE is automatically formed and lined, folded and closed, labeled and sealed by the Peters Automatic Machinery.



TRADE-MARK

GEMS FROM THE PRESS

Macaroni's Various Forms

Of all the boasted 145 ways of preparing the various forms of macaroni, whether it be called spaghetti, vermicelli or noodles, there is one which foreigners cannot be persuaded to adopt. This is our most popular American way of preparing the dish. It is boiled, then put into a pan, covered with cheese, which is also sprinkled through the macaroni, and allowed to brown in the oven. Sometimes it is allowed to cook so long that the stems break off, so brittle are they.

Now foreigners can never be persuaded that this is anything but injustice to the macaroni. They like it boiled and served hot and tender. It may be with tomato sauce, butter or cheese grated and sprinkled over it, but in any case the macaroni, spaghetti, noodles or vermicelli must be soft. Cooking the macaroni twice, such as boiling and baking afterward require, robs the food to them of its taste.

Then macaroni with the foreigners makes a course, as it should with us. Instead of that we serve it as one might a vegetable with meat. Macaroni in all its forms is very nourishing. It has a high protein. It is enough at any meal without meat. It is an especially good substitute, moreover, when served with a rich meat sauce, since in that way it loses the fancied insipidity which is sometimes accounted a part of the disadvantage of eliminating meat from the menu.

Whatever its form may be—and there are numerous ways of eating these foods of water and flour—foreigners cannot be persuaded to acquire a taste for our macaroni baked with cheese. So much preparation of what is a tasteful food they consider an altogether superfluous painting of the lily. —Lowes Miles in New York Herald.

Macaroni Makers Show Public

A macaroni, spaghetti and vermicelli campaign is to be started, intended to teach the public 145 ways in which the long, slippery food may be prepared.

This was decided when the eastern branch of the American Macaroni Manufacturers met, dined and discussed their problems at the McAlpin. It is recorded that the menu did not include the delectable dish or any of the 145 varieties. Speakers asserted Europeans alone know the value of spaghetti and macaroni as a full meal. Here the dig-

nity of the food is lowered by being slapped on a plate as a side dish to hamburger steak or a veal cutlet.

Never again will that gross insult be tendered to this most delicious food if the manufacturers can prevent it. To that end they intend to make public a large number of attractive recipes for preparing of macaroni and all its first, second and 145th cousins.

The sale and production of macaroni fell off during the war when the government asked for the conservation of wheat and wheat products and it has not returned to normal yet.—New York World.

Durum Wheat for Macaroni

"Eat more macaroni" is the slogan of the macaroni manufacturers, who are out on a big campaign to increase consumption of their produces. They are working with the flour millers in their efforts to increase consumption of bread in the United States.

Consumption of macaroni is 5 lbs. per capita in the United States and 50 lbs. in Italy. Consumption of flour in this country is one barrel per capita of 196 lbs. The flour milling capacity of this country is largely in excess of consumption, while macaroni capacity is less and is being developed steadily as consumption is increased.

Macaroni is made out of durum wheat, the products being generally known as semolina. This wheat has grown largely in Minnesota, the Dakotas, western Nebraska, Montana, and Colorado. It was brought into the United States from Russia around 1900 and last year 78,000,000 bus. were raised in the United States, of which 17,000,000 bus. were used in the manufacture of macaroni, while 50,000,000 bus. were exported, with 16,000,000 bus. used for feed, and the estimates are that the carryover will be around 14,000,000 bus. The total spring wheat crop of this country is 270,000,000 bus.

Production of macaroni in the United States in 1914 was 300,000,000 lbs, and imports which came from Italy 129,000,000 lbs., making a total of 429,000,000 lbs. In 1922 production was 550,000,000 lbs. and imports only 400,000 lbs., a total of 550,400,000 lbs. Our imports in 1914 represented 30% of consumption and in 1922 only 7.5% of the total consumption, showing an increase in the domestic production in 8 years of 83%.

Italy has been known as the home of macaroni production, but the United States is making rapid progress and the finest Italian spaghetti is now made in the United States. Chicago has some half a dozen macaroni factories which are increasing their production annually.—Charles Michaels in The (Chicago) Tribune.

Death of President's Mother

As this issue goes to press, word comes from Henry Mueller, president of the National Macaroni Manufacturers association, of the death of his mother on May 7.

Deceased was given much credit for the inspiration imparted to the founder of the present C. F. Mueller company of Jersey City, N. J., her late husband, in early days when that small organization with mighty possibilities was struggling for existence.

In the name of the National Macaroni Manufacturers association and of the entire macaroni manufacturing industry, Secretary M. J. Donna expressed to the bereaved family, the sympathy that is in every heart over this great loss to President Henry Mueller and his family.

DON'T LIE DOWN ON THE JOB

When your toes turn up, you're a dead one.

Stand up straight, step lively and keep up with the crowd.

Keeping even is fine, but forging ahead means success.

What helps your Industry, helps you. Don't lie down,—Fight!

Many helpful moves will be considered, planned and adopted at the Macaroni Men's Annual Conference.

Don't be numbered among the missing ones when the roll is called the morning of June 12, at Hotel Breakers, Cedar Point, Ohio.

It's your duty to attend. Do your duty.

DON'T LIE DOWN ON THE JOB

WANT ADVERTISEMENTS

Five cents per word each insertion.

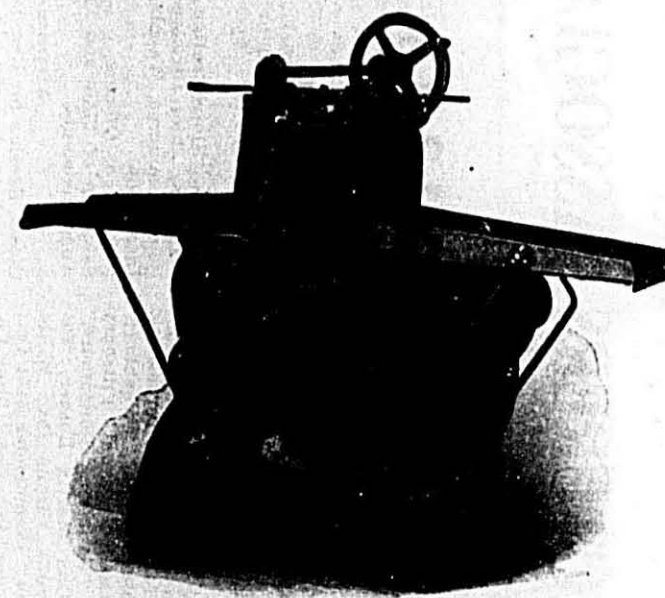
FOR SALE—Good machinery at convenient prices; 13½" Walton double cylinder vertical screw press; 10" Walton single cylinder horizontal screw press; 1 bbl. dough mixer; and dozen moulds for above presses. Address: F. P. (Macaroni Journal) Braidwood, Ill.

WANTED—DISTRICT SALES MANAGER. Must have best of references. The Pfaff Egg Noodle Co., Cleveland, O.

CHAMPION PRODUCTS

MACARONI MIXERS

NOODLE BRAKES



CHAMPION NOODLE BRAKE

The Champion noodle brake for noodles and Macaroni used in some of the largest Noodle factories in the U. S. A.

It takes a minimum of space

It will save labor

It will increase production

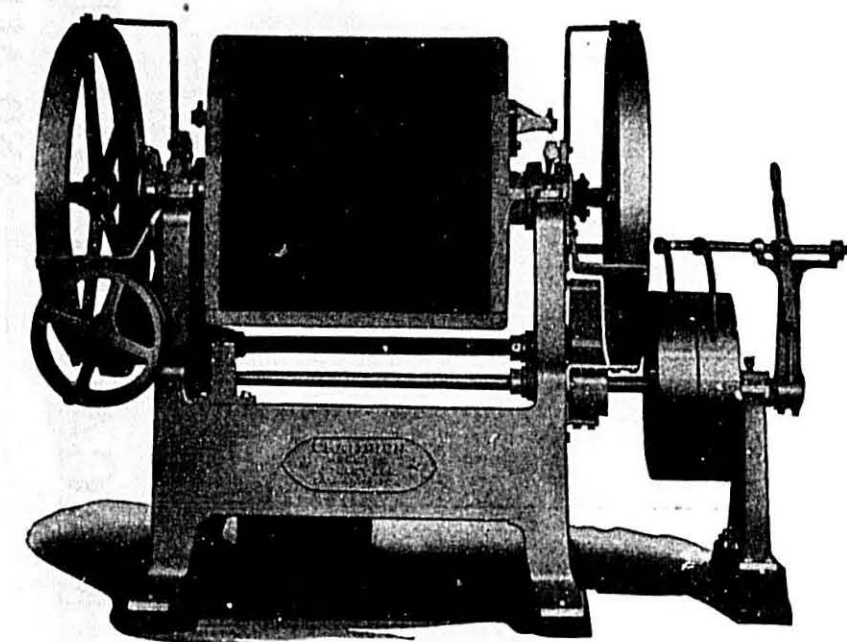
It is either belt or motor drive

Gears machine cut, bearings carefully bored and of bronze bush

Rolls of ground, polished steel, with scrapers on both sides, adjustable up or down.

The Champion macaroni mixer is made for any size macaroni plant, in 1, 1½, 2, 2½ barrel capacity.

It is either belt or motor drive. Blades are of steel and long lived. Some in use after 20 years still giving best of satisfaction.



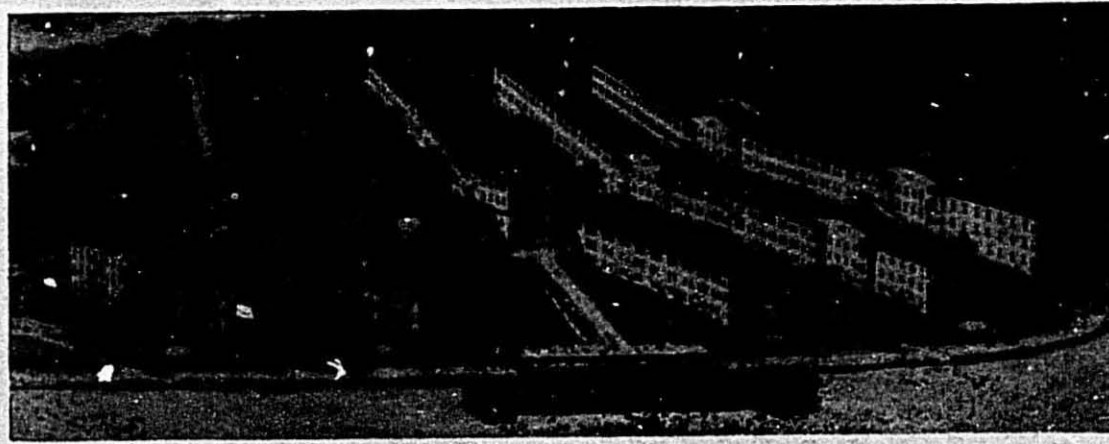
CHAMPION MACARONI MIXER

We are builders of flour sifting outfits as well.

CHAMPION MACHINERY CO.

JOLIET, ILLINOIS

Cedar Point Macaroni Conference



Breakers Hotel—Cedar Point-on-Lake Erie

PRELIMINARY PROGRAM TWENTIETH ANNUAL CONVENTION NATIONAL MACARONI MANUFACTURERS ASSOCIATION, INC.

AND ALLIED TRADES

Cedar Point (Sandusky), Ohio, June 12-13-14, 1923

ANNUAL MACARONI MANUFACTURERS CONFERENCE

FIRST DAY—TUESDAY, JUNE 12
9:30 A. M.—12:30 P. M.

Registration of Members and Visitors. Headquarters, Breakers hotel. Register with secretary.
Opening Ceremonies—10:00 A. M.
President Henry Mueller, presiding.
Address of Welcome—Mayor of Sandusky.
Response—Wm. A. Tharinger, Milwaukee.
Annual Address by the President, Henry Mueller, Jersey City, N. J.

have always been closely associated with the Macaroni Industry in this country.
There will be talks and papers by following mill representatives: Thomas Brown, "Eat More Wheat," Washburn-Crosby Co.; W. E. Derrick, "Do It with Macaroni," Pillsbury Flour Mills Co.; W. E. Coles, "Satisfying Consumers," Capital City Milling & Grain Co.; Martin Luther, "Coordinated Advertising," Minneapolis Milling Co.; W. E. Onsdahl, "Value of Good Slogans," Commander Mill Co.; G. Meyer, "Suiting the Trade," Duluth-Superior Milling Co.

Address—"Simplification of Macaroni Containers"—W. A. Durgin, Chief Division of Simplified Practice, Department of Commerce, Washington, D. C.
Discussion.
Election of Officers.
Selection of Time and Place for 1924 convention.
Announcements. Luncheon.
Afternoon Session—2:00-5:00
Closed Session for Regular Association Members. (Gathering up leads brought out by convention.)

Recreation as guests of National Association—Sightseeing, Baseball, Bathing, Boating and Fishing.
Evening Session—7:30-9:00
Closed Session for Regular Association Members.
Topics to be considered: Plant Sanitation, Coordinated Publicity, The Industry's Trade Journal, Artificial Coloring of Macaroni Products, Trade Abuses and Recommended Remedies, Macaroni Standards and Government Requirements, Donations to Bazaars and Charitable Organizations, Effects of Truck Deliveries on Macaroni Distribution. (Members are specially invited to consider whatever topic appears to them as most important and to be prepared to discuss same at this CLOSED SESSION.) General Discussion.

SECOND DAY—WEDNESDAY, JUNE 13
9:30 A. M.—12:30 P. M.

Reports of Committees.
Address—"Better Durum—Better Macaroni." Professor A. W. Walster, Agronomist, North Dakota Agricultural College.
The MILLERS SESSION—Topic—"Increasing Macaroni Consumption."
This session will be in charge of the Durum Millers who

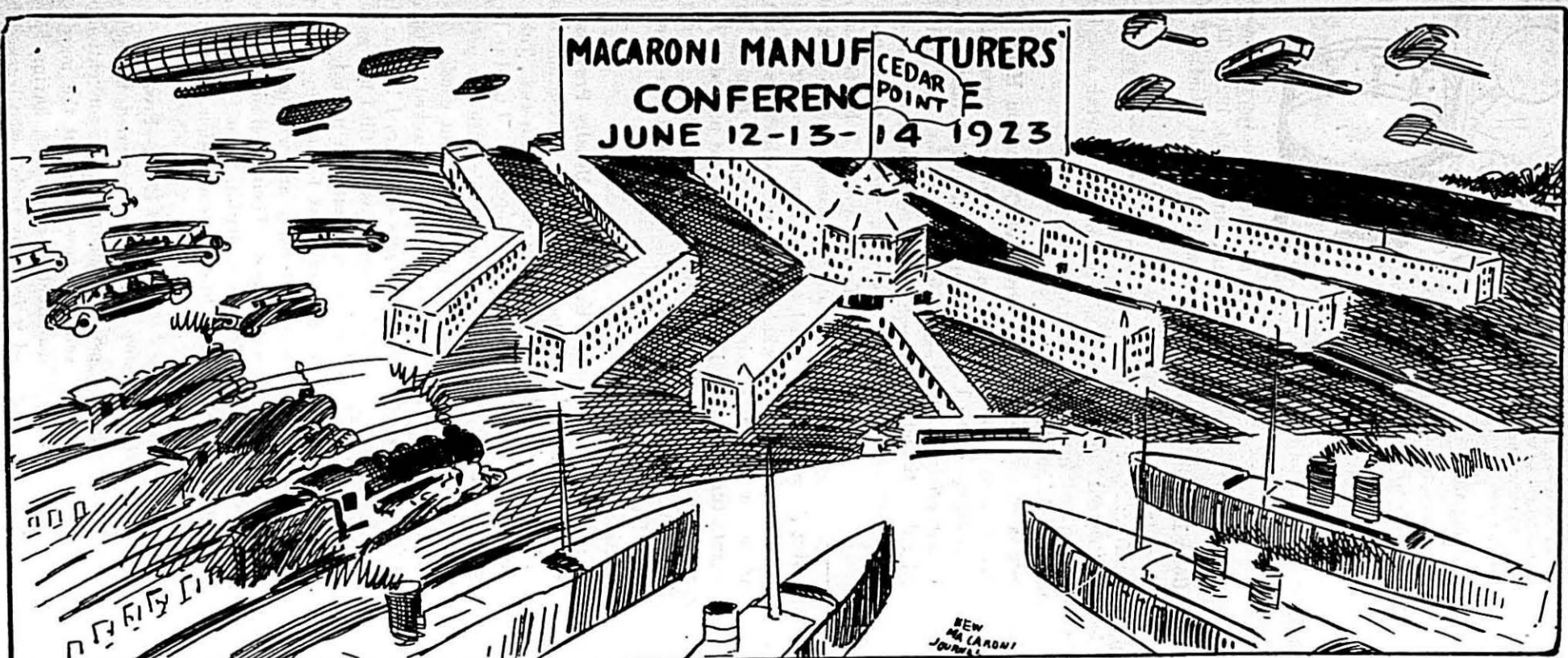
Discussion.
Address—"Good Foods and the Law"—W. G. Campbell, Chief Bureau of Chemistry, Department of Agriculture, Washington, D. C.
Discussion.
Announcements. Adjournment.
Evening Entertainment—7:00
Annual Association Banquet.
Informal Dinner to Speakers, Registered Members and Visitors as the Guests of the National Macaroni Manufacturers Association.
After dinner speech by one of national prominence.
Impromptu talks by guests.
Music—Vocal and instrumental, and dancing.

THIRD DAY—JUNE 14
9:30 A. M.—12:30 P. M.

Reports of Committees (Resolutions).
Address—"Macaroni and the American Housewife"—Miss Winifred Stuart Gibbs, Associate Editor, American Food Journal, New York city.
Discussion.

IMPORTANT ANNOUNCEMENTS

Ladies will be well entertained by an efficient committee headed by Mrs. Fred Becker of Cleveland. Members and Visitors are invited to bring their ladies and children. Their entertainment will be our pleasure. Banquet and Entertainment on Wednesday night, June 13, will be for all Speakers, Registered Members and Guests. Excellent music, humorous talks and good singing. Dancing follow.
RESERVATIONS: Secretary M. J. Donna, Braidwood, Ill., will gladly make hotel reservations in advance for all who request them. Advise him by card or letter.
REGISTRATION: Members, Visitors and Guests are requested to register with Secretary Donna at 9:30 a. m., June 12, or as soon thereafter as possible to obtain convention badge and tickets for the various entertainments and cards for admission to Banquet. The usual Registration Fee will be charged.
Discussion.



All Aboard for Cedar Point! Get There Some Way

How Macaroni Conferences Benefit M

Just a few opinions selected at random from many replies received from leading macaroni manufacturers when asked to tell how helpful the annual conventions have been to them.

Reduced Packaging Cost

My attendance to the macaroni convention last year was worth several hundreds of dollars to my firm. A hint dropped by the builder of a packaging machine enabled me to make a slight change in the folding unit that saves the services of one girl and a heap of worries.

Noodle Color Hint

For years I have been troubled about getting the proper uniform color in my noodles. I became "soured" on my competitors whom I accused (privately) of using coloring. A breakfast table talk with an egg salesman proved to me that I was wrong in my accusation and that fault was all my own. I took the hint and now produce egg noodles that are not only satisfactory to me but appreciated by my trade. It pays to consult.

Take, But Give Some

While I have been a regular attendant at national and sectional gatherings of macaroni manufacturers, I did so in the wrong spirit till about 2 years ago. Like the well known railroad sign, "Stop—Look—Listen," I was ready to absorb all the information I could and give little in return. The result was disappointing. Since changing my policy, conventions have become most valuable to me as I now confer, consult and advise in the true "Give and Take Spirit," which after all must be the general attitude of macaroni manufacturers who hope to gain from conventions of their industry.

Appreciates Allied Trades Help

What I consider the most valuable service which the annual macaroni conferences perform is that they enable me to meet millers, machine builders, mold manufacturers and general supply dealers at a time and in a mood when they are interested not in a special sale but in an educational and helpful campaign from which one always benefits. Personal contacts at conventions have made for me friendships and acquaintances that I prize highly and that have proven invaluable to my business. Mark me down as one fully and



Meet all these Boosters at Cedar Point, Ohio, June 12-14, 1923. They'll be there with the glad hand. Won't you?

pleasingly sold on general and local macaroni conferences.

Proud of Convention Habit

I have been regular in attendance at every convention of the National association since the first one held in Pittsburgh in 1904, with possibly 2 or 3 exceptions when another representative of our firm attended. It has become almost second nature to me to look forward to each coming gathering with what you may term selfish expectations, since at every one of them I have learned something that proved to be of inestimable value to my firm. I've got the convention habit and I'm proud of it.

Unselfishness Usually Prevails

Does attendance at conventions benefit macaroni manufacturers? Take it from me, it surely does. I used to have considerable trouble with my preliminary drying of short cut goods. They would become badly checked. Wishing to learn views of others I led the discussion along this line till I had gained just the information I needed. I can proudly say that I found my competitors most ready and willing to advise and suggest. Their unselfishness was a pleasant revelation to me. It made of me a life long convention booster.

He Knows It All—Proves It

I have never attended a national macaroni manufacturers convention because I know all about the macaroni manufacturing business, having learned it from my father who learned his trade in Italy. All that is wanted of me at conventions is that I give out information to competitors in business.

My business is a success but not much of the profits comes from the macaroni end of it. Selling imported goods more profitable. Do you know of anyone who wants to buy a good piece cheap?

Loves the Social Spirit

While I enjoy the instructive and educational program for which the National Macaroni Manufacturers conventions are famous, I must confess that the sociability, that true give-and-take spirit which usually prevails, really what impresses me most favorably. To miss this opportunity to confer informally with my competitors would be to me as great a crime as for the ordinary manufacturer to refuse a carload order in dull times.

A Convention Hound

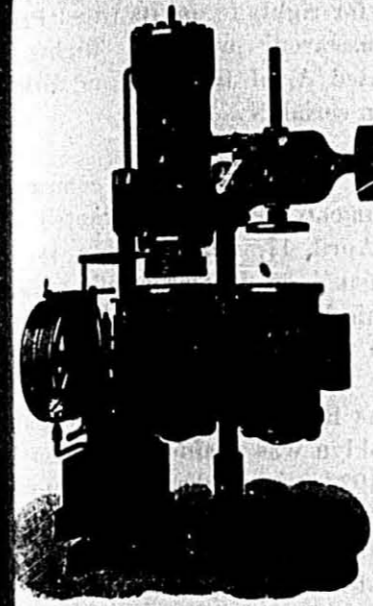
National conventions are naturally held in places most convenient for the greater number of manufacturers. Perhaps, have traveled farther than the average attendant at these annual meetings and I have never begrudged one cent or one minute spent in doing so. Benefits gained cannot be figured in dollars and cents but rather in experience and knowledge gained and lasting friendships made. I'm strong for these get-together affairs and will be with you in June.

A Customer's Good Will Is Most Valuable

I am not a macaroni manufacturer but fully enjoy your national conferences where I meet my customers on a friendly basis. I never talk shop but find that it later pays in a business way to gain the good will of the macaroni manufacturers by my interest in their problems and their welfare. It costs little money but it pays good dividends.

Face to Face with Mutual Troubles

Hearing the macaroni manufacturers discuss their little, and sometimes big, worries and troubles, and being told frankly just what share I have in causing them sleepless nights, enables me to be not only sympathetic but helpful in the final solution. Conventions never bore me. They are, if anything, too short. Would that we could spend a week together. All of us would profit immensely thereby. That goes for me, too.



Presses
Screw and
Hydraulic

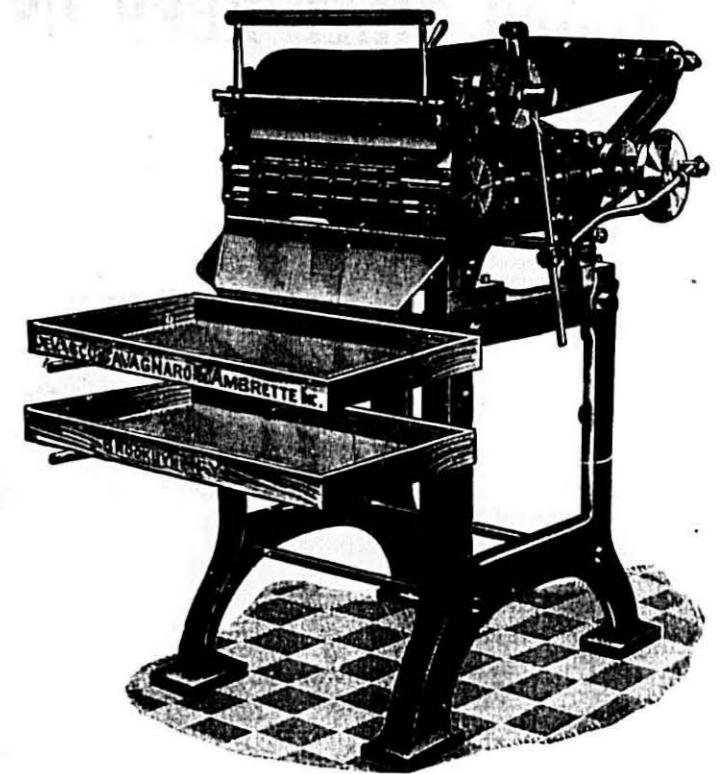
Kneaders

Mixers

Dough Brakes

Mostaccioli and
Noodle Cutters

Fancy Paste
Machines



Bologna Paste Machine

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

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

Send for our illustrated circular, containing full information.

Cevasco, Cavagnaro & Ambrette

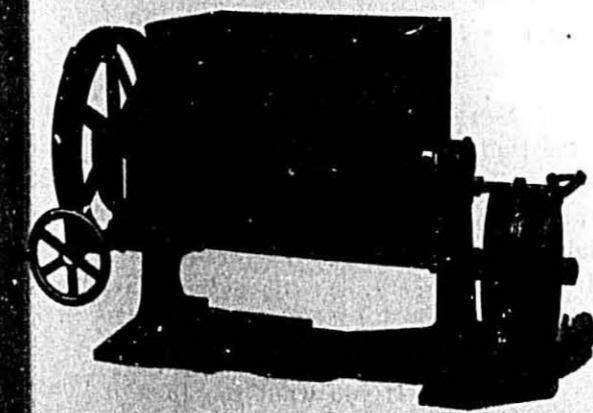
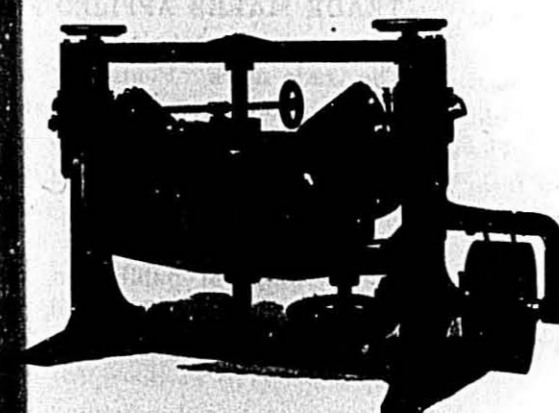
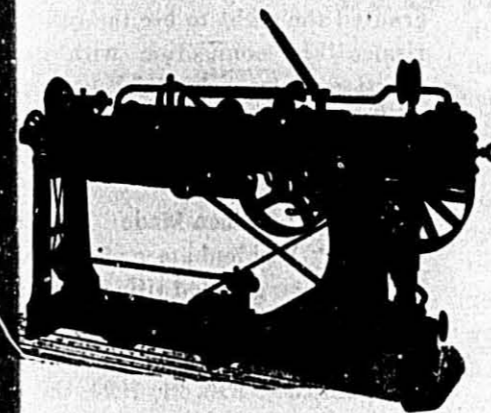
INCORPORATED

Builders of High Grade Macaroni Machinery

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

Office and Works
156-166 Sixth Street

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



FOODS THAT KEEP US FIT

Macaroni—The White Meat of Wheat

Mr. Goudiss is national authority on nutrition; publisher of The Forecast—America's leading food magazine; food adviser of The People's Home Journal; author of "Foods That Will Win the War," "Food Friends We Neglect," and "Eating Vitamines with 200 Menus and Recipes."

Gluten is regarded by science as one of the greatest of flesh builders. It is a wonderful natural compound of vegetable protein, fat and carbohydrates which nature seems to have prepared especially for body building purposes. It is gluten which gives the wheat grain its peculiar food value. Food made of the wheat grain contains this invaluable food element.

Macaroni is a paste made from a special kind of wheat which contains an unusually large percentage of gluten, and that is why it is highly regarded as a foodstuff by all who have made a study of what man needs in his daily round of eating. In view of the fact that it combines admirably with meat, cheese or vegetables, it can be served with great frequency without palling on the palate.

Only a few years ago it was used almost solely as a sort of vegetable adjunct in our American homes. Today it is consumed at the rate of some 2,000,000 lbs. every 24 hours, and its popularity as a staple main dish is rapidly increasing. This is due not only to its convenience and goodness, but to its proven value as a nutrient.

No Waste Fiber in It

There is no cellulose or waste fiber in macaroni; practically every bit of it is absorbed by the intestines for body uses. For this reason, an abundance of green vegetables and fresh leaf or fruit salads should be served when the main dish is macaroni, in order to give bulk and promote muscular action of the bowels—otherwise there is danger of constipation.

For many years all the macaroni used in this country was imported from Italy, but today we have our own ideal factories which turn out hundreds of millions of pounds a year.

The Chinese were first to make and use macaroni. It remained for the Italians, however, to show the world what a firm foundation it supplied for national health and strength. In that sunny land it is the staple food, and

the Italians are wise enough to make large use of tomatoes in connection with its serving. The vitamins and mineral salts in the tomato tend to complete the food value of macaroni.

A Flesh Maker

In a very true sense macaroni is not merely a tempting side dish, as it has been made in many American homes. It is a great flesh maker, and the ease with which it can be digested is a large point in its favor. Besides the protein furnished in the wheat gluten, cooked macaroni contains over 15% of heat and energy giving starch and about 1% of vegetable fat, making this a splendid dish for the cold seasons of the year.

Plain boiled macaroni, served with salt and pepper, or with butter, is an excellent food for children, and when combined with cheese, milk or tomatoes it supplies an ideal main dish for any meal. There are endless ways of serving it in combination with other foodstuffs, principally cheese, tomato and meat sauces, which furnish flavor and serve to complete the nutritive value of macaroni.

This white meat from wheat now occupies a high place in the dietary of the average American home. It should be included in the menu at least two or three times a week.

In cooking, be careful to put the macaroni into boiling salted water. Cold water will spoil the best macaroni. The water must be kept fully boiling from 20 to 30 minutes until the macaroni is tender. When done, drain well and season or dress to suit individual tastes. The idea is to have every tube thoroughly tender, but each tube whole, separate and without pastiness.

Trade Marks and Labels

TRADE MARKS GRANTED

Fiesta

Sussman, Wormser & Co. of San Francisco have been granted the right to use the title "Fiesta" in connection with their macaroni, spaghetti and vermicelli products. The title rights were granted April 10, 1923, and given serial No. 167,431. Application was filed July 26, 1922.

Prince

The Prince Macaroni company of

Boston filed on Jan. 19, 1922, application for rights to use its title "Prince" on macaroni products. Rights were granted April 10, 1923, and title given serial No. 165,708.

Union

The Union Macaroni company of Beaumont, Texas, was granted rights on April 17, 1923, to use the title "Union" on its macaroni, spaghetti, vermicelli, noodles and cut macaroni. Title was given serial No. 163,554.

Convento

The Red Star Macaroni company of Brooklyn was granted rights on April 17, 1923, to use the title "Convento" on its macaroni and spaghetti products. Application was filed July 19, 1922. Serial number given was 167,101.

Merrisalco

The Merolla, Ricciardi and F. S. Merolla corporation of New York city has been granted the right to use the title "Merrisalco" in connection with its spaghetti product. Application was filed Jan. 30, 1923, registration rights granted on April 24 and given serial No. 168,842.

Cleen-Made

John P. Weidenhamer of Harrisburg, Pa., has been granted title rights for label "Cleen-Made" for alimentary paste products, such as macaroni. Application was published Feb. 21, 1923, and given title No. 25,867.

TRADE MARKS APPLIED FOR

Fontana's



The trade mark "Fontana's" of the Fontana Food Products company of San Francisco was filed with the patent office on Dec. 4, 1922, for use on its products of canned foods and macaroni products. All notices of opposition must be filed within 30 days of publication, which was April 17, 1923. The trade mark consists of the word "Fontana's" in heavy black type at the upper left corner which appears a water fountain.

Glarus

Kurtz Bros. of Philadelphia on Jan. 17, 1922, filed application for the right to use the trade mark "Glarus" in connection with their macaroni products. This company claims use of trade mark since February 1920. All notices of opposition must be filed within 30 days of date of publication, which was April 17, 1923. The trade mark consists of the word "Glarus" in heavy black

A HOT TIP

If you want the June or Conventio Number, SUBSCRIBE.

 here's how
to get a copy of that
new catalog of w & p
machinery for makers
of macaroni, noodles
& alimentary pastes:
 just fill out
the coupon & mail

joseph baker sons & perkins co inc
baker-perkins building, white plains, n y

gentlemen: if you're quite sure it won't obligate me a bit, i'd like one of your new catalogs of macaroni machinery

my name
my firm's name
address.....
city.....state.....

KUBANKA NO. 98---"NODAK"

In selecting strains from Kubanka durum wheat one has been found at the North Dakota experiment station which stands high from the viewpoint of macaroni manufacturing insofar as preliminary tests indicate, and it is also a good yielder. The new variety has been given the name Nodak.

Faced with the problem of developing better and more profitable varieties or strains of amber durum wheat—North Dakota's distinctive grain crop—state investigators and plant breeders of the North Dakota Agricultural college are making further investigations and have announced results of some significant tests and breeding trials aimed at increasing the profitability of durum production.

While there is still much room for improvement through further breeding experiments, tangible results have already been obtained, and a new superior strain of Kubanka durum known as No. 98 has recently passed satisfactory preliminary trials, according to Dr. P. F. Trowbridge, director of the experiment station.

"Amber durum varieties are of course the kind that are most profitable to raise in North Dakota and the kind that we recommend in general to farmers of the state," states L. R. Waldron, plant breeder at the station. "Our problem is to find and develop a strain that meets the many tests which conditions in North Dakota demand. Monad is, for instance, a splendid yielding wheat, the common or bulk Kubanka leads as a commercial variety according to milling tests, and many other varieties are good except that they are not resistant to rust. The new strain, Kubanka No. 98, which is not yet available for distribution has passed satisfactory tests on each of these three qualifications."

"Growing durum in North Dakota is in general a sound proposition," says Mr. Waldron, "as is also the movement to increase the consumption and the reputation of Dakota durum. Most of the nation's durum is grown in this state. We cover almost all of the distinctively durum territory. It is naturally to our advantage, then, to stimulate the demand for durum products.

"As wheat rust attacking the spring wheats is brought more and more under control, growers will not rush into the production of durum to the point where there will be an over production of the crop. A good demand exists for

semolina or macaroni paste, so if we concentrate on amber durums, and eliminate the large amount of mixtures of durum wheats with common wheat, and do away with inferior varieties as Arnautka, the future for durum production is bright. The better yielding quality of durum over spring wheat tends to offset the advantage in price that the spring wheats have."

Milling tests conducted recently on samples of 24 North Dakota durum wheats by laboratories of two Minneapolis millers throws additional light on the problem of selecting a recommended durum variety for North Dakota and of recommending the skids for decidedly inferior durums, according to station officials. Favorable milling tests call for a high gluten content, which is an important factor in assuring that durum products, such as macaroni, will stand up after cooking and not become mushy. Favorable results from milling tests also call for good uniform color—preferably light yellow. Kubanka selection known as No. 8 and C. I. 1440 from Dickinson lead the list, followed by a series from the Dickinson section including Kubanka strains No. 34, the new 98, 132, and a Mindum sample from Dickinson. Inferior varieties and selections include red durum and Acme' amber durum which yield

TROPHY AT INTERNATIONAL GRAIN FAIR TO BE OFFERED

Better durum means better semolina; better semolina means better macaroni; better macaroni products mean better business.

Here is a complete cycle which macaroni manufacturers must do their share to bring about.

The National Macaroni Manufacturers association, ever watchful of the interests of the industry, is doing its share by interesting the durum farmer in the need of sowing only high grade durum, if he wishes high grade durum crops.

This is being achieved by offering to present to the grower of the best durum wheat in North Dakota a suitable cup or trophy to be awarded during the state agricultural fair next fall.

The National Macaroni Manufacturers association expects to go even far-

well and are rust resistant, but have poor commercial qualities. Growers are being discouraged from growing them.

"These milling tests represent an aspect of the durum variety problem," Mr. Waldron points out. "The yield qualities and the rust resistance of durums must also be taken into consideration. Thus, while bulk Kubanka or C. I. 1440 yielded 19.3 at Dickinson during a 5-year period, Monad yielded 20.8 bus., and the new No. 98 yielded 20.7 bus. Figures at Fargo are 20.7 bus. for bulk Kubanka, 33.6 bus. for Monad, and 30.3 for No. 98. Monad, however, is not a good milling durum but yields splendidly. Mindum is of very good color but is not high in gluten content. Kubanka No. 8 and Kubanka are excellent in milling but they are quite susceptible to rust. The new No. 98 and Monad are decidedly rust resistant.

"The best quality of durum is grown in the western part of North Dakota because climatic conditions in the River valley, for instance, affect adversely the quality and the gluten content of durum. A hundred or more durum selections have been under test at the experiment station, and the best tests of No. 98 show this wheat to be better than any now available. The future of durum, and the possibility of its improvement hold much interest for durum growers."

ther than this and is planning to offer an international trophy for the best sample of durum wheat exhibited at the International Grain and Hay Exposition in Chicago, the biggest exposition of this kind held yearly, under the auspices of the Chicago Board of Trade committee.

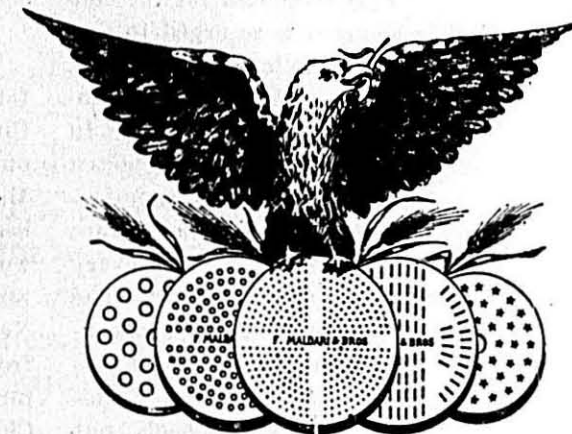
It has been suggested that the international trophy be offered on conditions that it has to be won in succession to become the permanent property of the individual winner.

This is further evidence of the activity of the National association in lines to promote the general welfare of the macaroni manufacturing industry.

A good formula for success: Bone in the back and less in the hand. Bone is O. K. in its right place.

Maldari's Insuperable Bronze Moulds with removable pins.

QUALITY



Workmanship

Service

SATISFACTION

F. MALDARI & BROTHERS

Established 1903

127-31 Baxter Street

NEW YORK CITY

SEND FOR CATALOGUE

COMMANDER

Semolinas Durum Patent and First Clear Flour

Milled from selected Durum Wheat exclusively. We have a granulation that will meet your requirements.

Ask For Samples

Commander Mill Company
MINNEAPOLIS, MINNESOTA

The W. K. Jahn Co.

INCORPORATED
BROOKLYN, N. Y. CHICAGO, ILL.
Bush Terminal Bldg., No. 10 561 East Illinois Street
Telephone Sunset 8035 Telephone State 6661

Importers of

RICO

SPRAY PROCESS

EGG YOLK WHOLE EGG

Smooth, Velvety—No Grit

New, fresh importation, Entirely Soluble—Good Color. Complies with U. S. P. and U. S. F. requirements.

CONTRACTING NOW FOR 1923

Samples and Prices on Request

NOTES OF THE MACARONI INDUSTRY

Will Build Durum Unit

The Marshall Flour Mills company of Minneapolis is planning to add a durum milling unit to its plant at Marshall, Minn., according to announcement by E. J. Hoagland of the sales department. It is the purpose to mill all grades of semolina products, aiming especially to supply the macaroni manufacturing trade in this country as well as foreign demands. It is not announced just how soon the new unit will be ready for milling.

Sauce to the Rescue

The decision of A. F. Ghiglione & Sons, Inc., of Seattle, to advertise and distribute a macaroni sauce for use in connection with its products is just about the right "ticket" in the opinion of the Star of that city, which speaks highly of the possibilities of this new venture. The article, which is accompanied with numerous cuts of the various packages in which the Ghiglione brands are sold, is as follows:

A. F. Ghiglione & Sons, Inc., of Seattle, manufacturers of "Washington Macaroni," "Washington Seahel Macaroni," "Washington Egg Noodles," etc., are planning an advertising campaign on their Washington Macaroni Sauce (with mushrooms) in the near future.

This wonderful sauce is the result of a long chemical experiment, and was perfected by this company just recently to be marketed for the benefit of the housewife's convenience in preparing macaroni. All that is necessary is to cook the macaroni, then heat the sauce and pour over, and it is ready to serve.

Without a question there will be more macaroni sold as the housewives are educated to the use of the sauce and once learn how delicious it is.

A. F. Ghiglione & Sons are very careful in their selection of raw materials which they use in making their various products. This, of course, accounts for the quality and ever increasing demand for their products.

Will Interest Children

The Scarpelli Bros. Macaroni company of 230 Freya st., Spokane, Wash., entered heartily into the "Home Industries Contest" launched last month by the Chronicle of that city offering macaroni and spaghetti as prizes to the boys or girls bringing to the contest editor the containers, cartons, labels or wrappers of products made in the vicinity of Spokane which that paper has termed "The Inland Empire."

The pupils of the schools were divid-

ed into classes according to ages and school attainments and prizes provided for each of the 4 classes thus eliminating competition of the larger folks against the younger tots, whose keen interest was manifest in the many bundles of material submitted for the contest. The children were urged to sort all labels, etc., into uniform bundles, containing only one kind in each bundle, so as to facilitate handling. In connection with this publicity given home manufactured products, manufacturers were solicited to demonstrate their goods in every way and every place possible during the contest. The progressive macaroni firm took advantage of this offer and supplied well prepared macaroni and spaghetti dishes for the pupils in various schools, put on interesting and educational demonstrations in stores and made liberal use of varied advertising space to popularize its macaroni products among the thousands of citizens and visitors who took interest in the unique contest.

House Warming Party

Formal opening of the new plant recently constructed by the Sharp-Elliott Manufacturing company of El Paso, Texas, had the nature of a real old fashioned house warming party, attended by 80 guests among whom were city officials, prominent local women, leaders in the community and faithful employees. The invitations were rather unique, printed with menu on cardboard simulating that used in the company's cartons, the new address and brand name appearing on the reverse side in all its colors. The affair was a most delightful one and a most suitable dedication ceremony of the plant so closely associated with a community that highly prizes the macaroni products of home manufacture. A menu featuring many macaroni dishes all of which were tastily prepared by Mrs. D. C. MacIver, wife of the hustling vice president and general manager of the plant, was served the guests after the tour of inspection. The new building is at 1817-19 Bassett av. It is modern in every respect and particularly adapted to the macaroni manufacture for which it is intended. It is supplied with not only practical manufacturing arrangements but also shipping facilities to care for the large out of town business which this company enjoys. The Mexican market has been found

quite profitable by this company with its new facilities that will be developed. The dedication of the building concluded with an informal dinner which all of the guests thoroughly enjoyed.

Forger Mulcts Mueller Company

Thomas Harrison, former state agent for the C. F. Mueller company of Jersey City, N. J., and for some time in charge of the territory comprising the state of Maine and parts of eastern Canada, has been accused of passing forged worthless checks among the many customers of the macaroni company in New-England states. Press dispatched from Portland, report that the alleged forger was caught early in the month of Chicago and that extradition papers were being sought for his removal to Maine where charges preferred against him will be heard by the grand jury now in session. The alleged passing of forged checks is supposed to have taken place after Harrison severed his connection with the Mueller company. This fraud was discovered when checks issued by Harrison were examined and found that they were not printed on the same paper or with the same color as the checks used by the firm. The alleged forger is said to have forged the name of Henry Mueller, president of the company, to various checks which were presented to unsuspecting customers with the plea that he was being allowed extra expense money. The worthless checks were cashed in various parts of Maine and they will be presented as evidence when the hearing is held.

Permission for Importation of Wheat

Permission is given for the importation into Portugal of 5,000,000 kilos foreign wheat, according to a decree of March 27, 1923. This wheat must be exclusively for use in alimentary products. A special import duty of 0.01 escudo per kilo is established for this product. The importation into Portugal of wheat and wheat flour is governed by special restrictions.

Box Company in New Quarters

The Chicago Mill and Lumber company announces removal of its office from the Conway building to the N. Boyce building, at 510 N. Dearborn. The change in the address was made April 21, 1923. In these quarters

BADEX

A Product of Real Merit

For many years bakers all over the country have used BADEX with great success. Quick to see the advantages of the product, macaroni manufacturers have adapted it to their own uses and are fully as enthusiastic.

BADEX is a pure cereal product which is simply added to the dough batch or blended with the flour. No changes in method or formula are necessary.

BADEX retards excessive drying and thus increases the yield.

BADEX added to your mix helps the starch content of your flour to act as a gum thus producing a stronger product and reducing the amount of breakage and droppings.

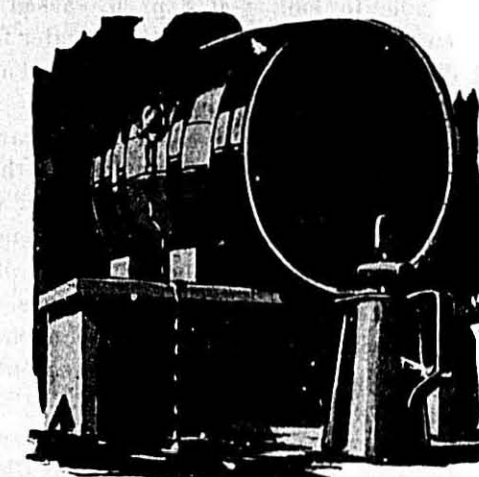
BADEX will improve the color of macaroni, adding a glossy finish and helping to produce color uniformity.

Because these things happen it is not an expense but real economy to use BADEX. Try it.

We will be glad to give you detailed information about the use of Badex. Ask us for it.

Stein Hall & Co.
New York

Stein Hall Mfg. Co.
Chicago



"The Saving at the Spigot — and the Waste at the Bung"

The manufacturer who buys upon "price" alone invariably pays the biggest premium.

TOO often, low price is the paramount factor in the selection of the shipping box. Those greater costs that pile up later, in damaged shipments and ruined goods, are seldom reckoned—or if reckoned they are passed over as expense that cannot be helped.

Do not be blinded to the "big leak" when buying your boxes. Let their protective quality, their fitness to carry and safeguard your goods, rather than their low price, be the primary consideration. With the right type of box, transit and storage losses are eliminated and the initial cost of the box is your only cost.

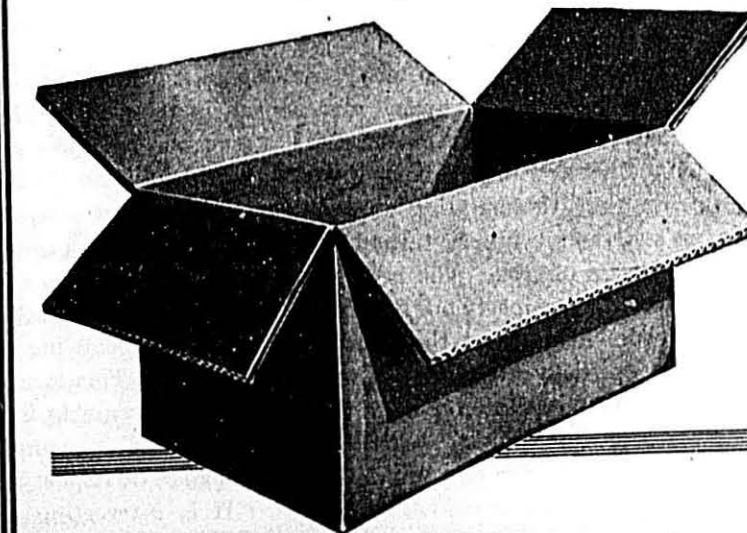
H & D damp-proof and dust-tight shipping boxes are the proved containers for alimentary paste products. Give us your box specifications and let us send you samples and prices.

H & D BOXES

The Hinde & Dauch Paper Company
220 Water St. Sandusky, O.

Canadian Address: Toronto—King St. Subway & Hanna Ave.

The World's Largest Manufacturers of Corrugated Fibre Boxes and Packing Materials.



company will be better able to look after the interests of its customers, having assigned a special department for handling the large business that it enjoys with the macaroni manufacturers of this country.

February Exports

Nearly 4 million lbs. of macaroni, spaghetti and noodles were exported during the 8 months of the fiscal year beginning July 1922 and ending February 1923, according to figures filed with the Department of Commerce. Comparisons with similar periods of previous years are impossible since these products have been differentiated from breadstuffs only since Jan. 1, 1922. During the period referred to 3,915,530 lbs. of various kinds of macaroni products valued at \$321,324 were exported. Figures for February 1923 would indicate a slight falling off in the exports as compared with the same month the year previous. Reports show that in February 1922 a total of 689,355 lbs. valued at \$52,454 was exported, while in the February just past a total of 541,000 lbs. valued at \$43,283 was exported.

Bonomo Plant Bankrupt

The Vincent Bonomo Macaroni firm, whose plant is at 507 Third av., Utica, N. Y., has gone into involuntary bankruptcy because of the action of the creditors. The firm carried on a wholesale grocery business in addition to its manufacturing interests. Liabilities exceeding \$10,000 are charged in a petition filed against the owners.

Gas Wrecks Macaroni Plant

The Elizabeth Street Macaroni factory, Utica, N. Y., was destroyed by the explosion and fire on the night of April 9. Investigators were of the opinion that the explosion was caused by illuminating gas which filled the building from a probable leak in the jet or gas main. The explosion was so terrific as to force the frame walls at some places to points 60 feet away from the original position. The fire that followed was so intense that the building was destroyed and the machinery turned into a twisted mass of iron. The macaroni factory was the property of Dominick Aiello, whose home is at the front of the lot occupied by the plant. He has been in business in Utica for more than 20 years. Loss is estimated at about \$20,000 and is partly covered by insurance. The explosion which occurred

at 8 p. m. caused some consternation among the theater folks in that vicinity. Windows were shattered within a radius of several blocks and many thought that an earthquake had struck the city. While the machinery loss is estimated at about \$6,000 and the plant at \$5,000, the remaining loss was due to the destruction of an extensive stock of imported goods. Police and fire officials looked upon the fire with suspicion and are conducting a thorough investigation.

Dismisses Cleveland Suit

Because the Cleveland Macaroni company has gone out of business the suit instituted by the federal trade commission has been dropped, according to statement recently issued by that body. The macaroni company, which is considered one of the largest in the country, was in Cleveland, and was charged by the federal trade commission with giving gratuities to prospective customers for the purpose of obtaining increased orders for its macaroni and

kindred products. The business of the defunct company was seriously injured by the postwar conditions which necessitated its going into voluntary bankruptcy. The dismissal of this suit leaves the question of whether or not the practice of giving gratuities is a legitimate business.

Paper Boosts Home Industries

The San Antonio Express has been running a series of full page advertisements setting forth San Antonio's leadership as a food manufacturing city. The ads appear every 2 weeks and are devoted to some particular line of manufacturing. The April 1 issue was devoted to macaroni, spaghetti, vermicelli and noodles, in connection with bread potato chips, pies and cones. The publicity given these products has been wonderful on their sales according to the reports coming from that section. That part of the advertisement referring to macaroni products is quoted below:

San Antonio is known far and near

CENSUS OF MACARONI INDUSTRY

| | 1914 | 1919 | 1921 |
|--|--------------|--------------|--------------|
| Number of establishments..... | 373 | 557 | 494 |
| Capital investment..... | \$ 8,674,234 | \$24,452,695 | |
| Average number of wage earners..... | 3,534 | 4,543 | 3,846 |
| Wages paid..... | \$ 1,637,760 | \$ 4,168,009 | \$ 3,748,660 |
| Average wage..... | \$ 463 | \$ 917 | \$ 974 |
| Ratio of increase in wages..... | 100 | 198 | 210 |
| Number of officers and salaried employes..... | 650 | 996 | 781 |
| Salaries paid..... | \$ 751,673 | \$ 1,707,351 | \$ 1,490,520 |
| Average salary..... | \$ 1,155 | \$ 1,714 | \$ 1,908 |
| Ratio of increase..... | 100 | 148 | 164 |
| Cost of material..... | \$ 7,668,573 | \$25,109,951 | \$19,064,000 |
| Value added by manufacture..... | \$ 4,945,398 | \$11,947,247 | \$11,048,700 |
| Value of products..... | \$12,613,971 | \$37,057,198 | \$31,012,700 |
| Average value of products by establishment.... | \$ 33,820 | \$ 66,530 | \$ 75,150 |

This table has been compiled from the most recent and authentic figures gathered by the United States census department.

In 1919 there was an increase of 184 plants over 1914 and in 1921 there was an increase of 36 plants over 1914 but a decrease of 148 plants over 1919. This would indicate that a large number of small concerns went out of business through the depressed period of 1920.

Capital investment increased almost threefold from 1914 to 1919. There are no figures showing capital investment for 1921. This large increase was due to the increase in inventory as well as to increase in manufacture caused by stoppage of imports.

It is interesting to note that there

was rapid increase in number of wage earners employed from 1914 to 1919 but their number decreased again in 1921 very near to what it was in 1914. The average wage increase was about the same in the macaroni industry as was in other industries. For every \$100 paid in 1919 and \$209 paid in 1921. On the other hand for every \$100 paid in salaries for 1914 there was only \$165 paid in 1921. In other words what has been found in other industries, showing that wage earners received greater increase than the salaried employes, holds true in the macaroni industry.

B. R. JACOBS, Director

Macaroni manufacturing city, her plants being on sale from California to New York city as well as throughout the Missouri valley states. There is an opportunity in making the real, wholesome macaroni, Spaghetti, Vermicelli and Noodles which is developed here to a very high degree. At first the Macaroni was made in a crude way by hand and hung out in the dry, hot sunshine which San Antonio is famous. But today the business has grown so large that old methods would be slow and inefficient. Our three modern Macaroni factories are equipped with the most expensive modern machinery that money can buy, and great drying rooms have been constructed with whirling fans, like windmill wheels, which dry out the products in an incredibly short time, making it possible to increase production to the point where only carload shipments are made to distant markets, competing successfully with all the old established Northern brands. San Antonio Macaroni factories advertise in several states. They employ more than 60 factory workers, office people and traveling salesmen. For the value of the yearly output which is estimated at \$260,000, this industry employs more people than most factories in the city.

with the secretary of state by Attorney R. I. Calli of Utica, N. Y., for the Trentino Macaroni Manufacturing Co., which has been organized with a capital stock of \$15,000. The incorporators are G. Giordano, G. Rosa and F. Gemeli. It is expected that this concern will take the place of the several smaller plants which have been recently put out of business either through bankruptcy or fire.

Form Trentino Company

Articles of incorporation were filed

You can cure a "Red" by giving him a fortune, but there's nothing you can do for a "Yellow."



International Macaroni Moulds Co.

252 Hoyt St.

Brooklyn N. Y.

Macaroni Die Manufacturers

Ask For Our Price List.

Discriminating Manufacturers

Use



Hourglass

Brand

PURE DURUM SEMOLINA AND FLOUR RUNS BRIGHT, SHARP AND UNIFORM

Quality and Service Guaranteed

Write or Wire for Samples and Prices

DULUTH-SUPERIOR MILLING CO.

Main Office DULUTH, MINN.

NEW YORK OFFICE: F 7 Produce Exchange

BUFFALO OFFICE: 31 Dun Building

BOSTON OFFICE: 88 Broad Street

PHILADELPHIA OFFICE: 458 Bourse Bldg.

PORT HURON, MICH. OFFICE, 19 White Block

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

GRAIN, TRADE AND FOOD NOTES

February Receipts

The report of the Department of Agriculture covering the receipts of durum wheat for February 1923 shows a large falling off in carload inspections during this short month when shipping by rail is usually below normal.

Amber Durum

The receipts of amber durum were about 40% below the January returns, being only 930 carloads as compared with 1367 in January. Of the total receipts 126 carloads graded No. 1; Duluth reported 51, Minneapolis 40, New York 8 and Chicago 5. The No. 2 grade furnished nearly two thirds of the amber durum receipts, amounting to 657 carloads; of which 283 went to Duluth, 127 to Minneapolis, 118 to New York, 54 to Philadelphia and 16 to Baltimore. The No. 3 quality totaled 103 carloads and was comparatively plentiful; of these 67 went to Duluth, 17 to Minneapolis and 11 to Philadelphia. There was a total of 44 carloads of grade below No. 3. Of the total amber durum receipts Minneapolis reported 185, Duluth 436, New York 128, Philadelphia 68 and the remainder scattering.

The receipts for the 8-month period of the crop year ending Feb. 28, 1923, are considerably below those of the same period in the previous year. Up to the end of February a total of 11,324 carloads was reported as compared with 15,904 carloads a year ago.

Durum

During the month a total of 1622 carloads of all grades of durum was reported which was considerably below the January receipts placed at 2481 carloads.

Of the No. 1 grade, the report showed 92 carloads inspected. Of these 53 went to Minneapolis, 23 to Duluth. Of the No. 2 variety which was quite plentiful and totaled 884 carloads, Duluth received 243, Minneapolis 158, Philadelphia 161 and New York 141. Duluth led in the receipts of the No. 3 grade of durum wheat, getting 167 carloads out of the total 321 reported, the balance going to Minneapolis which got 65, Philadelphia 28, Omaha 14 and the balance scattering. There was a total of 325 carloads of durum that registered below grade, 187 going to Duluth and 62 to Minneapolis. Of the total carload receipts of durum for the month, Duluth got 620, Minneapolis

338, Philadelphia 194, New York 150 and Omaha 66.

The durum crop for the 8-month period following July 1, is over 3 times the receipts for the same period a year ago. For the crop year ending Feb. 28, 1923, a total of 18,153 carloads was inspected as compared with 5459 carloads for the same period of the previous year.

Wheat Exports Below Last Season

Exports of wheat from the United States have moved slowly and at the end of January were about 50,000,000 bus. short of the amount that had been exported up to the same date last year. Part of this export shortage has been made up by the export of 20,000,000 bus. of rye more than was exported last year.

Canadian exports, however, have been a factor in retarding the movement of the wheat surplus from the United States. In the period from July to December 1922 inclusive, Canada had exported 64,000,000 bus. more than for the same period last year. Since a large amount of this wheat moved through the United States markets it became a depressing factor in those markets.

Although the world's supplies of wheat for 1922-23 were evenly balanced with the supplies available for the year 1921-22, the differences in the distribution of the crop at the beginning of the year were rather significant. European production in 1922-23 was about 214,000,000 bus. short of the previous year but exporting countries produced enough more to make up for the loss in Europe. It also appears that European consumers will, in addition to their purchases last year, hardly buy sufficient to make up the deficit in their own production.

Grain Futures Act

The United States Department of Agriculture announces trading in futures will not be interrupted by the Grain Futures Act which was upheld by the supreme court on April 16, if the exchanges comply with this statute. The department received prompt assurance from the Chicago Board of Trade and several other exchanges they would at once take steps to comply with the law.

Reports that this law will put the grain exchanges out of business or interfere with their legitimate functions

are entirely without foundation, does not interfere with hedging transactions on the boards of trade that receive designations as "contract markets." Neither does it interfere with ordinary speculation in the buying and selling of contracts for future delivery on such markets.

If, however, there should be evidence of undue manipulation, or attempt to corner the market, or of the dissemination of false or misleading information about crop or market conditions, members of the exchanges, such conduct would be inquired into and promptly dealt with as required by law. In addition, it prohibits changes from discriminating against operative associations of grain producers which may desire membership in order to obtain the use of the facilities of the grain exchanges.

The law gives authority to observe and inquire into the operations on grain exchanges and to speak with authority concerning such matters.

Average Crop Is Estimate

A winter wheat crop of 572,317,000 bus. is indicated in the government crop report April 9, based upon an estimated condition of 75.2% of a normal condition. The crop last year was 520,400 bus., and in 1921 it was 631,600 bus. The 1916-1920 5-year average was 565,905,000 bus.

India's Wheat Acreage Ahead

The area sown to wheat in India this year is now estimated at 30,032,000 acres, an increase of 521,000 acres over the previous estimate and an increase of 1,798,000 acres over the final estimate of 1921-22. Exports of wheat from India the coming season are expected to be larger than those of last year even though the crop may not be so large. This is because this year India has a fair reserve on hand, whereas at the beginning of last year the reserves were empty.

Rice vs. Wheat

Rice dealers in Indo China are urging the French government to encourage the use of rice in France as a substitute for wheat, in carrying out a law which fixes the minimum millage percentage and specifies substitutes for wheat flour manufactured and sold in France, reports the American consulate in Saigon, Indo China.

The use of your eyes around any place of business receiving the product of farm or factory will convince you of the absolute accuracy of this picture.

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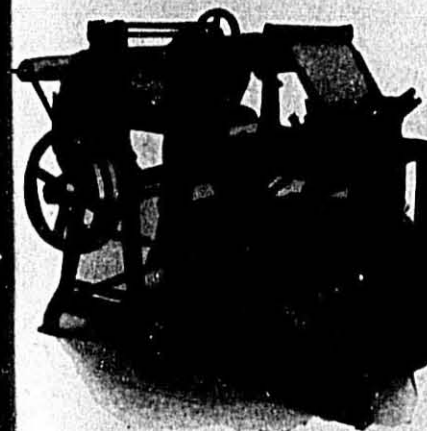
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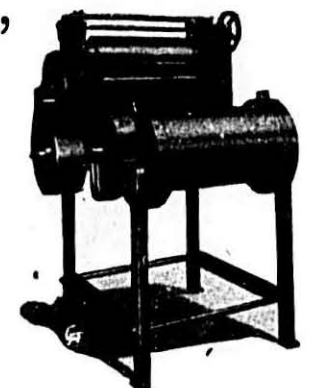
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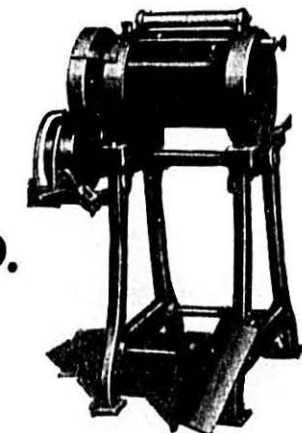


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The New Macaroni Journal

(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
 HENRY MUELLER President
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SUBSCRIPTION RATES
 United States and Canada - - \$1.50 per year
 Foreign Countries - - \$3.00 per year, in advance
 Single Copies - - - - - 15 Cents
 Back Copies - - - - - 25 Cents

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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.

ADVERTISING RATES
 Display Advertising - - Rates on Application
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Vol. V May 15, 1923 No. 1

CLEAN UP--AVOID WEEVILS

While these balmy days of spring may cause love to spring from the hearts of youth, and turn the thoughts of the old fashioned housewife to her annual task of house cleaning, the manufacturers of macaroni products and other cereal foods should give close attention to a cleanup campaign that will take in every nook and corner of their plants. Failure to do so at this time may cause losses reaching into thousands of dollars and, what is even more to be feared, loss of reputation.

Macaroni products are foods made from grain and consequently are susceptible to infection by weevils and other insects and with the approach of the warm weather every precaution should be exercised to reduce this liability and its consequent loss to a minimum.

Under the ordinary rules in sanitation enforced in the various macaroni plants in the country, the products can be said to be free from infection immediately following the manufacturing process. The greatest source of danger, then, is through contact with infected goods or from being stored in stock-rooms and warehouses where weevils and other insects have taken hold. Infected goods should never be returned to the plant but sold outside, even at a great sacrifice rather than run the risk

of infecting the whole plant with returned weevilly goods.

A campaign of scrupulous cleanliness in the factory should be started during May and continued vigorously throughout the whole summer season, as the only sure and dependable means of keeping it free from insects, in the opinion of B. R. Jacobs of the National Cereal Products Laboratories, Washington, D. C.

Keeping stocks of raw materials and finished stock as low as possible, insuring proper ventilation in the plant and an insistent attack at the source of trouble, will help lighten your losses and worries.

Let This Job to Experts

One of the most effective insecticides as well as disinfectants which destroys not only the fully developed insects but the eggs and larvae as well, is hydrocyanic acid. This agent is very poisonous and should not be applied except by experts. It is not, however, retained in the food as it is a gas which easily dissipates into the air.

Start now with your spring plant cleaning and keep up the fight throughout the warm weather months if you would avoid weevils and other insects.

The latest fish story is that fish are coming out of a California oil well. The

item does not state what kind of fish but it is natural to suppose that they might be suckers. This is a fake and simple. Many poor fish go into oil wells, but few ever come out alive.

SUBSCRIBERS AND MEMBERS

Convention Number will be furnished to paid subscribers and Association Members, ONLY. Take the hint.

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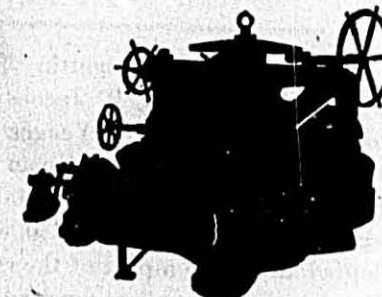
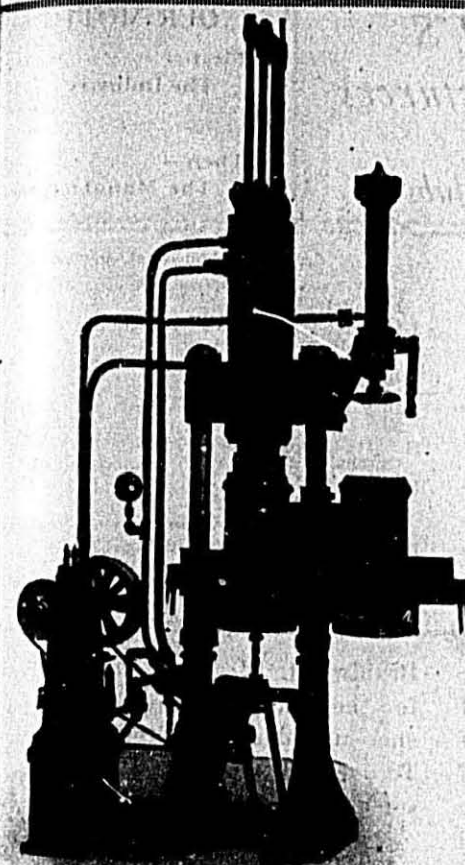
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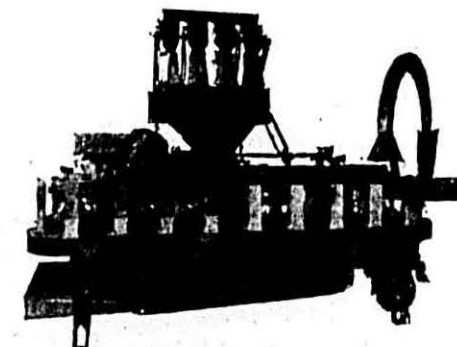
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Educate
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ASSOCIATION NEWS
National Macaroni Manufacturers Association
Local and Sectional Macaroni Clubs

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Then—
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Eastern Group Talks Shop

How to meet the price cutting tendency that threatens ruin to the industry because of the actions of several firms whose quotations tend to demoralize all the big markets, was the principal topic of the special meeting of the eastern group of macaroni manufacturers that met April 12 in the McAlpin hotel, according to announcement by B. R. Jacobs, executive secretary of the American Macaroni Manufacturers association, in his circular of April 25.

The meeting was presided over by President Frank L. Zerega and directed by E. Z. Vermyle, secretary of the eastern group. Price cutting was generally agreed upon as probably the greatest evil with which the macaroni industry has to contend at this time, and it was further agreed that this evil could be eliminated only by an educational campaign that would result in teaching manufacturers their costs. This evil lowers quality standards and promotes dishonest practices that seriously affect all.

President Henry Mueller of the National Macaroni Manufacturers association attended the meeting and extended felicitations of the national group to the eastern manufacturers, asking their cooperation in matters of national scope and particularly inviting them to attend the annual conference of the macaroni manufacturers of United States and Canada to be held beginning June 12 at Cedar Point, Ohio.

Believing that the macaroni industry should have a code of business ethics, a special committee composed of members of the national and eastern groups was appointed with instructions to re-

port at Cedar Point next month. The committee consists of B. R. Jacobs of Washington, D. C.; C. F. Yeager of Philadelphia, and William Culman of Long Island City, N. Y. If a suitable and agreeable code is submitted it will be adopted and made a part of the constitution which all members must agree to on joining.

Special attention was given to several grievances and resolutions passed calling upon the federal trade commission requesting enlightenment on several phases of what macaroni manufacturers consider unfair and unbusinesslike practices.

The meeting went on record as thoroughly in accord with the action of the National association in its work for the industry and arrangements were started for a special car to handle the macaroni manufacturers of the New York and Philadelphia districts.

Operation a Success

Mrs. James T. Williams, wife of our well known past president of the National association, is recovering nicely from a serious operation which she had to undergo at the Mayo Brothers hospital at Rochester, Minn., last month.

Herbert Thada, the Association's cost specialist, has about completed his plan for a cost accounting system that will enable macaroni manufacturers, large and small, to figure their costs on a like basis and enable them to talk in like terms. He has been busy visiting plants in the east and studying systems now used with success by many of the leading firms in that section.

Macaroni manufacturers and representatives of interested allied trades should write Secretary M. J. Donna at

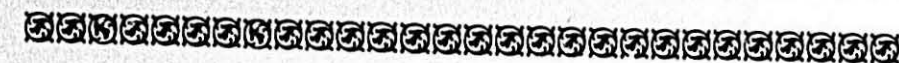
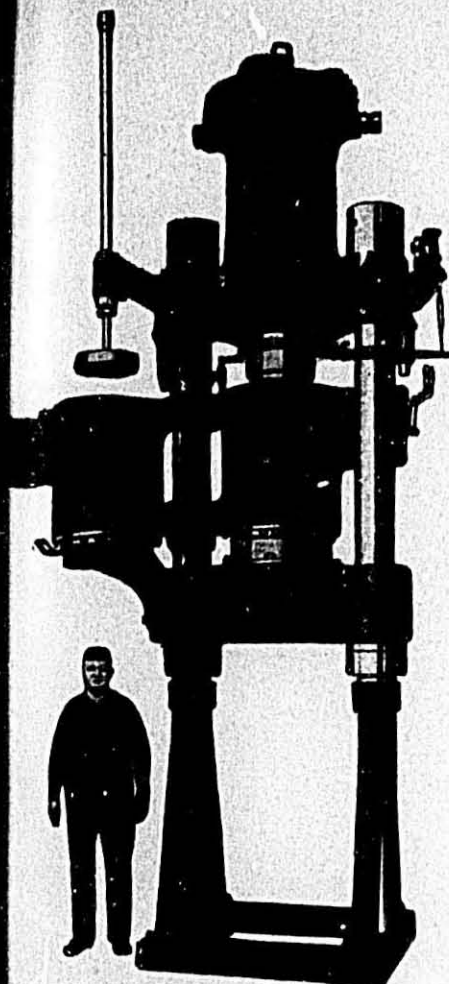
Braidwood, Ill., for hotel reservation for the annual macaroni men's conference at Cedar Point, Ohio, next month. To overlook this matter may cause some inconvenience on June 12.

The cheese manufacturers so far approached are taking enthusiastically the suggestion that they cooperate with the macaroni manufacturers, individually and in groups, to promote the "macaroni and cheese" combination which the ordinary diner appreciates and which the housewife finds easy to prepare. Nothing will be left unattempted to develop this mutually beneficial, economical publicity movement.

Remember that Sandusky, Ohio, is the railway station for the convenient place known as Cedar Point. The Breakers where the meetings will be held is on a point of land extending into Lake Erie and is reached either by boat or by a roundabout driveway by automobile and bus. Sandusky has exceptionally good railroad facilities and connections with all the leading commercial centers.

The "Eat More Wheat—Macaroni, Spaghetti and Noodles"—movement and the adoption of an appropriate slogan for the macaroni industry should be sufficient attraction to draw to Cedar Point, Ohio, the largest attendance of macaroni manufacturers ever congregated. Will you be there?

Rumor has it that one of the well known managers of the durum department of a leading Minneapolis macaroni company plans an extensive tour of the west and that he is going to take with him the "sweetest and only" macaroni in the world. "Why not include Cedar Point in your itinerary and give us a treat?"



John J. Cavagnaro

Engineer and Machinist

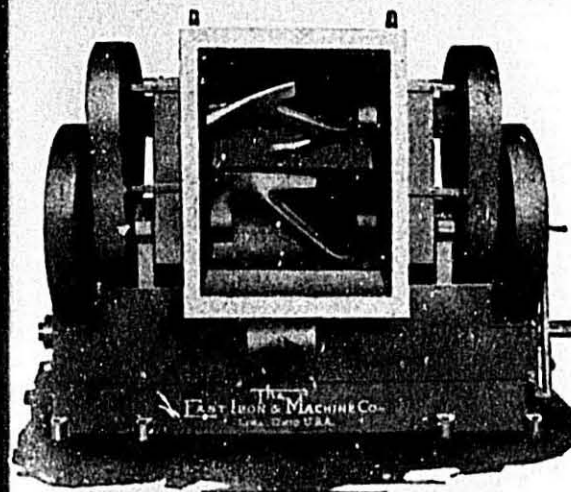
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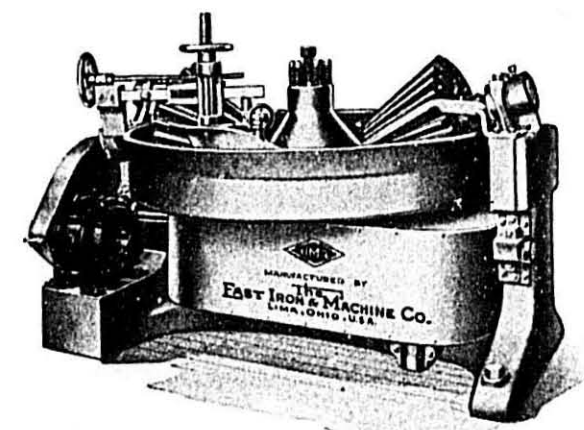
Insure Uniformity, Color and Finish

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

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

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

Ask us for bulletin and photos.



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in the form of

Macaroni

Spaghetti

Noodles

THE movement to increase the consumption of wheat by increasing the consumption of wheat foods such as macaroni, spaghetti, noodles, bread, etc., is a big national undertaking to which the larger flour mills and allied businesses have diverted their advertising campaigns.

If the public is made to see the high nutritive value as well as the appealing goodness in Durum products we can bring about a big increase in their consumption, which will help macaroni manufacturers, millers, farmers, and the general public to share in increased prosperity.

Every manufacturer can help himself by furthering the movement to cause people to eat more wheat. Be constantly watchful of your quality, use quality semolinas and it will be easier to increase consumption.

Pillsbury Flour Mills Company

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