

**THE NEW
MACARONI
JOURNAL**

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**October 15,
1923**

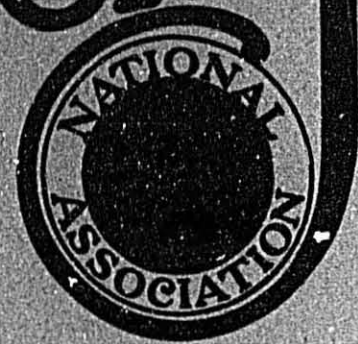
The New
Macaroni Journal

Minneapolis, Minn.

October 15, 1923

Volume V

Number 8



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

Clean Up and Paint Up

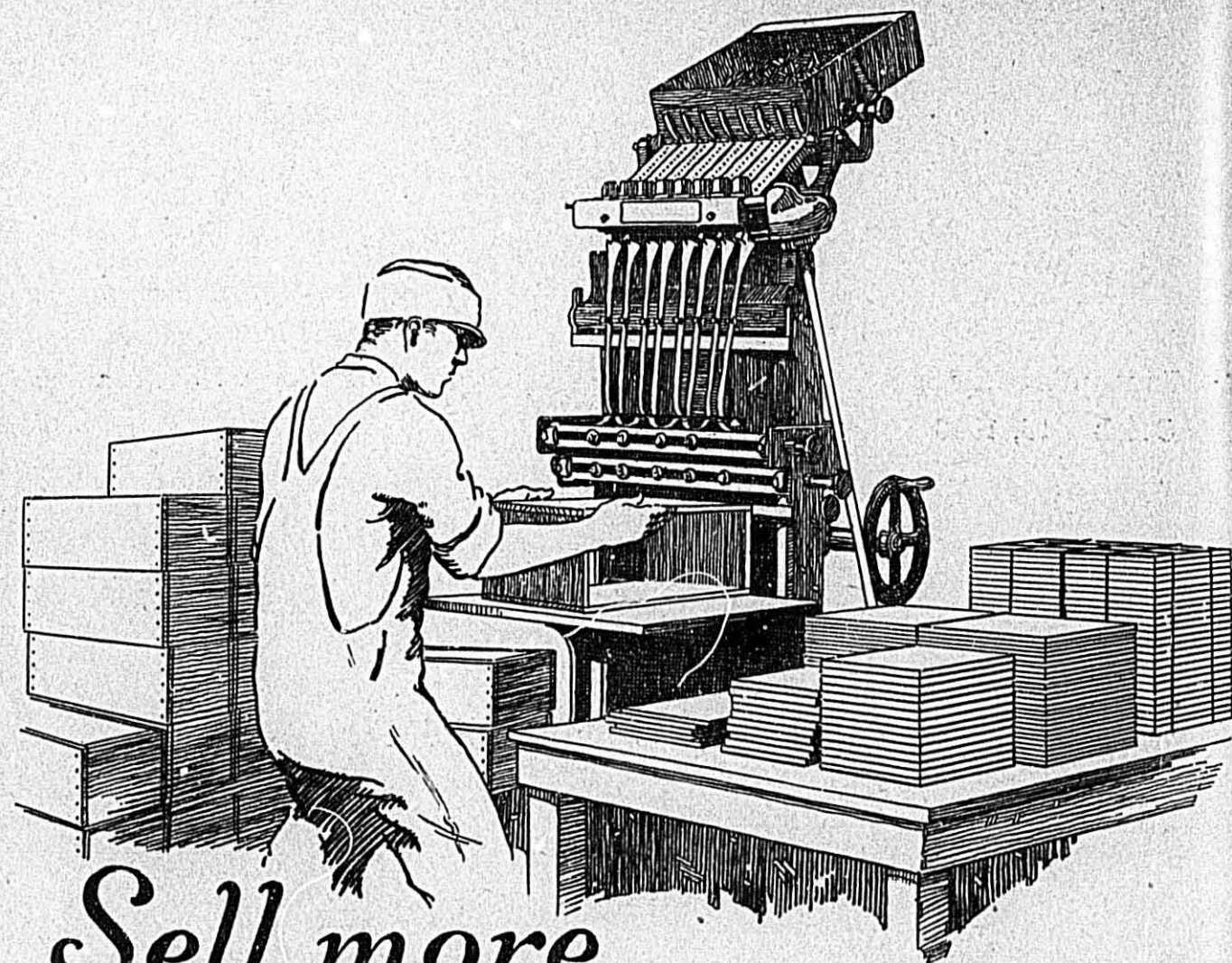
Food manufacturing plants should be made as clean and as orderly as the cleanest homes.

That macaroni plants have generally been made so is our pride; to make them more so is our ambition.

Every effort toward cleanliness makes plants safer, employes happier and the products more healthful.

Make this the Clean Up Season. Repair, clean, paint and renovate in a sensible way.

Cleanliness pays wonderful dividends. Make this investment for your personal satisfaction, the industry's reputation and the public's welfare.



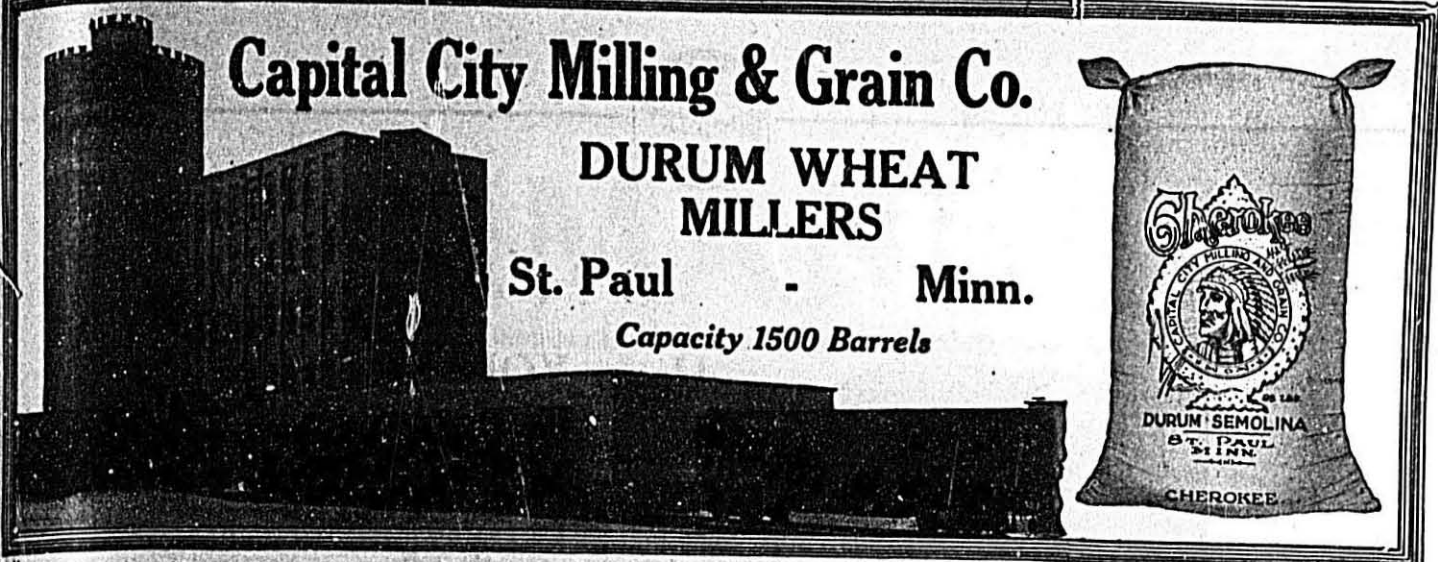
Sell more MACARONI

HOW TO DO IT

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

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

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

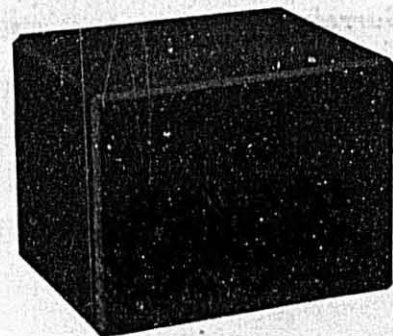
All Granulations.

**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



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

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



Hummel & Downing Co.

Manufacturers of

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

Milwaukee, Wisconsin.

Service Offices—Chicago, Denver, Minneapolis.



COMMANDER

SEMOLINAS

DURUM PATENT

and

FIRST CLEAR FLOUR

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

Ask For Samples

Commander Mill Company

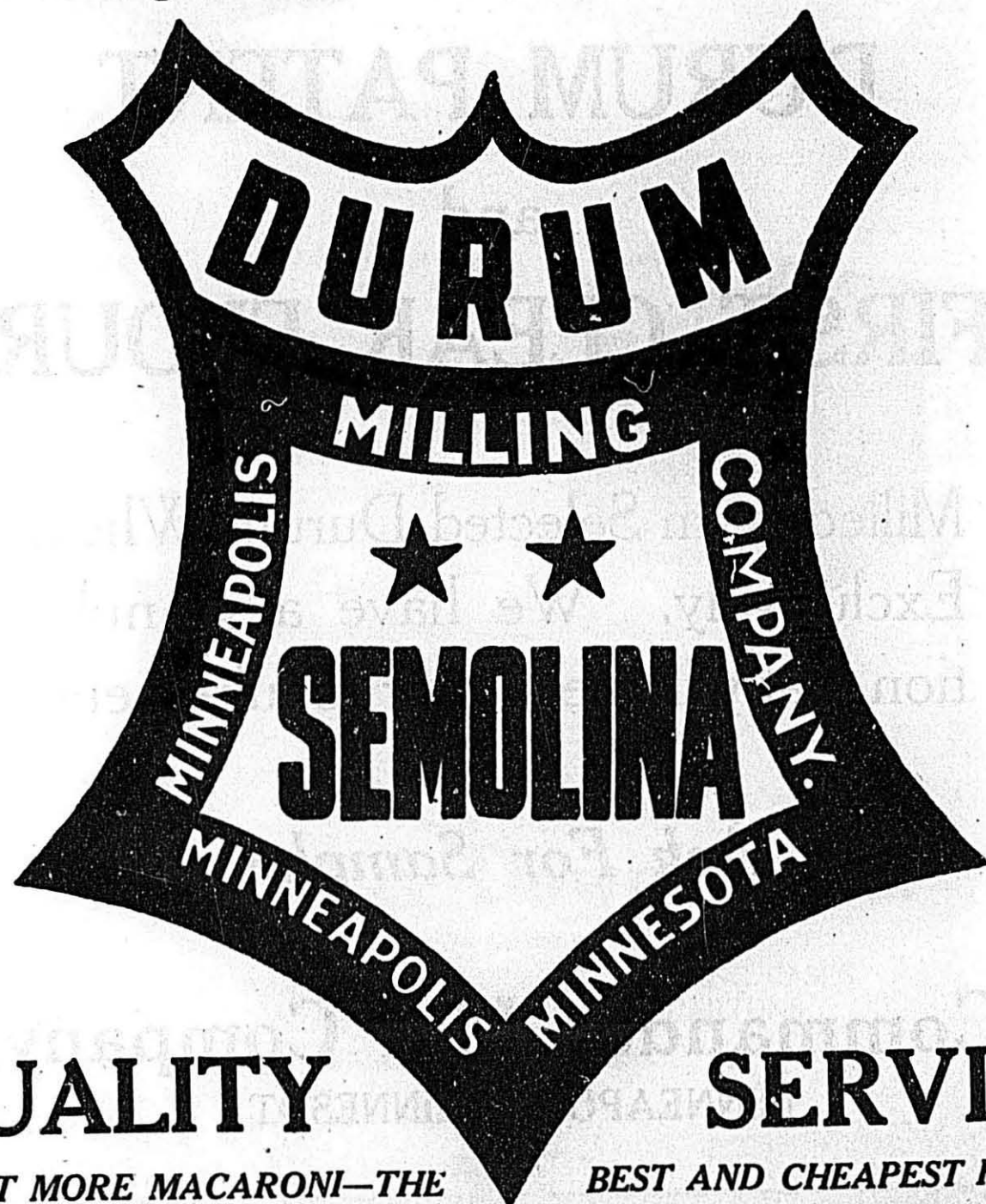
MINNEAPOLIS, MINNESOTA

YES, Tustar does cost a little more than ordinary semolin^{as}—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 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 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

MACARONI JOURNAL

Clean and Cheery

No more unselfish service can be given the public by a manufacturer than to enter enthusiastically into the national Clean Up and Paint Up Campaign idea that had origin in St. Louis several years ago and which is spasmodically observed, here and there, annually.

Perhaps no one industry stands to profit more than does macaroni manufacture. Macaroni products as made in most of the modern plants of this country can properly be classified as among the cleanest of clean foods. That the contrary may have been the case in olden days, and perhaps in "hole-in-the-wall" plants still being operated in a few of the congested districts in the large cities, is to be regretted because of the harm it does to the industry and the product generally.

The "clean up" movement as carried out in many communities is all-embracing. It applies alike to interior and exterior cleanliness of homes, stores, plants and factory surroundings; to the health of the individuals; to the elimination of filth and to the natural avoidance of pestilence and disease.

To the food manufacturer, and especially to the macaroni manufacturer, the National Clean Up and Paint Up Campaign affords an opportunity that none should overlook. An aggressive, persistent and well planned effort to make your plant a "Spotless Food Factory" will repay you a hundred fold in business and in personal satisfaction.

First impressions are always the most lasting. It is vitally important that food manufacturers keep their places spotlessly clean with the sole object of making a favorable impression on the visitors and consumers who naturally judge the product by the conditions surrounding its manufacture.

Gone are the days when macaroni manufacturers closed their plants to visitors. No longer do there exist secrets of manufacture, actual or imaginary. Progressive manufacturers have learned what it means to have the confidence of the public and have thrown open their plants for general inspection. Visitors are not only welcome but are often especially invited to see just how this nutritious food is made.

This change of policy has had a most beneficial effect on general cleanliness and attractiveness of most plants. A number of plants throughout the country have become models of cleanliness and are leading the way which all should emulate. The trend is right. Let's help it along by "putting our house in order" by introducing a clean up campaign for our plant.

The fall of the year is the best clean up season. The hot, sultry summer months, with filthy flies and unsightly cobwebs, have cluttered up our plants in spite of every usual care. Dust and waste have accumulated. The hot sun rays have had havoc with the exterior painting, boards have become warped and walls have started to crumble. There is work

to do and must be done before the cold winter weather.

Waste paper, misprinted labels, and damaged cartons may have piled up. Aside from making the room containing them unsightly, the mass is a possible source of fire that will damage your plant and put it out of commission at the time that orders are plentiful.

Droppings from frames and trays, flour particles floating through the air, and sweepings may have gathered in cracks and crevices, in corners and out of the way places, and will surely become the breeding ground for weevils and other insects, unless a determined and consistent attack is made in that direction.

Basements may have been neglected and rubbish permitted to pile up. It was your intention to remove it next week. For many reasons it has been neglected. Establish a "Clean Up Week" of your own and get your employes interested. It means some work but it's a good investment.

Rats and mice signal the approach of cold weather. They are now exploring your plant seeking a suitable location for the winter months. Keeping them out entirely is somewhat difficult but chasing them out once they are established is harder. Look up their usual hiding places and make their coming as unwelcome as possible.

Protect your storage rooms. These rodents gnaw through sacks and permit flour to spill when being transferred to the sifting bins and mixers. They will also attack the finished product. Eliminate them from your plant and you have destroyed one of the greatest dirt agencies to which food plants are subject.

Every plant presents its own problem. Here are some general suggestions that all might heed. Brush down your walls. Paint the floors and ceilings. Brighten up the office fixtures. Remove all fire hazards insofar as it is possible to do in an active plant. Dress up your employes in clean linens. Provide suitable washrooms amply supplied with soft water, cleansing soap and clean towels.

Let's make an early start this fall. Make your plant cleanly, healthful and cheerful for yourself and your employes, and attractive within and without to the general public. Make every macaroni factory as clean and as cheerful as any food plant in the world.

A clean food factory is an invaluable asset to its owners. It will prevent fires. It protects the health of employes and customers. It helps to promote the general welfare and safety in which all good citizens are concerned.

Every manufacturer should select a most suitable time, the earlier the better, to make his plant as attractive, cleanly and sanitary as it is humanly possible under the conditions over which the owner and his employes have control.

Make the surroundings cheerful and your plant clean. The result will be personal satisfaction, contented workers and a grateful consuming public.

It will pay you to think it over

Trust Faithful Advertisers

The manufacturer who advertises in the New Macaroni Journal seeks to cultivate a spirit of friendship in the macaroni industry for his product and his firm.

He realizes that there is no wealth as valuable as a host of friends; no poverty comparable to a dearth of friendship.

Many plants in this country and Canada are seldom visited by this

manufacturer's salesman, but he does visit all regularly through his advertisements. He tells of his product, its worth;

his high business standard. These advertisements are his monthly handshakes, his friendly greetings.

This manufacturer through his advertisements takes his position in the limelight of publicity and frankly tells his story and acclaims his product. He knows that every statement he makes must withstand the close scrutiny of trained buyers. His product must substantiate his printed assertion.

Could we ask for a better guarantee of integrity than that this man seeks our friendship?

Could we wish a surer promise of value than that this man is spending good American dollars, knowing that he cheapens his products we will not repeat our purchase and his advertising will have brought him no permanent increase in business?

He advertises to gain our good will

He must deliver if he wishes to retain it.

Could we endorse a cleaner and more desirable standard of business

ideals than that of the manufacturer coming into the open and calling to the industry, to the whole world, that his product is as good as can be made?

All will agree that we cannot ask for more. The man or firm who seeks our friendship through his advertising in the New Macaroni Journal is one we can safely trust.

Our advertisers want our permanent friendship and they will continue to aim high to merit it. Reciprocate!

RELY
On the Man Who Knows
the Value of Friendship

Two Surveys of Macaroni Products in Greater Milwaukee

The Milwaukee Journal and the Wisconsin News of Milwaukee recently made a thorough survey of the package grocery products found in greater Milwaukee market and interesting figures have been compiled from the returns, that varied materially between the newspapers conducting the research.

The Milwaukee Journal sent out questionnaires to 40 thousand families chosen from the city directory with a view to obtaining a cross section of the whole territory surveyed. As an inducement to give detailed reply to each question the newspaper offered to give a basket filled with various grocery products advertised in the newspaper to each person who made reply in person or by messenger to the office of the Journal.

A total of 9 thousand completely filled our questionnaires was received and from these was deduced invaluable data as to kinds and brands of package grocery products sold on the Milwaukee market. We submit herewith results of survey insofar as it affects macaroni products in Greater Milwaukee.

Journal's Survey

"88.05% of all Milwaukee uses one or more of the 3 macaroni products. This leaves a potential field of 11.95% of all Greater Milwaukee families still to be 'sold' this class of food products. Nearly all macaroni products users are users of macaroni, 72% using spaghetti and 58% using noodles.

"Package macaroni is used by 75.84% of the total number of families, as compared with 70.86% in 1922, showing a healthy increase in the number of consumers. The leaders, according to the survey, are: 'White Pearl' (Tharinger Macaroni Co., Milwaukee), used by 53.96% of all Milwaukee families which use packaged macaroni, or 40.93% of all Greater Milwaukee families. 'Foulds' (Foulds Milling Co., Chicago) has shown, says the survey, tremendous gain in popularity, more than doubling its consumer use.

"The per month consumption is 2.72 packages or a total of 32.64 per year. For 1922 the amount was 36.12 packages. On the basis of 93,051 families

using package macaroni, the volume for this number for the year was 3,037,185 packages, as against 3,140,634 in 1922.

"There was a decline of about 5% in the number of families using package spaghetti, 63.41% using the same as against 68.02% for 1922. 'White Pearl' is still the leader, the survey says; 'Foulds' runs second.

"Consumption per family per year is 30.36 packages, as compared to 33.11 in 1922. For the 77,800 families using package spaghetti in 1923, based on the per year family use, the volume was 2,362,008 packages, compared to 2,094,605 in 1922.

"In noodles the 1923 consumption figure is 53.65% of the total population, as compared with 51.39% in 1922, the leaders among 41 brands being 'White Pearl' and 'Foulds.'"

News' Survey

The Wisconsin News conducted its survey along different lines. One hundred representative housewives of all classes, in all parts of the city, were interviewed and were asked to make written reports, and from both these sources it deduced what it considers accurate and comprehensive figures of great value to the business men of that city.

"Milwaukee in 1920 had a population of 457,147 and boasted of 106,101 families. It was found that 52% of the families used macaroni, consuming annually 244,950 lbs. Of this quantity 183,713 lbs. was package macaroni and 61,237 lbs. in bulk. Figuring only families using macaroni the annual consumption per family was 4.9 lbs. and the annual consumption per capita in families using macaroni was 1.03. Of the families using macaroni 43% used only package goods; 9% used only bulk and 4% used bulk and package.

"Spaghetti was used by 6% of the families interviewed; 48% of those which used spaghetti bought package goods only while 12% used bulk and 8% used both bulk and package macaroni. A peculiar discovery was that 3% of the families made their own spaghetti.

"The computed annual spaghetti consumption in Milwaukee homes is

placed at 389,599 lbs. The annual consumption of all families using spaghetti was 5.4 lbs. per family while the per capita consumption in families using spaghetti was the same as macaroni—1.3%. Of the total spaghetti consumed in Milwaukee, 258,338 lbs. was package and 131,261 bulk spaghetti.

"The general opinion of retailers is that the sale of macaroni has been increasing for the past 2 or 3 years. None reports a large or sudden increase, but all feel that it enjoyed steady and increased use and is coming into greater favor generally. The unanimous report of 50 dealers interviewed was that all purchasers repeat on macaroni purchases.

"'White Pearl' macaroni made by the Tharinger Macaroni company of Milwaukee leads in popularity in all parts of the city; 'Foulds' of the Foulds Milling company at Libertyville, Ill., comes second; 'Creamettes' of the Creamette company of Minneapolis was third. At a conservative estimate 'White Pearl' composes 70% of the total macaroni sold to the homes of the city. Among the other brands found on the shelves were Favorite of the Tharinger Macaroni Co., Milwaukee; Golden Age, Cleveland Macaroni Co. (Now Armour Grain Co.), Cleveland; Climax, Pfaffmann Egg Noodle Co., Cleveland; Quaker, Quaker Oats Co., Chicago; Purity, Purity Mfg. Co., Milwaukee; Leader, Wisconsin Macaroni Co., Kenosha, Wis.; Woodcock, the John G. Elbs Co., Rochester, N. Y.; Skinner's, Skinner Macaroni Co., Omaha; Grandma's, Pfaffmann Egg Noodle Co., Cleveland; A & P, Atlantic & Pacific, Milwaukee; Hoffman's, John Hoffman & Sons Co., Milwaukee; Beckers Best, Pfaffman Egg Noodle Co., Cleveland; Gold Medal, John Hoffman & Sons, Milwaukee; Fortune, Fortune Products Co., Chicago; Red Cross, John B. Canepa Co., Chicago.

"The retail dealers interviewed reported by a vote of 38 to 7 that the people preferred package to bulk macaroni. Only 3 dealers reported that the choice of purchasers was equally divided between the package and bulk goods. 40 of the 52 housewives or 36% of those who use macaroni buy it in packages. Only 8 of the 52 used bulk

macaroni; 4 housewives used both package and bulk.

"Of the 50 dealers interviewed 30 stores or 60% sell bulk macaroni. In the chain stores only the National Tea stores sold bulk. Other chain stores such as the A & P and Piggly Wiggly do not handle it. In the 30 stores where bulk macaroni is sold the dealers feel that the demand has been growing steadily in the past 2 or 3 years.

"The favorite way in which both macaroni and spaghetti is preferred is with cheese. The next preference is in soups, and the third in the popular Italian style.

"Not 2 housewives of the 32 who use 'White Pearl' could give the same reason that went into the merits of the article for using it. Nearly all of them professed to see no difference in the various brands.

"Many families use noodles exclusive of macaroni or spaghetti. A survey of the noodle field shows that preferences as to brands are identical with the brands of macaroni above referred to. In a few homes noodles are home made.

"The big majority of retail grocers interviewed were of the opinion that advertising is the best sales stimulus. 35 of the 47 retailers who answered this question stated that advertising in periodicals was the most effective sales stimulus. 5 dealers ranked demonstrations as the best method of popularizing and 7 placed premium giving in the first place. On the other hand 18 dealers reported that demonstrations were worthless and 25 dealers reported that premiums were of no value whatever. No dealer reported advertising to be worthless."

Why 20 Salesmen Got the "Gate"

By Mark Sands in "Sales Management"

A salesmanager of distinction told me the other day that in building his organization for a new concern he is selecting his men first by virtue of their pleasant, agreeable, get-alongable dispositions. When a chap comes in applying for a job, who reads his part, Shakspearean style, and begrudges looking pleasant with things in general, he is shown the gate and there's somebody waiting to lift the latch quickly for him.

"I'm thoroughly convinced," he

said, "that the successful salesman of coming generation must be high powered when it comes to this great game of cheerfulness. He must know how to smile and to smile without being apologetic about it. He must carry with him an atmosphere of radiant good nature. He must appear to be enjoying salesmanship. He must make the prospect feel that he is absolutely happy and satisfied with himself, with his firm, with his line and with present company.

"Twenty men were allowed to go when the new company was reorganized. They had all grown gray and grumpy in service. Never a spark lighted their daily rounds. They were not even happy when they were home and off the road. Inspiration is born in good cheer. The light heart is a carrier of heavy responsibilities and

MACARONI SALES TALKS

Macaroni, like bread and potatoes, is one of the everyday foods. It is "quick to get ready," no trouble, no waste, every bit a food.

Macaroni has the advantage of being an all the year around food.

An expert fireman knows what coal to feed his furnace. Macaroni, spaghetti and noodles are the proper food-fuels to feed the stomach furnace.

Right combinations and palatable preparations make these foods a proper diet.

Alimentary paste may be termed a bland food and go properly with almost any other food. Delightful combinations please and satisfy.

Always boil macaroni and spaghetti in salted water until tender. Good macaroni will retain its shape and firmness.

Macaroni and cheese contains practically all the essential body building elements that are required in food.

"Neither too much nor too little" is a good motto in preparing the different macaroni dishes. For the good health of the diners supply in ample quantity but not so as to induce overeating.

carries them with wonderful ease and assurance.

"I want every one of our men to convey the immediate impression that selling is fun—it isn't a hard, vexatious, troublesome job, distasteful and crushing to the spirit. And the more grouchy the customer, the more I want our boys to look on the sunny side, and to stand up under the most vexatious, disheartening receptions. I want them to be proud of spirit and you simply can't crush to earth a buoyant spirit—that's happy. When a salesman begins to look upon his daily round as a cause for pulling a long face, I know he isn't interested in it. For people who like what they do, and are interested in what they do, are tickled pink with the terrestrial globe and everybody and everything on it."

We believe that this is an age of the guarded smile in salesmanship.

We believe that it's an era of good nature, where men meet men.

There Are Smiles and Smiles

But there are all kinds and conditions of smiles. There is not an ounce of support for the cheerful idiot who manufactures a stage grin, and stencils it there. The smile worth while must come from within. It's the spirit of the individual acting as a lamplighter. But then there's no such thing as successfully affecting a smile of the better sort.

The go-getters of today—the men who are handed difficult sales assignments on a piping hot platter, practice the very fine art of being in good humor when they solicit business.

You can take the most chilly old customer on your list and, deep down in the heart of him, he would rather laugh than cry. He may not show it on the surface. He may kick and back out of the traces when you approach him optimistically, but eventually the sunshine will get under his skin. He secretly admires and is jealous of the man who, during the short span which is life, manages to get more merriment out of it than moodiness.

Macaroni or spaghetti, more than any other food, excepting probably milk, combines most completely and deliciously and in the most favorable form, at the lowest cost, all the elements essential to promote health, growth and sustain the human body. Urge its use everywhere. It deserves to rank among the most important foods of the world. Help make it considered.



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



Specialty Manufacturers Association Minneapolis Convention

The 15th annual convention of the American Specialty Manufacturers association held Sept. 26-28 in Minneapolis, the first ever held west of Cleveland, was one of the most enthusiastic and best attended conventions these food distributors ever held.

The program, perhaps a little heavy because of the exceptionally large number of speakers and papers assigned, was sufficiently interesting to hold the attention of the delegates from every section of the country.

Two things of special interest to macaroni manufacturers were the "Declaration of Belief," and the code of ethics adopted as the spirit and policy that members of the specialty association should adopt.

Creed unanimously adopted at the Specialty Manufacturers convention in Minneapolis as the established policy of members, to be openly displayed in their places of business.

1. We believe that the food manufacturer should ever be mindful of and guided by the fundamental principle that his business is a solemn calling and a glorious profession dedicated to a great and paramount public service.

2. We believe that the food manufacturer should always be animated by a true spirit of justice, amity, responsibility and service in all his dealings with others and unswervingly act at all times in pursuance of the elementary conception of right, honorable and ethical business conduct as befitting his membership in a society built upon the sure foundation of a democracy, organized in harmony with the most enlightened civilization in history, inspired by the teachings of our Divine Master and finally directed equally to preserve the opportunity and rights of each for the benefit of all and to enhance the general happiness and welfare.

3. Hence we believe that it is the unquestioned obligation of each and every food manufacturer:

(a) To manufacture food products only under proper conditions and of established value, pure and wholesome in composition and true upon and to their label;

(b) To label, advertise and merchandise such products only in a manner wholly free from misrepresentation of any kind, in complete accord with both the spirit and terms of the applicable laws and in entire harmony with the highest standard of commercial morality and ethics;

(c) To refrain from in any way or to any extent unduly infringing upon the equal rights (whether moral or legal) of a competitor and unfairly interfering with his business, as by uttering false or disparaging statements about him or his

products or his business, by misappropriating his trade names or formulate or the distinctive form or dress of his product, or by enticing away his employees;

(d) In short, constantly, earnestly and conscientiously to strive at all times and in all ways to advance the science and to elevate the profession of food manufacture to the highest and idealistic plane of public value to the end that it may best and most completely serve the public at large.

4. This do we believe: "Whatsoever ye would that men should do to you, do ye even so unto them."—Charles Wesley Dunn.

New Code

The code of ethics adopted by the American Specialty Manufacturers association in Minneapolis was divided into 2 parts. The first related to the manufacture and the second to the dealer. It reads as follows:

The Manufacturer—It is the obligation of the manufacturer:

1. Properly to manufacture, pack, store, handle and ship his products and to sell and deliver the older stock first. Hence it is his duty (a) to keep his factory in a clean condition and to operate it in a sanitary manner; (b) to use pure and wholesome materials and to employ right methods in the manufacture of his products; (c) to pack and ship his products in suitable containers, to handle them with due care, and to caution the carrier so to handle them; (d) to store his products where they will not be exposed to injurious heat, cold, dampness or contamination, and (e) to maintain his stock in such an orderly array that the older stock will be delivered first.

2. To instruct all who deal in his products how properly to store, handle and care for them and to inspect the stock of his products in the possession of dealers with their consent, to insure the proper storage, handling and care of such products and to ascertain whether any are unsalable.

3. To protect all who deal in his products against loss or liability arising out of his fault.

4. To refrain from overstocking the dealer.

The Dealer—It is the obligation of the dealer, whether wholesale or retail:

1. Properly to store, handle and care for the products purchased and sold

by him and to sell and deliver the older stock first. Hence it is his duty (a) to keep his place of business in a clean condition and to operate it in a sanitary manner; (b) to handle his products with due care; (c) to store and display his products where they will not be exposed to injurious heat, cold, dampness or contamination, and (d) to maintain his stock in such an orderly array that the older stock will be delivered first.

2. Promptly to notify his seller of the receipt and condition of products damaged in transit and to make due claim against the carrier for such damage.

3. Promptly to notify his seller of the possession and condition of unsalable products, and to withdraw them from sale immediately upon their discovery; to comply with any and all federal, state and municipal regulations against the return of spoiled food for the compulsory destruction of which equitable adjustment should be promptly made.

4. Always to purchase prudently and not in excess of his measuring ability to buy and duly sell.

Charles W. Dunn Speaks

The address of Charles Wesley Dunn, counsel for the association, was easily the keynote of the convention. The survey of the results of the passage of the Federal Trade Commission Act of Sept. 26, 1914, or nine years ago to the day on which address was delivered was of interest and value and his suggestions that changes in the act be recommended met with practically unanimous approval. The recommendations were adopted in the form of resolutions to be presented to the proper authorities. Among the leading resolutions voted by the convention were the following:

"Disapproving the enactment of State laws to create State trade commissions empowered to regulate interstate commerce.

"Recommending the amendment of the Federal Trade Commission Act as to substitute proceedings 'in rem' in place of 'in personem' in testing legality of trade practices.

"Disapproving all proposals to amend the Constitution of the United States

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

the end of curtailing powers of the Supreme Court.

"Condemning the practice of diverting retailer or consumer demand from products ordered or desired by the consumer.

"Condemning employment of child labor."

New Officers

The newly elected officers of the Specialty organization are as follows:

President, W. W. Frazier, Jr., Franklin Sugar Refining Co.

1st vice president, F. D. Bristley, Royal Baking Powder Co.

2nd vice president, R. R. Clark, Aunt Jemima Mills Co.

3rd vice president, F. E. Barbour, Beech-Nut Packing Co.

Treasurer, D. O. Everhard, Ohio Match Co.

Secretary, H. F. Thunhorst.

The directors are:

J. Graham Wright, Jos. Tetley & Co., New York city.

B. F. Amos, Nestle's Food Co., New York city.

A. E. Phillips, Welch Grape Juice Co., Westfield, N. Y.

F. F. King, Colonial Salt Co., Akron, Ohio.

Fred Mason, American Sugar Refining Co., New York city.

Louis McDavit, Colgate & Co., New York city.

S. D. Crippen, Bon Ami Co., New York city.

C. E. Martin, Baker Food Products Co., Chicago.

Dr. J. H. Goldbaum, Fels & Co., Philadelphia.

Richard H. Bond, McCormick & Co., Baltimore.

F. S. Easty, G. Washington Coffee Co., New York city.

R. P. Benedict, Lewis Lye Co., Philadelphia.

Macaroni Men Present

James T. Williams of the Creamette company of Minneapolis, past president of the National Macaroni Manufacturers association, whose term as director had expired, was ineligible for reelection under the laws for one year. His activity in the convention arrangements and entertainment made him very popular with the specialty men during the convention.

The macaroni manufacturers were well represented at this gathering, among them were: Henry Mueller of C. F. Mueller Co., Jersey City, N. J., and president of the National Macaroni

Manufacturers association; Wm. A. Tharinger of the Tharinger Macaroni Co., Milwaukee; A. C. Krumm, Jr., of A. C. Krumm & Son Macaroni Co., Philadelphia; R. B. Brown of Fortune Products Co., Chicago; Andrew Ross of Armour Grain Co., Chicago; M. J. Donna, secretary of the National Macaroni Manufacturers association.

Selection of time and place for the 1924 convention was left to the executive committee for decision at a later date.

Patents and Trade Marks

TRADE MARKS APPLIED FOR

Ceres

"Ceres" Docks, Minoterie, Semoulerie, Pates Alimentaries, Nice, France, applied for right to use the above trade mark on their alimentary paste products, claiming use since April 1, 1921. The trade mark consists of the word "Ceres" in black type. All notices of opposition must have been filed within 30 days of date of publication, Sept. 4.

Goodman's

On Sept. 16, 1922, A. Goodman & Sons, Inc., New York city, filed application for right to use the above trade mark on their alimentary paste products. The company claims use of this trade mark since Aug. 26, 1922. It was given serial No. 169,545. The trade mark consists of a circle within a circle. In the center of the smaller circle there is a sheaf of wheat; above this the word "Goodman's" is written in heavy black type; below the word "Matzoths," and across the center, "100% Whole Wheat" although no claim is made to the words "100% Whole Wheat Matzoths." All notices of opposition must have been filed within 30 days of date of publication, Sept. 11, 1923.

Italma Brand

The Liberty Macaroni Manufacturing company of St. Louis filed application on Feb. 28, 1923, for use of the trade mark "Italma" which it claims to have used since Jan. 1, 1923, on its macaroni, spaghetti, noodles, short paste stuff (foods made from dough such as macaroni, spaghetti and noodles). The trade mark is rather fanciful, the principal feature being the figure of a girl holding a basket of macaroni elbows in the act of pouring the finished product into a large building, supposedly the macaroni factory. A

streamer bearing the word "Italma" hangs from her arm. All notices of opposition must be filed within 30 days of date of publication, Sept. 25, 1923.

York Farms

The Wholesale Distributors company of Chicago filed application Jan. 3, 1922, for use of its trade mark "York Farms" on a line of grocery products including its macaroni. Company claims use since Aug. 1, 1921.

14 in 1

The See-Moon company of Chicago filed application May 22, 1922, for use of its trade mark, which it claims to have been using since Jan. 30, 1922, on a line of grocery products, which includes macaroni, spaghetti, vermicelli and noodles. All notices of opposition must be filed within 30 days of date of publication, Oct. 2, 1923.

Bonded

On May 22, 1922, See-Moon & Co. of Chicago filed the trade mark "Bonded" brand, which they have been using on their line of grocery products which includes macaroni, vermicelli, spaghetti and noodles, since Jan. 30, 1922. The trade mark consists merely of the words "Bonded Brand." All notices of opposition must be filed within 30 days of date of publication, Sept. 25, 1923.

Supreme Brand

W. S. Creed, doing business as the W. S. Creed company of Roanoke, Va. filed application on April 3, 1923, for use of the above trade mark on alimentary paste products, such as macaroni, spaghetti, egg noodles and other pastes. The company claims use of this mark since March 1, 1923. The word "Brand" is disclaimed. All notices of opposition must be filed within 30 days of date of publication, Sept. 25.

Fortune Shells

An application was filed for right to use the trade mark "Fortune Shells" on macaroni products by the Fortune Products Co. on June 12, 1923. The company claims use since on or about Jan. 13, 1923. All notices of opposition must be filed within 30 days of date of publication, Sept. 25.

Invest in education and you'll elect dividends.—Moral, KNOW YOUR BUSINESS.

Hope is the tie that keeps the heart from breaking.

BADEX

The Macaroni Improver

I. A Pure Grain Product

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.

II. Better Macaroni

It is surprising what Badex will do for your macaroni. It gives a uniform color, a transparent glossy finish and materially reduces breakage and checking.

III. Easy to Use

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



Good Packing Protects Goodwill

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

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

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

Good Wood Boxes

Backed by the National Association of Box Manufacturers

New England:
1013 SCOLLAY BLDG
Boston, Mass.

GENERAL OFFICES
844 RUSH STREET, CHICAGO

General Business Conditions Normal, Macaroni Booming

Pronounced change in business conditions or sentiment has not taken place in the past month but the trend of developments and opinion supports the view that, while there will be no such outburst of activity as characterized the markets last spring, good business is assured throughout the remainder of the year and likely to continue beyond, states the National City Bank of New York.

The buying movement in wholesale markets in September was on the whole disappointing to those who were looking for a great revival but the latest reports from the industries are satisfactory, and railroad traffic, the best index to the movement of commodities, has continued from week to week to break the records of all other years. For the week ending Sept. 15, the latest for which a report is available, the loadings of revenue freight were 1,060,580 cars, an increase of 123,359 cars over the corresponding week of last year, 208,028 over the corresponding week of 1921 and 69,414 over 1920. It is now more than 5 months since the slump in new business began to be talked about, and ever since then the pessimists have been looking for production and railroad traffic to decline.

Wholesale Trade Shows Increase

The statistics of industrial production gathered by the federal reserve board indicate that the August output was 27% larger than in August 1922, and that production in every month of this year has been at a higher level than in any month of the previous 5 years.

Wholesale trade, according to the board's index, increased 12% in August, which is more than usual for that month. Sales of clothing, dry goods and shoes showed substantial gains as compared with July, and were larger than a year ago.

Retail trade also increased in August and sales in all reporting lines were larger than in August 1922. Department store sales in all sections of the country averaged 12% above last year's level. Sales of the leading 10-cent chain store systems aggregated \$25,551,000 in August as compared with \$23,919,000 in July and \$21,676,000 in August a year ago. Mail order sales by the leading retail mail order houses totaled \$22,334,

000 as against \$22,453,000 in July and \$17,709,000 in August 1922.

Canada a Leading Wheat Factor

The situation in wheat is unusual. The world supply is ample to say the least and the export situation so far as North America is concerned is dominated by Canada, which has more wheat for export than any country in the world ever had before. The estimates on the Canadian crop this year have been very erratic. In July the fine prospects in the prairie provinces caused unofficial estimates of 500,000,000 bus. to be made but at the critical stage of the crop rust developed in southern Manitoba and Saskatchewan and caused so much damage that in an estimate issued Aug. 14 the official bureau of statistics at Ottawa placed the yield at 383,000,000 bus. or about 17,000,000 under last year's crop. On Sept. 12, however, the official bureau issued another estimate placing the yield at 470,000,000 bus.

Normal Durum Surplus

However, the situation is beginning to pick up on this side of the line and east of the mountains for it looks as though this part of the country had no wheat to spare. The surplus consists of about 50,000,000 bus. of durum wheat, which is always exported for macaroni and spaghetti, and the surplus of the states west of the Rocky mountains. The Pacific northwest has nearly double last year's production, but the excess of that region beyond its own needs always goes out by way of the ocean and to foreign markets. It is doubtful whether the United States east of the mountains has grown enough wheat to make its own bread, and as a result of the milling demand we see the Minneapolis market about 10c above Chicago, with St. Louis, Kansas City, Omaha all on a basis independent of Chicago and Europe.

Wheat cannot be shipped at this time from any point east of the mountains to Europe at a profit, and on the December delivery Minneapolis is about 22c per bushel above Winnipeg. The duty on wheat, therefore, is actually protective at this time to the home producer, and bids fair to be so throughout the crop year. The closing price of December wheat in Minneapolis on Sept. 28, was \$1.17 1/2 and in Winnipeg \$0.96 1/4. One year ago

the price in Minneapolis was \$1.04 1/2 and in Winnipeg \$0.94 1/8 cents.

Price Trend is Downward

It is the general view of economists that with the recovery of industry to normal conditions over the world and the stabilization of the exchanges, the trend of prices will be downward, but this does not signify a fall comparable to what is experienced in a business crisis. It signifies rather the steady pressure of effective competition with improving methods everywhere.

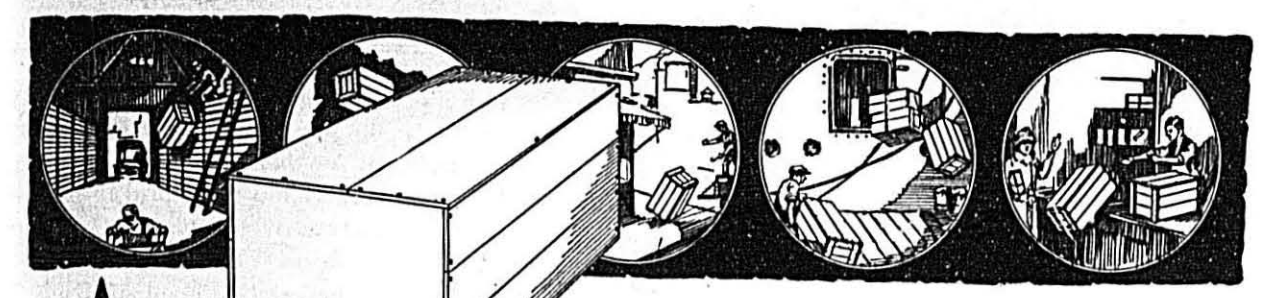
There is a general belief that downward readjustments involve business stagnation and unemployment, and this is true where the changes are precipitate, as in 1920-21 and 1873. In those years, however, the fall was aggravated by the accumulations of goods, excessive expansion of credit and the losses resulting therefrom. We may expect the business men of this country to be on their guard against these conditions for some time to come. While boom conditions are inconsistent with a downward movement of prices, the daily wants of a growing population make it necessary that a great volume of business shall go on, and unless there are surplus stocks to draw on industry must be fairly well employed in supplying current demands.

Boom in Macaroni Demand

In the macaroni manufacturing industry conditions are those usually experienced during the early fall months. Production was below normal during July and part of August but many plants kept going fairly well on future orders.

During September and the first week in October practically every press was producing to capacity. Many firms are far behind in their orders and indications are that it will be several weeks before some of the plants can catch up.

One pleasing feature of the temporary slump during the summer was the hesitancy on the part of the better class of manufacturers to slash prices, most of them realizing the usual summer conditions and preferring to hold firm for the fall rush of orders that usually starts in during August. As a result of this policy many are now on a paying basis from the very beginning of the business revival.



Accidents Do Happen!

All thoughtful men protect their families by accident insurance, so why not be just as thoughtful of your business welfare by protecting your shipments against "Accidents" that we all know "Do Happen" while the product of your factory is making the hazardous journey to your customer.

USE Wood Box Shooks

The TRIED-AND-TRUE Shipping Insurance

"A Request Will Bring a Quotation"

Anderson-Tully Company

Memphis, Tenn.

What You Should Know About Cheese

By WINIFRED STUART GIBBS
Food Specialist

Cheese is one of the most valuable foods on the market in many respects, and yet in some households it is used rarely.

It is a whole lot of food in a small amount of space. In other words, it is a very concentrated food.

One pound of cheese contains the solid part of one gallon of milk. It contains a large amount of a good quality of protein; that is, a protein which has more value in the body than the proteins found in vegetables or meats. The fat, which is present in considerable amount, is butter fat which is rich in the valuable vitamin A.

Among the minerals found in cheese are calcium, phosphorus, and iron—the 3 minerals mentioned by nutrition experts as the essentials most often found to be lacking in the average American dietary. For this one reason, if for no other, we should regard cheese with great respect.

Calcium is most essential to growing children, and is needed by adults as well, in order to keep the teeth and bones in good condition. Iron is used in making good red blood, and phosphorus is needed by every cell in the body.

In spite of a rather widespread impression cheese is not an indigestible food nor one to avoid for any reason if one follows good common sense in using it. Dr. Langworthy of the United States Department of Agriculture states in his report of some experiments on the digestibility of cheese:

"It seems fair to believe that there was practically no difference between cheese and meat with respect to ease of digestion, at least in such quantities as are commonly eaten."

The fact that cheese is so concentrated is not always considered in planning its use in the diet. It should not be used in large amounts at one time, nor in combinations with other concentrated foods. The use of such dishes as macaroni and cheese or rice and cheese are most satisfactory ways of using this food for several reasons.

The cheese lacks starch, and when this is supplied by the macaroni or rice the resulting dish is a more complete food. By grating the cheese and mixing it thoroughly throughout the

starchy food less cheese is used and yet the whole dish is flavored.

Another advantage in having the cheese grated or cut fine is that it is more easily melted and blended with the other ingredients without the use of a large amount of heat. Cheese cooked at a high temperature becomes tough and indigestible. For this reason a layer of crumbs or of other food should always cover the top of the dish so that the cheese will not be directly exposed to the heat of the oven.

The flavor of cheese is another valuable asset, since it makes possible many combinations of otherwise tasteless foods. The bland foods, such as rice, and spaghetti, and macaroni, make particularly good combinations with cheese, because it adds the needed flavor and also a great deal of additional food value in the form of protein, fat, mineral and vitamins.

It combines well with potatoes, cabbage, celery or tomatoes and gives a different way of serving these vegetables, as well as adding the necessary food value to make a more complete dish. Such combinations are especially good for luncheon or supper dishes, as they should not be served with meat.

It is always to be remembered that cheese is a protein dish and therefore not to be used in the same meal with meat, fish or eggs.

The protein foods are always the most expensive foods in our diet; cheese, however, happens to be comparatively cheap.

This is another important reason why it should receive the serious consideration of every housewife.

Eat More Wheat and Eggs

A. Goodman & Sons company of New York city evidently hit upon a most timely slogan when it chose the phrase "Eat More Wheat and Eggs" as a means for calling the attention of the consumers to the fact that their noodles contain both of these valuable food ingredients. The slogan is used on window cards, street car advertising and in general publicity work. Part of the card shows a wheat field in which chickens are seen scratching for food, and this serves to emphasize this most appropriate slogan. The company is

putting out some attractive advertising for the summer months and has adopted for this purpose various suggestions that should be helpful in promoting the increased consumption of macaroni products. For instance its spaghetti is termed "A Food of High Value at Low Cost"; while the noodles are defined as "The Light Nutritious Summer Food." One of the street car cards shows a large package of good noodles between a dish containing fresh eggs and a plate of prepared noodles and chicken, which is sufficient to make one's mouth water. This kind of advertising will be found most beneficial to the trade and the suggestion that noodles provide both wheat and eggs in properly blended form should make a hit with the consumer.

Fights Slack Filled Packages

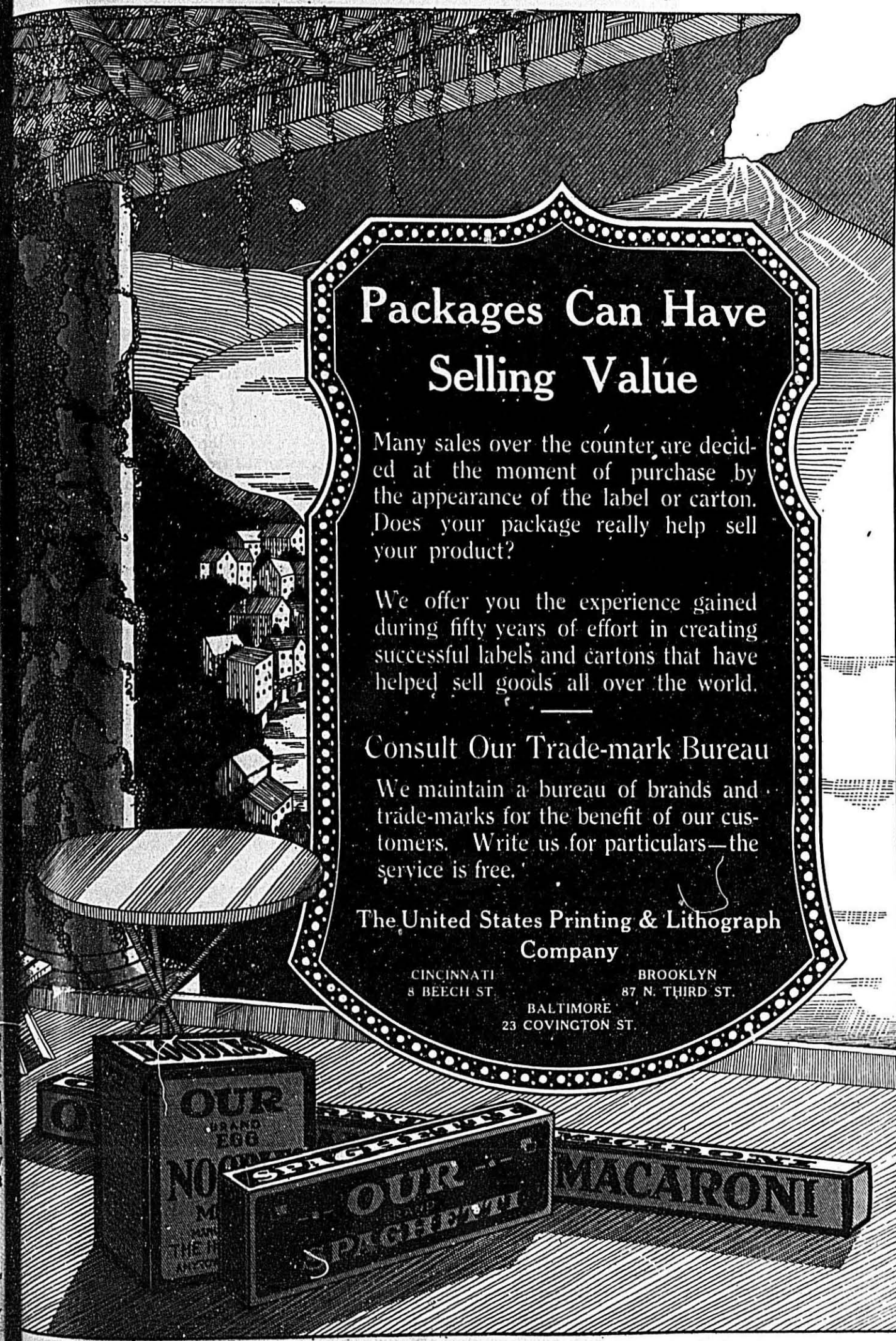
The federal trade commission issued an order to 3 middle west creameries to cease and desist the practice of marketing a "slack package," supposedly of a standard size, even though it is properly labeled showing smaller content.

In issuing the order the commission argues that changing the size of a package from the standard size which a company has established and has made known constitutes misrepresentation. The complaint further charges that the sale of the 15-oz. packages of butter has a tendency to mislead and deceive the purchaser into the erroneous belief that the package or carton contains 16 ozs: or a pound of said product, even though the proper marking is placed on the outside as by law required.

The commission alleges that it is the custom of the trade for a long period of years to advertise, sell and offer for sale butter in standard recognized quantity of 16 oz. or one pound and that the consuming public, having been accustomed to this quantity, naturally expects the package to contain that quantity.

NOBODY LOVES HIM

A woodpecker sat on a knocker's head,
And settled down to drill.
He pecked and pecked and pecked away
And wore away his bill.



Packages Can Have Selling Value

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

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

Consult Our Trade-mark Bureau

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

The United States Printing & Lithograph Company

CINCINNATI
8 BEECH ST.

BROOKLYN
87 N. THIRD ST.

BALTIMORE
23 COVINGTON ST.

How Members View Uniform Cost System

Secretary M. J. Donna recently circularized the members of the National Macaroni Manufacturers Association, Inc., requesting their opinions of the uniform system of cost accounting which has been submitted to them since the Cedar Point convention. From the replies, which are necessarily given here without name, it is concluded that the system offered, while hardly perfect, fills a long felt want in an industry where the methods of figuring production costs are so varied.

No. 1. The new uniform cost system has been given only a partial trial but found unsatisfactory. Not encouraged to put the whole system to a complete text. It's too complicated.

No. 2. The system standardizes production and tends to eliminate all unnecessary varieties that have not proven profit makers.

No. 3. It encourages employes because under the system their efficiency is measured when each department is checked up daily or weekly.

No. 4. The system tends to eliminate waste by pointing out just wherein the process of manufacture the waste occurs.

No. 5. Helps to differentiate between cost of macaroni, spaghetti and noodles, and will naturally tend toward a sales policy that will enable manufacturers to dispose of each variety independent of the other insofar as a selling price is concerned.

No. 6. Checks up closely the cost of packing the various grades in cartons or in bulk.

No. 7. Records daily production in each department with greater accuracy.

No. 8. Provides unfailing source of information as to plant capacity and points out the weak points therein.

No. 9. It permits of a more equitable distribution of operating expenses and enables a manufacturer to charge up to each department its proportionate share of the expenses of production.

No. 10. It is a good buying and selling guide and shows quantity of

raw materials on hand as well as finished products.

No. 11. System appears to us a good one but we have not yet made up our minds to go to the expense and trouble of installing it at this time because our system is giving satisfaction at present. Might decide to do this later on.

No. 12. Have decided to leave well enough alone. We know our costs on our own selling schedule and are not much interested in what others are doing along this line.

Personal Notes

Cav. Antone Randazzo of St. Louis, whose large plant was practically destroyed by fire several weeks ago, is now in Italy with his family enjoying a well earned rest. He sailed Sept. 9 on the Steamship Martha Washington from the port of Boston and bound for Naples whence he will visit his old home. He is accompanied by his 3 charming and accomplished daughters, Marie, Antoinette and Lucile.

Frank A. Motta, secretary of the Champion Machinery company of Joliet, Ill., is on a tour of western Canada and the American Pacific states calling on the trade. On his trip he will call on all the leading macaroni manufacturers of the west in an effort to interest them in his semolina handling and mixing machines.

Macaroni manufacturers are considered a bunch of real good "fellers" but among the "goodie goodie" ones, to their wife, may be mentioned President Henry Mueller and Director A. C. Krumm, Jr., who took their mates along to the American Specialty Manufacturers association convention last month in Minneapolis.

James T. Williams of the Creamette company, Minneapolis, was chairman of the arrangements committee that planned and put over the specialty men's meeting the last week in September. That he was real busy is attested by the success of the gathering, both socially and as a business meeting. Not to be outdone by her spouse, Mrs. James T. Williams did valiant

work as the head of the women's entertainment committee and brought the banqueters to their feet in applause of two well given vocal selections sung in her usual good voice the night of the dinner.

Frank W. Foulds, president of the Foulds Milling company of Chicago, who has been confined to his home in Libertyville, Ill., because of illness, has sufficiently recovered so as to be able to resume his duties in the Chicago office.

A. F. Rysen, Chicago representative of the Creamette company of Minneapolis, is seriously ill at this writing.

L. M. (Doc) Fletcher, Chicago manager of the Joe Lowe Co., Inc., has returned from a tour of inspection of his company's egg plants in the orient inspecting and supervising the production of the company's Certified Egg products. Mr. Fletcher reports great progress in labor conditions and the accomplishment of a great many improvements in his company's egg plants in Shanghai and other localities. He has had many interesting experiences which he will be glad to recount to his customers on his next trip through his territory.

Guy A. Thomas, general salesman and director of the Washburn Crosby company, was one of the principal speakers at the annual meeting of the National Restaurant association Oct. 10 in Cincinnati. His address was on the value of organization and the nation wide "Eat More Wheat" movement. His address was well received and served to awaken much interest in wheat foods among the restaurant and hotel men in attendance.

SET 'EM UP IN OTHER ALLEY

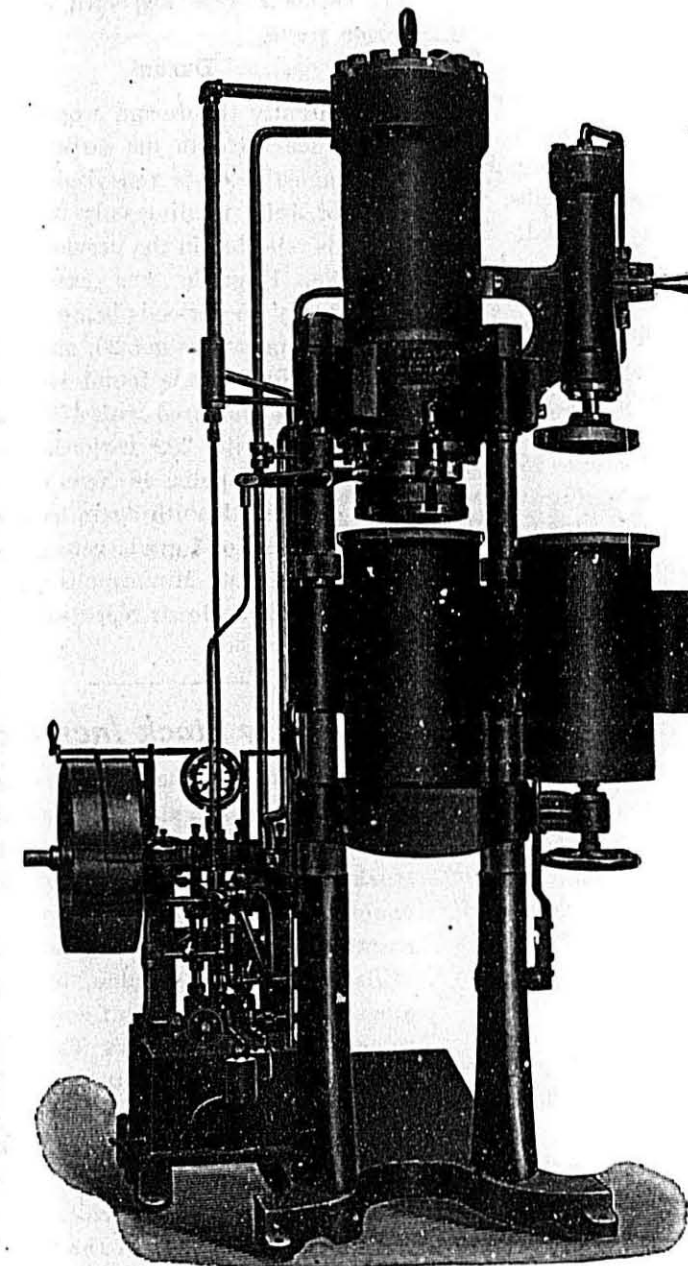
"It was at a college dance. The young man had just been introduced to her and after a brief and awkward silence he ventured, 'You are from the west, I understand.'

"'Yes, from Indiana,' she replied 'Hoosier Girl!'

"'He started and flushed deeply 'Why-er-really,' he stammered, 'I don't know—that is, haven't decided yet.'"—Trumbull Cheer.

The average man has more ambition than ability.

CEVASCO, CAVAGNARO & AMBRETTE, Incorporated



Type V-P Vertical Hydraulic Press.

Builders of High Grade
Macaroni Machinery

Presses—

SCREW AND
HYDRAULIC

VERTICAL AND
HORIZONTAL

Kneaders

Mixers

Dough Brakes

Mostaccioli and
Noodle Cutters

Bologna Fancy
Paste Machines

Specialists in Everything
Pertaining to the Alimentary
Paste Industry.

Complete Plants Installed.

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.

Macaroni Imports and Exports

A study of figures covering the importation and exportation of all kinds of macaroni products shows that, while our export business is slowly but steadily decreasing, importation is increasing by leaps and bounds. From this we realize that we are not only losing our foreign markets but even failing to hold our own at home.

Exports

A decided falling off in the amount and value of macaroni, spaghetti, and noodles exported during June is indicated by figures covering that month and would indicate that the foreign markets are being keenly competed for by producers in other countries. During that month 527,094 lbs. of these products valued at \$43,432 were exported from the United States. These figures do not include goods that were reexported. The decrease is shown when compared with those of June 1922 when the exports totaled 772,888 lbs. worth \$60,272.

An idea of the general decrease in this end of the business is indicated by comparing totals for the fiscal year with the only available totals of the previous year. During the 6-month Jan. 1-June 30, 1922, a total of 4,688,774 lbs. valued at \$370,198 were exported while during the 12-month period July 1, 1922, to June 30, 1923, only 6,292,109 lbs. worth \$501,976 were reported.

There was a slight increase in the per lb value of goods exported from 7 4-5c in June 1922 to 8 1-5c per pound in June 1923.

Exports for July

During July 1923 an increase in the export of macaroni products was recorded when 505,765 lbs. of all grades valued at \$36,733 entered into foreign commerce as compared with 402,327 lbs. worth \$35,579 for July 1922. The quantity and value of exports were slightly under those of June of this year.

Imports

The importation of macaroni products increased quite rapidly in the fiscal year ending June 30, 1923, according to figures released by the bureau of foreign and domestic commerce of the department of commerce for June, when over 3 1/4 million pounds of this foodstuff entered the various ports of our country. This is approximately

75% increase over the previous fiscal year.

For the 12-month period ending June 30 the importation totaled 3,253,943 lbs. with a market value of \$250,121. The average price per lb. was slightly over 7 2-3c. Comparing with the imports for the same period the previous year, the heavy increase is noted. Figures for the fiscal year ending June 30, 1922, show that 1,991,933 lbs. valued at \$177,354 were imported. The increased importation of this foodstuff naturally enters into strong competition with American made goods that have supplied this market.

In June 1923 349,517 lbs. were imported at a declared value of \$27,441. A general idea of the increase referred to is obtained by comparing figures with the imports of June 1922 which were 232,294 lbs. worth \$21,736.

Imports for July

The records for July show an appreciable increase in macaroni imports over that for the previous month and for the same month of a year ago. 364,939 lbs. of macaroni products valued at \$24,439 were imported during July 1923 as compared with 332,590 lbs. worth \$32,600 in July 1922. The per lb. value of imported macaroni products has generally decreased from 9 3/4c in July 1922 to slightly more than 6 2-3c in July 1923.

Durum Receipts for August

A notable feature of August receipts of all kinds of durum wheat was the apparent rush to market by holders of the old crop in anticipation of the plentiful harvest which the 1923 crop promised. This was especially true of the better grades which dominated the market during the month.

Amber Durum

A total of 1739 carloads of all varieties of amber durum was reported by inspectors from the different points of the country during August, which was more than 3 times that of July, when only 520 carloads were inspected. The increase affected all grades. 192 carloads of the No. 1 variety were reported, 76 from Minneapolis, 53 from Duluth, and 40 from New York. The No. 2 grade was over one half of all the varieties reported, being 1023 carloads as compared with only 333 in July. Of this total Minneapolis reported 444, Duluth

287, and New York 234. The August receipts of the No. 3 variety were 6 times that of the July receipts being 377 carloads in August to 61 in July. Of this total Duluth led with 178, Minneapolis came next with 156 and then followed New York with 14 and Omaha with 8. 147 carloads were inspected of an inferior grade.

Durum

Apparently the durum crop had been largely marketed in the earlier months. The August receipts were slightly under those of July, totaling only 952 to 984 carloads reported in the previous month. The No. 1 grade was exceptionally scarce, only 55 carloads being reported, of this, Minneapolis got 20, and Duluth 11. The No. 2 grade found 440 cars so classified as compared with 473 in July. Duluth led with 202 carloads against 119 for Minneapolis, 48 New York and 10 to Omaha. Duluth again led Minneapolis in the No. 3 grade getting 129 to New York 41 and Minneapolis 34 out of a total of 239 carloads reported for that month.

Pillsbury Stock Increased

"The Pillsbury Flour Mills company of Minneapolis has amended its articles of incorporation, increasing capital stock from \$5,000,000 to \$12,500,000, to enable it to assume the property and assets of the Pillsbury-Washburn Flour Mills company of London, in accordance with an arrangement entered into some months ago," says The Northwestern Miller. The Minneapolis company operated under lease by the Pillsbury mills, which were owned by English stockholders. Recently negotiations were concluded by which local interests became owners of the property. The increase in capitalization is a step in a general reorganization of the company necessitated by this process.

MACARONI-GRAMS

Teacher—Where is Chili?
Wise Boy—It's in the Mac, Chili-mac.

You have to dig to lay a foundation for business.

Teacher—What makes you think that hash is a collective noun?

Pupil—Because it has so many different things in it.

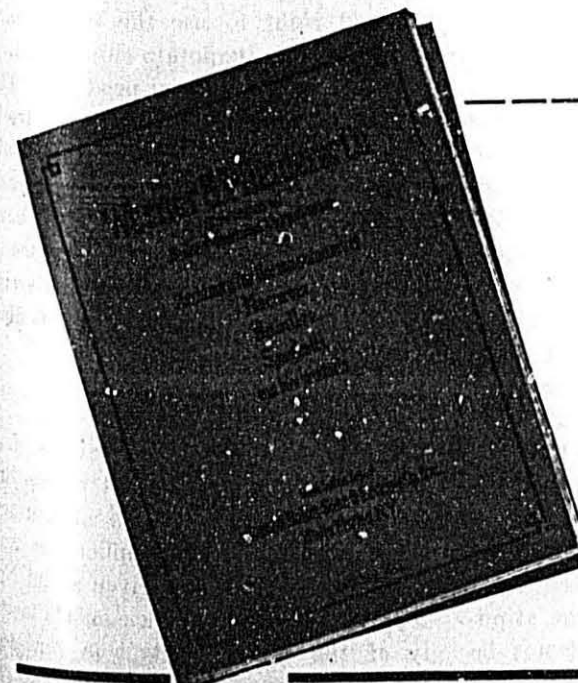
Whom do wigs fool except the wearers?



no strings to our offer—the w & p catalog of macaroni machinery is yours without obligation



drop us a line or mail this coupon



baker-perkins company 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

Making Bread Without Flour

For many years specialists have been trying to retain all the nutritive elements of the wheat berry, while keeping the bread white and soft.

A new system now put forward in France gives great promise of providing the solution. It eliminates all slow sifting to free the grain of the bran; and in 3 distinct operations of washing, maceration and sifting, which can be carried on simultaneously, in a machine whose cost is so low as to be within the reach of all, it has developed a practical way of conserving the gluten and the vitamins of the wheat.

The washing not only cleans the grain but makes it easier to crush the bran and peel it off from the kernel that contains the nutritive elements. After the washing, the clean wheat is macerated to bring it to the necessary degree of hydration. Sifting then replaces the ordinary milling process, separating the bran from the pulp and leaving with the latter the highly nutritive portion between the outer envelopes.

The most startling feature of the new process, according to the Scientific American, is that its product is not flour, but actually dough. It contemplates elimination of flour from the domestic economy, and of the flour mill from the industrial establishment. It contemplates that the housewife buy the whole wheat berry, just as it now goes from the thresher to the mill; that she pour these kernels into her machine, and receive out of it the dough for her bread. All the nutritive values of the wheat are retained, and the useless and indigestible chaff is discarded at the same time.

The machine is no larger than the ordinary family washing machine and like so many other household utilities can be operated with the current from the usual electric light socket.

The main part of the machine consists of a large perforated drum into which the wheat is poured through a funnel. The grain goes through a continuous crushing process inside this drum, accomplished by rotating cylinders operated by a 4-horsepower motor which produces from 25 to 30 kilograms of dough per hour.

While the dough is thus being pre-

pared in the machine the bran is separated out and falls into a receptacle in the bottom of the drum, and the dough issues simultaneously from another opening. The dough is ready for the usual leavening process, and in half an hour may be put in the oven.

The bread thus obtained has an agreeable taste; it is not pure white, for it contains the inside cover of the wheat kernel.

Wheat Milled in Bond

Nearly 50% of the wheat imported into the United States from Canada since the emergency tariff became effective May 28, 1921, has been exported as flour, according to compilations by the Department of Agriculture. This wheat was milled in bond for export and should be considered in all calculations of imports of wheat from Canada.

Total imports of wheat from Canada since the tariff became effective were 32,567,664 bus. The quantity of Canadian wheat milled in bond during the same period was 15,453,624 bus., or 47% of the total imports. Imports in 1922 were large, when 22,642,959 bus. were imported. The same year Canadian wheat milled in bond was reported at 10,426,436 bus., or 46% of the total imports. From Jan. 1 to June 30, 1923, imports of Canadian wheat were 4,686,530 bus. In that period 2,837,008 bus., or 61% of the total imports, were milled in bond.

Two provisions in the tariff act of 1922 relate to the milling of imported wheat. The milling provision provides that the entire mill handling the wheat, or part of the mill, be placed under bond. No duty is paid on the imported wheat provided the entire output of the mill is exported. Any flour or byproduct from the imported wheat is subject to the prescribed import duty should it be subsequently entered for consumption in the United States.

The drawback provision is that the importer pays the full amount of the duty, i. e. 30c a bushel, and receives a refund of 99% of the duty when the flour and byproducts produced from such wheat are exported. One stipulation is that a refund shall not be made unless at least 30% of United

States wheat has been mixed with such imported wheat.

All of the Canadian wheat reported as having been milled in bond was milled under the milling provision. Canadian wheat milled in bond is statistically included in the general imports of the United States. All calculations, therefore, of imports of Canadian wheat that enter the United States for consumption should make allowance for the wheat milled in bond. Flour manufactured from imported wheat is statistically included in the exports of domestic flour. Two flour mills in the Buffalo district grind Canadian wheat in bond.

TRADE MARKS GRANTED

French Swiss Noodles

Chas. Foltzer, doing business as the French Swiss Noodle Co. in Cincinnati has been granted the right to use the above trade mark on noodles manufactured by him. Application was filed July 5, 1922, and given serial No. 166,503.

Napoli Brand

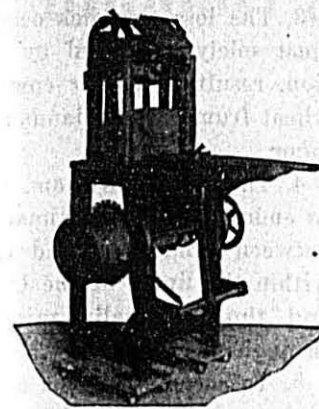
The Seattle Macaroni Manufacturing Company, Inc., of Seattle, filed application on Dec. 1, 1922, for right to use the trade mark "Napoli Brand" claimed used since Nov. 1, 1921, on its macaroni, vermicelli and spaghetti. The trade mark consists of the words "Napoli Brand" in heavy black type. It was granted on Sept. 25, 1923, and was given serial No. 172,774.

Chicago

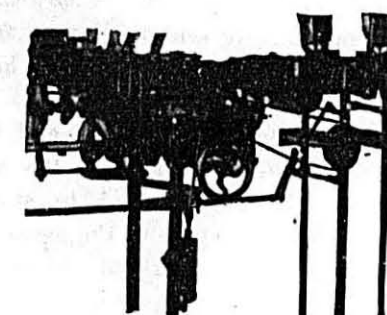
Alex Klein, doing business as the Chicago Egg Noodle company, was granted right to use the trade mark "Chicago" on its potato chips, noodles, spaghetti and macaroni products. The company has been using this trade mark since Jan. 1, 1922. The trade mark consists of a figure of a woman representing "Miss Chicago" above which the word "Chicago" appears in heavy black type. It was given serial No. 179,006, when application was filed April 11, 1923.

Italy

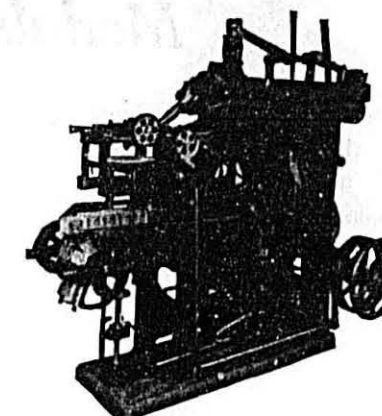
The Los Angeles Macaroni Co., Los Angeles, was granted right to use the above trade mark on its alimentary paste products. The application was filed May 5, 1923, and given serial No. 180,232. The trade mark consists merely of the word "Italy" in outline type.



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.



Advertising Questionable Medals Unfair Business

Macaroni manufacturers who were duped by the so-called expositions in Italy and who merely charged their loss to business experience are wiser men, slightly poorer perhaps, but retaining that high business honor which all strive to attain.

On the other hand those who were awarded medals, diplomas or certificate of awards—and all who wanted to pay for it got one—and afterward used it to advertise their products to the detriment of their competitors, will soon have to face charges of unfair business practice and will have either to desist or show cause.

The National Macaroni Manufacturers association has been busy the past year uncovering industrial expositions alleged to be of a suspicious nature and has succeeded not only in arousing enthusiasm among the macaroni manufacturers but in getting the government interested.

The department of state has investigated the Rome and Milano, Italy, industrial expositions of last fall and winter and found them of a nature that the federal trade commission is inclined to proceed against the manufacturers who are advertising awards.

Innocent and well meaning macaroni makers may help out by submitting evidence in cases where firms have used their medals, diplomas or certificates of awards to further their business. Several cases already have been uncovered. In one instance a company adopted as its label for bulk goods a copy of the diploma, with sufficient wording thereon to make it appear that the contents of the box were worthy of the "prize" purported to have been won.

Cases are under investigation where Italian newspapers and the American press were resorted to to convey to readers the idea that theirs were superior goods because of the "honors" conferred by these expositions that have little or no standing in the business world.

The National association is pleased to report such good progress in so short a time. There have been some rather impatient firms of the belief that nothing was being done, but cases of this nature take time. Government bodies must be sure of their ground be-

fore proceeding to action. In this case investigators were sent to Europe for first hand information. The result has been more than satisfactory.

The next step is to put an end to this unfair business practice. It's up to those who are affected to start things moving. Report to the association headquarters names and addresses of firms which are capitalizing their spurious awards, and action will be started to cause them to cease and desist.

The unwary manufacturer has been taught a good lesson. He has paid dearly for his experience. It will take more than a glib tongued representative to get him to place his name on the dotted line hereafter. Investigation will precede such action. The tricky fellow who resorted to advertising the meaningless awards for his personal trade betterment is in for the lesson of his business life if he persists in the questionable practice so generally and bitterly complained of by the better class in the industry.

Once more has the National association proved its worth in a case where united action alone could be depended upon to obtain results. Just how much will those most benefited by this work appreciate it and cooperate with the National Macaroni Manufacturers Association, Inc., in further work along similar lines, all tending toward the upliftment of the macaroni industry in this country! Time will tell.

Meanwhile be slow to condemn, but when sure of your ground proceed vigorously for your own protection and for the good of the industry.

Wheat Industry's Problems

Grosvenor Dawe, executive vice president of the Wheat Council of the United States, organized in accordance with resolutions of the National Wheat Council meeting last June in Chicago, enumerates the problems confronting the wheat growers in a list recently issued to all interests affected by production, distribution and consumption of this single commodity.

The problems follow:

1. Wheat, in practically all parts of the United States, has been sold at a loss this year and part of last.

2. If this condition were to continue uninterruptedly the effects would be disastrous to the whole wheat industry.

3. The loss that has occurred is most solely explained by overproduction, resulting in our competing wheat from cheaper lands and cheaper labor.

4. The step of wisdom, therefore, is to endeavor to approximate a balance between production and consumption within the limits of the United States and thus gradually raise the price through natural laws.

5. To accomplish such a change it is necessary to approach very carefully the matter of reduction of acreage, substitution of crops, diversification, etc. It is equally necessary to approach the subject of a change in the dietary with care and with a due regard to the form of nutrition.

The Wheat Council of the United States plans to serve as a clearing house of endeavor and information, hoping through this agency to better the condition of the wheat growing farmer as well as all handlers of that product from growth to consumption.

Washburn-Crosby Stock

To create a sinking fund with which to purchase outstanding stock of the company, the Washburn-Crosby company of Minneapolis has issued \$2,000,000 of cumulative preferred stock. The total issue of the stock was purchased by two of the large trust companies in Minneapolis. The predecessors of the present company first engaged in milling business in 1866. The Washburn-Crosby company was organized in 1889 under Minnesota laws. The company is said to be the largest manufacturer in the world of flour and dredged products which are distributed every state in the union and in many foreign countries. The milling plants which are at strategic points have a combined daily milling capacity of nearly 65,000 bbls. of flour.

"Bredren!" exclaimed the preacher as he came across a portion of his congregation engaged in pursuing the goddess of chance. "Don' yo' all know it's wiser to shoot craps?"

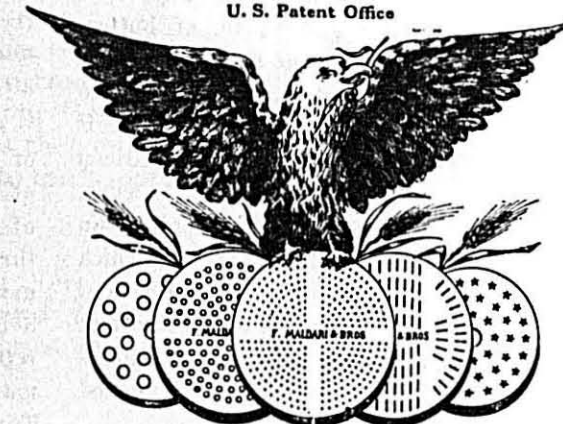
"Yes, pahson," admitted one pioneer sadly, "an' believe me, Ah's in' fo' mah sins."—Legion Weekly

Many a man accepts a favor who does not take a joke.

Maldari's Insuperable Bronze Moulds with removable pins.

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Dependable
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For Complete
"Semolina Satisfaction"

Prompt
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DURUM WHEAT PRODUCTS

FARINA
SEMINOLA
(one, two, three)

FANCY PATENT FLOUR
FIRST CLEAR FLOUR

Ask today for samples and quotations

NORTHERN MILLING COMPANY

Wausau, Wisconsin

Tested Macaroni Recipes

Macaroni Cutlets

Have ready sufficient cooked, chopped macaroni to fill 2 cups. Turn into the upper part of the double boiler and add ½ cup of thick white sauce, salt, celery salt and paprika to taste, 1 beaten egg yolk and a teaspoon of Worcestershire sauce. Cook over hot water until very thick, remove from the fire and add a tablespoon of chili sauce. Turn out on a large platter, chill and form into small cutlets. Egg and bread crumbs and fry in hot fat to a rich brown. Serve with a hot cheese sauce.

Baked Macaroni Ramekins

Make a sauce by blending 2 tablespoons of butter, 2 tablespoons of flour, and 2 cups of canned chicken soup; let this boil up for a moment, till smooth and thickened, then add to it 2½ cups of cooked macaroni and turn this mixture into buttered ramekins, or any small individual baking dishes, filling these small dishes only half full. Now break a raw egg into each dish, on top of the macaroni mixture. Sprinkle sparingly with salt and pepper, add a generous grating of cheese and place the dishes in a moderate oven till firm (about 15 minutes). Serve hot.

Peppers Scalloped with Macaroni

Four peppers, 2 onions, 1 cup macaroni, 2 tablespoons butter, 1 tablespoon flour, 1½ cups milk, 1 teaspoon salt. Cook macaroni in rapidly boiling salted water 20 minutes. Drain and blanch in cold water. Parboil peppers and slip outer skin. Cut slice from stem end and remove seeds and white fiber. Cut in slices ¼ inch thick. Make a white sauce of the butter, flour, milk and salt. Put a layer of macaroni in a buttered baking dish. Add a layer of peppers and sliced onions and cover with white sauce. Add another layer of macaroni, then a layer of peppers and onions and the remaining sauce. Cover with macaroni, dot with bits of butter and bake ½ hour in a moderate oven.

Scalloped Ham and Macaroni

Prepare a white sauce with—
1 tablespoon butter,
1 tablespoon flour,
1-3 teaspoon salt,
Dash of pepper,
1 cup milk.
Cut 1 pint of cold boiled macaroni

in inch lengths and chop fine 1 cup of boiled ham. In a buttered baking dish, put alternata layers of macaroni, ham and sauce. Stir 1 tablespoon melted butter in 1 cup fine bread crumbs, spread over the top and brown in quick oven.

Spaghetti Soup

Put into a stewpan 1½ lbs. of lean veal, a small slice of lean ham, a bunch of sweet herbs, a head of celery, an onion, some whole white pepper, a blade of mace and ¼ lb. of butter; set the pan over clear fire, taking care the articles do not burn. Then thicken 2 quarts of white gravy and pour it into the pan, adding a few mushroom trimmings; when it boils, set it aside, remove the scum and fat and strain the soup upon some spaghetti which has been broken in small pieces and soaked a few minutes in cold water and stewed in strong broth. This soup is sometimes served with a few blanched chervil leaves in it.

Macaroni Vegetarian Salad

This is sufficiently hearty to serve as the main course for luncheon or supper. Mix lightly together ¾ cup of diced, cooked macaroni, ½ cup of diced celery, ¼ cup each of cooked peas and tiny string beans, 2 tablespoons of cooked carrot straws, 1 hard boiled egg cut in cubes, and a quarter of a snappy cheese, flaked in bits. Sprinkle lightly with salt and paprika, moisten with a Russian dressing and blend in 1 peeled tomato, cut in dice. Heap in a mound on a salad platter, surround with a border of crisp lettuce, mask with the dressing and sprinkle half with chopped parsley and half with chopped hard boiled eggs. To make the Russian dressing add to ¾ cup of thick mayonnaise dressing 2 chopped canned pimentos, 1 table.poon of chopped chives, 6 tablespoons of tomato catsup or chili sauce, 3 tablespoons of tarragon vinegar, 1 tablespoon of chopped chow-chow and ¼ cup of stiffly whipped cream.

Death of "Aunt Jemima"

The death of the original "Aunt Jemima," generally recognized as the pancake queen, occurred Sept. 3 in Chicago when a passing automobile struck down Mrs. Nancy Green, known as "Aunt Jemima" wherever pancakes are eaten. While comparatively few knew of the existence of this aged Negro, nearly 90 years old at the time of her death, millions recognized her

broad smile, her buxom pleasantness and appreciated the excellence of her pancake recipe.

"Aunt Jemima" Green was born in Kentucky and as a slave acted as the cook and nurse for an old southern family. In the removal of the young generation to Chicago she went along. She first gained fame among the friends of the family who enjoyed her well prepared foods. During the World's Fair in Chicago in 1893, her recipe for pancakes became nationally known to the thousands of visitors who attended that exposition.

A Missouri milling company hearing of her excellent recipe got it from her at a nominal price, changed the name of its mill to Aunt Jemima Mills and through judicious advertising made it nationally known. Tying up the wonderful recipe with the famous cartoon representing the smiling faced black mammy and her greeting "I see you, Town, Honey," brought the company much greater success than expected.

The Aunt Jemima Milling company of St. Joseph pays tribute to the memory of Mrs. Nancy Green by publishing a memorial in its house organ for last month. A picture of the aged negress adorns the front page of the memorial followed by a story of her death. Then follows the following tribute:

"Human frailty is always the subject of solemn meditation when we are brought face to face with the passing of a friend. Our Aunt Jemima has passed to the Great Beyond, and we of the Aunt Jemima organization pause to pay silent tribute to the character whose smiling mortal face no longer beams good nature to our earthly habitation.

"Nancy Green frequently visited our Chicago office where she delighted in telling of her experiences at the World Fair and in later demonstrations to us throughout the country. She lived to see the volume of Aunt Jemima pancakes consumed in her own adoption city grow from a paltry few per day to where, if one day's consumption were piled one on top of another, they would make a stack 4 times as high as the Wrigley building.

"While the mortal has put on its mortality, the romance of her earthly existence shall go on blossoming down through the years and her cheery smile bring to mind pleasant memories of her cheerful visage and delicious recipe."

Noodle Makers Attention

Write us for a sample Barrel

Blended Granulated Whole Hen Egg Guaranteed

Spring Crop, 1923 Production only. These goods cost 10% less than Spray Whole Hen Egg, and are preferred by some Noodle Makers, as they impart a brighter, deeper shade to the Noodle.

Fancy 1923 Spring Crop, *Spray Yolk*, *Flake Whole Hen Egg*, and *Albumen*, carried in our warehouses all over the country.

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SAFEGUARD the quality of your products in transit and in storage by packing them in these highly protective water-proofed **Hinde and Dauch Corrugated Fibre Shipping Boxes**. They are by far the most economical, convenient and satisfactory containers you can find for packing alimentary paste products.

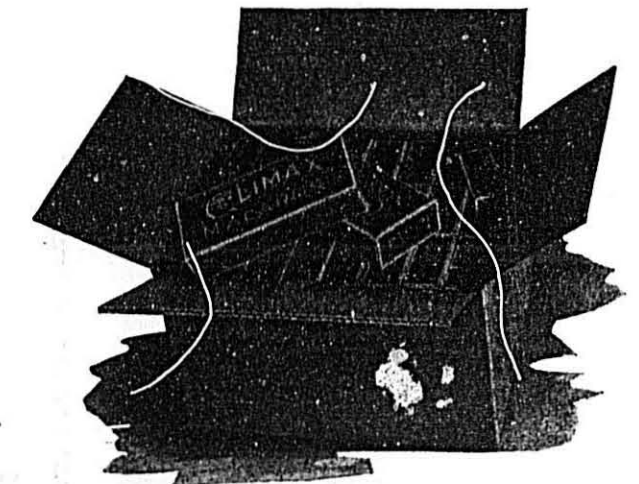
H & D Boxes come to you folded flat and require but a minimum of storage space until ready to use. Inexpensive and lightweight, they will reduce your packing room costs and cut transportation rates. Your address and trade mark and whatever publicity message you desire, may be prominently printed on the box walls, advertising your products wherever they go—and assuring the return of lost shipments.

Tell us your requirements and let us send H & D samples and prices.

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



Grain, Trade and Food Notes

July Durum Receipts

For July 1923 the carload receipts of durum and amber durum wheat at the principal shipping centers of the country fell off materially from the totals of the previous month. Duluth led Minneapolis by nearly 3 cars to 1, while New York finished a strong third. The strong rush to market during June practically cleaned the bins for the 1923 crop which was harvested the latter part of August.

Amber Durum

The durum receipts were considerably below the monthly average, only 520 carloads being reported for July 1923 as compared with 785 cars the previous month and 1177 cars the same month a year ago.

The No. 1 variety was exceptionally scarce, only 101 cars being inspected as compared with 146 the month previous. Of the total, Duluth reported 54, Minneapolis 35 and Chicago 5.

The No. 2 grade was the largest reported, totaling 333 carloads during the month. This compares favorably with 507 cars in July 1922 when the crop was being rushed to market. Of the total movement of this grade, Duluth reported 166, Minneapolis 73, New York 55 and Philadelphia 25.

The No. 3 variety was almost negligible, only 61 carloads being reported, 46 from Duluth, 12 from Minneapolis and the remainder scattered. Only 25 carloads of inferior stuff underwent inspection during the month.

Durum

The receipts of durum were relatively higher than the amber varieties, a total of 984 cars being inspected by Department of Agriculture inspectors as compared with 1208 cars in June and only 396 in July a year ago.

The record for the month shows 67 carloads grading No. 1. Of these Minneapolis reported 34 carloads, being the only grade in which this city led, while Duluth was content with only 19.

Of the No. 2 quality of durum, a total of 473 cars was reported, 250 going to Duluth, 87 to Minneapolis and 79 to New York.

The No. 3 grade totaled 282 cars. Of these Duluth got 184, New York 56 and Minneapolis 32.

The inferior grades were proportionally large, equaling about 1-6 of the crop shipped during July, totaling 162 cars for the month.

The receipts of all grades of durum during July were over 3 times the receipts during the same month last year.

Irrigated Wheat

About 14% of the wheat grown in this country may be called "irrigated wheat," the states of Arizona, Colorado, Nevada and New Mexico raising practically no other variety. Water is one of the greatest essentials to all plant growth and it is also one of the most variable quantities involved. The 2 principal methods of irrigation are by flooding, and through furrows. The former is most generally used in grain growing. As a rule irrigated wheat is a soft, low gluten variety, not of very good quality for bread flour, and generally sells considerably below dry land wheat.

Polish and Poulard Wheat

Man craves spectacular things even in a commonplace crop, such as wheat. Polish and Poulard wheats are among our most spectacular cereal crops in appearance, and the stories which have accompanied the exploitation of these

2 grains would arouse the interest of the most indifferent farmer. Neither of these wheats is of commercial value in America, says the United States Department of Agriculture, but both have been offered many times and are still being offered to the buying public unscrupulous or unknowing promoters who take advantage of their striking appearance. In a Bulletin of the Department of Agriculture farmers are warned against paying high prices for seed of these nearly worthless grains. Polish wheat has large heads, frequently 6 or 7 inches in length and an inch or more in diameter. The kernels are long and very hard, and resemble corn and are sometimes wrongly sold as a variety of "giant rye." This wheat can be grown only in the spring wheat region, and it seldom yields more than half or two thirds as much as other varieties. It is not used in the manufacture of bread making flours or semolina products, such as macaroni and spaghetti. Four varieties of Poulard wheat have been grown in the United States in recent years, 3 of which have branched or composite heads. The

Cheraw Box Company, Inc.
Seventh and Byrd Streets,
Richmond, Virginia

SATISFACTORY
Wooden Macaroni Box-Shooks

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

October 15, 1923

THE NEW MACARONI JOURNAL

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Alaska is the best known and most widely exploited variety. It yields more power than other commonly grown varieties and is unsuitable for flour making.

What Happens to Sugar

Not more than half of the sugar we Americans consume is used in our homes. The rest goes into manufacturing products. The estimates of the quantities used in manufacture run this way: Our candy makers alone use more than 350,000 tons, and 130,000

tons go to sweeten up chocolates and ice creams. Every year the bakers dip into the national sugar bowl for well over 45,000 tons for bread, 55,000 tons for crackers and 90,000 tons for pies and cakes. A mere 10,000 tons goes every year into frostings and odds and ends in the bakeries. Fourteen thousand or more soft drink makers hit the nation's sugar bin for at least 135,000 tons for their concoctions and another 100,000 tons goes into condensed milk. Twenty thousand tons of sugar is chewed up each year in gum; and less esthetic jaws worked on another

15,000 tons that goes into the nation's "catin' tobacco," this not including about 6000 tons that goes to smoking tobaccos. The country's pill and portion bill disposes of about 6000 tons of sugar each year, and the corner drug-gist uses an unknown quantity in filling what the doctor ordered. Even sticky fly paper and roach, ant and rat killers draw from the sugar supply to the tune of hundreds of tons.—The Nation's Business.

Criticizing, like charity, should begin at home.



International Macaroni Moulds Co.

252 Hoyt St.

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PACKAGING MACHINERY

WHICH WILL

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They Will Handle

90 Packages Short Cuts Per Minute
SEALED AND WEIGHED

100 Packages Long Cuts Per Minute
SEALED—BOTH ENDS

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

Let us show you what we can do for you.

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Send for Catalogue

Battle Creek, Michigan

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Notes of the Macaroni Industry

Cleveland Plant Burns

Louisa Sylvester, a 10-year old girl residing near the DeFranco macaroni plant at 2044 Random road SE., Cleveland, discovered flames pouring out of the windows of the factory and warned the owners in time to escape with their lives. The plant is the property of Anthony DeFranco, who with his family occupies the living quarters in the upper story of the stone structure. The walls were not badly damaged though the interior was gutted. The loss was partially covered by insurance.

New Italo-Greece Crisis

What might have been termed a new crisis in the already strained relations existing between Italy and Greece over the Janina incident was a personal clash in Athens between nationals of these 2 countries, according to dispatches. Colonel Perroni, an Italian military attache, while dining in a restaurant in Athens, understood a Greek at an adjoining table to call him a "macaroni eater." He resented what he thought was a personal affront by belaboring the "insolent" Greek over the head with his cane, inflicting some severe wounds. Further hostilities were prevented when the injured Greek explained that he had merely been ordering a dish of macaroni.

Noodle Market

Manufacturers in the eastern section of the country are reporting large sales on noodles this fall. Prices have maintained a steady tone, particularly on the better grades of egg noodles. They look forward to a good business in this line with the approach of winter, as the cold weather usually stimulates demand through increased consumption of noodles in soups.

Donate to Near East Relief

Results would indicate that the demand made for broken macaroni or spaghetti to relieve the starving thousands in Greece came at a rather inopportune time. Practically every plant in the country was especially busy filling orders that usually pile up during the late summer and fall and every pound produced was needed for this purpose. As a result only 2 firms have been listed as donors to this worthy purpose, A. Goodman & Sons of New

York city and the Foulds company of Chicago, each donating a ton of high grade products. That the response was not more liberal is regretted by the Near East Relief committee, which is dependable on charity for funds and food to help the starving people of the Near East who look to America for this aid.

Macaroni Man Fined

Charged with leaving the scene of an accident without making himself known to the individual injured or to the police Anthony de Benedictis, owner of a macaroni manufacturing plant at 819 Bedford st., Fall River, Mass., was fined \$20 and costs last month in the city court. The defense was that accident was due to no negligence of his own, and the case was appealed on those grounds.

Restart Macaroni Factory

Welcome news to the people of Harbor Beach is that the macaroni factory of The Huron Milling company will resume operations October 1 and run steadily for 6 months from that date. The Great Atlantic and Pacific Tea company has leased the factory and will run it to full capacity, which is 10,000 lbs. per day, for that length of time.—Harbor Beach Times.

Bank Takes over Property

To satisfy judgment against the Utica Macaroni Co. of Utica, N. Y., and in favor of the Citizens Trust company of that city, the entire property of the macaroni company has been transferred to the bank. According to records filed in the office of the county clerk the transfer represents approximately \$25,150, to satisfy the judgment against the company in the courts several months ago.

Macaroni During World War

Macaroni manufacturers would be interested in knowing the quantity of macaroni and similar products consumed by the United States soldiers and sailors during the World war. It has been found almost impossible to compile definite information with anything like dependable results. The war department found the provisioning of the troops so gigantic an effort that the privilege of purchasing of provisions was allotted to so many different branches in this country and overseas

that dependable figures cannot be obtained. Nor can any more enlightenment be obtained from the navy department as to the consumption among sailors who found this foodstuff so suitable for war use. According to David Potter, paymaster general of the navy the normal requirements of the navy in peace time amounts to approximately one half million pounds per year.

Leads in Macaroni Sales

Conservative estimates of macaroni sales throughout the country based on surveys made by several leading macaroni manufacturers and corroborated by conclusions arrived at by distributors who have studied this field, give the eastern cities first place in number of cases sold monthly by the stores generally. In the thickly populated parts of the New York-Boston-Philadelphia district the average monthly sales of various kinds of macaroni products is placed at 2 cases per store monthly. In the central states, including the Cleveland-Chicago-St. Louis districts, the average is slightly under a case and a half. The Pacific coast states have a good distribution record, but definite figures are lacking as are figures covering the sales of these products by stores in the urban communities. The latter may be conservatively estimated at less than one case per month.

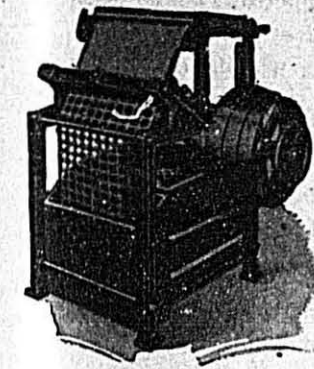
To Buy Chardon Plant

The Chardon plant of the Cleveland Macaroni company is to be purchased by a group of citizens, according to the plans under development. Fifty Chardon men have subscribed \$100 each for this purpose. The plant has been idle some time and if the present negotiations go through it will be remodeled to house a Cleveland electrical concern desirous of locating in Chardon. The consideration in the macaroni plant deal is said to be \$7,500 and will be assumed by a stock company of citizens to be composed of the subscribers. Ludwig Kemper, secretary of the Cleveland Macaroni Co., was not able to confirm the report but thought it might be true, for the reason that the plant has been up for sale for some time. It has not been used for macaroni manufacturing purposes since erection of the large plant in Cleveland now being operated by the Armour Grain company.

October 15, 1923

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"CLERMONT"

DOUGH BREAKERS
CALIBRATING DOUGH BREAKERS
NOODLE CUTTING MACHINES
FANCY STAMPING MACHINES

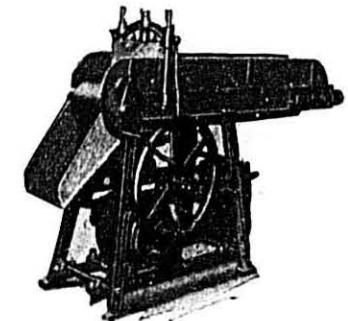
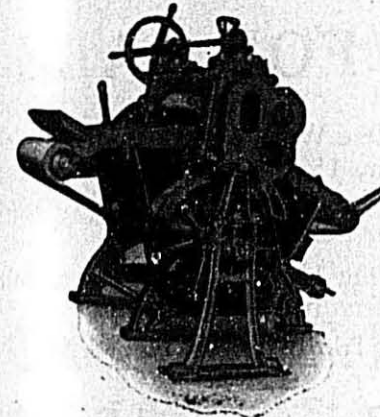


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MOSTACCIOLI CUTTERS

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the Highest Grade and the
Cheapest in the End.*

CLERMONT MACHINE CO.

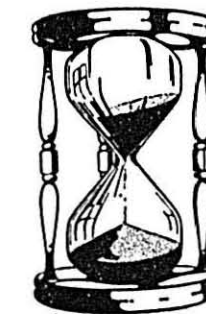
77-79 Washington Avenue
Brooklyn, N. Y.



Discriminating Manufacturers

Use

Hourglass



Brand

PURE DURUM SEMOLINA AND FLOUR
RUNS BRIGHT, SHARP AND UNIFORM

Quality and Service Guaranteed

Write or Wire for Samples and Prices

DULUTH-SUPERIOR MILLING CO.

Main Office DULUTH, MINN.

NEW YORK OFFICE:
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PHILADELPHIA OFFICE: 458 Bourse Bldg.

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

BOSTON OFFICE:
88 Broad Street

PORT HURON, MICH. OFFICE, 19 White Block

The New Macaroni Journal

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

PUBLICATION COMMITTEE
HENRY MUELLER President
M. J. DONNA Secretary

SUBSCRIPTION RATES
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Single Copies - 15 Cents
Back Copies - 25 Cents

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

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

Vol. V October 15, 1923 No. 6

HARD NUTS TO CRACK
"Sleep Disturbers" that monthly confront the Association Secretary and Journal Editor.

Oh! For the Knowledge
A bureau of business information in order to serve a client inquires as follows:
How to equip and to manage a macaroni factory.
Best process of manufacture.
Cost of manufacture.

Quantity Possible from Barrel
A middle west firm would like to know how many pounds of thoroughly dry macaroni can be manufactured from a barrel of flour, 196 lbs.
Some firms figure 185 lbs. Others consider that high and are satisfied if they can get over 180 lbs. There exists a wide difference of opinion of just what constitutes "thoroughly dry mac-

JAMES T. CASSIDY
House to House Distributor of Advertising Samples and Literature in Philadelphia, Pa. and Camden, N. J.
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aroni." Some figure 13½% of moisture while others want it reduced to 8 or 9%.

Value of Badex in Macaroni
An eastern firm wants expert knowledge of the value of the so-called "Badex" as an added ingredient to the dough for macaroni manufacturing purposes. Name its beneficial and its harmful contents.

Having first hand knowledge, referred to makers of this ingredient.

Mold Cleanser
A Canadian firm wishes to know where to buy a macaroni mold cleaner and which cleansing machine is the most highly recommended.

It was informed that John J. Cavanaugh of New York city and I. Di Francischi & Son of Brooklyn make machines of that kind, as do several European concerns. Names were submitted without recommendation.

Beg Pardon
In listing the suggestions made for a national macaroni slogan, the meaning of one submitted by J. A. Blatchford of Boston was entirely changed through using the wrong word at the beginning of the slogan.

The word "Sate" meaning to satisfy the appetite was the word submitted and when printed it appeared as "State" which, of course, entirely changes the nature of the slogan. As intended and submitted it should read—"Sate It With Macaroni."

Among the Plants
The Superior Macaroni company of Los Angeles, which has been enjoying some good business during the past year, has enlarged its plant to increase production. A large automatic flour handling outfit was recently installed among other improvements.

FOR SALE
One Werner & Pfleiderer Mixer, 1½ bbl. Capacity. First Class condition. Either motor or belt driven.
One 1½ bbl. Tub Mixer, belt driven.
Priced Reasonable for quick buyer.
Ravarino and Freschi Imp. & Mfg. Co.
St. Louis, Mo.

BUSINESS CARDS

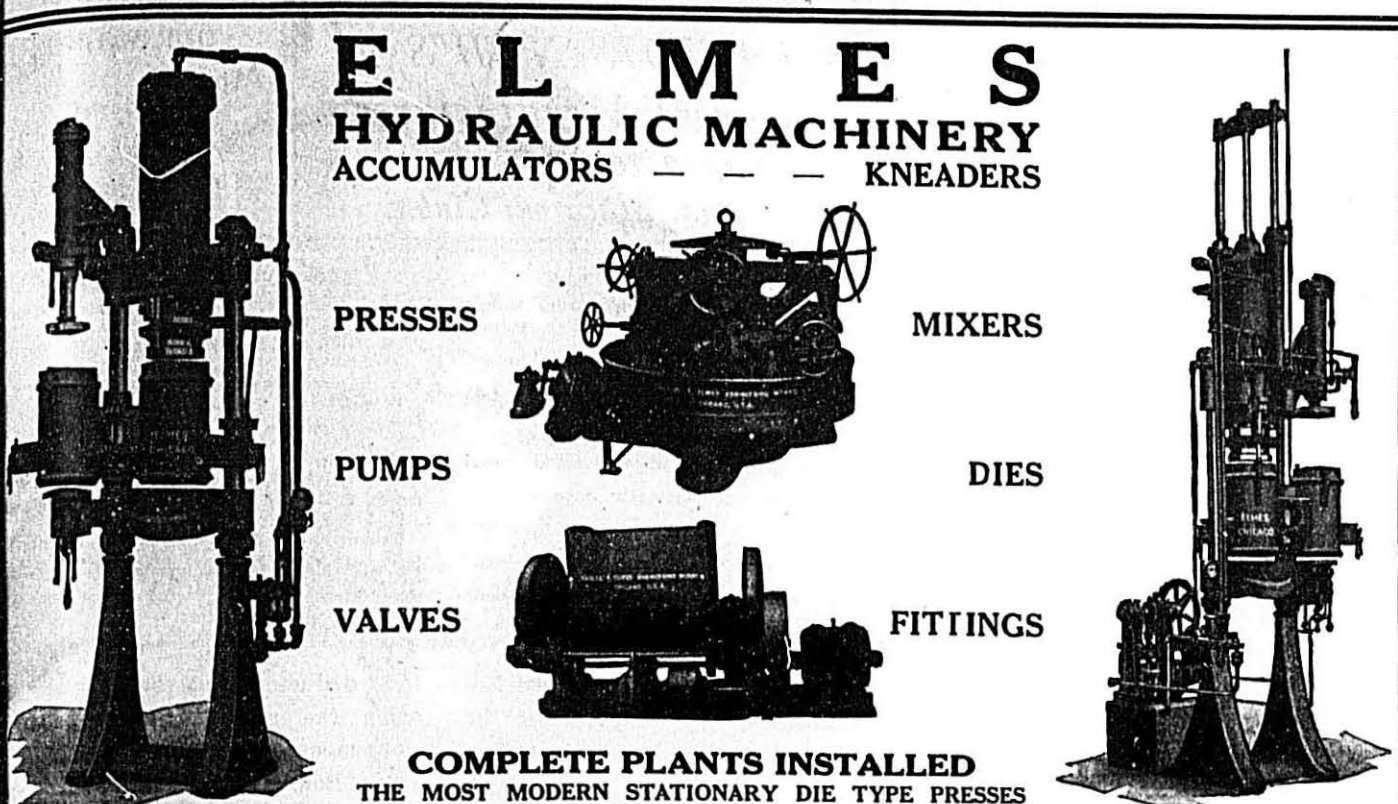
GEO. B. BREON
Specializing in Macaroni Shooks. Prompt Local or Carload Shipments.
314 Liberty Bldg., Philadelphia
Filbert 3899 Telephones Race 4072

GEO. A. ZABRISKIE
123 Produce Exchange NEW YORK CITY
Telephone 0160 Broad
DISTRIBUTOR OF
Pillsbury's Durum Products
in Greater New York and vicinity.

A. ROSSI & CO.
Macaroni Machinery Manufacturer
Macaroni Drying Machines That Fool The Weather
387 Broadway -- San Francisco, Calif.

RICHARD GRIESSER
Architect & Engineer
Designer and Builder of modern Food Product Plants, Macaroni and Noodle Factories a Specialty.
Write for information and estimates before building and save money.
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HYDRAULIC MACHINERY
ACCUMULATORS — — — KNEADERS



PRESSES MIXERS
PUMPS DIES
VALVES FITTINGS

COMPLETE PLANTS INSTALLED
THE MOST MODERN STATIONARY DIE TYPE PRESSES
REQUIRES ONE DIE ONLY

Vertical or horizontal with 10 in., 13½ in. or 15 in. Dough Cylinders to operate from Pump or Accumulator System.

CHARLES F. ELMES ENGINEERING WORKS, Inc.
213 N. Morgan St. "SINCE 1851" CHICAGO, U. S. A.

The W. K. Jahn Co.
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RICO
SPRAY PROCESS
EGG YOLK
WHOLE EGG
Smooth, Velvety—No Grit

New, fresh importation, Entirely Soluble—Good Color. Complies with U. S. P. and U. S. F. requirements.
CONTRACTING NOW FOR 1923
Samples and Prices on Request

NOODLES

If you want to make the best Noodles—you must use the best eggs.
We know your particular requirements and are now ready to serve you with—

Special Noodle Whole Egg—
Dehydrated Whole Eggs—selected—
Fresh Sweet Eggs—particularly bright color.

Special Noodle Egg Yolk—
Selected bright fresh yolk—entirely Soluble.

Samples on Request
JOE LOWE CO. Inc.
"THE EGG HOUSE"
New York
CHICAGO BOSTON LOS ANGELES TORONTO
Warehouses
Norfolk Atlanta Cincinnati Detroit Pittsburgh

OUR PURPOSE:

Educate
Elevate
Organize
Harmonize

ASSOCIATION NEWS
National Macaroni Manufacturers Association
Local and Sectional Macaroni Clubs

OUR MOTTO:

First—
The Industry
Then—
The Manufacturer

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M. J. Donna, Secretary and Editor, Braidwood, Ill.

Approves Advertising Policy

A special meeting of the board of directors of the National Macaroni Manufacturers association was held Sept. 27, 1923, in Hotel Radisson, Minneapolis, to plan ways and means of putting into effect the action of the last convention relative to some form of national advertising of macaroni products. Those in attendance were President Henry Mueller of Jersey City, Secretary M. J. Donna of Braidwood, Ill., and 3 directors, James T. Williams of Minneapolis, Wm. A. Tharinger of Milwaukee and A. C. Krumm, Jr., of Philadelphia.

President Mueller explained the purposes of the meeting and expressed the belief that there exists quite a general demand for macaroni publicity of some substantial kind among the leading macaroni men of the country. It was no longer a question of "Shall we?" but rather one of "How shall we do it best?"

Since the distribution of the various macaroni brands in this country is more or less "spotty," no one brand enjoying anything like a national distribution, there has been hesitancy on the part of macaroni manufacturers to contribute funds for national advertising because of the small amount of benefits that would accrue to their brands in the restricted sections in which they were found.

A plan recommended by President Mueller, who has given this matter serious consideration since the close of the annual macaroni men's conference, made a favorable impression on the board and it is hoped to prove the solution of the problem that has been perplexing adherents of the advertising

policy which they are hopeful the National association will adopt for the general good of all macaroni manufacturers.

Briefly the plan is this: Macaroni manufacturers, the progressive ones at least, will be asked to contribute one cent or more a case toward the creation of a national fund to advertise macaroni products with the one idea of increasing consumption. Of the amount so contributed, one third shall be placed in a general fund to be solely at the disposal of the publicity committee of the National association and two thirds of the annual contribution to this fund to be expended in whatever zone or zones the manufacturer may prefer.

The country is to be divided into natural zones of distribution and the total money assigned by the various contributors to each particular zone will be expended therein under the supervision of the publicity committee and in a manner agreed upon as being the most beneficial.

Under the recommended plan macaroni manufacturers contributing to the fund will get a direct benefit of at least two thirds of their contribution and an indirect benefit from the other third spent in a national way.

A. S. Bennett of New York city, expert organizer and advertising manager with years of experience, was appointed to handle preliminary arrangements of the proposed campaign. He made a most liberal offer of his services, being thoroughly sold on the proposition, and the several macaroni men present agreed to underwrite his expenses to the amount of \$2,000 to launch the movement. This amount is

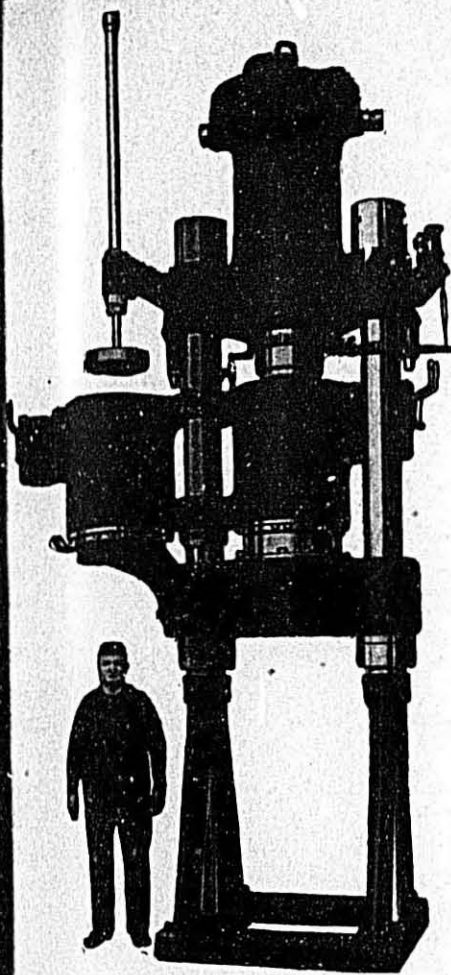
to be deducted from their contribution when the advertising campaign arrangements are completed.

Mr. Bennett is to work with Secretary M. J. Donna and under the direct supervision of President Henry Mueller of the National association and C. F. Yaeger, chairman of the publicity committee. The country will be properly zoned and plans completed, after which Mr. Bennett will call on the leading macaroni men of the country in his effort to sell the plan to them. It is hoped that all will subscribe to the movement and that the proposed publicity work will be given a fair and impartial trial. Its good effects are unquestioned.

It was proposed to dispense, temporarily at least, with the store advertising campaign agreed upon last June. An exceptionally attractive store card and window streamer had been drafted and had met with the approval of the directors. This work will be delayed pending success of the bigger and more important move.

The directors considered other various problems of the industry. An inspection was made of the Northrup Press, Inc., plant at Minneapolis where the New Macaroni Journal, the National association's official organ, is printed and action was taken tending toward making that publication even more interesting and beneficial to the industry.

A SALESMAN SHOULD BE FIRED A GOOD DEAL QUICKER FOR SELLING A CONCERN WHAT THEY DON'T NEED THAN FOR SELLING NOTHING AT ALL.



John J. Cavagnaro

Engineer and Machinist

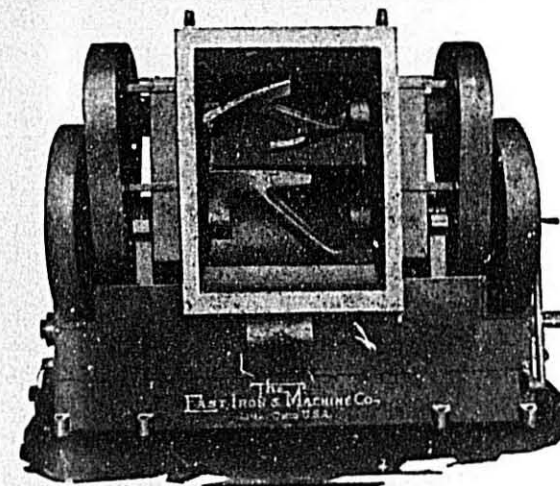
Harrison, N. J. - - - U. S. A.

Specialty of

MACARONI MACHINERY

Since 1881

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



"EIMCO"

Mixers and Kneaders

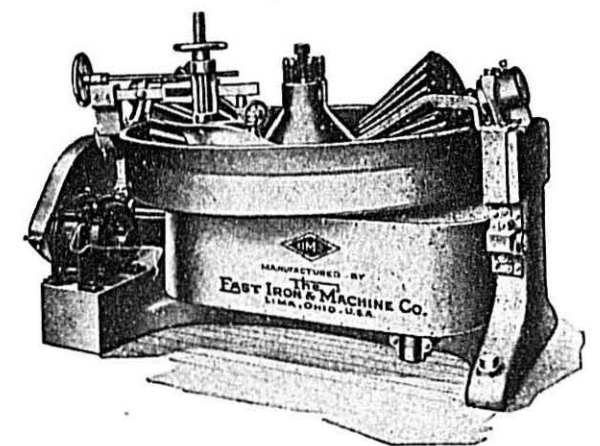
Insure Uniformity, Color and Finish

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

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

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

Ask us for bulletin and photos.



The East Iron & Machine Co.,

Main Office and Factory, Lima, Ohio.



Eat More Wheat
In the Form of

**Macaroni
Spaghetti
and Noodles**

MACARONI is made from Durum wheat, a hard, flinty variety very rich in gluten. Macaroni, therefore, contains the proteins necessary for building bone and muscle. Macaroni is 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.

Pillsbury Flour Mills Company
Minneapolis, Minnesota

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Baltimore
Boston
Buffalo

Chicago
Cincinnati
Cleveland
Dallas
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