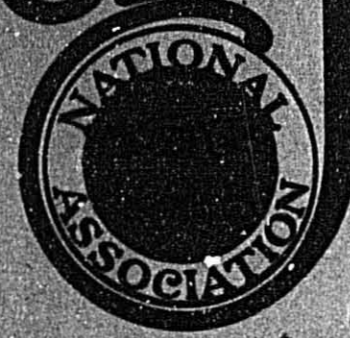


**THE NEW
MACARONI
JOURNAL**

Vol. 4, No. 1

May 15, 1922

The New
Macaroni Journal



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

Minneapolis, Minn.

May 15, 1922

Volume IV

Number 1

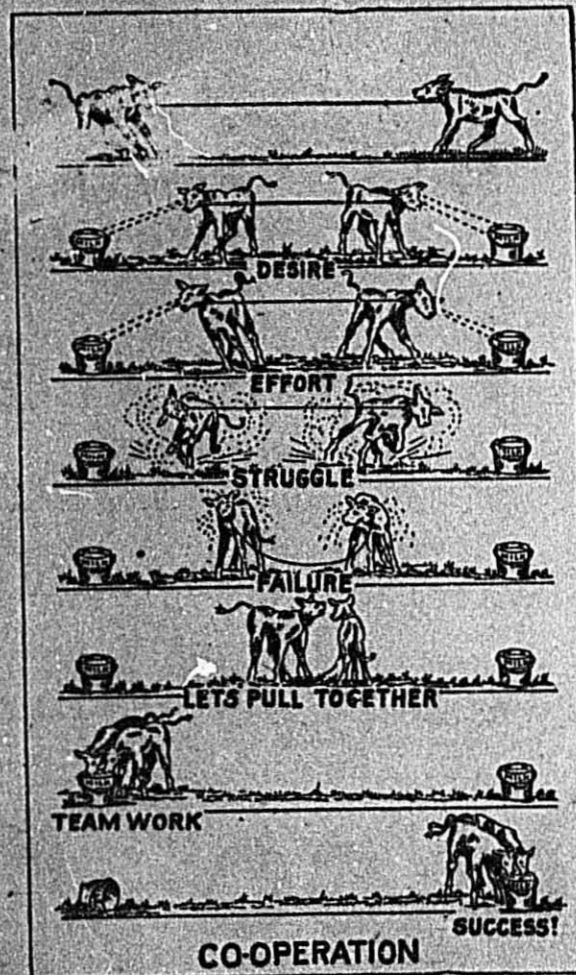
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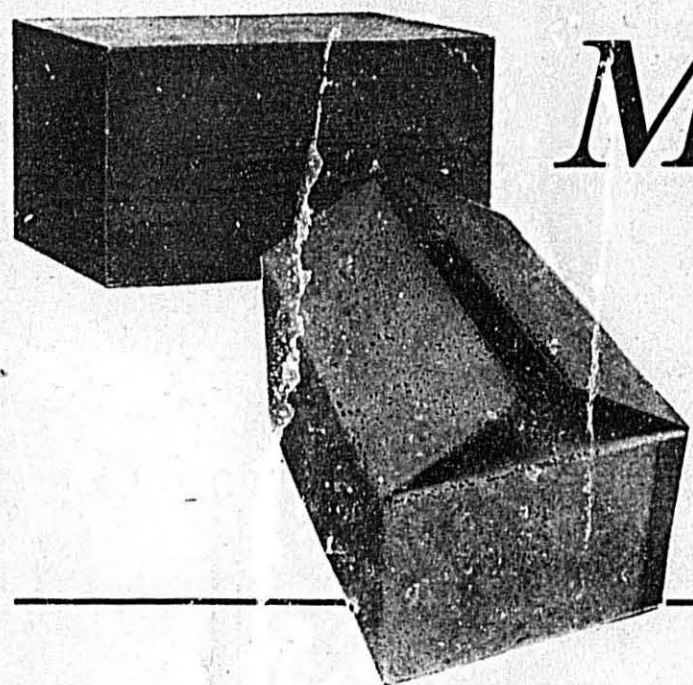
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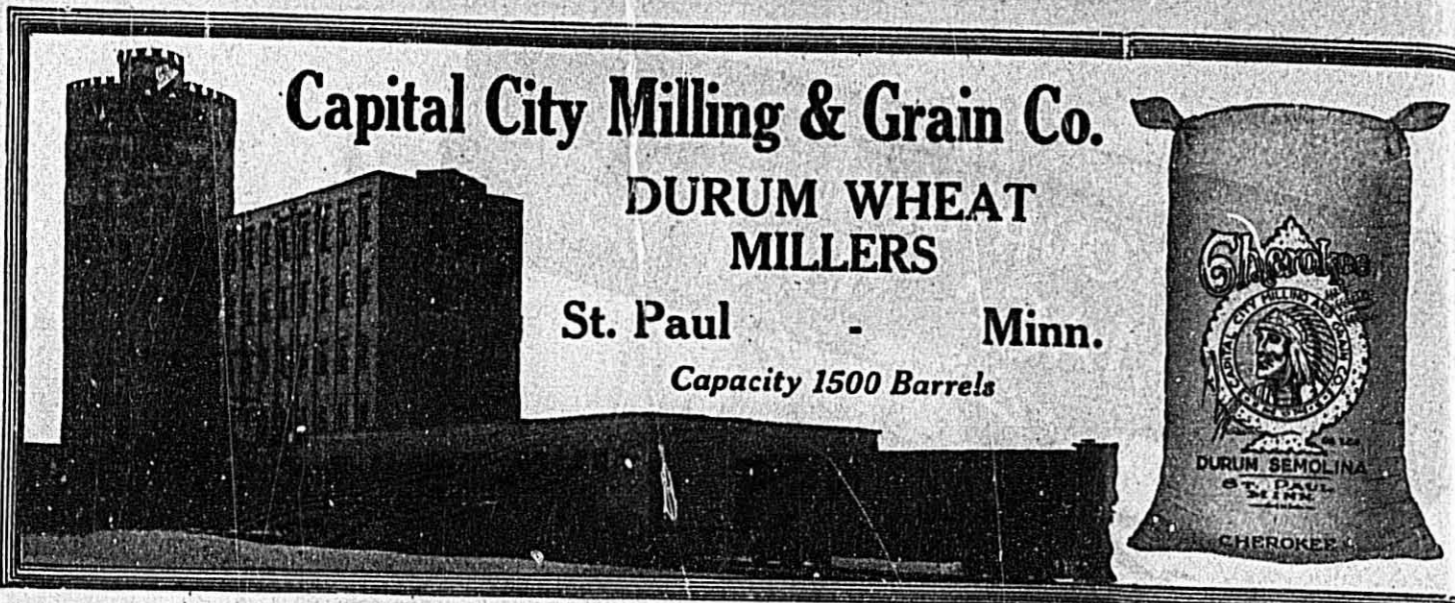
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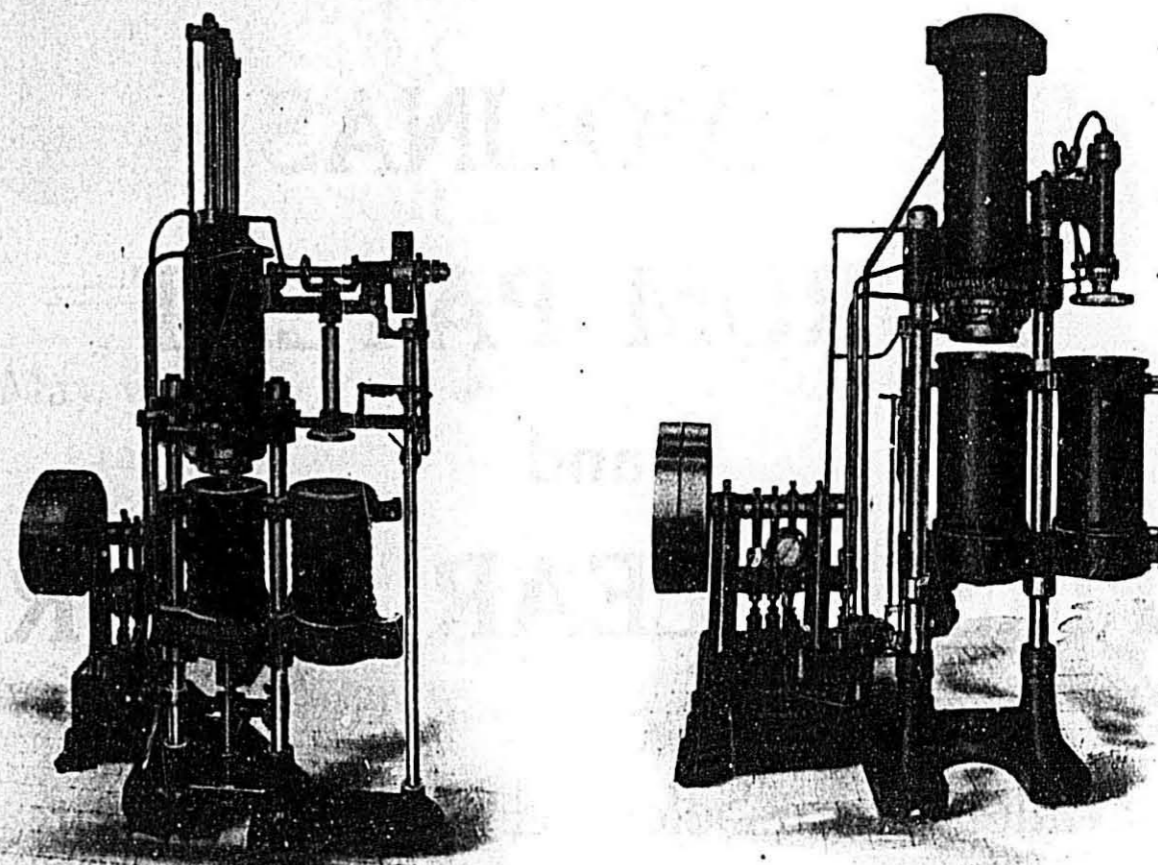
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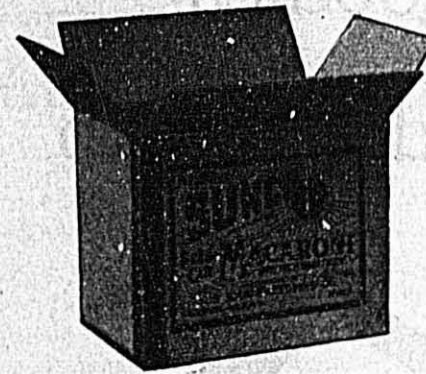
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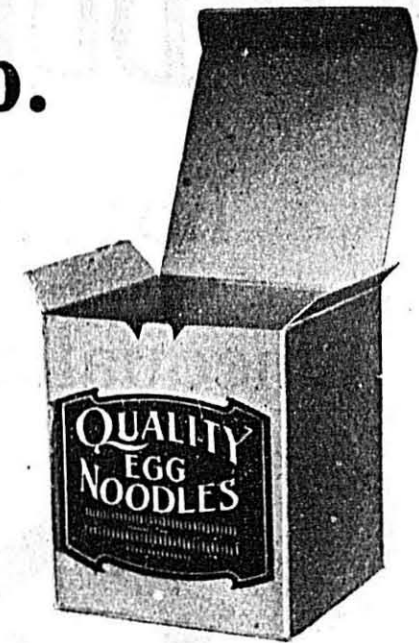
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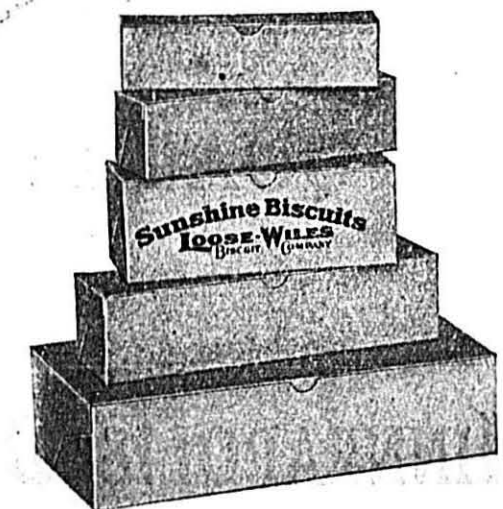
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MACARONI JOURNAL

Cooperate With Your Trade Association

The Trade Association as a necessary institution has within the past few years become more and more recognized as a business necessity in growing, manufacturing and distributing organizations. The benefits accruing to industries most thoroughly organized can hardly be figured, and trade associations everywhere are gaining new recruits daily.

The National Macaroni Manufacturers association, organized in 1903, was the result of a feeling then existing in the infant alimentary paste manufacturing industry of need for an organization that could handle the important problems of the trade from a general rather than an individual viewpoint.

Nineteen years ago the manufacture of macaroni, spaghetti, noodles and similar pastes was an industry little known in American manufacturing centers. The few plants then established in this country were widely scattered and usually had been located in thickly settled centers carrying a big percentage of foreign population. Many of those engaged in this food making business at that time were men of foreign extraction, capable, efficient and hard workers as individuals, but not much alive to the need of grouping their interests for the common good. Consequently, it was not until the founders of the National Macaroni Manufacturers association succeeded only after some years of strenuous efforts that finally overcome the passiveness of those who could have been vitally interested in the organization of this kind.

From its very inception the National Association progressed slowly but steadily until it reached a membership of about 40 in 1917. The world war with its consequent restrictions and governmental demands caused many to re-evaluate the value of a trade group of this kind with the result that the membership increased rapidly in the next 3 years, attaining its high mark of about 90 in the year 1920.

This national group of alimentary paste manufacturers has been fortunate in the selection of its officers, enrolling men who were both willing and capable and unstinting in their time and sacrifices for the welfare of this organization and of the industry it represents. These alert, quick thinking, progressive men placed at the helm of the National Association accomplished some splendid and effective results to the trade, oftentimes despite the lack of enthusiasm

and cooperation on the part of many in the trade who should have been vitally interested in this movement and who permitted themselves to garner the benefits that accrued without much effort on their part.

At no time did this group receive the universal backing it deserved, though it was always supported by the better class of manufacturers. Notwithstanding this lack of harmonious action the National Association grew in numbers until today, despite the number of withdrawals, retirements from business, and bankruptcies following a period of readjustment, it numbers in its ranks 76 of the leading firms in the industry, and is truly representative of the most advanced thought in this progressive group. Truly its membership represents, as it were, the cream of the macaroni manufacturers. Men of brains, vision, forethought; unselfish and broadminded fellows, capable of understanding and appreciating that "In union there is strength," and that only as an industry as a whole can big and worthwhile things be accomplished.

With this group of live manufacturers as a nucleus around which it is possible to build a larger, more useful and more influential body, those not now affiliated with the National Macaroni Manufacturers association should realize that it is their duty to the industry and to themselves to affiliate with their fellow manufacturers, to the end that a trade organization more nearly national in scope may be created.

If this National Association is to accomplish for the alimentary paste industry what its founders and its present members expect of it or if it is even to attempt some of the many things it ought to accomplish for this group of food producers of the nation, it is imperative that some ways and means be found to impress upon the majority of manufacturers still outside the fold that it should be to them a solemn duty to join this group of pioneers who have ever given of their best thought, their money and their help to secure for this organization that power and influence which is so essential if the welfare of the group and of the individual is to be safely protected.

There is no sound reason why any manufacturer of macaroni, spaghetti, noodles or similar pastes should not belong to this group. Small manufacturers and large producers

ANNIVERSARY PLEDGE

Fulfilling the vision of its founders, this publication serves and will ever continue to serve its double function,—that of disseminating interesting news to the alimentary paste industry and of serving as an essential and useful link between macaroni manufacturers and the allied trades.

On this, our third anniversary, we again renew our pledge to devote every ounce of our energy and ability to promote the welfare of the industry, to impress on all manufacturers, large and small, their obligations to the trade and to each other, encouraging thrift, quality production, improved methods of manufacture and profitable distribution.

NEW MACARONI JOURNAL
 Official Organ of
 National Macaroni Manufacturers Association.

each have problems of their own that can best be solved through collective action. There is no reason why this industry should not have a national association, one upon which it can safely rely in matters of general interest that individuals find so difficult to handle. With unlimited possibilities for good it needs the help and advice of non-members, who will sooner or later be made to realize their responsibility to the industry as a whole.

The National Association through its willing and efficient officers extends a cordial invitation to all macaroni and noodle manufacturers to join this group and through general cooperation help bring about conditions that we all are hoping for. Members should lose no opportunity or show no hesitancy in making known the great need for a closer and more successful cooperation among alimentary paste

manufacturers. Where the least doubt exists members should be ready and willing to present convincing arguments, or refer the inquirer to the National officers, who will willingly and gladly depict the aims and objects of the recognized trade group.

Nonmembers are urged to give the matter of affiliating themselves with this, their trade association, the earnest consideration that so worthy a cause deserves. Application may be made through any member, or through the secretary who will gladly supply necessary blanks. The annual cost is within reach of the most insignificant manufacturer averaging less than a Half a Dollar weekly, a mere pittance compared with the advantages accruing from belonging to and maintaining an organization that gives our industry national standing in the manufacturing world.

BUGABOO OF PRODUCTION COSTS

By Harry Senior

From every side there is continually being dinned into our ears or flashed on our vision the command to "Cut production costs." Every advertiser of machinery seeks to impress upon our minds the idea that he can supply us with a machine that will "produce at lower cost," or a device that will "lessen the cost of production" to an extent that will pay the cost of installation in an incredibly short space of time. Emblazoned upon the billboards, embellished on the flood of gaudy advertising literature that reaches our desks, even staring us in the face from each alternate page top of American Machinist, is the constantly recurring admonition to "cut the cost of production."

In view of the fact our manufacturing costs are but about 10 per cent, in many cases even less, of our selling prices is it not about time we began to talk about cutting something else? The best brains of the machine industry have been for years wrestling with the problems of developing new machinery or new methods of turning out more work in less time until it would seem that instead of waiting to see if we are really going to get our shop work done for nothing we might at least make the attempt to discover some way in which contributory costs can be made to follow the downward trend instead of continually going in the other direction.

The two most conspicuous items that may be classed as contributory cost are "overhead" and "selling expense." During the last 20 years, and with startlingly increased rapidity for the last 5, these items have been mounting

out of all proportion to production costs, which had until 1914 been going the other way.

Some few months ago I had occasion to call upon a concern having offices in a neighboring city with a view to purchasing additional equipment for our factory. I found upon arrival a splendid suite of offices with president, vice president, works manager, and engineer, each installed in a sumptuously furnished private room surrounded with all the time and labor saving appliances for office use that there are on the market.

They had a good machine; just the thing I wanted and that "would cut my production costs enormously" (they all told me so), but the price was too high.

I expressed a desire to see the shop where the machine was made, thinking that I might perhaps find an example of how to do good work cheaply that would more than offset the cost of my trip to the city. This desire met with instant endorsement by the assembled officials and I was forthwith transported (in a highpower car) to the outskirts of the city where I found a little 7x9 factory housing not more than 10 persons all told. Not even the Connecticut chap who, seeking a position as production manager, advertised his ability to "cut production costs 125 per cent," could have paid the rent on the downtown offices with this shop at anything like a fair selling price for the machine.

The "greedy worker" is often accused of getting more than his share of the profits of industry; but if 90 per cent of these profits go elsewhere than

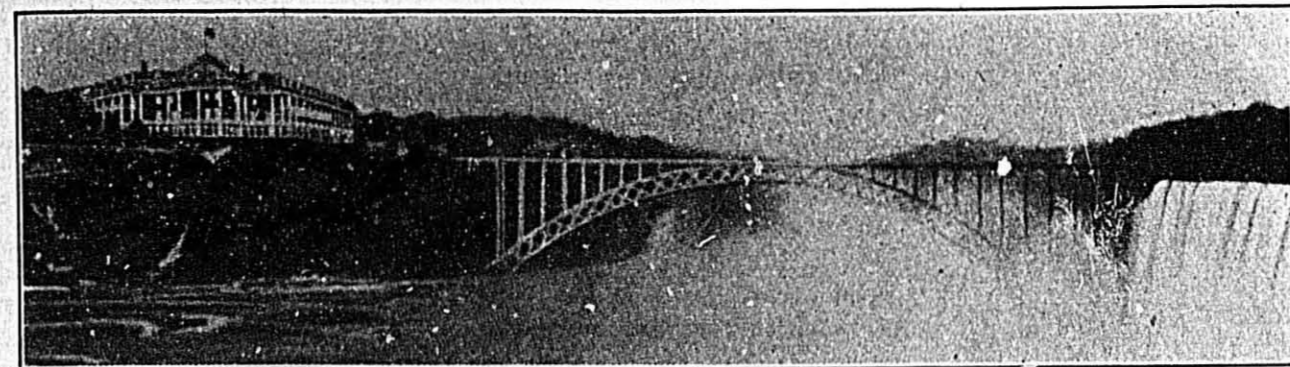
to the shop it would seem that he who works in a shop has at least a good alibi. If the published statements be true that the timekeeping mechanism of a high grade watch costs the factory around 49 cents, or that the "works" of a tin lizzie involve an expenditure of \$69 (or is it 69 cents?), where would the dear consuming public get off if the shop man did his part of the work for fun?—American Machinist.

Macaroni in the Americas

Though macaroni is demonstrably of Italian origin and development, and though in making it we are following the Italian models, the principal manufacture of the article has now passed to the American continent. The best macaroni is made of the hard durum wheat, raised in our northwest. Minneapolis has even a paper devoted to it called The Macaroni Journal.

Argentina makes the macaroni that is eaten by the millions of Italians of South America, just as it makes their "Parmesan" cheese. It may be needless to say that Americans of the old race, to whom these substances were once unknown, are now great consumers of macaroni, just as they are of olives and of olive oil.

But the old American use of the word "macaroni" has now passed. In Revolutionary times the term signified "swell," "elegant," "high toned." In an age when all elegant things came from Italy, the exquisite in clothing and manners was complimented with the designation "macaroni." When Yankee Doodle put a feather in his hat in order to look like a dandy, he "called it macaroni." The swell regiment of the Continental army, recruited in Maryland and Virginia, was called "the Macaronis."—"Nomad" in Boston Transcript.



COME!

THAT
IS
ALL

*Do Your Duty! Take a Well Earned Vacation June 22, 23, 24
Meet with your fellow manufacturers at Niagara Falls*

Your Trade Association and You

By Frank Farrington

Now, honestly, what do you really think of a grown man, a business man, who will sneak around the back way to get into a ball game or a horse trot or some sporting event in the open fields, in order to avoid paying the admission fee? Would you want that man for a business partner? Would you propose his name for membership at your club? And what is your private opinion of the business man in your community who will not join the chamber of commerce, who refuses to help any on public enterprises, though he absorbs all the benefits along with the fellows who do the work and pay the bills?

Let's go a little further with this and ask how the man stands in your estimation who will not join his trade association and help promote the welfare of the business that provides him with a living.

It seems a little bit different, doesn't it when it comes to an organization

It is not a question of "Should you come?" but "Will you come?" to the annual convention of the Macaroni Manufacturing Industry at Niagara Falls, June 22, 23, 24, and do your duty as the producer of a pure, nourishing and economical food.

Remember, this is YOUR convention and it is YOUR duty to yourself and to your customers to be on hand and keep abreast with the times.

Problems that confront every department in your plant and office will be considered by men qualified by training and experience to discuss them and to give invaluable advice.

By enrolling your name on the convention roster, you prove to the world your interest in the Industry and show that you are a live and up-to-date manufacturer.

BRING THE LADIES! Combine your business and their pleasure. Show them the wonderful scenic beauty of the renowned Niagara Falls. Special efforts will be made to entertain them.

The SECRETARY will be glad to make reservations for you and your friends. Advise him if you plan to attend.

that covers a state, with only a few members in your town. But the difference is only one of territory and numbers.

Associations Influence Success

The success of your business is influenced by the county, state, national trade organizations that comprise the leaders in your line of work. Such an organization acts in the case of legislation applying to its field. You and others as individuals read about proposed legislation and you wish it might be prevented or promoted, but what do you do personally? At the most you write to your representative in the legislature or in congress. A few feeble personal letters produce nothing but neatly typed replies which tell you little and promise nothing. Your organization acts by sending representatives to see the legislators and to pin them down to promises and it gets results.

Your trade organizations are watching for opportunities to promote the

interests of the business in any possible way. They are keeping in touch with manufacturers who look to them as representatives of the trade as a whole. They are bringing together the best men in the field and getting an interchange of ideas. They are doing as organizations the things you or other individuals could not do because of the lack of time or money. In your trade association you have something that represents your occupation in a big enough way to be able to get a hearing in high places.

Your trade association holds conventions which give the members a chance to become personally acquainted with one another and with the men who have achieved the greatest success in that line. These conventions offer you an opportunity to find out how other men are meeting the problems that confront you. They give you expert talks on how to make your business successful. They bring together men from

both ends of the territory and give them a chance to exchange ideas and experiences. They encourage the fellows who have become discouraged, by showing them how others have made good in the face of similar obstacles. They furnish inspiration for the downhearted. They send men home with new ideas, with fresh courage and a different point of view.

Just for you to get together with a man in your line of business a hundred or a thousand miles away and discuss the business with him will be worth money to you, even though you know a lot more about the business than he does. Merely talking to him about your own methods will stimulate your brain and cause you to think of things you never would have thought of at home by yourself. **Association with other men of common interest develops your own ability. It makes you think.** You need stimulus to make you think, and you do not get enough of that stimulus right at home in the rut.

Well, since your trade association is working all the while for your advantage it is plain enough that the least you can do for it is to become a member and pay the dues and thus contribute a little toward the cost of the work that is for your benefit. **To refuse to do this much is nothing less than crawling in under the fence to see the game—profiting by the work without being willing to help pay the bill, just as some of your local business men profit by the work of the commercial club without joining.**

But don't stop with being merely a passive member of the association. If no one does anything but join and pay the dues, what will the organization amount to? See what you can do to help make it successful.

In every trade association there are some men who retain membership but persist in kicking and complaining. It is a favorite question of theirs: "What has the association ever done for me?"

They have the wrong attitude. They ought to be asking themselves: "What have I ever done for the association?"

They seem to think the association exists to boost their business and they expect to invest a couple of dollars in dues and get back about a hundred dollars worth of help and benefit. **It does not seem to occur to them that a man gets out of such an organization returns in proportion to what he puts into it.** If you do nothing for the organization,

you get nothing out save what everybody gets because of its existence.

Do You Do This?

You should be ready to write to the officers to give them any information useful to them about trade conditions. You should write and compliment them upon a good bit of work just as quickly as you would write to find fault with mistakes. You should be willing to serve on a committee now and then yourself, and you may be sure that up to a reasonable extent the time you put into serving the organization will be time well spent because of the improvement in your outlook and the gain in knowledge of the trade. You know how narrow business men get who never stick their noses outside of their own plants or communities. They can see no gain in the general uplift of the community, no profit in any operation that does not pay its profit in spot cash.

When your association holds a convention arrange to be among those present, and also among those taking an active part.

Don't go there and stand around on the side lines and come home complaining that no one paid any attention to you. If you pay no attention to anyone else how can you complain if no one pays any attention to you?

There may be bigger men in the line who will not see you at once and fall on your neck with greetings but

Some Unlucky Points

From the point of view of efficiency I should say that the following things are very unlucky:

- (1) Arriving 10 minutes late.
- (2) Quitting work 10 minutes too soon.
- (3) Starting a job before planning it.
- (4) Spelling a customer's name wrong.
- (5) Putting the blame on some one else.
- (6) Making the same mistake twice.
- (7) Getting angry 3 times in the same day.
- (8) Taking 8 hours pay for 6 hours work.
- (9) Thinking of a horse race while operating a machine.
- (10) Running upstairs after a heavy meal.

—Efficiency Magazine.

there will be a few men who will make friends with you gladly and the really big men in any line are not toplofty or snobbish or "above" being friendly with the smallest fellow in the trade!

The biggest men know those smaller fellows have ideas under their hats, and represent a big and important body of dealers in the field.

And if you feel a little afraid of the bigger men who are already coming in the trade, remember that there are other fellows who may be less sophisticated than you and that you look to them a good deal as the biggest fellow look to you.

A convention of men associated in the same line of business is not a society function where you cannot speak to a stranger without an introduction. Don't stand around like an icicle waiting for somebody else to come and thaw you out.

Do your own thawing and then aid and thaw out somebody else who is too cold to thaw himself.

Mix up with the rest and don't be afraid to act alive and interested and to take part.

When you have something to say get up and say it. Don't wait to be called upon to make a speech.

Express your ideas when you think they are worth it.

Theodore Roosevelt said that every man owes it to his calling to devote part of his time to bettering conditions in it. You owe something to the future of your trade, just as you are indebted to the past for much that is help to you. **There is no way in which you can work better to the general upbuilding of your trade than by helping the trade association.**

You will find it always true that the men you meet at association conventions are men of greater breadth of vision than the fellows you see sticking tightly to their own plants, afraid to leave long enough to attend a convention for fear of losing a dollar's worth of trade.

Get in touch with the outside world. Get a bigger viewpoint.

Don't settle down into the narrow groove that runs between your plant and your home, and just jog back and forth there until you wear yourself out.

Tomorrow brings opportunities of its own.

CLEAN FOOD MOVEMENT

Infection in After Manufacture Handling Great Danger to Which Public Is to Be Aroused—Indictment of Bulk Goods—Container Market Unworked Yet.

Food manufacturers and consumers are much interested in the report made by Secretary H. A. Dickie of the Folding Box Manufacturers association at a convention held recently in Chicago. The report deals with the cleanliness of food and it is but natural that it should advocate package goods as against bulk goods, being that the address comes from one of the leaders in the carton manufacturing industry.

The argument presented in the report along the line of the argument by the clean food administration of New York city, through its secretary and treasurer, A. B. Towne. This organization has for some time been engaged in a nationwide propaganda to insure that the food delivered to the consumer be as clean and as pure as it is known to be when it leaves the ordinary food manufacturing plant.

Post-manufacture Handling

Mr. Towne declared that 85% of bulk food products becomes unclean after leaving the producers' hands and that this clean food movement embodied a broad campaign to educate the consumer and the retail dispenser of food products to a realization of this situation and to demonstrate to them the mental economy, convenience and health saving qualities of the individual package as a substitute for bulk distribution. He stated that there are few laws and little sentiment touching the handling, transportation and delivery of food. The need is for a nationwide crusade to awaken the public to the condition of dirt and quality deterioration permeating the system of bulk distribution and to work for instituting the package system of food handling in all grocery stores or other places where food is dispensed. The erroneous idea that grocery clerks can compete with automatic machinery in the economical packing of products is a delusion that must be dispelled. The disadvantages of the practice often prevent the use of first grade goods and admixing various qualities to gain a slight additional profit must be brought home to the consumer.

While many products are generally

dispensed in original consumer packages a survey already made shows enormous bulk distribution still existing in sugar, coffee, salt, butter, macaroni, rice, various corn products, beans, peas, dried fruits and many other commodities. On the item of sugar alone, 9 billion pounds are distributed annually in bulk. Of the proportion that is dispensed for consumer use, only 40% is packed in original consumer packages, showing a fertile field of development on this item alone in the interest of public health. A number of other similar instances were cited and statistics given applicable to the other products mentioned.

Public Sentiment Needed

The government of the United States cannot solve this problem by legislation because the sale and delivery of food stuffs is a local matter and is under the control of local authorities. Therefore, in order to clean up the food situation, the work must begin with the demand on the part of the public.

In order to make this a successful proposition, it is being handled entirely from a business viewpoint. A cooperative effort on the part of manufacturers to extend the use of the package, the container and the wrapper will give the general public the clean food it desires and should have. However it must be ascertained definitely that the universal use of the wrapper, container and package for protection of all food stuffs sold will not increase the cost of the food product to the consumer. This has been determined definitely by preliminary research work. Exact weights, guaranteed quality, elimination of wastage, leakage and loss through dirt and filth, and in addition to the saving of time on the part of the retail clerk in dispensing package goods and the saving to the housewife in taking care of the foodstuffs in the home, answer the question of economy to the full.

In Union is Strength Sought

With the saving in foodstuffs and the preservation of quality to the consumer there is also a market for the manufacturer of the package, container and wrapper, which is of considerable note. This market is made possible by

the discovery of new fields for the use of the package, container and wrapper. The development of the demand through the education of the public is too big a job for any one manufacturer. Consequently the effort of the Clean Food association is to unite the efforts of the progressive manufacturers of packages, containers and wrappers and the food packers and the wholesale grocers as well, to bring about the desired result.

Of the 500,000,000 pounds of rice used annually in the United States, only 10% is now in package form. It is estimated that about 150,000,000 pounds more will never be put in package form because of use in flour and by other large consumers of rice, such as hotels and rice products factories. The same concerns making the above estimate therefore figure that 300,000,000 pounds would be put up in package form. This means for the carton business approximately \$1,200,000 worth of business that has never been touched.

Package Making Opportunity

Mr. Towne went on to say that "in the coffee business alone, there is the possible development for the use of cartons and canisters to the tune of \$2,000,000 per annum. Butter that is now sold in the tub in New York city alone would mean \$208,000 annually in cartons for the carton manufacturer. There is approximately \$75,000 of business annually untouched by the carton manufacturer, if dried peaches were all put up in convenient package form. \$200,000 per annum tells the story in the prune business that is not touched at the present time. In the sugar business there is approximately \$7,200,000 in carton business per annum that is not touched at the present time."

Mr. Towne explained that the plan of the projectors of the Pure Food association involved an original membership of 100 establishments, these to elect the board of directors, which would perfect the organization and formulate the details of the plan of campaign which would embrace membership, financial, research, educational, advertising and legislative departments. Twenty-two prominent manufacturers had already committed themselves to the enterprise and the way was now open for others to follow.

An optimist is a man who keeps a stiff upper lip when it is impossible to smile.

HYGROMETER — HUMIDITY

Air Testing Instrument Invaluable Aid to Macaroni Manufacturer in Drying and Storerooms—Guide in Proper Curing of Product.

Humidity is an air condition defined as "a perceptible degree of moisture or dampness easily discernible by sight or touch," and its degree being dependent on the amount of vapor molecules carried in the air. Just how important a part humidity plays in our every day life is given little or no consideration by the average individual, who appears content to take things as he finds them; but to the scientific man and to individuals interested in many branches of industry wherein humidity affects the product much thought has and is being given this important subject. This is especially true of the alimentary paste manufacturing industry when artificial drying is depended upon to prepare properly the products for marketing.

Air Regulation Needs

To the average person the variation in the amount of moisture in the air seems an insignificant matter and its importance to him is hazy. The so-called muggy weather often experienced in the summer months is found to be depressing and at times even uncomfortable, but few realize that the cause of their distress is excessive humidity. Excessive moisture in the air, while serving to depress our spirits and to reduce "pep" almost to a minimum, does not seriously affect our health. On the other hand lack of moisture not only causes discomfort but probably accounts for a large percentage of our colds, catarrh and similar troubles. Regulation of air conditions in homes and factories will do much toward preventing either the uncomfortable feeling or the resultant distressing diseases.

Relation to Purse and Comfort

Humidity affects the coal bill as well as the health. Air containing the proper degree of moisture is readily heated while very dry air, lacking the necessary vapor particles to bring about the proper diffusion of heat, requires many more heat units to make it comfortable. This has been overcome in home and plant heating by supplying water fonts in furnaces, from which heated water is given off in vapor particles that make heating more easy and uniform. Thus is seen the intimate relation of humidity to the purse as well as to the health and comfort of the people.

Macaroni and noodle manufacturers

are learning more and more of the importance of humidity to their business, as much depends on this element in the proper drying of their products. In countries where natural drying is carried on under favorable weather conditions, as in the case of southern Italy, little consideration need be given to humidity, but in this country, where artificial drying must be resorted to and when capacity production will not permit of long delays often necessary in natural drying, considerable advancement has been made in the study of this air condition. What macaroni manufacturer depending on natural or fresh air drying has not discovered that the proper curing of his goods during summer months is a serious problem? On the so-called muggy days, with the surrounding air containing from 80% to 95% of moisture, it is almost impossible for the atmosphere to absorb any moisture from the products, requiring not only more time but considerable more handling than on clear, dry days.

Artificial Humidity

As most of the plants in this country must depend on artificial drying the matter of humidity becomes a daily factor to macaroni manufacturers. Experience has taught us that air in plants, stock rooms and warehouses averaging about 70 degrees Fahrenheit and containing from 60% to 70% of moisture is most ideal for manufacturing and storing of macaroni products. But the proper amount of humidity in the artificial drying rooms is the real problem confronting the manufacturers, as drying is probably the most important and delicate step in macaroni making. Irrespective of outside weather conditions the manufacturer creates his own atmosphere in the drying room through the judicious use of sprays and the infusion of warmed and thoroughly cleansed air.

Testing Apparatus

Manufacturers through long experience and practice can tell whether the air admitted to the rooms is capable of properly drying the contents, but many have found it impractical to depend on their own knowledge or ability for this purpose and now make use of a small testing apparatus that correctly records the humidity in the air being so used. Should air containing too much moisture be used drying is greatly retarded as further absorption of moisture from the newly manufactured pastes is slow and uncertain. On the other hand the use of air that is too dry causes maca-

roni to dry too fast or too much; in other words takes the life out of the products, causing them to crack and split in the drying rooms and often after products have been removed from the dryers.

Tests Storeroom Humidity

Even though the drying has been done perfectly the products may be injured by improper packing. Wood fibre or corrugated containers are often stored in rooms containing too much moisture and, being good absorbents of moisture, the bone dry macaroni packed therein absorbs this excess moisture from the carton or container walls, with the result that properly cured macaroni is subject to spoiling from this altogether outside agent. In this case the testing apparatus referred to is found most useful and through its indicating the lack or excess of humidity in the store room the cartons and containers may be retained at just the right humidity for properly carrying their contents.

Use of Instrument Grows

The useful instrument referred to is the hygrometer. It was invented a few years ago and has proved a boon to macaroni manufacturers. This small mechanism enables the operator to ascertain the exact degree of humidity in the air being used for drying purposes so that means may be taken for its proper regulation. The hygrometer measures the moisture in the air. Its name is a Greek compound meaning moisture measure. Its use is extending steadily in the alimentary paste industry where it is being found both practical and dependable. Its judicious use should result in making more uniform products as far as proper curing is concerned, and should reduce to a minimum spoiled, cracked and moldy goods.

SMILE!

The thing that goes the farthest,
Toward making life worth while,
That costs the least and does the most
Is just a pleasant smile.

The smile that bubbles from the heart,
That loves its fellowmen,
Will drive away the cloud of gloom

And coax the sun again.
It's full of worth and goodness, too.
With much of kindness blent.
It's worth a million dollars
And doesn't cost a cent.

Quality
Service
Dependability

If you are not using
**GOLD MEDAL
SEMOLINA**
write for a sample



WASHBURN-CROSBY COMPANY
Minneapolis, Minn.

ADVERTISING METHODS OF MERIT

Dr. B. R. Jacobs, director of National Cereal Products Laboratories, Washington, D. C., once more presents some good advertising material for macaroni products under the heading "Can you use this in advertising?" He suggests the following:

Economists tell us that a baby is worth \$180, a child of five \$1,910, and an adult \$8,000 to the state. Are you willing to sell your baby for \$180? So far as the individual is concerned there is really no money value that can be placed on life, regardless of the worth of that individual to the state.

Your baby is but a bundle of possibilities, dependent primarily on two factors, FOOD and ENVIRONMENT (education and surroundings). In other words it is simply a matter of what goes into his stomach and his brain.

What a CHILD eats is, therefore, one

of the two most important questions every mother is called on to decide. From the time the child begins to walk and eat solid food, it becomes the mother's business to supply foods that will furnish material for building the bony structure and tissues.

MACARONI cooked with cheese or prepared in one of the many other ways furnishes all the food elements in such a form that the stomach can take and digest practically without effort. MACARONI thus prepared also contains all the essential elements that promote GROWTH and HEALTH.

Teach your child the MACARONI habit, get it yourself. There are a hundred and one reasons why you should.

MACARONI is a pure thrift food, bringing to your table a bigger nutritive value than any other food at any price. Ask your GROCER for it.

March Durum Inspections

As might have been expected shipments of durum wheats to the primary markets during the month of March greatly exceeded the February shipments. The increased movements can be accounted for by two good and sufficient reasons; 1st, ideal shipping weather and anticipation of the opening of lake shipping. As a result government inspectors licensed under the United States grain standards act reported an increase of over 75% above the shipments of the previous months. The March receipts also serve to bring the totals for the crop year 1921-1922 to approximately 65% in excess of the same period a year ago.

Amber Durum

The appearance of so much amber durum at the various Atlantic ports would indicate that much of this grain is intended for export. The crop last year was so large that large quantities can be spared for use by Europeans. During March a total of 1344 carloads of all grades of amber durum came under the inspection of government officials as compared with only 773 carloads for the same month last year.

The No. 1 grade was proportionately plentiful a total of 103 cars being so graded. Of the total, 63 carloads went to Minneapolis, 25 to New York and 15 to Duluth. The No. 2 grade exceeded

all the others in the number of carloads reported. The total was 757, of which Duluth got 273, Minneapolis 250, Philadelphia 170 and New York 35. A total of 289 cars graded No. 3, Duluth getting 124, Minneapolis 90, New York 43 and Philadelphia 22. The records also show that 188 carloads graded below No. 3. Out of the total 1344 carloads of all grades of amber durum reported for March, Duluth lead all other cities with a total of 499 carloads inspected, followed by Minneapolis with 472, Philadelphia with 205, New York with 103, and remainder divided between several other cities that reported an occasional car or two.

Durum

The various grades of durum also moved freely during March, a total of 407 carloads being reported from all sections of the country as compared with 243 cars a year ago. The No. 1 grade was anything but plentiful, a total of only 12 carloads attaining this standing out of the whole number shipped. Of these, 4 went to Duluth, 3 to Minneapolis and the balance scattering. The better grades proved scarce, only 93 cars of No. 2 being reported of which 42 went to Duluth, 12 to New Orleans, 9 to Omaha and 9 to Minneapolis. No. 3 grade was most plentiful, a total of 141 carloads being reported. Of these 62 went to Duluth, 44 to Philadelphia and 11 to Minneapolis.

olis. The market was glutted durums that graded low, a total of carloads being reported a below grade.

As will be noticed Duluth led cities of the country in the handling durums in March, getting 222 cars of the month's totals. Philadelphia came second with 52 carloads, Minneapolis next with 46, Omaha with 15 and New Orleans with 14 carloads.

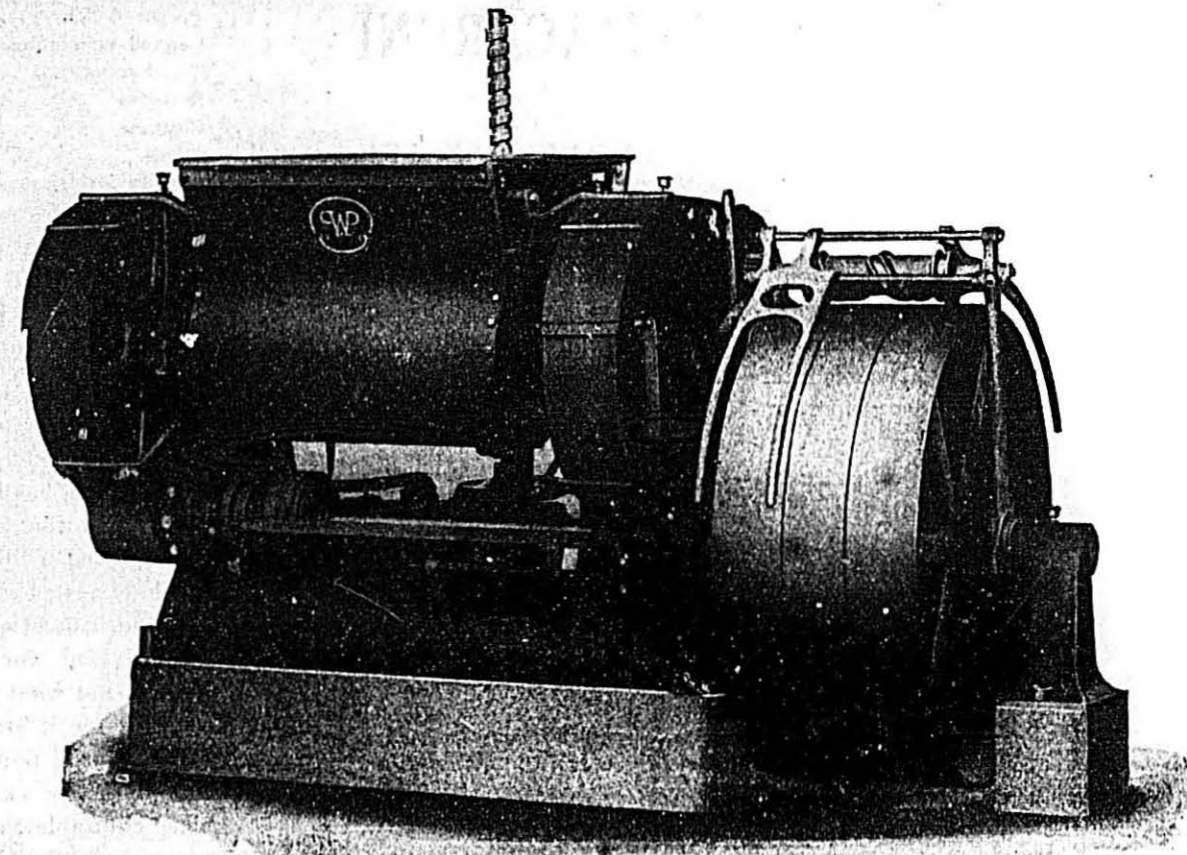
Hottest Place on Earth— Death Valley, California

Ten years of records obtained at United States weather bureau station at Greenland ranch in Death Valley, Calif, indicate that this is hottest region in the United States, probably on earth. The average extreme maximum temperature reported to the United States Department of Agriculture since 1911 has been 125° F. At Greenland ranch temperatures 100° F. or higher occur almost daily during June, July and August. The hottest month on record is July 1913 when the mean temperature was 106° F. But the temperature of 134° F. served on July 10, 1913, is believed by meteorologists to be the highest natural air temperature ever recorded with standard tested thermometer exposed in the shade under approved conditions.

Death valley is from 2 to 8 miles wide and about 100 miles long, lying between high mountain ranges. It is the deepest depression in the United States, some estimates placing its lowest point at 337 feet below sea level. Greenland ranch is 178 feet below level. White people find the midsummer heat intolerable and even the Indians go up to the Panamint range during July and August.

The normal annual precipitation at Death valley is less than 2 inches. Successful agriculture cannot be maintained on less than 15 or 20 inches annual precipitation without the aid of irrigation. A group of springs serve as the source of irrigation water supply for Greenland ranch. The water has a temperature of about 100° F. and is sufficient to irrigate only 70 acres. The crops of alfalfa are gathered each year. The principal product of the ranch is dressed meat, but experiments are being made in raising poultry and growing vegetables, dates, citrus, deciduous fruits.

The only way to keep the hammer buried is to put the hammer with it.



A uniform "mix"— a uniform product!

You can't make a macaroni of fine color and even finish unless your mixing and kneading methods are RIGHT.

The Universal Kneading and Mixing Machine assures a uniform mix. The mixing action is swift and thoro. No particle of material can escape the action of the blades.

The water is incorporated perfectly with the flour and other ingredients into a dough of uniform finish and texture.

Universals are at work in leading macaroni, spaghetti and noodle factories. Let us show you why.

Write our nearest office for full information.

write for New Catalog

Just off the press—our new catalog of W & P machinery for makers of alimentary paste goods. A copy should be in your file. Write us on your letterhead and we will send one, gladly.



Joseph Baker Sons & Perkins Co., Inc. - White Plains, N. Y.

Sole Sales Agents: WERNER & PFLEIDERER Machinery

NEW YORK PHILADELPHIA CLEVELAND CHICAGO SAN FRANCISCO

—just One item of—
Werner & Pfleiderer Machinery
for the MACARONI Trade

STORE SALE OF MACARONI

Percentage of Volume Infinitesimal—Proves Need for General Educational Campaign to Extol Food Virtues and Economy in Use—Possibility to Increase 250 Per Cent Through Cooperation.

A survey of many grocery stores in different parts of the country recently completed by the National Wholesale Grocers association presents some interesting facts concerning the proportionate sale of macaroni products in comparison with the total business done. The result is merely a substantiation of the recognized truth that there is ample room for macaroni educational work with the grocers as well as with the customers.

Astonishing Presentation

The survey, backed by such authoritative information as that dispensed by the Babson Statistical organization, shows that the sale of macaroni products amounts to about three tenths of one percent of the volume of business daily, monthly and yearly transacted in the ordinary grocery store in this country. Can you imagine the sale of so nutritious a product as macaroni, spaghetti and noodles being only about a third of the sale of such articles as toothpicks, birdseed, malted milk, fruit juices? Yet these are the facts presented by this survey.

Only 7 commodities individually exceed 5% of the average store sales, and these together form about a third of the regular business annually transacted. The leaders are as follows: Sugar, 13.6%; butter, 12.9%; cured meats, 11.5%; canned milk, 7.6%; fresh fruits and vegetables, 5.6%; soap, 5.5%; eggs, 5.2%.

250% Gain Possible

This report presents in a new form the problem confronting the alimentary paste industry in this country, especially to that group of manufacturers which caters to the better class of stores as its medium of distribution.

Would not a little individual and co-operative effort speed up consumption? Does this not prove the need for a general educational campaign, extolling the values of macaroni products as a food, its economy and lack of waste? Should not the sale of our products at least equal the sale of such articles as toothpicks and birdseed? If this alone could be accomplished by combined or individual effort, the sales would be in-

creased by about 250%. Here is food for thought for the entire industry.

The table follows:

Percentage Comparison	
	Percent
Sugar	13.6
Butter	12.9
Cured meats	11.5
Canned milk	7.6
Fresh fruits, vegetables	5.6
Soap	5.5
Eggs	5.2
Butter substitutes	4.2
Vegetable fats	3.5
Salad dressing	2.9
Flour	2.6
Tea, breakfast foods	2.1
Coffee	1.9
Canned salmon	1.8
Canned corn, peas, tomatoes	1.5
Cheese	1.0
Canned meats, sardines	1.0
Macaroni	.3
Dried fish	.3
Gelatine	.3
Canned fruit	.2
Spices	.2
Syrup, molasses	.2
Jelly, jam	.2
Catsup	.2
Mustard	.1
Coffee substitutes	.1
Vinegar	.1
Starch	.1
Olive oil	less than .1
Pickles	less than .1
Soda	less than .1
Stove polish	less than .1
Soups	.9
Baked beans	.9
Canned fish	.9
Fruit juices	.9
Beverages	.9
Malted milk	.8
Yeast	.8
Toothpicks	.8
Honey	.8
Birdseed	.8
Nuts	.7
Raisins	.7
Currants	.7
Cocoa, chocolate	.6
Baking powder	.5
Oil	.5
Matches	.4
Olives	.4
Dried vegetables	.3

A Sacred Obligation

IT IS THE SACRED OBLIGATION OF EVERY CITIZEN to do his part day by day that the nation may prosper and that contentment and happiness may come to all.—Rotary Club Members.

Prepared flour less than
 Canned vegetables (except corn, peas, and tomatoes) less than
 Relishes less than
 Cleaners less than
 Clams less than
 Oysters less than
 Salt less than
 Puddings less than

Fight for Higher Tariff

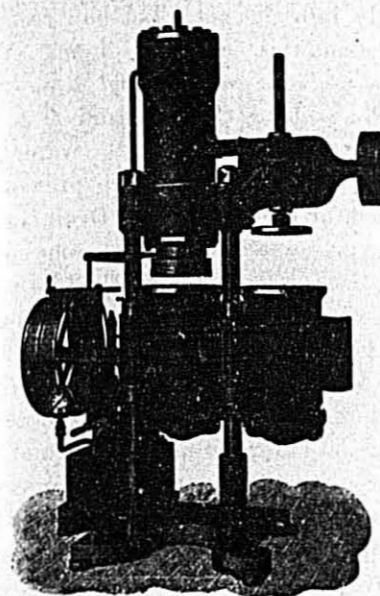
The energetic fight for adequate tariff rates on all alimentary pastes carried on throughout the winter and spring, particularly by eastern macaroni leaders, has been partially successful in that the senate finance committee reported a bill in which the duty on all these pastes will be raised to 2 cents a pound instead of one and a half cents as provided for in the house bill. Though not what the industry has been striving for it strikes those in charge of this tariff fight for the welfare of the industry as being considerably more equitable than the original Forney bill provisions.

There is one feature that evidently escaped the attention of the lawmakers, and that is the high duty on dried eggs which enter into the manufacture of egg noodles and egg macaroni. As most of these ingredients have to be imported the payment of the egg duty practically offsets the protection given by the rate on imported noodles. The duty on macaroni or noodles without eggs being the same as products of this kind containing eggs.

The rate of duty on dried egg yolks is 18c per lb. and the rate of duty on frozen or shell egg products is 6c per lb. or 24c per lb. on the basis of the dried product.

Under the standards for noodles each 100 lbs. require 5 lbs. of dried eggs. On this amount, the manufacturer pays a duty of 90c as all dried egg products are imported. The importer pays a duty of only \$2.00 per cwt., therefore the net duty paid by the importer over the domestic manufacturer is \$1.10 per cwt. on noodles. This rate of duty is no higher than that allowed in the Underwood bill, a Democratic measure which is not supposed to be protective.

If passed as recommended the new tariff bill will permit the importation of large quantities of egg products, noodles, etc., from China and Japan who are looking for new markets for their products. A proper appeal to your senator may have the desired effect. Strike now for a fair duty on egg macaroni and egg noodles.



Presses

Screw and Hydraulic

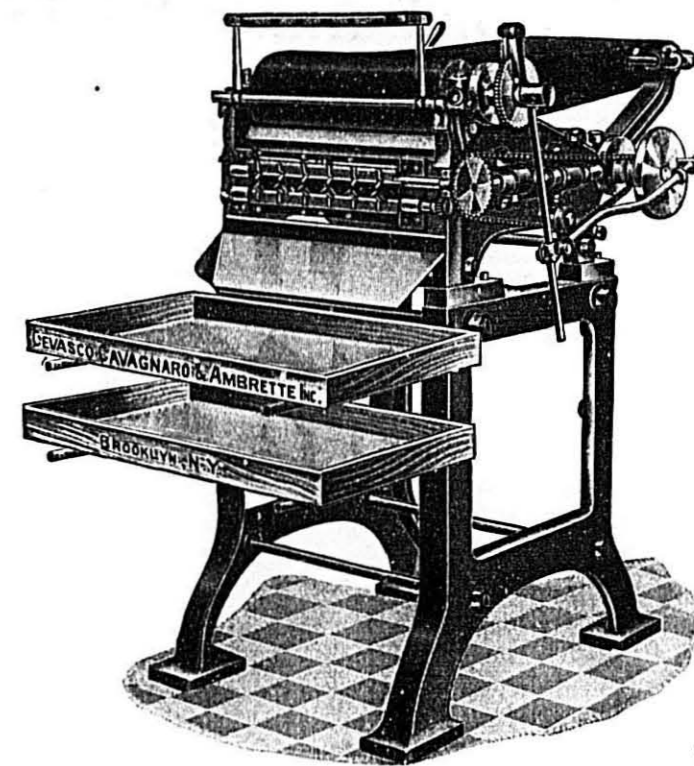
Kneaders

Mixers

Dough Brakes

Mostaccioli and Noodle Cutters

Fancy Paste Machines



Bologna Paste Machine

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

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

Send for our illustrated circular, containing full information.

Cevasco, Cavagnaro & Ambrette

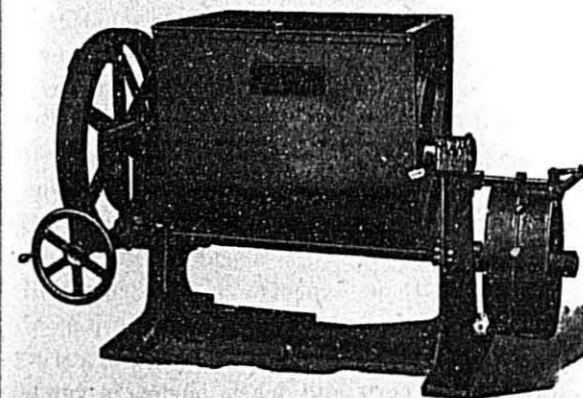
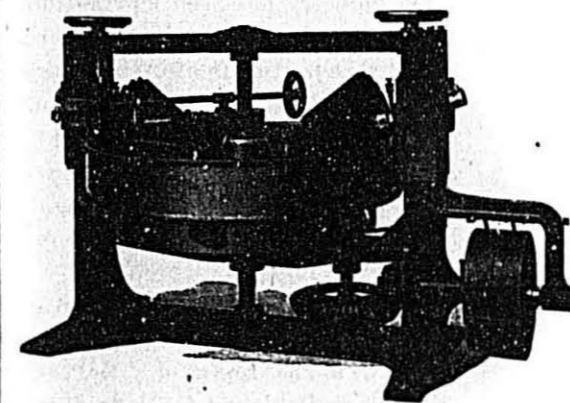
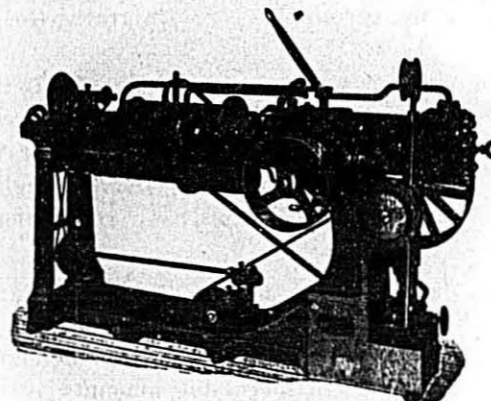
INCORPORATED

Builders of High Grade Macaroni Machinery

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

Office and Works
156-166 Sixth Street

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



WHAT ARE PROFITS?

By J. H. Tregoe

In the general acceptance of the term profits are deemed the balance remaining from the income of an enterprise after paying for material, commodities, labor, interest and overhead.

The real significance of the term is that some benefit has accrued to the enterprise.

Whether or not the two meanings can be reconciled will depend upon how the surplus is used, and a recognition that paper profits after all may not be profits realized.

The grave mistake happened at the close of 1919 when the remarkable paper profits to the wholesalers in that year were lauded as something unusual, when as a matter of fact these profits invested, as they were, in commodities, plant, machinery or fixtures failed to realize because of the prevailing high prices which cut tremendously the buying power of the dollar.

In my judgment, profits should be more judiciously handled than original investments.

As a usual thing, profits represented in inventory or balance sheet are a part of the business investment bound up in commodities, material, machinery, plant or fixtures. How can profits really be counted as profits if they are so invested and until there has been some realization upon these investments?

Profits should conserve the liquidity of a business.

It had been far better at the close of 1919 if the profits had been used for the reduction of liabilities rather than invested, as they were, in commodities, etc.

We mustn't treat lightly or injudiciously something which enters into the very vitals of an enterprise. It cannot succeed without profits and yet paper profits cannot be counted as true profits until they are fully realized.

The original investment of an enterprise irrespective of its profit making abilities should not be increased by the investment of the profits unless the business requires this additional investment. They can better be used for the reduction of the original investment expressed in a cutting down of liabilities and in making the business more capable of quick liquidation.

Study carefully, therefore, what profits are, the difference between pa-

per profits and realized profits, how profits should be used.

Don't let us do these things in a pellmell way. We are too prone in our eagerness and ambitions to do this very thing and too often are compelled to repine because of it.—Bakers Weekly.

Italian Spaghetti Method

There are many different ways of preparing what is commonly termed "Italian spaghetti," all of which are good, but here is one from a renowned Italian cook that should appeal to epicures, though easy to prepare and sufficient to feed four adults. (Children may want more).

In a gallon of boiling salted water place a pound of spaghetti, holding it in

one hand till it softens, winding sag gently into the pot. Let boil from 15 to 20 minutes, or until done. (If it stays on fork when lifted it is sufficiently boiled; if it drops off, it is not yet done.) Strain off all the water and pour over it cold water to prevent it to stick or become soggy. Drain again.

Gravy or Sauce—Make some good soup stock by boiling a 2 or 3 lb. piece of beef. Take 2 cups of this stock and add 1 No. 2 can of good tomatoes. Cook well together, dropping in 2 whole allspice, 2 cloves and a small piece of cinnamon bark, but not too much of the latter as it will color the gravy or sauce. When thoroughly boiled and somewhat of a pasty consistency strain so as to remove all pieces of bones, seeds and skins. Add salt and pepper to season highly. Pour gravy or sauce over the spaghetti and reheat. Just before serving, sprinkle freely with grated Roman cheese.

This recipe comes from an old Italian of a prominent family who for years prepared this appetizing dish for the leading epicure of Italy where spaghetti and macaroni is known as a national dish.

Brew Barley as Hog Feed

Barley as a hog feed is coming on the markets in increasing amounts, probably for the reasons that its use for brewing purposes has fallen off and the hog industry has been moving into the barley producing districts. The United States Department of Agriculture has taken up the problem of finding out the relative feeding value of light and heavy barley. There are no federal standards for this grain, but light and heavy grades are recognized on the market.

During 1921 the department made feeding tests of the two grades and the trials will be repeated. Not enough data is available yet for definite conclusions as to the relative merits of the light and heavy grain, but the results have shown that high class barley has a feeding value only slightly lower than good shelled corn. When these tests are completed the department will have additional information on the method of feeding barley, whether or not it should be fed whole, rolled, dry, or soaked.

It is expected that barley will be used much more in the future as a hog feed, especially when there is a scarcity of corn and when barley is comparatively cheap.

BE A BOOSTER

Be a booster—

Like a rooster—

Always crowing loud and long;

Keep a yelling

What you're selling—

Put some pepper in your song.

If you're tired,

Go get fired—

Hunt a job you think will suit you;

Either like it

Or else hike it

Somewhere else before we shoot you.

Be a getter—

Times are better

For the man that packs a smile;

Take your licking.

Or quit kicking—

Dig right in and make your pile.

The war is over

And there's clover

In the pastures all around;

It's not waiting

Or debating

But making hay out of the ground.

Watch it growing—

Always showing

Lots of blossoms—it's alive.

If you're a dead one,

Go use a lead gun—

Drones ain't wanted in this hive.

Be a doing

Quit your stewing—

Get a move on, grab some kale,

Don't let your head

Get feeling dead—

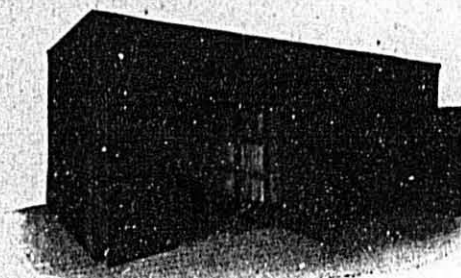
Sweat and smile and you can't fail.

—Selected.

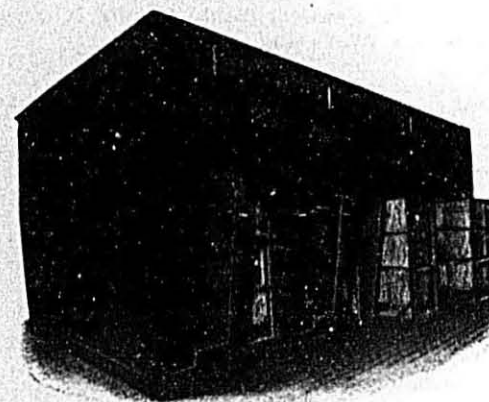
Barozzi Drying Machine Co.

400 Columbus Ave.

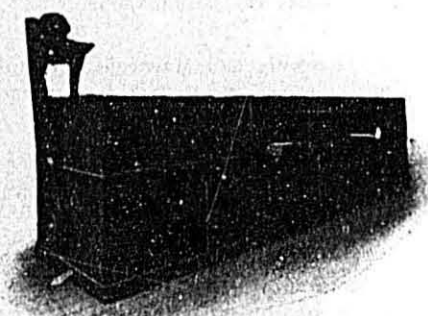
San Francisco, Calif.



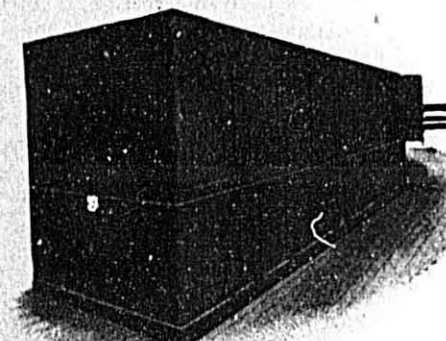
BAROZZI Preliminary Drier for Long Paste



BAROZZI Finishing Drier for Long Paste



BAROZZI Drier for Cut Goods



BAROZZI Drier for Curly Paste

The only firm that takes care of your Macaroni Drying in a scientific way.

We Dry your Paste long or short in 60 hours

No Acidity—Mould or Waste

We install—operate and guarantee results

Catalogue and Information

New Branch Office

498 West Broadway

New York City

PROGRAM
Nineteenth Annual Convention
 of the
National Macaroni
Manufacturers Association

June 22, 23 and 24, 1922
 Clifton Hotel, - - Niagara Falls

FIRST DAY—JUNE 22

9:30 A. M. (Local Time)

Registration of members and visitors.

10:00 A. M. (Local Time)

Opening of convention.

Call to order by President B. F. Huestis.

Welcome—Mayor Charles T. Newman of Niagara Falls, Ont.

Response—Edward Z. Vermyley, Brooklyn.

Annual address of president—B. F. Huestis, Harbor Beach.

Report of executive committee—James T. Williams, Minneapolis.

Report of treasurer—Fred Becker, Cleveland.

Report of secretary—M. J. Donna, Braidwood.

Appointment of committees.

Adjournment.

2:00 P. M. (Local Time)

Sight seeing trip around the FALLS and the GORGE. Guests of the National Macaroni Manufacturers Association.

Group photograph at Victoria park.

Baseball, Victoria park. Manufacturers vs Allied Trades.

Other athletic sports.

7:30 P. M. (Local Time)

Closed Session for regular members.

Leader of Discussion—Dr. B. R. Jacobs, director of National Cereal Products Laboratories, Washington, D. C.

Topics to be considered and discussed:

1. Standards of macaroni, semolina and noodles.
2. Tariff.
3. Increasing macaroni consumption.
4. Association efficiency.
5. Progressive cooperation between miller and manufacturer.

SECOND DAY—JUNE 23

10:00 A. M. (Local Time)

Reports of committees.

Address: "Milling Durum to Suit the Trade," Thomas Brown, Washburn-Crosby Co., Minneapolis.

Discussion.

Address: "National Problems of Distribution," Alvin E. Dodd, manager domestic distribution department, Chamber of Commerce of U. S. A., Washington, D. C.

Discussion.

Address: "Macaroni Wheat in Canada," Professor Robert Harcourt, Ontario Agriculture College, Ottawa, Canada.

Discussion.

Address: "Benefits of Organization," James C. Andrews, Minneapolis.

Discussion.

Announcements.

2:00 P. M. (Local Time)

Reports of Committees.

Address: "Trade Association Benefits to Members," Fred Mason, president American Specialty Manufacturers Association, New York city.

Discussion.

Announcements.

Address: "The Foodstuffs Division of Department of Commerce," E. G. Montgomery, chief foodstuffs division, Department of Commerce, Washington, D. C.

Discussion.

Address: "Progress Made in Improving Macaroni Wheat," M. Gray, Pillsbury Flour Mills Co., Minneapolis.

Discussion.

Address: "A Model Macaroni Plant," Charles Johnson, Charles F. Elmes Engineering Works, Chicago.

Discussion.

Adjournment.

7:30 P. M. (Local Time)

Banquet—The Clifton Hotel ball room. Guests of National Macaroni Manufacturers Association.

Reception and dancing.

THIRD DAY—JUNE 24

10:00 A. M. (Local Time)

Reports of committees.

Address: "Noodles and Their Abuses," Wm. A. Tharinger, Tharinger Macaroni Company, Milwaukee.

Discussion.

Address: "The Semolina Market Trend," F. A. Hamilton, Minneapolis Durum Products Co., Minneapolis.

Discussion.

Address: "Durum Growers and Macaroni Manufacturers," Wm. F. Ladd, U. S. Senator from North Dakota.

Discussion.

Address: "Effects of General Business Conditions on Food Manufacturers," Alexander J. Porter, president Shredded Wheat Co., Niagara Falls.

Review of Macaroni Business Conditions:

Eight practical and successful manufacturers from different sections of the country have been asked to present papers giving their views, pointing out the ills of the industry and suggesting remedies.

E. Z. Vermyley, Eastern section; L. E. Cuneo of Conneville Macaroni Co., Pennsylvania section; J. D. Desmarais, C. H. Catelli Co., Canadian section; C. S. Foulds of Food Milling Co., Lake section; Joseph Freschi of Ravarino & Freschi Importing and Manufacturing Co., Mississippi Valley section; L. G. Tujague of Tujague Food Products, Inc., Southern section; James T. Williams of Creamette Co., Northwest section; A. S. Vagnino of American Beauty Macaroni Co., Western section.

General discussion.

Announcements.

2:00 P. M. (Local Time)

Reports of committees.

Election of officers.

Selection of time and place of 1923 convention.

Adjournment.

Your Package Problems

Can Be Solved Effectively
 and Permanently by

Peters Package Machinery

The benefits of the Peters Package are not limited to the large Nationally Known Manufacturers who use our automatic Package Machinery. Many smaller macaroni manufacturers can and do use Peters Machinery very profitably.

Have you secured the figures for your Business? It may surprise you to know how small an output of packages a day can be handled more economically with Peters Machinery than by hand.

Peters Machinery Company

Factory: 231 West Illinois Street
 CHICAGO, ILLINOIS



TRADE-MARK

WAR ON NATION'S PESTS— NATIONAL ARMY FORMING— FIGHT TO BE WAGED LONG

Food and necessary materials worth \$1,500,000,000 are destroyed each year in the United States by insects and bugs, according to scientists in the biological sections of the Department of Agriculture. Engaging in a continuous battle with man insects up to now have been winning, spoiling and destroying food, clothing and other necessities in such great measure as to make the losses of the great war seem small by comparison.

Army Being Formed

In the Department of Agriculture a small army of specialists in insect lore are devoting their lives practically to carrying on a nationwide battle against minute pests. The department now is preparing an educational campaign to line up every person in the United States in the war against insects. Farmers, the city housewife, carpenters, doctors, librarians, clerks, and men and women in every occupation are to be enlisted in the campaign. If successful it will mean the saving annually of thousands of tons of wheat, cotton, clothing and even wooden buildings from destruction by the enemy, the government scientists say. The enemy is made up of the boll weevil, the household ant, the ordinary fly, worms that eat books, magazines and newspapers, moths, crickets and carpenter bugs.

War to Win Sure

School children and professors and teachers in scientific institutions and universities are to be asked to aid in the campaign which is intended to be the beginning of a popular war against insect pests. The war may have to be carried on for years, it may even be waged for a century, but man can win against the insects if everybody enlists for the struggle, the scientists say.

The war may tend to reduce the cost of living, since millions of bushels of wheat and other foods are destroyed annually by insects, the department's records show. Insects attack wheat and nearly all kinds of grain in the elevators of the west, not only destroying food but indirectly causing fires and other disasters which increase the losses.

In the nation's libraries and museums, worms are destroying books and priceless documents which never can be replaced. In some sections of the country certain varieties of ants eat away the foundations of houses costing many thousands of dollars, causing the building to collapse, sometimes killing the occupants.

Bugs, Worms and Moths

The activities of the boll worm in spoiling the cotton crop are familiar to everyone. Bugs and worms every year destroy enough potatoes to feed the occupants of New York state. There is no food and few necessary raw materials that are not attacked by insects, officials say, to an extent that causes the nation losses totalling millions a year. Moths alone are blamed for destroying enough cloth every year to clothe half the residents of New England. These inroads tend to make higher the price of cloth and clothing.

Eating in Argentina

Argentina, occupying the lower end of South America, is largely populated with peoples from Spain and Italy and it can be expected that alimentary pastes will be one of the principal dishes in the homes of rich and poor alike. As a large producer of wheat more and more of this food is being manufactured in local plants that are growing in number as well as in capacity.

An Observer Writes

"For an American, eating in South America and especially in Argentina, is somewhat of an adventure," writes Miss Lucile F. Saunders, United Press staff correspondent from Buenos Aires. "In this country they serve breakfast food in the soup. Such is one of the highly original uses the Argentine cook puts your choice package of United States cereal to, blandly assuming that the rest of the world is doing likewise. The hungry man dips into a thickish fluid and, lo, up comes the spoon laden with a species of gum, composed of rolled oats or some other preparation mother buys in a bright colored package and puts on the stove in the night to make sure it is thor-

oughly cooked for breakfast. From the bottom of that soup plate you may rescue whole wheat, rice slightly raw, barley and a dozen and one substances generally associated with a pitcher of cream and 7 a. m. on working days.

Spaghetti Favorite Dish

"In all of South America the 'fideo' factories do a rushing business putting out spaghetti and noodles that vie with the Italian and Chinese products in length, but not content with these commoner shapes the cook demands the paste in small cuts, to represent melon seeds and bulky rosettes. To top this off she wants all other dishes in a semi-liquid state. Meats, if they are not the popular native roasts, must be generously bathed in sauce or cooked in with the vegetables, like a New England boiled dinner, which here she calls 'puchero.' Another concoction, 'carbonada,' is made from rice and six vegetables.

"One of the principal Sunday sports is to go to a picnic to the Tigre delta and stop at one of the resorts for the purpose of absorbing mammoth plates of spaghetti and cheese, cooked with a meat and tomato sauce, which had its origin in Italy.

Are Lots of Servants

"If, on the other hand, the picnic is a truly outdoor affair father brings along a metal cross and spikes a side of beef on it, setting the whole thing beside a fire. The result, when roasted, goes down on the menu as 'asados.' This is served up with slabs of bread—generally the hard French variety, but there are 'English' and 'German' breads.

"A pudding, one soon learns in Argentina, is a sponge cake with fruit, while the word cookie is limited in its application to unfrosted tea wafers.

"As there are plenty of servants, the most informal luncheon is served in courses, with a corresponding assortment of forks and plates numerous enough for a formal banquet. Cooks claim in their advertisements for jobs to be masters of the culinary art in four or five languages, but, if the accomplished 'senorita,' when she appears on the scene, is able to concoct native dishes and shows signs of intelligence when instructed to put 2 eggs instead of 8 in the custard, the employer may live in hopes that if Maria or Josefina doesn't get a beau or a better job in 6 months she may be turning out fairly edible food."

TRADE ASSOCIATION BILLS

Congressional Hearings on Proposed Regulation of Such Bodies—Salient Features of Companion Bills in Both Federal Houses—Compendium for Digest by Readers.

In connection with articles that have appeared recently in the Macaroni Journal giving different opinions and legal decisions as to the extent trade associations may act as clearing houses of information for members a sketch by the National Wholesale Grocers association of the bills in congress to regulate trade associations is set.

Hearings Underway by Congress

It is expected that hearings will begin soon by a subcommittee of the senate judiciary committee on the Edge bill, which provides such regulation by the federal trade commission. It is suggested in this statement by the wholesalers that the great educational, economic and social value of trade association work is somewhat underrated, and grave doubts have crept into the minds of the public concerning the real purposes of legitimate associations, because of the activities of a certain group or class of associations engaged in questionable practices.

The Edge bill is S. F. 3385 and the house bill by Congressman McArthur is 11156. These are long bills, but provisions that seem of particular interest to the members of the national association, were sketched as follows:

Review of Two Bills

"Every trade association would be required to file with the federal trade commission a statement of its general character and activities; list of members, officers, directors, committees and managing agents; copy of constitution and by-laws, minutes of meetings, resolutions, agreements and any modifications thereof; statistics collected by or for the benefit of members, concerning production, shipments, stocks on hand, contracts, prices, credit information, or any other statistics concerning the trade.

"Unless prohibited by order of the federal trade commission, associations may distribute any statistics so filed among their members.

"The commission would be given authority to prescribe the method of filing such information, and failure to comply with the order of the commission would be a misdemeanor punishable by fine or by fine and imprisonment.

"Trade associations would be required to give the commission notice of time and place of every association meeting, and the commission, if it saw fit, might have a representative at any such meeting.

"On application of any trade association the commission may pass on the legality of the association's plans and objects, and if such objects or purposes are not violative of antitrust statutes the commission may issue a certificate of its approval of such objects and purposes. If the association's activities seem in conflict with the provisions of antitrust laws the commission may suggest alterations in such plans.

"Any association holding a certificate issued by the commission may request it to rule with respect to proposed plans of operation which the association deems best in the interests of the industry. The commission may, on its own initiative, or on request of the association, issue its ruling in relation to proposed plans, or may call into conference members of the association and others engaged in the same line of industry, for the purpose of agreeing upon proposed activities or plans of operation. If the commission, after agree-

(Continued on page 29.)



FOR SALE or LEASE

This fully equipped and "going" plant. Located in a large buying center, with convenient shipping facilities to all the Rocky Mountain and Missouri Valley States.

An attractive and profitable proposition to the proper party. Will lease or sell outright.

Write for terms and come and inspect plant.

Queen City Macaroni Manufacturing Company
3143-3157 Osage St. DENVER, COLORADO

Noodles--Three Kinds--Salad and Suey

Noodles, which are known and re-lished by practically the entire world, had been served in Europe and Asia many centuries before the discovery of America and undoubtedly were one of the earliest known and widely used alimentary pastes. Like macaroni and spaghetti they are of unknown origin and were known to some extent by the Egyptians and the early Chinese. Since the dawn of modern history they have been used in some form or other by Europeans.

Oh, Min!

Noodles are of several varieties but the ingredients are always the same, varying slightly among different nationalities. Flour, eggs and salt are made into a stiff dough by the housewives of different nations, rolled into thin layers and cut fine, medium or broad as the housewife fancies. Home noodle making has become a lost art since the rapid advance in manufacture now carried on in factories controlled by large concerns. Among the German nations of central Europe the word noodle has always been applied to this egg-flour combination while in Italy, where noodles are consumed in large quantities annually, they are known as "Tagliarini." Among the Chinese they are largely known as "Min."

Only Excuse Now Null

Home made noodles are seldom of the uniform shape and the proper texture that distinguish machine made noodles, and the only excuse for the continuance of home manufacture is the knowledge of the exact ingredients entering into their makeup. However, such great strides have been made, particularly in the American noodle plants, that no longer are machine made noodles looked upon with suspicion, and

the housewife has learned to appreciate the fact that when she buys egg noodles from a reliable firm they contain egg ingredients as called for under the food laws of this country.

No Mystery Here

The preparation of noodles is a simple process. They should be dropped into rapidly boiling water and permitted to boil from 10 to 20 minutes, depending on the texture of the paste. When done to suit they should be removed, drained, and blanched by pouring cold water over them. The most common use made of noodles is as an ingredient in plain or clear soup, serving to give it some consistency, though if properly made they should retain their shape and firmness.

Fried Noodles

Fried noodles are considered a delicacy by many epicures, but find greatest favor as a Chinese dish, being frequently eaten by Americans in the Chinese restaurants of the larger cities. In the preparation of Chinese fried noodles about 2 pounds are placed in a steamer and over them are placed 2 tablespoons of lard. They are then steamed for about a half hour; placed in a frying pan, the bottom of which is covered with hot fat, a piece of onion, salt and a little pepper, and fried until crisp. They are then drained and served with rich brown gravy. Fried noodles in Italy and Spain are prepared in olive oil or butter, giving them a somewhat better taste in the opinion of these Europeans.

Baked Noodles

Add a half pound of noodles to fast boiling salt water and boil for 15 minutes. Drain, run cold water through to separate them, and then put in milk to cover them. Add a generous lump of soft butter, salt, pepper, juice of an

onion and a half cupful of grated cheese. Heat, then partly fill a buttered baking dish with the noodles, cover with a layer of crumbs, then add the rest of the noodles and dust the top with crumbs and grated cheese. Bake a delicate brown and serve as a luncheon dish instead of meat.

Spanish Noodles

Cook 1 pound of fine noodles in boiling salt water. Chop 2 peppers after seeding them, 1 Spanish onion and 3 fresh tomatoes. Fry the vegetables in enough olive oil to cover the bottom of the frying pan. Season with salt and pepper. When done, but not browned, add the noodles, after draining and blanching in cold water. Stir and heat through, then serve with ham or roast pork.

Noodle Salad

Two cups boiled noodles cut into 1/2 inch pieces, 1/2 cup English walnut meats, 1/2 cup apples, 1 cup celery, 1/2 cup milk (or cream). Chop walnuts, apples and celery fine, mix with noodles and cream and pour over a mayonnaise dressing to suit.

Noodle Chop Suey

Three cups of sliced onions, 2 cups diced celery, 1 small pepper, 1/2 cup of rice, 1 cup noodles, 1/4 lb. bacon, 1 lb. steak. Dice bacon and fry till crisp and brown; remove from fat. Fry celery, onions, and chopped green pepper until brown, remove from fat. Fry either hamburger or small cubes of meat, and add to other ingredients. Cook rice and noodles together in salted water, adding noodles after rice has cooked 10 minutes, drain and add seasoning well to taste. May be reheated in casserole in oven.

Some husbands are happy; others' wives won't stay home alone.

Gems From Trade Press

Is Price Cutting a Crime?

Is the man who cuts prices a wrongdoer? From all over a country harassed by prices that rose too rapidly and fell too slowly, comes a thundered answer; "NO!"

Yet the federal trade commission and the courts have from time to time ruled that price cutting and discriminations in prices may be very effective and very improper methods of competition. Here is a case in point:

A man went into a barber shop to get his hair cut. He didn't like the way it was done and said so. The barber didn't like what he said and said so. The debate flourished until it came to a point where the barber suggested that his customer go to a place where he could have his hair singed permanently and without charge.

The customer went out breathing vengeance and in a short time his method was plain. A vacant store as near as possible to the barber shop was leased, a barber installed and a large sign announced:

HAIR CUTTING AND SHAVING FREE!

The aggrieved barber went to the court, got damages and enjoined his vengeful customer from carrying on a barber shop where prices were cut to nothing.—The Nation's Business.

The Man Who Guesses

It is a sorry day for the man who guesses in business. For it is no longer a guessing day. He who substitutes an "estimate" for actual knowledge is out of luck.

It is the day of the man who knows his business, who has absolute knowledge of what he is doing and whither he is going. He does not drift—he steers.

Time was when a grocer, for instance, bought as cheaply as he could and sold for what he could get—and let nature take its course. Nature usually took it. The man today who is successful in his business is way past the guessing stage. He figures and refigures. He analyses and he KNOWS.—The Modern Grocer.

Don't Faint Now

The business man who is panicky today is like the poor fellow who was lost in the mountains one night. He wandered about, but finally came to the conclusion that he was accomplishing no good and stopped. The next morn-

ing he decided to retrace his steps if possible and get back to his starting point.

The trail led up to a precipice, and then a horrible fact was disclosed. He saw that the night before he had walked for some distance along the edge of the cliff, with only a few inches between him and certain death. This gruesome disclosure was more than the poor fellow could stand. He fainted and fell over the precipice.

Don't let the danger that you passed through yesterday make you faint today. Keep your head, smile and plug away.—Bull's Eye.

Out of the Woods

When you get a little gloomy about business just recall how one director of a big business turned the tide of thought by asking another director this question, "Can you tell me how far a dog can run in the woods?"

The younger director appeared disgusted with such a question, and he answered abruptly, "He can run into the woods as far as he likes."

"No," said the old director, "when he has run into the woods half way, he is then running out of the woods."

And this is exactly what we business

men are doing today—we are on the last lap of a long and lonely trail—out of the woods.—National Grocers Bulletin.

Be Truthful—Don't Knock

Too much stress can not be placed on the indisputable fact that two of the most lamentable evils in modern business are misleading advertisements and the disparagement of one's competitor's goods.

Untrue public statements of course are short lived, for the people themselves will soon discover misstatements thus made and lose confidence in the advertiser.

On the other hand any business man that speaks disparagingly of the products turned out by his competitor, he very often finds that such talk acts as a boomerang to his own best interests.—Bakers Weekly.

How to Beat Competitors

Beat your competitor if you can, but remember that the surest way to beat him is to sell better goods, give prompter service and have more courteous work people. Don't fight by cutting prices. Keep your margin of profit fair.—Wholesale Grocery Review.

SPRAY WHOLE EGG

Original Cases

We are just receiving and paying duty on a direct importation of high quality Spray Whole Hen Egg, excellent color.

On account of our low import cost we can contract these goods on a spread delivery at less than half the replacement value.

Exclusive Egg Specialists.

THE STURGES EGG PRODUCTS CO.

New York Office
50 E. 42nd St.

Chicago Office
317 N. Wells St.

MID-WEST CORRUGATED WATERPROOF FIBRE BOXES

Ideal for export, for shipping commodities to wet weather districts, all goods which contain or absorb moisture or are shipped with ice.

General Offices:
18th Floor
Conway Building
Chicago

MID-WEST BOX COMPANY

Corrugated Fibre Board Products
Solid Fibre Containers



We Operate Our Own Box
Board and Strawboard Mills

Factories
Anderson, Indiana
Kokomo, Indiana
Cleveland
Fairmont, W. Va.
Chicago

ENROLL EARLY FOR THE CONVENTION!

Plan to come to Niagara Falls, June 22-23-24 for the Annual Convention of the National Macaroni Manufacturers Association, open to all Alimentary Paste Manufacturers whether members or not, and interested allied trade and then

CARRY OUT YOUR PLANS WITHOUT FAIL!

A three day program, interesting, entertaining and educational, and full of valuable constructive suggestions.

Business and pleasure harmonizes well at Niagara Falls. Bring your family and invite your fellow manufacturer.



National Treasurer to Europe

Fred Becker, president of the Pfaffmann Egg Noodle company of Cleveland, and for many years treasurer of the National Macaroni Manufacturers association, will leave the middle of May for a business trip to Europe to study macaroni and noodle manufacturing conditions on the continent, inspecting new machinery and devices used by leading alimentary paste makers. He expects to be gone several months combining business and pleasure.

The trip at this time will necessitate his absence from the 1922 convention of the National association, an organization which he helped to institute nearly a score of years ago and in which he has ever manifested the most intense interest. He has always been looked upon as one of the few really successful men in the industry and one whose experience gives his advice and suggestions great weight, and consequently his absence from this year's gathering of macaroni manufacturers will be regretted.

His fellow officers in the National association, as well as his numerous friends in the industry, join in wishing him a most successful and pleasant trip. The added experience he will gain on this tour should prove indirectly advantageous to the industry in America as he will give vent to his feelings and publicity to existing conditions in the columns of the New Macaroni Journal.

French Import Requirements

Estimates of French wheat requirements drawn from trade sources and confirmed by the cereal department of the Ministry of Commerce show consumption is declining slightly, now averaging 650,000 tons a month. Last season's crop of 8,800,000 metric tons lacks only 300,000 tons of meeting all requirements, including 1,200,000 tons for seeding. The import needs of the present cereal year are recorded at slightly more than double the difference between production and consumption, or 600,000 tons, of which 300,000 tons are yet to be purchased. What seems a high estimate of import needs

is due to the fact that the French farmers are prosperous and under no pressure to sell. Further wheat stocks will be held for an unusually large carry-over because of the unfavorable outlook for the next harvest. The area under winter wheat is 240,000 acres less than last year, with chances all against last season's exceptionally high yield per acre.

Durum for Macaroni

The import demand is concentrated on wheat rich in gluten suited for blending with native wheat. American flour is not wanted. Purchases of wheat for reexportation as French flour are declining, largely owing to the adverse attitude of the Swedish government to importation of fine flour. There is a considerable trade with the Near East in flour manufactured in Marseille from imported wheat. Large lots of durum wheat were sold recently by French brokers on Italian account for macaroni manufacture. This demand is temporarily checked by the Italian government which now has on the market 1,500,000 tons purchased last year.

one third of which is native wheat and the remainder hard winter and Australian stock.

Removal of Export Restrictions

The Italian customs authorities have been authorized to permit the exportation of platinum sweepings, dried vegetables of all kinds, even if of the last crop, and alimentary wheat pastes, whether or not prepared from imported grain.

Approximately 4,750,000 tons of wheat feeds are annually produced by flour mills

in the United States. It would require 237,500 twenty-ton cars, or a train about 1,800 miles long, to transport this material.

Trade Association Bills

(Continued from page 25.)

ment among the trade, finds that the proposed practices are not in violation of the law, it may approve such plans, but such approval shall extend to the consequences or results due to the abuses of such practices or customs.

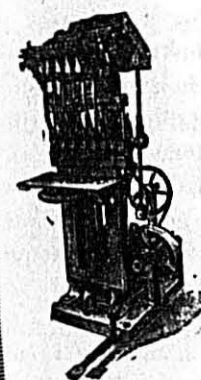
"If the commission shall have reason to believe that the conduct of any association or practice of such associa-

tion is in violation of the antitrust laws it may summon the association's officers, members, or agents, to appear at a hearing, and, should it be found that the conduct or practices of such association are in violation of law, the commission may order such association, its members, officers, or agents, to cease and desist from such conduct or practices."

Put much into the world and in time men will be put into your world.

Better anticipate than be anticipated.

Nailing and Cleating Machines



We manufacture Nailing Machines in great variety to meet the requirements of Box Makers generally, and Special Nailing Machines for other purposes, also make machines for driving Corrugated Fasteners.

The machine illustrated here is the style most generally used by makers of boxes in which to ship Macaroni. It is not equipped with cleating attachment.

Descriptive circulars and prices can be had for the asking.

WILLIAM S. DOIG, Inc. 47 Franklin St., Brooklyn, N. Y.

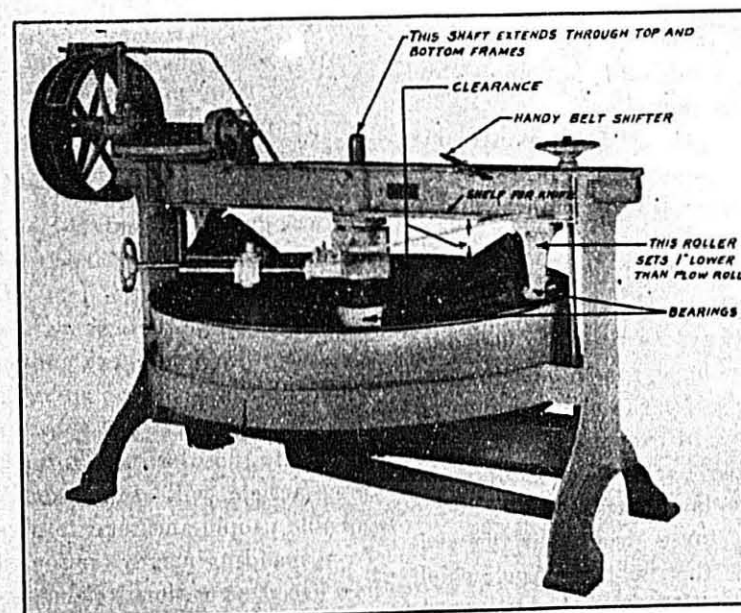
MACARONI DRYING MACHINES

Are in use all over the country.

Time of drying optional to the operator.

ROSSI MACHINES "Fool" the Weather

Do not require experience, any one can operate.



Double Action Kneader

The plow roller will first squeeze, the other roller being 1 inch lower; then the plow roller will give second squeeze. Rollers held on both ends will prevent giving.

Main pan shaft held at both ends will prevent giving.

Tooth of rollers partly omitted will prevent the dough clinging.

Clearance in top part of the rollers will prevent accident.

Belt shifter accessible from any part of the machine will prevent accidents.

Knife shelf will prevent accidents.

Pulley placed in the top. Belt will be out of the way.

A. ROSSI & COMPANY Macaroni Machinery Manufacturers 322 Broadway, San Francisco, Cal.



International Macaroni Moulds Co.

252 Hoyt St.

Brooklyn N. Y.

Macaroni Die Manufacturers

Ask For Our Price List.

Take Steps to Meet Mail Order Attack Upon Foods Weights

Under the heading "More for Your Money," Sears, Roebuck & Co., in their April grocery catalog, warn their customers to watch the statement of weights on food packages, declaring that their own brand packages in many instances contain more food than many of those of important manufacturers. This has aroused the manufacturers, who are taking steps to counteract the attack.

Retailers, too, have taken a real interest in the attack and are aroused to the need of making a closer study of the merchandise they buy. Undoubtedly the campaign on the part of the mail order house will arouse interest on the part of the consumers, as hundreds of thousands of these catalogs are distributed in all parts of the country.

"Watch the Weights on the Labels," is the keynote of this advertising by Sears, Roebuck & Co. in a full page of their catalog. They call attention to the fact that the government compels manufacturers to state the weight of contents of cans and packages, and urge their readers to watch these weights, declaring further that "many of the cans and packages we sell contain larger quantities than most other brands."

Retailers appreciate, of course, that there is a wide divergence in such matters. They have been trained through their years of experience to buy with such points in mind. Undoubtedly the tendency of the public, particularly at this time, to buy carefully emphasizes the need for close scrutiny. There is opportunity for divergence in so-called "pound" cans and packages, though the weight of contents under the law must be stamped on the label.

To offset this campaign manufacturers in some lines already have taken steps to aid their retailers by advertising the weights of their packages and in other ways to furnish material to assist the retailers to combat this mail order campaign by window and other store advertising.—The Modern Grocer.

Truthful Labels

A recent decision of the United States supreme court is of interest to every user of labels. The highest court in the land upheld the contention of the federal trade commission that it

had a right to proceed against a concern if in its judgment the label did not correctly describe or classify the contents on the ground that it constitutes "unfair competition." The Winsted Hosiery company had been cited by the commission for selling goods bearing labels which, in the judgment of the commission, were misleading.

In the United States circuit court of appeals, where the first hearing was held, it was decided that the order of the federal trade commission be set aside not because of the merits or demerits of the practice charged, but on the ground that it was not "within the province of the federal trade commission to prevent it." The new ruling of the supreme court holds that the use of misleading labels does, in fact, constitute "unfair competition" and that insofar as it relates to interstate traffic the federal trade commission has jurisdiction.

This decision in what is looked upon as a "test" case will have a bearing on the hundreds of similar cases now pending, with the result that most of them will be withdrawn. Its effect will be far-reaching and labels so printed as to attempt deliberately to mislead will come under the supervision of this government body and the tendency should be toward a more honest labeling of all grades and kinds of products, particularly foods.

Made on Honor

I am the manufacturer.

It is my duty to go back to the source of supplies, and to measure and weigh and test.

My work is basic for on it depends the employment and happiness and well being of thousands.

My work must be done upon honor, regardless of competition or rewards.

Without a realization of the value of service,—a realization as wide as the universe and as high as the sky, I will fail.

I must always be ready to look into the future, to hope, to plan and to sacrifice if need be for the ultimate good.

The welfare of communities and even of the nation itself depends upon its industries in large measure.

A manufactured product is the visible form of the man or firm which stands back of it. It is ideals in tangible shape.

Sometimes I, the manufacturer, complain because of restrictive legislation.

But, being loyal and patriotic to the core, I obey the law without side stepping, even although I may feel it my duty to work for repeal or modification.

I realize the dignity of my task, and the interdependence of life and capital and industry.

I believe in the integrity and the right motives of humanity, in spite of occasional disappointments.

I believe that healthy business awaits us all in the months to come.

And that 1922 will reward those with COURAGE and VISION and PERSISTENCE.

Stimulus of Advertising

One of the finest examples of what advertising can do for a business is found in the raisin industry. This business back in 1913 was in a discouraging condition. The growers held a meeting to see what could be done to revive the industry. They decided to try advertising, but only \$700 could be raised for that purpose. But this was enough to give them a start.

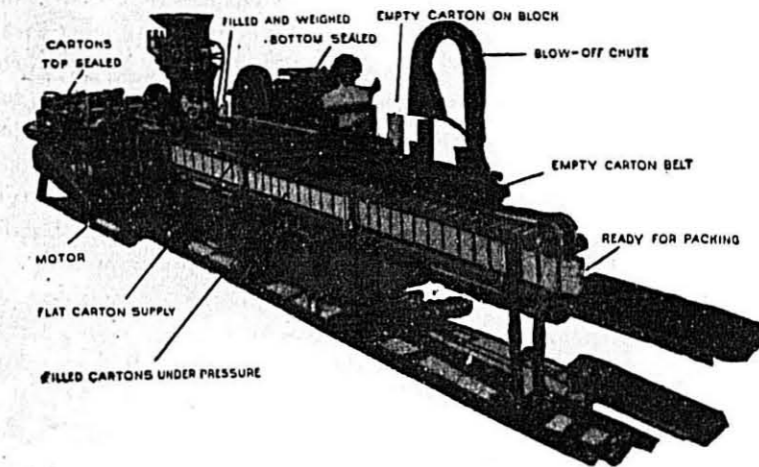
The effect of this publicity was to interest many bakers in making raisin bread. The advertising produced such good results that the growers kept increasing it until they created the habit of using raisin bread and made it an important food product all over the country. This could never have been done but for generous publicity. It created a wholly new and tremendously large market for raisins.

In the dull year of 1921, for various reasons, the raisin industry had slow times for a period and another advertising campaign was arranged. This project was largely based on the nutritive and tonic properties of this product, showing the quantity of iron contained by raisins.

Again the consumption of this product was greatly stimulated, so that this country had to buy largely of Italian raisins to make up the demand.

Instances like these show how the desires of the public are influenced by solicitation. Truthful advertising setting forth the real and substantial reasons, why it is desirable to make use of some article, will always convince reasonable people and tend to divert them from spending money for foolish whims not based on rational grounds.

Easy to see through—the people who make spectacles of themselves.



This is our carton sealing machinery with filling and weighing attachments.

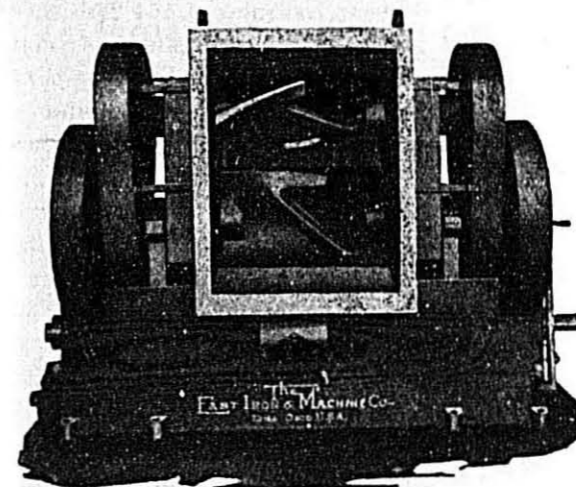
Why purchase machines with a guaranteed capacity of 30 packages per minute when you can purchase our machines which will do the work equally as well with a guaranteed capacity of 60 packages per minute?

Johnson Automatic Sealer Co., Ltd.

Send for Catalogue

Battle Creek, Michigan

Send for Catalogue



"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.

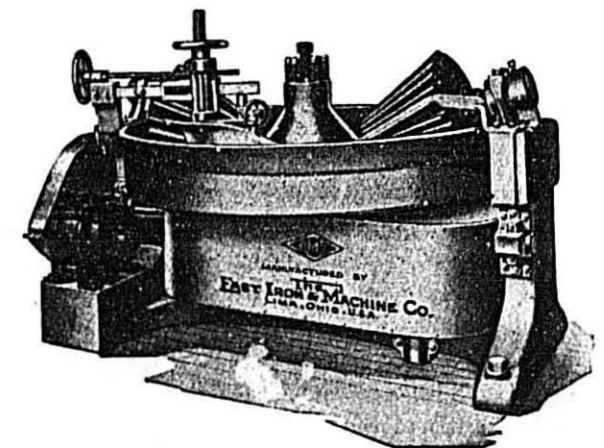
"Eimco" kneaders knead the lumps of dough as they come from the mixer, into one solid ribbon and give it uniform texture and they do it quicker and better than ordinary kneaders. They are equipped with plow and have scrapers at rolls to prevent dough from clinging. All gears are fully enclosed.

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.



Loot Macaroni Factory

The Danbury Macaroni company at 45½ Osburne st., Danbury, Conn., was looted by burglars on the night of April 21. Considerable cash left in the office of the plant was taken and although there was much rummaging among the papers in the office and through the stock in the stock room, no article of value was stolen. Entrance was had by breaking the glass in the window in such a way as to enable the burglars to unlock it giving them easy access to the building. Hamur Elias, manager of the plant, after a hasty inspection stated that outside of the cash stolen little or no loss was discernible as far as the stock and equipment were concerned.

Fire Damages Plant

Fire of unknown origin caused damages estimated at about \$5000 to the Columbus Paste company plant on Jackson st., San Francisco, early in April. In addition much of the finished products in stock and a large quantity of flour were also injured by water. The loss placed the plant out of commission for several weeks.

Brockwayville Gets Macaroni Plant

A new macaroni manufacturing concern has been organized at Brockwayville, Pa., for the production of all kinds of alimentary pastes. The organizers of the company are: President, James L. Bond; vice president and general manager, Carlo Martino; secretary-treasurer, William H. Hayes. The concern starts off with a capital stock of \$75,000, all of which has been subscribed, according to the articles of incorporation filed with the state officials. A suitable building has been leased and plans are being made for the purchase and installation of modern machinery. A start will be made on a conservative scale and with the idea of expanding capacity as business demands.

Captures Macaroni Man

Hugo J. Schmidt, popular salesman for the Crescent Macaroni and Cracker Co. of Davenport, Iowa, and son of Oswald F. Schmidt, well known among the macaroni manufacturing fraternity as founder and president of that company, surrendered to the loving wiles of pretty Miss Hedwig Andersen of Davenport. The articles of

capitulation were completed when Rev. Dr. K. E. Evans, pastor of the Unitarian church of Davenport, read the nuptial services at the Outing club the evening of April 24. The bridegroom, though still young in years, is old in experience, having spent most of his working years in the office of his father's macaroni plant, learning the trade from the mixer to the general distributor, and for many years has ably fulfilled the duties of salesman for this large concern. His training under the direction of his popular father fits him for the new role of husband. Of the bride we know little except that she is lovely, charming and most worthy of the husband she won, and to her we extend a hearty welcome to the circle of macaroni manufacturers.

Utah Plant Flourishing

The Western Macaroni company of Salt Lake City is gaining quite a name for itself among the leading industries of Utah, according to press notices from that section. This plant is numbered among the largest of Utah's industries and is growing rapidly. Situated in the "Heart of the West" it is favorably located to supply the needs of a large section, and its excellent products are gaining recognition daily, according to the press of that section. A. Scarpino is at the head of this concern and through his efforts an advertising campaign of considerable merit is being placed through the press that reaches his limit of distribution. "Quality first and then publicity" is his motto, and one worthy of adoption by others.

Makes Hit at Industrial Show

The Florida Macaroni Works, 519-523 Washington st, Jacksonville, Fla., did themselves proud at the industrial show known as the Junior Chamber of Commerce Made-in-Jacksonville exposition held early in April. Its booth was one of the attractive places in the exhibit. Free samples and some instructive booklets were distributed to thousands that attended this wonderful exhibit of Jacksonville's industries. The Florida Macaroni Works were first established in 1913 in a small way, and the original plant was entirely destroyed by fire in 1915. A larger and more modern plant replaced the old one under the supervision of President A. Castellano, and E. G. Burke, the secre-

tary-treasurer. This company produces the "Chief" brand in packages and the "LaSuperba" brand in bulk form. The booklet so freely distributed by the company is unique in that it contains an interesting story of the origin and manufacture of alimentary paste on the right hand pages thereof, while on the opposite pages are a few selected recipes intended to teach the housewife some of the preferred ways to prepare macaroni dishes other than the stereotyped "Macaroni and Cheese," "Spaghetti with Tomatoes," etc. To the New Macaroni Journal is given credit for many of the little stories contained in the booklet and for the several choice recipes contained therein.

Buffalo Company Incorporates

The American Macaroni Co., Inc., of Buffalo, N. Y., that has been operating a macaroni and noodle factory at 53 Michigan av. in that city was recently granted articles of incorporation, with an authorized capital stock of \$50,000. The incorporators are William Lipp, C. Lipp and Emile Perrone, all of Buffalo.

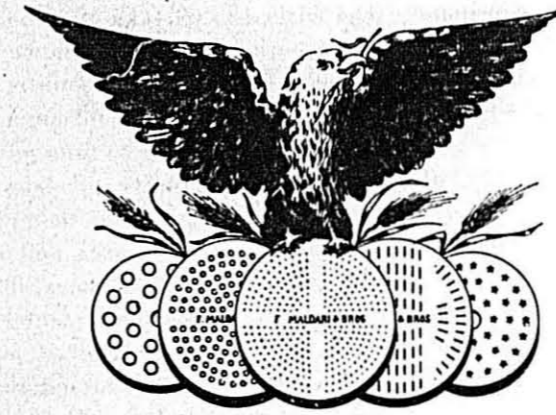
Grant Articles to New York Plant

Peter Kehrules of 164 28th st., G. L. Simato of 326 W. 43rd st and Peter Jolitus of 3 Madison st., were named incorporators of the Manhattan Macaroni company in the articles of incorporation filed by that company in New York last month. The concern had a capital stock of \$40,000 all of which has been sold. This company has been conducting a macaroni plant at 323 E. 29th st. for several years, but a change in its business policy necessitated filing incorporation papers.

Reexports of Macaroni Products

The quantity of macaroni, spaghetti and vermicelli that entered this country for reexportation in the month of February 1922 was insignificant, according to the summary issued by the bureau of foreign and domestic commerce covering that month, the total reexportation of this product being only 424 lbs., valued at \$73, as compared with 1280 lbs., valued at \$128 for the same month last year. For the months ending February 1922 the quantity reexported was 15,269 lbs. worth \$1,876, compared with 63,329 lbs. in value of \$8,210 for the same period a year ago. At the beginning of Febru-

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BOX-SHOOKS**

Cheraw Box Company, Inc.

7th and Byrd Streets
RICHMOND, VIRGINIA.

ary there were in the various port warehouses 31,547 lbs. of different kinds of alimentary pastes being held by port authorities, invoiced at \$1,472. In the month 16,750 pounds were withdrawn for domestic distribution, the value of this quantity being placed at \$1,123. At the close of the month there remained in the warehouses awaiting disposition by the consignees a total of 14,797 lbs. invoiced at \$349.

Free Spaghetti Causes Jam

The management of the food show last month at Rochester, N. Y., advertised that on the afternoon of one of the exposition days 50 packages of well known spaghetti would be given to the first 50 women who attended. A jam was the result. So effective was the appeal that 500 women of all classes crowded around the doorway long before the hour for opening of the exhibit. In the rush for advantageous positions several of the women were roughly dealt with and yet did not succeed in getting any of the free packages of the succulent spaghetti offered by the exhibitors. During that afternoon spaghetti was the talk of the show as a result of the little free gift offer made by the management.

Cheering News from Texas

According to the San Antonio Express the macaroni manufacturing industry in that Texas city and vicinity is at normal if not above it: "Macaroni!—This industry is expanding, large shipments being made to foreign countries. The manufacturers report an increase of 45% in value of production over last year. Business during the last few months has so increased in comparison with the same months of last year as to show that it is now 100 per cent over that of a year ago. Workers have increased 25% in number. Business conditions very satisfactory."

It's Different at El Paso

But at El Paso, however, business apparently is far from being good, judging from an article in the Herald under date of April 26, which told of the determination of the owners of a macaroni factory to remove its plant from El Paso unless more of its products are consumed in that city. The plant referred to is owned and operated by the Sharp-Elliott Manufacturing company, established there more than 17 years. Proposals have been made by several Arizona cities for establishment of the plant within their limits and these pro-

posals have been under consideration some time, according to this newspaper item. Several conferences already have been held between the company officials and the chambers of commerce of Tucson and Douglas, Ariz., and, unless something is done immediately to obtain for El Paso better freight rates and to bring about a larger consumption of home made macaroni, the move will be made. D. C. Melvor, vice president and general manager of the Sharp-Elliott Manufacturing company, is quoted as saying that less than 10% of its macaroni products goes into the retail stores of that city; that approximately 75,000 lbs. of these food products are unloaded every 60 days from outside factories and that these outside concerns spend no money in El Paso, while the Sharp-Elliott concern actually makes 90% if its expenditures within the city. According to the figures quoted in connection with freight rates the company appears to be justified in its stand that more equitable rates would be a good business stimulus. It is hoped that through the activity of the macaroni concern the chamber of commerce will be able to obtain for the firm a readjustment that will enable El Paso plants to compete in nearby markets with outside concerns.

State Products Exhibited

Under the direction of the American Legion several cities in Washington held interesting food shows of Washington state products last month, and in all of these exhibits macaroni and similar products were among the leaders. These products were demonstrated by A. F. Ghiglione and Sons of Seattle, one of the oldest established firms for alimentary paste manufacture in the far northwest. Behind gaily decorated and artistically arranged booths pretty girls doled out samples of the various styles of alimentary pastes, some in a dried state in cartons and again in tasty dishes, demonstrating just how this nutritious food may be prepared in numerous delicious forms. All the exhibiting firms were highly pleased with the show, which covered several towns in the vicinity of Seattle.

Macaroni "Prince" at Lowell

The Prince Macaroni Manufacturing company of Boston is to be complimented on its attractive display of products exhibited at the first food show held by the merchants of Lowell, Mass., last

month. Besides exhibiting its various forms of products in bulk and packages and passing out to the visitors the sands of samples with recipe books showing how best to prepare this nutritious food in many appetizing ways demonstrators showed how it is done and passed out prepared samples to who wished to partake of a food which is altogether too little known among so many families in the country. Macaroni manufacturers throughout the country are learning to take advantage of every opportunity to boost their products, an introduction being all that is necessary in most cases, and at practically every food show or exhibit the products have become a center of attraction. This is the kind of publicity that appeals direct to the palate and the housewives and should be resorted to by increasing numbers of manufacturers as food shows progress. As a result of the Lowell exhibit the Prince company made numerous new friends for its products.

Macaroni a "Perfect" Food

Many papers in the east are carrying a short notice that macaroni or spaghetti properly prepared becomes almost "perfect food." It says: "Macaroni is a valuable food, being cheap, nutritious and wasteless. It is somewhat deficient in fat but this can readily be supplied by combining macaroni, spaghetti and noodles with either milk, cream, butter or cheese which will produce an unequalled dish, a perfect food." Items of this nature should be encouraged as they tersely tell the truth in a convincing manner.

Buys Kansas Mill

The Pillsbury Flour Mills Co. of Minneapolis has bought a flour mill in Atchison, Kan., that has a 1200 bbl. daily capacity. It will be enlarged to 2500 bbl. capacity and 500,000 bus. capacity storage bins will be added. Because the old freight relationship on which Minneapolis primacy in the milling world was built has not been restored since the war the company made the deal. It previously had bought a mill at Kansas City, also a site in Buffalo, N. Y., for milling and elevator purposes. The Atchison mill was built at a cost of \$450,000, and sold for \$150,000, it is reported.

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Spring Wheat Production

Figures covering the annual production of spring wheat in the United States, including the durum varieties, issued recently by the Department of Agriculture show that the 1920 production was by far the most bounteous in years, exceeding the 1919 and 1921 crops by about 8%. This is most remarkable when it is noted that spring wheat production is looked upon as a fairly well fixed acreage. The figures for the three years in the 5 greatest spring wheat producing states are as follows:

1919 Production

State	Bushels	Per Cent of U. S.
North Dakota	62,766	30.2
Minnesota	34,531	16.6
South Dakota	30,168	14.5
Washington	17,264	8.3
Idaho	12,672	6.1
Total 5 states 157,411 bus. or 75.7%.		
Total for U. S. 207,602 bus.		

1920 Production

State	Bushels	Per Cent of U. S.
North Dakota	80,244	36.1
Minnesota	26,600	12.0
South Dakota	25,470	11.5
Montana	23,770	10.7
Washington	17,065	7.7
Total for 5 states 173,089 bus. or 78%.		
Total for U. S. 222,430 bus.		

1921 Production

State	Bushels	Per Cent of U. S.
North Dakota	73,264	35.2
South Dakota	24,930	12.0
Montana	23,940	11.5
Minnesota	23,655	11.4
Washington	17,205	8.3
Total for 5 states 162,994 bus. or 78.4%.		
Total for U. S. 207,861 bus.		

Changes in Grain Grades

The grain grades as established in accordance with the grain standards act have recently been under consideration by the Department of Agriculture with a view to revision. It is concluded by the department that the proposed changes in the grades, thought desirable to furnish a better basis for transactions at country buying points in the spring wheat area of the central north-west, would create difficulties in the storage and merchandising of wheat which could not readily be overcome and which would probably result in undue discounts for wheat containing excess moisture or foreign material. The department believes that changes in the inspection rules can be made to pro-

vide as adequate a basis for more detailed price information as the changes in the standards which have been proposed and do not involve the same storage and merchandising problems. Changes will therefore be made in the inspection rules for the certification of hard red spring and durum wheats, when received at Minneapolis and Duluth and other similar markets, so as to require the inspectors to state, in addition to the grade of the wheat, adequate information as to the kind and quantity of foreign material other than dockage and the amount of moisture when effective as grading factors, and as to what would be the grade of the wheat otherwise than on account of these grading factors. Thus the virtues of the wheat which have not been properly recognized at country points will be pointed out as far as possible under commercial inspection conditions, the department believes. There was also proposed a change in the classification of white wheats so that the classes common white and white club would be combined into one class designated White Wheat, this new class to be subdivided into three subclasses—hard white, soft white and western white—making the same application of the hard white and soft white subclasses as at present and designating as western white all white wheats or mixtures of white wheats containing more than 10 per cent of white clubs or sonora. It appears to the department that these changes will facilitate export trading in Pacific coast wheat and that they are generally acceptable. Consequently the necessary changes in the standards for White Wheats will be made effective July 17. The department finds that soft red winter wheat known by the subclass designated Red Walla would be more satisfactorily designated by the term "Western Red" and the standards will be amended accordingly, effective July 17. The inspection rules were slightly modified also with respect to weevily wheat and garlicky wheat.

Mueller Organizes Food Institute

Samuel Mueller, president of the C. F. Mueller Co. of Jersey City, presided over a gathering of the food products manufacturers held in Newark the last week in March for organizing a food products institute in that state. Two

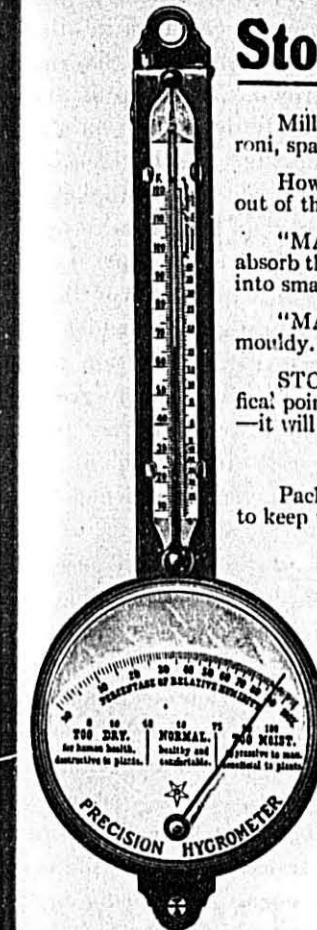
dozen of the leading food firms of the state were represented and expressed themselves as interested in the proposed movement. Chairman Mueller told the need for such an institute whose aims should be: 1st. To better conditions and to promote the welfare of the food producing interests of New Jersey; 2nd. To make possible a practical and scientific study of food values; 3rd. To limit membership to such firms as can qualify by meeting the standards set by the group; 4th. To promote research in the food industry by providing a laboratory for this purpose; 5th. To promote the consumption of Jersey made products within the state.

Dr. Frederick Dannert, director of the food products laboratories of Newark, N. J., one of the chief moving spirits of the meeting, was chosen secretary of the new organization that plans to put on a membership campaign that will include in the new association every manufacturer of food in the state. Samuel Mueller, a macaroni and egg noodle manufacturer, remains at the head of the new organization pending adoption of a constitution to govern this new group of well intentioned food producers.

Durum Wheat Gaining

Millers of bread wheats are naturally concerned in the increased production of durum wheat in the northwestern states and are expected to show some resentment against its encroachment on the other spring wheat acreage. The growing of durum has been found profitable in this section of the country that grain men are given preference since a fairly good crop is assured annually irrespective of weather conditions which might do injury to the most susceptible bread wheats. The statistician of The Ismert-Hincke Milling company of Kansas City, a close student of the wheat growing conditions throughout the country, in an article appearing in various grain journals warns of this encroachment at the expense of bread wheats when he says:

The probable acreage of spring wheat is not so important from a bread standpoint as the percentage of varieties desirable for milling in this country. Last year the total sown was estimated officially in June at 1,023,000 acres, but the revised estimate for December was 19,706,000, as against 21,120,000 in 1920 and 25,200,000 in 1919. Of the



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Stop This Criminal Waste

Millions of pounds of edible paste are wasted yearly by drying macaroni, spaghetti, etc., by "GUESSING".

How do you know your goods are perfectly dry and ready to be taken out of the dryers? You simply GUESS it.

"MAYBE" they are too dry and when taken out of the dryer they absorb the moisture of the surrounding air, causing them to split and break into small pieces.

"MAYBE" they are not dry enough which causes them to become moldy. How many times has this happened to you?

STOP GUESSING. Get your drying process down to the scientific point, equip your dryers with a No. 2 PRECISION HYGROMETER—it will tell you PLAIN FACTS you can safely depend on.

Packages and containers must be sealed absolutely air-tight in order to keep the over-moistened air from penetrating them. But how about the over-moistened air you pack and seal into your packages, which may exist in your plant or packing room?

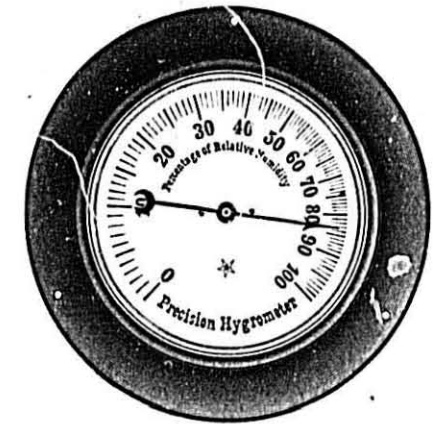
Keep air around your plant, especially in your packing room, warehouse or stock-room at "NORMAL". The No. 1 PRECISION HYGROMETER, which is just to be hung on the wall or any post, will tell you exactly the air conditions, as they bring you big returns by cutting down your waste. One of the largest macaroni plants is using over 60 of these instruments now. THERE IS A REASON.

MOISTURE PLAYS A TOO IMPORTANT FACTOR IN PLANTS MANUFACTURING EDIBLE PASTES, Therefore "STOP GUESSING AT IT—GET FACTS." It will pay you.

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Special Noodle Whole Egg—

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New York

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WAREHOUSES
Norfolk Atlanta Cincinnati Detroit Pittsburgh

16,082,000 acres of spring wheat harvested in the Dakotas, Minnesota and Montana in 1921, which made 145,789,000 bus. of the aggregate of 207,861,000 in all spring wheat territory, 34% of the yield was durum, according to the bureau of markets and crop estimates. This is the point, as in the 5 year period beginning in 1917 durum gained 18% and constituted 34% last year. Marquis rose 11% to 53 in 1919, but dropped back to 53 in 1921. In 1917 velvet chaff made 18% in 1921, only 5%. The other 6% last year was blue stem. In 1917 the durum yield was 26,000,000 bus. and last year it was 50,000,000. Durum is available only for macaroni, vermicelli and spaghetti flour and goes chiefly for export. Farmers like it because of its drought and rust resisting qualities and its big yields. The southwest had the durum craze 15 or 20 years ago, but soon got over it.

What Is a Sardine?

From press notices, from inquiries reaching food journals and from the attention being given to it by officials of the Food and Drug association, the question is again being raised, "What is a sardine?" one which many believed to have long been buried and forgotten. The question is being revived by packers of a certain kind of small fish who are of the opinion that they alone are packing legitimate "sardines," while others are using this term in connection with their packs that include most any small fish of the finny tribe. The term, first applied to a fish conserve packed in oil on the island of Sardinia in the middle of the last century. The fish packed under this name was of the anchovy type, Guiglielmo Trentino of that island being the first to market this little fish found so plentiful in the Mediterranean sea. They were first packed in earthenware jugs and, because the origin of the pack was on the island of Sardinia, the name "sardines" was readily and naturally applied, more as a means of identifying the source than the nature of the fish. Since then about 20 different species of small herring have been packed in various countries and all sold under the general name of "Sardines," the term being generally accepted as designating the manner of packing rather than the variety of fish. Many traders regard the term as a coined word which aptly covers the different kinds of fish now commercially known by that name in all the markets of the world and naturally object to any classification that will narrow down the variety packed under this general name. Included among the types of "sardines" now commercially

important are the genuine sardine of Sardinia and Italy, the pilchards of France, the sprat of Portugal, the chinchards of Spain, the brisling, slid and mussa of Norway, and the sprat of England, the small herring of Japan, the species of pilchards on the California coast, and the small herring of Maine.

Canada's 1921 Wheat Yield

The total yield of the 1921 wheat crop is finally estimated at 300,858,100 bus. for the entire Dominion of Canada, from a sown area of more than 23,000,000 acres, says the Royal Bank in its April letter. This is an increase in yield of 14% over the previous year. The total value of the crop, however, is estimated at about \$243,000,000, which is 43% lower than the estimated value of the 1920 crop. This statement emphasizes the drastic decline in the price of wheat that occurred in the autumn months of 1921. Indeed, it will be remembered that there was an almost continual decline in the price from the autumn of 1920 up to the beginning of 1922. And what were the results to the farmer? In 1920 when prices were falling it was the general policy of the farming community to hold the crop in the hope of obtaining higher prices. But instead of that hope being realized only lower prices were reported with each succeeding month. The result was that a large part of the 1920 crop was sold at the lowest figure of the year.

Exports of Canadian Wheat Via U. S.

January exports of Canadian wheat shipped through the United States in bond amounted to 15,439,396 bus., compared with 10,423,290 bus. in January 1921, according to a statement by the department of commerce. Of this amount 5,623,002 bus. was exported through New York, 4,413,283 bus. through Philadelphia, and 4,153,148 bus. through the customs district embracing Maine and New Hampshire, of which Portland is the principal port. The remainder went through the ports of Baltimore and Boston. The January shipments of Canadian cereals in bond also included 3,090,720 lbs. of oatmeal, the bulk of which was exported from the port of Boston.

Smyrna Fig Production

The Smyrna fig industry has grown greatly in California through the safe guarding of the caprifig supply, and

steps are now being taken to provide for the placing of caprifigs in other localities of the south where Smyrna are being grown. The crop of Smyrna figs is absolutely dependent on a regular supply of caprifigs, or male trees, carrying the fig insect, or Blastophaga, fertilizing Smyrna figs. It is recognized that the time may come when it will be worth while to caprify all of the common figs, including those which otherwise reach an edible condition without pollination, because of the great improvement in flavor and size that results from the formation of viable seeds. The Smyrna fig, which is a variety dried commercially, will be mature at all without caprification. The fig insect matures in the inedible caprifigs, which grow on a separate tree from the real figs; these caprifigs produce the pollen, which is carried on the legs of the fig insect when it emerges and flies to the pistillate tree and fertilizes its fruits. It is customary to hang some of the small caprifigs in the Smyrna fig trees at the time the insect begins to emerge. A caprifig orchard at Loomis, Calif., is under lease to the U. S. Department of Agriculture, and has been a prominent factor in producing the California fig crop. Arrangements are being made for a caprifig planting near San Francisco sufficient to protect against winter cold to insure a supply of winter caprifigs to use in reestablishing the fig insect when killed out in the less protected places. This is the need for other similar plantings. The Smyrna fig investigations conducted by the department in the southeastern states are chiefly confined to bringing into fruit the numerous seedlings of the Smyrna variety occurring in widely scattered communities. A limited distribution of insect bearing caprifigs from Brunswick, Ga., has brought gratifying results in producing good crops on otherwise barren trees. The fig insect has been established also at points in South Carolina, Florida, and Texas in addition to the first station at Brunswick.

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The Dead One—"Advertising."

Live Manufacturer—"How's that?"

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It is impossible to buy a friend that is worth the price.

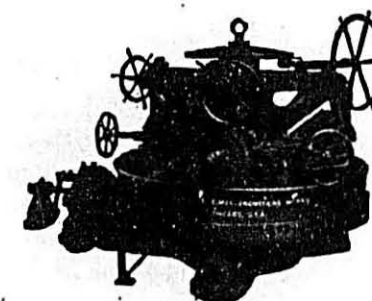
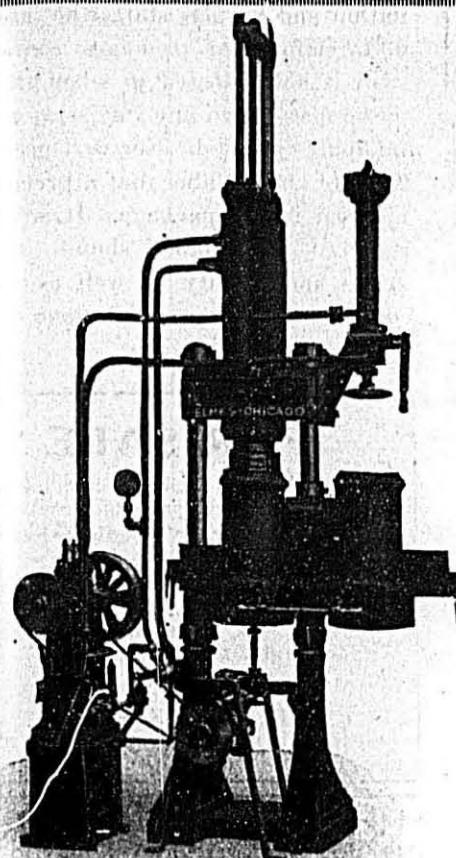
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MACARONI, SPAGHETTI, PASTE GOODS

ADVANCED METHODS
MAXIMUM OUTPUT



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Two (2) Elmes Motor-Driven Kneaders with 91-inch pans, 11½-inches deep.

Two (2) Elmes Semolina Mixers.

These machines are new, having never been used and are offered at an attractive price.

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

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SPECIAL NOTICE

COMMUNICATIONS:—The Editor solicits news and articles of interest to the Macaroni Industry. All matters intended for publication must reach the Editorial Office, Braidwood, Ill., no later than Fifth Day of Month.

The NEW MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns.

The publishers of the New Macaroni Journal reserve the right to reject any matter furnished either for the advertising or reading columns.

REMITTANCES:—Make all checks or drafts payable to the order of the National Macaroni Manufacturers Association.

ADVERTISING RATES

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

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Vol. IV May 15, 1922 No. 1

Error in Weevil Article

An unintentional omission of a phrase in a very interesting article on "Manufacturing Processes Kill Weevil" by Prof. R. N. Chapman, University of Minnesota, gives to it a wrong construction. As printed on page 16 of the April issue the statement, "In a large sample, it was found that over 50% of the adult weevils survived" the words "the first break" were omitted. As printed it would leave the impression that half of the weevils survived the milling process whereas it should mean that one half of them survived the first break, the subsequent breaks, reducing the percentage of weevils considerably.

Typographical errors and omissions are unavoidable and in this case, we regret that to those familiar with milling, it left the wrong impression. We have to thank H. W. Files of The Pillsbury Flour Mills Co. for calling our attention to this error and enabling us to give the right meaning to the most interesting article that has yet appeared in this publication on the certainty with which weevils and weevils eggs are completely destroyed in macaroni manufacture.

Tested Macaroni Recipes

Beef and Macaroni

As the basis for a real tasty meal for a large family, the following method of preparing macaroni with meat should fill the bill: Get 5 pounds of choice beef, preferably from the top of the round. Have it rolled and tied. Press through the top all the macaroni it will hold, breaking off the ends of the sticks of macaroni evenly. Dredge well and cook in a pan in which 1 cup of butter and 1 onion have simmered till brown. Place the onion on top of the beef, and pour over all one quart of water and cook 2½ hours. When nearly done pour over all a can of tomato soup to mingle with the gravy and cook for another 15 minutes.

Cheese Spaghetti Croquettes

Break the spaghetti and cook it in quickly boiling salted water till tender. Then drain and add to it ¼ pound of grated cheese, one tablespoon of melted butter and one teaspoon of grated onion or onion juice. (If desired, ½ teaspoon of curry powder may also be added.) Measure this spaghetti by cups, and for every 2 cups of it add 1 cup of very thick tomato sauce and heat all over hot water. When the cheese is melted, remove the pan from the fire, stir in a beaten egg, and turn out on to a platter to cool. Mold, when chilled, into choquettes. Dip these croquettes into raw egg, then into bread crumbs, and place them in a frying basket. Lower them into deep, hot fat and when a rich brown drain on crumpled brown paper for a second or two before serving.

Queries and Answers

Question: A New England firm compounds the following query: "As a selling stunt we are planning to inclose in our 10-lb. packages a cheese grater on which is stamped our firm name." Are there any legal objections to our doing so?

Answer: We know of no state or federal law that would be violated by this practice. In fact we think this is a good advertising plan, particularly for concerns that sell bulk goods in large quantities. However, should the grocer be compelled to open the 10-lb. package, the value and purpose of the premium would be lost.

Under the food and drugs act of the

nation and various states the insertion of premiums in packages containing food is not objected to when the premium does not in any way serve to contaminate the food. Nor is it necessary to state on the label that a premium is inclosed in the package. It is merely required that label should express grade and quality as well as weight, contents of package, and name of producer.

FOR SALE

NEW MACHINERY still in factory crates, at 20% under present factory prices.

ONE motor-driven noodle mixer, 1 bbl. capacity.

ONE size 3, reversible dough brake with motor.

ONE size 3F, Universal noodle cutter and folder with motor.

Machines are all of W. & P. make.

SCHULZE BAKING CO.
40 E. Garfield Blvd. CHICAGO, ILL.

FOR SALE

4000 used Macaroni Sticks, 1" dia. by 6" long. Price to close them out—3 cents each (1 cent extra if cut to special length.)

1—Fay and Egan Saw Frame with circular Macaroni Saw.

1—Wood and 2 Steel Baling Presses.

1—Rotary Bottom Carton Sealing Machine

Disc fan for drying rooms—Belt driven

sizes 18", 24", 36", 48" and 60".

1—Two bbls. double arm tilting trough belt driven Dough Mixer.

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FOR SALE

One (1) W. & P. No. 288,—96 in. dough kneader; first class condition; price \$2,000.

Two (2)—Eimco dough mixers, reversible type; practically new and in A-1 condition, at very attractive prices.

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FOR SALE

Macaroni Machinery
One mixer One Kneader
One Double Cylinder Vertical Screw Press.

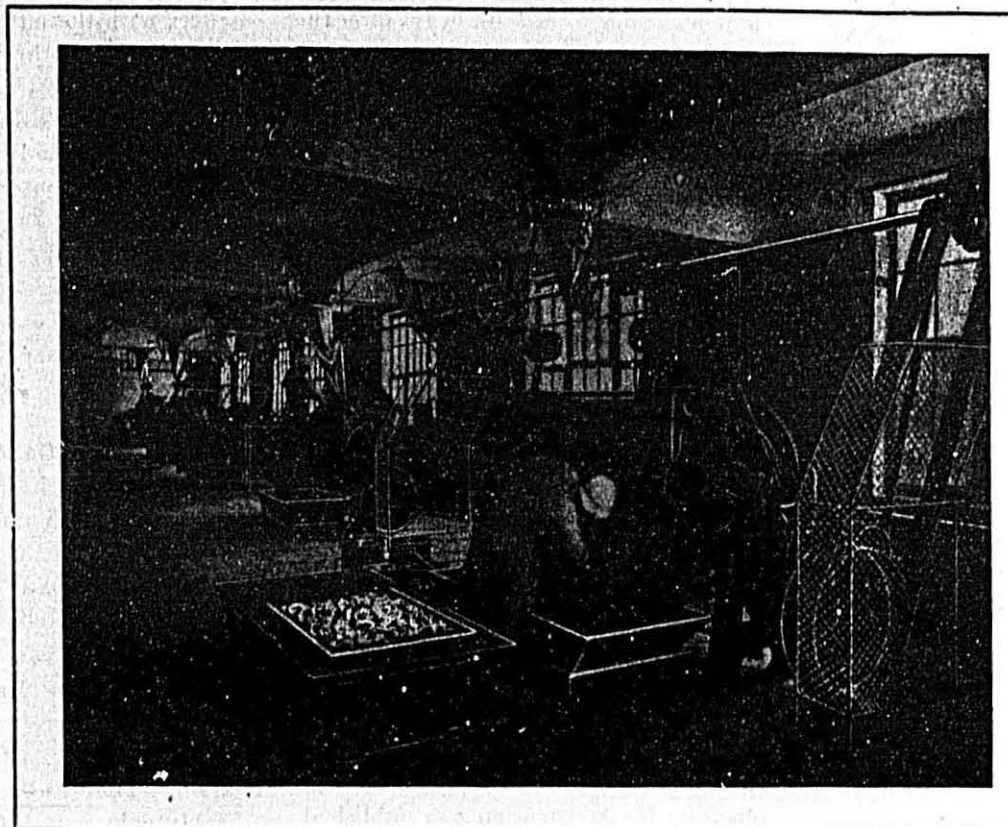
Fancy Paste Machines.
One Calibrating Dough Machine (New).
One Fancy Stamping Machine (Bologna Style).

Write Box 18,
Cumberland, Md. for particulars.

WANT ADVERTISEMENTS

Five cents per word each insertion.

WANTED—A second-hand Bologna-style macaroni machine of small capacity. Address West Hancock Macaroni Factory, Hancock, Mich.

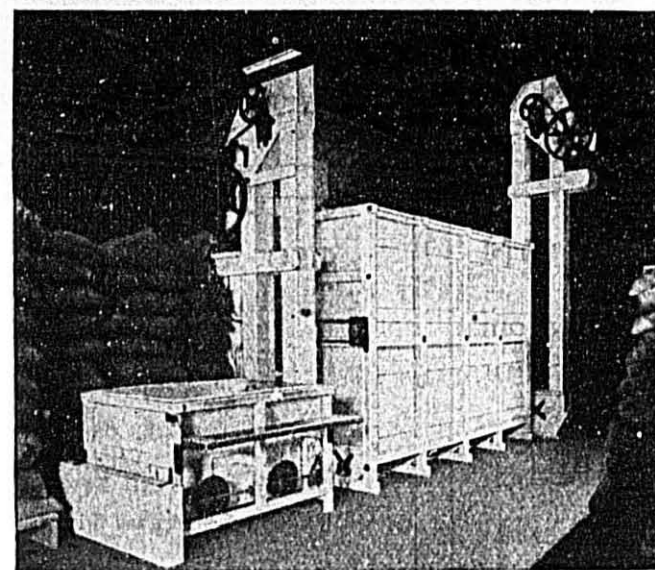


BUHLER'S DOUGH MIXERS

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THE illustration shows one of our blending, sifting and storing flour handling outfits, which has a capacity of 100 barrels. We make this in all sizes to meet the requirements of both large and small plants. We have installed these in some of the largest bakeries and macaroni plants in the United States. We have recently equipped nine of the largest macaroni plants in the United States, and their names will be given on request.

This flour outfit does not only save time, but enables you to thoroughly sift your flour, and thereby guarantees a dough that is free from all foreign matter.

With the Champion Automatic weighing hopper there is no guess work. It will weigh flour accurately.

We will cheerfully furnish Blue-prints or drawings of a layout for you requirements if you will send us a sketch of your building, giving the height of the ceiling, etc., also give the capacity desired.

CHAMPION MACHINERY CO.,

JOLIET, ILL.

Join Chamber of Commerce

The National Macaroni Manufacturers association, in keeping with its adopted policy of effecting connections wherever the greatest amount of good for the industry will accrue, has recently joined the Chamber of Commerce of the United States. Secretary M. J. Donna has been named temporary "national councilor" to represent the macaroni manufacturers in all matters pertaining to activities of the chamber of particular interest to the alimentary paste industry in this country.

The 10th annual meeting of the Chamber of Commerce of the United States will be held May 16-17-18, 1922, in the New Willard hotel, Washington, and a meeting of the National Council is scheduled for the same place on May 15, the day previous to the opening of the general convention. Questions of particular interest to business men will be considered.

Interested in Wheat Dollars

Paper money would be based on the value of wheat, instead of gold or silver by a plan advocated among some of England's economists. Wall street would hoot at the notion. But the British chancellor of the exchequer, while for the present opposed to the idea, apparently is not sure that it mightn't work. It would be a fine joke on Americans if, after cornering nearly four ninths of the world's total gold supply, we woke up some morning to find that other countries had discarded gold as the basis of money. If wheat displaced gold as the backing of paper currency you'd get, for instance, a banknote worth 10 bus. of wheat or equivalent buying power, instead of \$10 in gold or silver. Such a currency system would be a madhouse unless some method were adopted for stabilizing the price of wheat.

Sawfly Grain Pest

Campaigns are begun in Minnesota, North and South Dakota and in Manitoba, Alberta and Saskatchewan, D. C., against the pale western cut worm, wheat stem fly and the grasshopper, to stop depredations and great losses, Professor A. G. Ruggles, Minnesota entomologist, relates. The cut worm is a menace in western North Dakota and South Dakota and Alberta, the fly and hoppers throughout the whole district. The saw fly lays eggs in the grain leaf,

hatches, and works its way into the stem, eating the inside down to the ground, leaving barely a shell. Education to fall plowing to destroy eggs is a campaign waged among farmers.

Patents and Trade Marks

PATENTS

No patents on macaroni machinery or equipment of any kind were registered in the patent office in April.

TRADE MARKS GRANTED

"Sunco"

On March 28 the Sun Manufacturing Co. of Council Bluffs, Ia., was granted registration rights on the trade mark "SUNCO" for use on macaroni, spaghetti, etc. The registering firm made application with the patent office Feb. 26, 1921, claiming that this trade mark had been used since Jan. 31, 1921. Application for registration was published Nov. 1, 1921, and granted March 28, as No. 153,877.

"Blue Diamond Brand"

On April 18 the Chong-Jan company of Fresno, Calif., was granted registration privileges by the U. S. patent office for its Blue Diamond brand of Chinese plain noodles. The label contains a blue diamond placed on several wheat

sheaves with the letters "C. J." placed in the diamond; through them appear the word "Quality." Trade mark contains the words "Blue Diamond Brand Chinese Plain Noodles, Chong-Jan Company, sole distributors, Fresno, Calif." On either side of the blue diamond are Chinese characters. The company applied for registration on Aug. 4, 1921, claiming use since Feb. 1, 1915. Application was published on Jan. 24, 1922, and granted April 18, under No. 153,512.

"Gallo"

Bragno & Mustari of Chicago on Nov. 8, 1921, filed with the patent office application for the exclusive use of the trade mark "Gallo" in connection with macaroni products. The company claims use since Jan. 1, 1916. Application was published March 28, 1922, and all objection thereto must have been filed within 30 days from date of publication. The trade mark consists of a highly colored rooster, apparently a wheat field, with the word "Gallo" at the top of the label.

TITLE

Walter F. Baker of Boston filed Feb. 4, 1922, with the patent office the title "Shield's Brand Macaroni" for use in macaroni products. Rights were granted April 25, 1922, under No. 24,222.

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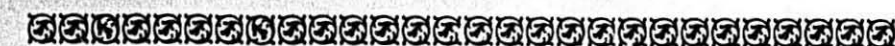
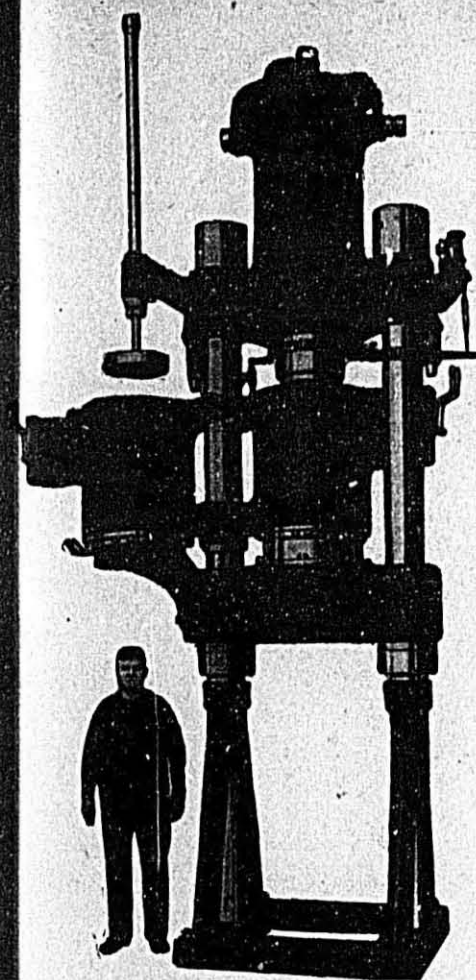
Write for information and estimates before building and save money.

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Have You A Message For The Macaroni Manufacturer? If So, Now Is The Time to Tell It.

Business conditions are rapidly improving. They will become normal when all of us Think, Talk and Act normal.

Give your message direct to the big buyers in the Industry through the columns of the
NEW MACARONI JOURNAL.



John J. Cavagnaro

Engineer and Machinist

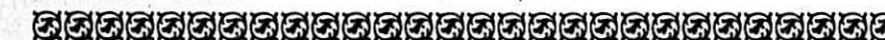
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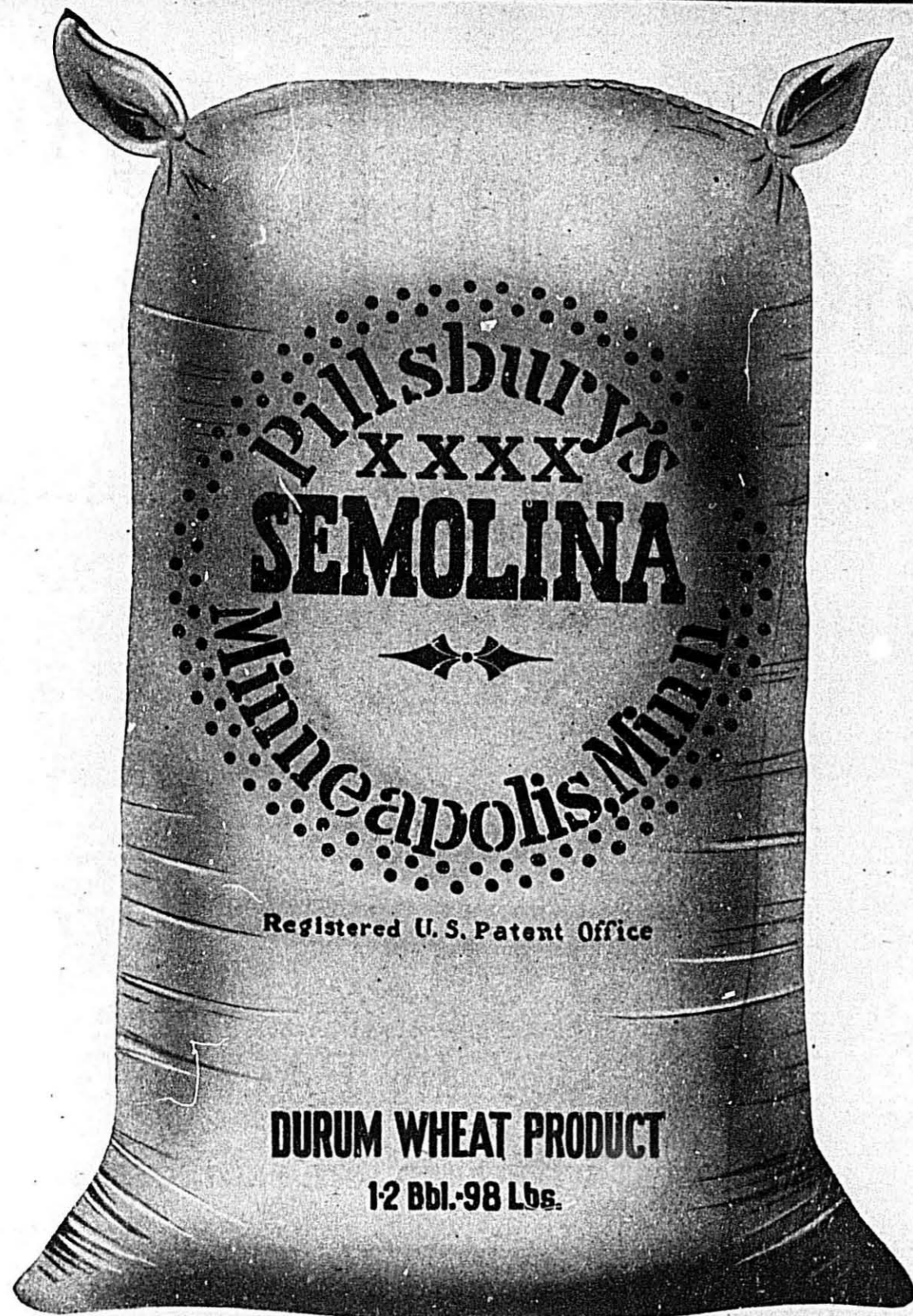
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Made As We Recommend, Will Put These Ideas Into Effect.

A REQUEST WILL BRING A QUOTATION

ANDERSON-TULLY CO.

MEMPHIS, TENNESSEE



Pillsbury's Semolinas - Pillsbury's Durum Fancy Patent—always insure macaroni of exceptional strength, finest amber color and desirable flavor.

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Minneapolis, Minn.

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