

**THE NEW  
MACARONI  
JOURNAL**

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*The New*  
**Macaroni Journal**

Minneapolis, Minn.  
July 15, 1923



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

Volume V

Number 3

## Straighten Out

*"In almost every woodpile you find a crooked stick. It will not lie straight, sit or stand straight. It does nothing but make trouble. It gets in people's road, barks their shins and trips them up.*

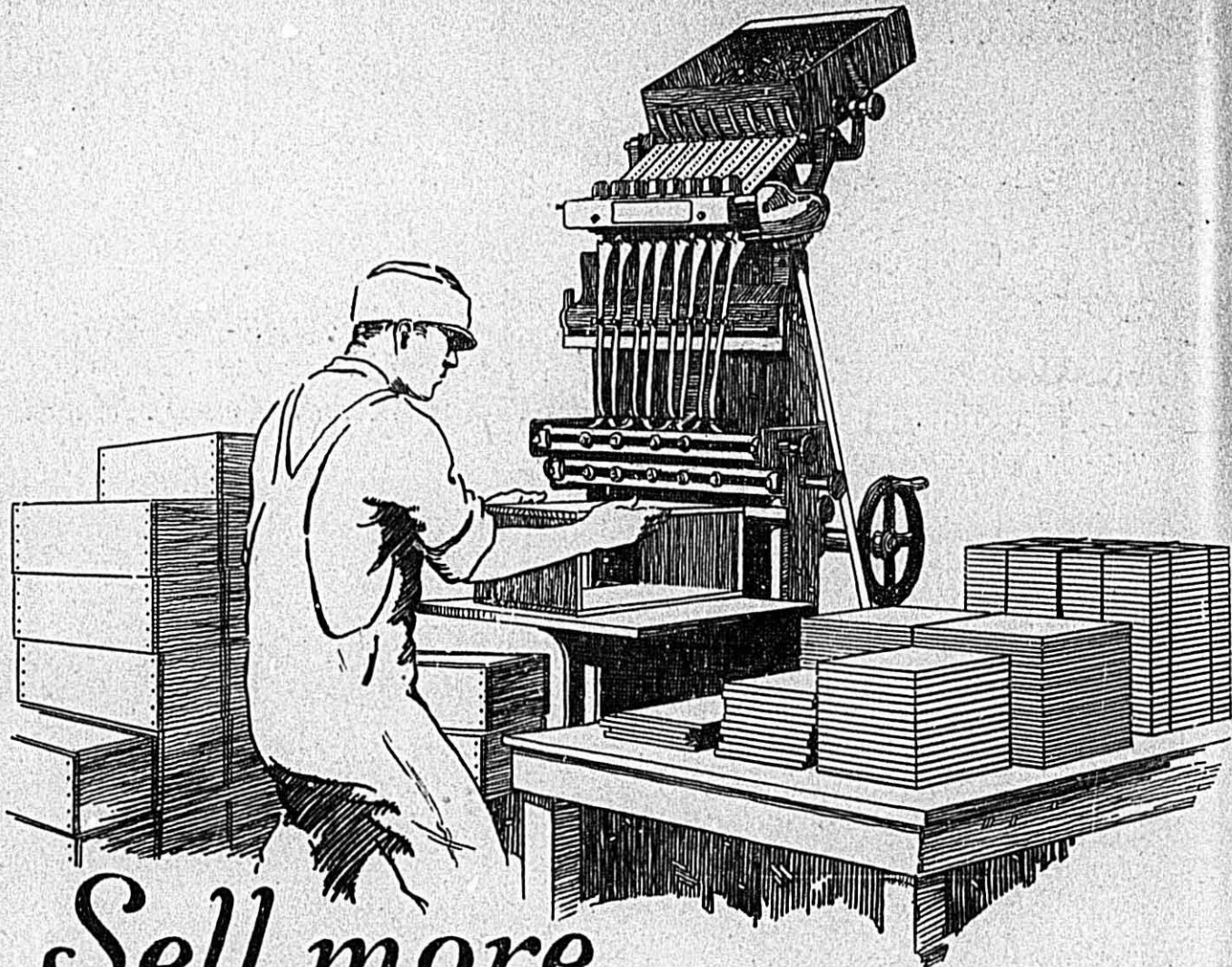
*"In every group of human beings you find some like that. They are against everything and everybody. They sow dissension. They like to say things that make people unhappy. They think it is a disgrace to be content and satisfied. Whatever the majority favor, they are against.*

*"Are you a crooked stick? If so, straighten out."*

—FRANK CRANE.

If there are not too many "crooked sticks," the pile will finally take form and symmetry, the "crooked sticks" becoming buried in the mass of "straight fellows."

This is true in any industry or trade organization. To delay progressive activities awaiting cooperation of everybody in the industry is merely wasting time. The time to form the "pile" is when the majority of the "straight fellows" are ready and willing to coordinate themselves to the industry's welfare.



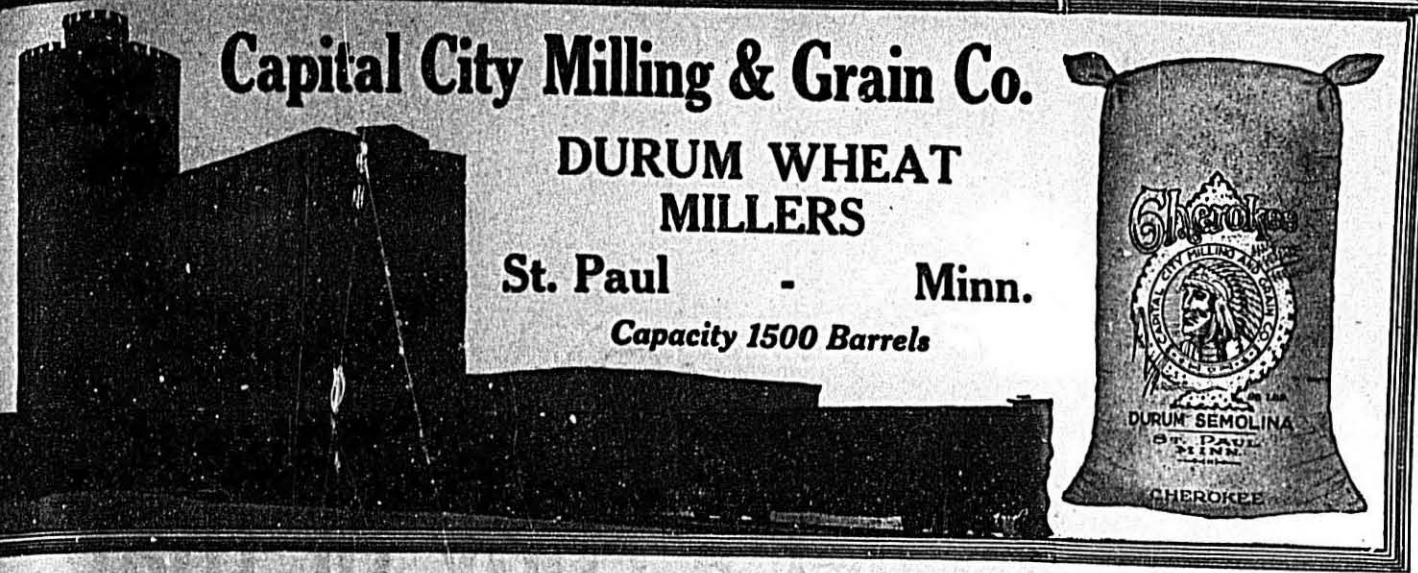
# Sell more MACARONI

**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.

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Capacity 1500 Barrels



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*High Quality  
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**Laboratory Tests Furnished  
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*We want your business on the basis of satisfactory quality and square business dealing.*

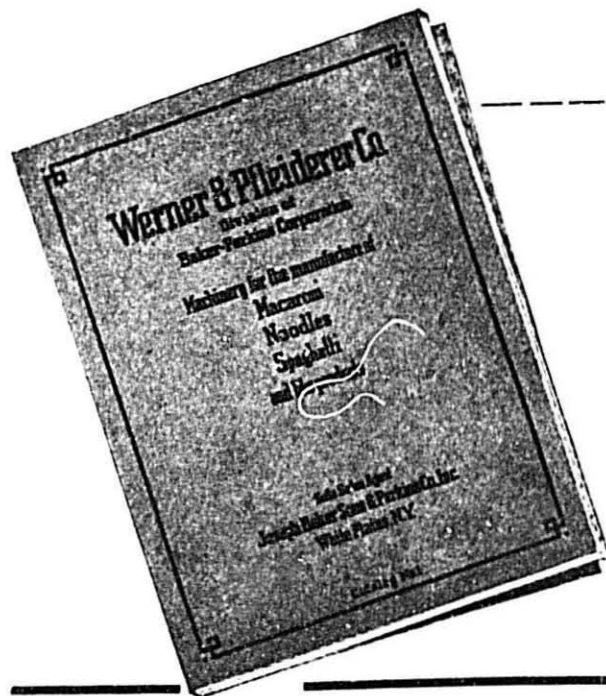
**Capital City Milling & Grain Company**  
ST. PAUL, MINNESOTA



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 .....

MARCH

## Packages Can Have Selling Value

Many sales over the counter are decided at the moment of purchase by the appearance of the label or carton. Does your package really help sell your product?

We offer you the experience gained during fifty years of effort in creating successful labels and cartons that have helped sell goods all over the world.

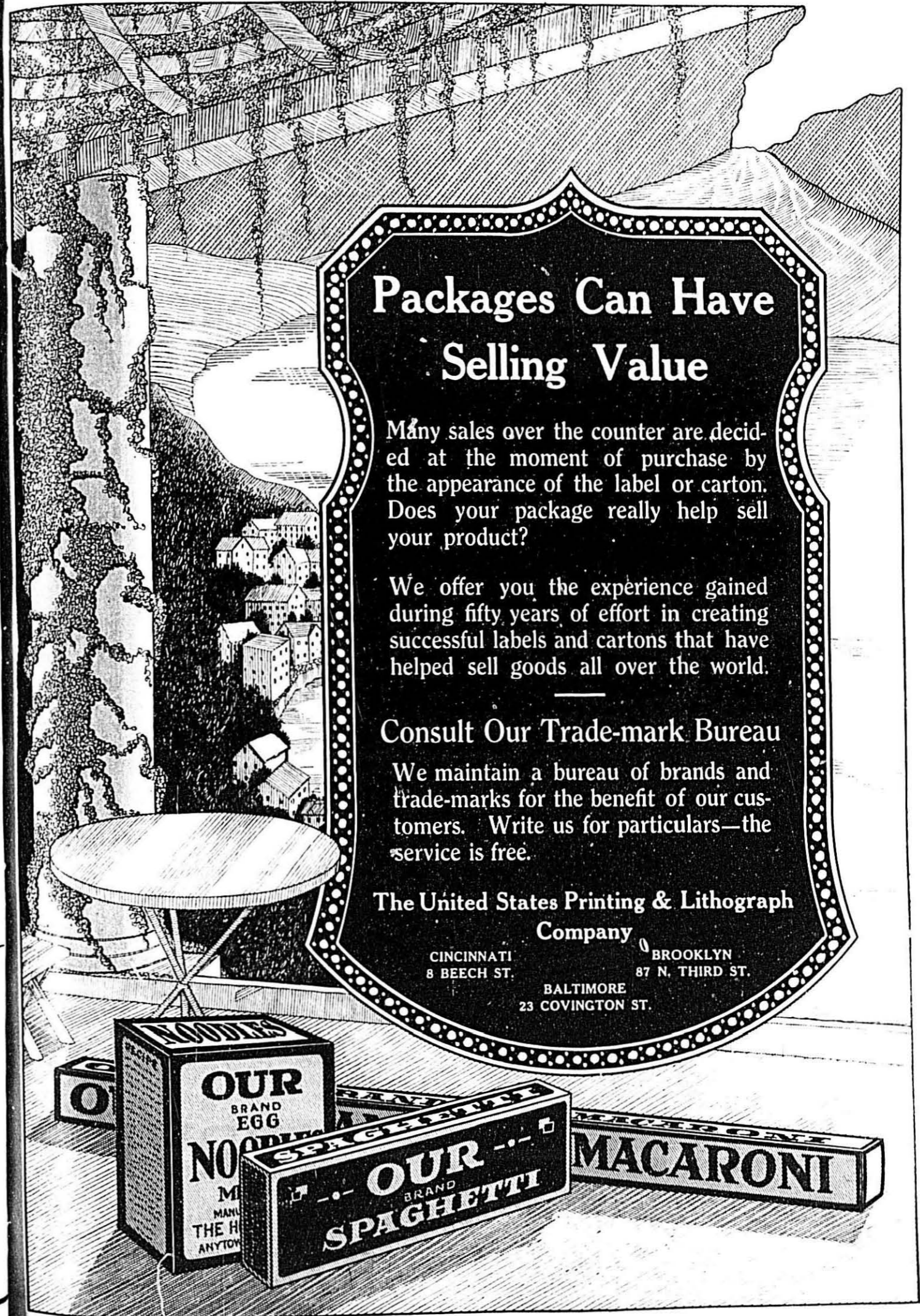
### Consult Our Trade-mark Bureau

We maintain a bureau of brands and trade-marks for the benefit of our customers. Write us for particulars—the service is free.

The United States Printing & Lithograph  
Company

CINCINNATI  
8 BEECH ST.

BROOKLYN  
87 N. THIRD ST.  
BALTIMORE  
23 COVINGTON ST.



They say most stars shine brightest in the cold clear air of winter

But Remember

There is no Star like Two-Star ★ ★

And it shines brightest all year round

That's Why we have to stay at home and mill these hot days



**QUALITY**

**SERVICE**

EAT MORE WHEAT — THE BEST AND CHEAPEST FOOD

**MINNEAPOLIS MILLING CO.**

MINNEAPOLIS, MINN.

When We'd like to go fishing

*Macaroni Industry No Financial Paradise*

Granting the truthfulness of the old saying that "In Time of Peace, Prepare for War," the reverse should be equally true and "In Time of War, Prepare for Peace."

Perhaps no food industry in this country, as a whole, failed so miserably to observe this reversed rule as did macaroni manufacturers. As a result few plants are producing at a profit, and many merely exist.

Harmful propaganda growing out of the boom period of prosperity and inflation during the war and postwar years left the impression that the macaroni industry offered wonderful opportunities for profitable investment and much unnecessary capital was attracted thereby. The result has been heavy losses to the investors, and undesired competition in an industry already afflicted with capacity production greatly in excess of consumption demand.

To be disabused of this idea, one needs but scan the long list of individuals and firms who have been lured to this industrial line of promise," and who are now either in the hands of creditors, in bankruptcy or luckily out of business, poorer in finances but wiser in business experience.

Not over a dozen firms out of more than five hundred manufacturing macaroni in this country can be termed successful. These have attained success through years of steady progress, beginning in a small way and building conservatively. The others are merely existing, showing very unprofitable returns on the millions of dollars invested.

Prior to the world war nearly half of the macaroni, spaghetti, noodles and similar products consumed in this country was imported from Italy or France, the Italian leading heavily. Upon entry of these countries into war their exportations were naturally restricted and the existing American factories profited when called upon to supply this lucrative American market. Business boomed, every press was running to capacity and established plants made some well-earned profits.

When America joined the conflict the macaroni industry was given a setback through the governmental decree to "Save Wheat." Macaroni being a purely wheat food suffered heavily when the government ruled that plants would be allowed only 70% of their prewar capacity in the form of flour or "semolina." At that very time when needed profits might have been made without injustice to any one, production was thus restricted and demands could not be supplied.

In an effort to extend their allowance of raw materials some firms unwisely resorted to the use of substitutes, produced inferior quality goods, a policy that caused losses amounting to several millions of dollars to these grasping concerns, and indirectly to the industry.

The sudden termination of the war had a healthful effect, especially after the wheat restrictions were removed.

With the supply of raw materials unlimited, and facing a heavy demand to fill depleted stocks in warehouses, groceries and pantries, plants produced to capacity to supply a profitable market. Many firms foolishly believing that this heavy demand was a permanent one expended unduly, adding new units, erecting additions, and are this day paying for their folly.

The business lull in 1921 caused failure after failure in this industry. Practically every other line of food manufacture and distribution was similarly affected. The manufacturer found the household supply sufficient, the grocery shelves loaded and the warehouses filled to capacity. The quick change from a buyer to a seller market brought about some unfair sharp practices that sent macaroni prices down to a point where business was unprofitable and where the overhead in plants was found to be eating into reserve capital.

To make matters worse competition from abroad again began to be felt. The cheapening of all kinds of foods brought a bigger variety within the range of the ordinary housewife's pocketbook. It was no longer a matter of economy but of variety, with the natural consequence that there came a general leveling of consumption of various foods, expensive and otherwise.

Overexpansion during the boom years caused a three million dollar macaroni concern to fail in 1921. The crash sounded a warning to others in the industry, who trimmed their expenditures "to the bone" and were thus enabled to weather the storm that threatened their financial ruin.

The press of the country recently carried a story of a "five million dollar macaroni merger" which might be wrongly interpreted to mean that business in this line is again prosperous. Looked at from the inside the consolidation was a tactful move made necessary because of conflicting territories of distribution and the consequent pyramiding of the expense of selling.

This widely heralded combination aimed at capacity reduction rather than expansion. Only two of the plants involved will be operated. Even so, their production capacity will be sufficient to meet a greatly increased sales demand. The merger is evidently a move in the right direction, reduction of capacity to meet requirements and disposal of production at fair profits.

Other instances of overexpansion may be mentioned. In the east the war brought out a large company with a capacity considerably above the possibilities of profitable distribution. It resulted in a forced sales policy that harmed everybody. In the west another large plant with strong financial backing will have to seek business where no new business exists. Years will be required to put these on a paying basis.

The macaroni manufacturing game is in anything but a

flourishing condition. With production capacity several times greater than consumer demand, with European imports daily increasing and with a restricted population increase, there must be a united and concerted effort made to increase consumption in the American homes, a movement that will require the expenditure of many thousands of dollars in educational advertising—or there must be a consequent decrease in the number of plants producing this foodstuff.

Business capital looking for profitable investment will

find a more promising field elsewhere. Established firms with modern plants, an organized sales force and a recognized quality product will naturally benefit first from any general consumption increase. The struggle for existence will continue for many years to come and investors would do well to look elsewhere before investing.

The Macaroni Manufacturing Industry is not a financial paradise, as those now engaged in it know and as others will surely realize if they permit themselves to be lured to this field of little promise.

## Trade Marks and Labels

### TRADE MARKS REGISTERED

#### "Eagle" Mold Brand

Trade Mark No. 169,323 covering the "Eagle" brand of alimentary paste molds was duly registered in the U. S. patent office according to announcement made June 12, 1923. F. Maldari & Bros. of Brooklyn, the registrants, filed application on Jan. 24, 1923, claiming continued use of the trade mark since 1903. It will apply to the impression formed on the metal die and to packages containing their goods by placing thereon a printed label on which the trade mark is shown. The trade mark consists of a large bird, resembling an eagle, with spread wings. Its claws are shown clasping the edges of 3 molds or dies standing upright.

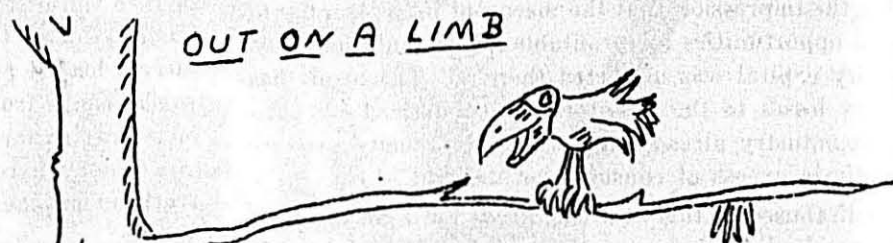
### TRADE MARKS APPLIED FOR

#### French Swiss Noodle

Charles Foltzer of Cincinnati, doing business as the French Swiss Noodle company, has applied for registration of a fanciful trade mark to be used in connection with noodles manufactured by him. Application was filed July 5, published June 26, 1923, and all objections thereto must be made before July 26, 1923. He claims use of the mark since May 1, 1922. The trade mark consists of the picture of a "Swiss Beauty," "the girl shown in the drawing and on the specimens submitted being fanciful and not of a living person." The girl wears the national headgear of Switzerland. At the base is a picture of a mass of flowers in bloom.

#### Prince Sauce

The Prince Macaroni Manufacturing company of Boston has applied for registration of the trade mark "Prince" in reference to a delicious macaroni and spaghetti sauce which that company is selling in connection with its macaroni products. Application



**TAKE CARE!** \_\_\_\_\_ some day you are going to find yourself "out on a limb," and will be "hollering for help."

"An ounce of prevention is worth a pound of the cure."

If you can't swim, you had better stay away from the water.

There were originally two birds "a settin' out on this limb and both were hollering "to boat the band" - they were in danger, a hawk was in sight and there was no help nearby - one of the birds lost his hold, fell off and left nothing to show for himself but "his tail feathers" and a few bubbles and waves where he went under - the other bird is now on his way "to the Association office."

You're all right, so long as everything is being run smooth by George and the other fellows - but, when you are out on a limb and a hawk comes in sight, it's mighty handy to have George standing nearby to help you fight it away.

Come In! The water's fine!  
Don't stay "Out on a Limb".  
Float down the Association Stream.

tion was filed Feb. 9, 1923, and published June 26, 1923. All objections must be made within 30 days of date of publication. The company claims use of the trade mark since May 1922. The trade mark consists of a herald of old shown in the posture of blowing his trumpet, with a banner suspended from

the trumpet, bearing the word "Prince" in heavy black type. The applicant claims the sauce is a combination of mushrooms, tomato, chicken and tomato paste.

Wouldn't it be grand if we all did what we claim we do.

## COOPERATIVE ADVERTISING AS FOUND IN LOS ANGELES

Macaroni manufacturers throughout the country are watching with intense interest the effect of the cooperative advertising that is being done by several of the progressive macaroni firms in Los Angeles which have contracted for the posting of numerous large billboard posters asking that more wheat be eaten in the form of macaroni, spaghetti and noodles.

The Los Angeles firms which are pulling together to put over this sectional advertising campaign are the United States Macaroni Co., Globe Grain & Milling Co., Pacific Macaroni Co., Los Angeles Macaroni Co., and the Superior Macaroni Co.

The billboards are placed in the most important business and residential sections of the Pacific metropolis and surrounding territory. Large 3-sheet posters, approximately 7 ft. high and 4 ft. wide, carry a green frame or molding. They are white with black lettering. It is proposed by the advertising agency in charge of the publicity to change the color scheme from month to month to make the advertisements timely and aggressive.

Although the campaign starts conservatively the macaroni manufacturers



expect to increase the number of poster locations and later on to use a larger classification of the medium. It is in charge of Foster & Kleiser company of Los Angeles, recognized leader in out-of-doors advertising.

We show herewith cuts of the posters used during June and July. Sixty-six such spaces will be used throughout the year for which advertising has been contracted.

### An Ideal Summer Food

Diametrically opposed to the erroneous prevailing opinion that macaroni, spaghetti and noodles are more cold weather than summer foods. W. A. Schmidt of New York city, a recognized food authority on nutrition recommends a more generous use of macaroni products as just the right kind of summer food for children and grownups, especially when prepared as a hot weather dish. He says:

Spaghetti, when made of pure farina, "the heart of the wheat," is of great nutritive value because of its high carbohydrate contents, which is still further increased when you add butter, cheese, fats, etc.

So—while spaghetti and macaroni

FOSTER & KLEISER

Eat More  
Wheat  
Macaroni  
Salad  
Spaghetti  
With Sauce

contain the extraordinary number of 1660 calories to the pound, while they contain iron—mineral salts—vitamins—all the food elements which build bone, muscle, blood and energy; don't forget that they are mighty good to eat during the hot summer weather as this type of food is far more cooling than meat.

They are easily assimilated. Physicians recommend them strongly in their regimen for gastric and intestinal dyspepsia.

For some reason which has never been clearly defined, spaghetti has always been regarded as a winter food. People who eat it regularly in cold weather seem by common consent to omit it from their summer foods, or to serve it only on an occasional Friday.

This is an especially peculiar habit when it is considered that bread, crackers, cereals, etc., are eaten as freely—perhaps more freely—in the summer as at any other time of the year. Spaghetti is purely a wheat product, higher in food value than bread and meat, and it would seem as if its quality and characteristics would have long ago caused it to be a popular and highly regarded hot weather food.

Physicians will tell you that macaroni or spaghetti, etc., are the most nourishing food you can eat.

For building up young bodies, for giving strength and vigor to the whole family, they have no equal.

No other food so thoroughly takes the place of meat, being just as substantial, but more healthful and nourishing. And—very important—the price is half that of meat.

#### A Summer Meal

The following really appetizing and satisfying menu is highly recommended for a nutritious summer meal:

Elbow macaroni with stuffed tomatoes, baking powder biscuits, egg noodle nut pudding, cheese, crackers, coffee.

#### "Shelletes" Applied For

The F. A. Martocci Macaroni company of Minneapolis has applied to the patent office for registration of its trade mark "Shelletes" for use on its macaroni products. The registrant claims use of the mark since Jan. 22, 1923, and filed its application for registration on Jan. 29, 1923. The trade mark consists merely of the word "Shelletes" without embellishments. All objections thereto must be filed within 30 days of publication, which was June 19, 1923.

## ARMSTRONG BUREAU PLAN UNLAWFUL

On June 4, 1923, the United States supreme court unanimously reversed the decision of Judge Carpenter made on Nov. 1, 1921, in Chicago, and held the plan of the Armstrong Bureau of Related Industries as carried out by the linseed oil manufacturers to be in contravention of the Sherman Anti-trust act. The decision is of unusual importance to business men in general as to macaroni manufacturers because of an attempt made 2 years ago to foster this service in a section of the industry. The wisdom of the macaroni men in steering clear of this service is now justified by condemnation heaped on the procedure by the highest court in the land.

The defendants in the linseed case were 12 corporations commonly referred to as crushers with principal places of business in 6 different states, which manufactured and sold linseed oil, cake and meal, together with the head of a bureau of related industries. This bureau conducted a so-called "exchange" through which each subscribing manufacturer might obtain detailed information concerning the affairs of all other subscribers doing like business. The defendant crushers manufacture a large part of the linseed products in this country. It appears that the 12 crushers agreed with the central bureau to furnish to and obtain through the bureau the following information: Comprehensive data as to market, trade and manufacturing conditions in the linseed oil industry; economies in manufacture and sale by frank exchange of accurate information; the latest authentic information concerning the credit of buyers; a broader market for cake and meal; establishment of uniform cost accounting systems; fair and just freight tariffs and classifications; definite standardization of the products of the industry; economies in the development of foreign markets and increase of sales therein; stabilization of the flaxseed market so far as lawful; shipment of cake and meal to the consumer from the nearest point of production.

The crushers agreed to turn over to the bureau full reports of all sales, quotations, offerings and other information required. Each subscriber agreed to furnish a schedule of prices and terms and adhere thereto—unless more onerous ones were obtained—until prepared to give immediate notice of departure

to attend a monthly meeting and report therefrom for relay by the bureau. Each also agreed under penalty of fine upon matters of interest to be there discussed, to comply with all reasonable requirements of the bureau; and to divulge no secrets.

The court said in part: "The Bureau displayed great industry in making inquiries, collecting information, investigating the smallest dereliction and giving immediate advice to subscribers. Hundreds of so-called 'market letters' relating to divers transactions were sent to subscribers. A sale of 2 barrels of oil below schedule was deemed worthy of special attention. Also from time to time it gave counsel concerning 'unfair merchandising' and the necessity for establishing sound policy by constructive cooperation. \* \* \* The prices of oil became more stable. \* \* \* The obvious policy, indeed the declared purpose, of the arrangement was to submerge the competition theretofore existing among the subscribers and substitute 'intelligent competition' or 'open competition'; to eliminate 'unintelligent selfishness' and establish '100% confidence'—to the end that the members might 'stand out from the crowd as substantial coworkers under modern cooperative business methods.' \* \* \* Certain it is that the defendants are associated in a new form of combination and are resorting to methods which are not normal. If, looking at the entire contract by which they are bound together, in the light of what has been done under it, the court can see that its necessary tendency is to suppress competition in trade between the states, the combination must be declared unlawful. That such is the tendency, we think, must be affirmed. To decide otherwise would be wholly inconsistent with the conclusion reached in American Column and Lumber Co. vs. United States."

Continuing the court said: "We are not called upon to say just when or how far competitors may reveal to each other the details of their affairs. In the absence of a purpose to monopolize, or the compulsion that results from contract or agreement, the individual certainly may exercise great freedom; but concerted action through combination presents a wholly different problem and is forbidden when the necessary tendency is to destroy the kind of

competition to which the public has long looked for protection.

"The situation here questioned wholly unlike an exchange where dealers assemble and buy and sell openly and the ordinary practice of reporting statistics to collectors stops far short of the practice which defendants adopted. Their manifest purpose was to defeat the Sherman act without subjecting themselves to its penalties.

"The challenged plan is unlawful and an injunction should go against it as prayed by the original bill."

It is noted in the opinion of the supreme court in the linseed case also quoted that the individual may certainly exercise great freedom in the absence of a purpose to monopolize which results from contract or agreement. It is likewise pointed out in the mentioned opinion that the practice of reporting statistics is far short of the practice which was condemned in the mentioned opinion and conducted under the compulsion of the stringent terms of the contracts in the case.

Undoubtedly there are numerous valuable and proper activities which may be properly carried out by association and which are not, and in reason could not be, subject to the condemnation of existing laws.

The right of independent action in its exercise must always be available to the manufacturer or trader and a contract or agreement, express or implied, which subjects him to compulsion or which restrains his right of individual action, is condemned by law.

A lanky county lad entered a general store to order some cereals. He was at that age when all seems all hands and feet, and when vocal organs, merging from boyhood into manhood, are wont to cause voice to undergo sudden and involuntary changes from high treble to bass.

The clerk, too, was not without imperfections. He was crosseyed.

In an authoritative, rumbling voice the boy demanded of the clerk "Give me a can of corn" (and then, voice suddenly changing to a shrill setto, he continued) "and a box of macaroni."

"Look here, you kids," the clerk snapped, "don't be in such a hurry. I can't wait on both of you at once."

## TRADE MARK PROCEDURE

### Rights Belong to First User—Common Law Ownership Versus Registration—Danger of Confusion in Former.

Early in the commercial history of the nation, trade rights and good will embodied in brand names were recognized. Laws were accordingly passed providing for proper protection of these trade names, and their related good will by means of registration, says Albert J. Fihe, in *Fibre Container*.

Many well known firms value their trade marks at millions of dollars, as for example, "Kodak," "Uneda," "Coca Cola," etc.

#### Belongs to First User

The right in a trade mark according to the laws of the United States belongs to the first user of the mark upon the particular goods in interstate commerce. This distinguishes from a patent right which vests only upon the grant of the patent by the United States government.

However, this claim to a trade mark right obtained by the first user in interstate commerce is sometimes rather inefficient, especially if some competitor decides to use the same mark or one so similar thereto as to cause confusion. This right which inheres to the user of the trade mark is known as a common law right, and many manufacturers and others are still using trade marks which have never been registered, and who claim that their common law right in these trade marks is sufficient to prevent others from infringing.

Some recent decisions of the courts, however, bring out the flaws in this common law armor, chief among which is the question of conflict of rights arising when 2 manufacturers in different parts of the country begin using the same trade mark at about the same time more or less limited territories.

Naturally, no confusion will result, at least for awhile, but if either one of the manufacturers are good business men, their trade will naturally expand, and inevitably the 2 brands will come into conflict, due to an overlapping of territories. Then the trouble begins.

Each claims prior rights to the mark on account of long use and originality of adoption. Such conflicts in trade

names usually terminates in long drawn out and expensive litigation.

This could very easily have been avoided if either one of the 2 had originally registered his trade mark under the federal statutes; which registration would then have constituted public notice that this particular brand was adopted and could not be appropriated for the same line of goods by anyone else.

In adopting a trade mark, it is always well to bear in mind the particular goods to which it is to be applied, and the relation of these goods to the name, together with the psychology of the relation, which will appeal to the purchasing public.

Descriptive names or trade marks should be avoided, as no one has a right to appropriate words which merely designate some particular quality of his goods and then attempt to stop others from using the same words, which being descriptive merely constitute good English, more or less.

Again, care must be exercised to select a mark such as will not conflict with the already known mark of some one else in the same line. A search through the patent office records conducted by a competent attorney is the best method of determining whether the contemplated mark has already been registered. After the mark has been selected and labels, wrappers, etc., made up, the originator should be careful that the mark is used in interstate commerce, as unless such use is made, rights will be seriously imperiled.

Some manufacturers and dealers often have a very localized sales territory, which even though the volume of business is large, is confined to a single state. This manufacturer should be careful to make at least one sale in interstate commerce, that is, to another state, in order that the letter of the law be complied with.

After this an application may be made for registration of the trade mark, which application should be entrusted to a competent attorney, who understands the various details of procedure in the patent office.

### Worthwhile Health Hint

Dr. William Brady, recognized as one of America's leading nutrition experts and dietitians, in his recent *Health Talk* entitled "Bother the Butcher" highly recommends to people a greater consumption of macaroni, spaghetti and noodles as a means of attaining

and retaining the health they need to carry on their daily activities in business and labor world.

He regards it wasteful for working people to eat meat, fish or eggs or fowl, more than once a day in cool weather, and injurious for them to eat it more than 3 times a week in hot weather, which means that he believes the abuse of meat eating is not only harmful to the health but unpatriotic, as a fat, overfed, underworked person who has the temerity to sit down to eat meat twice a day, or meat and fish at the same meal, might rightly be fined heavily for each offense.

However, he says a little meat in the diet is advisable for most people engaged in active work, though not necessary and often not advisable for a great many who do their work sitting at a desk. For growing children meat 3 times a week, or for young babies meat broths 3 times a week cannot be dispensed with.

A little meat should go a great way as it is the flavor of meat and the stimulating effect of the extractives of fresh meats that the appetite craves. Get it economically by preparing various dishes containing enough meat to give a flavor to the grain, cereal, or other farinaceous material, or vegetables, which should constitute the important nourishing part of the recipe.

Meat is pretty poor nourishment, the doctor holds, as compared with bread or potatoes, or beans or macaroni and cheese, and a whole lot more expensive. A worker can endure longer without meat in his diet than with it and can withstand high temperatures much more easily without meat than with it.

In regard to the evening meal, the doctor says it should be the substantial meal of the day for all who work days and rest at nights. A midday dinner is wrong for busy people and in fact people who take breakfast at about 8 a. m. are often more healthy and efficient if they take no more food until 6 p. m. dinner, then a light lunch at bedtime.

But the heart of the talk lies in the statement by Dr. Brady that macaroni, spaghetti or noodles cooked in broth and served with mere dabs of gravy or meat; stews of a hodgepodge of vegetables just flavored with a chunk of the cheapest cut of meat, are worthwhile.

When you're flush, everybody will loan you money.

# HAVE YOU BOUGHT A DIPLOMA YET?

Agents for so-called industrial fairs and expositions have been most active among macaroni manufacturers along the Pacific coast and appeals have been made to the National association by way of letters and telegrams asking whether or not the "Progressive Industrial Exposition of Rome, Italy" is legitimate.

One of these agents, purporting to represent Gagliardi & Gaudio of 29 West 27th st., New York city, writing on a letter head of the "Esposizione Ri-unite del Lavoro di Milano," attempts to prove the authenticity of awards made by that so-called exposition, the exposure of which has made his efforts among macaroni manufacturers somewhat fruitless.

Los Angeles was first visited by the agents of the new Rome venture and later on the San Francisco macaroni men were approached. In reply to all telegrams asking for advice, caution was urged and a promise made that the undertaking would be thoroughly investigated by the National Macaroni Manufacturers association through government and business agencies.

Macaroni manufacturers who are in possession of literature of any kind explaining the aims and objects of the so-called "Progressive Industrial Exposition of Labor of Rome, Italy" are asked to submit it to the National association officials, who will make use of it in the investigations now under way. It would help the investigators greatly if amount paid for the submittal of their products for judging is also made known.

A thorough understanding of the claims made by the agents will enable the association to make a complete and unbiased investigation and to protect the interests of all in the industry. If found to be legitimate, the fact will be made known as freely as was the case in a former instance when a fraudulent affair of a similar nature was ruthlessly exposed. Send in literature as soon as possible.

## THEY "BIT" IN LOS ANGELES

The advice of the National Macaroni Manufacturers association to the macaroni industry at large to beware so-called Fairs or Expositions in foreign countries either was unheeded or ignored in different sections of the country and especially in Los Angeles and San Francisco where the represen-

tatives carried on an active campaign last spring.

An interesting letter from Salvatore Nunziato of the Pacific Macaroni company at 817-21 S. Alameda st., Los Angeles, to M. J. Donna, association secretary, who was most active in exposing a similar scheme last fall and winter, shows how that firm members became suspicious on reading the article in the May issue of the New Macaroni Journal and later more so when they discovered that they had won the Grand Prize, an award that was equally bestowed on other plants in the same city. It is interesting to note just how this matter was handled and for the enlightenment of others in the industry we quote the letter in full at the request of the writer, in the hope that it will serve as a warning to others:

"Some time ago in April, a certain Attilio Gaudio accompanied by Giacomo Panero, representing Gagliardi & Gaudio, a firm at 29 W. 27th st., New York city, came to see us in reference to exhibiting our product at the 'Esposizione del Progresso Industriale' in Rome. We, at the time, thought it most peculiar to exhibit our macaroni in Italy, in competition with the manufacturers there who have all the advantages possible over the entire world; but as these men claimed that there was no money involved if we did not get any award, we entered into an agreement with them to pay a certain sum should we be fortunate in obtaining an award. The scheduled money to be paid for these prizes ranged from a bronze medal at \$175 to the grand prize and a gold medal at \$375. As stated this money was to be paid for their service, only in the event that we would receive a prize.

"A sample of our macaroni was taken by the above mentioned men; and in due time we received a letter from Gagliardi & Gaudio stating that they had sent our product and our registration to the board of directors of the 'Esposizione del Progresso Industriale' in Rome 923. On May 7 we received a letter from the commissioner of the exposition at Rome, to the effect that we were awarded a diploma with the 'Croce Al Merito E Medaglia Di Oro (vermeil).' We were elated over this fact and had no doubt whatsoever as to the authenticity of the whole matter until, a few days later, we received

another letter from Gagliardi & Gaudio complimenting us upon the award and telling us that their agent or traveling man, Giacomo Panero, who had originally talked us into this thing, had the diploma and medal in his possession and that he would very shortly present them to us, and that he was authorized to collect from us \$325 for services rendered and so forth.

"The very next day we were called on the telephone by the Superior Macaroni company of this city to ask if we had your May issue of the Macaroni Journal. We sensed some trouble and asked them point blank if they wanted to see this particular issue to reveal the fraudulent operation of a certain clique at Malano Exposition, which was making a business of awarding prizes promiscuously; and they answered yes as they had received a gold medal from an outfit of that sort. We informed them that we had also received recognition and voiced our opinion that it could not be open and above board. We then telephoned to the different factories here and found that the Los Angeles Macaroni company was awarded and delivered a gold medal and diploma that very same day and had paid \$275. We then felt positive that it was a fraud; and for that reason we wired you if you knew anything of this firm in New York representing the Exposition in Rome, to find out if they were a bona fide firm or a fraud.

"The aftermath of this whole thing was that the following day we were presented with a diploma and a gold medal and was demanded to pay \$325 which we flatly refused stating that the diploma for us had no commercial value, irrespective whether we had entered into an agreement with them, to pay if we were awarded a prize; because we could not make use of the recognition as two other of our competitors received gold medals also from the same exposition at Rome as the Los Angeles Macaroni company and the Superior Macaroni company from the exposition at Milano. The most peculiar thing about these gold medals that our competitors received is that both of them insisted, without knowing of the other one's intention, upon gold medals only. These birds schemed in a way that both of them received a gold medal from different expositions thus satisfying both.

(Continued on page 20.)



One way to  
sell more  
**Macaroni**  
is to make  
**Good**  
**Macaroni**  
*better*

**Gold Medal  
Semolina  
makes better  
Macaroni**





## GOOD CARTON VALUE

Reply to Question Asked Many Times  
—What an Error in Cover Recipe  
Showed—Proves Advertising Power.

Many manufacturers who have been skeptics make the same old statement and we might add mistake, "No one pays any attention to the carton or what we might print on it."

But is that true? Just as an example let us cite the case of a manufacturer who made a mistake in the directions he put on his carton. The research department of this manufacturer found that by adding a teaspoonful of sugar to the product when boiling it that the flavor could be greatly improved. It advertised this fact all over the country and when this country had been given sufficient publicity they decided to tell their story over in England. However it was found that to transfer the plates across the ocean would involve too much money in payment of duty. Therefore it was decided to have it set up in England.

Somehow the teaspoonful became a tablespoonful and the English housewife got a wrong cooking tip which was calculated to make a mess of the food. And if the manufacturer or any other advertiser was in any doubt as to whether or not the advertising on the carton was read they should have seen the result of this error. It seemed as if the entire English population had been over sweetened and that not one of them was the least bit bashful about saying so. Letters, telephone calls and personal visits were the result of this small misprint.

It is just by concrete examples such as the one above that we can really realize the tremendous value and advertising power which the carton can give to a product. The attractiveness and the copy put on the carton are noticed and will be read. It is up to your carton, in most instances, to sell your product.

One of the most valued advertising and publicity possessions that a manufacturer can have is a carton that will stand out from all the rest and be recognized and called for every time that product is needed. Surprising as it may seem, there are not many manufacturers who have such a carton. Of the few who have the results can readily be seen, such as the National Biscuit company with its Uneeda Biscuit

package. No one can substitute for this product because even a child recognizes the package the moment he sees it. And then there is Wrigley's Spearmint. Who will doubt but what the distinctive package in which the gum is put up is an invaluable asset to this firm. To buy the Wrigley package would be to buy the entire corporation, the immense amount of money spent for advertising, and the vast amount of prestige got by the package.

These are only a couple of the many examples that could be pointed out. Take a look at the advertising section of the next magazine you read and see how many different firms feature their cartons. Glance at the newspapers and the billboards and practically any form of advertising and see the large percentage of cartons featured.

It is the honest truth to say that the manufacturer is just coming to realize what an immense advertising power his carton is and it is to be hoped that research will continue on this branch of advertising until it has been brought to the highest perfection.—Sefton Magazine.

### Selling Wind

The recent and generally unexpected decline in wheat prices has already begun to produce flour selling arguments based on the assumption that new crop wheat is practically certain to show an advance over the present low level. The eager salesman urges his prospective customers to book orders at once for August-September shipment, adorning his talk with vivid pictures of the profits resulting from such purchases when wheat has gone up 15 or 20c a bushel.

The flour salesman's business is to sell flour and service, not prophesy. The buyer knows as much as he does about the future course of the wheat market, which is exactly nothing. Wheat prices are admittedly low out of all proportion to those of other staple commodities, and they certainly ought to advance, but this has been the state of things for a long time. The miller in buying his wheat and in hedging his sales is free to use his best judgment as to what is going to happen; it is the flour buyer's privilege to do the same.

The prophetic salesman who guesses right receives little or no credit from the buyer, who prefers to attribute success to his own shrewdness; if the salesman guesses wrong the blame is

all his, and the chances are that he has irrecoverably lost a customer. Millers who encourage or permit their salesmen to forecast the wheat market are only injuring their own trade. A salesman who heartily believes in the quality of his flour and in the strength, integrity and efficiency of the firm back of it has plenty to talk about without assuming the role of amateur astrologist.—Northwestern Miller.

### Kind Words Spur Us On

Washington, D. C.  
July 3, 1923.

M. J. Donna,  
Secretary and Editor:

I must seize this first opportunity to express to you and the National Macaroni Manufacturers Association, Inc., my gratification for the wonderful time I had at Cedar Point while attending your convention.

I have gone to conventions all over the country, but can't recall any convention I ever attended where everybody knew each other as they did there where all appeared as one big family.

Congratulations on your excellent convention number which I have read from cover to cover. You are to be commended for faithful service at the convention gathering all the proceedings and getting out the convention issue so soon after adjournment.

As a secretary you surely stick to the job; always busy while others are skylarking and having a good time. Have already decided to attend your 1924 gathering and have ordered some "new clothes" for same.

If I can ever be of further service to you or to the macaroni industry, don't hesitate to call on me.

Yours sincerely,  
J. H. Woolridge,

Washington Correspondent Northwestern Miller.

### Should Adjust Egg Tariff

The American Bakers association has decided to employ an able attorney to represent the bakers of the country before the United States tariff commission at Washington on the question of the increased rates on eggs. The Biscuit & Cracker Manufacturers have been interested in the fight and an appeal has been made to enlist the aid of the National Macaroni Manufacturers Association, Inc., representing as it does an industry using large quantities of eggs. It is hoped that under the flexible tariff provisions the rate may be adjusted more in keeping with conditions affecting the egg using industries of the country.

# 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

## Recipes

### Chicken with Macaroni

Cook a large fowl until tender. Free the meat of bones and skin and cut into half inch cubes. Have ready a package of macaroni, which has been cooked in a separate kettle, in boiling water, until tender.

Take a deep baking dish and place a layer of macaroni and a layer of chicken alternately, until all the materials are used.

Make a medium gravy with 2 cups or more of the chicken stock, thickening it with cornstarch and adding a beaten egg yolk, and seasoning with salt and pepper. Pour the gravy over the top and loosen the macaroni and chicken mixture with a fork, so the gravy is evenly distributed. Cover with crumbs and bake about 30 minutes in a moderate oven.

### Macaroni Outlets

Have ready sufficient cooked, chopped macaroni to fill 2 cups. Turn into the upper part of the double boiler and add half cupful of thick white sauce, salt, celery salt and paprika to taste, beaten egg yolk and teaspoonful of Worcestershire sauce. Cook over hot water until very thick, remove from the fire and add a tablespoonful of chili sauce. Turn out on large platter, chill and form into small outlets. Dip in egg and bread crumbs and fry in hot fat to rich brown. Serve with hot cheese sauce.

### Macaroni Pie

Four eggs well beaten, cup of sweet milk, half cup of water. Mix eggs, milk and water together. Boil one third pound macaroni until soft, crush 6 salt crackers, put layer of macaroni in bottom of baking dish, a layer of crackers, salt and pepper to taste. Cut bits of butter and place on crackers, scatter layer of grated cheese, another layer of macaroni, crackers, cheese and butter on top. Pour milk and eggs over slowly. Bake in ordinary oven until cheese is slightly browned.

### Macaroni Salad

When cold meat is the main dish for luncheon or supper, macaroni may be made into a tasty salad to go with it. This dish consists of the following ingredients:

3 cups of cooked macaroni; cup of celery; 1 apple; 1 small onion, thinly

sliced; 1 green pepper cut into dice; 1 pimiento or canned red pepper; 4 tablespoons of oil; 2 tablespoons of vinegar; teaspoon of salt; pepper to taste; cup of cooked salad dressing or cup of mayonnaise, and 2 tablespoons of tomato catsup.

Cut celery and macaroni into small pieces. Pare, core and cut the apple into very small, thin slices. Mix all the ingredients together and set in a cold place to chill.

Serve on a platter surrounded by slices of meat or hard boiled eggs, or serve separately on lettuce or any other green salad plant.—By Bertha E. Shapleigh of Columbia university.

### Meat Loaf

Line a well greased casserole with freshly boiled macaroni. Add 2 cups of ground cold meat. Season with teaspoon salt, tablespoon chili powder, ½ teaspoon black pepper. Pour over top large cup canned tomatoes. Bake about 20 minutes in a moderate oven.

### Sauce for Spaghetti

This sauce for spaghetti is a real Italian mixture—and wonderful.

Place in a cup or bowl a half teacup of dried mushrooms. Pour boiling water over them and just let them stand until thoroughly softened, say about a half hour.

In the meantime cover the bottom of frying pan or skillet with butter or olive oil (I prefer the butter). Chop 1 big onion and cook slowly, stirring frequently. In another pan or kettle place 2 cans of tomatoes. Stew them for half an hour. Then make 3 small cakes of hamburger steak or chopped beef and put them in to cook with the onions. Cook thoroughly. Add at the same time the mushrooms which have been softened and chopped into fine particles.

When the meat is cooked through mash the cakes up with a fork, mixing well with onions and mushrooms.

Now add the stewed tomatoes and in doing this press them through a sieve or colander. Stir well.

Place on back of stove and let steep for one hour, after adding 2 teaspoons of chili powder (if available) or 2 teaspoons of Worcestershire sauce, with 5 dissolved cubes of beef or chicken bouillon.

### Lamb-Macaroni Custard

For lamb and macaroni custard, take 2 cups finely chopped cold lamb or veal,

1½ cups cold boiled macaroni or spaghetti, cut into small pieces. 2 cups milk, 4 eggs, 2 teaspoons salt, ½ teaspoon paprika, ¼ teaspoon pepper, 1 tablespoon finely chopped onion.

Place the meat in a buttered baking dish, sprinkle with salt, pepper, paprika and onion; cover with the macaroni, also seasoned. Beat eggs slightly add to milk and pour over meat and macaroni. Set dish in a pan of hot water and bake slowly until custard firm and slightly brown.

Serve with a salad and hot biscuits or rolls.

### Spaghetti with Eggs

Prepare cup of cooked spaghetti, 4 hard boiled eggs into slices or chop coarsely, mix with spaghetti and turn into buttered baking dish. Blend 1/2 cup butter and 1/2 cup flour together, add cup milk and salt and pepper to taste; boil 3 minutes. Add 1/2 cup spoon grated cheese and pour over spaghetti and eggs. Sprinkle with buttered bread crumbs, bake 10 minutes and serve.

### Spaghetti with Meat

2 pounds ground round steak, 2 packages of Italian spaghetti, 2 quart cans of tomatoes, 2 cans tomato paste, 2 medium sized onions, 3 tablespoons chili powder.

Dice the onion and fry in buttered bacon fat, but not brown. Then dice the meat in and cook with the onion until it is well done, but not brown. Add the tomatoes, then the paste, and chili powder and simmer for an hour and a half hours. Cook the spaghetti in salted boiling water until it is tender, and then rinse in cold water. Mix all this and let it stand several hours before heating and serving. This is a large recipe and for an average dish half of it would be sufficient.

### NOBODY HOME

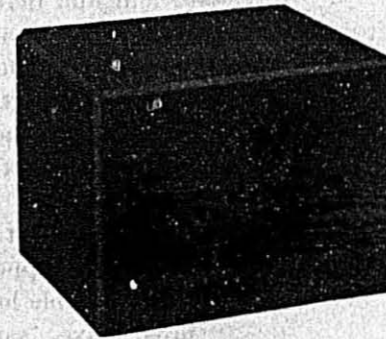
"Where is the car?" demanded Mr. Diggs.

"Dear me!" ejaculated Professor Diggs. "Did I take the car out?"

"You certainly did. You drove it to town."

"How odd! I remember now after I got out I turned around to the gentleman who gave me the key and wondered where he had gone."

The bushier and the big leaguer not think alike.



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.



## NATIONAL MACARONI SLOGAN

The prevailing opinion at the National macaroni conference last month at Cedar Point, Ohio, was that the RIGHT SLOGAN had not yet been suggested.

The conference reviewed and studied the many good slogans offered, but found most of them were rather wide of the point. What the industry wants and needs is a slogan with a "punch" that will send home the thought that macaroni, spaghetti and noodles are foods most suitable for any meal for any family.

Fred W. Lange, New York representative of the Tharinger Macaroni company of Milwaukee, has been making use of a suggestive slogan that has popularized that company's noodles, the phrase "Use Your Noodle When You Think, and Think of Me When You Need Noodles," on business cards and letter heads. He suggests the following slogan that apparently is a good one insofar as it goes, but covering only one article made in macaroni plants:

"Say It With Your Noodle."

Mr. Lange is a psychologist and argues that if he can say something that will make the prospective buyer smile, he has laid the ground work for an order. His "noodle" phrase has succeeded in doing this very thing for his brand.

Temporarily at least, and in order to "tie in" with the present "Eat More Wheat" campaign, the National Macaroni Manufacturers Association, Inc., will make use of the slogan—"Eat More Wheat,—MACARONI—A Good Wheat Food" and its publicity committee is now working up a campaign that will make the greatest possible use of this combination that should be most helpful under the present conditions.

R. Littlefield, the C. F. Mueller representative in New York city, who is extremely anxious that a slogan be adopted that will "hit the spot," again submits several that are interesting and suggestive.

EAT me!  
Know me!  
MACARONI!

EAT 'em!  
U. L. Like 'em!  
MACARONI!

Sweat Heart—Wheat Heart!  
Eat Me—U. L. Like me!  
MACARONI.

Have we had the right suggestion? Several hundred macaroni manufacturers and salesmen have not yet been heard from. One of them may have "the proper ticket." Let's hear from the whole "gang." This is everybody's game but especially interesting and profitable to the macaroni men, who should play the game with a keen determination to win glory for themselves and the everlasting commendation of their fellow craftsmen, who would be benefited by the adoption and general use of a NATIONAL SLOGAN.

### SAMPLING GETS REAL RESULTS

Novel Word of Mouth Propaganda for Macaroni, With Samples and Recipes, Gets Astonishing Results—Well Worth Trying.

Those who have never tried the progressive sample method of macaroni publicity and education will be surprised at the wonderful results that will follow, at an infinitesimal cost to macaroni manufacturer, if attempted in his particular neighborhood. The following incident, vouched for as authentic by A. L. Ruland of Washburn-Crosby company, Minneapolis, merely suggests the wonderful opportunity that some macaroni men are missing who have never attempted this advantageous plan to popularize their products.

#### Sample Case and Recipe

A manufacturer of macaroni, who produces only bulk or 20-pound case goods for the Italian trade, does his banking through one of the large Federal Reserve banks. The president of this bank, upon return from Europe, seriously missed the daily ration of macaroni or spaghetti which he had learned to appreciate during his sojourn in Italy. He complained, one day, to the manufacturer that he could not obtain a dish of properly prepared spaghetti at his home or at any of the hotels or restaurants. Thereupon the macaroni manufacturer gladly sent him a small case of spaghetti with some tomato sauce and Parmesan cheese, also

a letter giving him a simple recipe and full instructions as to the manner of boiling and preparation.

#### Banker Aids Sampling

The banker was entertaining guests at his home that night and determined to serve this spaghetti prepared accordingly. The comment of these guests was so favorable that on the following day he sent for the macaroni manufacturer and told him that he would furnish the names of 50 acquaintances if the manufacturer would agree to send each a small package of spaghetti, cheese, tomato sauce and a letter of instructions similar to that given him originally.

Thus, this prominent banker initiated and personally supported the building up of a profitable local business by these progressive sample methods among neighboring American consumers, who are generally unacquainted with the delicious and palatable qualities of properly prepared macaroni products and of their exceptionally great food values.

#### Idea for All Manufacturers

Consider for a moment what tremendous cumulative results would follow if every manufacturer of macaroni in this country pursued a similar plan at all times but particularly in connection with the great "Eat More Wheat" campaign now in progress, a movement in which intense public interest has been aroused.

#### THE LADY AND THE KITCHEN

A certain landlady always collected her own rents to save the expense of an agent. She was always fashionably dressed, and on account of her meanness was not at all popular with her tenants.

One morning while making her round she found one man in a very discontented frame of mind. He was annoyed to think that she had raised the rent such a lot without doing any repairs to the house, which was in a very bad state.

Noticing this, she decided to forestall his complaints by making some herself. She reeled off a lot, and then concluded with:

"And the kitchen, Mr. Potter, is in a terrible condition."

"Yes, it is," replied Mr. Potter, "and you'd look the same if you hadn't had any paint on you for six years."—New Orleans Times-Picayune.

Good humor is the health of soul; sadness is its poison.

## CEVASCO, CAVAGNARO & AMBRETTE, Incorporated

Builders of High Grade  
Macaroni Machinery

Presses—

SCREW AND  
HYDRAULIC

VERTICAL AND  
HORIZONTAL

Kneaders

Mixers

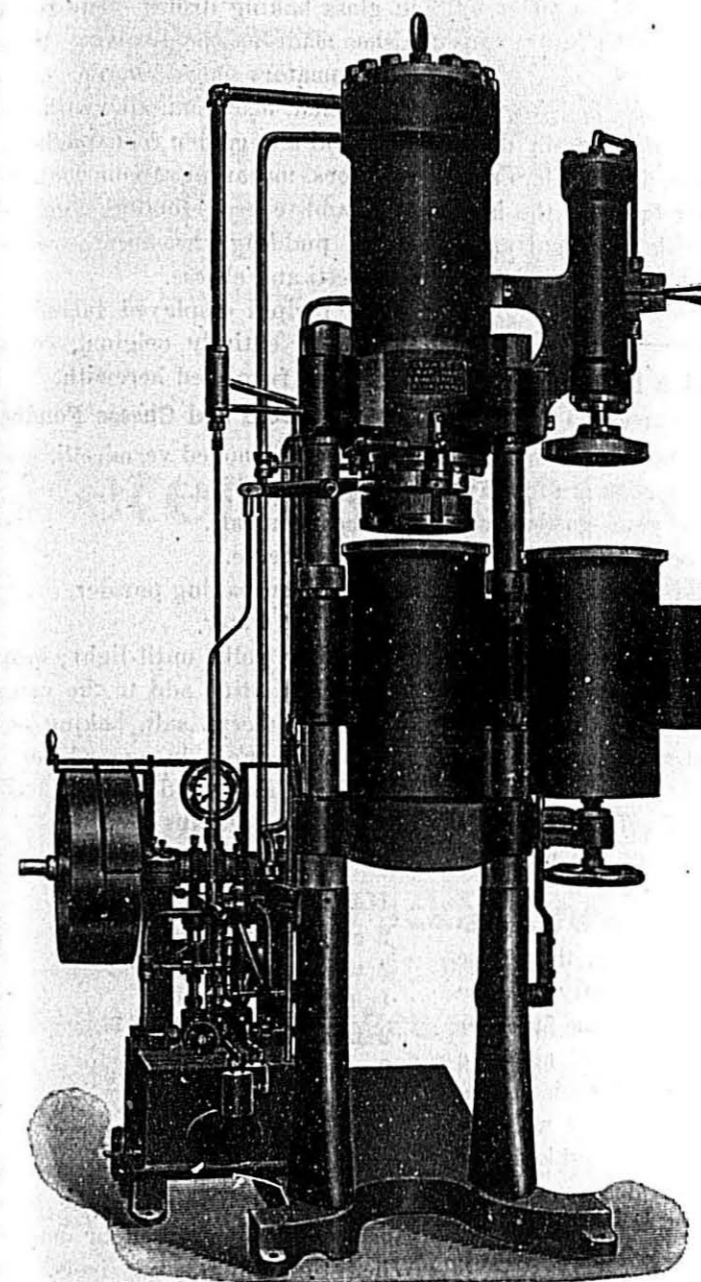
Dough Brakes

Mostaccioli and  
Noodle Cutters

Bologna Fancy  
Paste Machines

Specialists in Everything  
Pertaining to the Alimentary  
Paste Industry.

Complete Plants Installed.



Type V-P Vertical Hydraulic Press.

Latest Type of Hydraulic Press. Most Economical and Modern Press on the Market. Constructed of Steel Throughout. Only One Die required for each quality of Paste. Plunger has High and Slow Speeds on Working Stroke and Return.

Send for Illustrated Catalog, containing full information.

Office and Works,  
156 Sixth Street,

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

## MARKETING WHEAT

**Hedging Explained for Layman by Grain Purchasing Department Pillsbury Flour Mills Company—Interesting Practice Common.**

It is not generally understood outside the grain and milling trade even by otherwise well posted business men that the system of marketing wheat in the United States and Canada is unique in comparison with the systems in use in other countries.

The so-called "future trading" plan provides a safe, simple, cheap and effective means of handling wheat, from the time the grower desires to sell it until it finally reaches the consumer.

The grower of the wheat, the country elevator merchant, the terminal elevator merchant or warehouseman, and the miller, as well as the flour jobber and even the baker, take advantage of the "hedging" markets at terminals to protect themselves against radical rises or drops in the wheat market.

If the grower decides to sell his wheat at the country elevator for cash the country dealer immediately wires an order to his commission merchant at the terminal market to sell an equal quantity of wheat for future delivery, for instance December wheat, which means wheat deliverable in the month of December.

This transaction will possibly take place in September, in which case the country dealer is given ample time to load and ship his wheat to terminal before his contract in December is due.

The country dealer is naturally anxious to sell his wheat as soon as possible in order to save interest and other carrying charges and therefore makes shipment as soon as possible. Even allowing for delays such as stormy weather and car shortage he will probably be able to deliver his wheat at terminal market by October or November in which case his commission merchant sells the actual wheat to the highest bidder and at the same moment buys back the December contract for his country client, completing the transaction so far as the future market is concerned, and having protected the owner of the car of wheat from either excessive profit or disastrous loss.

On account of the fact that a rise in the wheat market between the time of original purchase and final sale would mean a profit on the original wheat

but a corresponding loss on the future contract, the profit and loss are equalized, and the country dealer in all cases is able to save his buying margin, which is his object. On the same basis, a drop in the wheat market would cause the country dealer to lose in the actual wheat but this loss would be offset by a corresponding gain in the future contract.

The above method of "hedging" is practiced by conservative grain dealers, exporters, millers, flour dealers and even bakers in order to avoid the hazardous speculative risk attendant upon the handling of grain when violent fluctuations occur.

### Have You Bought a Diploma Yet?

(Continued from page 12.)

"Anybody, on the face of these facts, can readily see these prizes are for sale irrespective whether your goods warrant a recognition or not. The higher the pocket book the higher the prize. We are threatened with a law suit in Rome for a breach of contract by these people. We have taken the matter up with our attorney and if they should ever get a judgment against us we will thrash out the matter in the courts here and expose the fraud. The other two factories are holding out the payment also on the same grounds.

"We do not believe that it is an entire fraud owing to the fact that these diplomas did come from Italy because they have the signature of the Minister of the Interior of Italy and also the signature and seal of the American consul in Rome. We can't very well believe that our American consul in Rome is a party to the fraudulent method of obtaining money; but nevertheless it is a peculiar case where prizes are awarded promiscuously to anybody who will part with a few dollars. We believe that they are within the law as to the authenticity, but morally it is a wholesale fraud to obtain money easy. Should we hear anything further we will surely keep you informed, and we would suggest that you insert a few lines in your Journal to warn other manufacturers of the noncommercial value of these awards and to steer clear of this outfit."

### Homemakers Club

The Galchutt Homemakers club of Richland county, N. D., staged a most complete macaroni exhibit at the Richland county fair held at Wahpeton, July 3-6, 1923. The Galchutt Home-

makers club is one of the many homemakers clubs fostered by the Home Economics Department of the Extension Division of the North Dakota Agricultural college. Their display consisted of eleven prepared dishes of macaroni, all exhibits being displayed in glass baking dishes. The following dishes made up the display: Macaroni and tomatoes en casserole, macaroni fruit salad, macaroni salad with pickles, macaroni a la golden rod, spaghetti and tomatoes, macaroni salmon loaf, vermicelli and cheese fondue, egg noodle raisin pudding, macaroni croquettes, spaghetti and cheese.

The recipes displayed included two that were entirely original, copies of which are furnished herewith.

#### Vermicelli and Cheese Fondue

- 1 1/3 cups cooked vermicelli.
- 4 eggs.
- 1 teaspoon salt.
- 2 cups cheese.
- 1 teaspoon baking powder.
- 1 cup hot water.

Beat egg yolks until light; beat egg whites until stiff; add to the yolks the vermicelli, cheese, salt, baking powder and water. Fold in egg whites. Put into glass baking dish and bake 40 minutes in moderate oven.

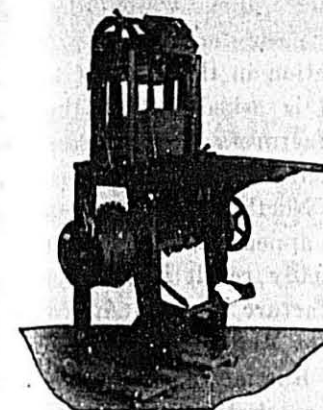
#### Macaroni a la Golden Rod

- 1 cup macaroni
- 2 cups milk.
- 2 tablespoons butter.
- 1/2 teaspoon salt.
- 2 tablespoons flour.
- 2 eggs.
- 2 hard boiled eggs.
- Pepper to taste.

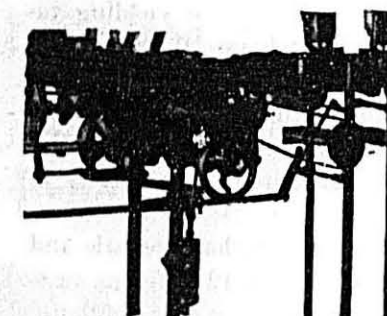
Cook macaroni in boiling salt water until tender. Drain. Make a white sauce of the butter, flour and milk. When the white sauce boils, remove from fire, add two eggs beaten slightly, pour over macaroni, and garnish with hard boiled eggs.

The Galchutt Homemakers club consists of 26 members, about half from the country and half from a small town about 18 miles from Wahpeton. Mrs. George Johnson of Galchutt is president, and Mrs. A. A. Alexander, Galchutt, is secretary of the club.

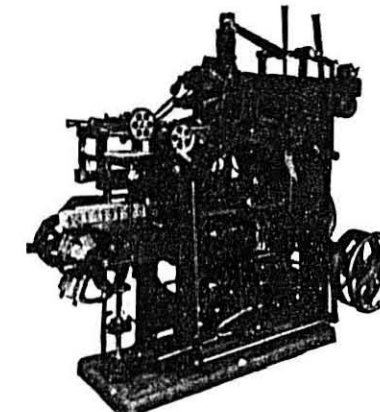
Did you ever try riding on a bus without paying your fare? You'd feel mighty cheap doing that if caught, wouldn't you? WHY RIDE ON YOUR FELLOW MANUFACTURER'S ASSOCIATION DUES? Pay and take pride in being one of the "right bunch."



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.



## DURUM WHEAT SPRING VARIETY

Twelve Kinds Grown Commercially Differing in Adaptation, Yield Ability and Drought Resistance—Free Federal Pamphlet.

Prepared by United States Department of Agriculture

There are 12 varieties of durum wheat commercially grown in the United States. They differ in their adaptation and yielding ability, resistance to drought and rust, and in the quality of their grain as well as in their appearance. They are all described by J. Allen Clark and John H. Martin of the United States Department of Agriculture in Farmer's Bulletin 1304, "The Durum Wheat," just published.

The durum wheats are all spring varieties with thick, compact heads, long stiff beards and large hard kernels. They are grown principally in the northern Great Plains area, where they are best adapted because of their resistance to drought and rust, which enables them to outyield other spring wheats. During the past 10 years the center of the durum acreage has moved northward and westward.

### Used for Granular Flour

Most of the durum varieties have white (amber) kernels, and the grain is used chiefly for the manufacture of a granular flour called semolina, from which macaroni, spaghetti and other alimentary pastes are made. There usually has been an active foreign demand for this wheat but the flour mills in this country were not equipped for satisfactorily grinding these wheats and there was little demand for the product on the domestic market. More recently, however, large mills have been constructed for grinding durum wheat exclusively. A considerable trade in semolina and durum flour has developed and finally a large macaroni industry has been established. The industry now uses annually more than 20,000,000 bus. of durum, or nearly half the average annual production in recent years.

### Kubanka Is High Yielding

Kubanka is the variety best adapted for all the varying conditions in the sections producing durum wheat. It is a high yielding wheat, considerably resistant to rust, of good milling qual-

ity, and best adapted for making both macaroni and bread.

Acme and Monad are 2 similar durum varieties which are very resistant to stem rust. Acme is the highest yielding durum variety in most of South Dakota, and Monad the best yielding variety in North Dakota. Both produce macaroni of a grayish color, considered by manufacturers less salable than that made from Kubanka wheat. Mindum is the most productive variety in Minnesota.

The distinguishing characteristic and the adaptation of the 12 different varieties are discussed in the bulletin, which may be had free of charge from the United States Department of Agriculture, Washington, D. C.

### Comparisons Are Odious

Translated into food, at the prices the farmer gets, it takes sixty-three and a half dozen, or 762 eggs, to pay a plasterer for one day of eight hours work in New York city, claims the Dearborn Independent. It takes seventeen and a half bushels of corn, or a year's receipt from a half acre, to pay a bricklayer one day. It takes twenty-three chickens weighing three pounds each to pay a painter for one day's work in that metropolis. It requires forty-two pounds of butter, or the output from fourteen cows, fed and milked for twenty-four hours, to pay the plumber fourteen dollars a day. To pay a carpenter for one day's work, it takes a hog, weighing 175 pounds, representing eight months feeding and care. And still they are not satisfied. Where will it end?

### African Noodles

So serious has become the competition of African macaroni and noodle factories that the Marseille industry is becoming alarmed. Contrary to popular impression, the flour and wheat paste industry at Marseille is even more important than the vegetable oil industry, judged by value of output. Prior to the war no less than 54,000 tons of semolina, and 7335 tons of macaroni, noodles, etc., were exported from that city, according to Consul Wesley Frost, in a report to the department of commerce, however, the war hastened the industrialization of Africa, and now the fact stands forth that hard wheats produced in Algeria, Tunis and Morocco can be worked up into semolina, and wheat pastes more economical-

ly there than in Marseille. At the same time the war withheld from Marseille the supplies of wheat from Russia and America, upon which the Marseille wheat paste factories were dependent. Protection in the form of high import duties is asked for by the Marseille manufacturers and irrespective of whether they get this at present against their North African competitors, it would appear that the basic factors will eventually result in a development of manufacture in north Africa at the expense of Marseille. On the other hand when Russian and American wheat again reach Marseille cheaply, the latter can perhaps capitalize its proximity to the Swiss markets and its familiarity in dealing with Levantine purchasers.

### PROBABLY A LAWYER

Tim O'Brien had unfortunately figured in one or two accidents, but the time he was one of the occupants of the car who were considered seriously injured, and was rushed off to the hospital to be operated on. He had partially recovered from the anesthesia and was looking round in dazed condition. As the nurse approached his bedside, he asked feebly:

"Where am I? What is this place?"

The nurse took his hand gently.

"You have been very badly injured in an automobile accident, but you will recover," she replied.

"Recover!" said Tim in a high pitched voice, and tried to raise himself up. "Recover! How much?"—Everybody's Magazine.

### FAVORITE MOTTOS

What is your favorite motto—the sort of lodestar which you steer by?

Recently some big leaders were asked the question and the following were their replies:

Thomas A. Edison:—Everything comes to him who hustles while he waits.

A. B. Erskine:—Go as far as you can see, and then see how far you can go.

Elbert H. Gary:—It can be done.

Edward A. Filene:—When work for the common weal, then work worship—work is prayer.

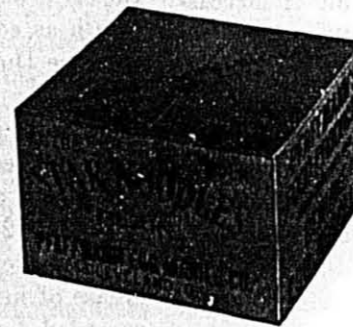
Edward W. Bok:—Give to the world the best you have, and the best will come back to you.

Charles A. Faircloth:—Trying to get rich quick insures one's dying poor.

James J. Davis:—Do some good some one each day.

## Practically Air-Tight Sealing Makes H & D Boxes the Ideal Containers for Paste Products

THERE is no chance for dirt or dust to filter into your products when packed in these sturdy shipping cases. Nor will damp affect them. Their water-proofed surfaces and perfect sealing afford the protection your products should have in transit and in storage.



You will like these boxes not alone because of the unequalled protection they give, but also because of their convenience and many economies. Their cost is low; they require very small storage space; they save shipping costs; they are instantly assembled; and they take but a moment to seal your goods within their clean, smooth walls. A gummed sealing strip or a simple application of glue to the four flaps, a slight pressure, and the contents are secure till opened.

Fill out the coupon below for prices and samples, or write us requesting them. A trial order placed with us will convince you of the economy and merit of THE H&D SHIPPING BOX FOR YOUR PRODUCTS.

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THE HINDE & DAUCH PAPER CO.,  
229 Water St., Sandusky, Ohio.

Gentlemen: Send us samples of your shipping cases; also prices on (quantity) \_\_\_\_\_

Inside dimensions of boxes are; Length \_\_\_\_\_

Inches. Width \_\_\_\_\_ Inches. Depth \_\_\_\_\_

Name \_\_\_\_\_

Firm Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

# Made to Satisfy Packer, Jobber and the Retailer.



Solid Fibre  
or  
Corrugated Fibre  
Shipping Containers

Made by

**ATLAS BOX CO.**  
1385 No. Branch St. CHICAGO

## NOODLES

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

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

### Special Noodle Whole Egg—

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

### Special Noodle Egg Yolk—

Selected bright fresh yolk—entirely Soluble.

Samples on Request

**JOE LOWE CO. Inc.**

"THE EGG HOUSE"  
New York

CHICAGO BOSTON LOS ANGELES TORONTO  
Warehouses  
Norfolk Atlanta Cincinnati Detroit Pittsburgh

## TOTAL IN POUNDS OF MACARONI IMPORTED

Macaroni importation is increasing alarmingly fast according to figures announced by the department of commerce and compiled by Dr. B. R. Jacobs of the National Cereal Products Laboratories of Washington. For purposes of comparison, the figures for the past 3 years are shown:

|           | 1920   | 1921    | 1922    | 1923    |
|-----------|--------|---------|---------|---------|
| Jan. .... | 53,594 | 187,109 | 159,936 | 312,368 |
| Feb. .... | 22,790 | 112,247 | 142,049 | 76,494  |
| March ..  | 53,065 | 136,229 | 207,001 | 197,227 |
| April ... | 51,488 | 68,304  | 180,221 |         |
| May ....  | 50,347 | 173,585 | 241,846 |         |
| June ...  | 35,237 | 81,404  | 232,294 |         |
| July .... | 76,293 | 78,632  | 332,590 |         |
| Aug. ...  | 68,807 | 152,605 | 191,613 |         |

### Macaroni Imports and Also Exports

While the movement of various kinds of macaroni products from European and Asiatic countries continues to increase at an alarming rate monthly the shipments from our shores are getting ever smaller. This would indicate that competition is being felt just as much in the foreign fields as it is on the domestic market. It naturally follows that foreign manufacturers find it as profitable to fight for our export business, particularly in the Latin American countries, as to fight to regain the American market lost to them during the war.

#### Macaroni Imports

According to figures covering the importation of all kinds of macaroni products for the month of April, an increase of nearly 75% over April 1922 is shown. Whereas during April only 180,221 lbs. invoiced at \$15,209 were imported, the same month this year a total of 287,560 lbs. valued at \$22,329 reached the various ports of entry.

The totals for the 10 months of the fiscal year ending April 30, 1923, show how strong the movement of this foodstuff has recently become. In that period a total of 3,321,671 lbs. valued at \$199,285 was imported, more than double the imports for the same period ending April 30, 1922, when the totals reported were only 1,517,793 lbs. worth \$134,262. While these figures are considerably below the prewar receipts of foreign made macaroni products they indicate what might be expected in the

|           |         |         |          |
|-----------|---------|---------|----------|
| Sept. ... | 67,618  | 89,361  | *189,869 |
| Oct. .... | 82,543  | 67,419  | 352,279  |
| Nov. .... | 115,288 | 182,002 | 291,716  |
| Dec. .... | 127,938 | 258,567 | 395,955  |

Totals 805,008 1,587,464 2,917,369

The figures on imports show that there has been a tremendous increase in the amount of macaroni coming into this country. The amount is increasing rapidly even though there has been a 100% increase in the duty on macaroni. The new tariff act went into effect Sept. 21, 1922. The figures for that month are starred and it will be seen that the imports increased regardless of the increase in the rate of duty.

way of competition from the different foreign countries as soon as conditions therein become normal.

#### Exports Decrease

Exportations of macaroni products have decreased over 20% for April 1923 as compared with the same month last year. Figures for April 1923 show that only 699,410 lbs. were exported at a declared value of \$52,055, as compared with 843,538 lbs. worth \$70,532 for the same month last year.

Complete comparisons are not possible with exportations of the previous years because the department of commerce has only recently segregated macaroni products exported from breadstuffs. During the 10 months July 1, 1922, to April 30, 1923, a total of only 5,150,953 lbs. worth \$414,105 was exported, while during the 4 months, January 1-April 30, 1922, the total exportations reached 3,213,996 lbs. worth \$255,947.

#### Durum Receipts for May

Records for the month of May 1923 show a general decrease in all varieties of durum wheat inspected at the various primary markets under the United States grain standards act according to the figures covering that month issued by the Department of Agriculture. It is surprising how well the shipments of the 1922 crop keep up, the flow of this grade of wheat having been the most steady and regular of any season.

#### Amber Durum

The receipts of all grades of amber durum for May were considerably below

low the monthly average for the crop year, only 692 carloads being reported during May as compared with 1083 cars in April. Of these 101 were of the No. 1 grade, 65 being reported from Duluth and 30 from Minneapolis. The No. 2 variety was more than one half of the total amber durum reported, there being 457 carloads as compared with 690 the previous month. Duluth led with 297 carloads, 172 to Minneapolis, 56 to New York and 10 to Philadelphia. Only 96 carloads of the No. 3 variety were reported during the month as compared with 127 in April; of these Duluth reported 70 to Minneapolis 13. The low grades were exceptionally scarce, only 38 carloads being inspected.

For the crop year July 1, 1922, to May 31, 1923, a total of 14,245 carloads of all grades was reported, being a decrease of nearly 40% from the receipts recorded for the same period the previous year when the total was 19,382 carloads.

#### Durums

While durum wheat was nearly twice as plentiful as the amber variety, it also shows a great falling off during the month of May when a total of 1296 carloads was inspected as against 1861 carloads reported from all sources in April. Of these only 62 cars made the first grade or No. 1 to 84 in April. Duluth reported 26 and Minneapolis 18. The No. 2 variety was also most plentiful, averaging more than half of the quantity of durums inspected. The report for May shows that 635 cars were placed in this class as compared with 987 cars the previous month. Duluth received the bulk of this grade, reporting 367 cars to 98 at Minneapolis, 99 at New York and 11 at Omaha. A total of 331 cars was graded No. 3, with 239 carloads going to Duluth, 41 to Minneapolis and 42 to New York. The inferior grades totaled 268 cars.

The receipts of durum for the crop year July 1, 1922, to May 31, 1923, were nearly 300% greater than the receipts for the same period the previous year. Including the May returns a total of 23,303 cars was inspected since July 1, 1922, as compared with only 6484 carloads for the same period to the end of May 1922.

This country is the greatest pork eating nation of the world. Including home or farm butcherings, 63,206,000 hogs were slaughtered during the year 1923.

## AMERICAN SPECIALTY MEN TO MINNEAPOLIS

For the first time in the history of the American Specialty Manufacturers association an annual meeting will be held west of the Mississippi river when the convention opens at Minneapolis on Oct. 26, for 3 days.

James T. Williams of the Creamette company, recognized leader in the macaroni manufacturing industry, is a director of the specialty association and to him credit is due for taking the conference "out west." Delegates from all parts of the country representing almost every kind of foodstuff that appears on the American tables will be in attendance at what gives promise to be one of the largest and most important gatherings of food manufacturers ever held.

Civic leaders of Minneapolis and business men of the northwest will endeavor to interest the big business interests of the country which are to be represented at this convention in the possibilities offered by that section.

"We want the big men of our busi-

ness world to come to this section so that they may realize the great commercial value that cities such as ours offer them for the mere taking," said Mr. Williams, Minneapolis member of the board of directors. "I believe that once the big manufacturers from the east see for themselves the possibilities we offer that they will not hesitate to follow in the footsteps of Henry Ford and establish branch factories here." All the leading and popular brands of commodities including baking powder, flour, macaroni, sugar, matches, canned milk, cereals, soap, salt, spices, teas and coffee, grape juice, syrups, cocoa, gelatine, dry fruits, corn products, bluing, ketchup and canned foods of all descriptions will be represented at this conference.

The combined capital of the firms represented will total many hundred million dollars.

What Do I Get For My Money? This is a question frequently asked by fel-

lows who do not wish to help finance their trade association, but readily grasp all the benefits created through that organization. The answer is read in the progress that has been made in this country in the last decade or two. Could it have been accomplished without cooperation and the expenditure of "some" money by good fellows?

The proprietor of a store is forever scolding his employes for their indifference in the matter of possible sales.

One day, hearing a clerk say to a customer: "No, we have not had any for a long time," the proprietor, unable to countenance such an admission, began to work himself into the usual rage. Fixing a glassy eye on the clerk, he said to the customer:

"We have plenty in reserve, sir—plenty downstairs!"

Whereupon the customer looked dazed; and then, to the amazement of the proprietor, burst into hysterical laughter and walked out of the shop.

"What did he say to you?" demanded the proprietor of the clerk.

"We haven't had any rain lately."

Pick the plums of life, but stay in your own orchard.

## Maldari's Insuperable Bronze Moulds with removable pins.

QUALITY

TRADE MARK  
Reg.  
U. S. Patent Office



Workmanship

Service

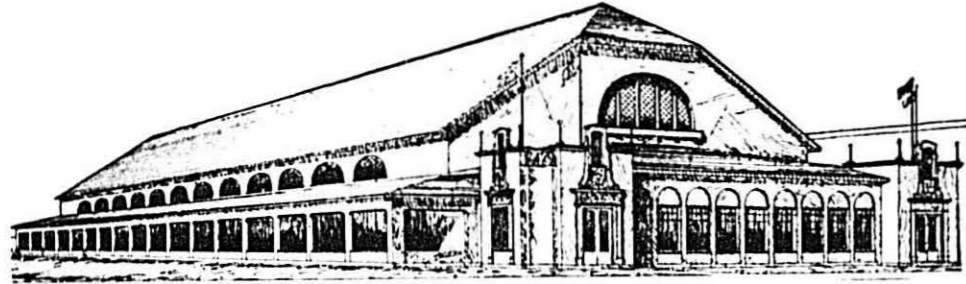
SATISFACTION

F. MALDARI & BROTHERS, 127-31 Baxter Street,  
NEW YORK CITY

SEND FOR CATALOGUE

Established 1903

## WILLIAMS BANQUETS GROCERS



Lake View pavilion—Scene of dinner.

"Smiling Jim" Williams of the Creamette company, Minneapolis, must be credited with "putting over" what was perhaps the biggest indirect advertising venture of the year on the occasion of the banquet, reception and entertainment given by him and his company for over 2000 grocers from all over the United States and Canada who attended the annual convention of the National Retail Grocers association in June at St. Paul, Minn.

Taking advantage of the opening in the convention schedule which left the visitors free during the afternoon of Tuesday, June 26, he invited all the officers, delegates, visitors and grocers clerks in the Twin Cities to be his guests that afternoon and evening. Several hundred automobiles provided by the business men of Minneapolis and St. Paul carried the guests on a 60-mile tour of the metropolitan area and through the beautiful lake section surrounding, ending up at Excelsior on Lake Minnetonka as the point of final designation.

Having chartered boats operated on the lake by the street railway company, Mr. Williams invited all the grocers

and their families to a sail on the lake with a view of taking in the many beautiful sights from every conceivable viewpoint. When the combination automobile and boat rides had worked up the appetites of the visitors they were treated to one of the famous "Ham and Macaroni" dinners for which the host is known.

The banquet was served in the new Lake View pavilion which was crowded to capacity by grocers and invited guests who were eager to be shown gustatorily why macaroni products, especially "creamettes" should be eaten as frequently and in as large quantities as the manufacturers rave about. That this was proved to their entire satisfaction is reflected in the extra large quantities of macaroni products consumed, estimated at nearly a half ton.

The menu included several dishes of macaroni and puddles prepared in a way entirely different from the ordinary and most pleasing to the palate. There were salads and puddings that made the grocers' ladies envious and anxious to try out the recipes in their own households. Thus in one big "scoop" "Smiling Jim" helped im-



James T. Williams and family.

mensely to popularize macaroni products in many households and indirectly endeavored and it is hoped succeeded in demonstrating that it is an advantage to grocers to boost the sale of the macaroni in their stores, supplying that manner a food that can be



James T. Williams.

substituted for meats as the basis of meal.

Following the repast an entertainment and speechfest made the crowd doubly pleased to be present. President L. H. Hansen of the Minneapolis As-



Mrs. James T. Williams

sociation of Retail Grocers acted as toast master and introduced the various speakers and entertainers. Among the grocers' leading officials who were heard were Simon Clark, veteran retail grocer of Duluth and a personal war friend of Mr. Williams; John Lund, head of the St. Paul organization, and officers of the National association.

Mrs. James T. Williams, aimable wife of "Creamette" Jim, made a decided hit with her beautiful singing for which the lady is renowned. She had to respond with several encores before the crowd was satisfied. Miss Mar-

key and Charles Laird also contributed pleasingly to the musical program.

The reception was brought to a close by a display of aquatic fireworks on the lake and dancing in the new pavilion. The net result is that Mr. Williams is now recognized as an entertainer of the first water by practically every grocer in the country who attended the memorable gathering of this craft, last month in St. Paul.

### DePuyt Heads Grocers

Philip A. DePuyt of Rochester, N. Y., was chosen to lead the destinies of the National Association of Retail Grocers at the St. Paul convention on June 26, the closing day of one of the most widely attended gatherings of retailers ever held. John C. Sheehan of Minneapolis, trustee of the association, was elevated to the second highest position in the esteem of the grocers, being unanimously chosen as vice president. John H. Speas of Kansas City will serve as treasurer for the coming year, being conveniently situated to cooperate with secretary H. C. Balsiger to whom credit is due for the success of the St. Paul gathering. John C. Coode of Nash-

ville, Tenn., succeeds Mr. Sheehan as trustee, while E. S. Berthiaume of Superior, Wis., was also chosen a trustee.

Over a thousand retail grocers from all over the country registered and took part in this important conference. Los Angeles won out as the convention city for the 1924 gathering, with Providence as a close contestant. Retiring president, Francis A. Kamper, was given an ovation at the convention because of his good work during the year.

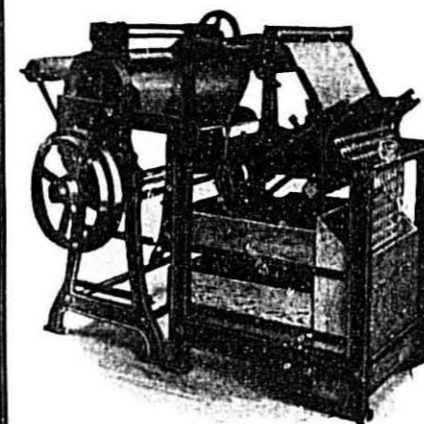
A "Better Grocers Bureau" was adopted, a plan for elevating the trade that has been under consideration for several years. Under the plan 3 classes of members will be enrolled. The most important group will be the certified members, grocers who pay dues on the basis of the amount of business they do annually and who must subscribe to an agreed standard of practice. The associate members will be composed of those in the allied trades who wish to keep in close contact with the grocers, while the third group will be made up of sales, credit and advertising managers and field salesmen.

The bureau will carry on educational work, research and publicity, compile statistics and issue a series of lessons

in book form, all aiming to make the grocer a better business man, a better servant to his customers and a fairer competitor.

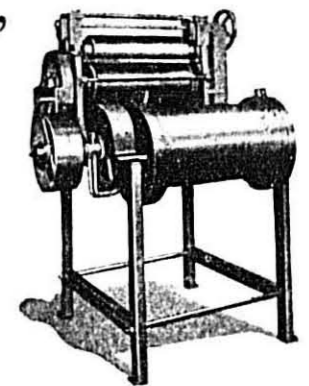
### Meat Week

The last week in June was designated by the Meat Council of America as "Meat for Health" week and was quite generally observed throughout the country. Much publicity was given the movement by the packers, butchers and cattle men of the country in an effort to bring consumption up to the average of a few years ago. In this aim they were aided by the Department of Agriculture in the distribution of many charts and pamphlets extolling the food value of meats, something that has not been done for any other line of goods or better foods. In some sections of the country macaroni manufacturers and retailers took advantage of the opportunity offered to advertise macaroni products as proper accompanying dishes for meats of all kinds in that they provide some of the necessary vegetable elements that go to make up a balanced meal where meat is the basis. Daily meat consumption averages a half lb. per capita.

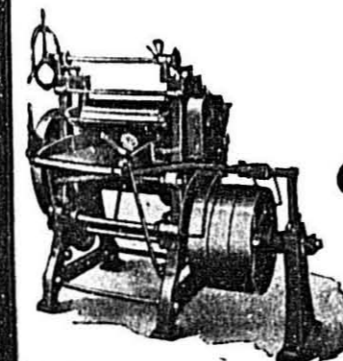


## "CLERMONT"

DOUGH BREAKERS  
CALIBRATING DOUGH BREAKERS  
NOODLE CUTTING MACHINES  
FANCY STAMPING MACHINES  
FOR  
BOLOGNA STYLE NOODLES  
MOSTACCIOLI CUTTERS



All Labor Saving Machines of the Highest  
Grade and  
The Cheapest in the End

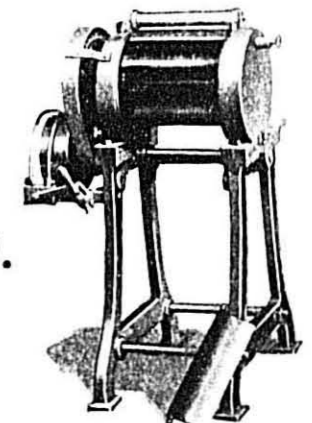


**CLERMONT MACHINE CO.**

77 - 79 Washington Avenue

Brooklyn,

New York



## ABE'S EPIGRAMS

"The sweetest enjoyment in the world is that of accomplishing toil."  
—Warren G. Harding.

Without labor, effort, or service of some kind, reward cannot be expected. That saying of our President is pregnant with meaning which stresses this fact. The chief executive of the American government has said:

"There is no reward without labor. There is no excellence without study, and there cannot be any compensation without toil. The man who preaches contrary gospel is doing a thing that would undermine the American republic. I speak the truth—and I know what I am talking about as a printer and publisher—when I say that the sweetest enjoyment in the world is that of accomplishing toil."

This seems to be a day and an age when many people expect reward without adequate effort. The other day a man took his leaky radiator to be soldered. He first tested the condition of the apparatus and found that either by accident or design a puncture had been made in 3 places. In every other respect the radiator seemed to be in perfect condition. It was a soldering job of half an hour, or possibly with the testing of a skilled and painstaking man, the work of three quarters of an hour. The charge was approximately 7 dollars. He wrote upon the check, "A contribution for the main part to charity," for he did not want to pay the bill without registering some sort of a protest.

In another case a man was sent for from a hardware establishment to replace some fire brick in a kitchen range. Two red faced workmen almost doddering with years, and one at least possessing a most suggestive breath, appeared on the scene. The fire brick which they brought would not fit, so they cemented up the old ones, made a few little adjustments, and departed in between 30 and 40 minutes. The only apparent purpose of 2 coming, was that one might be company for the other, and assist the other back to the point of beginning. A bill for 7 dollars was rendered!

These cases could be multiplied in the experiences of most people until an endless array would be forthcoming.

The American people are a great nation for mouthing phrases. They get hold of this saying or that saying, and

they take solid delight in repeating it over and over ad infinitum. The phrase becomes in use everywhere through the contagion of it, and the more it is used, the less it means.

We have mouthed the phrase, "The High Cost of Living," and "An Honest Day's Pay for an Honest Day's Work," until we feel that we have done our duty. But have we really made the most of our rights of American citizenship when we submit to what might be termed **civil holdups**? Would it not be great deal more to the point, for our own sake and for the sake of other people, to refuse to pay what we consider positively unjust charges, leaving such to a committee of arbitration, or if need be to a judge and a court of law?

We are a peaceful people and we do not like to become embroiled unnecessarily, and so we go on submitting to this sort of thing and satisfying ourselves with the mouthing of phrases about it. Right is right, and it isn't fair that compensation shall be demanded out of all proportion to service rendered!

Granting that we personally are willing to submit to this injustice, and that we are not hardship by it—what is the effect upon the people who require pay for what they have not done? Rarely indeed does an American travel abroad without remarking upon the unfortunate effect of the tipping system upon the continual servitor, and it seems equally reasonable to believe that a continued period of payment away in excess of the service or value rendered, will tend to pauperize the worker, to undermine his self respect, and to arouse contempt for established justice. It will not be a case of what is right and fair with many if certain conditions continue, but rather a question of "How much can I get away with?"

Those who know the sweetness of the reward of actual conscientious, earnest toil, whether it be mental, professional, or manual, are strengthened and given an ambition for finer achievement yet, and so progress is encouraged, resourcefulness developed, and confidence established. When reward is obtained unfairly, or without giving

a reasonable exchange, false standards are established which drag the individual, the community, or the nation down and backward.

President Harding is right when says that "the man who preaches contrary gospel of compensation without toil, is doing a thing which undermines the American republic."

There are a great many people who need to go to work, and a great many others who need to get down to hard pan and stop their bluffing. It is one thing to draw a salary, and another to earn it.

The woman who was lamenting that the family income was inadequate, assured by her husband that he would ask for an increase in salary, looked at him tearfully and said, "John, they are paying you more than you are worth now." Maybe she is right.

Let each one of us be determined to enjoy the privilege of "accomplishing toil"—that is, work which actually produces results.

### Queries and Answers

#### Italian Labels

Question: A Canadian firm asks address of firms handling "ready made" or stock Italian labels for use on boxes of macaroni."

Reply: Orders of this kind usually printed for particular firms may be obtained from any of the recognized lithograph and label concerns in the country. The U. S. Printing Lithograph Co. of Cincinnati can fill the bill.

#### Publicity Service

Question: "Would your association be interested in seeing some publicity work which we have been doing for a large national trade association?" a publicity bureau of New York city.

Reply: Educational publicity is what this industry needs and needs to get. If you have any plans to submit we have a special publicity committee that stands ready to digest them and make use of them if found practical.

#### Another Publicity Offer

Question: Is your association contemplating any publicity work for the industry? We have made a special study of this kind of business and are in a position to suggest helpful plans.

Reply: If you will submit your plans we will place them in hands of publicity committee for due consideration.

### Food Law Enforcement

1313. Adulteration and misbranding of macaroni and noodles. U. S. v. Asclenzio Fuschino (A. Fuschino Mercantile & Importing Co.). Plea of guilty. Fine, \$50 and costs. (F. & D. No. 15844. I. S. Nos. 10764-t, 10765-t, 10766-t.)

On March 24, 1922, the United States attorney for the District of Colorado, acting upon a report by the Secretary of Agriculture, filed in the District Court of the United States for said district an information against Asclenzio Fuschino, trading as A. Fuschino Mercantile & Importing Co., Pueblo, Colo., alleging shipment by said defendant, in violation of the Food and Drugs Act, as amended, on or about Nov. 18, 1920, from the state of Colorado into the state of Utah, quantities of macaroni and noodles which were adulterated and misbranded. The articles were labeled in part, respectively: "Perfectionista Fabrica di Paste \* \* \* Manufactured by A. Fuschino, Pueblo, Colo. Guaranteed under the Food & Drugs Act June 30, 1906, Serial No. 17618, Macaroni Egg Style;" "King's Taste Noodles Extra Quality Manufactured by The Pueblo Macaroni Mfg. Co. \* \* \* Pueblo, Colo. \* \* \* Guaranteed by us under the Pure Food and Drugs Act;" "A. F. Brand Twisted Noodles Extra Fine Quality \* \* \* Manufactured by Pueblo Macaroni Factory A. Fuschino, Pueblo, Colo."

Analyses of samples of the articles by the Bureau of Chemistry of this department showed that they were alimentary pastes,

artificially colored, containing little or no egg.

Adulteration of the articles was alleged in the information for the reason that an alimentary paste which contained little or no egg had been substituted for macaroni, egg style, or noodles, as the case might be, which the said articles purported to be. Adulteration was alleged for the further reason that the said articles were products inferior to macaroni, egg style, or noodles, as the case might be, to wit, alimentary pastes which contained little or no egg, and said products were colored so as to simulate the appearance of macaroni, egg style, or noodles, as the case might be, and in a manner whereby their inferiority to said products was concealed.

Misbranding was alleged in substance for the reason that the statements, to wit, "Qualita Insuperabile," "Guaranteed under the Food & Drugs Act June 30th, 1906," and "Macaroni Egg Style," borne on the labeling of the macaroni, the statements, to wit, "Noodles Extra Fine" and "Guaranteed by us under the Pure Food & Drugs Act, June 30, 1906," borne on the labeling of a portion of the noodles, and the statement, "Noodles Extra Fine Quality," borne on the labeling of the remainder of the said noodles, regarding the said articles and the ingredients and substances contained therein, were false and misleading in that the said statements represented that the articles were high grade macaroni, egg style, or extra fine noodles, or noodles of extra fine quality, as the case might be, and that the macaroni

and a portion of the noodles conformed to the Food and Drugs Act of June 30, 1906, and for the further reason that the articles were labeled as aforesaid so as to deceive and mislead the purchaser into the belief that the said articles were high grade macaroni, egg style, or extra fine noodles, or noodles of extra fine quality, as the case might be, and that the said macaroni and a portion of the said noodles conformed to the Food and Drugs Act of June 30, 1906, whereas, in truth and in fact, said articles were not high grade macaroni, egg style, or extra fine noodles, or noodles of extra fine quality, as the case might be, but were artificially colored alimentary pastes which contained little or no egg, and the said macaroni and the said portion of the noodles did not conform to the Food and Drugs Act of June 30, 1906. Misbranding was alleged with respect to the noodles for the further reason that it was an artificially colored alimentary paste which contained little or no egg, prepared in imitation of and offered for sale and sold under the distinctive name of another article, to wit, noodles. Misbranding was alleged with respect to the macaroni and a portion of the noodles for the further reason that it was food in package form, and the quantity of the contents was not plainly and conspicuously marked on the outside of the package.

On July 26, 1922, the defendant entered a plea of guilty to the information, and the court imposed a fine of \$50 and costs.

C. W. Pugsley,

Acting Secretary of Agriculture.

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.

Your Goods Run the Same Gauntlet During Their Journey, Give Them Real Demonstrated Protection By Using

## WOOD BOX SHOOKS

A request will bring a quotation.  
"Only one kind—the best"

Anderson-Tully Co.  
MEMPHIS, TENN.



Accidents Do Happen!



# NOTES OF THE MACARONI INDUSTRY

## St. Louis Plant Destroyed

The large macaroni manufacturing plant owned and operated by the Randazzo Macaroni Manufacturing company at 1028-1030 N. 6th st., St. Louis, was destroyed by fire on the morning of June 25. The cause of the fire remains a mystery, other than that an explosion in the upper story of an adjoining building started the conflagration that spread to the Randazzo property. Nothing remains of that modern food factory except fire seared walls, tangled and twisted machinery. Several tons of raw materials, several thousand cases of finished products and a large quantity of boxing and other materials on hand were either destroyed by the fire or made useless by the water. The total loss is estimated at about a quarter million dollars. Plans for the future are yet incomplete according to A. Randazzo, president and owner of the plant, whose success in the macaroni manufacturing business has been quite phenomenal during the past 8 years.

## Receivership Asked

The Sefang Biscuit and Macaroni company of Toledo, Ohio, found itself confronted by business troubles which necessitated appointment of a receiver by the federal court. Joseph Krause was appointed to oversee the business of this concern following court judgments granted against the defendant macaroni firm which it was unable to meet. The Sefang Biscuit and Macaroni company was formerly known as the Sefang Baking company. A reorganization was effected over a year ago and a new group took over the biscuit and macaroni end of the business, locating the machinery and equipment in commodious quarters at 1155 Grand av. While the business has been good it has not been up to expectations and crowding by creditors forced receivership.

## Milling Company Changes Name

Desiring to identify the business more closely with the man who for 2 decades has been its active head and whose policies are chiefly responsible for its success, the Sheffield-King Milling company of Minneapolis has decided to change its name to the H. H. King Flour Mills company. This action was taken at a meeting of the

officers of the concern commemorating the 40th anniversary of the organization. The old company under the new name will continue the same business policies that have made it a profitable venture for its sponsors. The company's headquarters are in Minneapolis and its mills grind both hard and soft wheat.

## Among the Machine Builders

Conrad Ambrette of Cevasco, Cavagnaro & Ambrette, Inc., advises that his company has made several large installations in several of the eastern plants where the process of modernization is being carried out. The De Martini Macaroni company of 230 Orient av., Jersey City, has completely renovated the old plant, erecting many new pieces of machinery that now make it one of the model factories of that section. Among the installations are several new presses, kneaders, mixers and Bologna style machinery manufactured by the above named builders of macaroni machinery. The new spaghetti unit being erected by the H. J. Heinz company of Pittsburgh has reached the last stages of construction. Seven new hydraulic presses of the stationary die type made by Cevasco, Cavagnaro & Ambrette, Inc., will compose the manufacturing units.

Another large hydraulic press of Cevasco, Cavagnaro & Ambrette, Inc., type is being installed in the plant of the Beech-Nut Packing company at Canajoharie, N. Y.

According to C. F. Yaeger of A. C. Krumm & Sons Macaroni company of Philadelphia his firm has recently purchased several large presses manufactured by the Elmes Engineering Works and installation will soon be started, insuring that firm increased production capacity to meet the heavy demands for its products.

## Macaroni at Conference Banquet

Farmers from the different sections of the country and business men who have never taken the trouble to discover just how tasty a meal can be made from macaroni and similar foods were given a treat at the big banquet served to the several hundred guests by those in charge of the National Wheat Conference June 19 in Hotel Sherman, Chicago. To have this food

served once in a menu is somewhat of a rarity but on this occasion it was served in two forms, first tasty noodles in a very tasty soup, and later macaroni and cheese which was eaten for the first time by many present. Getting this foodstuff served properly and more often at all the leading hotels is one way by which the consumption of macaroni products may be increased among Americans who will find this food a fine change, both as to taste and nutrition. Being a wheat conference it was naturally to be expected that wheat in the form of food should be served and the combinations offered were many and varied.

## Chinese Vermicelli

American producers should sit up and take notice of the publication by the department of commerce of a report from Consul G. C. Hanson, Harbin, on the manufacture of vermicelli and macaroni in North Manchuria. The ancient standby of the Romans seems to play a most important role among the native articles of diet. The Chinese vermicelli, however, is principally manufactured from soya beans. The industry is widespread throughout the province. The vermicelli industry may be classified as a home industry and the method has come down through the ages with little deviation. A quantity of beans is soaked in a wooden container over night and then ground and passed through sieves to separate the husk from the bean seed. The paste flour thus produced is again placed in water, when the flour proper sinks to the bottom of the vessel and the floats on the surface and is removed. The water is then poured off and the wet mass of bean flour, wrapped in sacking, is hung out to dry. This is placed in a wooden vat with water thoroughly mixed, after which it is scalded. Water is added until the mixture is quite thin, when it is removed to a large wide earthen container, agitated, mixed, and dry bean flour added until the mass becomes of such consistency that it can be kneaded. A small wooden container, with a handle and a round opening at the bottom is next provided. This is filled with bean dough and held over a kettle of boiling water. The dough slides out of the small hole in a thin stream into the boiling water, from which it is quickly removed into a

July 15, 1925

of cold water. The vermicelli, the Italian product's oriental cousin, is then hung up to dry, tied in bundles for market and export.

## How Macaroni Helps Sales

Nowadays, most grocers realize that macaroni products have a direct bearing on the sale of many apparently unrelated grocery items—that the sale of one almost invariably increases the demand for the others.

The most superficial investigation shows why this is so. Macaroni is the ideal "combination" food. Nothing in a grocer's stock nearly approaches it as a base for the preparation of vegetable, fruit, egg or meat dishes. It blends perfectly with every flavor. Not even potatoes excel macaroni in this respect. It's true that macaroni products are delicious when served alone but many people prefer to cook them in conjunction with cheese, tomatoes, mushrooms, or any one of a dozen of staple grocery items. The wideawake dealer cashing in on this knowledge and is making 2 sales grow where one grew before.

Any grocer who is not fully convinced that macaroni products can be used as a leader to increase sales in

other lines will find it well worth while to prove it.—Retailers' Journal.

## "No-dough Time" Bread

R. L. Corby, director of the Fleischmann laboratory, New York city, a recognized authority on bread baking processes, describes a process which will probably make a great saving to the industry. It is called the "No-dough-time" process of baking a more tasty and nutritive loaf of bread through the elimination of a considerable portion of the fermentation period in the baking process.

Under the proposed plan a flour extraction containing slightly less protein, a small increase of ash, together with a corresponding increase in the salts and mineral elements of the flour results.

The recommended process has undergone several tests and experiments in the laboratory of the Fleischmann company and it has the approval of several of the large milling companies which have tested the process under varying conditions.

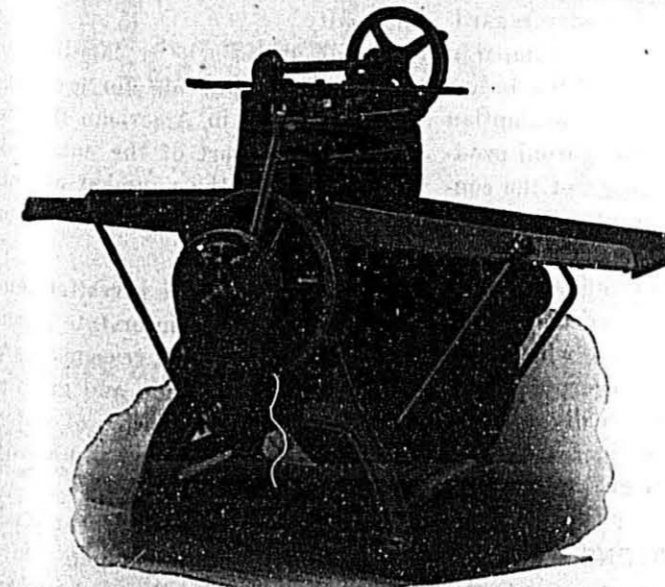
Mr. Corby says his recommended new way of baking bread will result in the production of a better and more nutritive product at no increased cost to

the baker. One of the greatest sources of relief lies in the adoption for general use of that character of flour which will represent the greatest extraction from the wheat berry. From the average class of all the bread wheats in an ordinary crop it has been found that slightly better than 71% extraction can be effected for use in accordance with this recommended process.

Advocates of the new process of "no-dough time" method of bread baking make the following claims in support of the new method:

- First—Possibility of grinding into flour for bakers' use 100,000,000 or more bus. of wheat;
- Second—Elimination of wheat premium buying;
- Third—Increasing the valuable nutrient salts of wheat flour by 50% and more;
- Fourth—Reduction in the cost per barrel of flour to the bakers;
- Fifth—More nutritious bread;
- Sixth—Standardized milling practice;
- Seventh—Bread that will taste better;
- Eighth—Bread that will remain fresh longer.

## CHAMPION PRODUCTS MACARONI MIXERS NOODLE BRAKES



CHAMPION NOODLE BRAKE

**CHAMPION MACHINERY CO.**  
JOLIET, ILLINOIS

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.

We are builders of flour sifting outfits as well.

## FORM NATIONAL WHEAT COUNCIL

Equilibrium Between Domestic Production and Consumption Sought—  
Tariff Maintenance Fundamental Need—Cooperative Market-  
ing Indorsed—Wheat Price Stabilization.

As a result of a widely attended National Wheat conference, June 19 and 20, in Chicago, and because of an apparent need of some organized body to give consideration to the many problems confronting the wheat interests of the country, the National Wheat Council was organized and a board of directors chosen to shape its policies and direct its activities for a year. Aside from this the adoption of a resolution recognizing the basic importance of a thriving agricultural community and the relation between the price of wheat and the farmers' economic welfare, as well as the need of a greater consumption of domestic wheats by Americans, marks the progress at what is considered to have been the most enthusiastic and the largest conference of this kind ever held in the country.

### Big Men Present

Governors from several states, senators and representatives in congress, millers, wheat food manufacturers, representatives of farm organizations, and railroads, distributors and growers, and others were among those in attendance who helped shape the policy of the new organization.

A heated debate featured the closing session of this memorable gathering. The resolutions committee after 2 days of continuous session presented resolutions expressive of the general opinion prevailing in the conference. A minority report requesting somewhat more radical action brought about heated discussion which ended in the adoption of the committee's report by a favorable majority.

### Idea Knocked Out

The fixing of a minimum price for wheat was evidently the object of those who went down to defeat in the final vote.

Julius H. Barnes, president Chamber of Commerce of the United States, expressed the general opinion of the majority when he said that what is needed is facts and not general statements; not depending on government edict to solve the economic problems such as are confronting the wheat farmers, millers and flour users of the country today but rather to solve it through careful study

of the situation and every angle thereof.

The permanent wheat council contains some of the leading agricultural and business men of the country who will endeavor to develop plans by which an equilibrium between domestic production and consumption can be established.

### Macaroni Men There

The National Macaroni Manufacturers association was represented at this conference by C. F. Yaeger of Philadelphia, chairman of the publicity committee; M. J. Donna, Braidwood, Ill., secretary; Wm. A. Tharinger, Milwaukee, director; and H. D. Rossi, Braidwood, Ill., 2nd vice president, who were appointed at the Cedar Point convention as a delegation to represent the industry at this conference.

Among other macaroni manufacturers or representatives in attendance, whose advice was sought by the industry's delegates, were: Andrew Ross, Armour Grain company, Chicago; F. W. Foulds, Foulds Milling Co., Chicago; John L. Fortune, Fortune Products Co., Chicago; John Canepa of the John B. Canepa Co., Chicago.

### Two Association Pleadings

The representatives of the macaroni manufacturing industry presented a resolution indicative of the prevailing spirit in the macaroni industry regarding the "Eat More Wheat" campaign and featuring the policy of the industry to promote a greater consumption of wheat in the form of macaroni products and asking the support of the conference in this movement. Chairman C. F. Yaeger of the publicity committee and Secretary M. J. Donna appeared before the resolutions committee in support of this resolution which was approved in spirit and incorporated in the general resolutions finally adopted by the conference for increased consumption of American grown wheat in the American homes.

### RESOLUTIONS

The resolutions submitted by the committee and adopted are as follows: "Whereas, agriculture is the basic industry in the United States, wheat is the basic commodity of agriculture,

and the price of wheat has a definite relation to the price level of farm products in general; therefore, the maintenance of a proper price for wheat is the key to national prosperity.

"There can be no solution of the economic situation with regard to the production of American wheat until price control rests within the United States. The solution of this problem is not wholly within the power of the wheat farmers, but must be undertaken by the united and sympathetic cooperation of labor, transportation, banking and the consumer. While foreign countries now afford a market for our surplus this is not a profitable market nor will it be profitable until supply and demand meet more closely in the United States.

"No one can successfully dispute the fact that the entire structure of American industrial and commercial prosperity rests fundamentally upon a prosperous agriculture, for approximately one half of the entire population is engaged in or dependent upon it. Prosperous agriculture depends upon profitable prices for its products. It follows that the prosperity of the other half depends upon the purchasing power of the farmer. Without such purchasing power a large proportion of our factories must remain idle and a large proportion of our industrial labor be unemployed.

"As consumption of the American wheat crop within the United States would go far toward solving the problem of its profitable production, maintenance of the present tariff on wheat and wheat products is a fundamental necessity.

"Any drawback or bonding provisions should provide for grinding of foreign wheat in American flour mills subject to export of the entire identical product or the payment of duty on such portion as is retained within the United States.

"We commend the investigation now being made by the interstate commerce commission as to the reasonableness of existing rates on grain and grain products. We favor extension of waterway transportation of coarse products moving in bulk.

"That the American wheat producer may successfully compete in the world's markets, and that he may provide an economic, efficient and orderly distribution at home on a merchandising basis, in a unified and organized way, applying to the marketing

of wheat recognized and successful business principles, we indorse cooperative marketing and pledge our support to such movement.

The wheat consumption of the United States is low contrasted with normal consumption of European countries. We commend to the American public the enlarged consumption of wheat products in all forms. We commend the use of lower grades for animal feed wherever practicable.

Resolved, That it is the sense of the committee that the price of wheat should be stabilized."



## International Macaroni Moulds Co.

252 Hoyt St.

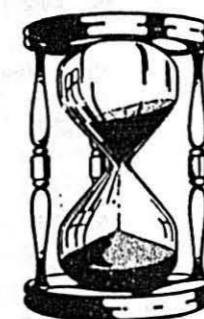
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## Macaroni Die Manufacturers

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:  
F7 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.

dent Taggart Baking Co.; Sydney Anderson, congressman from Minnesota; George C. Jewett, general manager American Wheat Growers, Associated, Inc.; Harvey Seonse; D. A. Wallace, editor of the Farmer (brother of the secretary of the Department of Agriculture); Judge Bingham; T. Edson White, president Armour and Company; H. E. Byram, president Chicago, Milwaukee & St. Paul Railway.

An optimist is a man who orders chicken croquettes in a restaurant.

# GRAIN, TRADE AND FOOD NOTES

## Acreage of Durum Wheat

Durum wheat acreage in Minnesota, North Dakota, South Dakota, and Montana is estimated by the U. S. Department of Agriculture to be 4,632,000 acres, or 30.8% of the total of 15,042,000 acres of spring wheat in these 4 states. This compares with 5,622,000 acres of durum wheat in 1922, or 34.7% of the total of spring wheat in the same states in that year. The average of the 5 years 1918-1922 for these states was 4,367,000 acres of durum wheat and 25.4% of the total spring wheat.

The area of this variety of spring wheat this year is 990,000 acres below the area of 1922, or 17.6%, and 644,000 acres below 1921, or 12.2%. On the other hand, the acreage of durum wheat this year is much above each of the years 1918-1920, and is 6.1% above the average of the 5 years 1918-1922.

Durum Wheat Acreage

In Minnesota, North Dakota, South Dakota, and Montana

| State and year.     | Acres of spring wheat including durum. | Durum wheat                 |           | Other varieties of spring wheat. |            |
|---------------------|--|-----------------------------|-----------|----------------------------------|------------|
|                     |  | Percentage of spring wheat. | Acres     | Percentage of spring wheat       | Acres      |
| 1923.               |  |                             |           |                                  |            |
| Minn.....           | 1,628,060                              | 13.0                        | 211,000   | 87.0                             | 1,417,000  |
| N. Dak.....         | 7,953,000                              | 38.0                        | 3,022,000 | 62.0                             | 4,931,000  |
| S. Dak.....         | 2,748,000                              | 46.0                        | 1,284,000 | 54.0                             | 1,484,000  |
| Mont.....           | 2,713,000                              | 5.0                         | 135,000   | 95.0                             | 2,578,000  |
| Total, 1923.....    | 15,042,000                             | 30.8                        | 4,632,000 | 69.2                             | 10,410,000 |
| 1918.....           |  |                             |           |                                  |            |
| 1919.....           | 16,224,000                             | 20.4                        | 3,313,000 | 79.6                             | 12,911,000 |
| 1920.....           | 19,665,000                             | 19.2                        | 3,782,000 | 80.8                             | 15,883,000 |
| 1921.....           | 16,923,000                             | 22.7                        | 3,840,000 | 77.3                             | 13,083,000 |
| 1922.....           | 16,839,000                             | 31.3                        | 5,276,000 | 68.7                             | 11,563,000 |
| 1923.....           | 16,196,000                             | 34.7                        | 5,622,000 | 65.3                             | 10,574,000 |
| Ave. 1918-1922..... | 17,169,000                             | 25.4                        | 4,367,000 | 74.6                             | 12,802,000 |
| 1923.....           | 15,042,000                             | 30.8                        | 4,632,000 | 69.2                             | 10,410,000 |

## To Improve Foreign Crop News

Further development of its foreign statistical work to make available to American farmers more complete information on current world agricultural conditions is to be made by the United States Department of Agriculture. Cesare Longobardi, chief of the bureau of statistics, International Institute of Agriculture at Rome, has been detailed by the institute to assist the Department of Agriculture in the new work. Mr. Longobardi is now in Washington where he will cooperate with the department for the next 12 months. The simultaneous return of Joe C. Barrett, market statistician for the department, from Rome, where he made a complete survey of statistical methods of all foreign countries in reporting crop data to the International Institute of Agriculture, also makes im-

mediately available to the Department of Agriculture a fund of data that will be of value in developing the foreign news service.

## Wheat Forecast at 816,580,000 Bus.

Wheat production of the winter and spring crops is forecast at 816,580,000 bus. by the U. S. Department of Agriculture in its crop report issued on June 8 for the date of June 1. This compares with 862,000,000 bus. in 1922 and a 5-year average of 835,000,000 bus. for 1917-1921. Spring wheat production is forecast, for the first time this season, at 236,039,000 bus., or below the estimate of 276,000,000 bus. for 1922 and below the 5-year average of 245,000,000 bus. North Dakota is the leading spring wheat state, as usual, for which a forecast of 82,107,000 bus. is made, much below the exceptional

crop of 123,000,000 bus. in 1922, but larger than the 5-year average of 77,000,000 bus. A spring wheat condition of 90.2% of a normal condition, or below the 10-year average condition of 92.3% on June 1, indicates a yield of 12.8 bus. per acre. This report announces an estimate of 18,503,000 acres in spring wheat, an area that is 94.9% of the area of this crop in 1922. From a winter wheat condition of 76.3% of a normal condition on June 1, a forecast of a production of 580,541,000 bus. is made, which is slightly above the May 1 forecast, but a little below the production of 586,000,000 bus. in 1922 and the 5-year average of 590,000,000 bus. A yield of 14.6 bus. per acre is forecast for winter wheat, 0.7 of a bushel above the 1922 average, but 0.3 of a bushel below the 5-year average. This crop deteriorated in condition 3.8

points during May, after the abandoned acreage had been excluded.

## Amends Grain Regulations

An amendment to the regulations under the United States grain standard act recently promulgated by the secretary of agriculture deals with the interstate shipment of grain by grade between noninspection points without inspection by a licensed inspector. The amendment became effective July 1, 1923. The law provides that grain may be sold by grade and shipped in interstate commerce without inspection between points at which no inspector is located upon compliance with the rules and regulations prescribed by the secretary and subject to the right of either party to the transaction to refer any dispute as to the grade of the grain to the secretary of agriculture. The new regulation requires shippers of such grain to transmit to the purchaser an invoice bearing a statement to the following effect:

This grain not inspected by licensed inspector; grade subject to dispute under United States grain standard act.

In addition shippers are required to state the terms of the regulation to refer the details of such shipments if required by the bureau of agricultural economics.

## Foreign Wheat Crop Shows Increase

The 1923 wheat crop in 8 foreign countries that last year produced more than one fifth the total world crop is forecast at 750,785,000 bus. as compared with 656,988,000 bus. in 1922 according to radiograms received by the United States Department of Agriculture from the International Institute of Agriculture at Rome. The countries include Spain, Bulgaria, France, Italy, Greece, Turkey, Egypt, Morocco, India, Japan, Algeria, and the Philippines. The 1923 wheat crop in Spain is forecast at 142,070,000 bus. compared with 125,469,000 bus. in 1922. The 1923 wheat crop of Bulgaria is forecast at 38,783,000 bus. compared with 27,925,000 bus. last year.

Mac Dough says: A quart of macaroni weighs about 2.15 lbs. With macaroni spaghetti or fedilini it makes a good food.

When you fish with a golden hook, the poor fish bite.

## 1923 Crop Guaranteed

Our new importations of

**Flake Whole Egg**  
**Spray Egg Yolk**  
**Granulated Egg Yolk**

Contracts made now at lowest prices of the year.

**Sepco Spray Whole Egg**  
For Egg Noodles

Stocks in all principal cities from coast to coast.

ASK FOR LIBERAL SAMPLES

**Sturges Egg Products Co.**

50 E. 42nd St.,  
New York

317 No. Wells St.,  
Chicago

Dried Egg Specialists

## Cheraw Box Company, Inc.

Seventh and Byrd Streets,  
Richmond, Virginia

**SATISFACTORY**

Wooden Macaroni Box-Shooks

NOTE—Our shooks are made from tasteless and odorless gum wood. Sides, tops and bottoms are full one-quarter inch thick and one piece. All ends are full three-eighths inches thick.

# PACKAGING MACHINERY

WHICH WILL

## REDUCE COSTS

They Will Handle

**90 Packages Short Cuts Per Minute**

SEALED AND WEIGHED

**100 Packages Long Cuts Per Minute**

SEALED—BOTH ENDS

30 to 35 Packages Per Minute if Greater Capacity Is Not Needed.

We believe we can help you make a *profit* in your packing room.

Let us show you what we can do for you.

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

**PUBLICATION COMMITTEE**  
HENRY MUELLER . . . . . President  
M. J. DONNA . . . . . Secretary

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Single Copies - - - - - 15 Cents  
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**SPECIAL NOTICE**  
**COMMUNICATIONS:**—The Editor solicits news and articles of interest to the Macaroni Industry. All matters intended for publication must reach the Editorial Office, Braidwood, Ill., no later than Fifth Day of Month.  
The NEW MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns.  
The publishers of the New Macaroni Journal reserve the right to reject any matter furnished either for the advertising or reading columns.  
**REMITTANCES:**—Make all checks or drafts payable to the order of the National Macaroni Manufacturers Association.

**ADVERTISING RATES**  
Display Advertising - - Rates on Application  
Want Ads - - - - - Five Cents per Word

Vol. V July 15, 1923 No. 3

### The Macaroni Journal to Macaroni Salesmen

Appreciating the value of the New Macaroni Journal as a stimulator to macaroni salesmen, the Tharinger Macaroni company of Milwaukee has ordered the publication sent to all its salesmen throughout the country. This action is most complimentary and an example that might well be followed by other concerns.

Wm. A. Tharinger, president of the concern and director of the National Macaroni Manufacturers Association, Inc., in entering the subscriptions for this publication voiced the opinion that reading this trade paper, the official organ of the National association, would enable his salesmen to "talk shop" with their customers, a most valuable asset, as it proves that these salesmen are at least interested in the problems that affect manufacturers and distributors alike.

### A Good Suggestion

Believing that more macaroni news would find its way into the household section of the daily papers of the country, where it rightfully belongs and where it would do inestimable good, J. E. Hubbard of the Prince Macaroni Manufacturing company of Boston suggests a form of publicity that might be easily undertaken by the National association. His recommendation follows:

It occurs to me that in an endeavor of the macaroni manufacturers association to increase the consumption of macaroni one of the best and most direct forms of advertising that the association could engage in would be to send to the editor of the household section of every leading newspaper in the United States the monthly issue of the Macaroni Journal, free of charge; also to follow this up with a letter to the editors of the household department asking them to avail themselves of the information published in our Journal for publication in news items in their columns.

This suggestion is a most timely one and should get the consideration of the officers of the National Macaroni Manufacturers association and the publicity committee thereof. The opinions of the leaders in the industry would be appreciated on this suggestion.

### Liked Convention

F. W. Blackford, general manager of the Birmingham Macaroni company of Birmingham, Ala., was quite naturally pleased with the national macaroni conference last month at Cedar Point, when he wrote President Henry Mueller as follows:

I certainly enjoyed our convention this year and I have come back from it feeling that we have at last established an association that has high ideals and a vision that will eventually make our as-

sociation and our industry among leaders of the industries in this country. Mr. Blackford strongly favors adoption of a national law strictly prohibiting coloring matter in any and kinds of macaroni products and concentrate his efforts to get such law adopted by the Alabama legislature during its next session.

### WANT ADVERTISEMENTS

Five cents per word each insertion.  
Twenty years Macaroni and Noodle manufacturer and sales executive. Are you looking for a real man with widely diversified knowledge of manufacturing, reducing overhead and devising systems of departmental operations? Exceptional proved ability as manager. My record will stand the strictest scrutiny. I am 36 years old. Only the New York and vicinity will be considered. Address 202, care Macaroni Journal, Braidwood, Ill.

**Plant for Sale:**—Modern Macaroni plant, equipped to produce 5 barrels daily, for sale at reasonable price. Full particulars to interested parties. Write Felix Colavita, 520 Clifton Avenue, Des Moines, Iowa.  
**For Sale:**—W. & P. Universal Kneading Mixing Machine. Size 12. Type V. Capacity 1/2 barrel. Schoenberger & Co., 2122 Milwaukee Ave., Chicago, Ill.

### FOR SALE

12 1/2 inch Upright Hydraulic Press  
Capacity 140 lbs. Semolina per cylinder

9 1/2 inch Horizontal Hydraulic Press  
Capacity 60 lbs. Semolina per cylinder

Machines in first class condition  
PRICES REASONABLE

WANTED—a Noodle Cutting Machine  
Must be in First Class Condition.

Ravarino & Freschi Imp. & Mfg.  
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Designer and Builder of modern Food Product Plants, Macaroni and Noodle Factories a Specialty.

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

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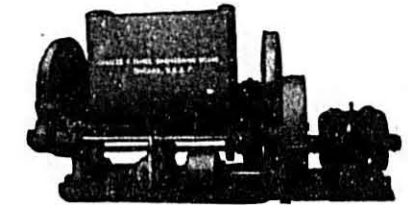
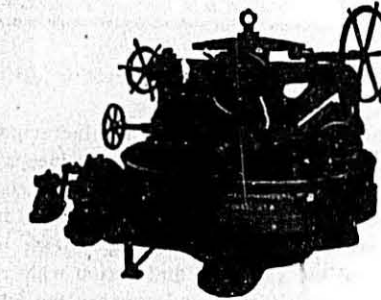
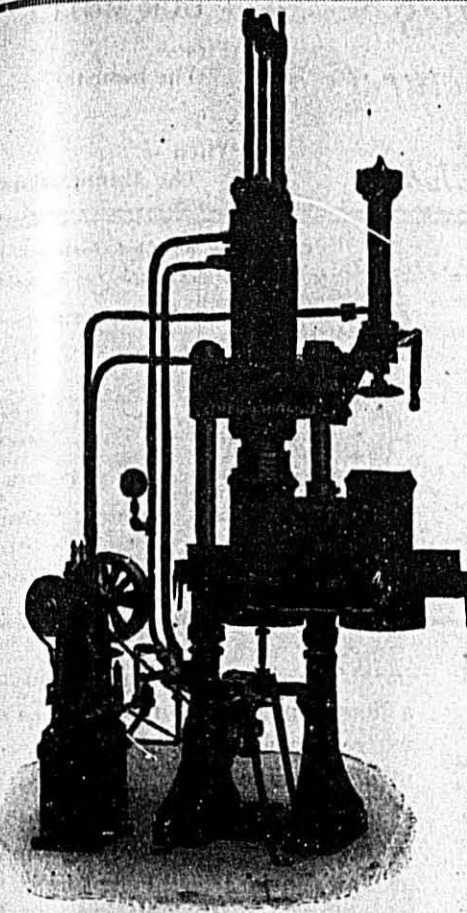
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"SINCE 1861"

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FOR THE MANUFACTURE OF  
MACARONI, SPAGHETTI, PASTE GOODS

ADVANCED METHODS  
MAXIMUM OUTPUT

Send for Catalog.



CHARLES F. ELMES ENGINEERING WORKS, Inc.  
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EST. 1881 INC. 1895

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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

**OUR PURPOSE:**

Educate  
Elevate  
  
Organize  
Harmonize

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

**OUR MOTTO:**

First—  
The Industry  
  
Then—  
The Manufacturer

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**H. D. ROSSI**.....Second Vice President  
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**A. C. KRUMM, Jr.**.....Director  
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**ASSOCIATION COMMITTEES**

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James T. Williams, The Creamette Co., Minneapolis, Minn.  
F. X. Moosbrugger, Minnesota Macaroni Co., St. Paul, Minn.  
Wm. A. Tharinger, Tharinger Macaroni Co., Milwaukee, Wis.  
**Committee on Association Financing**  
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Wm. A. Tharinger, Tharinger Macaroni Co., Milwaukee, Wis.  
E. Z. Vermyle, A. Zerega's Sons, Brooklyn, N. Y.  
James T. Williams, The Creamette Co., Minneapolis, Minn.  
Joseph Guerisi, Keystone Macaroni Co., Lebanon, Pa.

**Committee on Cost System**

C. F. Yaeger, A. C. Krumm & Son Macaroni Co., Philadelphia, Pa.  
J. B. Hubbard, Prince Macaroni Mfg. Co., Boston, Mass.  
F. X. Moosbrugger, Minnesota Macaroni Co., Paul, Minn.  
Henry D. Rossi, Peter Rossi & Sons, Braidwood, Ill.  
H. D. Read, Macaroni Foods Corporation, Omaha, Neb.  
Dr. B. R. Jacobs, National Cereal Products Laboratories, Washington, D. C.  
**Committee on Macaroni Journal Publication**  
Henry Mueller, C. F. Mueller Co., Jersey City, N. J.  
M. J. Donna, Secretary and Editor, Braidwood, Ill.

**Publicity in Resolution**

Desiring to be recognized at the National Wheat Conference last month in Chicago the delegation representing the National Macaroni Manufacturers Association, Inc., presented a strong resolution to the resolutions committee indicative of the intense interest in the industry relative to the home consumption of American grown wheat, particularly the grades usable in the manufacture of macaroni, spaghetti, noodles and similar products.

It was hoped through the conference to obtain the moral aid of the wheat interests of the country in our efforts to bring about increased consumption in the form of these products, since their low annual per capita use permits of a wonderful expansion. While the macaroni manufacturers did not gain their point in full they did succeed in getting their proposition before the conference and being placed in a position of having their claim recognized whenever the work of the permanent organization has progressed far enough. The resolution presented reads as follows:

Whereas, the macaroni manufacturing industry, principal user of durum and other varieties of spring wheats, are naturally interested in the production and distribution of this variety which has this industry for its principal outlet and naturally concerned in the present "Eat More Wheat" campaign, and

Whereas, the durum wheat crop, alone is approximately 70,000,000 bus. and consumption for macaroni manufacture 16,000,000 bus. or less, leaving approximately 54,000,000 bus. annually for export or blending purposes, and

Whereas, the consumption of macaroni products in Italy has been estimated at over 70 lbs. per person while in this country the per capita consumption of these

products in their various forms is estimated at about 3 1/2 lbs. and

Whereas, the macaroni manufacturing industry, recognizing the need of increasing the consumption of macaroni products as a means of helping the growers of durum and other varieties of spring wheat, have arranged for a general and nation wide campaign of coordinated and cooperative advertising to be conducted through the channels of the National Macaroni Manufacturers Association, Inc., aiming to at least double the present consumption and reducing the present surplus of these grades of wheat which naturally enter in the manufacture of this excellent foodstuff, therefore be it

Resolved, that the National Wheat Conference, recognizing the need of an educational movement along the lines above mentioned as a proper means of benefiting and aiding farmers who produce the various varieties of wheats naturally adapted to the manufacture of macaroni, spaghetti, vermicelli, noodles, etc., to profitably dispose of the annual surplus in this variety of wheat, lend to the macaroni manufacturing industry and to the National association representing it, its moral aid and support to the end that through this channel the consumption of durum and other spring wheats may be relatively increased.

**Personal Notes**

H. Kirkie Becker, vice president of the Peters Machinery company of Chicago, called at the association headquarters the latter part of June while touring through this section of the country in company with Mrs. Becker on a combined business and pleasure trip.

Andrew Ross of Armour Grain company pleasingly entertained the delegates from the National Macaroni Manufacturers Association, Inc., to the national wheat conference in Chicago the opening day of that memorable gathering.

The delegates were his guests a luncheon given in the Hotel La Salle where macaroni publicity was informally discussed.

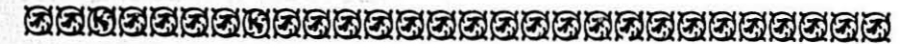
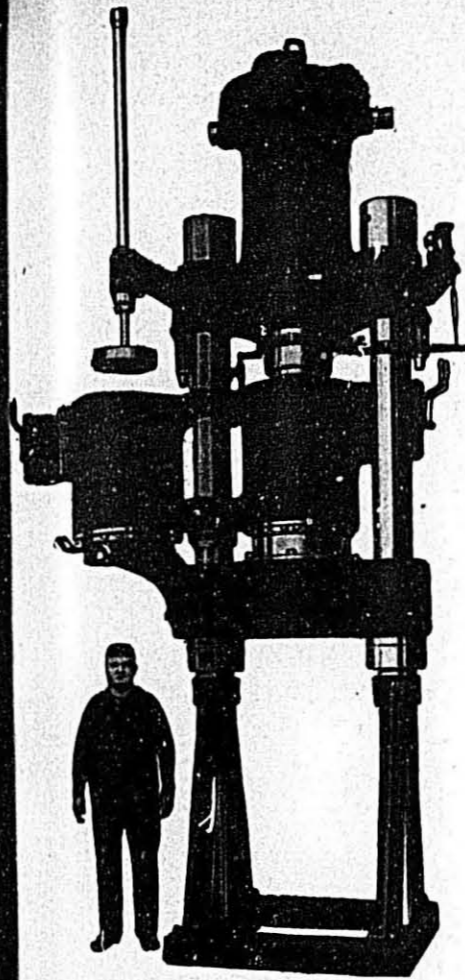
Joe Lowe of the Joe Lowe company of New York, accompanied by his Chicago representative, W. Springer, was visitor at the association headquarters the latter part of June. He left a cigar as a souvenir—too good to smoke.

Mr. and Mrs. William A. Tharinger and daughters, Louise and Rita Motored to St. Paul to attend the National Retail Grocers convention last week in June and while there were the guests of several of the macaroni manufacturers of the northwest.

To our good friend, Charles Miller Chicago representative of Washburn Crosby company, fell the honor of entertaining the macaroni delegation the wheat conference on the second day thereof. As a host Charlie is a cat's whisker. The luncheon at the Sherman hotel was a treat which delegates thoroughly enjoyed.

The Turkish government recently ordered every able-bodied man in the country either to pay \$1,000 or join the army. In this industry we ask you join the National Macaroni Manufacturers Association, Inc., and pay your pro rata share of the expense in promoting the best interests of all connected therewith. Are we unreasonable?

Are you the "guy" that hasn't paid your dues because we haven't demanded them? Well here we are!



**John J. Cavagnaro**

*Engineer and Machinist*

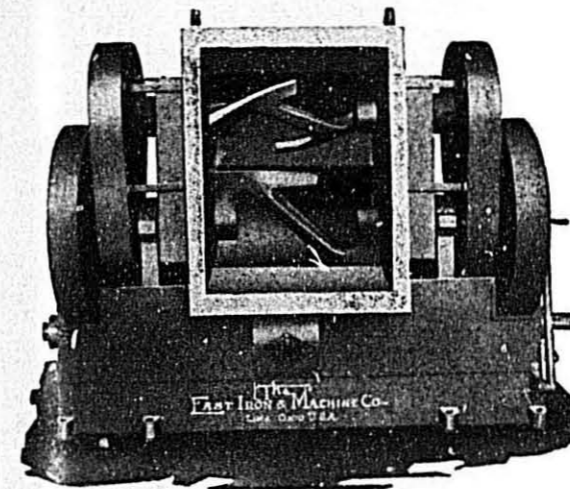
Harrison, N. J. - - - U. S. A.

Specialty of

**MACARONI MACHINERY**

Since 1881

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



**"EIMCO"**

**Mixers and Kneaders**

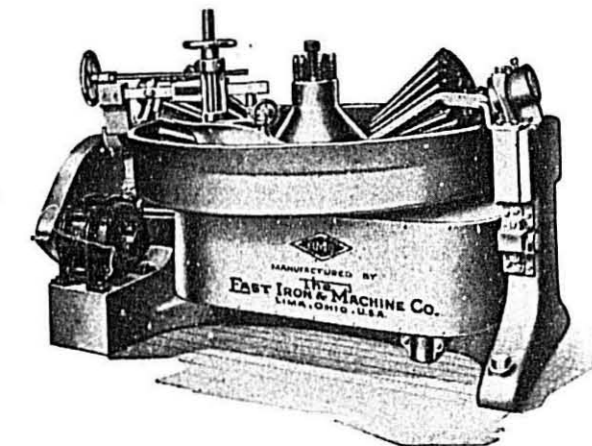
**Insure Uniformity, Color and Finish**

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

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

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

Ask us for bulletin and photos.



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

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



# Eat More Wheat

*in the form of*

## **Macaroni Spaghetti and Noodles**

Macaroni is made from Durum wheat, a hard, flinty variety very rich in gluten. Macaroni, therefore, contains the proteins necessary for building bone and muscle. Macaroni is 100% digestible—the meat of the wheat. It can be prepared in a large variety of tempting dishes.

Eat More Macaroni—it is wholesome, delicious and economical.

*Pillsbury Flour Mills Company*

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