

**THE NEW
MACARONI
JOURNAL**

Vol. 4, No. 6

**October 15,
1922**

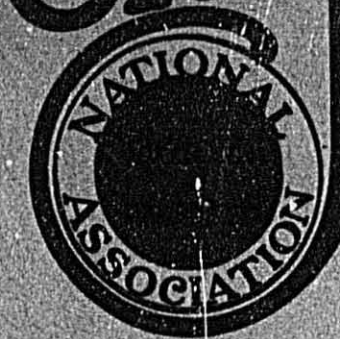
The New
Macaroni Journal

Minneapolis, Minn.

October 15, 1922

Volume IV

Number 6



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

Special Fall Convention

☐ A special convention of the National Macaroni Manufacturers Association will be held at Hotel Traymore, Atlantic City, N. J., beginning at 2:00 P. M. Tuesday, November 14, 1922.

☐ Show your interest. Send a representative.

☐ More frequent meetings, more friendly discussion of our problems, and more welcome opportunities for knowing and understanding our business competitors are the policies fostered by the Association.

☐ The officers thus provide the means and the members should provide the enthusiasm that will make this policy most beneficial to themselves and to the Industry.

☐ *Meet us Hotel Traymore, Atlantic City, on November 14, 1922.*

Macaroni Boxes



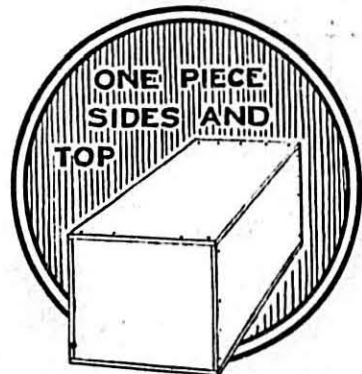
carefully
manufactured
by
"Chicago Mill"
insure safe
delivery of your
product
to the customer.

A fine package gives the impression of high
grade contents.

CHICAGO MILL AND LUMBER COMPANY

Executive Offices: Conway Building

CHICAGO



Red Gum
Shooks
—
Bright
Clean
Odorless

Corrugated
or
Solid Fibre
of
Tested
Strength



Capital City Milling & Grain Co.

DURUM WHEAT
MILLERS

St. Paul - Minn.

Capacity 1500 Barrels



NO. 2 SEMOLINA NO. 3 SEMOLINA

DURUM FANCY PATENT

from

DURUM WHEAT

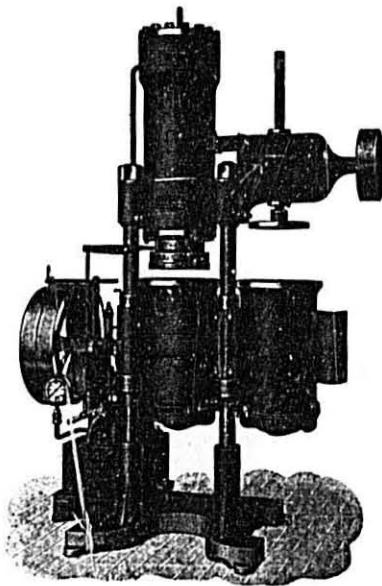
Quality

Guaranteed

Ask for Samples
and Delivered Prices

Capital City Milling & Grain Company

ST. PAUL, MINNESOTA



Presses
Screw and Hydraulic

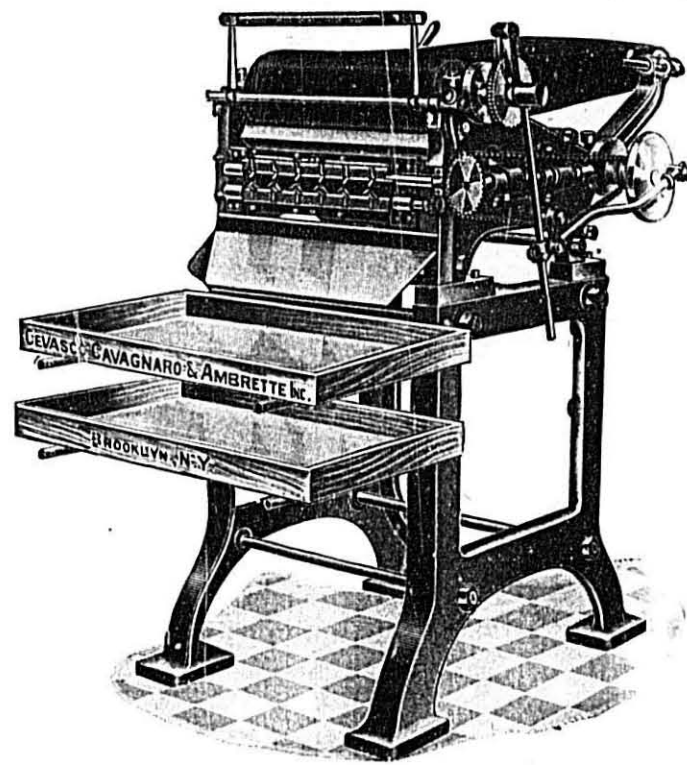
Kneaders

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

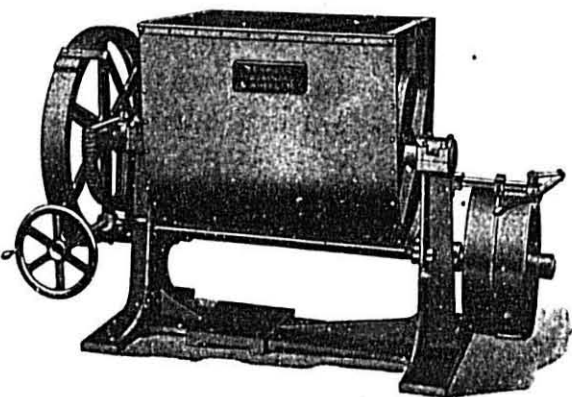
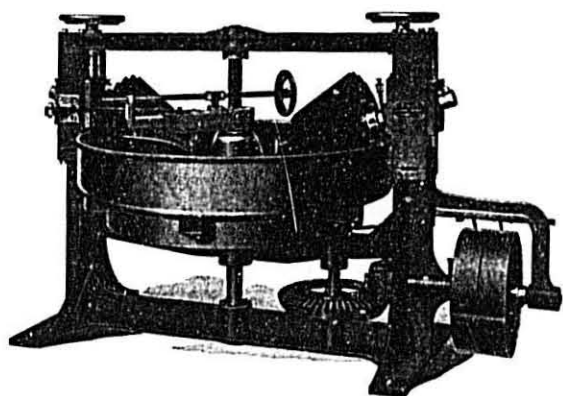
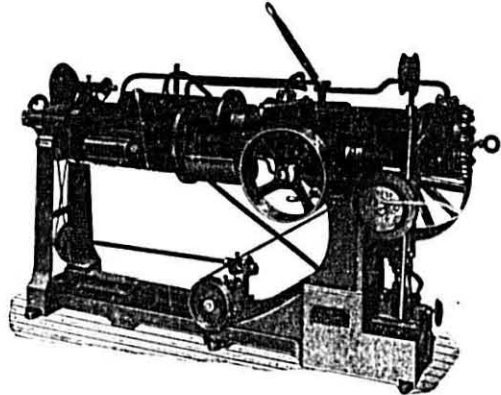
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Builders of High Grade Macaroni Machinery

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

Office and Works
156-166 Sixth Street

BROOKLYN, N. Y.
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YOU MANUFACTURE THE BEST NOODLES, SPAGHETTI, MACARONI, OR VERMICELLI IN THE MARKET TODAY

but to bring your product before the purchaser it must be attractively displayed

HUMMEL & DOWNING CO.'S

CADDIES CARTONS AND SHELLS

add the final touch to your product that brings it to the front of the dealers' shelves and keeps it in the public eye.

Ship in

"The Case That Delivers the Goods"

Manufactured by

HUMMEL & DOWNING COMPANY

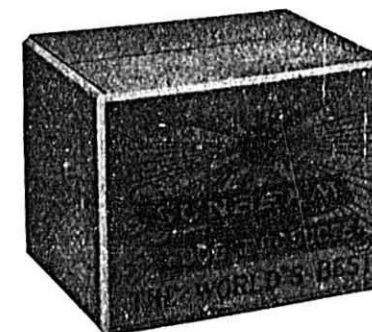
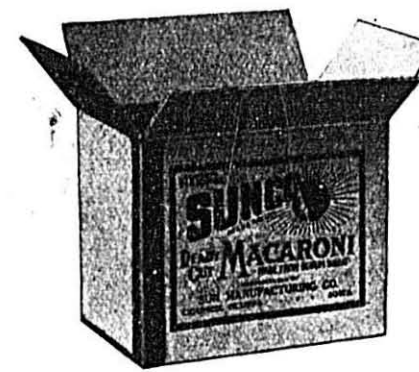
MILWAUKEE - WISCONSIN

Service Offices:

CHICAGO DETROIT KANSAS CITY

MINNEAPOLIS

DENVER



We are pleased to announce to our many friends that effective October 1st we have changed our name from

Minneapolis Durum Products Co. to

MINNEAPOLIS MILLING CO.



Our high standard of
Quality and Service

We shall never change

MINNEAPOLIS MILLING CO.

MINNEAPOLIS, MINN.

MACARONI JOURNAL

Meet Us at Atlantic City

Facing a situation replete with delicate and intricate problems whose solution threatens the industry worries and stresses if not properly handled, the macaroni and noodle manufacturing industry seems inclined, more and more, to the generally accepted plan of united and concerted action that has proved so beneficial in other trades.

Trade activities are most energetic when the component members of the industry are personally known to one another. By meeting your competitors under the same roof and frankly discussing with them all angles of the serious problems confronting the industry, whether individually or collectively, a better understanding must necessarily result and an agreeable way be discovered to overcome the obstacles that are preventing progress.

The National Macaroni Manufacturers Association, the generally accepted and widely recognized representative organization of this industry in America, realizes the seriousness of the conditions with which we must contend, and has issued a call for a special convention of its members and of the entire industry, which will afford an opportunity for a free and thorough consideration of the entire situation and the possibilities for united and concerted action necessary to relieve a tense state of internal affairs that is proving disastrous to the industry.

The fall gathering of the association members and of all those interested in the industry will be held at Hotel Traymore, Atlantic City, N. J., beginning Tuesday, November 14, 1922, and will continue in session till every problem is studied and remedial action suggested.

Here is your opportunity. If there are irritating circumstances confronting your particular business; if you have a plan that will tend to make business better, destructive competition less keen and the usual headache of the macaroni manufacturer less severe, then it's your duty to attend this special convention and help alleviate the ills which if continued will mean the end of many in the industry.

Protect your individual interests and those of the whole industry by attending this special session. While doing so involves some expense and some loss of time, it offers so much good that can be derived only from joint action following a clearer understanding of all phases of the situation and all its ramifications that affect us all.

Members of the National Macaroni Manufacturers Association, and others as yet outside its folds, owe it to themselves and to the very business in which they are engaged to take a more active part in the organization work of the industry. If the present policies of the National Association do not exactly coincide with your views, remember that its principles are right and that upon you devolves some of the task of shaping its policies to conform to the majority

opinions and the accepted trade practices of the industry and the country.

Organization is everywhere. In these days when we are surrounded by organizations with which we are in constant contact and with which we are obliged to transact business, and which are naturally banded together for self protection, does it not seem fair and reasonable that our interests should be similarly guarded by unity of purpose?

Battling an organized and well planned onslaught by outside interests whose aim is to deprive us of just profits and hoped for success, and facing an equally serious attack from unscrupulous and destructive competitors from within, should it not appeal to all of us that no one can afford to go it alone or to rest content and "Let George do it" while all of us reap the benefits without lending a helping hand?

It is not natural that any of us should try to profit at the expense of others. We are justified, however, in getting the most out of our business in an honest way that is universally recognized as ethical business practice. This is the very aim and purpose of the establishment of the National Macaroni Manufacturers Association and a general and special invitation is extended to the whole industry to meet for the purpose of putting into effect practices in our business that will assuredly result in obtaining for all of us the many hoped for benefits.

Every problem of the National Association is a problem of the smallest individual manufacturer. Your worries are similar to those of hundreds of others who are seeking methods by which they can be relieved. Since the ailment is general, should it not be considered reasonable that a general diagnosis of our ills may result in agreeing on just the proper dose that will overcome the business disease with which we are afflicted?

The day when a macaroni or a noodle manufacturer can ignore others engaged in the same business has long passed. The industry on this continent is no longer the small, circumscribed business of individuals, each for himself, but rather a group under one cloak with the same purpose in view and which can be attained only when its component parts work in harmony along safe and sane lines of business.

Discourage and destroy the destructive competition that has proven so detrimental to sorrowing hundreds and by a better understanding with your fellow manufacturer create a clean, clear and honest competitive business that will conserve the interests of all members of the industry, the allied trades and the consuming public.

Arrange to attend this fall gathering at Atlantic City on November 14, ready to do all in your power to promote the welfare of the industry while conserving your individual interests. A workable plan can be adopted if all of us meet with open minds and ready to meet our fellow manufacturer half way.

Special Class for Durum Wheat in Reports

The Minneapolis Journal in a front page editorial of its issue of Sept. 8 suggested that the government in its crop reports should distinguish between durum and hard spring wheat. This has been the contention of that publication for many months and it is approved of by crop experts since the figures as at present reported leave a wrong impression.

Durum wheats are used for an entirely different purpose from bread wheats, though both are spring wheats. The paper argues that when the durum production is included in the spring wheat estimates the impression there is just that much more wheat suitable for flour making tends to reduce the price of hard spring wheat accordingly. The editorial follows:

LET DURUM GO IT ALONE

"Spring wheat, as the world of trade understands the term, means a hard wheat suitable for grinding into bread flour. But spring wheat, as the government uses the term, means that and something else.

"When the government reports that the yield of spring wheat in the northwest this year is more than 200 million bushels, it includes in that estimate something like 80 millions of durum wheat—which is not suitable for flour making, and most of which is exported.

"What the government ought to say in its crop reports is that the northwest has raised 120 million bushels of spring wheat and 80 million bushels of durum wheat.

"Spring wheat and durum wheat ought not to be competitors in the market, since they do not at all compete in the mill. Durum is rich in gluten and is much sought for the making of macaroni and similar products. It grows well in semiarid regions and resists disease. It is a valuable crop.

"But when the government lumps hard wheat and durum in one estimate, it does a great injustice to the farmer, because the effect on prices is depressing. A change should be made without delay. Durum should stand on its own bottom."

Report Now Divided

As a result of the insistent demands made by wheat interests in the northwest the government will hereafter divide the report so as to distinguish between the durum and bread wheat production. Instructions have been issued

to crop reporting agencies in the durum growing sections to make separate estimates along the lines suggested, and the first segregation will probably appear in the October or November crop estimate and a revised complete report will be made in the final estimate in December.

In 1923, beginning with June, when the department publishes estimates of the acreage of spring wheat planted and a forecast of the crop, the same procedure will be followed. In the succeeding months of July, August and September the same facts will be presented for the information of the trade. It will be the purpose of the Department of Agriculture to give all facts relating to durum as a separate crop in order that the trade and the public may be kept informed during the future seasons.

In its June report the Department of Agriculture estimated that 5,276,000 acres in Minnesota, North Dakota, South Dakota and Montana were seed-

ed to durum. North Dakota had the largest acreage of this crop being 435,000 acres; South Dakota the acreage was 1,330,000, Minnesota 291,000 and in Montana 220,000.

In that report the department stated officially: "Acreage of durum wheat has been gaining both absolutely and relatively because of its greater resistance to rust and drought and its higher yield per acre than that of other varieties of spring wheat.

"The price of durum wheat, on the other hand, is less than the prices of other varieties of spring wheat because of less satisfactory milling qualities—the late spring with threat of rust damage promotes heavy planting of durum wheat."

Private estimate of spring wheat production in the northwest is placed at about 200 million bushels; of this about 80 million is the estimated durum crop. Others placed the durum figures higher and final government reports are awaited to give the exact production.

Table of Durum Gain

The department has compiled the following table showing the average of spring wheat of all kinds, and with durum separated from the ordinary varieties, for the years 1917 to 1922 inclusive, in the 4 principal producing states in the northwest:

	Spring Wheat, Including Durum.	Durum Wheat,	Durum Wheat,	Other Varieties,	Other Varieties,
	Acre.	Pct.	Acre.	Pct.	Acre.
1917.....	14,092,000	17.0	2,397,000	83.0	11,695,000
1918.....	16,224,000	20.4	3,313,000	79.6	12,911,000
1919.....	19,665,000	19.2	3,782,000	80.8	15,883,000
1920.....	16,923,000	22.7	3,840,000	77.3	13,083,000
1921.....	16,082,000	30.4	4,890,000	69.6	11,192,000
Average.....	16,547,000	22.0	3,644,000	78.0	12,903,000
1922.....	14,992,000	35.2	5,276,000	64.8	9,716,000

These figures show how the percentage of durum has increased in the "spring wheat" region within a few years.

New Quarters for Laboratory

So rapidly has the business of the National Cereal Products Laboratories, or the Macaroni Laboratory, developed since its institution less than 2 years ago, that they have completely outgrown their old quarters, necessitating removal to more adequate quarters at 2026 Pennsylvania av.

The new quarters are now the property of Dr. B. R. Jacobs, director of the laboratory, and under his supervision the spacious building has been remodeled and equipped, so as to contain the equipment necessary for this undertaking that is rapidly growing in scope and importance, not only to the

macaroni industry but to the cereal milling and other allied lines.

Under the direction of Dr. Jacobs the removal was carried out methodically so as to reduce to a minimum delays in the routine work of the laboratory which is daily becoming more extensive and exacting.

Macaroni manufacturers desiring to make use of the extensive facilities of this growing institution will note the change of address and hereafter, forward all their samples, communications etc., to 2026 Pennsylvania av., the new home.

(Make more frequent use of the facilities of your National Macaroni Laboratory.—Ed.)

Simple Way to Determine Your Delivery Costs

their Relation to Profit Increase—Must Suit Equipment to Route—Three Methods: Horse, Gas, Electricity—Consideration of Each—Overhead Still Too High—Cost Analysis Form Suggested and Method of Applying Test to Make Final Choice.

At a recent business convention, the presiding officer asked: "What is the relation of delivery costs to gross sales?"

Only 2 members attempted to answer the question. The vice president said that in his business it varied in different cities and varied according to what method of delivery was used, and that it ranged all the way from around 5% to 15% up to about 30%. Another member gave somewhat similar testimony. But very few of the others had any exact idea of the relation of delivery costs to gross sales even though the consensus of opinion seemed to be that delivery was costing 20% or more.

Delivery is the camel in the tent—it is one of the biggest expense items—and it can make the difference between good profit and little or no profit dependent on whether it is studied and then handled efficiently or ignored and perhaps handled inefficiently.

Profit Increase and Overhead

Let's assume on the average that the successful businesses are making say 10% profit on the year's gross volume. That is to say after you have handed out the cost of materials, production, equipment, office salaries, labor, and other expenses—after you have cleaned up your cost of doing business—out of your average dollar you have say 10¢ left as your reward for being in the business, taking the risk of losing, etc. If you want to increase your rate of profit, you've got to take it out of overhead.

Now just where does delivery fit into this question of increasing profits? Right here!

Analyses show that there is a considerable variation in delivery cost depending on the type of vehicle used on the different routes. There is no one type of vehicle that is right for all routes. There is no one type of delivery vehicle that is right for every business. Investigations show that it is frequently possible to save from 20% to 35% of vehicle operating costs simply by using the right vehicle on each route, that this saving amounts to a

sum equivalent to as much as 2% or 3% of the year's gross volume. In other words, instead of making a profit of say 10% a year, it is possible in that same business to make a profit of 12% or 13% a year—thereby increasing profits 20% to 30%—just by using the right equipment on each route.

Right Vehicle and Route

Now what is meant by the right vehicle on each route? Don't jump at any conclusions. That's where the biggest trouble is today in delivery. Few business men know enough about their delivery costs—they are satisfied to jump at conclusions, and not look into costs at all.

You have a choice of 3 methods—horse, gas truck and electric truck. It is a safe statement that few horse users keep complete costs. Therefore they have not a proper basis of comparison.

There are approximately 40 items entering into the total cost of delivery with horses and wagons. 10 of these items have to do with arriving at the total investment in horses, wagons, blankets, land, buildings, harness, etc. The other 30 items have to do with operating costs such as feed, bedding, wagon repairs and painting, harness repairs, shoeing, veterinary, building repairs, interest on the investment in buildings, land, horses, wagons, etc., depreciation on these different items, insurance on the different items, stable help, taxes and finally drivers' salaries.

Just How?

Unless you keep costs in such a way that you can get at all of these items, how can you possibly know what your total delivery cost is in relation to gross sales, and how can you possibly make a real comparison between horses and gas trucks and electrics?

In the same way, a good many truck users have put on Fords, Dodge Bros., and other gas trucks and are not keeping complete costs. In some cases complete costs are kept on certain items but depreciation is not figured, repairs and upkeep are not well worked out.

The reason for going into this situation thoroughly is this. When you buy a horse and wagon you can practically be sure on the average that the horse

will run frequent-stop city routes for 5 or 6 years. Some of the horses may give 10 years or more. Some will go lame or drop out in the summer heat in a year or two. But on the average you can be pretty sure of 5 or 6 years service on a good, stiff route. Your wagon will last you even longer.

When you buy an inexpensive light gas car, you are not buying a vehicle that is going to last you on the average 5 or 6 years. Some truck users trade in their cheap light gas trucks every year, some every 2 years, and a few every three years.

The expensive makes of gas trucks will last on the average about 5 years.

Electric Truck Data

When it comes to electric trucks, they are built to last 10 and 15 years, and longer. Obviously it isn't fair to compare the first cost of an electric with the first cost of a gas truck that is going to last a year or two or even with the first cost of a gas truck that is going to last 5 years, and it isn't fair to compare the first cost of an electric that will last 10 or 15 years with the first cost of a horse outfit that will last 5 or 6 years. That is to say it isn't fair to do so unless you look at all these different cost items and figure them out over a 10 or 15 year basis. If you take everything into consideration, interest, depreciation, upkeep, operating expenses, etc., then of course that puts it on the basis that it should be put, and then you will be able to discuss these things intelligently and decide them intelligently.

Just to show how important it is to look at all of the costs, let's take the question of stable expense. Horses and wagons of course have to have stables—which means land and buildings and therefore interest on the investment, depreciation on the investment, and a certain amount of upkeep, repairs, and painting on the building, etc.

For the gas truck you either have to have a garage or garage it somewhere else.

For the electric truck you may have a garage, you may garage it somewhere else or you may store and charge it right at your loading platform due to the fact that there is no odor, no dirt,

Beneficial Advertising Must Be Planned

In its editorial discussion of the importance of Care in Preparing for Food Advertising, the American Food Journal of September points out how essential it is for a food manufacturer to know his product and how to prepare his advertising so as to convey to the consumer the proper idea of the value of the foodstuff offered. The article, which is most interesting and contains suggestions well worth serious consideration of all who plan an advertising campaign to popularize macaroni and similar products either generally, as a well balanced food, or the specific advantages of a particular brand, follows:

It may be safely assumed that no advertisement of our common food-stuffs is entirely without effect, whether for good or ill. This effect may be registered mainly on the subconsciousness of the public or it may be instrumental in bringing about immediate changes in the food habits of any number of individuals. It therefore behooves manufacturers to exercise scrupulous care when sending out material relating to their products.

Food advertisements fall roughly into a half dozen or more groups.

There is the advertisement that makes no claim to the dispensing of dietary information, as for example:

"Wesson Oil: Pure Delicious Vegetable Fat" or

"Armour's Simon Pure Leaf Lard for Frying."

Such advertisement leaves the troublesome question of the relative digestibility of vegetables and animal fats to the technician. The housewife, seeking a vegetable shortening, knows that in Wesson oil she may find such a shortening. On the other hand, if she desires lard the statement that Armour and Company put out "pure leaf lard" lingers in her mind and she finds the information helpful.

These advertisements score because of their very restraint.

Then we have the advertisement which, without touching upon the place occupied by the product in the dietary, dispenses information that indirectly calls attention to the wholesomeness of the food under consideration.

When we read, for example, that "A Heinz Kitchen Is a Pleasant Place," when these words are surrounded by a border of cheery nasturtiums, depending from a glowing window box, we at once visualize that kitchen as being one where order and cleanliness and beauty prevail. Products from such a kitchen are already well along the way that leads to complete digestion.

Next, when Libby, McNeill & Libby

show us "Four New Ways to Fill the Lunch Box" or the Association of Pine-apple Growers announces "Treats for Summer Appetites," these manufacturers are giving constructive information sure to prove helpful in the administration of the household.

It is those advertisements that dip into dietetics, however, that present the most complicated problem. Unquestionably the food advertisement is one important avenue along which valuable information may travel to the consumer. The opportunity for public service is so great in this field that The American Food Journal urges manufacturers to study it carefully.

Sometimes the most unpretentious advertisement carries a needed lesson; as, for example, when Aunt Jemima says smilingly, "Pancakes is good fo' chillern—dependin' on de pancakes an' how dey's cooked," she has voiced a great truth, one that is repeatedly stated by teachers of cookery.

When the Sun-Maid Raisin Growers tell the housewife that "Raisins Make 'A New Dish' of Oatmeal," and then proceed to tell how to serve this combination, featuring the value of oatmeal as well as of raisins, they are helping dietitians "put across" something for which they have labored for years; that is, the teaching of cereal values to children who "do not like mush." This is true scientific instruction and good advertising to boot.

We have purposely left to the last the consideration of these advertisements that unconsciously but none the

less certainly do harm by the mere statement of half truths.

In this group we find advertisements employing the terminology of the laboratory, the writers assuming the mantle of the scientists, borrowing the phraseology, while possessing but the least understanding their significance.

Not for one moment do we feel that such advertisements are deliberately misleading. It is fatally easy to adopt certain scientific phrases, without the least understanding their significance.

A Society for Promotion of Accurate Information Among Food Advertisers would accomplish much for all concerned.

To further illustrate the point: The statement that any food is "four times more effective than any other food" is entirely misleading, although not in any sense insincerely stated.

No one food can be said to be "more effective" than any other one food. Isolated statements are dangerous in limiting the meaning of the phrase and the truth concerning the food in question. Facts about food should be considered relatively as well as individually.

Another statement to the effect that the use of a certain cereal product three times a day constitutes a good health insurance policy is more than misleading, it is bad dietetics. Such advice goes directly contrary to the principle employed when planning the vitally necessary "mixed diet."

(Continued on page 16.)

Is the Product "Right"?

It is a maxim of advertising that a poor product cannot be successfully advertised. It may flash upon the scene with brilliance, become the talk of the hour, and to all appearances be destined to set new records, but unless it is and does what is claimed for it, no amount of printer's ink and artist's colors can give it permanence.

Once in a while some article of merchandise will appear to defy this rule, but not for long. Public response, at first, perhaps, quick and active, becomes slower and slower. Sales fall off. The business grows sick and in a few months or a few years, the very name of the product is forgotten.

Advertising men know this so well that today the first question upon which they must be satisfied before they will recommend advertising to any manufacturer is—Is the product right?

And merchandise that is right—merchandise that will satisfy in service—merchandise that will bring customers back for another purchase is the first requirement of the jobber and the retailer who expect to endure and flourish.

There is no better assurance of this kind of merchandise than an advertising pledge to the public.

(Published by the New Macaroni Journal in cooperation with the American Association of Advertising Agencies.)



Women Remember Good Packages

Women are influenced in making first purchases by color. And they remember packages as a picture in their minds. A good package then, is two things—a persuader and a reminder. We make good packages. We know how to place color so it arrests attention, and with a force that commands memory. We want to make this kind of packages for you. Write today for samples and prices. Large or small orders are appreciated.

The United States Printing and Lithograph Company

Color Printing Headquarters
8 BEECH STREET, CINCINNATI

TAKE CASH---LET CREDIT GO

New Direction of Fund Investment by Wholesale Firm of Importance—Establish Money Basis Business by Eliminating Charge Accounts With Retail Customers.

An important firm of wholesalers has adopted the plan of investing its funds directly in retail cash stores and will abandon the practice of giving credit to retailers on which they in turn conduct a credit business with their customers. Briefly, the new plan is to select competent local merchants who can provide \$1000 of capital to which the wholesaler will add \$2000, making a total investment of \$3000, which is regarded as the amount necessary to conduct successfully a cash and carry store. Already the wholesaler has a force of experienced traveling men who first are to make the selection of those who will go into partnership with the wholesale firm; and afterward they will act as inspectors of—and advisers to the local stores.

Mistakes of "Credits"

Several interesting factors are present in this plan: First and most important is the apparent conviction that large credits given ostensibly to retailers really are for the use of consumers and that the control of credits used in this way is too far removed from their source. Second, that too much business has been done on credit by independent dealers. Third, that the operations of an establishment should be under the guardianship, of those who finance it. Fourth, that the required investment of the local proprietors is a reasonably good guarantee for the success of the venture. And, fifth, that fighting fire with fire is a safe rule in economies: because no reader probably will overlook the resemblance between this plan and chain stores.

Unlike Chain Business

Yet the resemblance to the ordinary chain store system is more apparent than real. The chief objection to the chain is absent, since the local manager is selected from his home town, probably has been in business there and already is identified with its institutions and activities. There is no change in his status but his backbone has been stiffened to the point of refusing credit and this chief obstacle to his success is removed in a manner which relieves him of responsibility in that part of the affair.

We have not stated the kind of business in which this wholesaler is engaged because it is a matter of little importance. It might be dry goods or hardware or groceries or drugs without affecting the principle in the remotest degree. Our desire is to emphasize the difference between the past and the proposed plan of this wholesale firm. Undoubtedly it discovered that instead of selling goods it was lending its credit with less return and more risk than a bank would contemplate and that financial common sense commanded a change.

Benefits Along Whole Line

Many readjustments are taking place in distribution and some of them perhaps may be found disturbing to small groups. But in this instance the promise is plain for benefits to wholesaler, retailer and consumer alike not only in its insistence upon the cash principle but in the certainty that a tangible proportion of the unfit will be eliminated.

Macaroni Tariff Now 2 Cents

After almost a year and a half of continual work on the tariff, the new law was finally adopted by Congress and signed by the President on Sept. 21. The senate amendment to the original bill, passed by the house providing for a 2 cent per lb. duty on all macaroni, spaghetti, noodles and similar alimentary paste products, was agreed upon in conference and was the figure established on final passage.

This rate on all alimentary pastes is an increase of 100% over the rate in existence prior to the passage of this new law. Figuring on the Italian basis of a box of 10 kilos or 22 pounds, the new tariff will require a payment of a duty of 44 cents per box. This will give the American manufacturer a protection that will enable him to compete with imported from Italy, France, Germany, China, etc., where labor costs are low.

The tariff bill contains an important provision which outlines the methods by which manufacturers may lay complaint whenever in their judgment the value of importation is in question, and this provision should tend to relieve the act of any of the evils that former tariff laws permitted.

The administered provisions in the tariff act of 1922 is an important step forward in tariff making and should tend finally to remove legislation of this kind entirely from the political cir-

cles, as it provides that the President may adjust rates within limits of 50% to equalize the cost of production between local and foreign manufacturers.

The immediate effect of the new tariff act as it affects this industry, was to stiffen prices on the seaboard market. While it will take some time to bring about the readjustment that law of this kind compels, it should result in a corresponding increase in the selling price all around.

Sick Need Macaroni

Macaroni as the ideal food for patients suffering from liver and kidney troubles, weakened arteries and gout is especially recommended by Dr. Brien Belden, a recognized medical expert of the Pacific coast sector of the country in a special article prepared for the San Francisco Call under the head "Furnaces of the Body," from which we quote:

Macaroni is an exceedingly valuable food, and its dietetic virtues ought to be better understood. Its value as a food is much enhanced by the addition of eggs, foods rich in fat and vegetables.

Macaroni has been accorded a first place as a nourishing food by well qualified experts. Its caloric value is very high. One would not have to eat a great quantity of macaroni in order to supply the needs of the body, because of its richness in carbohydrates and albumin, provided it were supplemented by olive oil and grated Parmesan cheese, which would give more albumin and the needed fat and also aid in the assimilation of the macaroni.

All of which makes it clear why so many Neapolitans can live chiefly upon a macaroni diet, as eastern Asiatics live upon rice. It is said that many of these people eat chicken, turkey or the meat of the pig only at Christmas, living upon macaroni and vegetables all the rest of the time and thriving mightily upon this nourishing food.

From the experience of these people we can learn much. We should imitate them in making macaroni a standard part of our diet. Macaroni is particularly healthful as an addition to the midday and evening meals. It is easily digested and imposes no hard work upon the stomach or other organs. And it is very easily assimilated.

This food contains no injurious substance either as regards the liver or other blood vessels. Hence it is an ideal source of nourishment for patients suffering from liver and kidney troubles and for those who have arteriosclerosis or gout in any form, since it does not lead to the formation of uric acid.



Good Packing Protects Goodwill

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

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

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

Good Wood Boxes

Backed by the National Association of Box Manufacturers

New England:
1913 SCOLLAY BLDG.
Boston, Mass.

GENERAL OFFICES
1553 CONWAY BUILDING, CHICAGO

Eastern:
433 CALVERT BUILDING
Baltimore, Md.

Pat Pointed Fire Pointers

The proverbial process of locking the barn after the horse is stolen may be avoided by applying these fire pointers. A hit below the belt at observers who say at a fire: "Let it burn; the insurance company will pay for it. Basic error pointed out."

The Chamber of Commerce of the United States makes some practical suggestions concerning what to do in case of a fire. These suggestions follow:

"Whenever you go into a large building or auditorium or take a room in a hotel you should become acquainted with the position of the fire exits as soon as possible. Since many lives are lost due to ignorance of proper methods of getting out of a building quickly, it is advisable that everyone be prepared with the information in advance.

"If you happen to be in such a place when a fire occurs keep from getting excited and use your best efforts to prevent excitement among those near you. If in a crowd do not try to run or push your way through. It has always been found that a building can be emptied much more quickly if the occupants leave it in an orderly manner. Frequently fires have brought disaster, not from the flames but because of panic.

"If your clothes catch on fire never attempt to run. Your movement simply fans the flames. The quickest and best method of extinguishing burning clothing is to roll the wearer in a rug or blanket, or any other heavy material. Care should be used to extinguish the flames around the face and head as soon as possible to prevent the wearer from inhaling the flames.

"If you are unfortunate enough to be caught in a burning building remember that smoke and flames travel more quickly when there is a draft. It pays to think a moment of the results before throwing open windows and doors. A door opened at the wrong moment may cause smoke to rush into the room, overcoming the occupants or making their escape impossible. When leaving a burning room close the door. This will retard the spread of flames.

"It is important to remember that it is natural for smoke to rise. There is always, therefore, less smoke near the floor; and in a burning room you will be safest if you keep your head as low as possible. The best method of leaving a room full of smoke is by crawling.

"In case of emergency a rope often can be quickly made out of bed sheets. It is important to remember, however, to tear the sheets in strips before tying them. In this manner one or two sheets will produce a rope of considerable length."

An Analysis

We have stood many times in the crowd watching the flames leap through some individual's place of business or home, and have heard some one make the remark:

"Let it burn; the insurance company will pay for it."

Perhaps at the time we may have agreed with the remark, knowing that the person whose property was burning undoubtedly had full insurance protection. We knew the owner would file his loss claim, collect the amount due him and we felt that in a reasonable time we would see a new building arising out of the ruins of the old one.

But, no matter how fully the property may be covered by insurance, the owner of the business and the public are losers. The institution of insurance enables the owner to replace the property destroyed by transferring the risk to an insurance company, but it is a fallacy to consider that the company is the ultimate loser. The insurance company is really a distributing agency through which the losses of the unfortunate few are carried by many policy holders. When the fire losses of an insurance company increase it is necessary that the premium income of the company be increased proportionately to pay the losses. The general fire loss therefore has a direct effect upon the premiums paid by individuals and individual business organizations, whether they actually sustain the loss or not. As it is natural for manufacturing and other business organizations to consider insurance charges as a part of the cost of production these charges

WISE ONES WILL BE THERE

The attendance would be 100% IF members could only realize how beneficial trade conventions are to their industry and their own particular business. Participate in the Special Fall Meeting of National Association at Hotel Traymore, Atlantic City, N. J., November 14, 1922. Be wise, be advised and you'll be paid.

are passed on to the ultimate consumer. This places an added burden on the citizens of the country, and since it reflected in the cost of everything purchased it may be likened to a tax.

Further, when a fire occurs the results of productive energy are lost forever. By means of insurance the owner is supplied with a rebuilding fund but the nation as a whole has suffered the loss of value represented by the material and labor utilized in the construction of the property destroyed. Suppose a few men were living on a desert island dependent entirely on their own resources for their existence. These men agree to divide their labor so that each will conduct a definite activity for the benefit of all. One has been designated to carry on farming and is raising crops for the use of his companions. As the result of a storm the crops are entirely destroyed and though they belong exclusively to the one man raising them, the others suffer equally by being deprived of the subsistence which they require.

In our busy community and in the nation as a whole this analogy holds although on a larger and more complicated basis. The fact remains, however, that each individual property loss is a permanent loss to the nation. It cannot be replaced although the burden can be distributed among many.

Beneficial Advertising Must Be Planned

(Continued from page 12.)

Again, to announce that milk is "complete food" or a "perfect food" is sure to lead to misconceptions. No food is either perfect or complete and vitally necessary to growth as is milk. These statements are not true.

To be "complete" a food must supply all the bodily needs in sufficient quantities to maintain life and no one could digest milk in sufficient quantities to accomplish this.

So let the progressive food manufacturer be alive to his opportunities. It is both possible and worth while to build food advertising on a foundation so steady, to exercise such scrupulous care in preparing copy, submitting it to those who are qualified as scientists to pass judgment, and, in short, to direct the entire matter that results will be directly beneficial to public welfare.

Most men who don't would be glad to pay a large income tax.

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

Grain Yield Is Good, Buyers Are Careful

With the passing of the strike menace, the business outlook is materially improved, says the National City Bank of New York, a close student of general business conditions. Looking at trade conditions it appears that the weak feature of the situation is the low purchasing power of the greater portion of the farming population. In this regard the cotton farmers are better off than the grain producers, since the former's crop insures a much better income this year.

Europe Short

The crop yields generally are better than good, but prices are low as compared with the prices of other products. The United States and Canada together have raised about 100,000,000 bus. more of wheat than last year, but the wheat crop of Europe is more than that quantity short of last year's yield. The final figures on the last Argentine wheat crop are 180,640,000 bus., which is somewhat higher than previous estimates, but even so the carryover of wheat in the world was less than for several years.

India, however, which had no wheat for export from last year's crop, probably will have some to spare this year. If Argentina and Australia do as well as last year there will be enough wheat to go around, but not much over. With all conditions normal, wheat would bring a better price than is now ruling, but the market drags for want of a speculative interest. The Canadian crop is a bumper, and is being marketed rapidly—more rapidly than the crop on this side of the line—and the hedge selling by dealers must be taken by speculators who have faith that wheat will be worth more money later. This is the office and service of the speculator—to carry the commodity until it is wanted for consumption.

This speculative demand, added to the buying for milling and export, has not been strong enough to sustain the price at a figure satisfactory to the producers. It has fluctuated at a little above \$1.00 per bu. in Chicago, with occasional dips under that figure, bringing from 75c to 90c per bu. at country stations. These are the lowest prices for wheat since before the war.

Unquestionably, the violent fluctuations in the European exchanges, and the general uncertainty that attaches to European affairs, are important factors in this situation. The foreign buy-

ers avoid long commitments, and the speculative element in this country does not have confidence enough in the European demands to carry wheat on the strength of it.

Foreign Demand

The German prime minister has stated, repeatedly, as a reason for discontinuing the reparation payments, that Germany must import large amounts of foodstuffs to supplement its own crops and must conserve its resources to pay for them. It will doubtless be able to find funds for this purpose, but naturally it will keep imports down to the lowest possible limit, and this is true of the other European countries as well. Although the demand for foodstuffs is the most stable of all demands, the experience of recent years has shown that human consumption is by no means undeviating. The United States Department of Agriculture estimates that the per capita consumption of meat in Germany declined from 108.59 lbs. in 1913 to 73.65 lbs. in 1921.

Agricultural exports for the year ended June 30, 1922, for some products made a good showing as compared with prewar years, but current exports for the calendar year are not showing so well. For all grains during August they aggregated \$67,000,000 compared with \$115,000,000 in August a year ago. For the 8 months ended with August they amounted to \$341,000,000 against \$575,000,000 for the corresponding month a year ago.

Trade With Turkey

Recent developments in Turkey, and particularly Asia Minor, have aroused interest in our business relations with this nation from which are imported many specialties, but which in exchange takes only a small amount of our manufactured products. The Department of Agriculture gives out the following interesting statement on this subject:

Considerably more than half of our trade with the Turkish people consisted of imports, for the "trade balance" with that country has always been against us. We buy freely its tobacco, fruits, nuts, wool, mohair, coffee, and rugs; and while it wants manufactures in exchange for its raw products it quite naturally finds it more convenient to buy them from nearby Europe, with which it has been accustomed to trade for generations. Yet we do export limited quantities of certain manufactures to Turkey, including cottonseed oil, oleo oil, illuminating oil, cotton cloths, refined sugar, and miscellaneous manufactures. Tobacco is one of the largest of our imports from

Turkey, amounting to about 5 million dollars in 1922 from Turkey in Europe and millions in 1921 from the area then designated as Turkey in Asia. The fruits and nuts from that area are also important and include figs, dates, and almonds in large quantities.

48-Size Helps Sales

In a bulletin issued to the brokers and salesmen of the Skinner Manufacturing company of Omaha, President Lloyd Skinner urges that the 48 size container be pushed, for the reason that in territories where this is being done, the quantity of goods sold has greatly increased. Mr. Skinner argues that, while the 24-carton size which is favored by so many macaroni manufacturers may have its good points, the 48-package case has convinced him that it enables the firm to sell more merchandise and reduces the manufacturing cost. The bulletin follows:

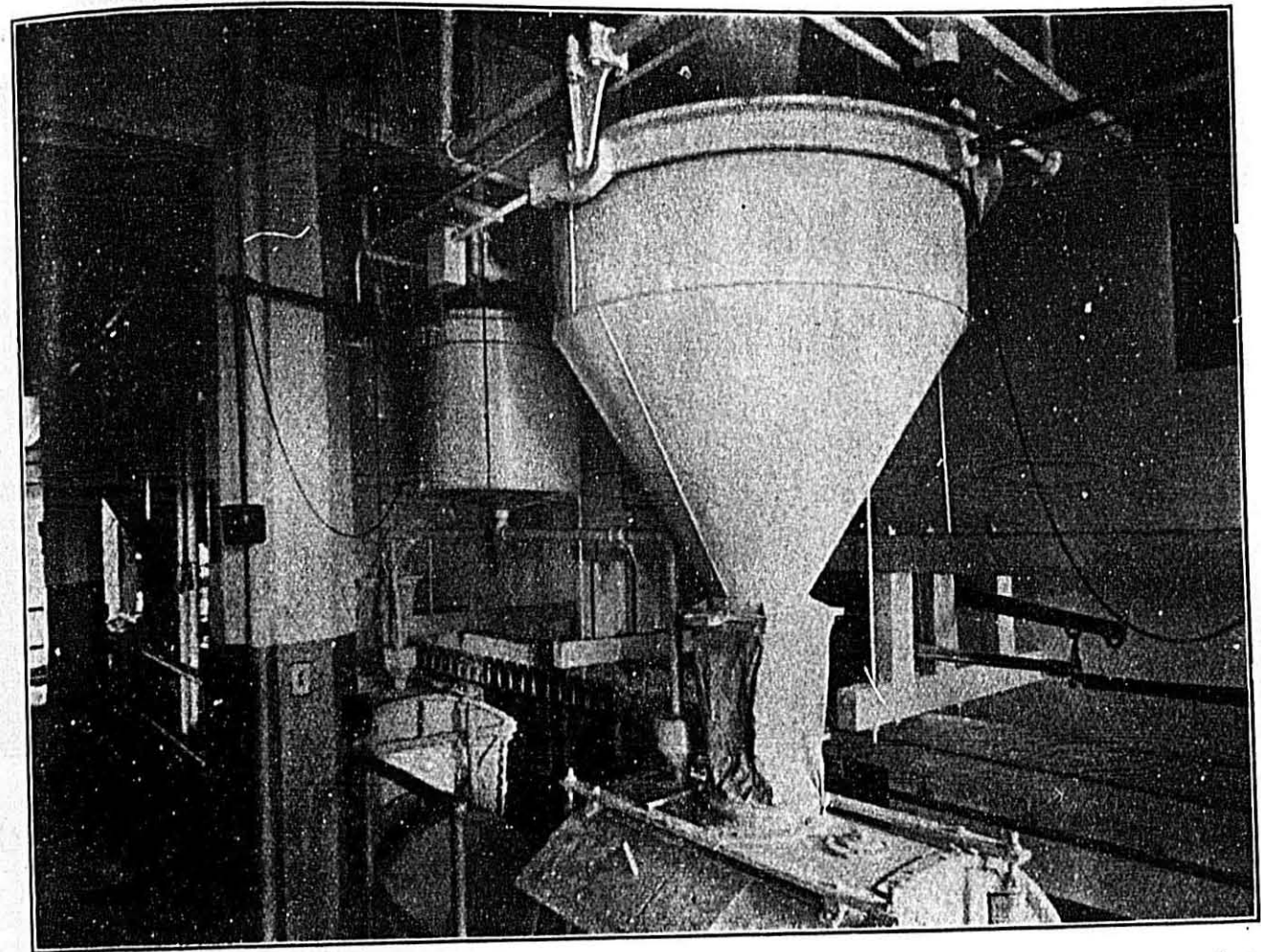
"In checking up our business I find that our business has shown a big improvement this year where the 48 size case is sold exclusively and frankly in the territory where some of the boys insisted on continuing 24's our business is not so good. This to my mind has certainly proved that the 48 size helps you to sell merchandise. It particularly helps us to get a better business from the jobber salesmen, particularly for these 2 reasons:

"In the first place the average jobber salesman simply takes orders and when he asks his customer in regard to macaroni and the customer says send me a case of Skinner's macaroni, Skinner's spaghetti, and Skinner's egg noodles the jobber salesman has really unconsciously taken what would amount to an old 24 case size, 6 case order, if he is working in a territory that is handling our 48 size exclusively.

"It is also true when a jobber salesman asks his customer how he is fixed on macaroni, and when the customer looks in the back room and says, 'Well, I have about 3 cases, sort me up another 5-case order,' the 48's mean something, for 9 times out of 10, if 3 cases of 24's were sitting in the back room instead of the 3 cases of 48's, the customer would not have given an order.

"Now these are 2 good arguments to put to the jobber that insists on 24's. You can show the jobber where his men will double their business on macaroni by handling 48's exclusively."

Good humor is a good habit.



A "first step" toward Uniformity —and more certain profits

Here's the spot where you take your first step toward absolute uniformity of your product and toward surer profits—in the Weighing.

And here are the scales that help you do it—the W & P Automatic Flour and Water Scales.

They eliminate all guesswork. They give you an absolute check on the weight and composition of every batch turned out by your mixers.

Thus, they insure uniform results from day to day; cut down waste of

materials. Simply operated (your choice of electric or mechanical control), they save time and labor, too.

W & P Flour and Water Scales are but a single item of the wide W & P Line of machinery for makers of macaroni, noodles, spaghetti and alimentary pastes.

Our new catalog—free

We have just received from our printers our new catalog. Shows the W & P line right up to the minute. Covers all our machines and equipment, from flour-handling outfits to macaroni-die washing machines. Your copy awaits your request—it's free.

JOSEPH BAKER SONS & PERKINS CO., Inc., White Plains, N. Y.
Baker-Perkins Building

Sole Sales Agents: WERNER & PFLEIDERER Machinery
NEW YORK CHICAGO PHILADELPHIA BOSTON CLEVELAND SAN FRANCISCO KANSAS CITY, MO. MEMPHIS



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



Gives Expert Advice to Labor and Capital

During the past few months Vice President Calvin Coolidge has been giving great thought and study to the labor situation because of the coal and railroad strikes. In view of the masterful way in which he handled the Boston policemen's strike in 1919, he was invited to the Babson Industrial conference to state his position on this momentous question.

Arbitration Board

Mr. Coolidge assumes he will accept labor unions and that capital, labor and management will unite in bringing about a true industrial democracy. But he states fearlessly that no democracy, political or industrial, can survive without discipline, organization, and obedience. There must be law and order. Boards of arbitration must be created and obeyed in order for wage workers themselves to get on. His own words are as follows:

"We need a fuller realization and a broader comprehension of the meaning both of political and economic democracy. In this age of science and invention and organization, there is a special need for a full understanding of the foundations of industrial democracy. The word democracy is used very inaccurately. It is often taken to signify freedom and equality. Many have thought it represented an absence of all restraints. Others have considered it as providing a relief from all

duties. The people of America have long been committed to democracy. The best thought of the world has been compelled to follow them. The easy way to understand what may be expected of it is first to understand what it is.

Democracy Is Obedience

"There has never been any organized society without rulers. The great power of mankind has been created through unity of action. This has meant the adoption of a common standard. In most ancient times this was represented in the chieftain. In modern times it is represented by a code of laws. The important factor to remember is that it has always required obedience. Democracy is obedience to the rule of the people.

"The failure to appreciate this double function of the citizen has led to much misunderstanding, for it is very plain to see that there cannot be any rule of the people without a people to be ruled. The difference between despotism and democracy is not a difference in the requirement of obedience, it is a difference in rulers. The Amer-

MEET ME,—IMPORTANT

I'll be at Macaroni Convention at Hotel Traymore, Atlantic City, N. J., Tuesday, November 14, 1922, and will pass you the secret whereby you can make your business pay. "YOU KNOW ME, AL!"

ican citizen is at once a sovereign and a subject. He becomes an absolute sovereign by absolute obedience. He will be a limited sovereign if he limits his obedience. The criminal loses all his freedom. It is easy to see that democracy will have attained perfection when laws are made wholly wise and obedience is made wholly complete.

Misconception of Democracy

"One of the great tragedies of American institutions is the experience of those who come here expecting to be able to rule without rendering obedience. They have entirely misconceived the meaning of democracy. But they need not disturb its defenders. To cast it aside could mean only the acceptance of some old kind of rulers which have already been discarded. The true hope of progress lies only in perfecting it. Already it is better than anything else in the world. But it rests entirely on the people. It depends on their ability both to rule and to obey. It is what they are. The government is what they make it. This same principle has been working out in our economic and industrial life. We are slowly, and of course painfully, arriving at a state of democracy in this field. In its development it has been analogous to the development in political life. It was not very long ago that the man who owned an industry assumed to be the absolute lord over it. He ruled it. He fixed the



and the conditions of employment and dictated the amount of wages, recognized little or no obligation towards his employes and had little regard for his customers.

"In large enterprises the ownership gradually became more and more divided with the advent of the corporation. That case oftentimes the management is entrusted to representatives, while owners corresponded to absentee landlords.

Cause of Disputes

"Under this system, as soon as employes could organize and make demands, a condition existed which led to the most violent and bitter of industrial disputes. All hands were eagerly asserting their right to rule, forgetful of their obligation to obey. Investigation and experience have gradually brought about the recognition of the correct principle. Time and economic development will insure its adoption. Industry is changing from the theory of exclusion to the theory of inclusion. It no longer is content with the small part of the individual, it seeks to enlist all its powers, to recognize all his rights as well as require the performance of all his obligations. In the ideal industry each individual would become an owner, an operator, a manager, a master and a servant, ruler and a subject. Thus there would be established a system of true industrial democracy.

Industrial Democracy Developing

"In very many industries this is al-

ready taking place. Employes are encouraged to purchase stock in the corporation and are provided with credit facilities for such purpose. This gives them ownership. They are encouraged to make suggestions for the better conduct of the business. They are requested to apply their inventive ability in the various mechanical operations. Through trade unions and shop committees they have a large share in the determination of wages and conditions of labor. By the introduction of the sliding scale and piece work they share in the general prosperity of the concern. This gives them management. Thus industrial democracy is being gradually developed.

"There is a principle in our economic life that needs somewhat more emphasis. Long ago James Otis declared that kings were made for the good of the people and not the people for them. It needs also to be remembered that the people are not created for the benefit of industry, but industry is created for the benefit of the people. Those who are employed in it are its chief beneficiaries. Those who have acquired capital provide the plant and machinery for the workman. Those who have acquired skill in organization provide

Know your own business. Compare it with others in the same line. Judge its defects by comparisons and then correct them. Let your competitors give you tips personally at Atlantic City, November 14.

the management for the workman. The manager gets the raw materials and markets the product. Capital and management perform this great service for the benefit of the workman. He performs a corresponding service for them. Unto each who contributes in accordance with his ability there is due equal consideration and equal honor. There is no degradation in industry, it is a worthy enterprise, ennobling all who contribute to it. It will be successful in accordance with the opportunity given for the development of all the powers of mankind and of the acceptance of the obligation alike to rule and to obey.

Law of Obedience

"The disappointment which has been experienced, at first thought, in the increase of power, whether of wealth or place, has resulted from the expectation that it would bring relief from the necessity of obedience. Neither political nor industrial democracy can relieve mankind from the requirement of obedience. There is no substitute for virtue. Too much emphasis has been put on the desire to rule and too little on the obligation to obey. More and more all social problems must be worked out in accordance with this principle. An obedient nation would possess supreme power. The law of life, the law of progress, is the law of obedience, the law of service.

"Whosoever will be great among you, let him be your minister; and whosoever will be chief among you, let him be your servant."

Health Board Cheered—New Macaroni Tonia

Another "Gem From the Press", This Time From New York Globe—Foods Writer Who Announces Sept. 4 as Date Set for Bleached Flour Execution Says Another Whole Grain Food Appeared as If to Stiffen Spines of Officials.

The New York board of health by ruling effective Sept. 1 will compel all manufacturer users of flour bleached with nitric acid or chlorine gas to label their finished products so as to disclose this fact. Alfred W. McCann, food expert and writer for the New York Globe and a strong advocate of the use of whole wheat flour, is strongly in favor of the enforcement of the new regulation and somewhat peeved at the little concern over this regulation manifested by most of those at whom it is aimed. In an article appearing Sept. 2 in the New York Globe he showed his enthusiasm over the plan of an eastern manufacturer to produce macaroni and similar products out of whole wheat flour, as follows:

By Alfred W. McCann

Yesterday was the day appointed by the New York board of health as the beginning of the end of the bleached flour evil as far as the metropolis is concerned. According to the new regulations all bakers and other manufacturers using flour bleached with nitrous acid or chlorine gas must label their finished product so as to disclose the truth. If any bakers used bleached flour in the city yesterday they paid no attention to the new regulations.

Everybody ignored everything as if to serve notice on Health Commissioner Copeland that they look upon his writings on the subject of bleached flour as something less humorous than a joke, but not humorous enough to be laughed at. Not a cracker, cookie, bun, roll, wafer, twist, ring, doughnut, pie, biscuit, or loaf of bread could be found anywhere yesterday in Brooklyn, Manhattan, Harlem, or the Bronx with any telltale label attached, indicating that the bleached flour evil has sunk its hooks into the New York carcase too deeply to be pulled out without a terrific struggle, or that suddenly there is no bleached flour any more.

Even the newspapers were strangely silent as to the epoch making phenomenon on exhibition in the health department versus the bleacheries. Not a line of painful publicity was allowed to leak out of the press agent's domicile. To the man up a tree bleached flour is here to stay and the conversational hostility manifested toward it in high places remains purely conversational.

Worth Knowing

Nevertheless something is going to be done. In fact something already has been done, the results of which will become embarrassingly evident within

an uncomfortably short period—uncomfortable, not to one, but to a group of individuals.

As if to encourage the public health officials to do their duty as they confess they recognize it should be done, the Atlanta Macaroni Co., Inc., has produced in its new, model, and really noteworthy plant in Long Island City a prize macaroni and spaghetti which not only takes a militant stand against bleached flour of any kind, but which discards white flour altogether, whether bleached or unbleached, and adopts a 100% whole wheat of its own grinding.

A few years ago no such innovation could have been dreamed of, except in an asylum where all the inmates are either Napoleons or Mohammeds. The Atlantic Macaroni Co., Inc., has not been content to go half way. For 3 months the writer has been making visits to its plant and has been in constant communication with its officials, so that when he says that Capitol Brand Whole Wheat Macaroni and Spaghetti are exactly what they ought to be and couldn't be better, either actually or theoretically, he speaks not from hearsay or from the results of laboratory analysis, but from personal knowledge obtained on the spot.

The Real Thing

Capitol Brand Whole Wheat Macaroni, with its little sister, Whole Wheat Spaghetti, will get into the marrow of the health department's bones when the health department begins to urge its use among the white flour and bleached flour eaters of the metropolis.

Globe readers need no enlightenment as to the significance of the mineral content of this new, unrefined, natural, whole food. To appreciate its nutritive value they need only be assured that it contains all the calcium of the wheat, all of the potassium and magnesium of the wheat, all the iron and phosphorus of the wheat, and every other particle of nerve, muscle, blood, and bone food elaborated by Mother Na-

ture in the little brown kernel, with an element or the fragment of an element lost.

The medical journals are beginning to admit that the vitaminic superfluity has been overdone. This means the mineral salt facts will soon be back to their own and the visionaries who have been going off on a tangent in search of attenuated nebula will return to the true crystals which have been so long neglected at the expense of the millions in America who are digging their graves with their teeth.

Watch It Spread

Little by little, refined foods are making room for natural foods. One by one natural foods are pushing their way into the refined food zone. Whole wheat macaroni and spaghetti will have their share in atoning for the sins committed by the refined products of their kind. The best part of the argument lies in the fact that it takes none of the flavor of penance.

Whole wheat macaroni and spaghetti, no matter how served, are more flavorful, more appetizing in every way, more indulgent to the palate than any whole flour product served in similar style. To most people who eat the real thing for the first time a question will suggest itself. When the simplest was the best way and when the best way was really so good, why did macaroni makers ever shift from a dish as this to the white flour thing we have been buying in the shops?

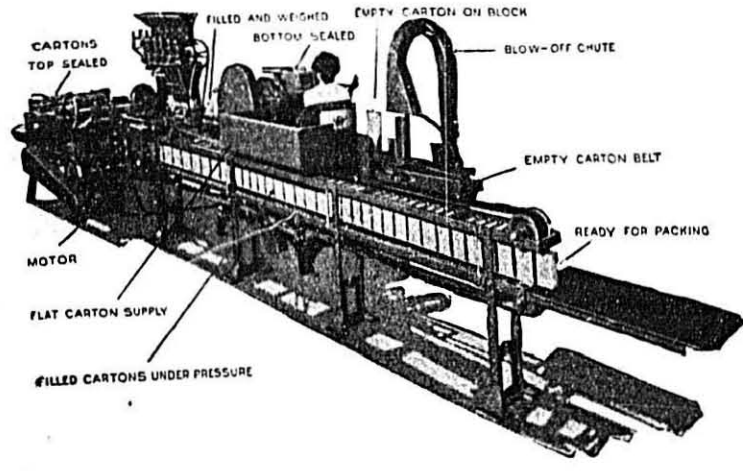
At any rate, those who know will rejoice in the appearance of Capitol Brand Whole Wheat Macaroni and Spaghetti. Those who are not convinced will gamble a bit and try the innovation. One can afford to be speculative where so much is at stake. In the meantime it will be interesting to watch the truth spread through the grocery stores of the metropolis.

EVERYBODY SATISFIED

Europa to Columbia—May I not be that you will deliver your country to our league of nations?

Columbia to Europa—Not my country, no; but I will gladly supply the president.—Harvey's Weekly.

IMPORTANT DATE TO MACARONI INDUSTRY—Tuesday, November 14.



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?

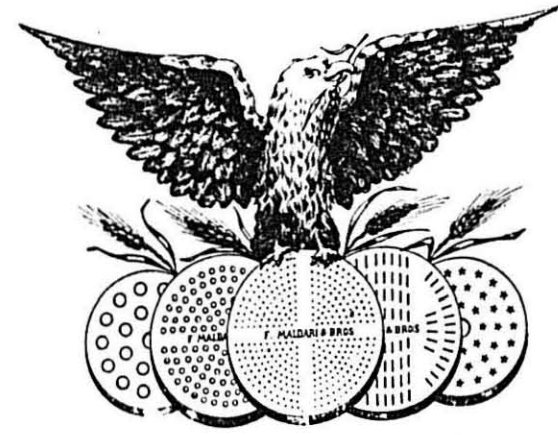
Johnson Automatic Sealer Co., Ltd.

Battle Creek, Michigan

Send for Catalogue

Send for Catalogue

Maldari's Insuperable Bronze Moulds with removable pins



FOR QUALITY

F. MALDARI & BROTHERS

Established 1903

NEW YORK CITY

127-31 Baxter Street

A MEMBERS CONVENTION

The special convention of the National Association members will be especially beneficial to all those who go to Hotel Traymore, Atlantic City, N. J., November 14, 1922, W-H-Y? BECAUSE, all will depart therefrom better prepared:—

- To handle their perplexing problems,
- To face new conditions with certainty,
- To meet honorable competition honorably,
- To smash unfair and dishonorable practices.

H-O-W?

Through the application of experience gained and friendships established at this meeting.

Don't hesitate to make this trip. IT WILL PAY.

Kick in This Corner

Frankness in Eggs

"Whenever we do lose a customer on account of price it is almost invariably a macaroni or noodle manufacturer, and inasmuch as firms engaged in that line of business are usually of such good pay and high standing the temptation to us has been strong to procure for them a cheap egg, and yet we have not done so," writes the salesmanager of one of the leading dried eggs distributing firms of national repute.

"It may be that in the manufacture of macaroni and noodles the very highest grades of eggs do not have the opportunity to manifest their superiority as they do in baking or confectionery and ice cream work, and not being able to see such a great difference the manufacturer buys the cheapest goods he can get.

"We could understand this if we did not know that the higher class of macaroni and noodle manufacturers, such as you represent, are usually consistent in using good materials. How do you account for the fact that many of them make an exception on egg?

"We once heard a story of a boy who was taking lessons on a cornet for a short while, and with a great deal of pride he informed his friends that he was going to play on a certain occasion, and they asked, in surprise, if he was going to play a solo, and he replied, 'Oh, no, I couldn't think of playing anything myself, but when all the rest are playing it sounds all right!'

"Even though the egg is the small part of macaroni and noodles it must be that a cheap egg has an insidious damaging effect upon the quality of the goods. We have thought about this a great deal, and we have come to the conclusion that the macaroni and noodle manufacturers as a whole really do

not know the difference in the egg, because in their processes they do not have the opportunity of observing the actual physical working and relative efficiency of a first class, sweet, dry egg as compared with a cheap one.

"In our opinion the industry is on too high a plane to deliberately and intentionally use a cheap goods with a knowledge of its inferiority."

Suggests Coal Remedies

Cooperating with the federal government the Chamber of Commerce of the United States has made a survey of the bituminous coal stock in reserve and the probable daily production of the mines in operation and, as a means of relieving an acute condition in the coal situation, has recommended several remedies, and it is hoped will be made effective through the active interests on the part of large users of coal and through the cooperation of trade associations.

Industry to Cooperate

At a conference in Washington, on Sept. 15, called by Secretary of Commerce Herbert Hoover, Commissioner C. B. Aitchison of the interstate commerce commission and Federal Fuel Distributer Henry B. Spencer, and attended by representatives of the various national organizations and lines of industry, the railroads of the country pledged themselves to a special effort in providing an increasing transportation of coal, and the Chamber of Commerce of the United States was requested to enlist American industry in systematic cooperation in this readjustment.

Production Capacity Ample

It is obvious that the bituminous coal problem is one solely of transportation, as the production capacity of the mines is able not only to care for current needs but at the same time quickly to rehabilitate stocks. The railroads are able to handle current supplies and any

shortage is due to the inability of transportation to handle both problems current supplies and reestablishment stocks during the readjustment following the railroad strike. This situation greatly disturbs the normal readjustment of prices under the law of supply and demand. It was felt, however, that a correction to this situation could quickly realized if all American industry would cooperate in doing these specific things:

Four Remedies

1st—Confine purchases of coal under present conditions as closely to current needs only as safety permits.

2nd—Suspend accumulation of advance stocks of coal until the present emergency pressure on production is relieved. This particularly applies to persons having low price contracts and who are, therefore, under no price pressure to withhold immediate delivery.

3rd—Unload coal cars immediately and return them to service.

4th—Promptly furnish material required for new railroad equipment or repairs.

An Observation

We believe that if the business public will devote itself to these remedies and to others suggested by its own local conditions and by its own experience a few weeks of favorable developments may provide correctives in the American way by cooperation instead of increasing regulation, and this would be gratefully welcomed by the federal administration. It is felt that responsible business men will realize that if such a campaign can be made successful it will have relieved the whole business fabric greatly of a highly disturbing element in coal distribution and prices.

Hungary Restricts Wheat Exportation

Owing to internal conditions the royal ministry of agriculture of Hungary has promulgated a decree restricting the exportation of wheat products with the exportation of wheat flour of first quality and all semolina. Authorized grain and flour merchants as well as producers, must first obtain export licenses before engaging in exportation business. Exportation of wheat flour of first quality and all semolina will be permitted only when the products are manufactured to conform to the standards prescribed by the Budapest Product Exchange.

Form Pittsburg Club

Realizing that matters purely local in nature can best be handled by the manufacturers themselves, the macaroni and noodle makers situated in Pittsburg and vicinity have formed a temporary organization to be known as the Pittsburg Macaroni Club. At an informal gathering on Sept. 15 at the Pitt hotel, called for this purpose by Dr. B. R. Jacobs, the following temporary officers were chosen: President, Salvatore Viviano; vice president, Alexander Gallerani; treasurer, L. E.imeo; secretary, Dr. B. R. Jacobs.

It is the purpose of those in attendance to interest all of the firms in Pittsburg district, which includes W. Pennsylvania and Maryland, east Ohio and part of West Virginia. The aims and purposes of this club are being explained to all the manufacturers in this area and an invitation is extended to them for the purpose of establishing a permanent organization some time in January.

Through MEETING fellow manufacturers comes UNDERSTANDING and SUCCESS.

SHOWING HIS LOVE

Look here, Rastus!
Yes, 'Liza.

I begins t' think yer doesn't love me no more.

Nonsense, 'Lize; what put dat foolish noshin in yer haid?

Why, yer just sit there by the fire and sees me work.

Why, 'Liza, dear! De more I sits by this 'ere fire and sees yer workin' the more I love yer, Honey!—Yonkers Statesman.

Empty heads seldom ache.

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.

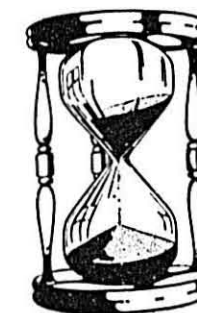


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88 Broad Street

PHILADELPHIA OFFICE: 458 Bourse Bldg.

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

PORT HURON, MICH. OFFICE, 19 White Block

Grain, Trade and Food Notes

Grain Futures Act a Law

The grain futures act, which provides for the supervision by the secretary of agriculture of the trading in grain futures on the Chicago Board of Trade and other grain exchanges in the United States has been signed by the President and is now law. Concerning this act Secretary of Agriculture H. C. Wallace said:

"The new law takes the place of the regulatory provisions of the future trading act of Aug. 24, 1921, which were declared unconstitutional by the supreme court of the United States last May. In substance the new law is the same as the old, but the new law is based on the power of Congress to regulate interstate commerce, while the former statute was based on the taxing power of Congress. The new law does not become operative until Nov. 1. As all of the exchanges were fully acquainted with the requirements of the former law there should be no difficulty or delay in complying with the new law. The exchanges affected are those at Chicago, Minneapolis, Duluth, Kansas City, St. Louis, Toledo, Milwaukee, San Francisco, Los Angeles, and Baltimore.

"This law does not interfere with hedging transactions on the boards of trade. Neither does it interfere with ordinary speculation in the buying or selling of contracts for future delivery. If, however, there should be evidence of undue manipulation, or attempts to corner the market, or of the dissemination of false or misleading information about crop or market conditions by members of the exchanges, such conduct would be inquired into and promptly dealt with as required by the law. In addition it prohibits the ex-

changes from discriminating against cooperative associations of grain producers which may desire membership in order to obtain the use of the facilities of the grain exchanges. The secretary of agriculture also is given the requisite authority to examine the books and records of the members of the exchanges and to require such reports as may be necessary to carry out its provisions.

"The reports that this law will put the grain exchanges out of business or interfere with their legitimate functions are without foundation. It will not interfere with the proper operation of such exchanges. No one will be persecuted. No proper business will be harassed. The law gives us an opportunity to observe and inquire into the operations on grain exchanges and to put a stop to improper practices, if such exist. It gives opportunity to study this whole system of registering prices of grains. In a year or so we should be able to speak with authority concerning grain exchange dealings. Nobody can do that now.

"In the administration of this law I am confidently expecting hearty cooperation from legitimate dealers in grain and from all others who favor free, open and competitive markets."

Great Britain Needs Grain

"A considerable demand for grains, including American wheat, will come from Great Britain this year," according to Edward A. Foley, agricultural commissioner representing the United States Department of Agriculture in London. Mr. Foley recently returned to Washington to report on the European agricultural situation and to de-

velop plans for future work. "Crops on the continent are lighter than previously forecast and English grain prospects are below what was expected," says Mr. Foley. "The English fruit crop while heavy is of an inferior quality, so that there will probably be a heavy demand for American fruit, especially eating apples. Canned fruit will also have a good market. The purchasing power of the British public for foods as well as manufactured products is still far from normal. Times are still hard and there is great unemployment, estimated by some authorities, as high as 2,000,000 workers. Plans are being made to continue the relief work among the unemployed this winter. In Mr. Foley's opinion trade and consumption cannot be normal under such conditions. He says that the tense situation in the near East and the war has had a depressing effect, as the British public does not relish the idea of war at this time. Mr. Foley has his forecast of a large import demand for wheat upon the "increased consumption of bread which usually accompanies 'hard times.'"

Dark Bread in France

Facing a shortage estimated at approximately 2 million tons in the 1922 wheat harvest, the French minister of agriculture has adopted measures tending to bring about a decrease in the quantity of wheat which will have to be bought abroad. The government plans to accomplish this through control of the milling percentage of wheat and authorizing use of substitutes in wheat flour in bread making. In the decree of July 28 the manner in which wheat flour must be manufactured is prescribed. This order was effective

October 15, 1922

and it means the return to the country during the war and post-war years. This will seriously affect quality of the semolina or the flour used in French macaroni, though the decree gives to the commission some authority to permit special milling for certain specified countries. The decree follows:

Article 1. On and after Sept. 1, 1922, the manufacture of flour must be performed in a manner as to extract from the wheat a maximum quantity of flour suitable for making bread. This whole flour will be considered as extracted at a percentage below

which wheat-flour milling products cannot be manufactured, offered for sale, or sold.

Article 2. In order to make sure that the flour products conform to the provisions of the present decree, they will be compared with a single official standard of whole flour fixed by a commission appointed by the minister of agriculture. This standard will represent the whole flour which it will be forbidden to surpass in quality and whiteness.

Article 5. An order issued by the minister of agriculture on the advice of the commission of the utilization of wheat will set forth the conditions and proportions in which, in derogation of article 1, certain flours may be manufactured at a lower milling percentage and used to supply certain

special industries, particularly biscuit manufacturers.

NO ESCAPE

"Good morning, Mrs. Jagsby. We are peace delegates."

"Peace delegates?"

"Yassum. We were sent by Mr. Jagsby, who was unable to get home last night. He wants us to arrange the armistice terms and settle on the size of the indemnity he owes you."

"Umph! You tell Mr. Jagsby if he doesn't show up here in the next hour I'll come and get him. He's not in Holland."—Birmingham Age-Herald.

MID-WEST CORRUGATED BOXES WATERPROOF FIBRE

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

General Offices:
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Conway Building
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MID-WEST BOX COMPANY

Corrugated Fibre Board Products
Solid Fibre Containers



We Operate Our Own Box
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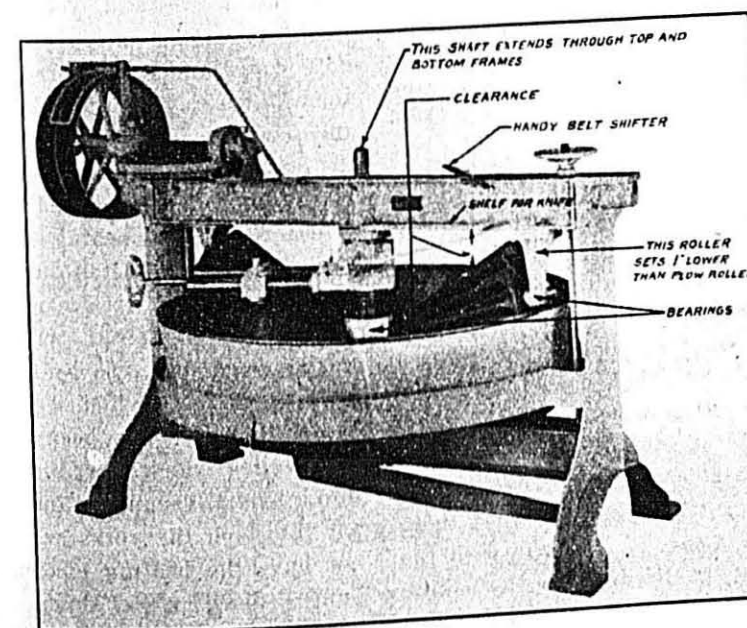
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Are in use all over the country.

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.



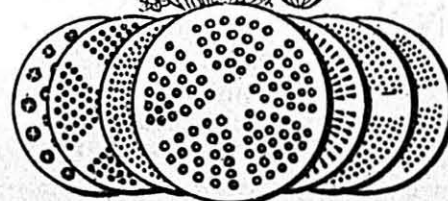
International Macaroni Moulds Co.

252 Hoyt St.

Brooklyn N. Y.

Macaroni Die Manufacturers

Ask For Our Price List.



Discussion of Powdered Egg

By W. S. Arnold, in charge of Chemical Laboratory of The International Company, Baltimore

The manufacturer who uses eggs in any form in his product cannot fail after reading this thesis to feel assured that he is much better posted technically on the subject than before. It is a thorough covering of the field.

The importance of a constant supply of fresh eggs is too well recognized by the baker and the noodle manufacturer to need further mention. Shell eggs are of course the ideal, when strictly fresh. But there are two serious drawbacks in the supply of shell eggs.

First, shell eggs are perishable; without refrigeration they very quickly spoil. Further, almost regardless of the source of the egg, the user has to exercise the greatest care to prevent the entrance into his mix of musty or hay eggs. Eggs are fragile and he must also take into consideration the loss and mess of cracked and broken eggs.

Second, shell eggs are more or less a seasonable article. At some times of the year the supply is greater than the demand; at other times the supply is below the demand, hence there is a great fluctuation in price with the danger of actual shortage and extremely high prices in midwinter. This obviously necessitates some method of preservation to insure a certain supply at moderate prices and it is believed by many that proper drying has many advantages over the other systems practiced.

The preservation of eggs by cold storage has become an enormous industry. The temperature employed varies from 1 to 2 degrees below the freezing point of water and the time from 1 to 10 months. Cook has shown that storage eggs may lose as much as 10% of their weight in 12 months. He also showed that there was a lowering in the amount of coagulatable protein and lecithin phosphorous, which is a disadvantage to a baker. There was also an increase in the lower nitrogenous bodies such as peptones. This indicated a form of autodigestion. Further, in handling storage eggs all the disadvantages of shell eggs are present and one must contend with cracked, leaking and musty eggs.

Eggs which become cracked during handling are usually broken, put into cans and frozen. Fresh shell eggs are occasionally and to a limited ex-

tent broken for preservation by freezing. This obviously leaves open a source of contamination. Pennington and her coworkers found that frozen eggs could be prepared from regular broken stock with a bacterial content of 5,000,000 or less per gram. This same investigator found that strictly fresh eggs contained on an average about 9 organisms in the yolk and 15 organisms in the white, the total weight of the entire egg, shell and all, being estimated on the average of 57 to 58 grams. This clearly shows the infection and increase in bacteria in this type of egg and, as it is a well known fact that freezing inhibits but does not destroy bacterial life, it is clear that frozen eggs should not be kept over any considerable length of time.

Dried eggs are prepared in several forms, but in all instances in which the bacterial content of dried eggs has been investigated it has been shown that this content decreases with time or storage, tending toward a sterile condition. It does not follow that dried eggs will keep indefinitely, as there are other natural causes which will tend to produce deterioration, but it does seem definitely proven that the bacterial activity of eggs when dried is not merely inhibited but actually decreases.

The preservation of eggs by drying has many other advantages, among which are the availability of the egg at all times, the entire absence of the cost of refrigeration, smaller storage space and lower freight rate, due to the absence of the bulk and weight of the water, shells and bulky crates.

There are several forms of dried egg and of processes of drying. Flake eggs give good results in some kinds of baked goods, but are hard to handle as they must be soaked for quite a long while and they do not keep well without refrigeration. Furthermore, flake eggs are usually dried in their entirety and are often prepared from cracked eggs, in which instance there is usually a loss of albumen, with the result that the dried egg has its baking efficiency lowered proportionally.

Granular egg, a hard insoluble product, is now, happily, a thing of the past. It has done much harm to the dried

egg industry in that it has prejudiced many users against dried egg. The method of preparation was crude and results obtained with it in baking were unsatisfactory.

Powdered egg is offered in two forms that which is dried in its entirety and that in which the whites and yolks are separately dried and then mixed.

An egg to be separated, that is, from yolks, must be fresh, otherwise the membrane separating these parts is too weak to permit of separation.

Where there are as many eggs dried as there are at the factories which the drying is carried out, there are naturally large quantities of more or less stale eggs. There are also large quantities of cracked eggs from which more or less of the albumen has leaked out. These eggs cannot be a loss, they must be recovered insofar as possible. These, we understand, are the principal sources of sprayed whole eggs and whole egg, which are dried in their entirety.

There are several reasons for separating the whites from the yolks and drying separately. The first is that many baked products require only white or the yolk alone. The second reason is that, inasmuch as only fresh eggs can be separated, these form the source of the best powdered egg which is made by mixing, under strict laboratory control, the whites and yolks which have first been separately dried under conditions best suited to preserve the maximum efficiency of each.

There are yet other reasons for drying the white and yolk separately. Shell egg whites contain approximately 86% water and it is impractical to dry them down to a point where the moisture content is below 12%. This necessitates special machinery and a special method of drying and it has been found that the working efficiency of egg albumen is affected during drying not only by heat treatment, which, above a certain point, will coagulate the albumen, but also by the mechanical operations to which it is subjected. For instance it has been found that egg whites which have been sprayed into a partial vacuum in the same manner in which the yolks are dried do not have the beating efficiency of albumen dried more slowly in pans. Also albumen dried on rotary driers in a vacuum has been found to yield a very thick viscous solution, similar to the fresh shell egg white.

Sturges Egg Products Co. IMPORTING

Your Particular Requirements in

**SPRAY WHOLE EGG
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from the most modern factory in the world. Write our nearest office for liberal samples and details of contract.

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For Complete
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DURUM WHEAT PRODUCTS

**FARINA
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**FANCY PATENT FLOUR
FIRST CLEAR FLOUR**

Ask today for samples and quotations

NORTHERN MILLING COMPANY
Wausau, Wisconsin

but which when used in cakes had a binding effect. For these and other reasons it has been found preferable to dry the albumen in pans, in which instance it is received in flake form and can be either milled and used as a powder or the flakes soaked in water and the solution used. Great care must also be exercised in the milling of albumen, as its efficiency both in beating and baking depends largely on this operation.

The yolks, which contain approximately 49½% of water, on the other hand must be dried under different conditions to prevent breaking down of the natural emulsion. When dried on pans there is more or less of a local coagulation of the protein around the globules of fat, whereby rehydration into a perfect emulsion is greatly retarded. However, if the yolks are sprayed into a chamber in which a more or less high vacuum is present and in which the remaining air is heated below the point of the coagulation of the albumen present, the natural emulsifying principles of the yolk, which includes some albumen but is mainly the lecithin, are dehydrated as a film around the particles of fat. The natural water of the yolk, due to its own vapor pressure at the degree of heat used and because of the vacuum, immediately becomes a vapor and the solids of the yolk are deposited as a powder. The process is practically instantaneous and has the advantage that the particles of yolk are not subjected to any degree of heat sufficiently long for coagulation to set in, hence there are no hard insoluble particles in yolk made properly under this method.

There is, however, one important fact connected with the use of powdered egg made from albumen and yolk which have been previously separated; that is, that the user must obtain this egg from an honest manufacturer who gives him the full quantity of albumen. It is a fact that the albumen content of this type of whole egg is in direct proportion to the honesty of the manufacturer.

Powdered whole egg should contain one third, by weight, of albumen and two thirds, by weight, of yolk; this is the natural proportion of these solids as found in a shell egg. Strict laboratory control and the honesty of the manufacturer, who sells his goods at a fair and reasonable price, will insure the baker getting a proper supply of entirely satisfactory egg.

Egg that is imported and sold in original cases as sprayed whole egg is known less white than the natural whole egg and, as pointed out previously, the factory preparing the egg in this manner can easily use stale eggs as they do not have to be separated. As egg whites contain 85% moisture and yolks 49½% moisture it is readily understood that when eggs are dried in their entirety, either too much moisture remains in the whites and the whole egg will therefore turn rancid, or the yolk is over dried and partly cooked, hence will contain a certain proportion of hard insoluble particles.

It must not be inferred from the above that all powdered yolks are the same, no matter how similar they may appear. Some of the chemical constants useful in judging powdered yolk and powdered whole egg are as follows:

Powdered Yolk

Moisture should not exceed 3.5%.
Ash should not exceed 3.9%.
Either extract should not be less than 50.00%.

Protein (Nx6.25) should not exceed 37.3%.
Free fatty acids calculated as oleic acid on the basis of yolk solids should not exceed 2.5%.

Higher protein and lower fat indicates stale eggs or careless separation. Higher moisture and free fatty acids indicate deterioration. Higher ash indicates the addition of mineral matter, for instance boric acid.

The color should be bright and the odor and taste characteristic of fresh yolks. A solution after standing over night should show but slight separation and little scum.

These tests should, however, always be supplemented by a test:

Powdered Whole Egg

Either extract should not exceed 38.0%.
Moisture should not exceed 7.5%.
Ash should not exceed 3.8%.

Protein (Nx6.25) should be at least 44.5%.
The whole egg should contain the equivalent of not less than 33% of dry egg albumen and the free fatty acids, color, odor and taste be proportionately the same as described under yolks. Higher fat and lower protein indicate excess of yolk and deficiency of albumen.

These tests should be supplemented by experiments.

Who Pays for Advertising?

The next time anyone tries to "string you along" with that old chestnut about his line selling cheaper because his firm does not spend a lot of money in advertising, just remember the story of the three mouse traps.

In a certain town three firms were

manufacturing mouse traps. The manufacturing costs were just about the same and they each did about an equal amount of business. The first cost 15c to make, sold to the dealer at 20c or 33 1-3% turnover. They were sold to the consumer at 30c per trap, each dealer making 10c, or 15% profit. Each dealer, of course, carried a stock of traps for there was about an equal demand for each.

One day one manufacturer made his mind to spend 1% per trap in advertising. This reduced his profit to 4c a trap. He did not advance prices and neither did the dealers. He started his advertising and kept it up for 2 years. During this time the other 2 manufacturers kept on taking the 5c profit per trap and quietly laughing at the "poor advertiser."

During the second year, however, a popular demand "seemed" to arise for this advertised trap. This manufacturer actually found demand getting ahead of production. In seeking to keep up with it he installed new machinery. He found that under the improved methods, and with quantity production, he could turn out just as good a trap at a cost of 10c as formerly cost him 15c. So he reduced his selling price to the dealer from 20c to 15c and the dealer reduced his from 30c to 25c. Even at this reduced price the manufacturer will see the manufacturer now making 50% on his turnover as against the 33 1-3% profit of 33 1-3%, and the dealer making 66 2-3% as against 50% before.

Naturally, the two other firms could not compete on prices, so they went out of business. The dealer found he had to tie up only one third as much capital to stock the one brand as he used to tie up to carry the 3 makes on his shelves.

Now—Who Paid the Advertising?

Did the manufacturer? If you say "yes," how do you account for the fact that he reduced his selling price to 15c per trap and still increased his profit from 33 1-3% to 50%?

Did the dealer pay for it? If you think so, how do you reconcile your opinion with the fact that he reduced his selling price from 30c to 25c and increased his profit from 50% to 66 2-3%?

Did the consumer pay for it? If you say "no," for he now got a good trap for 25c as he used to get for 30c.

The men who really paid for the advertising were the manufacturers.

To Noodle Manufacturers:

We understand your requirements of **Whole Egg Powder**, and can give you unexcelled quality.

WHOLE EGG POWDER—

Guaranteed to comply with Government regulations.

Manufactured by spray process, guaranteeing solubility.

Made from Spring laid egg, insuring dark sweet yolks.

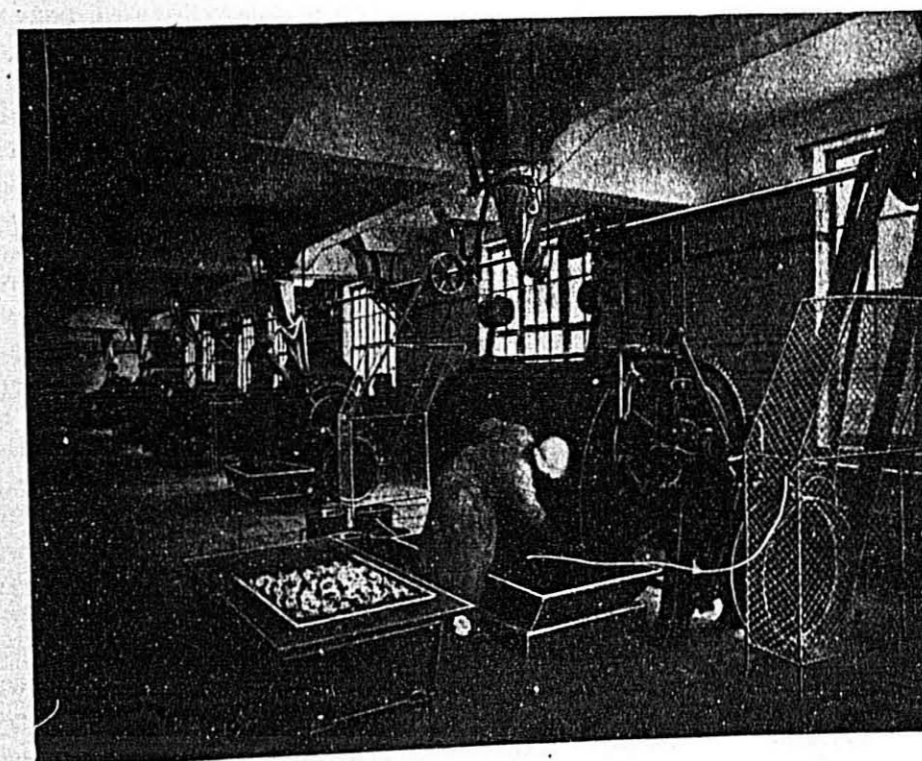
TALCOTT, TURNER & CO., INC.
136 Liberty St. New York
29 S. La Salle St. Chicago

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

SATISFACTORY

Wooden Macaroni Box-Shooks

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



BUHLER'S DOUGH MIXERS

Buhler Brothers
UZWIL, Switzerland

SOLE AGENT

A. W. Buhlmann, Engineer
200 Fifth Avenue, NEW YORK

did not advertise. The number of mice in that town remained just about the same, and so also did the number of traps sold per year. But every time either of these firms lost an account it went to the manufacturer who advertised.

Proper Nailing Essential

"Are you nailing your boxes properly?" is the query presented and answered by Don L. Quinn, manager of research department of the Chicago Mill & Lumber company, in "Boxes," official organ of that concern. The article contains tables, telling what kind of nails to be used and how they are to be spaced. The article in part follows:

"Why is it that so many wooden boxes fail to carry their contents safely to destination?"

"And why do so many boxes require re-coopering en route?"

Improper Nailing

These and similar questions have been fired at me repeatedly, and each time I have replied that the principal reason is improper nailing.

Nails not only serve to hold the parts together, but provide rigidity. It is obvious that too few nails or too small nails do not provide strength commensurate with that of the boards; likewise, too large nails create splits when subjected to stresses or strains. Splits do not hold nails firmly.

Proper nailing of boxes demands the right kind of nails, the right size, and the right number. Necessarily there are some exceptions to the generally accepted rules, but these exceptions are comparatively few and need cause no concern to the average user of wooden boxes.

Kinds of Nails

Cement coated nails develop on an average from 10 to 30% more resistance to pulling from the wood than do uncoated nails, whether smooth or barbed.

Uncoated nails are rarely used by box manufacturers, even in machine driving, except for cleating ends. Powdered soapstone is generally mixed with cement coated nails in machine driving to facilitate their use. The reason that uncoated nails may be used in end cleating is because the nails are clinched.

Some box makers use a lighter gage nail—called special box nail—when nailing up boxes made of white pine and similar woods, but the hazard of

these nails bending in machine driving makes their value questionable.

What Determines Size of Nail

The size of the nail to be used is governed by the species of wood and the thickness of the boards. The number of nails specified is not the maximum number which can be driven. Increasing the number of nails 50% will increase the strength of the box more than 100% on an average. The danger from splits, due to driving 2 or even 3 times as many nails as specified in these tables is negligible. In a great majority of cases it is wiser to increase the number of nails driven. It is also far more effective in providing additional serviceability and much more economical than increasing the thickness of the material.

With Macaroni, It's Sure Incomparable

The tomato was declared to be the greatest vegetable in the world by Dr. G. W. Wagner of Chicago, formerly captain of the medical corps in the U. S. army, in his address before the Polyclinic hospital in that city. Without disputing that statement, which he substantiates by quotations from various medical authorities, he might have added that tomatoes with spaghetti or macaroni, combining as it does the greatest vegetable with one of the best food products, makes one of the most healthful dishes possible to create.

In his address Dr. Wagner asks the questions:

"Do you know that the greatest vegetable in the world is the tomato?"

"Do you know doctors now agree that:

1. Tomatoes are the richest of all foods in vitamins.
2. Tomatoes are the most wonderful and effective blood cleanser of all food known to man.
3. Tomatoes are the richest of all vegetables in the natural health acids which keep our stomachs and intestines in condition.
4. Tomatoes are the most extraordinary corrective for the kidneys (what physicians call a diuretic)—a gentle, natural stimulant which helps wash away the poisons that cause disease and contaminate our systems.
5. Tomatoes are now prescribed for diabetes and Bright's disease."

Here is a talking point in favor of properly prepared macaroni and spaghetti dishes that manufacturers should make good use of. In this connection it should be remembered that cheese

is an essential ingredient, that as much to the food value of the dish referred to. This combination of food makes an altogether palatable and easily and quickly digested and rapidly assimilated.

New Book on Foodstuffs

The Century company of New York city has published a new book entitled "Food Products from Afar," presenting an interesting account of fruits and other foods of foreign lands. The work is the result of a collaboration of effort by E. H. S. Bailey, Ph. D., professor of chemistry, University of Kansas, and Herbert S. Bailey, A. B., B. S., chief chemist, The Southern Cotton company.

The new book is well illustrated and gives an account of the food problems of America and shows that this country is not completely independent of the rest of the world in the matter of foods. It reviews the crop situation and market conditions and then proceeds with its "human interest" study of the origin of the many popular foods now in common use.

The origin of many of our common foods is traced and legends concerning each are recounted and compared with historical facts that are both interesting and instructive.

The macaroni of Italy; the noodle of Germany; the cheeses of central Europe; teas of the Orient; coffees of the tropical regions; sugars, stimulants, drugs, and in fact every class of food stuff is given the studied consideration that its able authors are capable of.

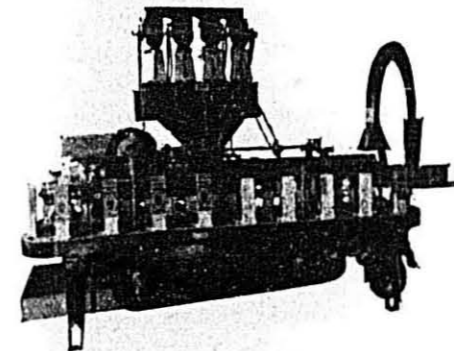
In this interesting new book, the authors take the reader to the Holy Land of Arabia; the far East with its oriental cities; to the tropical islands of the world where spices originate; to the coffee plantations of Brazil; to the shores of the different continents where sea foods are gathered, all in an effort to prove to the reader how dependent this country is on the others for its almost daily foods. The story is as romantic as well as educational and the whole book is one which food manufacturers might well read for the historical and geographical information it contains.

Tommy: "Dad, what is a pessimist?"

Dad: "A pessimist is a man who would rather read the death notices in a newspaper than the jokes."

Ferguson Sealer

After 10 years of intensive use and refinement by one of the largest industries, is now offered to you, and by reason of its size, simplicity, quality of work, power and help required, merits your investigation.

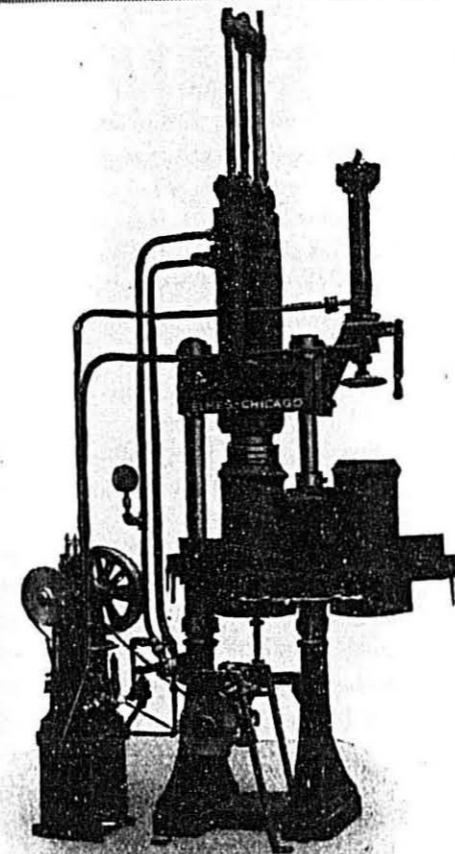


Floor Space 3 ft. 0 in. x 10 ft. 0 in.

Speed up to 60 packages a minute. Seals carton either end or both. Requires 1/2 H. P. motor. Can furnish Auto Scales to suit.

Mfg. by

J. L. Ferguson Co.
Joliet, Ill.



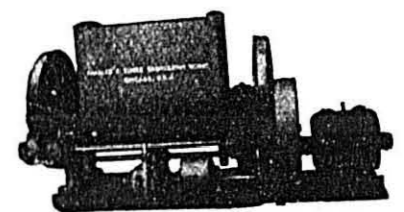
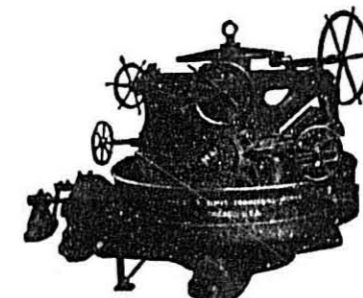
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CHICAGO
"SINCE 1861"

COMPLETE PLANTS
FOR THE MANUFACTURE OF
MACARONI, SPAGHETTI, PASTE GOODS

ADVANCED METHODS
MAXIMUM OUTPUT

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CHARLES F. ELMES ENGINEERING WORKS, Inc.
213 N. Morgan St.
EST. 1861
CHICAGO, U. S. A.
INC. 1895

Notes of the Industry

Noodle Factory Opens

A newly established noodle factory began operations last month at Altoona, Pa. It will be operated by E. T. and P. J. Cook, who will also manufacture potato chips and peanut butter as a side line. The Cook brothers have for years been engaged in this business in a small way, manufacturing at home and distributing their products through the retail stores and directly to consumers. The plant has been equipped with machinery of the latest type, nicely finished and furnished, and is a model small plant.

Ostrich Eggs in Noodles

Ostrich eggs are now being used in the manufacture of noodles, cakes and biscuits, according to information from Oudtschorn, Cape Colony, South Africa. Manufacturers in that section of the "dark" continent appreciate the food value of ostrich eggs for baking and manufacturing. Their demands, particularly in the South African Unions, have caused new interest to be manifested in ostrich raising and a consequential increase in the selling price of the eggs. Orders are being received, varying from 250 to 1000 eggs. An idea of the quantity that this represents will be gained when it is estimated that 1000 ostrich eggs will weigh 1½ tons and represent 2000 dozens of hen eggs. The local demands are so great that few, if any, of the ostrich eggs are obtainable for exportation.

Cleveland Company Bankrupt

The Cleveland Macaroni company of Cleveland, recognized as, one of the largest macaroni and noodle manufacturing plants in the country and which suffered mostly because of the depression following the war years, has gone into voluntary bankruptcy and has asked for appointment of a receiver to help straighten out its affairs. In its petition the company lists its assets at \$2,708,899 and its liabilities at \$1,344,222. The principal assets are listed as follows: Real estate, \$948,627; cash, \$10,000; stock in trade, \$175,000; vehicles, \$4438; machinery and tools, \$983,325; patents, trade marks and copy rights, \$500,286; accounts receivable, \$70,287; miscellaneous, \$18,000.

Liabilities are listed as follows: Unsecured claims, \$1,266,900; secured

claims, \$59,000; taxes, \$18,321. The largest note creditors are Guardian Savings & Trust Co. with \$244,094; the American Commercial Co., \$287,957; and Richard, Parish & Samson with \$462,624.

The company owned and operated a plant at Chardon, Ohio, as well as the large plant at Cleveland, both figured in the assets. The voluntary petition in bankruptcy was filed in the federal court on Sept. 14 by President F. W. Bishop of that company. Failure was attributed to investments in material during the period of inflation immediately following the war, coupled with a decline in the demand for the firm's products during the period of business depression that followed the war. The company was a stock concern and its stock was listed on the Cleveland exchange. It is hoped that on the completion of this financial readjustment a reorganization will be effected that will permit the plant to resume operation.

Fire Damages Plant

Fire of unknown origin badly damaged the interior of the Altoona Macaroni Manufacturing company plant at 2701 Walnut av., Altoona, Pa., the morning of Sept. 14, causing a loss of several thousand dollars. The newly constructed plant, which is a 2-story brick structure, was put into operation for the first time last February. Most of the damage resulted from water and smoke, though considerable of the flimsy equipment, raw material and finished products was destroyed. The plant was enjoying a good run of business producing to its capacity in order to fill the big orders for the fall and winter trade, much of which was stored for future delivery. According to the owners about 5000 cases were in the building at the time of the fire. Louis Mangiacarne and S. Santella are the owners of the damaged plant and estimate the loss at \$10,000, which is practically covered by insurance.

Crescent Outing a Success

The fourth annual outing and picnic of the officials and employes of the Crescent Macaroni and Cracker company of Davenport, Ia., which was held on Saturday, Sept. 9, was one of the most successful and pleasing events of this nature put on under the supervision of

this concern. With their families and friends, the picnickers boarded steamer Capitol and sailed down majestic Mississippi river to Muscatine, Ia., and back to Linwood, where the afternoon was spent with a well ranged program of games and athletic contests. The outing was brought a pleasing close with a moonlight ride back to Davenport. Dancing was the principal diversion during the boat ride. These annual outings are appreciated by the employes and serve to keep the friendly feeling between officers of the company and the workers that has proven so beneficial to the business of this company.

Cost of Living in Germany

A pamphlet has recently been issued by the German Civil Service unit showing the cost of living in Germany at the present time as compared with 1913. The calculations are based on the assumption that the family consists of 4 persons living in a cheap quarter of Berlin, with 4 rooms, kitchen, bathroom and pantry at the disposal, and are as follows:

Meals on Weekdays (per day per person).

Breakfast—A cup of coffee and rolls (1-32 lb. butter), 5 marks.

Lunch—Two sandwiches, with together ½ lb. of sausage and cheese and 1-32 lb. butter, 10 marks.

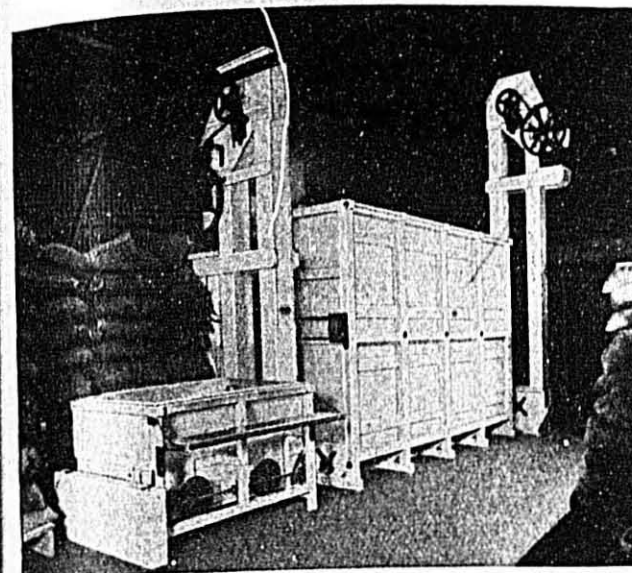
Dinner—Soup, 4 marks; ¼ lb. meat, 9 marks; ½ lb. potatoes, 1.20 marks; ½ lb. vegetables, 3 marks; jam or dessert (cucumber or hot suet pudding), 6 marks; spices and sundries, 6 marks.

Afternoon Coffee—One cup and buttered roll, 2.50 marks.

Supper—One bottle of beer, 3 marks; sandwiches, fruit, 17.25 marks; 1 pint of milk, 1.65 marks.

Cost of one day's meal per person, 61.60 marks; for 1 family, 246.4 marks; for 1 family per year, 89,904 marks. Extra charge for the better Sunday meal for 52 days, 6406 marks total per family per year, 96,342 marks.

It is probable that the said family would have an income of only around 36,000 marks, exclusive of taxes, per annum, so that living for the middle classes in Germany nowadays must be a very difficult matter, and many things that were once considered essentials and necessities have to be done without.—Northwestern Miller.



One of our blending, sifting and storing flour handling outfits, with capacity of 100 barrels. It is made in any size to meet requirements of large or small plants.

NO GUESS WORK with Champion Automatic Weighing Hopper

—It weighs flour accurately—
—It sifts flour thoroughly—

This flour outfit guarantees dough free from all foreign matter.

Nine of the largest macaroni plants in the United States recently equipped. Write for their names.

Send us sketch of your building, stating height of ceiling, and other data, including capacity desired, and we will cheerfully furnish blueprints or drawings of layout to meet your requirements.

We have installed these devices in some of the largest bakeries and macaroni plants, increasing their efficiency greatly.

CHAMPION MACHINERY CO.,

JOLIET, ILLINOIS

COMMANDER

Semolinas Durum Patent and First Clear Flour

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

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or
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Shipping Containers

Made by

ATLAS BOX CO.
1385 No. Branch St. CHICAGO

The New Macaroni Journal

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

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HENRY MUELLER - - - - - President
M. J. DONNA - - - - - Secretary

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

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

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

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

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Vol. IV October 15, 1922 No. 6

It Pays to Advertise

If the advertising experts keep on improving in their art, eating is going to be popularized with the human race. Every few days the advertisers rescue some humble foodstuff from obscurity.

Raisins

The raisin seemed to need no discovering. It formed the hub to mother's big, white cookies; it converted boiled rice into rice pudding; it was the chief fruit in "fruit" cake. It was oftener purloined from the high cupboard than the proverbial jam.

Iron Mines

But the advertising man seized upon the lowly raisin and promoted it to a confection. How it came about is told by Wylie M. Giffen, president of the California Associated Raisin company. There were too many raisins—that is, too many for the regular market that the raisin growers had formerly furnished. Then the advertising expert proposed enlightening the nation concerning the surpassing food values of raisins. When enough folks had been persuaded that their constitutions would warp, check and open up at the joints unless reinforced with iron, and

that California raisins were perfect little iron mines, the raisin crop was taken care of. The people of the United States rushed up to the candy counters and carried away 17,000 tons of raisins in nickel packages.

Citrus Fruits

The grapefruit was the old maid of the citrus family until advertising made it popular. The orange growers, through their association by national advertising have increased their incomes millions of dollars. They kept telling the people the road to health. It seems everyone wants to get well if the process demands no more than eating something that is pretty palatable anyway.

Calories and Vitamines

And as the idea of organization takes and spreads among the growers of foodstuffs, the practice of advertising is bound to extend. What revelations are in store for us? Soon we shall know why we have kept healthy all these years eating potatoes and beef steak with a side of stewed corn. We shall gain a new respect for boiled cabbage because we shall know all about the calories and vitamins and what not.

Milk and Cheese

The process has advanced now to the point where there is a battle among the common articles of diet for supremacy. The milk dealers are proving that a pint of their product is worth pounds of other foods. Cheese is making its high claims. It is all good business. It adds a good deal to the zest of eating to hold firmly to the conviction that every mouthful is a portion of health and every movement of the jaws is progress toward physical perfection.

Trade Marks and Labels

LABELS

"Superior"

The Pfaffman Egg Noodle company of Cleveland, on July 7, 1922, filed with the patent office its label "Superior" for use on noodles, sea shells, vermicelli and spaghetti. These labels numbered 25,044 to 25,047 inclusive and were registered Sept. 12, 1922.

"Le Mietitrici"

The trade mark "Le Mietitrici" owned by the Ronzoni Macaroni company, Inc., of Long Island City, N. Y., which was filed with the United States patent office on Dec. 7, 1921, published June 13, 1922, was registered in the

government records Sept. 12, 1922. The trade mark consists merely of the words in outlined letters and, according to the macaroni company, is to be used on all kinds of alimentary products. The applicant claims use of this trade mark since August 1920.

What Is Cooperation?

By Byron Powell, in Jeffery Berry
COOPERATION CONSISTS OF CONDUCTING YOURSELF THUS THAT OTHERS CAN WORK WITH YOU. COOPERATION SAYS THAT YOU WILL DO YOUR WORK SO WELL THAT THERE WILL NOT BE THE SLIGHTEST DOUBT AS TO WHAT IS EXPECTED OF OTHERS.

COOPERATION IS MAKING YOURSELF AGREEABLE SO THAT THOSE ABOUT CAN BE AGREEABLE.

COOPERATION IS A FRANK, OPEN, BUSINESSLIKE ATTEMPT TO DO YOUR BEST AND TO HELP OTHERS TO DO THEIR BEST.

COOPERATION IS CONSIDERATION.

COOPERATION DICTATES THAT YOU WILL ACKNOWLEDGE AUTHORITY AND THAT YOU WILL NOT OVERSTEP THE BOUNDS OF YOUR OWN AUTHORITY.

COOPERATION MEANS SUCCESS FOR YOU.

Bread 45 Marks a Loaf

"The price of bread in Germany has been increased by 50 per cent, a small loaf now costing 45 marks, or about 15 cents. This increase is regarded as an extremely important social fact, since it is believed if the price of bread, hitherto kept stabilized by government control, begins to mount other foodstuffs will inevitably follow, as was demonstrated in Austria."—Public Ledger.

WANT ADVERTISEMENTS

Five cents per word each insertion.

FOR SALE—One WP Mixer, size 12; type class BB; capacity one-half barrel. In use only one month. Address Schoneberger Sons, 2122 Milwaukee ave., Chicago, Ill.

POSITION WANTED—by expert macaroni manufacturer and plant superintendent many years experience. Knows macaroni from semolina to packing. Reliable, efficient and well recommended. Write P. L. C. C/o Macaroni Journal, Braidwood, Illinois.

MECHANICAL ENGINEER with unlimited experience in macaroni manufacture and engineering seeks good position as manager or superintendent of macaroni plant. A capable, energetic worker. Address HEG, C/o Macaroni Journal, Braidwood, Ill.

WANTED TO BUY—One 1½-bbl. kneader either new or in good shape. Write "K" C/o Macaroni Journal, Braidwood, Ill.

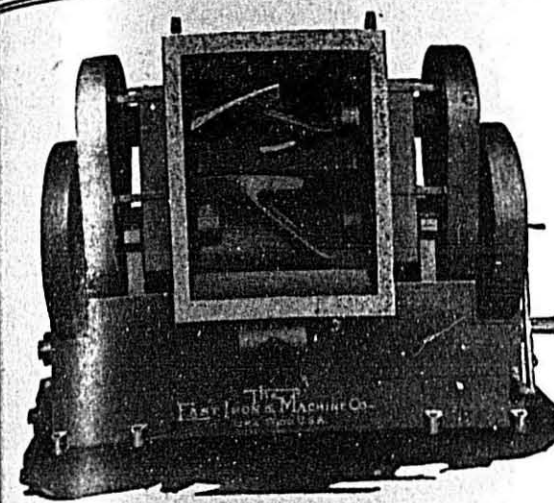
FOR SALE—2 automatic sealers, used. One handles two-size packages and one four-size. Price right. Write "Seal," C/o Macaroni Journal, Braidwood, Ill.

"EIMCO"

Mixers and Kneaders

Insure Uniformity, Color and Finish

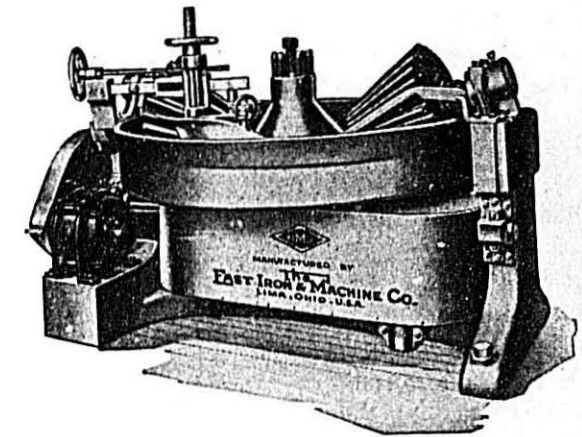
"Eimco" mixers develop the full strength of the flour and produce perfect doughs, absolutely uniform in color, temperature and finish, just like an expert would do it by hand but they do it many, many times quicker—also much quicker than ordinary machines—because they are scientifically designed and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

For Sale

Two (2) Elmes Horizontal Macaroni Presses for 15-inch dies. Complete with operating valves, variable speed drives, etc.

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.

Address "A. G." c-o Macaroni Journal, Braidwood, Illinois.

NOODLES

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

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

Special Noodle Whole Egg—

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

Special Noodle Egg Yolk—

Selected bright fresh yolk—entirely Soluble.

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JOE LOWE CO. INC.

"THE EGG HOUSE"
New York

CHICAGO BOSTON LOS ANGELES TORONTO
WAREHOUSES
Norfolk Atlanta Cincinnati Detroit Pittsburgh

Tested Macaroni Recipes

Creamed Macaroni on Cheese Toast

- ½ cup macaroni
- 2 cups milk
- 2 tablespoons flour
- 1-3 cup grated cheese
- 2 tablespoons butter
- 6 slices toast
- ½ teaspoon salt.

Cook the macaroni until tender in boiling salted water. Melt the butter, add the flour and the scalded milk and cook until thick. Season with salt and pepper, and reheat the macaroni in it. Sprinkle slightly toasted slices of bread with grated cheese and season with salt and pepper. Put in the oven until the cheese has melted, and then pour over the cheese toast the creamed macaroni and serve.

Macaroni and Liberty Steak

Prepare a package of macaroni the accepted way. Chop 6 onions, fry in 2 tablespoons of butter, add bay leaves, 1½ pounds of liberty steak and cook ½ hour. Add 1 cup of water, 1 can of good tomatoes, 1 chopped sweet pepper, salt to suit and cook slowly 1 hour. Mix macaroni and steak. Serve with grated cheese on top.

Baked Ham with Macaroni

Boil a butt of ham until tender, then remove meat and chop. At same time cook ½ cup macaroni in salted water. To the macaroni add 1 cup chopped ham and 1 tablespoon of chopped onion, ¼ cup grated cheese, salt and pepper. Mix well and turn into buttered baking dish. Sprinkle top with buttered bread crumbs and bake ½ hour.

Spaghetti a la Valentino

Rudolph Valentino, leading movie actor and one loved by millions of movie fans because of his natural ability to make love in the most acceptable and loving way, can cook. He admits it and insists that he likes it. His inherent liking for the Italian way of cooking naturally includes that recognized national Italian dish, spaghetti, and his recipe for preparation of this tasty dish is being widely published by the press and trade papers.

Valentino has an extensive knowledge of the preparation of Italian dishes and frequently goes into the kitchen, dons an apron and prepares his favorite meals. Spaghetti, meat balls and

fried potatoes constitute a typical Italian meal and is one that makes a hit with this famous screen artist. Here is how one cooks spaghetti a la Valentino:

A Pleasing Sauce

First prepare the sauce in the following manner: Pour 4 tablespoonfuls of pure olive oil into a saucepan and heat it, allowing it to become sizzling hot. Place 1 small onion in the oil for 5 minutes, then remove the onion. Place ½ pound of chopped top round steak in the saucepan and allow it to cook slowly, taking care that it does not burn or become hard. Then take some tomatoes, remove the skins, parboil them, strain and add 1 cup of tomato juice, according to the number of portions of spaghetti you intend to serve. Soon the meat, oil and tomato juice will simmer and boil to a creamy consistency during the simmering—a dozen cloves, a tablespoonful of sugar and enough salt and pepper to suit the taste should be used as a seasoning. Allow all this to simmer until the creaminess has been apparent for 3 or 4 minutes.

The spaghetti should be prepared concurrently with the sauce, so that the latter will not become cold through delay. Place the spaghetti in a pot con-

taining enough boiling salted water to cover ½ pound of spaghetti for every 3 portions to be served. Cook until spaghetti is tender. After taking from the stove, strain it, then place it back in the pot, pour the sauce over it. Put back about one fifth of the sauce to be put on the spaghetti after it has been placed on the individual plates. Then add grated Parmesan or Roman cheese. Eat the spaghetti uncut with a fork.

Savory Meat Balls

Here is how Senor Valentino cooks meat balls:

You will best judge the quantity of meat to be used by the number of guests to be served. Use the best grade of top round steak with little or no fat. Chop fine and place in a bowl. Break 1 egg to each pound of chopped meat and stir together. To each pound of meat add 1 cup of grated bread and ½ pound of grated Parmesan or Roman cheese. Season with salt and pepper. Roll into balls, flatten slightly, then fry and serve with parsley and fried potatoes.

RIGHT OFF THE BAT

O'Brien, Oi hov wan for yez. The man is born in Lapland, lives in Finland an' dies in Poland, phwat is that? That's aisy. A car-r-rpse.—Boston Transcript.

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Specializing in Macaroni Shooks. Prompt Local or Carload Shipments.

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in Greater New York and vicinity.

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Architect & Engineer

Designer and Builder of modern Food Product Plants. Macaroni and Noodle Factories a Specialty.

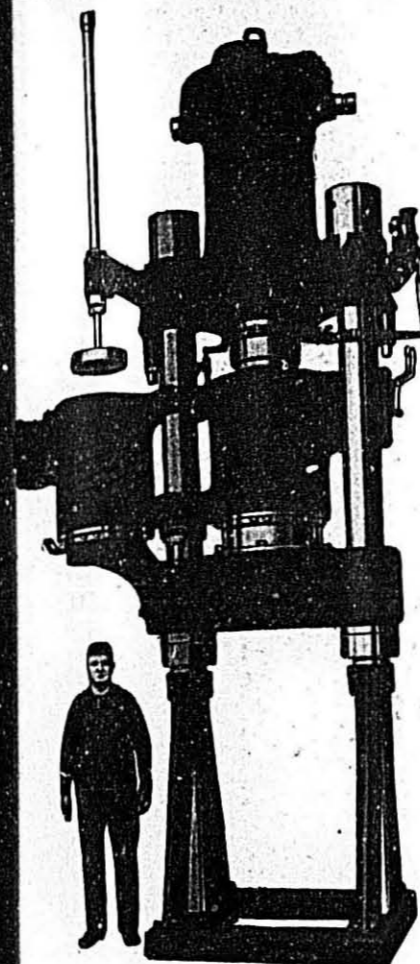
Write for information and estimates before building and save money.

64 West Randolph Street
Suite 1702 Garrick Bldg. Chicago, Ill.

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.



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Engineer and Machinist

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

Specialty of

MACARONI MACHINERY

Since 1881

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



100%

EFFICIENCY IN PACKING

IS

LOWEST COST WITH ADEQUATE PROTECTION

Do not look upon your packing room as an "EXPENSE ACCOUNT"—turn it into an active aid to your sales manager by making it a "SERVICE ACCOUNT" for the benefit of your customers.

WOOD BOX SHOOKS

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

A REQUEST WILL BRING A QUOTATION

ANDERSON-TULLY CO.

MEMPHIS, TENNESSEE



You can depend absolutely on any durum product bearing the name "Pillsbury." The quality is there—always; the service is unsurpassed.

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Minneapolis, Minn.

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