

**THE NEW
MACARONI
JOURNAL**

Vol. 5, No. 5

**September
15, 1923**

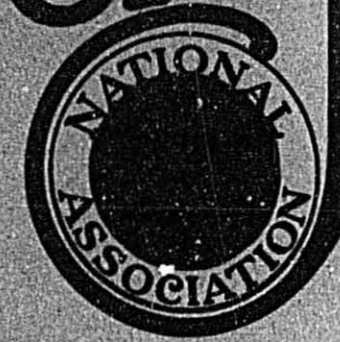
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Minneapolis, Minn.

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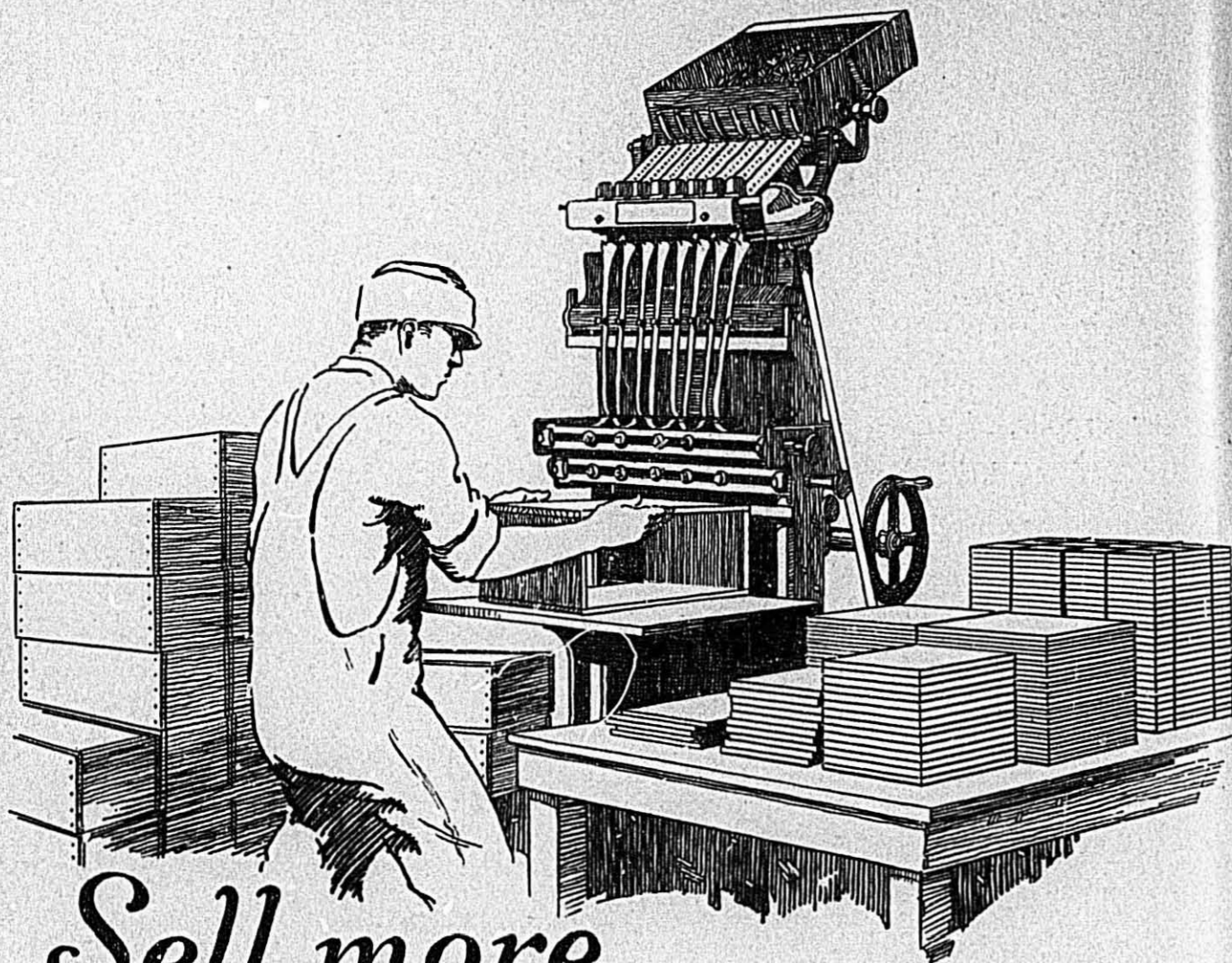


*A Monthly Publication
Devoted to the Interests of
Manufacturers of Macaroni*

The American's Creed

I "I Believe in the United States of America as a government of the People, by the People, for the People, whose just powers are derived from the consent of the governed; a democracy within a republic; a sovereign nation of many sovereign states; a perfect union, one and inseparable, established upon those principles of freedom, equality, justice and humanity for which American patriots sacrificed their lives and fortunes.

I "I, therefore, believe it is my duty to my country to love it; to support its constitution; to obey its laws; to respect its flag; and to defend it against all enemies."



Sell more MACARONI

HOW TO DO IT

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

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

CHICAGO MILL AND LUMBER COMPANY
CHICAGO



Capital City Milling & Grain Co.

**DURUM WHEAT
MILLERS**

St. Paul - Minn.

Capacity 1500 Barrels



EXCLUSIVE MILLERS OF

*High Quality
Durum Wheat*

SEMOLINAS

All Granulations.

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

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

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

Capital City Milling & Grain Company
ST. PAUL, MINNESOTA

Appearance is Important

A distinctive, well-designed label or carton can be one of your best salesmen. Let us design such a package for you. Over fifty years experience is back of our knowledge of correct package designing.

Consult Our Trade-Mark Bureau

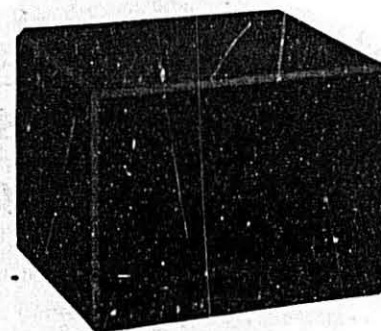
Our Trade-Mark Bureau contains seven hundred and eighty thousand registered and unregistered brand names and their complete history.

We search titles and help safeguard against infringement. Much costly litigation has been prevented by our investigations.

Trade-marks and brand names have substantial property value, and no brand should be adopted without investigation. We make no charge for this special service.

The United States Printing & Lithograph Company

CINCINNATI 8 Beech Street BROOKLYN 87 N. Third Street
BALTIMORE 23 Covington Street



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

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



Hummel & Downing Co.

Manufacturers of

SOLID FIBRE AND CORRUGATED SHIPPING CASES
CADDIES, SHELLS, AND FOLDING CARTONS

Milwaukee, Wisconsin.

Service Offices—Chicago, Denver, Minneapolis.



YES, Tustar does cost a little more than ordinary semolinas—but you know you can't make a silk purse out of a sow's ear.

And it isn't generally the lowest priced product that is the cheapest in the long run.

Another thing—you pick out the most successful macaroni manufacturer you know—whose business is growing in volume and profits—and nine times out of ten you'll find he is using Tustar.

If it pays him to use the best



QUALITY

SERVICE

EAT MORE MACARONI—THE

BEST AND CHEAPEST FOOD

MINNEAPOLIS MILLING CO.

MINNEAPOLIS MINN.

It will pay you! Think it over!

Many Reasons---But No Excuse

To become one hundred per cent perfect is a practical impossibility in the opinion of all who have attempted it. As it is with individuals so it must be with business groups such as trade associations, be their object ever so worthy.

No trade association has yet succeeded in getting a 100% representation of a particular industry, principally because of the wide variance of opinions and practices therein. In spite of this lack of unanimity there are many such organizations that have proved most beneficial to industries they represented.

Trade associations are established principally for the purpose of elevating a particular line of business. They are generally composed of the leaders who are guided by no selfish motives and who have and hold the respect and esteem of the majority of those likewise engaged.

It is not necessary to have every firm or individual engaged in a certain line of effort or trade to be a member of the leading group representing that industry to enable it to start an activity for the common good. Indeed, it is foolhardy to even think that because every mother's son in the industry is not contributing to a particularly profitable and progressive movement nothing should be attempted.

Examples are all around us of what has been done by trade associations in many fields starting in a small way and developing as the minds of those engaged in that business broadened and developed. The time is ripe for starting a generally recognized good movement when the majority of the real progressive fellows in a business are heartily and enthusiastically behind it.

The macaroni manufacturing industry in this country is confronting conditions that are and have been perplexing every other line of business. We have a National Association that is unquestionably composed of the most liberal minded men in the business. We have many individuals and firms that are outside of our pale of influence by choice.

Attempt after attempt has been made to make these outsiders "see the light." Either our arguments have been unconvincing or those approached are unappreciative of what a trade association can do for an industry when properly backed by the trade. Just because we have failed, through no fault of our own, to enlist them in our good work, does it become us as the leaders in the industry to follow their example, sit idly by and let the business get into a rut?

Rudyard Kipling, England's renowned poet, writing on the situation in that country which resulted from the policy of nonpreparedness for the late war, has expressed in verse a fact that applies just as forcibly to business in times of peace. In our belief it applies particularly to those in our trade who have neglected, either wilfully or thoughtlessly,

to join the National Association of the Industry, when he said:

It was our fault, and our very great fault—and now we must turn it to use; We have forty million REASONS for failure, but not a single EXCUSE.

It would be really interesting to list the many reasons advanced by macaroni and noodle manufacturers for not being members of their trade association. Some appear sound but most of them are trivial. But in the final analysis not one of them can be construed as a good and valid EXCUSE.

We have the penurious group that is forever howling "I can't afford it," or that in an effort to lay the blame elsewhere will say "Business is too poor." The answer to the first is "Can you afford to be out of the trade association that represents your particular line of business?" To the other reason one might truthfully say "Join with your competitors to make business better." It has been done in other industries and can be done in this one if all will work together for that purpose.

Then we have that other group that for want of better reasons for aloofness will ask "What has the National Association done?" or slightly change it by exclaiming thoughtlessly "The Association is run by a clique." Just repeat them and note how silly they sound.

While many things have already been accomplished for the macaroni industry in this country that many hesitate to give the National Association due credit for doing, greater and more important things will result if more of those engaged in this line would do their share of the work, and share their portion of the financial load that must be carried by those who are wholeheartedly with this forward movement.

Cliques can always be depended upon to do things, and usually for the general welfare. There are cliques in every line of business, in governments, in war and in peace. Happily in the macaroni manufacturers association the "clique" has been unselfishly working, not for their own good solely, but for the industry, and some of these who advance these frivolous reasons are the ones who profit most.

The natural conclusion is—Get into your trade association and work from the inside to build up. What we need most is confidence in one another and more faith in our business. Confidence will lead to peace of mind and prosperity to the individual. This is quite a simple remedy and should be given a fair and honest trial.

Plutarch, the great writer, tells a story of Anaxagoras, an ancient Greek philosopher of the B. C. period, who believing himself a failure went on a hunger strike to gain his end. He kept at it for about a week and then changed

his mind. What bothered his old gray head was that the self inflicted torture affected his brain and he could not think. It was all right for his flesh to waste away, his blood to dry up or his bones to harden, but when his mind became affected he realized that he was carrying the joke too far.

In concluding his hunger strike, he said: "Those who have occasion for a lamp, supply it with oil. My offense was not against myself alone, but it seems I have offended my loved ones and friends."

The inference is that one owes a duty to others that must be respected. Macaroni manufacturers owe a fraternal

duty to one another that can be accomplished only when working together for their own and the common good.

To permit of your doing your duty along this line the National Macaroni Manufacturers Association, Inc., has been organized and is functioning smoothly. It will accomplish more when more manufacturers join with it in its noble endeavors to place the industry on a much higher plane and produce a market that will obtain for all just returns on investments and experience.

Why have you not joined your trade association? In spite of the many reasons that you may mention, there is no excuse.

Bone and Sinew Builder

Macaroni, spaghetti and noodles are highly recommended as a well balanced food for children and grownups by no less authority than W. S. Schmidt, who ranks high in the eastern part of the country as a food authority on nutrition. He particularly recommends the use of this product by persons who are under nourished and who find it difficult to digest other more oppressing foods, and particularly as a hot weather dish.

Recent investigations of the United States public health service have demonstrated that pellagra—the disease that was for a long time thought to be caused by eating spoil corn—is a so-called "deficiency disease" caused primarily by living on an unbalanced food.

Just as calcium and phosphorus are absolutely necessary to the building of strong teeth and bones in growing children, so proteins and energy producing foods are essential to adults to replace broken down tissues.

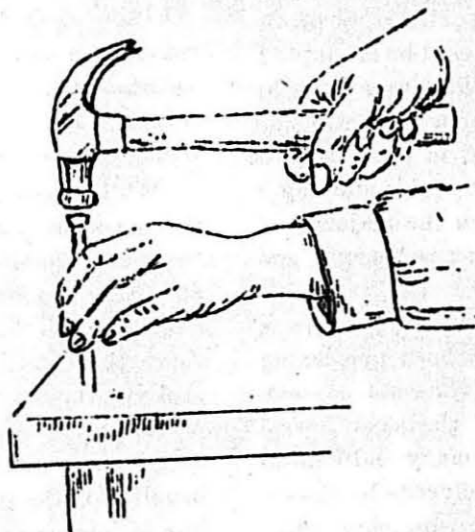
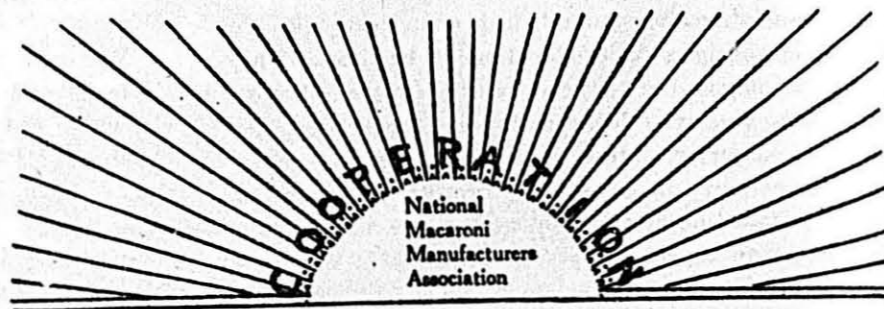
All the above may sound very technical to some people, but if you will ask your doctor you will learn that you cannot live long without giving your body the benefit of these essential substances.

Macaroni, an ideal summer food, gives you these essentials and when cooked with cheese and served in various other ways with lettuce, mayonnaise, eggs, etc., supplies additional elements which the body needs. It is a remarkably well balanced cooling, summer food for children and grown ups.

I wonder how many serve macaroni, spaghetti or egg noodles as a meal during the summer months? In the past it was only natural to put away the macaroni packages on June 1, forgetting that it holds the most food and calories for the money of almost any package food you can buy; forgetting that it is the ideal summer food—non-heating and far superior to meats. You

should serve it often during the summer months, and see how quickly your "pep" returns after the meal. In calories, it yields 1660 calories to the pound.

The surest way NOT to fail is to determine to succeed.



Must Do These Things

It is time to stop this fighting one another, and let us do something real for the macaroni business.

It is time that we cooperate in place of fighting one another. It is time that we discuss matters relating to the industry, in order to improve conditions.

HIT THE NAIL ON THE HEAD

when driving nails, unless you hit them squarely on the head they are driven in crooked and oftentimes fly up and skin the fingers.

Be as careful with all of your business transactions and operations as when driving nails and there will be fewer

skinned pocket books, fewer losses and more money in the bank.

Why be so careful with a little nail, worth only a fraction of a cent, and so careless when figuring an estimate or an order running up into the thousands of dollars.

Don't be nail wise and estimate foolish.

When your estimators can figure your bills as well as your carpenters can drive nails, then jump up, knock your heels together and say Hurrah!

HIT THE NAILS ON THE HEAD.

MACARONI MANUFACTURERS DUPED BY QUESTIONABLE EXPOSITIONS

This is an article worth reading several times, until the full import of its message is sunk deep. A manufacturer who allows himself to be duped by a fraudulent or questionable exposition solicitor cannot have read this article understandingly. Invaluable tests for genuineness of such ventures are offered herein, and suggestions for action when in doubt.

While practically every line of manufacture and production has had to contend with so called trade expositions that have become so numerous since the war, our particular interest is in that of macaroni manufacture. Through the National Macaroni Manufacturers Association a consistent fight has been waged to educate macaroni manufacturers and to warn them to be cautious in all cases of this character.

Much good has resulted from this campaign. There are still, however, some manufacturers who either knowingly or unknowingly are using the so called awards of these questionable institutions to further their business in competition with manufacturers who hesitate to use the easily obtainable gold medals and diplomas to enhance their trade.

In substantiation of our stand that several recent expositions in Italy were greatly lacking in the legal standing which such institutions of this kind should possess to attract and interest legitimate, honest and well meaning manufacturers, we quote from 2 sources. The first is an Italian source and is strictly confidential insofar as its identity is concerned. The statement in part is as follows:

Your supposition, as expressed in the last sentence of the third paragraph of your letter, is perfectly correct. In fact, we have just received from our correspondent in Rome, that is, a semi-official institution, a communication to the effect that the exposition mentioned is one of those many enterprises we have already complained of, which are absolutely no scope of public utility. The support granted to that exposition by several persons well known in public life has no value whatsoever, the letters purporting to endorse the enterprise being ones of the usual type that are given for purposes very different from the use which the promoters had in mind when they asked for the same.

The attention of the Italian government has already been called to the necessity of taking efficient steps in matters of this kind and we understand that very rigorous pro-

visions are contemplated to stop this victimizing of bona fide supporters and would be exhibitors.

The U. S. department of commerce through its bureau of foreign and domestic commerce is actively combating the work of these so called expositions. The investigations are being conducted by A. J. Wolfe, chief of the division of commercial laws of that bureau, who is now making a personal investigation in Europe. He pleads with American industries in general and with macaroni manufacturers in particular to use ordinary business judgment when approached by representatives of unknown expositions. With reference to the Milan exposition of last fall and the most recent Rome exposition, he writes as follows:

The Italian embassy here has taken the names of the 2 suspicious expositions, one in Rome and one in Milan, namely, Esposizione Riunite Del Lavoro, Milano, Grandioso Palazzo Augusteo—Viale Vittoria 21, and, Esposizione Del Progresso Industriale—Rome, which have been soliciting expositions and offering worthless medals.

The Italian Embassy suggests that if any Italian exposition is brought to the notice of American manufacturers and exporters an inquiry be made regarding the exposition of the bureau and the Italian Embassy will be glad to investigate and state whether the exposition is worthwhile or not.

It is to be noted that not only in Italy but also in many other countries, including the United States, unauthorized expositions are being constantly held. It is easy to hire an exposition building and to sell space. There is nothing fraudulent in any individual hiring an exposition building, but the offer to make a charge in the event of the securing of an award often borders on the fraudulent. There are too many opportunities for collusion between the agent of such an exposition and an authorized exposition enterprise.

Manufacturers should be cautioned against dealing with any sellers of exposition space abroad without investigation.

Taking up the matter strictly from the macaroni manufacturers' viewpoint at the suggestion of Secretary M. J. Donna of the National Macaroni Manufacturers association, who has been most active in the good work of "smoking out" these evidently fraudulent practices in the macaroni industry, Mr. Wolfe gives the following advice which might profitably be observed by the weak kneed fellows in the industry:

Mr. Wolfe Suggests

In connection with schemes of this

character, there are certain points which your industry should bear in mind:

1. Anybody who can hire a hall or an exposition building can give it a name as high sounding as he pleases and start out to sell space. This is not against the law in any country.

2. Any manufacturer who is approached by the representative of an exposition inviting him to exhibit must answer these questions to his own satisfaction:

(a) Is this a bona fide exposition arranged to meet any specific need or is it an enterprise gotten up solely to produce a certain profit above the cost of the building, which profit must come out of the pockets of the exhibitors? (Ninety nine times out of a hundred the answer will be that the exposition is gotten up purely for purposes of gain.)

(b) Will exhibiting at this exposition benefit me or not? (In a great many cases the answer will be "No.")

3. When the proposition seems to tempt the manufacturer and he is inclined to exhibit, he should make a thorough investigation of the exposition. Investigation does not mean the reading of literature prepared by the exposition itself.

(a) If it be a domestic exposition, the chamber of commerce or the board of trade in the city where the exposition is held or the trade organization, if it be an exposition of a certain specific trade, should supply the information.

(b) If the exposition takes place abroad write the bureau of foreign and domestic commerce and ask it to investigate the exposition. The foreign connections of the bureau, the consular staff of the United States, and even the foreign embassies and legations in Washington, can help the bureau in quickly informing the manufacturer whether the exposition is bona fide or not and whether it is worth while or not.

4. In the present instance of the exposition schemes in Italy the Italian commercial attache in Washington has promised to make a thorough investigation. Our office in Rome is making a further investigation. I expect to be in

Rome myself in September and am taking this matter along with me.

5. I notice a very curious thing in the article entitled "Have You Bought a Diploma Yet?"

Apparently the seal of the American consulate and of the British consulate were found on certain documents submitted by the solicitor for the exposition.

Please note that the flashing of these seals by this solicitor is a shrewd trick by which these fakers take advantage of the manufacturers' inexperience. For a fee of a few cents the consul of any country is obliged to testify to the genuineness of a signature; in other words each consul is also a notary public.

A man may come to a consul with any kind of a document and affix a signature to this document in his presence and a consul is obliged to affix his seal and signature. This does not mean that he has investigated the document or certified as to the truth of any statement in that document, but merely serves as an attest of signature.

Of course, if a proposition were known to the consul to be altogether fraudulent he would refuse his attest, but these people doubtless come well introduced and are respectable in appearance and the consul cannot deny his attest.

Do not let your manufacturers be misled by consular seals but let them find out just what it was that the consul certified to. If the consul certifies that it was John Johnson who signed a document it does not mean that John Johnson's proposition has been scrutinized by the consul.

After studying domestic and foreign expositions for many years, I find this a safe rule for a manufacturer to follow:

If the exposition is making strenuous efforts to sell space, avoid it. If you have to sit in somebody's ante-room for hours trying to get space and have to beg and plead to be allowed to exhibit, you might take a flyer.

7. Any manufacturer who is told before his goods are exhibited that a grand prize will be secured for him and then goes into the scheme deserves to be punished for his credulity and his willingness to lend himself to an obviously improper transaction.

8. Any manufacturer who is approached by a solicitor and enters into an agreement to pay some amount of

money in case he is awarded a gold medal or a diploma may feel sure that in due course a diploma or a gold medal will reach him and he will be forced to come across with several hundred dollars. Now, a diploma may be manufactured for a few cents and a gold medal is generally gold in color only but not in substance. Why should anyone fall for such schemes?

9. I have every respect for the American macaroni industry, but think it shows a great amount of self assurance for an American macaroni manufacturer to expect to get a gold medal in a macaroni exhibition in Italy, the classic land of this delicious alimentary paste. Supposing someone in Italy had the self assurance to send pumpkin pies to be exhibited in New England in the hope of getting a prize. However, this is merely a private personal observation.

I may conclude by stating that only a great amount of publicity and education will save manufacturers from falling into traps of this character. Within the past 15 or 18 years there has developed a class of professional exposi-

Shopper, or Buyer?

Time was when the business of shopping as distinct from buying, the diligent search after bargains, was regarded largely as a feminine prerogative. Men, who knew just what they wanted and went where they were sure they could buy it, looked with tolerant superiority on the shopping expeditions indulged in by their wives.—

"Now, however, the contagion of bargain hunting seems to have spread over all departments of business, and the man who once laughed at his wife for spending \$2 worth of time to save 20 cents on a bargain will risk getting an inferior, untried, and unsuitable product for the sake of an apparent economy of initial outlay.

"Millers have all suffered from this shopping tendency among flour buyers. Old customers who used to do all their buying from one or two mills now spread their purchases around over a dozen. In the long run the shopping habit is just as bad for the flour buyer as it is for the miller. Unquestionably he got lower prices but his saving in this respect is more than offset by what he loses in quality, uniformity and service.

"Cheap flour is always such in more ways than one. The miller who offers

tion parasites, not only in many foreign countries but also at home right here in the United States. They start up one exhibition after another, one fair after another, frequently without any call for it either from the industry or from the localities supposed to be benefited by the effort.

The running of expositions supplies the source of a fat income for a class of people who object to hard work. The selling of space on commission in these exhibitions feeds another variety of persons who do not contribute a thing to production. It is in my mind an evil and the worst of it is that in the majority of cases it is difficult to prove fraud. It is merely wasted energy and effort.

More convincing evidence of the fraudulent nature of ventures of the kind referred to could hardly be expected. The National association has wonderfully performed a duty to the macaroni industry the world over. Should macaroni manufacturers again become enmeshed in shady expositions they will have done so only after having been duly and properly warned.

a bargain is doing so, not because of his great and altruistic love for the buyer but because he expects in some way to get his money out of the transaction sooner or later.

"As for uniformity the shopping habit completely eliminates it. The macaroni manufacturer above all else wants his flour so constant in quality that he knows exactly what each earload will do. A dozen bargains present a dozen problems, and the possible loss on a single one of these shipments will more than wipe out the savings represented by the low prices of the rest.

"Above all, the shopping habit means the end of consistent service. Between the miller and buyer there ought to be a close relationship. In a well established connection of this kind, there is on both sides a sense of alliance, each helping the other. If a dispute arises it is settled amicably and without needless expense. If either the miller or the buyer is temporarily in trouble the other is glad to come to his assistance. No such relations can exist between the buyer and the many millers with whom he trades only for the sake of getting bargains. In the long run it is a policy to sacrifice established business connections for the small apparent economies."

ADAPTING TRADE MARK TO EXPORT

By Bernard A. Kosicki, Division of Foreign Tariffs, Department of Commerce

Your trade mark is a salesman. A salesman must gain approval before he can sell. He fails in establishing a bond of interest between himself and the buyer, because of objectionable remarks, appearance, or manner, his failure reflects on the character of the goods. Your trade mark sells the integrity of your firm, the quality of your goods, and your good will. It must appeal to the purchaser. It must convey a desire for purchase. It must recall distinctly agreeable impressions made by previous purchases. Foreign markets demand different selling methods. Is your trade mark a good salesman abroad?

A trade mark to be effective must be attractive, simple and distinctive. Because of the differences in language and customs in foreign countries exporters are often faced with the problem of deciding whether the domestic trade mark should be retained or a new one adopted more suitable to the particular area in which trade is contemplated.

Without a doubt, the intrinsic value of a purely American trade mark is less broad than in the United States. In general these 3 factors operate toward diminishing the effectiveness of a domestic trade mark in foreign markets:

1. The trade mark may be unpronounceable in the foreign idiom.
2. Its essential meaning and distinctiveness may depend upon a word combination which either has no significance or undesirable connotation in the foreign language.
3. It may contain coloring or illustrations objectionable to certain races.

One instance was noted in the United States in which foreigners desiring a particular brand of cigar called for another by name, owing to the difficulty of pronouncing the first trade mark. When the goods are on display it is easy for the buyer to make his preference known. If not he attempts to do so by describing the brand, thereby increasing the opportunities for substitution.

This condition of indistinct recollection of a trade mark, quite prevalent abroad, often gives rise to a peculiar method of unfair competition which is very difficult to remedy. Distinctive American products quite universally enjoy prestige as such in foreign markets. As a result such goods are frequently called for and designated as

"American" rather than by the name of the brand.

Trading on National Good Will

Due to this preference for certain products of the United States there have been noted numerous instances to profit by the good will developed without committing actual infringement. In one instance a foreign firm placed on the market a brand of baking powder under the mark "American Imperial Baking Powder." Although there was no deception as to trade marks between this and a well known American brand, it was reported that the sales of the latter product suffered because both brands were accepted as of American origin and therefore equally good.

Other instances have been observed in which variations of a well known trade name have been adopted, conforming especially to the current pronunciation given the original trade mark by foreign purchasers. To preclude the possibility of unfair competition of this character it is advisable to register not only the trade mark as used, but also variations which are approximately similar in appearance and pronunciation to the original. This practice of defensive trade mark registration has been followed by many exporting concerns with excellent results; in heading off attempted infringements or at least minimizing the possibility of their occurrence.

That foreign competitors should aim at passing off their merchandise as American, either by implication or by false indications of origin such as "New York," "Chicago," etc., speaks eloquently for the years of conscientious effort exerted by reputable concerns in developing a strong good will toward American goods. It emphasizes the importance of the retention of characteristic features in trade marks which stamp the goods as American. It strengthens the objection often expressed against the adoption of trade marks so closely designed for foreign markets as to conceal the origin of the goods.

Modifications to Meet Conditions

Nevertheless it is often highly desirable to make a material modification or simplification of a domestic trade mark in order to impress it firmly upon

the minds of foreign purchasers. If the trade name is combined with an illustration, and offers difficulty in pronunciation, a translation of the word may improve the value of the trade mark without detracting from its general appearance. If the trade mark is a proper name, such adaptation is not possible; but owing to the greater security which such a trade mark enjoys, especially if it represents also the name of the producing firm or individual, there is less possibility of actual infringement.

Without a doubt goods in foreign commerce are most effectively identified through pictorial trade marks; that is marks in which the word and the illustration have an identical meaning. Popular examples are such trade marks as "Star," "Lion," "Eagle," "Carnation," etc. Such trade marks, however, should be distinguished from those in which the illustration is merely supplemental or added for effect, to catch the attention of the purchaser. There are a great many such trade marks in use in the United States, in which the illustration is not directly associated with the word mark. In these the illustration and word mark are not interchangeable and a knowledge of the meaning of the word is necessary to make the illustration intelligible.

The value of a good pictorial trade mark is tremendous, since it is understood by both literate and illiterate. It passes equally well in the markets of Latin America or the far east. The language requirement does not weigh heavily, although it is sometimes important from the point of view of legal protection, to register the foreign equivalent of the trade mark together with the English word, even though the latter is used exclusively. In adopting a pictorial trade mark, however, care must be taken that the illustration does not prove objectionable or offensive.

When Mark Does Not Speak True

Not a few instances have occurred where the use of an unadapted American trade mark has proved injurious in foreign trade because of its undesirable connotation in the language of the country of sale. The customs of countries dominated by western civilization

are approximately parallel in their broad acceptance of certain ideas and traditions, and it rarely happens that a trade mark in use here would be found unacceptable or offensive in trade with Latin America or Europe. In the markets of the far east, however, a trade mark must be selected with greater care and more minute consideration of colors, illustrations, and wording. This is especially true when a translation of the trade mark into the language of the country is desired. Commercial Attache Julien Arnold at Peking well illustrates this point in speaking of the selection of a Chinese trade mark for "Sunmaid Raisins." He says:

In adapting the trade mark to Chinese trade it was found that the Chinese word for sun could not be used, since it is a part of the word for Japan. The Chinese characters for seedless raisins read "Wu Tsz," which, while they mean "without seeds," also mean "without sons." As every Chinese wishes to have sons, any product advertised as suggesting "without sons" would be distinctly objectionable. Hence we were obliged to suggest the use of the expression "without kernels."

This illustrates the necessity of exercising great care in the manner of advertising

a product in Chinese for use in the Chinese market.

What is true of China is also true of Japan, India, Ceylon, the Netherlands East Indies, and other markets of the orient, where selling must be adapted to the psychology and temper of a people of different civilization. A careful investigation of the customs peculiar to a prospective market will invariably reveal points of weakness in the advertising appeal of a trade mark and will assist in determining the modifications which would make it most effective in the particular market.

It does not necessarily follow, however, that a different mark should be adopted for every individual country. Where countries are contiguous or closely related, as in the case of the Latin American republics, the same trade mark is usually found effective throughout the entire group. Likewise in Europe an American trade mark with slight modification will prove as valuable in distinguishing goods as in domestic trade. But in the far east special attention to marking and advertising is indispensable, if the desired good will is to be created.

Too often in selecting a trade mark

manufacturers are inclined to devote their entire attention to features which will make it distinctive—or, to be more exact, "catchy"—losing sight of other essentials, such as simplicity and "long wear." A glance through the pages of the United States Official Gazette will reveal trade marks designed either on an idea which dominates the public mind at the moment, or arranged in such an intricate manner that the first impression is not strong or lasting. Happily such trade marks are intended chiefly for only temporary use, and no heavy expenditure is made to establish them firmly through advertising.

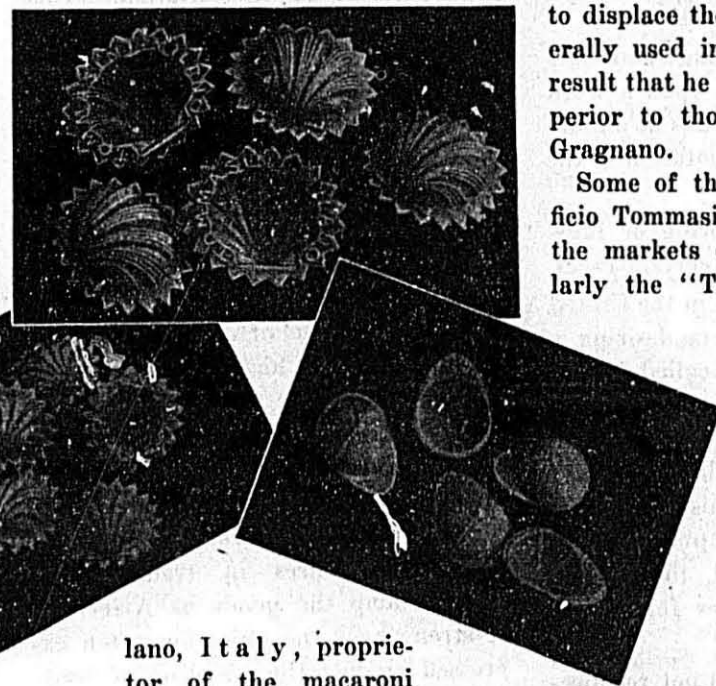
It would indeed be disastrous if such trade marks were adopted for foreign trade. For in its very nature foreign trade demands a relatively long period for building up and, therefore, all calculations must be gauged by the condition of time. A trade mark used in foreign commerce must stand long wear. The world wide fame of many prominent trade marks testifies to the success achieved by first adopting a trade mark universally acceptable and then pushing it consistently and energetically.

NEW PRINTED PASTES ON MARKET

Among American manufacturers the tendency has been to eliminate as many of the various styles and forms of alimentary pastes as the public will quietly stand for, and as a result of this policy a few plants market not over half a dozen kinds or varieties. Not so with the Italian manufacturer. What is perhaps the latest invention is the printed pastes now being marketed by some of the manufacturers.

The idea has been patented in the leading countries of the globe and the necessary molds for the production of printed pastes are manufactured only after agreement has been entered into for their use. While the name of the manufacturer can be printed on most of the styles and forms into which macaroni products can be molded, those now shown are shell shape, or of the shape of a jockey cap on the peak of which appears the manufacturer's name.

Cavaliere Vitaliano Tommasini of Mi-



lano, Italy, proprietor of the macaroni plant known as the Societa Pastificio Tommasini in that city and of a large branch factory in Mendrisio, Switzerland, is the inventor and patentee of the idea. Cavaliere Tommasini is considered one of the leading alimentary paste manufacturers in Italy and a most progressive one, having introduced into his plant mechanical drying

to displace the natural method so generally used in that country, with the result that he is marketing products superior to those made in Naples and Gragnano.

Some of the products of the Pastificio Tommasini are already known in the markets of this country, particularly the "Tiyoli Giants" and other specialties produced by that concern.

The patentee of the idea of manufacturing printed pastes holds the U. S. patent No. 1,252,822 and he is anxious to enter into some arrangement for the use of the patent in this country. American manufacturers who appreciate the value of advertising their products to the very moment they are ready to produce herewith 3 photographs of products manufactured by that company which show how the finished product manufactured under this process appears when ready for market.

SPECIALTY MANUFACTURERS' MEETING IN MINNEAPOLIS FROM SEPTEMBER 26 TO 28

Plans Well Under Way for Annual Convention of American Association—James T. Williams, Minneapolis Director, Heads Arrangements Committee—Pleasure and Business to Be Combined.

Announcement was made this week by James T. Williams, president of the Creamette company, that the annual convention of the American Specialty Manufacturers association, of which organization he is a director, will hold its annual convention in Minneapolis Sept. 26, 27 and 28.

This is the first time in its history that the association has held its annual meeting west of Cleveland and the decision to make Minneapolis the convention city this year is due to the energetic efforts put forth by Mr. Williams and others of this section. The meeting will bring to Minneapolis officers and representatives of about 200 firms manufacturing and distributing food specialties in a nation wide manner.

Committee Personnel

Mr. Williams is chairman of the local convention committee while assisting him are Allyn K. Ford of the Mrs. Stewart's Bluing company; V. C. Ward of the Pillsbury Flour Mills company; Walter Ringer of the Washburn-Crosby company; R. G. Ware of the Log Cabin Products company; G. L. Cunningham, president of the Northwestern Association of Specialty Manufacturers Representatives, and others prominent in specialty food distribution circles in the city.

Entertainment Features

Arrangements include a ball at the Radisson hotel; a banquet at one of the country clubs at which Governor A. O. Preus; Dr. C. A. Prosser, head of the Dunwoody Industrial Institute, and former Congressman J. Adam Bede will be the speakers; an automobile tour of the Twin Cities, lake district, and visits to local industrial sites. Hotel accommodations have been made for the delegates. Opportunities for golf, tennis and aquatic sports will be extended to the visitors by the various country clubs and a special committee has been appointed to provide entertainment and recreation for the visiting women.

Speakers at the business sessions of

the convention will include: Mayor George E. Leach, Minneapolis; W. W. Frazier, Jr., president of the association; Fred Mason, vice president American Sugar Refining company; Victor Murdoch, chairman of the federal trade commission; Charles Wesley Dunn, counsel of the association; J. W. Herscher, president of the National Wholesale Grocers association; Irving S. Paull, chief of the division of distribution, department of commerce; J. H. McLaurin, president of the American Wholesale Grocers association; Philip A. DePuyt, president of the National Association of Retail Grocers; and Dr. Charles A. Brown, chief of the bureau of chemistry, Department of Agriculture.

Officers of Association

Officers of the American Specialty

Selling Cost Good Guide

What does it cost you to sell? asks W. R. Bassett in the September issue of The Bakers' Weekly.

Do you think of your business as a whole, or do you study each phase of it? Do you at the year's end compare your total sales with the total selling expense and strike an average which you say is your cost to sell for the business as a whole?

This year's percentage compared with last year's may show you that the cost of selling is going up or down. It is, however, a figure of merely historical interest. It comes too late to be of any value; and because it tells not "why" but merely "how much" it is of questionable value anyway.

Because the total selling cost was 5% or 10% or 30% it does not follow that that was the cost of selling to any particular customer, or in any territory. And yet the total profit is made up of the many small profits from each customer. It is only by subdividing to the necessary degree that cost figures are of value. Lump figures cannot tell "why," and you must know why a

Manufacturers association are: President, W. W. Frazier, Jr., Franklin Sugar Refining company, Philadelphia; vice presidents, F. D. Bristley, Royal Baking Powder company, New York; R. R. Clark, Aunt Jemima Mills company, St. Joseph, Mo.; F. E. Barbour, Beech-Nut Packing company, Canajoharie, N. Y.; treasurer, D. O. Everhard, Ohio Match company, New York; general secretary, H. F. Thunhorst, 53 Park place, New York.

Members of Directorate

The board of directors includes, in addition to these officers, the following: J. T. Williams, Creamette company, Minneapolis; M. J. Norton, Carnation Milk Products company, Oconomowoc, Wis.; F. H. Millard, Diamond Crystal Salt company, Chicago; J. F. O'Brien, Kellogg Toasted Corn Flakes company, Battle Creek, Mich.; J. Graham Wright, Jos. Tetley & Co., New York; B. F. Amos, Nestle's Food company, New York; A. E. Philips, Welch Grape Juice company, Westfield, N. Y.; F. F. King, Colonial company, Akron, Ohio; Fred Mason, American Sugar Refining company, New York; Louis McDavid, Colgate and company, New York, and C. E. Martin, Baker Food Products company, Chicago.—Northwest Commercial Bulletin.

condition is wrong in order to correct it.

In a dozen or so industries there are concerns that know their exact selling costs by customers, lines, territories and salesmen.

The first step is to set up a simple card memorandum account with each customer. On the credit side is entered the gross profit on all sales made to him. He is debited with the cost of selling at a predetermined cost per salesman's call. He is also debited with any advertising material furnished to him free, and with any special inducements which are necessary to get his business.

After a few months such records will show surprising things. You may find that your pet customers are not profitable. They may require too many calls, too much in the way of advertising or concessions, or they may buy only the narrow margin lines. Whatever the cause such a record shows it definitely, and knowing the cause you are well started toward finding a cure.

By gathering the figures on the customers' cards in various ways you can

(Continued on page 18.)

GOOD FOOD SLOGANS SCARCE

The sales value of a good slogan can hardly be estimated in dollars and cents. Food manufacturers appreciate the benefits that will accrue when their foodstuff or their brand becomes so well known as to be practically a household word. One is forced to search diligently to select 6 foods that come under this classification. That macaroni products are not in this class is to be regretted.

Our search for a good macaroni slogan still proceeds, a little less hurriedly perhaps, but with determination nevertheless. A few new ones have been submitted since the last issue of the New Macaroni Journal. Interest therein is reaching other lines, even not so closely connected with this industry as some may think. An advertising agency wishing to help things along submits some good ones.

How do you like these suggestions?

Oh, Boy! Some Grub—Macaroni, Spaghetti and Noodles.

The food that keeps you fit—Macaroni, Spaghetti and Noodles.

Tastes good all the way down—Macaroni.

The dish that keeps you smiling—Spaghetti.

The body builders that never strike—Macaroni, Spaghetti and Noodles.

By J. F. Tinsman, Washington, D. C., representative of C. F. Mueller Co.

Macaroni! Nothing but Wheat.

Nothing but Wheat is the reason—Eat More Wheat.

Eat more Macaroni—It's all Wheat.

Solving Modern Problem

How often has this been heard: "I can't make my employes take interest in their work! Labor isn't what it was in the old days."

Something like that is a common remark among employers. And yet, there are many employers who have absolutely no fault to find.

If the men who complain, instead of making a sweeping charge against their employes, were to look within themselves and into their own minds, they might find the reason for the trouble.

In the old days employers and employes were closer to each other than they are in many industries and enter-

From a Wheat field into Macaroni—A Wheat Food.

By A. H. Saul of Beech-Nut Packing Co., Canajoharie, N. Y.

Man power, Brain power and Macaroni are essentials.

Macaroni—The food of today.

Macaroni—On everybody's menu.

By J. W. Bartlett, Pittsburgh representative of C. F. Mueller Co.

Today's the day for Macaroni.

Learn to live longer—with Macaroni.

Delicious, nutritious, and economical—that's Macaroni.

Macaroni—Nature's body builder.

Macaroni—It put EAT in WHEAT.

When in doubt—eat Macaroni.

Macaroni—nature's real food.

By Charles J. Eastman of Brennan-Ely Co., Advertising Agency, Chicago.

Among the many suggestions made the past 3 months, there are several repetitions and others differently expressed through a rearrangement of words. Most of them are good and practically all of them could be used by individual macaroni manufacturers with great possibilities of popularizing their products. There are hardly any that would meet the requirements of those who are seeking the strongest and best macaroni slogan that the industry could use universally.

The contest is still open. The game is an interesting one, more so to macaroni manufacturers. Let's continue to play the game till we have what we fondly hope we can uncover—the best macaroni slogan possible.

prises today. Industry was not so complex. The men in charge were usually of the pioneering type. They had built their own businesses. Their interest was centered in them. Frequently they had come up from the ranks. They knew their business inside out.

Naturally this had its reaction upon their employes. The employer knew the needs of his employes better than many do today. He had a close interest in them: a human interest, that naturally was reflected in the employes' attitude.

It may be said that this is not now feasible. That is not necessarily true. There are many large industries in which the employers are close to their

men. In these industries there is no complaint that things are not as they used to be or that labor is inefficient.

However, in many cases where the employer is at his desk only 3 or 4 hours a day; is dependent upon underlings for information regarding his employes; where he deals with them through others and never establishes personal, human contact he is quite likely to complain. He has failed to establish the personal, human relation always essential to the best understanding.

There is a big cab company in Chicago, perhaps the largest in the world. It has no complaint about inefficient labor, but the president and general manager—it is one job—has grown up from the ranks; is in close contact with his men; knows their problems and all of the intricacies of the business, and he obtains devoted service of the highest order. What is done here can be done elsewhere. There are other big industries where like conditions prevail.

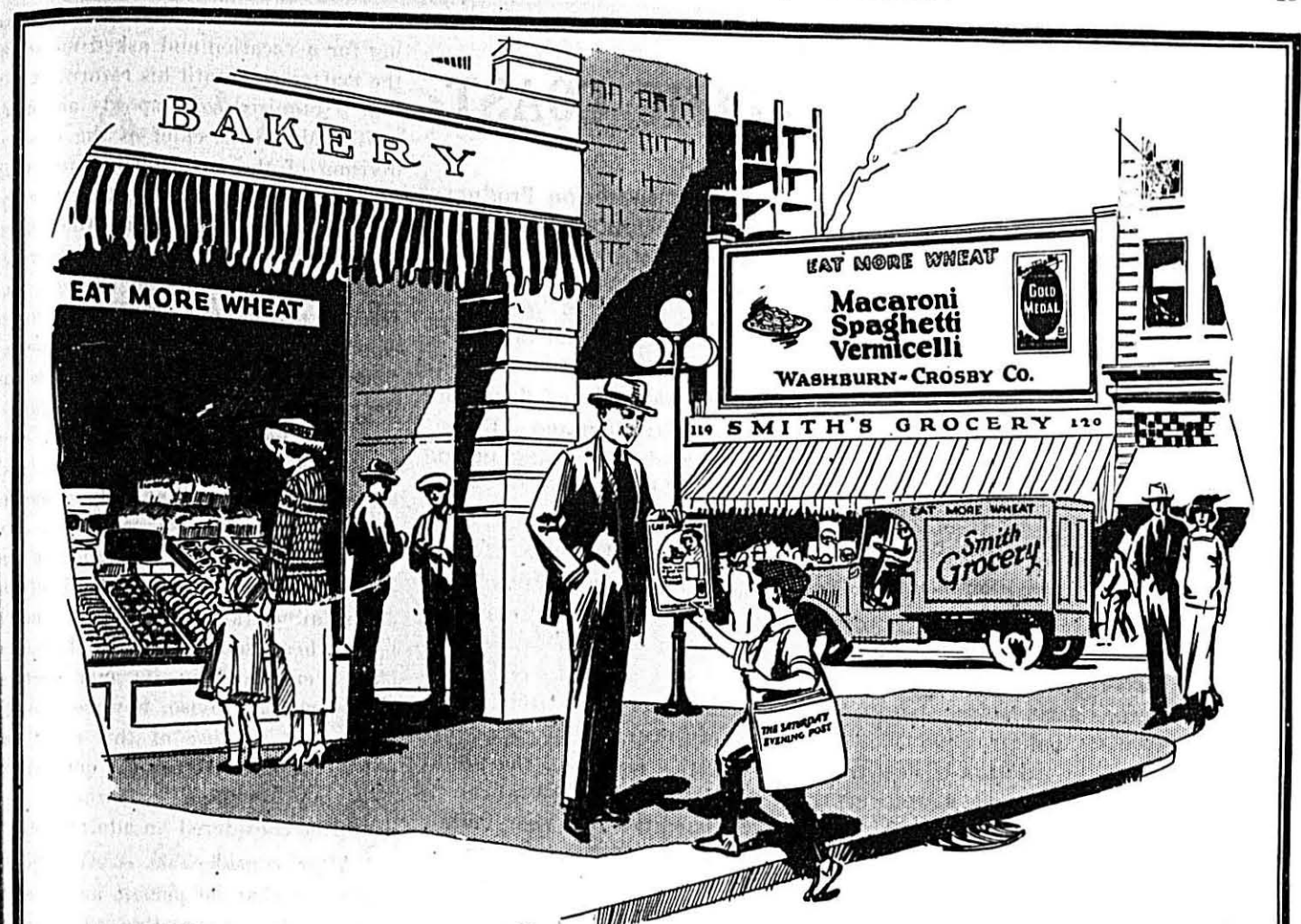
Of course, there are industries where this is impossible, but even these can be so arranged that the responsible department heads are 'always in close personal touch with the men; that human contact is always present. When this is the case, if humanity guides the course of the employer he is quite likely to find that it is reciprocated by the employes.

In this era of big industries it is a lesson which may be well learned that humane, intimate personal relationships reap large rewards. On the other hand a merely casual interest in employes dealing with them at arm's length and through subordinates solely, without careful attention to the manner in which these subordinates perform their contact duties, is likely to breed all of the ancient evils of absentee landlordism.

Always remember that the principle of fellowship, humanity and closer personal relationships bring huge dividends, not merely financial, but in satisfaction and comfort in business and in all avenues of human endeavor.

Boss: Sir, what does this mean? Someone just called up and said you were sick and could not come to work today.

Clerk: Ha, ha! The joke's on him. He wasn't supposed to call up till tomorrow.



Our
National Advertising
is local advertising
in your town

Gold Medal Semolina
makes good macaroni better
Ask the Gold Medal Man

WASHBURN-CROSBY Co.

GENERAL OFFICES
MINNEAPOLIS, MINN.

MILLS AT—MINNEAPOLIS—BUFFALO—KANSAS CITY—CHICAGO—LOUISVILLE—GREAT FALLS—KALISPELL



COLORED MACARONI ON PACIFIC COAST

Situation Serious for Semolina Business Should Use of Imitation Product Continues—Hard to Detect—Difference of Official Opinion on Interpretation of Federal Standard of Paste Products—Action Needed.

The government standard of macaroni products has lately been undergoing a change for the avowed reason that as formerly on the statutes, it was nonenforceable. Believing that less rigorous standards would prevent many abuses in the manufacture of this food-stuff, the bureau of definitions and standards made it known that macaroni products may now be manufactured from any grade of hard wheat flour above that known as "Straights."

That this letting down of the bars has not had the desired effect is becoming more and more evident. That phase of the requirements which will permit the use of coloring matter in macaroni products made of recognized standard flour with no intent to hide inferiority is the source of greatest abuse. The Pacific coast region is now confronting a situation that is most serious and which must be handled most diplomatically if the best interests of the manufacturers are to be conserved.

The millers of semolina are equally concerned with the macaroni manufacturers. In proof of this we quote from a letter sent by the California representative of Washburn-Crosby company. This flour salesman has started a thorough investigation and his good work should be taken up by the macaroni manufacturers and durum millers as individuals and the various trade associations as vitally interested groups as well.

"A rather interesting situation and a rather serious one with reference to future semolina business is just beginning to develop here in San Francisco," he wrote. "Possibly you are aware of it and can advise me of the facts. On the other hand, it may not have developed sufficiently in other sections of the country for you to have heard of it. In any event I think the information is fresh from this quarter of the globe.

"One of our local flour milling concerns has been for some years engaged in the sale of macaroni through its co-

terie of salesmen throughout the state. This macaroni is being manufactured for it from the mill's cut-off flour, for which there is little demand. Hence the macaroni method of using up at least a portion of the surplus.

"This morning (Aug. 8, 1923) the salesman approached one of our leading macaroni manufacturers and advised him that the company had received permission from the state bureau of food and drugs to put artificial color in paste made from hard wheat flour of the quality of a straight grade. He had a sample of the paste with him containing the artificial color, which I consider rather a poor imitation of the product of semolina, but at the same time it had sufficient ear marks to identify it to the ordinary individual or retailer as a semolina product.

"On being informed of the situation I rang up the chief of the state bureau of food and drugs, Professor Lea, at the University of California in Berkeley and asked for information on the subject. He advised me that he had written the party to the effect that he would not proceed against them if they used artificial color in the manufacture of alimentary pastes providing a hard wheat flour of the quality of a straight grade was used. He said that he could not see the harm in it when one took into consideration that other pure food standards permitted the use of low grade semolina with color, in which case it had proven very hard for the government to prove that the color really concealed inferiority. I know, as all do, that low grade semolina with all the color in the world will not hide the character of the flour.

"We had quite a conversation at the end of which he advised me that he had had the matter up with the western division of the government pure food department here in San Francisco, which apparently agreed with his view, and on this showing he had advised the people to proceed without interference from this department.

"He also advised that he was leaving for a vacation and asked me to let the matter ride until his return. I felt that it required some speedy action so visited Mr. Hilts, chief of the western division of the government pure food department, and laid the matter before him. He was familiar with the matter and, as I understood, had lately returned from Washington where a conference of the pure food and drugs chiefs had been held and, on representation from eastern millers of hard wheat flour, who claimed that a discrimination was being made against a very large percentage of them by the government insisting that only semolina for macaroni purposes could be artificially colored, a new standard was set permitting the use of artificial color in alimentary pastes providing a hard wheat flour of the quality of a 95% were used in its manufacture. There was a proviso, however, to the effect that the use of this color was not to be allowed for the purpose of imitating semolina macaroni. This would be considered an adulteration.

"After considerable conversation I suggested that he permit me to show him samples of semolina paste manufactured without color, semolina paste manufactured with artificial color, and a sample of the hard wheat paste containing artificial color. He agreed and after an examination of the 3, I believe that he was convinced that an attempt was being made to imitate the semolina finished product with color or without color.

"He agreed that possibly Professor Lea might change his mind after an examination of the samples, which is admitting a good deal. He stated that the only action that could be taken by him would be in case of an interstate movement, but Professor Lea seems to be hiding behind the government interpretation of this new standard. I hardly know how to proceed further and likely the matter will lie where it is until sufficient influence is brought to bear to have the whole matter properly aired.

"I believe that if this thing is allowed to stand that it will knock the semolina business into a cocked hat. The prices on this imitation product have already been cut 1c below prevailing semolina paste prices and the other macaroni manufacturers are not going to stand still and allow this competition to stifle their trade. The first thing

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



*Eat More
Wheat,—
Macaroni—
A
Good
Wheat
Food*

*Eat More
Wheat,—
Macaroni—
A
Good
Wheat
Food*

KING MIDAS MILLING CO.

MINNEAPOLIS

No. 2 SEMOLINA
No. 3 SEMOLINA

DURUM PATENT
DURUM FLOUR

know there will be hard wheat flour artificially colored paste flooding the market and nothing will stand in the way of the retailer dishing out to the public this imitation article in the place of semolina goods. The appearance of

this paste, as I have stated before, resembles a semolina product and even experts could not tell the difference except that they might belittle the quality of the semolina from which the paste was manufactured."

CAN IT BE DONE?—IT SURE CAN!

A favorite remark of a certain important executive is, "It can't be done, yet here it is."

There is a surprising number of people in the world who just accept the judgment of people who have gone before them and who take it for granted that because a thing hasn't been done, that it can't be done.

But some day somebody comes along and says, "Here it is!"

Have you many tasks which you are now looking upon as impossible? Why do you think them impossible?

Have you really tried to solve that problem? Have you concentrated and worked, and thought and worked some more, and got all the light you could on the matter, and then made further effort?

Or have you taken it for granted that it can't be done?

Don't be too sure of it, for some day someone will do it, and then that someone will be the leader in the procession thereafter.

Yes, you have problems. It is only dead men who haven't!

It is interesting to consider the effects of fear upon the human race. Some fears are wholesome. We should be afraid to do wrong. We should fear to encounter unnecessary risks. We should fear to place ourselves in any position unnecessarily where danger or disease may attack us. We should fear above all else to be a coward. These kinds of fear reveal us to be wise and deeply understanding.

But there are other fears which are weakening. We should avoid being paralyzed by petty fears; by unnecessary doubts and hesitations. We should learn to fear the domination of any weakening habit.

We should be too normal to be afraid of healthy work; too earnest to be afraid of any task which needs to be done. We should fear to become fearful.

In other words we should be strong and very courageous, ready to go ahead and make the most of ourselves, to

make the most of our opportunity, and to make our very difficulties count because we are able to overcome them.

Just what do you fear at the present moment? Are these fears right and normal and proper for you to entertain? If they are, can you not entrench yourself so firmly behind a clean life of sterling integrity that your fears will be reduced to a minimum?

What are you fearing just now which is a real menace? Why is this a menace? Are you fighting shy of this problem, or are you walking right up, looking the difficulty squarely in the face and doing your best to conquer those difficulties? If you do your best there is no reason to believe that you cannot better the situation, and perhaps solve the problem whatever it may be.

Dish Worth an Essay

Myths die hard. One that seems destined to go on forever is the Myth of the Starving Artist. Years of restaurant going in Greenwich village, Soho and Montparnasse have left me with the conviction that the percentage of starvation among artists is considerably lower than that among coal miners, department store clerks, college professors, Russians, actors or tailors, says Arthur Moss.

Some of the finest culinary conceptions that it has been my privilege to heap on a plate have been created by Latin quarter friends on a small studio gas stove. These amateur cooks can give the average professional Italian chef cards and spades at his own game of spaghetti and top his hand with a full house.

I have dined with an American painter who can make roasts that would get him a job in the kitchen of the Ritz. There is a sculptor in Montmartre whose meat pies are reminiscent of Simpson's in London, and there is an author whose macaroni Montparnasse is worth an essay. I speak not merely from hearsay evidence; I have consumed a goodly number of plates of his chef d'oeuvre.

Perhaps you are dreading what really isn't worth dreading after all. Many a task isn't really as difficult as it looks!

Somebody has said that, "Planning is the essence of scientific management." There is a lot of plain home sense in this.

If a machine were not planned carefully it wouldn't amount to much.

If factory buildings were not planned with a great deal of thought there would be much waste time and effort.

If train schedules were not carefully planned there would be many a disastrous wreck. Wrecks are caused as it is when plans are not carried out.

Do you plan your own day's work and what you are going to undertake to accomplish and what your helpers are to do also, or do you just go ahead and meet the duties of the hour one by one as they come?

That is a mighty poor way, for you are letting the tail wag the dog in that case, instead of letting the dog wag the tail. Do not be the servant of petty details, but be the master of them instead!

The following recipe for macaroni Montparnasse is based on a quantity sufficient for 4 persons:

Break up very small about half a pound of fine macaroni and boil until soft, seasoning with salt, pepper and garlic to taste. At the same time stew in another pan an onion and half a dozen good size tomatoes cut up into small pieces. Grease well with butter a shallow earthenware dish. Then mix the cooked macaroni and tomatoes, place in the earthenware dish and bake in a hot oven for about 10 minutes. Take out and cover the top with a layer of thin slices of Swiss cheese. Put back in hot oven and bake till a golden brown, and serve.

Selling Cost Good Guide

(Continued from page 13.)

find the cost of selling and the percentage of profit by territories or salesmen—even by lines of product in many cases.

I know one concern that stopped selling nationally and cultivated its home markets more thoroughly after finding in this way that the far fields cost too much to sell.

Polished language is often used in telling the unvarnished truth.

BADEX

The Macaroni Improver

Badex is a pure cereal product; a blend of dextrine and sugars obtained through the carefully regulated conversion of cereal Carbohydrates. Its use produces a better quality macaroni.

Badex gives you an increased yield, materially reduces breakage or checking and gives your macaroni uniform color and a transparent, glossy finish.

No changes in method of formula are necessary with Badex; neither does its use necessitate the specific labeling of your product.

*Write for full information
or better still, order a few
bags for trial.*

Stein Hall & Co.
New York

Stein Hall Mfg. Co.
Chicago

Manufacturers of Pure Food Products Since 1866

GEMS FROM THE PRESS

The Worcester, Mass., Telegram in its issue of Aug. 12, 1923, presents a strong argument in favor of a more general use of macaroni products during the warm months. The article is well prepared and the argument most convincing. It follows:

WONDERS OF MACARONI This Light Eating Hot Weather Season Is the Time to Lean Toward the Italian Dish in Some Form or Other

The woman who puts away the macaroni box, come June 1, with an idea that its resurrection should be timed with that of the winter flannels (where such garments persist) and with the return of winter furs, is eliminating from her table one of the most reliable of hot weather dishes. As a matter of fact macaroni in its many pleasing varieties is one of the standbys of the housekeeper who bears in mind the advisability of serving a hot dish with the chief meal of the day even though the mercury does play around the top of the thermometer. Many women, however, have yet to learn that macaroni and noodles await but opportunity to contribute to the menus of their planning the most food for the money, with the least trouble of preparation, of almost any package food on the market.

Not so long ago noodles contained little or no egg but were so camouflaged with dye as to suggest dozens and dozens of nearby farmer products. Thanks to the pure food laws, however, such deception is now a thing of the past and the woman who invests either in a package of noodles or macaroni may feel certain she is purchasing for table use an article of food that has the government's o. k. This is true, of course, only of strictly American products which are, after all, the only brands to be found in popular markets today.

Summer is the season of light eating, short cooking, many salads, fresh fruits and vegetables. Baking and roasting are eliminated whenever possible. And the macaronis are logical candidates for the recommended single hot dish which is indispensable to the proper working of certain digestions. They call for but a minimum of preparation and cooking, and under proper conditions, offer a maximum of edible satisfaction. There is no justification for

the woman who presents a pasty mess to her family under the delusion that she is offering them macaroni as is. The outside of almost any package of the food would set them right as nearly all manufacturers make a practice, nowadays, of offering all purchasers of their product a collection of choice and tested recipes so clearly set forth that even the most inexperienced cook has no alibi for a failure.

Italian cooks, adepts in the art of macaroni preparation, declare that boiling salted water is the foundation of a properly cooked dish of the delicacy and that from 15 to 30 minutes constitutes the right time for cooking. Thorough rinsing in clear cold water in order that all excess starch may be removed is the next step before the macaroni is returned to the fire in cases where a baked dish is desired. Another tip is to the effect that the woman who does not cook more macaroni than is required for a single meal and set aside some for future use is not measuring up to her opportunity. Second day macaroni sauted in butter or oil in the frying pan is as much better than first day macaroni boiled or baked as first day macaroni is better than none at all. Every one wants the crisped top of the baked macaroni and cheese; sauted macaroni means an entire dish as browned and appetizing as is the top for which the children clamor. Tomatoes, diced carrots, egg plant or green peppers may be added to give piquancy to the mixture.

Any of the macaroni varieties prepared in this way with a few anchovies and olive oil, with bits of meat and tomato sauce, especially veal, kidney or liver, or a little ham, sausage or dried beef, furnish all the elements of a satisfactory meat dish at an expenditure of surprisingly little money, time and energy.

One of the best, so called, "one dish dinners" is made of cooked macaroni moistened with milk or cream, a little chili sauce or tomato added, the contents of a can of boneless chicken folded in, bit of cheese over the top and an onion browning in the midst for flavor, not for serving (or omit the cheese and cream and lay thin strips of bacon over the top to grill).

Put this under the reflector of your electric grill or in the broiler for a few minutes, and you have a dish that will satisfy the most meat loving of men.

Support it with a summery salad,

say, of cucumbers and lettuce; a fruit salad of apple or orange, or a cold vegetable salad of peas, beans, carrots and beets—and you have all the proteins, fats and mineral salts, vitamins, et al., that a well balanced summer meal needs. Iced-coffee and bread and butter sandwiches may be served, but a salted wafer from the box will answer.

A fact sometimes overlooked by cooks is that macaroni really takes the place of potatoes and bread in a menu and should seldom be served in connection with either or both. Macaroni is wheat with only 8 or 9% of moisture, often 15 or 16% protein or body material, and about 74% starch. To neutralize fats, acids or minerals are needed—elements which are easily supplied by introduction of fruit, vegetables, oil, butter and cheese.

Quality Durum Scarce—Prices Advance

A sharp rise in the semolina market the first week of September was due to the growing knowledge that high grade durum wheat would be relatively scarce though better as a general rule than the 1922 production. From the durum millers' viewpoint, as expressed by T. L. Brown of the Washburn-Crosby company, high grade durum wheat from which semolina is manufactured are much scarcer than the situation would seem to warrant.

"From the best source of information available in this city, we learn that this crop of durum is of better quality generally than last crop, but it is also reported that it will only amount to approximately 50,000,000 bus. as against 80,000,000 last year," writes Mr. Brown. "The carryover on about the fore part of August, as reported in public elevators at terminal and pretty carefully estimated as being in country elevators and on the farms would make an addition of 5,000,000 bus., approximately a total of 55,000,000 bus. The 1922 crop had a small, if any, carryover.

"The net results seem to show a shortage of approximately 25,000,000 bus. this year.

"The spring wheat crop is also short as you know from published government reports, so that the optimism prevailing at one time as to further lower prices on durum with some people would seem to have been misplaced.

No need of running if you're on the right road.



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

Tested Macaroni Recipes

American Chop Suey

Cook a package of macaroni or spaghetti in boiling, salted water until tender. Chop 2 onions of medium size and 1½ cups celery.

Melt 2 tablespoons butter in frying pan, add the chopped onions, 2 chopped green peppers and the chopped celery and simmer slowly for 10 minutes. Add 2 cups tomatoes, 1 teaspoon salt, 1 tablespoon sugar and ¼ teaspoon pepper. Cook these ingredients together 5 minutes, then add the cooked and drained spaghetti and cook slowly for 30 minutes. Have ready ½ lb. ground steak which has been seasoned and fried in a flat cake. When the meat is done crumble it into the cooked vegetables and spaghetti and serve hot.

Macaroni Milanaise

½ lb. cooked macaroni.
3 tablespoons butter or bacon drippings.
2 tablespoons flour.
½ tablespoon salt.
¼ cup grated cheese.
¼ teaspoon paprika.
1 cup stock or 1 teaspoon vegetable extract and 1 cup water.
1 cup sifted stewed tomatoes.

Have the macaroni cooked until tender in boiling salted water, then thoroughly drain. Blend the butter or bacon drippings with the flour, salt and paprika and when slightly browned add the stock or vegetable extract and water. Stir until boiling, then add the sifted stewed tomatoes and bring to boiling point, add the cooked macaroni and allow to simmer together over a gentle heat (a double boiler is excellent) for an hour. Sprinkle in the grated cheese just before serving and if desired pass additional cheese separately.

Escaloped Veal with Macaroni

This is an excellent way to use up a small quantity of left over veal. Chop the meat, not too fine, and for 1 cupful allow 2 cups of cooked seasoned macaroni. Blend these with sufficient brown giblet gravy to moisten well and add 2 tablespoons of chopped parsley and a minced slice of onion. Arrange the veal mixture and macaroni in alternate layers, dotting the latter with butter and using salt and paprika to suit the individual taste. Cover the

top with buttered crumbs and bake in a moderate oven until well browned.

Correct Way to Cook Spaghetti or Macaroni

To cook perfectly, put one package of spaghetti in one gallon of boiling salted water, which gives an added flavor. Boil rapidly until tender, which will generally take about 20 minutes, stirring occasionally. Then place the spaghetti in a colander and shake until thoroughly drained.

Never start to cook in cold or merely warm water. Always be sure that the water is boiling rapidly.

Never allow the water to stop boiling. If necessary to add more water, have it boiling.

When the spaghetti has boiled the required length of time, put it into a colander and drain.

Macaroni with Celery

3 cups cooked macaroni or spaghetti.
2 cups celery.
2 tablespoons butter.
3 tablespoons flour.
1 cup milk.
1 cup celery stock.
Salt and pepper.
Buttered crumbs.
Grated cheese.

Cut up celery and cook until tender. Reserve stock for sauce. Make a sauce of the butter, flour, milk and celery. Butter a baking dish, pour in half of the macaroni, half of the celery, half of the sauce, season and repeat. Cover with buttered crumbs, sprinkle with grated cheese, and bake about 20 minutes in a moderate oven.

Spaghetti and Hamburger Steak

Chop 3 onions and fry in shortening or butter, add 5 bay leaves, 1½ lbs. hamburger steak; cook for ½ hour, then add 1 cup water, 1 quart canned tomatoes, salt and 1 chopped green pepper, continue to cook slowly 20 minutes. Boil the spaghetti as directed. Then mix with steak; turn out on to a large hot dish and grate a little cheese over the top.

Industry Makes Records

Julius H. Barnes, president of the Chamber of Commerce of the United States, in an address cited 10 production records established in industry in this country the last few months. They are:

The largest pig iron production;

The largest cotton consumption.
The largest steel ingot production;
The largest crude oil production;
The largest automobile and truck

production;
The largest residential construction.
The largest production of locomotives;

The largest volume of mail orders sales;

The largest volume of retail sales;

The largest volume of railroad loadings.

Mr. Barnes made several significant comparisons of changes in the United States since the prewar year of 1913. The more important of these comparisons are:

The population of the United States has increased 14 millions of people with their enlarged requirements.

The annual national income has increased from 34 billion to 50 billion.

The aggregate savings deposits have increased from 6 billion to 14 billion dollars.

The deposits in national banks have increased from 6 billion to 17 billion dollars.

Employers' Decalog

No. 1. BE FAIR TO EMPLOYEES. Play no favorites.

No. 2. KEEP YOUR PROMISES. A high standard of honor will hold the respect and confidence.

No. 3. HOLD YOUR ANGER. Show it only when absolutely necessary and when it will do the most good.

No. 4. HEAR THE OTHER SIDE. There are 2 sides to every dispute.

No. 5. BE FORGIVING. Hold nothing against them and by your general tolerance gain their respect and loyalty.

No. 6. DON'T BE DISCOURAGED. If inclined to be, don't show it. Instill optimism.

No. 7. APPLAUD GOOD WORK. Notice honest effort and appreciate it.

No. 8. WATCH FOR ACCOMPLISHMENTS. Take an interest in their work and recognize their ability and increase their responsibility as they deserve it.

No. 9. SHARE THE BLAME. Be slower to blame than to praise. Make you popular and bigger by your employes.

No. 10. COOPERATE CLOSELY. Be sympathetic and understanding. Arrange pleasant working conditions.
—Adapted from Exchange.

CEVASCO, CAVAGNARO & AMBRETTE, Incorporated

Builders of High Grade
Macaroni Machinery

Presses—

SCREW AND
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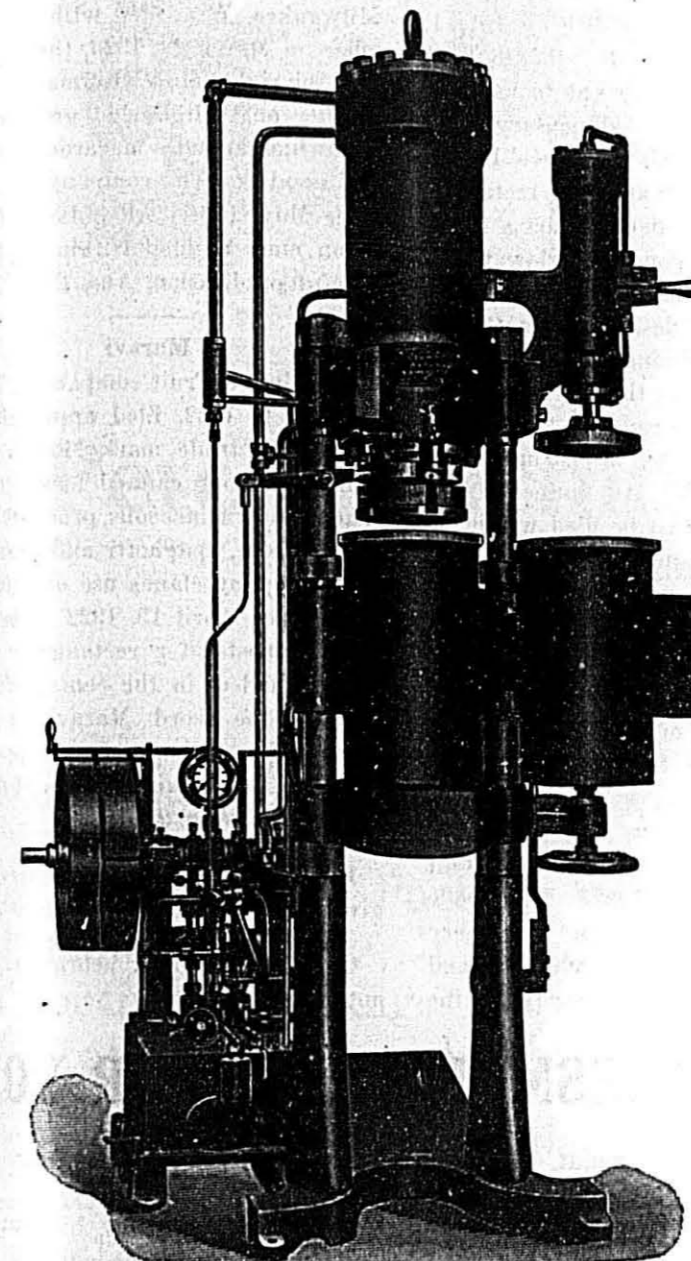
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Paste Machines

Specialists in Everything
Pertaining to the Alimentary
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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.

Patents and Trade Marks

TRADE MARKS GRANTED

Eatmor

The Kansas City Macaroni company of Kansas City has been granted the right to use the trade mark Eatmor, which it filed Oct. 28, 1922, on its alimentary paste products. This trade mark was given serial No. 171325.

Egg Shells

The right to use the trade mark Egg Shells on its alimentary paste products has been granted to the Tharinger Macaroni company of Milwaukee, Wis. This application was filed Oct. 25, 1922, and was given serial No. 171186.

Wheatlets

Peter Rossi & Sons, Inc., of Braidwood, Ill., have been granted the right to use the trade mark Wheatlets on their macaroni products. This company filed application on Oct. 14, 1922, claiming use of the trade mark since Aug. 12, 1922. The trade mark was given serial No. 170730.

TRADE MARKS APPLIED FOR

Little Elf

G. E. Bursley & Co. of Fort Wayne, Ind., filed on Jan. 27, 1923, an application for use of the trade mark Little Elf on a line of grocery products put out by them, including macaroni, spaghetti and noodles. The company claims use of this trade mark since April 15, 1919. The trade mark consists of a figure of a little child holding a tray on which is a package of one of their products showing the trade mark thereon. Above this figure are the words Little Elf in heavy black type. All notices of opposition were to be filed within 30 days of the date of publication, July 31, 1923.

Mrs. Klein's Taste Rite

Alec Klein, doing business as F. L. Klein company of Chicago, filed with the patent office on May 1, 1922, application for right to use the trade mark Mrs. Klein's Taste Rite on the company's macaroni, egg noodles and spaghetti products, claiming its use since Jan. 1, 1921. The trade mark is a rectangle, in the center of which appears the figure of a bird, above and to the right and left the words Mrs. Klein's Taste Rite appear in outlined type. All

objections, if any, must be filed within 30 days of date of publication, Aug. 14, 1923.

Gondola

The trade mark Gondola of C. H. Catelli, Ltd., of Montreal, Que., was filed with the patent office on July 1, 1922, and given serial No. 166348. This company desires the right to use this trade mark on all its alimentary paste products, and claims use since Jan. 2, 1922. The trade mark is a rectangle, in the center of which appears a fanciful picture of a gondola, below which the word gondola appears in heavy black type. All descriptive matter in the drawing referring to the goods is disclaimed, such as the words "Macaroni, Spaghetti, Vermicelli, 20 lbs. Net (when packed)" etc., appearing below the word gondola. All notices of opposition if any must be filed within 30 days of date of publication, Aug. 14, 1923.

Peter Rabbit

The trade mark Peter Rabbit which Wm. H. Johnson of New York city, assignor to the Tin Decorating company of Baltimore, Md., a corporation of New Jersey, claims to have used since April 21, 1922, was filed with the patent office on April 26, 1922. This trade mark is for use on the line of grocery products which includes macaroni and spaghetti. It consists merely of the

words Peter Rabbit in heavy black type. All notices of opposition must be filed within 30 days of date of publication, Aug. 21, 1923.

Hoffman's

John Hoffmann & Sons company Milwaukee, Wis., filed with the patent office on March 29, 1923, their application for right to use Hoffmann's Quality on their line of grocery products which includes macaroni, spaghetti and noodles. The company claims since May, 1921. All notices of opposition must be filed within 30 days of date of publication, Aug. 21, 1923.

Maravi

The United Fruit company of Boston on May 2, 1922, filed application for use of the trade mark Maravi on dairy products, canned meats, fruits, and farinaceous products mainly macaroni, spaghetti and vermicelli. This company claims use of this trade mark since April 19, 1922. The trade mark consists of a rectangular figure partly shaded, in the center of which appears the word Maravi in heavy black type. All notices of opposition must be filed within 30 days of date of publication, Aug. 21, 1923.

Experience is the name every gives to his mistakes.

Oaks spring from acorns, yes—not overnight.

THIS SALESMAN WORKS FOR YOU

By W. A. Schmidt, Charles C. Green Advertising Agency, Inc.

There is one salesman who never sleeps, never gets sick nor takes a vacation. He never leaves you because a competitor offers him more money, and accompanies every package of your goods into the home of the consumer. His name is **QUALITY**.

Anybody can claim that Quality is on his payroll. Anybody can advertise Quality. But claims alone, advertising alone, have never built up a prosperous and successful business and never will.

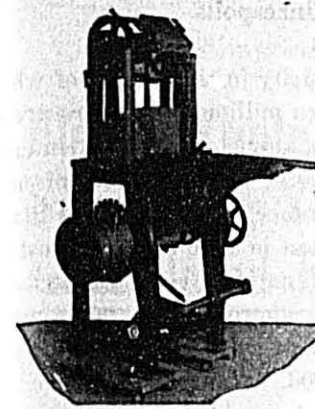
This is especially true of foods. If a hat is sufficiently stylish a woman may overlook the fact that it didn't wear very well. If a cake of soap has a beautiful color and an enchanting fragrance it may not occur to the user that lifebuoy would have taken off the dirt more quickly and effectively.

But a food product has no alibis.

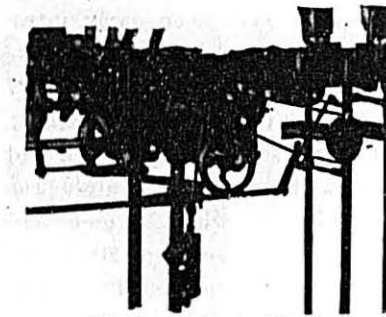
If father pushes away his plate looks unhappy; if the children eat it without promises of ice cream threats of no ice cream; if even most careful cooking can't make a tasty dish out of it, you can advertise Quality till the cows come home never get anywhere.

The old recipe for rabbit stew be—"First catch your rabbit." The recipe for success in business is—"First get your Quality." Then you can advertise it as much as you like, know that your advertising will show profit.

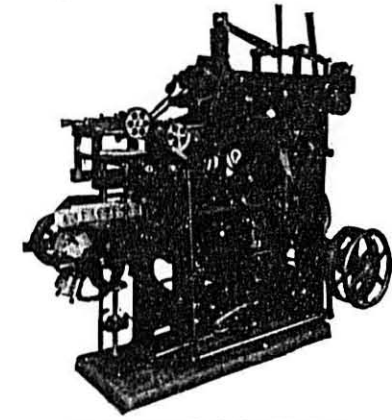
Quality and advertising go hand in hand. Good advertising is that which convincingly and truthfully describes the quality of the goods; good quality is that which backs up every claim advertising makes.



Forming and Lining Machine



Folding and Closing Machine



Wrapping and Labeling Machine

Peters Machinery Company

231 W. Illinois Street
CHICAGO, ILLINOIS

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

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

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

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



TRADE-MARK

WHEAT==ORIGIN AND IMPROVEMENT

By Grain Purchasing Department, Pillsbury Flour Mills Co., Minneapolis.

The geographical origin of wheat has never been certainly determined. Such evidence as exists seems to point to Mesopotamia, but this is largely a matter of opinion. While wheat has been found growing apparently wild the doubt always seems to remain that it may have simply escaped from cultivation. However, the belief that wheat once grew wild in the Euphrates and Tigris valleys and spread to the rest of the world has wider acceptance than any other. From this center wheat is supposed to have spread to Phoenicia and Egypt. The Chinese considered it a gift from heaven.

The historical origin of wheat is unknown. Most ancient languages mention it, and under different names. Whether we assume that these names, with the languages in which they are found, became differentiated from a common parent, or whether we assume that wheat evolved and spread over the old world so independly of man that its name did not accompany its progress, in either case a period of time long enough to antedate our oldest languages will be required. The fact that it has been found in the prehistoric habitations of man, notably in the earliest Swiss lake dwellings, is proof of its antiquity.

Historical and Geographical

In the western half of Asia, in Europe and in northern Africa, wheat has since time immemorial occupied the first rank of cereals. It was one of the main crops of the Israelites in Canaan. None was grown in the new world before the sixteenth century. Humboldt says that a negro slave of Cortez found 3 or 4 grains of wheat in the rice which served to maintain the Spanish army. This was apparently sown before 1530, about the date when the Spaniards introduced wheat culture into Mexico. In 1547 wheat bread was hardly known in Cuzco, Peru. The first wheat sown in the United States was by Gosnold in 1602 on the Elizabeth islands off the southern coast of Massachusetts. It was first cultivated in Virginia in 1611, and in New Netherlands before 1622. By 1648 there were several hundred acres in the Virginia colony. Missionaries first introduced it into California in 1769. Cuba

saw its cultivation at least as early as 1808. It must have been early introduced into Canada, at least by the close of the eighteenth century, for in 1827 Canada raised over 20 million bushels. The first wheat successfully grown and harvested in the Red river valley was in 1820. Victoria wheat, which had been acclimated by growing 200 years in the tropics, was successfully grown in experiments on Jamaica and the Bahama islands, 1834 to 1836. There was a prejudice against it, however, and Indian corn was grown in preference. Minnesota's first settlements date back to about 1845. Wheat raising became a regular branch of farming in Argentina in 1882. Such were the historical beginnings of the wheat industry in the western hemisphere. It has now become a more or less important industry over practically all of America lying outside of frigid zone climates.

Varieties

In 1900, after 5 years of experimentation with about 1000 varieties of wheat collected from the different wheat countries of the world, the United States department of agriculture decided that, tested by American conditions, there were 245 leading varieties. No one variety is best under all conditions, but climate, soil, and the purpose for which wheat is raised must in each case determine which variety is most profitable. If a variety can be obtained that will yield more under the same conditions than other varieties do then profits can be easily increased, for its production involves no additional expense, except possibly an extra outlay for seed. Professor W. M. Hays estimates that Minnesota No. 169, a variety of wheat introduced by the Minnesota experiment station, has increased the yield of that state from 5 to 10%.

The most widely and universally grown varieties of wheat in the United States are Fultz for soft winter, Turkey Red for hard winter, Fife and Blue Stem for hard spring, and Kubanka for durum wheat.

Origin and Improvement of Wheat

The national governments of all of the principal wheat growing countries of the world are factors in an official

capacity in the culture of wheat and times millions of dollars are expended by a single government in endeavor to solve some problem of unusual portance. In the United States Washington in 1796 suggested establishment of a national board of agriculture. The first appropriation made by congress for agricultural purposes was in 1818, \$1,000. Lincoln approved the act which established our national department of agriculture in 1862. Under Cleveland, in 1889, it was raised to executive department.

The development of the department has been surprising, especially in recent years. The things most characteristic of it have been its rapidly increasing magnitude, the study of questions most diversified in interests farreaching in importance, and thorough, effectual and scientific methods employed. As new interests were investigated and increased in importance, they were assigned to a bureau or division especially created for their research. The distribution of seed and plants was begun in 1889. Since that time over 20 divisions and bureaus have been created. The importance that may be attached to the activities of the department is well illustrated by its work with durum wheat. By getting its introduction and its in manufacturing macaroni in the United States the department practically established a new industry, in addition to extending materially the wheat producing area.

LITTLE JOHNNY'S IDEA

A local celebrity, visiting one of the schools in a certain town, thought proper to ask the youngsters a few questions.

"Can any little boy or girl tell me," he said impressively, "what is the greatest of all the virtues?"

There was no reply.

"We will try it again," said the visitor. "What am I doing when I waste up my time and pleasure to come and talk to you in your school?"

"I know now, mister!" exclaimed Johnny Smith, raising his hand.

"Well, what am I doing, little man?" "Buttin' in!" was the startling rejoinder. — Pittsburgh Chronicle-Graph.

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.

**Sepeco Spray Whole Egg
For Egg Noodles**

Stocks in all principal cities from coast to coast.

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Dried Egg Specialists

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—
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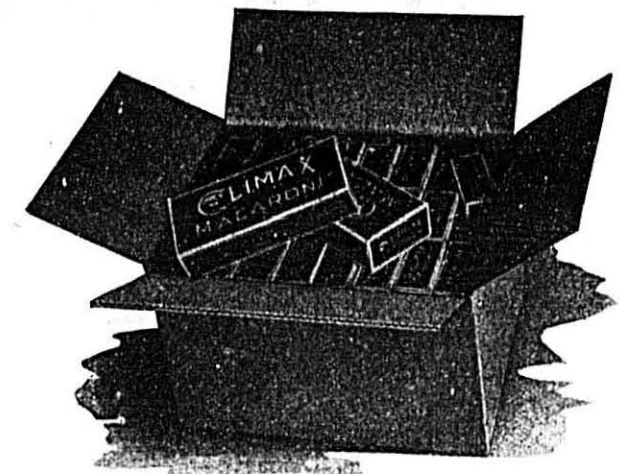
Selected bright fresh yolk—entirely Soluble.

Samples on Request

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"THE EGG HOUSE"
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WAREHOUSES
Norfolk Atlanta Cincinnati Detroit Pittsburgh



H & D Boxes for Macaroni Shipments

YOU can save money by packing your goods in H & D Corrugated Fibre Boxes. Their cost is small. They are light-weight and reduce transportation expense. They come folded flat, requiring far less storage space. H & D Boxes seal up perfectly, affording practically dust-tight and damp-proof containers that will keep your goods in perfect condition. They are clean, easily and instantly assembled and are made strong enough to carry your heaviest shipments with safety. Considered from any angle, H & D Boxes are the most economical and serviceable shipping containers you can buy.

Just drop us a line, giving your specifications and requirements, or, if you ship package goods, send us a sample carton, mentioning the number to be packed in each case and we will send samples and prices. This will not obligate you in the least.

The Hinde & Dauch Paper Company
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Canadian address: Toronto—King St. Subway & Hanna Ave.
The World's Largest Manufacturers of Corrugated Fibre Boxes and Packing Materials.



GRAIN, TRADE AND FOOD NOTES

Quits Piggly Wiggly

Clarence Saunders, founder of the Piggly Wiggly chain of stores in the middle west, has resigned as president of the Piggly Wiggly Stores, Inc., according to reports from Memphis, Tenn., where this organization maintains elaborate headquarters.

The deposed head of what was perhaps the greatest retail organization of its character in this country met his downfall when he fought Wall street last fall in an attempt to squeeze the shorts, and he is now paying the penalty with financial disaster.

Clarence Saunders, a grocery clerk and salesman, conceived the groceteria or self serve style of grocery stores, and patented and copyrighted the idea under the name of Piggly Wiggly. He sold the rights to hundreds of individual grocers operating their own stores, thus creating for himself an income that enabled him to start a long string of Piggly Wiggly stores of his own in various cities in the middle west.

The financial reverses will deprive him of every cent of the millions which this idea gained for him in the few years of its existence. His share of the stock in the concern, together with all his personal property, will be used in liquidating his obligations in an effort to avoid bankruptcy.

J. C. Bradford of Nashville, Tenn., has succeeded Saunders as the executive officer of the Piggly Wiggly organization.

Potatoes at Arctic Circle

Within 100 miles of the Arctic circle in Alaska Cordelia M. Karshner has succeeded in raising as many as 350 bus. of potatoes per acre. She has homesteaded a piece of property in Alaska in a valley containing hot springs and it is due to the warmth given off by the springs that she is able to raise to maturity melons and tomatoes. This is merely another case of adapting crops to existing conditions.

A Grass Factory

Factory made grass may now be bought by the yard and laid down in full velvety growth on golf courses or lawns, says the Dearborn Independent. A British inventor has perfected a method of growing grass seed on a spe-

cial fabric in a "factory" where the temperature is always that of spring or summer. These green carpets are then laid down on flattened surfaces, the fabric rots away and the roots become incorporated with the soil.

Mushroom Paste New Delicacy

Macaroni manufacturers should not overlook the opportunity presented by a newly discovered method of preparing mushrooms in paste form, conveniently packed for every day use. The Canner reports such a preparation by a New York brewery, which saw prohibition coming and started a mushroom farm and utilized the French method of growing mushrooms with great success. The product is a liquid paste containing considerable salt as a preservative. It is intended for use in soups and as a sauce for macaroni, spaghetti, etc. Macaroni manufacturers will find it advantageous to recommend the use of mushroom sauce as an ingredient in all cases where tasty dishes of this foodstuff are demanded.

Some Gum Chewers

The people of the United States are unquestionably the greatest gum chewers of the world. That they retain this leadership year after year is evident from the returns compiled by the government for 1921. During that year a total of 40 million dollars worth of gum was manufactured, which is more than double that of the year 1914. Figuring this production at the usual retail price to consumers our gum chewing habit costs us more than a million dollars a week.

Food Export Normal

A study of the figures now available from the department of commerce for the fiscal year ending June 30 reveals interesting facts. While there has been a drop in the sum totals in many of the leading foodstuffs as compared with last year, our exports are above the 5-year average before the war. A decline is shown in dried fruits, cottonseed oil and coffee but increases are recorded, ranging from a small percentage in dried peaches to more than 100% increase in rye and sugar. Breadstuffs declined while meat products increased. The improvement in European conditions which permits of greater homo-

production of foodstuffs is given as the reason for the slump in the export trade during the past 12 months.

Peanut Oil

Peanut oil is to the Chinese what olive oil is to the Italian or Spaniard and lard to the American. It is extensively utilized in the preparation of the most common as well as the highly delicious dishes for which this oriental country is noted. Large stocks of peanut oil are usually kept in the larger centers, Hong Kong leading in the distribution of this essential food ingredient. Most of the local oil is made from nuts produced in China, the southern part of the country excelling both in quantity and quality of yield.

Will Import Rye from Russia

German grain importers have contracted for 12,795,000 bus. of rye from Russia to be delivered during the coming year, according to a cablegram received by the United States Department of Agriculture from its representative in Berlin. The German government has advised the United States agricultural commissioner that the contracts have been made and that payment is to be made in goods.

Canadian Wheat Prospects

Condition of the wheat crop in western Canada remains generally favorable, according to advices received from the United States Department of Agriculture from the Dominion bureau statistics at Ottawa. Some rust is reported in certain sections but present conditions do not indicate widespread damage. The report does not indicate any considerable change from the condition of the wheat crop at the beginning of July when the Canadian bureau advised that the crop was 106% of 10-year average yield. Wheat harvest began the first week of August and came general by the middle of the month.

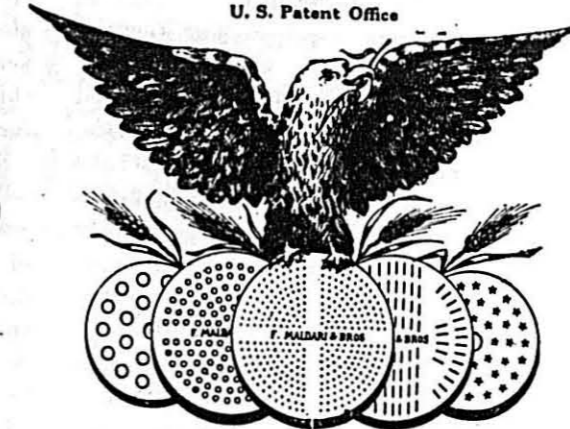
Hungarian Wheat Crop Large

Hungary's wheat crop is now forecast at 64,705,000 bus. compared with 54,711,000 bus. produced a year ago, according to a radiogram received by the United States Department of Agriculture from the International Institute of Agriculture at Rome. Harvesting

Maldari's Insuperable Bronze Moulds with removable pins.

QUALITY

TRADE MARK
Reg.
U. S. Patent Office



Workmanship

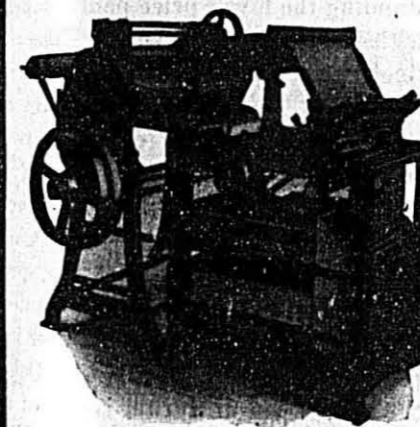
Service

SATISFACTION

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

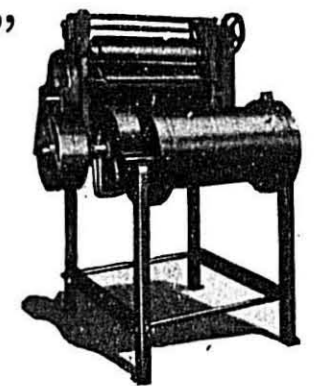
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Established 1903

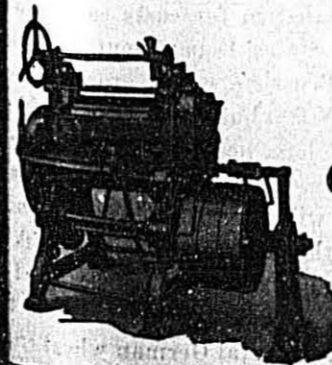


"CLERMONT"

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

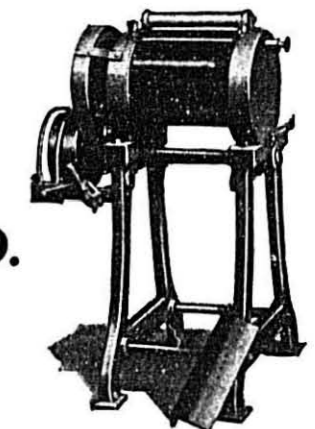


CLERMONT MACHINE CO.

77 - 79 Washington Avenue

Brooklyn,

New York



winter cereals in Yugoslavia is reported as practically completed and the spring cereal harvest begun. These crops and the corn crop are reported as in generally good condition.

Final Estimate India Wheat

Reductions amounting to 32,590,000 bus. are indicated in the final estimate of India's wheat crop, according to a cable received by the United States Department of Agriculture on Aug. 17 from the International Institute of Agriculture at Rome. The total wheat crop is now estimated at 369,266,000 bus. compared with 401,856,000 bus. on May 31 and 366,352,000 bus., the final estimate last year. This estimate reduces the crop to a figure only 3,000,000 bus. above last year's harvest.

Germany and Wheat

Chaotic conditions developed in the grain trade in Germany as a result of the recent further fall of the mark and depreciation on the purchase of foreign exchange, says a report to the United States Department of Agriculture from its representative in Berlin. Brokers particularly have been hard hit. For brokerage on grain which they sold early in the season, but which is only now being paid, the money they receive is practically nothing.

Millers, the report says, have little grist to grind, although bakers and consumers are clamoring for flour. Restrictions on the purchase of foreign currency have prevented millers from buying foreign wheat and rye, and supplies from domestic production are difficult to get because farmers are loath to sell grain for paper marks. In consequence the flour market, on the demand side, has been stormy, and prices have risen by as much as 100% in a single week.

The problem of the mills has been to cover sales with corresponding purchases of wheat. They offer premiums for future deliveries because bakers pay equal premiums on flour for future delivery, but little wheat is obtainable. Mills have therefore been obliged to go slow in selling flour ahead, and a flour shortage is developing. Bakers, retailers and consumers are vainly trying to lay in stocks.

Representatives in Germany of American and other foreign firms, the report adds, are coming to see that the only way outside wheat can be sold in Germany is on credit. If these persons did not take the responsibility of giving

some credit to mills it is said the volume of business would be very small. In return for extensions of credit some American firms are asking German millers to guarantee orders ahead for a certain time. It is reported that an official of the German government grain purchasing organization, which is shortly to be dissolved, is trying to organize a syndicate in which American companies will be strongly represented for selling grain in Germany on credit through a responsible German house.

Discussing the possibility of increased exports of wheat and rye from Russia, the report says this appears to have been over estimated. Russia lacks facilities for handling a large export trade. Repairs to 40,000 grain cars will not be completed by Oct. 1. There is serious shortage of sacks and sheds, and in consequence much Russian grain will be exposed to weather damage. Only those sections bordering the Black sea, and those in the north close to transportation will be able to do much export business.

Potato Crop Normal

Macaroni manufacturers, next to the durum wheat crop, are naturally concerned in the potato prospects of the season. An ordinary potato production has little or no effect on their business, but an abnormal crop tends to decrease macaroni consumption, while a small crop of potatoes is found most beneficial to the industry. Here is the latest government estimate: Estimates of this year's potato crop are becoming more definite and it looks like a favorable market season for growers in most parts of the country. Aug. 1 forecast of 379,558,000 bus. is not quite 3½ bus. per capita, which makes this year's total crop about the same per capita as that of 1921. Actual increase over production of 2 seasons ago is estimated at 18,000,000 bus., but the population also is larger. Fewer potatoes are expected than on July 1 and total production may be less by 71,600,000 bus. or about 15% compared with the 1922 crop. Minnesota still leads with a forecast of 37½ million bus. or 14% below last season. Michigan has decreased 23% and Wisconsin 33%, so that those two states may average around 28 million bus. North Dakota's output probably will be cut 30%. New York expects possibly one fifth fewer potatoes than in 1922 or a crop little larger than Michigan's. Production in Maine is

back to normal, with 26 million bus. expected, but Pennsylvania's crop may run 4 million bus. below the average of the past decade. Although good yields are expected in Colorado, Idaho, and other western states, the decrease from last year will be 10 to 20%. The most serious falling off in any state is reported from New Jersey. Forecast of only 6,000,000 bus. compares with the 1922 crop of 16,435,000 bus. and a 1921 crop of 9,000,000. Virginia's output also is much smaller than for many years. This shortage in midseason shipping sections gives a better outlet for northern potatoes.

Durum Wheat Less Popular

The recent increase in the proportion of the spring wheat acreage devoted to durum varieties in the 4 important spring wheat states, North Dakota, South Dakota, Minnesota, and Montana, which reached its maximum of 34.7% in 1922, has been reversed this year with a recession to 30.8%. The proportion of the spring wheat acreage sown to durum in 1918 was 20.4%; in 1919, 19.2%; in 1920 it rose to 22.7% and in 1921 to 31.3%. The favorable yields of this wheat in comparison with other varieties and its resistance to rust made it popular with growers notwithstanding the lower price paid compared with hard red spring wheat. The relatively good showing of some other varieties last year, notably marquis, and the price handicap of durum have resulted in this year's decrease of the relative acreage of durum. Durum wheat is most popular in South Dakota where it is almost half of the spring wheat acreage, and in some counties grown almost to the exclusion of hard red spring wheat. In North Dakota the proportion of durum is almost two fifths, in Minnesota about an eighth and in Montana a twentieth.

Germany's Large Grain Crops

An increase of nearly 50% in Germany's grain crops this year over 1921 is indicated in forecasts cabled to the United States Department of Agriculture. Prussia's wheat crop is forecast at 63,000,000 bus. as compared with 40,000,000 bus. last year. According to these forecasts Prussia and Bavaria together will produce 77,000,000 bus. wheat this year as compared with 50,000,000 bus. in 1922. Prussia and Bavaria last year produced more than 75% of the total German wheat crop 71,900,000 bus.

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

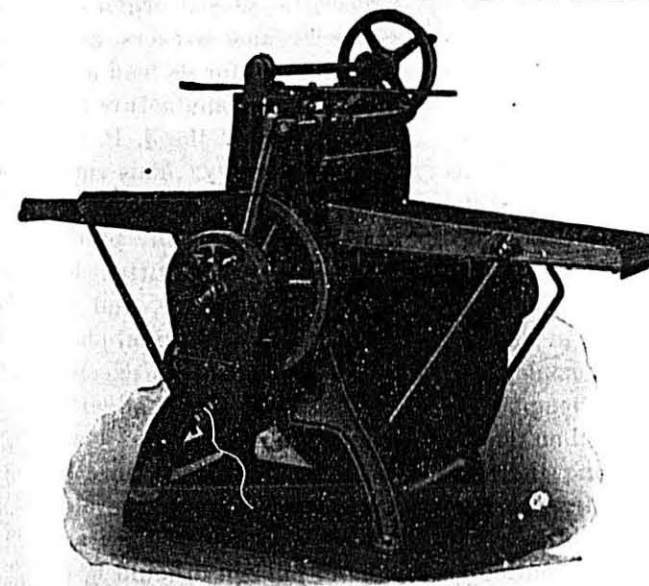
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CHAMPION NOODLE BRAKE

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

It takes a minimum of space

It will save labor

It will increase production

It is either belt or motor drive

Gears machine cut, bearings carefully bored and of bronze bush

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

We are builders of flour sifting outfits as well.

CHAMPION MACHINERY CO.
JOLIET, ILLINOIS

NOTES OF THE MACARONI INDUSTRY

Rockford Plant to Open

The macaroni plant in Rockford, Ill., which has been closed down for some time has been purchased by 3 local capitalists who will remodel it and resume production of macaroni products under the old name of the Rockford Macaroni Manufacturing company. The 3 partners who have assumed complete control of the plant are Primano Casalena, C. Durante and Vincenzo Coffaro. The plant was erected several years ago by 4 brothers, Samuel, Frank, Tony and George Ortaggio, all of whom have become interested in other business lines. The plant and equipment brought them \$6,400.

New England Macaroni Club Active

The New England Macaroni club with headquarters in Boston has been most active in caring for the local interests of the members whose plants are situated in the New England states. Many of the larger firms are associated with the National Macaroni Manufacturers Association, Inc., with which the local club cooperates most effectively. The officers of the New England Macaroni club are: President, Gaetano La Marco, Prince Macaroni Manufacturing Co., Boston; vice president, F. L. Cusimano, Italian Macaroni Co., Boston; secretary-treasurer, Herbert C. Gruber, Boston Spaghetti company, Boston. On the directorate are such leading manufacturers as Michael La Marco, Boston Spaghetti Manufacturing Co., Boston; Joseph Russo, Splendor Macaroni Co., East Boston; A. Gaglioto, East Boston Spaghetti Co., East Boston; Alfred A. Bianchi, Italia Macaroni Co., Worcester, Mass.; G. D. Del Rossi, G. D. Del Rossi company, Providence, R. I.; L. Colapietro, Windsor Locks Macaroni Co., Windsor Locks, Conn.; P. G. Nicolari, New Haven Bread Co., Inc., New Haven; M. Capodilupo of Somerville, Mass.; G. Capodilupo, G. Capodilupo & Co., Boston.

Spaghetti Makers' Picnic

The employes of the Boston Spaghetti Manufacturing company of Boston, Mass., families and friends enjoyed a pleasant outing at Lynnfield, Mass., on Aug. 23, 1923, as guests of the management, which provided the cats and amusement for the occasion. The party was conveyed to the picnic grounds in

trucks and automobiles and immediately on arrival was served a Dutch lunch. The guests then enjoyed themselves at various sports and games, the principal entertaining feature being dancing for old and young. Everybody took part in the various amusements and acted as if they were one large family, all pleasure bent. In the afternoon a delicious macaroni and chicken dinner served by the company was enjoyed. Two of the owners made brief remarks at the conclusion of the dinner, Filippo Marco speaking in Italian and Herbert C. Gruber in English. The latter chose as his subject "Success in business is largely due to the cooperation of the employes." A program of various sports and games, boxing matches, etc., followed to put the picnickers in trim for the long ride back home. They reached the plant about 10, thus bringing to a close what was unquestionably the most enjoyed outing ever held by this firm.

Wins Shipping Suit

The Randazzo Macaroni Manufacturing Co. of St. Louis, which was awarded judgment for a shortage in the shipment of flour over the Minneapolis & St. Louis by the lower courts, recently had the award affirmed by the court of appeals in St. Louis. The case involved a shipment of 504 sacks of flour, 132 sacks of which were missing when car was opened by the purchaser. Shipment was made over the Minneapolis & St. Louis railroad. The court's decision placed upon the initial carrier the responsibility for the shipment. The Minneapolis & St. Louis Railroad company accepted the shipment in Minneapolis and carried it to its St. Louis yards where it was turned over to the Terminal Railroad association. The road presented the "seal record" on the car to show that it was perfect when delivery was made to the St. Louis belt line. When the employes of the macaroni company attempted to unload the shipment the seal on the car was found broken. During the trial the initial carrier argued that because it had placed the shipment in the hands of the belt line intact its responsibility ceased. In the face of the apparent fact that the seal was tampered with after delivery to the St. Louis line, the courts held that the initial carrier was responsible for the shipment from be-

ginning to end. This decision was based on the Carmack amendment to the interstate commerce act, which holds that the "initial carrier is primarily liable for loss occurring either on its own line or on line of any connecting carrier which it utilizes as its agent for the purposes of completing the transportation and making delivery of the goods."

Omaha Gets Reduced Rates

A reduction of 25% in the freight rates on macaroni products shipped out of Omaha to the southeast will become effective Oct. 1, 1923, according to W. H. Young, traffic manager of the Fremont traffic bureau, who has been handling the traffic affairs of the Skinner Manufacturing company of Omaha. The decision recently handed down by the traffic commission in the Skinner Manufacturing company case to the effect that the rates from Omaha on macaroni products, in carload lots, minimum 30,000 lbs., to Oklahoma, Arkansas, Louisiana and Texas should be in excess of 75% of the 5th class rate or a reduction of 25% in the present rate. Mr. Young states that the commission did not give all asked for and that the macaroni shipper feels that he is entitled to. For this reason he is going to ask for a reargument before the full commission in the near future.

Article on Red Cross Plant

The August issue of the International Grocer, the official organ of the Retail Butchers and Grocers association of Chicago, had for its lead article a story of macaroni manufacture as carried on in the plant of the J. B. Canepa company of the city. This concern manufactures the well known "Red Cross" brand of macaroni products. The story was well written by Carl Schutz, staff writer, and is profusely illustrated with original photographs of the plant. It makes excellent reading and surely is good advertising. The John B. Canepa company announces continuous existence since 1860 in Chicago. Through cooperation with journals of allied industries more of the kind of publicity should be obtained for macaroni plants everywhere. It will serve to impress on the minds of grocers and consumers the food value of macaroni products, cleanliness of manufacture and advantages that will

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if sale and consumption thereof pushed.

Rotarians Eat Macaroni

Members of the Rotary club of Joliet, Ill., were treated to a real macaroni dinner by the Joliet Macaroni company in its offices on Aug. 28. The dinner was prepared by a Rotarian, Paul Bohene, and was a 7-course affair, consisting of "Egklet" soup, spaghetti with scrambled eggs, macaroni with topped round steak, macaroni fried in butter, macaroni salad, "Egklet" noodles with prunes and coffee. Follow-

ing the dinner the visitors were escorted through the plant by the officers who are Bayard Scotland, president; Charles Garnsey, vice president; George Commerford, second vice president, and Earl Kaffer, secretary-treasurer.

Crescent Men Celebrate

The annual conference of the sales force of the Crescent Macaroni & Cracker Co. of Davenport, Iowa, and the annual picnic of the employes of that firm and their families was a wonderful success this year. The conference of the 32 salesmen was held Aug. 11 in

the office of the firm. They were welcomed by President Paulo Roddewig. Other talks were given by Vice President C. B. Schmidt, on "The Macaroni Industry"; by Treasurer and Salesmanager H. J. Schmidt, who outlined the sales policy of the firm for the coming year; by F. L. Ray, credit man, on "Credit and Collection"; and by H. W. Becker on "Selling Service." Immediately before the conference the salesmen and their families made a tour of the plant and obtained first hand information of the manner in which the goods are manufactured, and the qual-



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Macaroni Die Manufacturers

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WHICH WILL

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90 Packages Short Cuts Per Minute

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

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Send for Catalogue

Battle Creek, Michigan

Send for Catalogue

ity of the raw materials entering into the various foodstuffs was impressed upon them by the president, who personally conducted the expedition through the plant. Following the meeting the salesmen were taken to High-Spot Acres, the beautiful home of the president, where they were treated to a picnic lunch, the products of the plant forming a goodly portion of the good things to eat. On Sept. 1 the salesmen joined the factory employes in the outing to which the firm treats them annually. Several hundred boarded the steamer "Washington" for a trip on the beautiful Mississippi to Lindwood, where they enjoyed a noon luncheon. This was followed by games and sports and a picnic supper. The boat ride in the evening brought to a close one of many similar pleasant days that the employes have enjoyed at the expense of this company, that knows how to gain the good will of its employes.

Leases New Plant Site

Finding its present quarters at 823-825 No. 8th st., St. Louis, inadequate after occupancy for more than 10 years, the Mercurio Bros. Spaghetti Manufacturing Co. has leased more commodious space at 715-717 So. 7th st. The new home is being remodeled to contain the old and some new equipment which this progressive firm is planning to install in order to make the new plant one of the most modern in that section of the country. It is the hope of the Mercurio boys to have completed their removal to the new place by the first of the year.

Refilling Bags

Dr. H. E. Barnard, director of the American Institute of Baking in Chicago, and recognized as one of the leading food authorities of the country, gave an interesting address last month in Duluth, Minn., before the Association of American Dairy, Food and Drug officials, on "The Dangers of the Refilled Sack." Information on which the address was based was obtained by means of a questionnaire to the leading millers and bakers of the country.

The replies were proportionately large in number. According to this authority they were equally diversified. The views of millers and bakers at times agreed and in other cases were quite divergent. The data collected was probably the best thoughts of the lead-

ing users of sacks. Replies were generally qualified so that definite conclusions were difficult to arrive at.

Here are the conclusions of Dr. Barnard: "It will not easily be possible for either miller, baker or food official to conclude from such an analysis as I have just given you that flour sacks should be abandoned. It is however possible to reach certain conclusions which may be summarized as follows:

"1. Flour sacks which are moldy, dirty, leaky or contaminated by foreign odors should not be refilled until they have been put in proper condition for use, by cleaning or mending.

"2. Those intending to ship the

SHORTEST ROAD TO MARKET

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It's the direct route. It's the known route. It's the tried and tested route. It's the route of true economy. And it takes you to your market as certainly as the setting sun points toward the west.

The manufacturer who makes a salable product performs the first great service to the wholesaler and the retailer who profit from its marketability.

But the manufacturer who, in addition to producing quality with a commercial value, also creates the market for it, performs a service to the distributing trade which it would be difficult to exaggerate.

For the one factor above all others on which the distributor depends for his very existence is market. The manufacturer who advertises, creates value at the source of the product and value at the terminal where the goods reach the public.

This means that he also creates value all along the line from factory to consumer—a value in which the alert wholesaler and retailer share.

Greater volume of sales. Greater volume of profits. Lower selling costs. Quicker turnovers. Higher quality merchandise. Known merchandise that attracts people to the store. Greater sales of all merchandise as a consequence.

It is along the traveled highway that business thrives. He who detours over doubtful and unfamiliar roads may meet with adventures, but scarcely with success.

Follow the Arrow of Publicity!
—The Optimist.

the flour sacks to the mill to be refilled should install suitable processes for thoroughly cleaning the sacks at the time they are emptied, and sacks cleaned should be carefully banded and kept in a dry place, free from moisture and protected against insect infestation.

"No miller should pack flour under any circumstances in any sack which is not in good condition, both from sanitary viewpoint and from its capacity to hold flour without leakage and waste. Flour sacks which have been made objectionable in appearance by paint or tar or unpleasant staining should never be refilled, not because the contents may be injured but because of the bad psychology attending the use of a package for food which is not clean and attractive. This point is emphasized by a baker who writes:

It is necessary for the baker to live up to the reputation that he uses poor grade flour. By using flour in new, clean bags we have convinced the public that the flour we use is of first class quality. If the public saw second hand sacks go into the bakery, it would naturally believe the flour inside the sack was also of low quality.

"The economic advantage of employing food containers until they are unfit for further use hardly need be discussed. If flour sacks can be utilized over and over again under conditions which preserve the wholesomeness of the contents and prevent loss in transit there can be no objection to such saving.

"In order, however, to insure proper protection of the flour which goes to the bakery, every means provided for the protection of food or food material in process of manufacture or distribution should be utilized, and the food inspector may well be charged with the duty of cooperating with the miller and baker in setting up an inspection service adequate to this end. In the development of food control the food official, whether he be executive, chemist or inspector, has seen his work steadily change from purely regulatory practice to that of cooperative and constructive effort, and in the solution of the particular problems which we are now discussing.

"I am convinced that official work with the miller and with the baker will perform a real service both to the millers and users of flour and to the public, which is so largely dependent upon the production of wheat for its bread."

COOLIDGE APHORISMS

Industry cannot flourish if labor languish.

The law that builds up the people builds up industry.

There is no right to strike against the public safety by anybody, anywhere, any time.

Sovereignty, it is our belief, is vested in the individual, and we are going to protect the rights of the individual.

Ultimately, property rights and personal rights are the same thing.

Public business is transacted on a higher plane than private business.

Government does not rest on the opinions of men. Its results rest on their actions. This makes every man a politician whether he will or not.

Self government means self support.

Men do not make laws. They do not discover them.

Don't hesitate to be as revolutionary as science. Don't hesitate to be as reactionary as the multiplication table.

The assertion of human rights is aught but a call to human sacrifice.

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The New Macaroni Journal

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

PUBLICATION COMMITTEE

HENRY MUELLER President
M. J. DONNA Secretary

SUBSCRIPTION RATES

United States and Canada - \$1.50 per year in advance
Foreign Countries - \$3.00 per year, in advance
Single Copies - 15 Cents
Back Copies - 25 Cents

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

ADVERTISING RATES

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

Vol. V September 15, 1923 No. 5

Anxious for Journal

Another instance of just how anxiously each issue of the New Macaroni Journal is awaited is shown by a letter sent to the editor asking that the August number be hurried to fill a want on the part of J. A. Blatchford, an enthusiastic macaroni salesman of Dorchester, Mass., who writes as follows:

Dorchester, Mass., Aug. 28, 1923.

Dear Editor:

Up to the time of writing I have failed to receive my August number of the New Macaroni Journal. Will you please have that number mailed to me, as I look forward for it the same as I do my morning paper.
(Signed) J. A. BLATCHFORD.

Personal Notes

Samuel Mueller of the C. F. Mueller Co. of Jersey City, N. J., brother and partner of Henry Mueller, president of the National Macaroni Manufacturers association, spent several weeks in the Dakotas in August enjoying a well earned vacation.

Charles Wesley Dunn's excellent and timely address delivered at the Cedar Point convention last June made so decided a hit with the macaroni manufacturers of the country that it has been published in pamphlet form by the National Macaroni Manufacturers Association, Inc. It is a booklet of convenient form and size that will adorn the library and files of all progressive macaroni plants. Copies were sent to

every macaroni manufacturer with the compliments of the National association.

Beg Pardon

In the August issue of the New Macaroni Journal an error was made in reporting the bankruptcy of the Iowa Macaroni Manufacturing company. Felix Colavecchio, proprietor of the plant, called our attention to the error and states that his plant is neither closed nor bankrupt, but is enjoying an excellent fall business. The mistake was made when the bankruptcy of Charles E. Bova, an employe of the plant, was charged. Mr. Colavecchio is the sole owner of the Iowa Macaroni Manufacturing company, and this correction is being made to counteract any harm that was done this good business man in the publication of this article.

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A round face will carry you farther than a long one.

Dimples are better than wrinkles. Cheerfulness is convertible everywhere, all the time, but gloom is not accepted by the receiving teller in the bank of life.

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Smile and be happy and successful.

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"This seems to be a very dangerous precipice," remarked the tourist, "wonder that they have not put up a warning board!"

"Yes," answered the guide, "it is dangerous. They kept a warning board up for two years, but no one fell off so it was taken down."

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Five cents per word each insertion.
WANTED:—A Noodle Cutting Machine, 1/2 break and 1/4 bbl. or 1 bbl. Kneader. Must be in first class condition and reasonable price. Write Felix Colavecchio, 520 Clifton Avenue, Des Moines, Iowa.

Plant for Sale:—Modern Macaroni plant, equipped to produce 5 barrels daily, for sale at reasonable price. Full particulars to interested parties. Write Felix Colavecchio, 520 Clifton Avenue, Des Moines, Iowa.

FOR SALE

One Werner & Pfleiderer Mixer, 1 1/2 bbl. Capacity. First Class condition. Either motor or belt driven.

One 1 1/2 bbl. Tub Mixer, belt driven.

Priced Reasonable for quick buyer.

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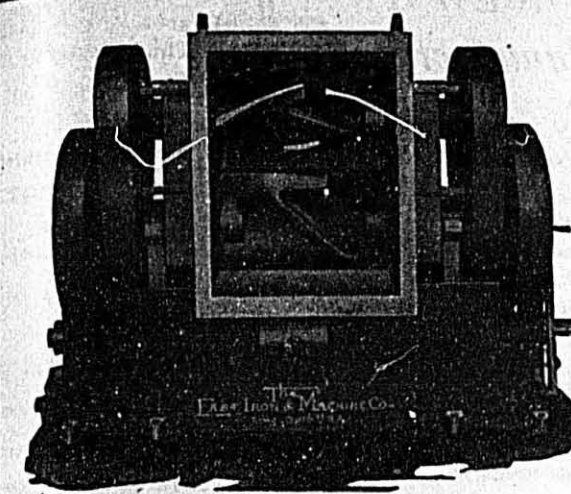
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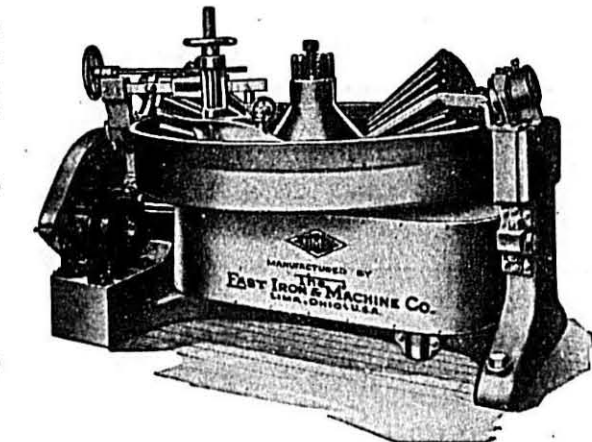
Insure Uniformity, Color and Finish

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

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

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

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Eat More Wheat

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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 easily digested and very nourishing. It can be prepared in a large variety of tempting dishes. *Eat More Macaroni*—it is wholesome, delicious and economical.

Pillsbury Flour Mills Company
DURUM DEPARTMENT
Minneapolis, Minnesota

EAT MORE WHEAT EAT MORE MACARONI

We are distributing the above envelope stuffer nationally. It calls attention to the nourishing deliciousness of good macaroni and to its value in the diet.

We will be glad to furnish you a supply of these stuffers with your name imprinted in the space where ours now appears. Take it up with the Pillsbury salesman, or write our nearest office.

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Minneapolis, Minnesota

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