

**THE NEW
MACARONI
JOURNAL**

Vol. 4, No. 10

**February 15,
1923**

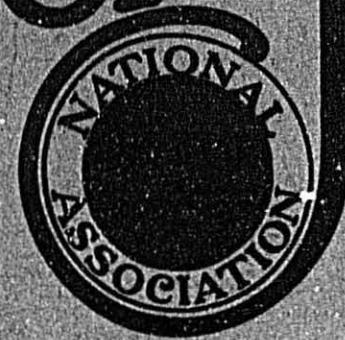
The New
Macaroni Journal

Minneapolis, Minn.

February 15, 1923

Volume IV

Number 10



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

Read the Advertisements

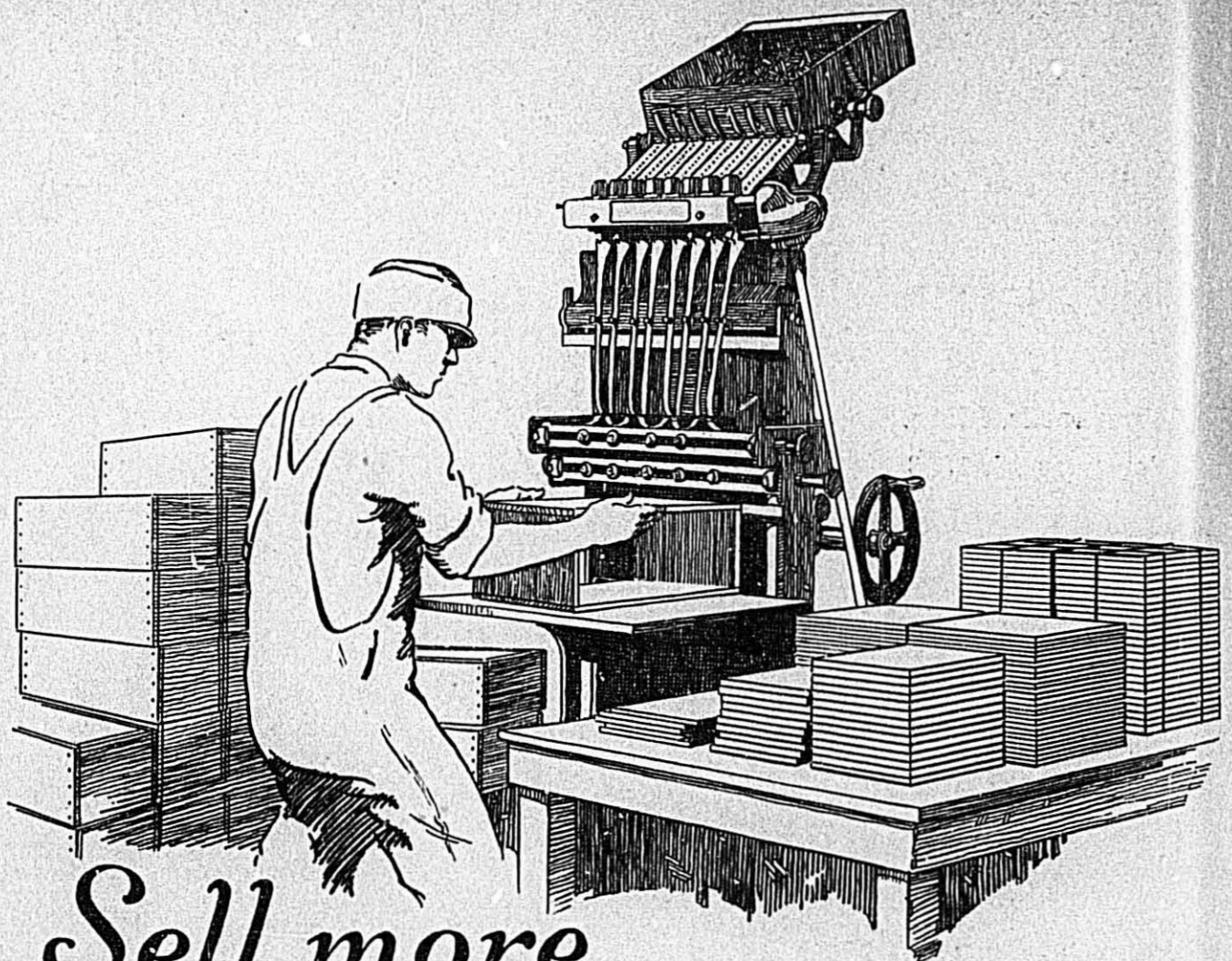
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¶ They offer you just what your business needs. Therefore your attitude toward them decides whether their advertising is good or poor business.

¶ Along with their product they promise you a Service that is not often obtained from those not willing to make you a public promise of this kind.

¶ Give them an opportunity and they will follow their promise by performance. Do business with business men in a business way.

¶ Read their advertisements. Place your orders with these friends of the industry and you will get the Service you expect.



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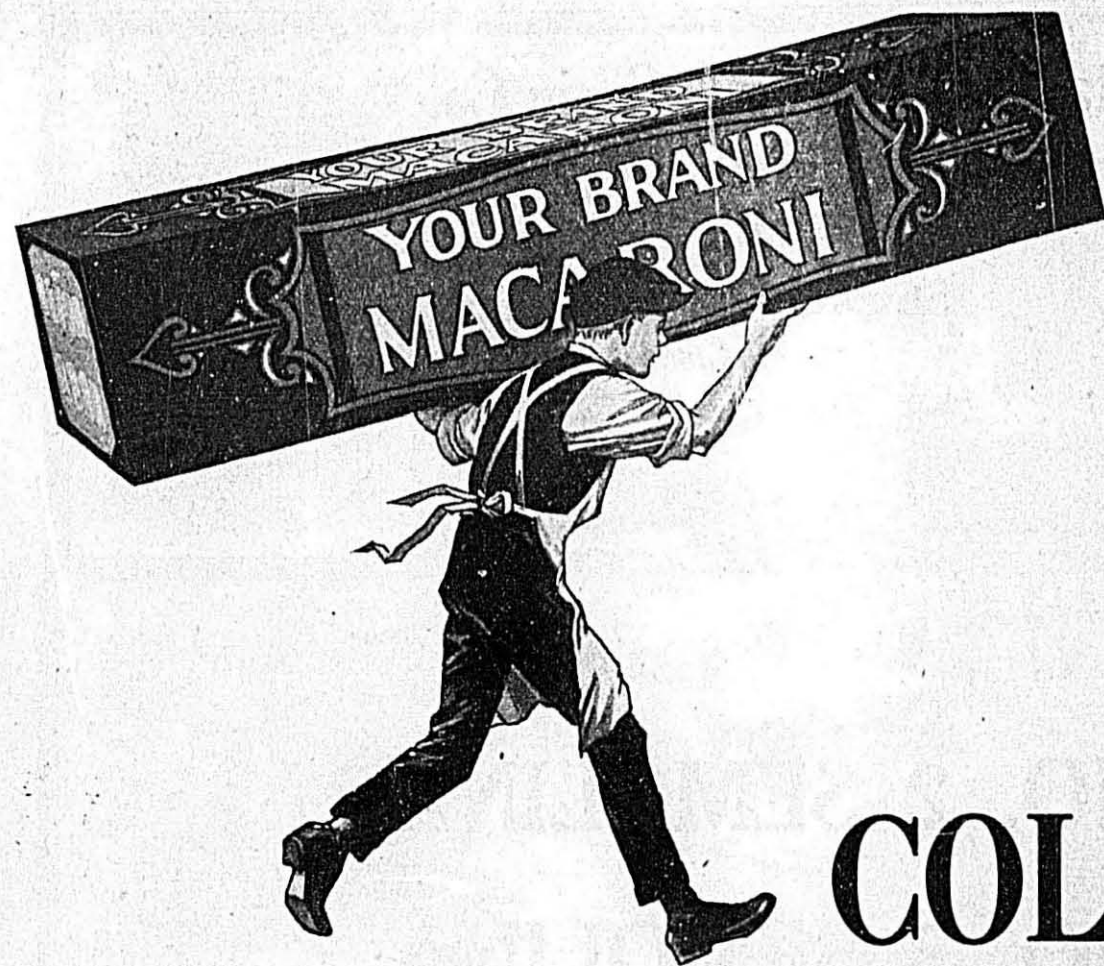
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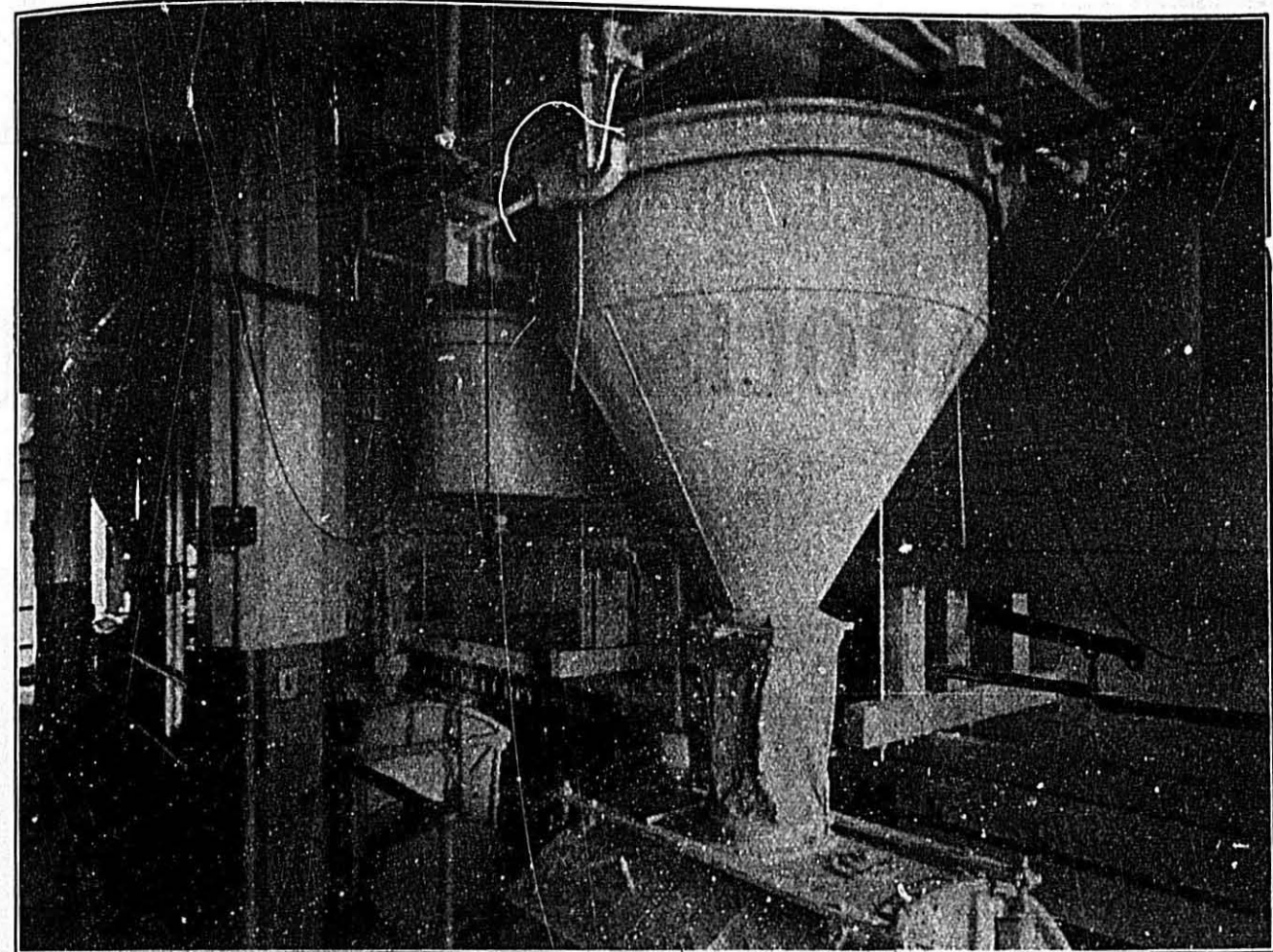
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W & P Flour and Water Scales are but a single item of the wide W & P Line of machinery for makers of macaroni, noodles, spaghetti and alimentary pastes.

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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.

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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

Chew and Do

"Bite off more than you can chew—
Then, chew it;
Plan more than you can do—
Then, do it!"

This terse and timely advice emanates from no other source than Roger W. Babson, recognized as one of the wisest students of the business trend of the present day. Commenting upon the favorable outlook for business for the year 1923, he suggests this slogan for adoption by all who would make the most of their 1923 opportunities.

The slogan is an admirable one. It is worthy of the consideration of all in every line of business and should be adopted in spirit even if observed with some reservation. It has been suggested that Mr. Babson might better have qualified the slogan by using the word "think" or "feel" before the verb "can" but this might weaken the intention.

In many lines of business there is the fear that "biting off more than you can chew" may lead to disasters that the wise ones are continually fighting against, and in the macaroni industry may lead to overloading that will prove detrimental. In our industry the safe and sane policy of trying to meet the needs of the business happily prevails and should be continued until conditions absolutely necessitate the adoption of what might be termed a more radical one.

The adoption and enforcement of the proposed new policy of "biting off more than one can chew" can be adapted to the development of one's present business or capacity to its limit; the slogan should be the very incentive that business has been in need of. But the mistake should not be made of attempting to "gobble up" all the business in your line by factory extension and capacity increase. In this period of variation in the value of raw materials, containers and machinery, it would seem that the wise course to take, even in this supposedly abnormal year of 1923, would be to make the "chew" a normal one and to get the last atom of good out of it.

The macaroni manufacturing industry has enjoyed one of the most prosperous years in its history but this should not lead manufacturers to "lose their heads" even though the leaders in the industry are justified in believing that 1923 will have in store for them business more promising than ever. Build slowly and carefully; proceed cautiously and do not blind to the fact that all may not be as rosy as even the best students of future business conditions may predict. The experiences of others should always be considered

when making plans for the future. Consider the period of the late war when business was most brisk and when several of the leading firms of our industry loosened slightly on their established policy of always standing on solid ground and of scrutinizing carefully all movements to learn just where they would lead to, and, as a result, "went up into the clouds" with the then prevailing winds only to tumble and collapse when the subsequent period of depression hit all business interests.

The brisk demands for macaroni products during the war brought about an unhealthy increase in capacity to meet what many of us know to our sorrow today to have been but a temporary demand. As a result our production possibilities are several times the consumption demands and keen competition, almost verging on destruction, has frequently been found necessary to keep things moving.

Adopt the policy of doing more than you have formerly done for your business and in doing so avoid selfishness. Your employes, your stockholders, your customers and your fellow manufacturers all have rights on which you should encroach as little as possible and with due care. In planning for yourself plan for these others. Agree to do more for them and for your trade association, which after all is you.

Plan to produce and sell more than ever before; but if in previous years you have not sold to capacity see to it that this point is reached in your plant before any thought is given to increasing capacity at a corresponding increase in overhead, investment and responsibility. Plan to better the quality of your product even if at present it appears to be almost perfect. Good goods will hold good buyers and mean good profits.

Despite the sage advice of so wise a student of business conditions as Mr. Babson, the age old saying: "Do not bite off more than you can chew" should still be considered wise counsel. It may be that conditions will permit you to take a bigger "chew" this year than you did last year or previous ones and this would be advisable, but care should be taken that you do not strangle your whole working organization by making the "chew" too large to be properly handled by your present producing and distributing machinery.

To think that you are able to do a certain thing may enable you to accomplish it. Therefore, we would suggest that the Babson slogan for 1923 be adopted by the macaroni manufacturers of this country in the following modified form:

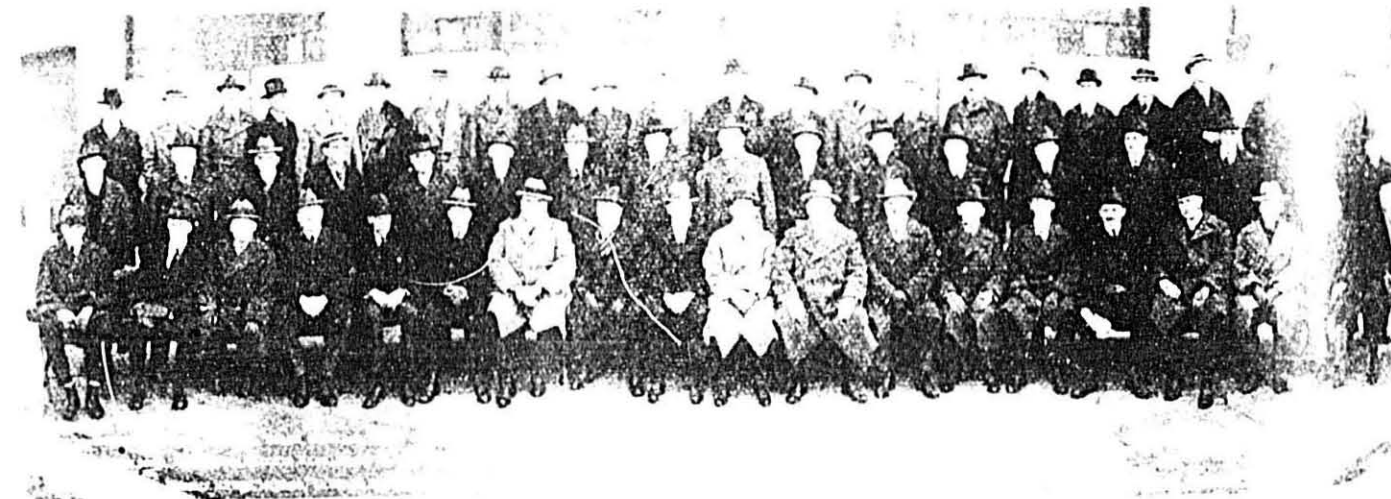
Bite off more than you THINK you can chew—
Then, chew it!
Plan more than you THINK you can do—
Then, do it!

Upward Trend in Advertised Brands Noted Conference on Simplification of Containers

A Monthly Survey of Prices at Wholesale and Retail for Brands of Macaroni, Spaghetti and Noodles, as Obtained by Retailers

Brand	Wholesale Price	Retail Price
Barilla	1.25	1.50
Biondi	1.30	1.55
De Cecco	1.40	1.65
Di Felice	1.35	1.60
Garofalo	1.20	1.45
Gravato	1.30	1.55
Heinz	1.15	1.40
Libby's	1.25	1.50
Maggi	1.35	1.60
Manfredi	1.40	1.65
Molteni	1.30	1.55
Onorini	1.25	1.50
Pasta	1.10	1.35
Primo	1.35	1.60
Rea	1.45	1.70
Ricci	1.30	1.55
Santitas	1.20	1.45
Savio	1.35	1.60
Toni	1.40	1.65
Walter	1.25	1.50
Zucchi	1.30	1.55

A POTENTIAL BODY



A group photograph of the members of the National Macaroni Manufacturers' Association, taken at the annual convention held in New York City. The group includes representatives from various manufacturing companies and is shown in the middle of the group.

Line of goods or of going to light manufacturing and overlap many possibilities of variation of patterns production cost than of the raw materials and during distribution process to consumers. A program for attention was called for in time, labor and wasteful practices must every line of the fat pre-war years and the eyes of both the public and manufacturers of urgent demands elimination of many lines was called for in the future business plan. In keeping with the government, through its program, Herbert Hoover has been working steadily to bring about a reduction in the cost of living and a possible increase in the production of goods.

The conference was held in the city of New York, and was attended by a number of prominent figures in the industry. The conference was held in the city of New York, and was attended by a number of prominent figures in the industry. The conference was held in the city of New York, and was attended by a number of prominent figures in the industry.

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The best security a man can have is a good name.

Real Profits in Eliminations Savings

A glance at the following list of gains which are certain to accrue to the manufacturer, wholesaler and retailer, and consumer, through pursuing an intelligent program of standardization and elimination of excess variety in any industry, should carry conviction and inspire action.

It takes "backbone" to tell your salesforce, in these times, that you will cut your variety, but it is being done not only by individual producers but in entire lines through trade association cooperation.

The department of commerce with an eye to increasing our world's trade also has a constructive plan to help those who desire help.

Gains to the Manufacturer

1. Less capital tied up in
 - (a) Raw materials,
 - (b) Semi-finished stock,
 - (c) Finished stock,
 - (d) Jigs, dies, templates and special machinery,
 - (e) Storage floor space,
 - (f) Repair parts,
2. More economical manufacture through
 - (a) Larger units of production; reduced number of manufacturing units,
 - (b) Longer runs, less frequent change,
 - (c) Higher rates of individual production,
 - (d) Accurate and proper estimating for production,
 - (e) More effective stock control,
 - (f) Better and more simplified inspection,
 - (g) Less idle equipment; reduced amount of equipment,
 - (h) Greater ease in securing raw materials, and conserving raw products,
 - (i) Cheaper handling of stock,
 - (j) Reduced clerical overhead,
 - (k) Simplified and more accurate costing system,
 - (l) Elimination of waste in experimentation and design,
 - (m) Standardized material inventories.
3. More efficient labor due to
 - (a) Making training of employes more simple,
 - (b) Better earnings, through increased individual production made possible by longer runs,
 - (c) Happier and more contented workmen,
 - (d) Skill increased by repetitive process,
 - (e) Less labor idle from preventable causes,
 - (f) More permanent employment as contrasted to present seasonal employment,
 - (g) Less difficulty in getting help.
4. Better service to the trade in
 - (a) Better quality of product,
 - (b) More prompt delivery,
 - (c) Decreased quantity of sizes of packing required,
 - (d) Fewer packages broken in transit,
 - (e) Less chance of errors in shipment,
 - (f) Less obsolete material.

5. More efficient salesforce,
6. Increased rate of turnover.
7. Intensified sales momentum,
8. Easier financing.
9. Fewer factory shut downs.
10. Compels attention to individuality in those features where there should be individuality, by preventing attempts at individuality in those features where individuality is superficial and useless and where standardization and quality should prevail.

11. Earlier plans and schedules,
12. Decrease in number of production processes.

Gains to the Wholesaler and Retailer

1. Increased rate of turnover due to
 - (a) All live numbers; none obsolete,
 - (b) Elimination of slow moving stock,
 - (c) Staple line, easy to buy, quick to sell,
 - (d) More effective salesforce,
 - (e) Greater concentration of sales on fewer items,
 - (f) Standard patterns that are proven best sellers.
2. Decreased capital investment in
 - (a) Stock on hand,
 - (b) Repair parts on hand,
 - (c) Storage space required.
3. Less stock depreciation and obsolescence.
4. Decreased overhead on
 - (a) Handling charges,
 - (b) Clerical work,
5. Better service through
 - (a) Lower prices,
 - (b) Quicker and more reliable deliveries.

Gains to the Consumer

1. Better prices than would otherwise be possible.
2. Better quality of product through ability of manufacturer concentrate on better design and through the reduction manufacturing expense.
3. Better service on
 - (a) Complete products,
 - (b) Repair parts,
 - (c) Prompt deliveries.

Economic and Industrial Significance

The important role which standardization plays in industrial evolution is not generally appreciated. Following are significant aspects of standardization, when carried out on a sound engineering basis:

1. It enables buyer and seller to speak the same language, and makes it possible to compel competitive sellers to do likewise.
2. Better quality of product through ability of manufacturer concentrate on better design and through the reduction manufacturing expense.
3. It lowers unit cost to the public by making mass production possible, as has been so strikingly shown in the unification of incandescent lamps and automobiles.
4. By simplifying the carrying of stocks, it makes deliveries quicker and prices lower.
5. It decreases litigation and other factors tending to disorganize industry, the burden of which ultimately falls upon the public.
6. It eliminates indecision both in production and utilization—a prolific cause of inefficiency and waste.
7. It stabilizes production and employment, by broadening the possible market, and by making it safe for the manufacturer to accumulate stock during periods of slack orders to an extent which would not be safe with an unstandardized product.
8. By focusing on essentials, it decreases selling expense, one of the serious problems of our economic system.
9. By concentrating on fewer lines, it enables more thought and energy to be put into designs, so that they will be more efficient and economical.

If you desire to "start something" in your line that will benefit you and the quick response from your largest as well as your smallest competitors will surprise you. We have a lot of information, stories and plans of "how they did it" in many lines, awaiting your request. Service is our slogan.

Sell Natural Accompaniments With Macaroni

Manufacturers are convinced that a tasty sauce that will give macaroni and spaghetti its fine flavor and that a savory cheese with just the right "bite" will make this nutritious food most delicious. Don Ray, selling agent of Dairy Food Products company of San Francisco, manufacturer of macaroni sauce and grated Parmesan cheese, is convinced that ere long the manufacturers will sell a suitable sauce and cheese with their product and through this medium greatly increase the consumption of their foods, particularly with the American housewives.

"How is our sauce and grated cheese going with the macaroni trade?"

We wish we could tell you that the macaroni manufacturers had already come to see how necessary it is they should in some way cooperate in our efforts to make it easier for the American woman to prepare properly macaroni products. Recipes help in a way. But it is not every woman who can read and follow the instructions given in recipe books with any degree of intelligence. Give the same recipe and the same ingredients to a hundred women and the inference is all should produce the same dish. But our experience is that with a hundred women given the same recipe and the same ingredients the resulting dishes have as many different degrees of quality and even of flavor!

I have before me now several recipe folders and booklets, distributed by different macaroni manufacturers. In these folders are a lot of confusing and some impossible recipes. The directions given for preparation of some sauces would require an initial outlay of about \$3 to procure the minimum purchasable quantities of the necessary ingredients. How can we justify these recipes with our claims that macaroni is an economical dish?

We can talk all we want about fancy dishes with macaroni, but the American mind is not yet sufficiently educated to that. Let us leave these fancy concoctions to the Italians, who know them and who have generations of training in their preparation. And after all is said and done, even amongst the Italians, the general rule is a simple savory sauce with tomatoes as a base and a generous sprinkling of grated Parmesan cheese.

The logical thing for macaroni manufacturers to do would be to supply

with their macaroni those products which are so essential to their easy and proper preparation. Instead of a hundred different recipes for making an Italian sauce, why not sell a ready made sauce which can be made in large quantities to sell at a reasonable price. Take our Fairy macaroni sauce, for instance. It contains imported Italian mushrooms, olive oil and all the savory seasonings usually to be found only in the pantry of an Italian home, and procurable only in stores catering to the Italian population. It retails for 15c per can. One can is sufficient for the average package of macaroni or spaghetti. There is no cooking, no experimenting with recipes, and no large outlay to buy the ingredients. Does it not seem reasonable that if more of the manufacturers put out a similar sauce, especially those manufacturers who turn out packaged and trade marked macaroni, would put up and sell the sauce under the same brand as their macaroni, we would get increased consumption? Make the preparation easy and economical and we will have increased consumption. Out here in the west there are 3 or 4 manufacturers who have tried it, and I dare say that the macaroni consumption per capita is greater here than in any other section of the country. I am speaking of consumption amongst people other than Italians.

And, then again, I have a great habit of reading the recipes printed on the wrappers of packaged macaroni. In every case that has come under my observation the use of grated cheese is directed. But has it ever occurred to these manufacturers to ask themselves the question "What kind of grated cheese?" and "Where is a woman to get it?" There are many kinds and varieties of cheese. Each has a use of its own. The common varieties of American cheese to be found in the grocery store are not the proper cheese to use with macaroni. Most of it has a sourish taste, which does not improve the flavor of macaroni, and it also forms a slimy film when heated, which makes it very sticky and objectionable.

The answer then would be to furnish, through the regular grocery where the macaroni is sold, the universally accepted cheese for seasoning macaroni, that is Parmesan cheese.

In a recent survey of 500 homes

which we made, we asked only one question: "Have you a cheese grater in your home?" The surprising revelation was brought back to us that out of the 500 homes in which we made the inquiry, only 40 had a grater of any sort, and only 5 stated they used it to grate cheese with.

This convinced us that it would not be quite enough to have the Parmesan cheese available in the neighborhood grocery store in the form in which it usually comes. But if we wanted the American woman to use Parmesan cheese, we had to put it up for her in a form convenient to use and economical to buy.

The result is Fairy grated Parmesan cheese in the economical 15c package, now procurable in most every grocery store in California.

The development of a process to make the cheese keep indefinitely in its grated form has cost us considerable money. But we are satisfied that at last we have been able to furnish the one best prime move toward increased macaroni consumption.

There may be a thousand and one ways to prepare macaroni and spaghetti, but at least a thousand require the use of the cheese that gives macaroni that real zestful Italian flavor.

And I say again that the macaroni manufacturers themselves should sell the cheese together with the macaroni.

If there is any way in which you can bring these facts to the attention of the macaroni trade, the writer pledges you his cooperation in any way possible to make macaroni an every day delightful dish, rather than what it is today—a substitute for potatoes when potatoes are dear.

NIX ON HORSE MEAT

Halting opposite the French restaurant which he was wont to patronize, he invited his friend to dine with him. "You know," he said, "this place is famous for its horse meat. You'll find it a regular treat."

"Horse meat!" exclaimed the friend in alarm. "Wouldn't touch it if I was paid, especially after what happened to poor Duggie."

"Why, what about him?" he was asked.

"Choked to death in a hotel the other day," answered the friend. "He was eating a piece of horse meat when someone said, 'Whoa!'"

Satisfying Dishes by Italian Chef

By Mrs. M. A. Wilson

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Mrs. M. A. Wilson, recognized among the housewives of the country as one of America's foremost authorities on food and a liberal contributor to the women's pages of various metropolitan and country papers of the country, is thoroughly sold on the high food value of macaroni, spaghetti and noodles, especially when they are prepared in the way found so tasty, appetizing and satisfying by the epicureans of Italy and practically of all Europe, where savory dishes are sought for and appreciated.

In a recently copyrighted article on this foodstuff prepared for a syndicate



of newspapers reaching every nook and corner of the country, she presented to millions of readers her personal opinions of the nutritious value of macaroni and similar products and recommended recipes divulged to her by a leading talented chef who is noted for the variety of tasty dishes he prepares from this wholesome food that permits of so many variations and combinations, suitable to every palate and pleasing to every taste in some form or other. The article follows:

From Sunny Italy there comes to this corner some splendid recipes using both spaghetti and macaroni. The pastas, as they are called in Italy, are a staple article of diet, and will be found on the table of the aristocrat as well as on the table of the humble mountain peasant. Antonio Telligono, a famous Italian

chef, gives this method for preparing the pasta so that it will be ready to incorporate with other flavoring and seasonings to complete the dish.

How to Cook the Macaroni

Rub the bottom of a large and perfectly clean saucepan liberally with salad oil; now place in the saucepan 2 quarts of water, 2 whole cloves, a bit of garlic, bring to the boiling point, and add 1/2 lb. of macaroni, and cook for 25 minutes; drain macaroni in colander, saving the water drained from the macaroni. The macaroni is now ready to use in various ways. Washing the cooked macaroni robs it of much of its nutritive element. If you are using the loose or bulk macaroni dip quickly in warm water and rinse well just before placing to cook. This is done for sanitary reasons.

Macaroni Palmetto

Cook 1/2 lb. of macaroni as directed. Place in saucepan
Four tablespoons of salad oil.
One cup of sliced onions.
Three green or red sweet peppers, sliced thin.
A bit of garlic.
Cover closely and smother until the onions are tender, add to the prepared macaroni with
One and one-half cups of well-drained canned tomatoes.
One teaspoon of salt.
One teaspoon of paprika.
One-half cup of grated cheese.

Heat slowly, tossing to prevent the macaroni from sticking to the saucepan, and when the cheese is melted turn in dish and sprinkle with finely chopped parsley. It is then ready to serve.

Minstra

Place the water drained from the macaroni, and the liquid drained from the tomatoes, in saucepan, adding
One half pound of lean beef minced very fine.
One quart of cold water.
One bunch of soup herbs.
One carrot and one turnip minced very fine.
One cup of chopped onion.
Two red or green peppers, chopped very fine.
Clove of garlic.
Bring to boiling point, and cook slowly for 1 hour on the simmering burner, remove the herbs, and add 3/4

cup of finely crushed macaroni, cook for 20 minutes, season and serve soup with finely grated cheese.

Macaroni and Chicken

Get a fat old fowl, singe and dress in the usual manner for stewing. Place the fowl in large kettle with
One carrot, cut in dice.
One turnip, cut in dice.
One fagot of soup herbs.
Two onions, cut in slices.
One half clove of garlic.
Five pints of cold water.
Heat slowly to boiling point, and then cook very slowly on the simmering burner until tender. Lift chicken and strain the stock, and return to the kettle. Reserve 1 1/2 cups of the stock to make the gravy.

To the stock in the saucepan add 1 lb. of macaroni, and cook until the stock is absorbed and the macaroni tender.

Remove the skin from the cooked chicken and dip in flour, and brown in the hot fat; lift the chicken and brown about 1/2 cup of flour in this skillet and then add the 1 1/2 cups of the reserved chicken stock,

One cup of thick tomato puree.
One half cup of finely chopped onion.
One half cup of finely chopped green peppers.
Tiny bit of garlic.
One half pound of mushrooms, cut in small pieces.

Return the chicken to this gravy and simmer slowly for 15 minutes. Turn the prepared macaroni in hot dish, then lift the prepared chicken over the macaroni, then pour over the gravy, and sprinkle with finely minced parsley and grated cheese.

Macaroni Dumpling

Cook 1/2 lb. of macaroni as directed; drain and cool and chop very fine; place in mixing bowl and add
One half pound of fresh country sausage.
One cup of chopped onions.
One half cup of finely chopped parsley.
Tiny bit of garlic.
Two level teaspoons of salt.
One teaspoon of paprika.
One half teaspoon of thyme.
Mix well and then tie in pudding cloth, and plunge into large pan of boiling water to cook for 40 minutes. While the pudding is cooking place in skillet

One half cup of salad oil.
A bit of garlic.
Three quarters cup of chopped onions.
Two green peppers, minced fine.
Smother slowly until the onions are tender, then add 1/2 cup of flour, blend in the flour well and add the water drained from the macaroni (there

There Is Uniform Quality In Every Sack

Every sack of GOLD MEDAL SEMOLINA in any one granulation is as much like its fellow in its uniformly high quality as two peas in a pod, whether it be bought now or a year from now

This can solve one of your big problems. You buy a sack of GOLD MEDAL SEMOLINA today. You like the granulation. It meets your expectations in your macaroni. You are highly pleased.

You know that the next sack, and the one after, and the ten thousandth one after, will be just the same. The granulations of GOLD MEDAL SEMOLINA are standardized. The same clear amber color is ever present.

The world's largest Semolina mills are able to give you this matchless uniformity only because of their size and the great market already established for their product. They are able to select the best Durum wheat that nature grows; to mill it by the most improved processes; and to put it in your hands through an unequalled system of distribution.

Every user who learns to know this twin-like uniformity eventually relies upon GOLD MEDAL SEMOLINA.



TRADE MARK REGISTERED

WASHBURN-CROSBY COMPANY
MINNEAPOLIS BUFFALO NEW YORK

should be 2 cups of this liquid, and if not sufficient then add water), 1 cup of thick tomato pulp, simmer slowly for 10 minutes. Serve over the dumpling, which is served by cutting in slices.

Gnaunchi

Place in saucepan
One half cup of chopped onions,
Tiny bit of garlic.
Three pints of cold water.

Bring to boiling point and cook for 3 minutes, now add

Two and one half cups of finely crushed macaroni.

Cook for 20 minutes, drain, and add
One and one half teaspoons of salt.
One teaspoon of paprika.

Three quarters cup of grated cheese.

Stir well to blend, and turn at once into a pan that has been rinsed with cold water, packing to make firm. Chill and allow to stand for 4 hours to mold. Cut in thick slices and dip first in flour, then in beaten egg and milk, and then roll in fine bread crumbs, and fry a golden brown in smoking hot fat, serve with tomato sauce.

Macaroni and Chicken Breaded

Prepare the macaroni as directed for the gnaunchi, and turn in bowl, and when cold it is ready to use.

Remove the bones from chicken and

cut in pieces about the size of an oyster. Place in the center of a large spoonful of gnaunchi, and finish as for the gnaunchi. To serve, place a large cooking spoon of spinach or steamed cabbage on plate. Place the prepared macaroni and chicken breaded upon the spinach, pour over some tomato sauce prepared as for the macaroni dumpling, and then sprinkle thickly with grated cheese.

Macaroni Tuscany

Open one quart jar of canned tomatoes and place in saucepan, crushing the pulp of the tomato well with hands, add

One pint of cold water.

One cup of chopped onions.

One half cup of chopped green peppers.

Bring to boiling point, and add

One half pound of macaroni.

Cook slowly until the liquid is absorbed in the macaroni, then add

One cup of thick tomato paste.

One and one half cups of finely chopped mushrooms, using either the canned or fresh mushrooms.

One cup of grated cheese.

One half cup of finely minced parsley.

Stir well to blend.

Serve with nicely browned slices of fresh country pork.

Spaghetti and the other Italian pastas

can be used in any of the above recipes. The Italian is very partial to mushrooms, and will add them like the garlic to almost every dish that he cooks outside of the desserts. If you are using the fresh mushrooms, remove the buttons from the stems, peel both the stems and buttons, and cut in small pieces, cover with boiling water and cook for 5 minutes, drain and they are ready to add to any dish or sauce. Add the mushrooms just a few minutes before serving.

HE PLAYED 'EM

"Can any boy tell me what harness is?" asked the teacher.

Not a single boy knew.

"Well," she continued, "is there any boy here whose father works among horses?"

One small boy stood up and answered, "Yes, teacher, mine does."

"Well," said the teacher, "what does your father put on the horse every morning?"

"Please, teacher, every cent he has."

—Edinburgh Scotsman

How the world ever got on till each of us came along is our enigma.

DON'T BE STUNG!

Take care of your "hide and skin".

THE TRICKSTERS WILL TAKE CARE OF THEIRS.

FOR INSTANCE: When one of these tricksters tells you "we have you beat", or "your price is too high", or "you will have to do lots better"

DON'T TAKE A FALL without putting up the net and fetching out the hooks.

LOOK SHARP AND STRAIGHT OR YOU ARE STUNG!

Did you ever beat your own bid?

Of course this advice is based on the presumption that your bid was

made up intelligently and based on Cost, plus a fair profit.

To those who don't know what they are doing, we can only say: "MAY YOUR LUCK CONTINUE GOOD and may your losses be light and few".

Furthermore the lowest bidder is entitled to the order and it's not fair or sound business to give one bidder the chance to reconsider his bid unless all others are given the same. A customer who violates the confidence of several good business firms and favors you, is dangerous and unreliable and in the end will turn against you even if he does not sting you at the start.



"EXACT WEIGHT" Scales Will Solve Some of Your Labor Troubles

Speed and accuracy in weighing macaroni products can be accomplished by skilled and experienced operators if ordinary scales are in use.

Speed and accuracy in weighing macaroni products will be accomplished by untrained labor if "EXACT WEIGHT" Packing Scales are used.

"EXACT WEIGHT" Scales supply the missing link between green untrained labor and skilled experienced labor.

"EXACT WEIGHT" Scales are standard equipment with the largest macaroni manufacturers in the United States.

Send for our special macaroni scale list No. 85.

THE SMITH SCALE CO.
COLUMBUS, OHIO

MACARONI AS A SALESMAN

Advertisement of Manufacturer Cited by Lloyd M. Skinner as Good Form of Publicity to Be Adopted Generally to Arouse Interest of Retailer.

The idea of making macaroni, spaghetti and noodles assistant salesmen for the retailers of the country, suggested by James T. Williams, president of the Creamette company of Minneapolis, during his last term as president of the National Macaroni Manufacturers association and which policy has been followed by his company for many years, is meeting with favor, not only with the retailers but with other manufacturers of these products.

To Interest Retail Grocer

Lloyd M. Skinner, president of the Skinner Manufacturing company of Omaha, submits an advertisement recently placed by the Creamette company in the National Grocers Bulletin of Kansas City, complimenting the company for its unselfish advertising and suggesting that this form of publicity be resorted to to a greater extent than ever with the assurance that it will result in greater interest in these products on the part of the retail grocer who evidently overlooks the sales value of macaroni, spaghetti and noodles.

We quote Mr. Skinner's letter and the advertisement in full with the hope that others may be induced to do as Mr. Skinner suggests, in selling macaroni to the grocer not only as a food to decorate his shelves but as a silent salesman that will move many other accompanying products that will greatly add to the daily sales:

Mr. Skinner's Letter

Attached is a copy of advertisement of the Creamette company, Minneapolis, Minnesota, taken from the January issue of the National Grocer Bulletin of Kansas City.

It seems to me that this is very unselfish advertising on the part of Mr. Williams, and the class of advertising that should help to build the whole industry.

To my mind it would pay to have this advertisement reproduced in the Macaroni Journal, and suggest that other macaroni manufacturers advertise in trade papers following this lead. Personally, I have instructed our advertising man to get up copy for trade papers along this line.

If every macaroni manufacturer that advertises in the trade papers would use a small part of his appropriation in the broad manner such as Mr. Williams has used his, to my mind it would eventually have a very lasting effect toward increasing the consumption of macaroni products.

Yours respectfully,
Skinner Manufacturing Company.
By Lloyd Skinner, President.

Sample Advertisement
The advertisement follows:

**FACTS
Every Retail Grocer
Should Know About
Macaroni Products**

THE principal food of the American dinner is fish, meat or macaroni. If meat or fish is served it is bought from the butcher and you only sell the trimmings for the meal. If Macaroni is served you not only sell the macaroni but other ingredients that go with it, namely cheese, tomatoes, butter, crackers and other articles of food for its preparation.

The sale of a single package of macaroni carries with it the sale of other goods two or three times its value. You thereby supply the principal food of the meal which otherwise would have been served by the butcher next door or around the corner.

It is to your interest to keep your trade supplied with macaroni and get a profit on business you otherwise would not have.



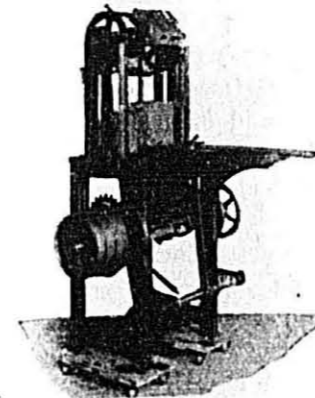
This is from the January issue of the National Grocers Bulletin, page 41.

Tabloid Tonics

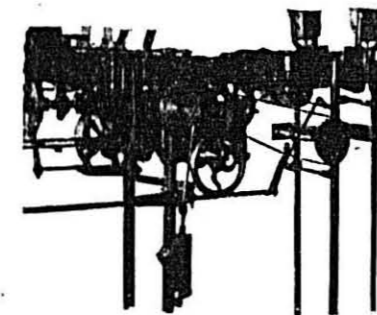
1. Successful people are up and doing while the day is young.
2. Sufficient and regular rest insures steady nerves, clear, mental vision, and a real enjoyment of life.
3. By seeing the good in your home town and your friends, you are offering a testimony to your own excellence.
4. The man who knocks usually condemns himself if he but knew it.
5. None of us enjoys difficult or distressing experiences even although they may be good for us and necessary to prevent serious catastrophes.
6. If the rug could speak, it might entreat not to be beaten, although proud afterwards of its improved appearance and sanitary condition.
7. The tree which is full of apples,

is the one to be shaken and to be made to part with its luscious fruit.

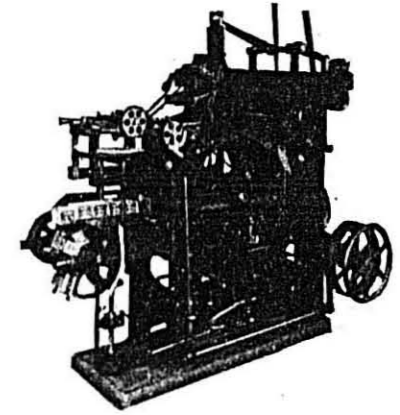
8. A passive and placid life is not always the most fruitful.
 9. True patriotism consists in living noble principles, rather than in talking about them.
 10. In the last analysis, a man worthy of the name will depend upon himself, and not trust to luck, to chance, or to friends.
 11. Temptations are rarely hidden in form; but usually attractive enough on the other hand to intrigue us to fight with them.
 12. That's the danger!
 13. Advertising yourself and your goods is one thing; living up to those claims fully is quite another.
 14. Personal recommendation and promises may make a favorable impression, but only making good will cause the impression to be permanent.
 15. Many an individual who starts out to be a good talker develops into a hot air artist because he never listens to what the other person has to say.
 16. The man who boasted constantly about his splendid increase in business persuaded two competitors to locate—one on either side of him.
 17. To kill time may be a pleasant enough occupation, but it is final and terribly destructive of results.
 18. Thoroughness and haste seldom go together.
 19. Success consists in the invisible and intangible sense of inner satisfaction and approval of one's fellows, plus the tangible results of good judgment and persistence.
 20. Selfcontrol means the sacrifice of small, temporary benefits for the sake of larger and more permanent ones bye and bye.
- When you wake up at daylight and can't go to sleep again, it's a sign it's a holiday.



Forming and Lining Machine



Folding and Closing Machine



Wrapping and Labeling Machine

Peters Machinery Company

231 W. Illinois Street
CHICAGO, ILLINOIS

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

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

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

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



Make Lent a Macaroni Season

Macaroni manufacturers will lose a wonderful opportunity if they fail to make the most out of the Lenten season, the strict observance of which turns millions to substitutes for meats. Increased opportunities for added sales of macaroni, spaghetti and noodles as particularly seasonable foods are at our command if advantage is taken of the state of mind that retailers and consumers find themselves in during Lent.

Cooperation with the retailer is the surest way of interesting the housewife who is often at a loss just what to serve to provide the variety that is so essential. Window displays, counter cards, public demonstrations and generous advertising and circularizing will get you the business. Do not be content with a half hearted effort along this line. The prize will go to the firms that strive consistently throughout the entire season.

Grocers may be supplied but creating interest in these products will move

them more readily and new orders will necessarily follow to replenish depleted stocks. Make use of opinions of medical and dietetic experts in your efforts to impress on the buyers the real food value of macaroni products. Here is what Arnold Lorand, famous the world over for his works on health and diet, says about macaroni:

I recommend macaroni; it is nutritious and easily digested and does not impose any hard work on the stomach and digestive functions. It is well tolerated and quickly taken into the system. Nor does macaroni contain any of the injurious substances so common in other protein foods, substances which make difficult work for the liver and blood vessels.

Boost fried noodles for breakfast; macaroni salads and tasty combinations for luncheon; delicious spaghetti, made the real Italian style and the principal dish for the meal, for dinner.

Lose no opportunity to impress all with the fact that Lent means macaroni.

Approve Standardization

The wholesale grocers are naturally interested in the container problem which the Department of Commerce has had under consideration for some time and this group was represented at the conference on standardization of food containers in January with Secretary Herbert Hoover by an active committee by the National Wholesale Grocers association, headed by John W. Morey of the Morey Mercantile company of Denver, chairman of the economy conference committee.

This committee had held many advance conferences and had worked for months gathering data for consideration at the general conference. The members endorsed the principles of standardization of containers and recommended 5 important points for consideration, as follows:

1. All goods of a similar size and kind should be packed the same number of units to a case, to avoid errors by jobbers in billing and shipping to customers.
2. Bear in mind parcel post regulations in regard to weight and size of all cases so as to avoid the necessity of special packing for parcel post shipments on the part of the jobber.
3. Goods should be packed in a quantity such that the average retail grocer can purchase a case at a time, thus avoiding the necessity of selling in

less than case lots and repacking in the the jobber's packing room.

4. The importance of having cases of a size practical for handling from a warehouse and shipping point of view.

5. The adoption of the metric system where possible, i. e. packing goods in 50s and 100s, instead of 48s, 96s, etc. We do not suggest this except where goods are commonly quoted and sold by the case, not goods usually quoted by the dozen.

Fraudulent Containers

Congress is making an effort to do away by legislation with certain forms of fraud which have become so familiar that the public at large has almost ceased to take notice of them. One of these is the bottle with a bottom so shaped as itself to occupy a large fraction, maybe as much as one third, of what ought to be space available for fluid contents. Olive oil bottles are usually made on that deceptive principle. Another is the bottle commonly used for cherries, strawberries or olives, which is made of extra thick glass, the latter incidentally serving to magnify to the eye the individual fruits. Another is the "slack filled" carton, a term applied to a paper or pasteboard container, which, while actually holding the net weight of product declared on the label, looks as if its contents were much larger than they

are in fact. Spaghetti is commonly packed up in these deceptive packages; likewise candy, which is sometimes packed in boxes with false bottoms. In some instances the contents are wrapped in extra heavy paper, to help fill the cartons. Oatmeal, rice, macaroni, pepper, spices and other condiments "faked" in this way are on sale at every grocery store, the object sought being to mislead the purchaser as to the quantity he gets for his money. When the law was made requiring that every container of food should declare on its label the net weight of its contents, an effective embargo on cheating was thought to have been established. Attempts to evade that regulation have been few, because too dangerous. But clever rogues soon saw a way to get around the obstacle thus placed in their path. The whole idea of the "fake" bottle and "slack filled" carton is based upon the fact that the average purchaser does not take the trouble to examine the weight statement on the label. He—it is usually she, of course—judges the quantity of the contents by the looks of the package. She thinks in quantity rather than in terms of weight, and so is deceived. Cheats of this kind have multiplied enormously during the last few years. Canned tomatoes and certain other tinned foods often contain an excess of water or other liquid, increasing their cost to the consumer. Now Congress proposes to enforce the use of standard bottles and cartons, which, it is thought, will serve to remedy the mischief.—Athens (Ga.) Herald.

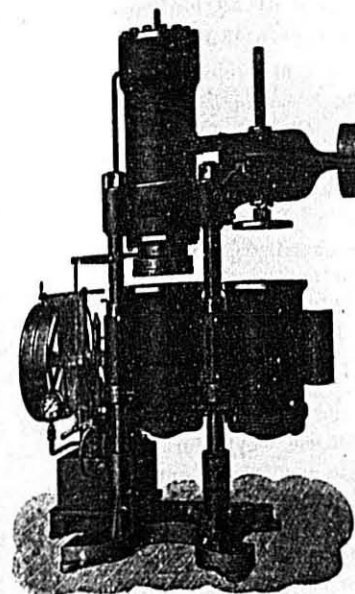
CHEESE

Many persons prefer a strong cheese with crackers, salad or coffee, and choose a Club, Roquefort or Gorgonzola. The last two being imported cheeses. Old Stilton (English) cheese is also used as a dinner cheese. Then we have the pineapple cheese, and the Edam or Dutch cheese. These are whole and one takes a piece out with a cheese scoop.

When cheese is used in a dish intended for a main dish one should always have a salad or fruit with it. The cheese dishes are a concentrated food and less is needed than with other protein foods.

It is a good combination to serve cheese with apples or apple pie.

Always save any hard pieces of cheese and grate them. Keep in a cool dry place and use for scalloped dishes, macaroni or spaghetti, rice, or left over fish dishes.



Presses
Screw and Hydraulic

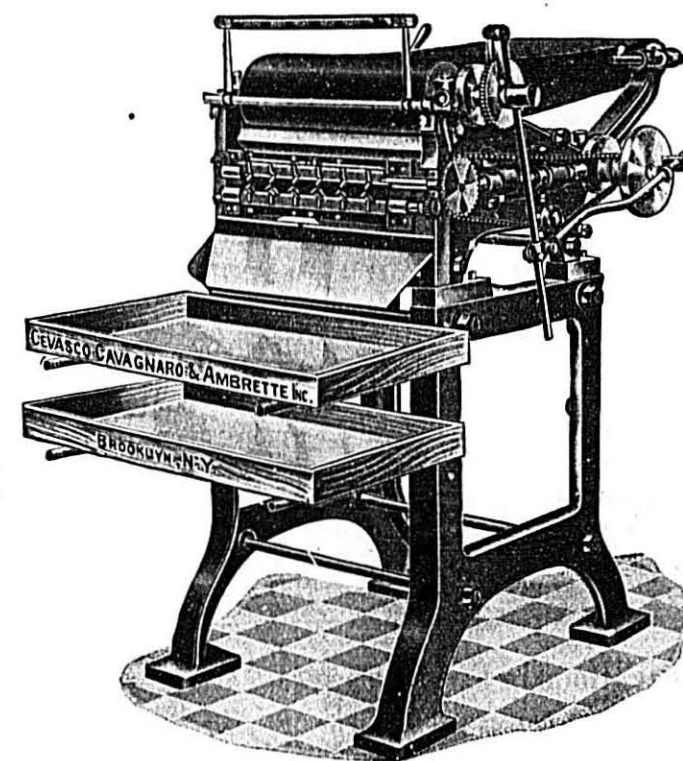
Kneaders

Mixers

Dough Brakes

Mostaccioli and Noodle Cutters

Fancy Paste Machines



Bologna Paste Machine

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

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

Send for our illustrated circular, containing full information.

Cevasco, Cavagnaro & Ambrette

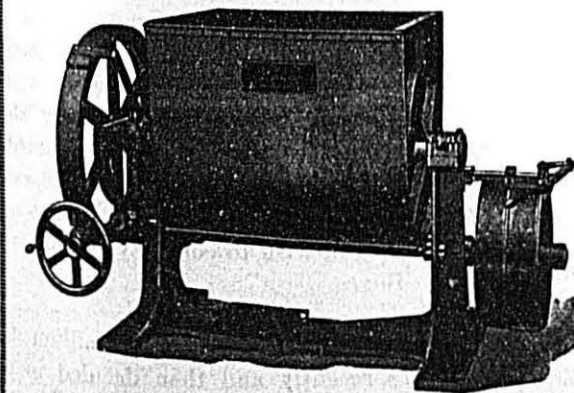
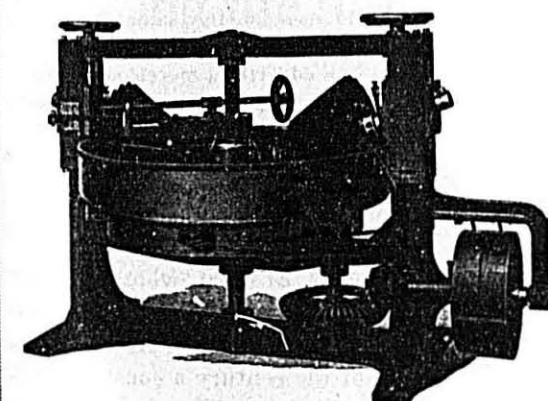
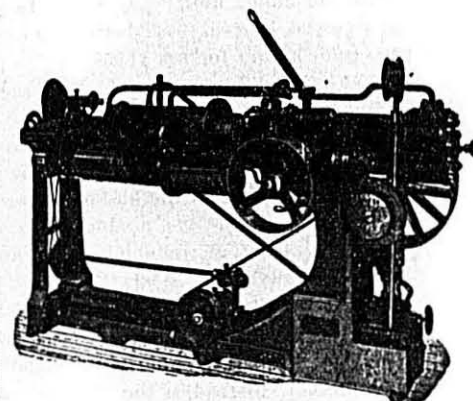
INCORPORATED

Builders of High Grade Macaroni Machinery

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

Office and Works
156-166 Sixth Street

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



Association Profits

By J. Crow Taylor in "Lumber"

"The man who serves best in his associations, whether they be local, state or national, or all three, profits most in association benefits.

"ASSOCIATIONS ARE WHAT YOU AND THE OTHER FELLOWS MAKE THEM. NOT ONLY DO THEY DEPEND MUCH UPON YOUR PERSONAL INTEREST AND ACTIVITIES, BUT IN THE FINAL ANALYSIS WHAT YOU, YOURSELF, MAY GET OUT OF ANY OF THESE ASSOCIATIONS DEPENDS CONSIDERABLY UPON THE ACTS OF SERVICE WHICH YOU RENDER THEM.

"THE BETTER YOU SERVE THEM THE MORE YOU ARE LIKELY TO PROFIT IN THE WAY OF BETTER KNOWLEDGE, BETTER UNDERSTANDING, AND THAT BROADER VISION WHICH MAKES FOR BUSINESS ALONG BETTER LINES AND FOR MORE FRIENDSHIP AMONG MEN IN A GIVEN LINE OF BUSINESS."

In the words of the Rotarians—"He profits most who serves best."

Business Good in Far Northwest

The Macaretti Macaroni company at Tacoma, Wash., is doing exceptionally well in business according to A. A. Crowcroft, secretary-treasurer and manager, who recently acquired the interests of John L. Day, builder of the plant. He is pleasantly surprised at the steady growth of consumption of these products in the northwest, where macaroni and similar products are becoming staple foods and graduating from the side dish class.

The plant, which occupies a tile factory building, 50x120, with additional shipping rooms on trackage, is equipped with modern machinery and rushed to capacity to supply the demand for its "Sun-Spun" brand which, through proper publicity channels, has been made quite popular.

"The output is distributed by jobbers over Washington, Oregon, Idaho, Hawaii and Alaska," he said. "About 95% of our products is sold to the American consuming public which is now quite thoroughly educated to the food value of macaroni and all alimentary pastes. The educational work of health experts and scientific men is supplemented by the steady campaign of the National Macaroni Manufacturers association."

"In former years this factory's business was more or less spasmodic, some good months followed by months of light trade. Gradually the demand has increased and stabilized, producing a more steady and even output. Selling our goods over an ever widening territory has contributed to our well established business."

Mr. Crowcroft has an able assistant

in George A. McCallum, superintendent of manufacture, a man of wide experience and one who is in close touch with the consumers of his products, and who aims at supplying them with quality goods. In its advertising campaign the Macaretti company emphasizes the gluten quality of macaroni and frequently makes use of the term "cereal meat" with the explanation that macaroni and cheese provide a dish of greater nutritive value, high in proteins and a most suitable equivalent or substitute for the best cuts of meat.

The progressive work of this little company in the northwest section of the country stands to its credit and is worthy of emulation on the part of larger plants which knowingly or unknowingly fail to take advantage of the opportunity presented in their sphere of distribution.

Advertising and Pay

Two natural questions arise when the matter of cost of advertising is discussed and they depend on the point of view. The manufacturer who plans to popularize his goods asks himself the question, "Will advertising pay?" while the buyer asks "Who pays for the advertising?"

While there may be some reason for the ever suspicious buyer to ponder over this question, the manufacturer who knows the value and the quality of his product should find a ready answer. Increased demands means increased production with corresponding increased profits and this absorbs the relatively small increased cost brought about by judicious advertising.

On this point we quote freely from a

recent article by E. T. Meredith, former secretary of agriculture and publisher of Successful Farming, whose wide experience and close study of this phase of business makes him a dependable authority.

ADVERTISING "PAYS" YOU

There seems to be a considerable interest in the effect advertising has on the price of merchandise. Here are some figures that are astonishing, and yet from personal knowledge you and I know them to be true.

In 1904 a certain automobile manufacturer built and sold 37 2-cylinder automobiles. The price of each was \$1,250. In 1915, the same concern built and sold more than 45,000 6-cylinder automobiles and the price to each was about \$950.

What created the demand and why was the price reduced? The answer to both questions is—advertising.

Who paid for the advertising?

The manufacturer didn't pay for it, because he made more profit out of each \$950 car than he did out of each \$1,250 car.

The consumer didn't pay for it, because he received a great deal better car for his \$950 than he did for his \$1,250.

Then who did pay for it? Echo answers "Who?"

It does take a lot of money to advertise; but advertising creates a demand. The filling of that demand necessitates quantity production. Quantity production is the cheapest means of reducing cost without decreasing quality.

When quantity production is required, the saving because of it is more than enough to pay for the advertising which is creating the demand. Instead of the consumer being required to pay for the advertising, he actually saves money, because he can buy advertised articles for less than he would have to pay for the same thing made in small quantity.

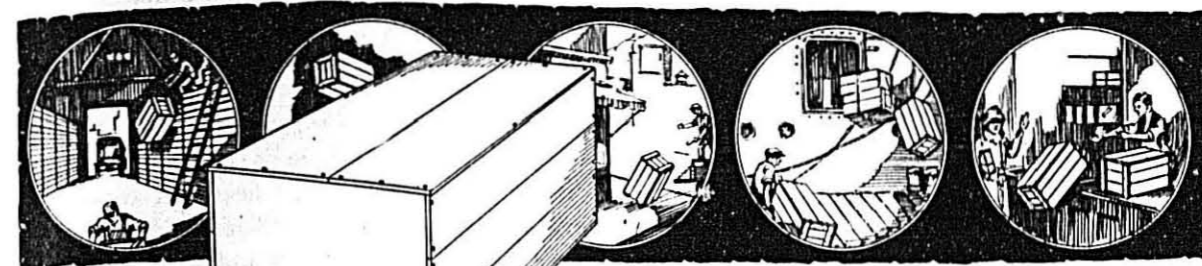
So well advertised merchandise is generally the best "buy." More quality and quantity can be obtained by the purchaser for less money when he orders well advertised goods.

DUN

Dun is a word whose meaning is known to every one who understands the English language. About the beginning of the century a constable in England named John Dun became celebrated as a first class collector of bad accounts. When others would fail to collect a bad debt, Dun would be sure to get it out of the debtor. It soon passed into a current phrase that when a person owed money and did not pay when asked he would have to be "Dunned." Hence it became common in such cases to say: "You will have to dun so and so if you wish to collect your money."

—Boxes.

The man who refused a million dollars recently and then decided to accept it must have had his rent raised.



Accidents Do Happen!

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

USE Wood Box Shooks

The TRIED-AND-TRUE Shipping Insurance

"A Request Will Bring a Quotation"

Anderson-Tully Company

Memphis, Tenn.

Facts About Chinese Eggs

The standard egg case used in the United States and Canada holds 30 doz. eggs. It is an oblong box divided into compartments by a partition on either side of which 15 doz. eggs are placed, 3 doz. to a layer. Between the layers, and between eggs in a layer, cardboard forms an individual safe box for each egg. A cardboard device called the "filler" is universally used.

The standard egg case in China is a 2-compartment box in which kerosene, 2 5-gallon cans to the box, arrives in that country. The Chinese thriftily reship it filled with eggs. Its capacity is 280, 300, or 360 eggs, according as the eggs are large, medium or small size. If the eggs are small, the net contents equal those of an American egg case.

The Chinese do not use cardboard "fillers." Instead they use rice hulls, wheat bran, kaoliang bran, or sawdust, and they pack the eggs in regular layers, with skillful distribution of the sawdust or other filling material to prevent breaking. The method is successful. When rice hulls are used, the cost is estimated at about 5c per case.

Facts about Chinese eggs should arouse in Americans at this time much more than a polite interest—for we have been eating Chinese eggs, and Chinese egg products. During 5 or 6 years past large quantities have been exported to this country and Canada, and marketed in large cities. The Pacific coast is actually worried about the situation, fearing its detrimental effect on the local egg industry. Acts especially aimed at the Chinese egg, to prevent its being marketed under any deceptive alias, are now operative both in Canada and this country. Chinese eggs can be marketed at a very low price.

The market value of eggs in 1 Chinese province, Shantung, has risen to such an extent that an estimated three fourths of the total "lay" is sold by producers. There are 1,500,000 hens in this province, and the average production is 84 eggs per hen. As average production goes, that figure is not low. It has been calculated by Department of Agriculture experts in this country that the average American hen produces little, if any, in excess of 90 eggs per annum. During the past 2 years, local egg prices have doubled in price in many parts of China, consequent on the export demand, and not long ago quotations reached the dizzy height (for the Orient) of 1c each.

Consumers and poultrymen in this country are naturally most interested in China as an exporter of fresh and preserved eggs. Yet various egg products the ordinary lay reader never heard of account for a much larger percentage of the Chinese egg production. These egg products are whole egg powder, dried albumen, liquid yolk, and dried yolk. The exports of yolk in a normal year are calculated to account for over 700,000,000 eggs.

Dried albumen is put up in tins holding 100 lbs. Liquid egg yolk is shipped in barrels holding 430 lbs. net. In addition, large quantities of frozen eggs are exported. These egg products are used considerably in the baking trade.

Why were not Chinese eggs talked of before now? The reason lies in a simple economic condition. It is only within recent years that the level of egg prices in this country has reached so high that financial interests cared to undertake the costs and risk of egg collection in China, shipment thousands of miles to North America, and final sale in this country. The margin existing was not sufficient. With American eggs selling at high prices, however, the situation naturally appealed to the speculator, whose activities have caused such a stir in Pacific coast egg circles.—The Grocers Review.

China Had First Macaroni

Macaroni is not made from flour, as supposed by a great many persons, but from the heart of the hard durum wheat known as semolina, in France as semoule and in Italy as semola. Semolina is made from the heart of the hard durum wheat, which was introduced into the United States about 15 years ago and is generally known as macaroni wheat.

Macaroni made from a soft wheat flour cooks up into a sticky, doughy mass. Macaroni made from 100 per cent semolina cooks up firm and tender, and if it is cured say from 17 to 14 days instead of being quick dried by hot air from 6 to 48 hours it has a most delicious flavor, for then it is true macaroni.

While Italy is usually credited with being the birthplace of this food, careful students declare that macaroni was first eaten in China, from which it was adopted in later years by Italy. It is known that wheat which is about as ancient as civilization itself was grown in Egypt and in China about 2700 years B. C. Egypt and China being regarded

as about the most ancient wheat countries, it is not surprising that either should be given credit for having originated macaroni.

In those old days, when wheat and other grains were ground with hand implements and when the wheel used was of the hard glutinous variety there is no wonder that in China at least wheat was known as the "divine gift." This makes it somewhat easy to understand why when macaroni first was introduced in Italy its legend of divinity went with it.—Washington Star.

A Sticky Past

The use of adhesives in connection with the manufacture of paper boxes has in recent years led to a remarkable variety of adhesives of all kinds being placed upon the market for the use of paper box and bag makers, the "Paper Container" informs us. Few realize, perhaps, that the manufacture of glue as an adhesive is many years older than that of box making, as an industry.

As an adhesive the use of glue can be traced as far back as the ancient Egyptians, who in the reign of Thotmes undoubtedly possessed of a knowledge of the art of veneering; that is to say coating a piece of wood with a thin layer of a more valuable material. Those who are interested in the ancient sculptures of Thebes a workman is represented engaged in this work of veneering, while another man is seen spreading the glue with a brush. This is also represented a fire upon which stands a pot for the glue, and what is evidently a piece of glue is shown.

This is, therefore, a certain indication that glue was used by the Egyptians any rate some 3300 years ago, and in addition to this there are numerous references to glue in the literature of the ancients and the Middle Ages. From this period, however, the use of glue in various industries became more and more pronounced, but it was not until sometime in the eleventh century that it seems to have been made use of in the box making industry. There were only 3 classes of glue in those early days, while in our time the number of adhesives which are used in many varied kinds of trade is probably ten times as great, if not more.—Boxes

Willingly and cheerfully doing a thing doubles the worth of the deed.

MACARONI PLANT FOR SALE

I have for sale one of the best macaroni plants in the United States, everything new, plant only been in operation for three months, situated in Council Bluffs, Iowa, on trackage. Through force of circumstances owners were forced into bankruptcy and the court has ordered building, grounds and equipment sold to the highest bidder. Property may be inspected at any time by applying to the trustee. Sealed bids will also be received by the trustee.

J. C. HANSEN,

Trustee in Bankruptcy.

551 W. Broadway, Council Bluffs, Iowa

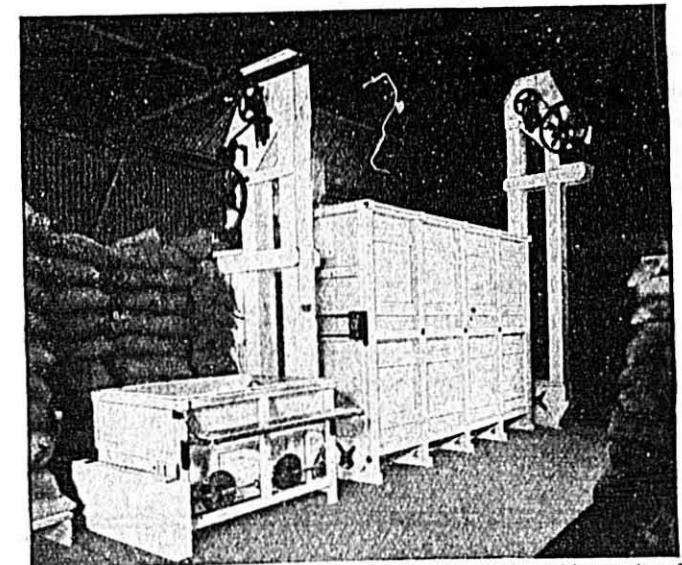
THOROUGHLY! ACCURATELY!

Describes the operation of the

Champion Automatic Weighing Hopper

Do you have dough trouble?

Do you have weight trouble?



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.

Then equip your plant with our sifter.
Let us help you solve these troubles.
Factories we have equipped are our best references.

Send us data about your building and let us make suggestions about hoppers.

CHAMPION MACHINERY CO.,

JOLIET, ILLINOIS

Trade Marks and Labels

"Soup-Krinkles"

The trade mark "Soup-Krinkles" of the Alexander Gallerani company of Pittsburgh was duly registered in the patent office, and registration rights granted for use on macaroni and similar alimentary pastes on Jan. 9. The company filed this claim for registration on April 12, 1922, claiming use of this trade mark since Jan. 15, 1921. It consists of the words "Soup-Krinkles" in heavy black type. It was given serial No. 162,169.

"Oro"

The trade mark "ORO" of the Celas' Inc., New York city, was filed with the patent office on May 11, 1922, for use on its macaroni products, claiming use of same since on or about Aug. 11, 1915. This trade mark consists of a large black circle within which are the letters "ORO" in white. All notices of opposition to this trade mark must be filed within 30 days of publication, which was Jan. 9, 1923.

"Home-Made"

The Home-Made Noodle Co. of Philadelphia on Sept. 16, 1921, filed with the patent office an application for the right to use the trade mark "Home-Made" in connection with its noodle products. This company claimed use of this trade mark since June 1, 1920, and was granted registration rights on Jan. 9, 1923. The trade mark was given serial No. 152,999.

"Nerone"

The Bonad'io & Merchiorri company of Pittsburgh filed with the patent office on July 17, 1922, an application for right to use the trade mark "Nerone" on its alimentary paste products. This

company claims use of this trade mark since June 20, 1922. The trade mark consists simply of the word "Nerone" in heavy black type. All notices of opposition must be filed within 30 days of publication, which was Jan. 16, 1923.

"Convento"

The Red Star Macaroni Co., Inc., of Brooklyn, has applied for registration of its trade mark "Convento" for use on its macaroni and spaghetti products. Application was filed with the patent office on July 19, 1922, and published Jan. 23, 1923. The company claims use on this trade mark since July 1922. The mark consists of the word "Convento" in outlined type. All notices of opposition must be filed within 30 days of date of publication mentioned above.

"Fortune"

The Fortune Products company of Chicago has been granted the right to use the title "FORTUNE" in connection with the macaroni, spaghetti and noodle products manufactured by that concern. The titles granted were given Nos. 25,483 to 25,485 inclusive. Application was filed on Oct. 17, 1922, and the title rights were granted on Jan. 23, 1923.

"Fiesta"

Sussman, Wormser & Co. of San Francisco filed application for registration of its trade brand "Fiesta" for use on macaroni, spaghetti, vermicelli, etc., on July 26, 1922. This notice was published by the patent office on Feb. 6, 1923, and all notices of opposition must be filed within 30 days of date of publication.

The trade mark submitted consists of a fanciful drawing of a woman in gala attire, in the act of playing a musical instrument, all in the form of a me-

dallion placed in the hook of the letter "F," the beginning of the brand name. The company claims use of the trade mark since June 1, 1922.

"Prince"

The Prince Macaroni company of Boston, on Jan. 19, 1922, filed its trade mark "Prince" for registration claiming use since Dec. 12, 1912. Notice of the request for registration was published on Jan. 30, 1923, as requested by law. All objections thereto must be filed within 30 days of date of publication.

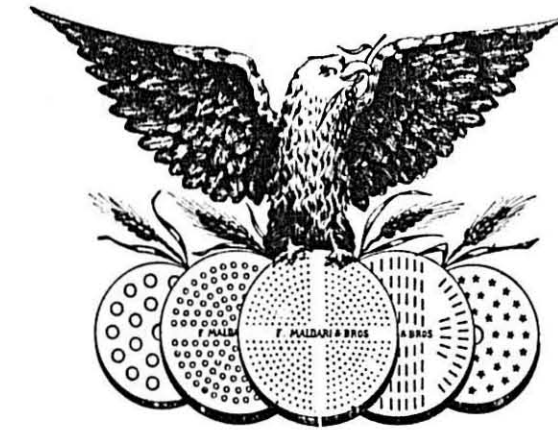
The trade mark "Prince" consists of the word in heavy black type with a fanciful figure of a prince or herald to the left of the word. The prince is attired in a costume of the middle ages and is in the attitude of blowing a long trumpet from which hangs a pennant carrying the words "Prince Brand." This company desires to use this trade mark on its macaroni products.

"Merrisalco"

The Merolla, Ricciardi & Salomon corporation of New York city on Apr. 24, 1922, filed with the patent office an application for exclusive use of the trade mark "Merrisalco" in connection with its spaghetti product. The company claims use since April 18, 1922. Application was published Jan. 30 and all objections thereto must have been filed within 30 days from date of publication. The trade mark consists of the word "Merrisaleo" in heavy black type.

This trade mark is for use on what this company terms a complete spaghetti dish; besides the spaghetti contents there is a small tube of especially prepared sauce and a portion of grated cheese, all the essentials necessary for making an appetizing dish.

Maldari's Insuperable Bronze Moulds with removable pins



FOR QUALITY

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Established 1903

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NEW YORK CITY

COMMANDER

**Semolinas
Durum Patent
and
First Clear Flour**

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

Ask For Samples

Commander Mill Company
MINNEAPOLIS, MINNESOTA

You Should Be Interested

in our new

SPRAY EGG YOLK

from selected eggs, particularly for the noodle trade. Also offering the highest grade

SPRAY WHOLE EGG

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"You Have Tried the Rest, Now Get the Best."

To obtain smooth and uniform macaroni USE

PENZA'S BRONZE MOULDS

with "Kleen-E-Z" Patented removable pins.

Material and workmanship guaranteed and prices are moderate.

Prices are quoted on dimension of mould and kind of macaroni.

FREDERICK PENZA & CO. 285 Myrtle Avenue **Brooklyn, N. Y.**



Macaroni and Forks

If "to live is to eat," eating must be considered as one of the oldest habits of man. That there has been a wonderful improvement in the food of man goes without saying. Just as there have been changes in the food itself there has been an equally radical change in the method by which foods were prepared and eaten. From the time of Lucullus and the other ancient epicures whose teaching and examples make eating a fine art, to the accepted rules of table etiquette is, of course, a long step.

Early man was satisfied with large quantities of smaller varieties than the man of this age. Every food of every nature has undergone changes since it first used to satisfy hunger, and to many particular foods are attributed reasons for the adoption of modern methods of preparing and eating.

It will not be at all surprising to the students of foods to know that macaroni and spaghetti are to be given credit for the introduction of one of the most useful instruments used daily at our meals. The ordinary, common yet indispensable table fork is referred to.

In ancient times, when the form of food was entirely different from that which satisfies us in this age, the fingers of the diners were wholly depended upon to convey the food to the mouth. This crude and unsanitary method satisfied mankind for centuries. The early Greeks, Romans and peoples of ancient Egypt and Babylon knew no such table implement as the fork, and historians tell us their table manners were crude and at times terrible.

In ancient times, as is still the practice in the far East, meat was commonly prepared in stews, or if roasted was cut in small pieces for the carver to assist consumption by way of fingers and knives.

The use of any kind of a fork at the table was unknown until the end of the fifteenth century.

While there may be some difference of opinion as to whether macaroni or spaghetti originated in Italy or in China there is no denying the fact that the Italians were the first Europeans to adopt this wholesome food and to make it a national dish. The chopsticks may have proven quite useful in the hands of the adept Chinese who from early childhood was trained in the proper handling of these implements enabling him to transfer the illusive, vermicelli and noodles to his mouth. The Italian, not so adept with the sticks had to depend on his knife and pewter spoon to handle these foods.

Necessity is the mother of invention. The evasive macaroni and spaghetti made life miserable for the diners, until one of the bright minds of the country conceived the idea of splitting the spoon into prongs with sufficient space between to permit twining of the macaroni and spaghetti strings thereon, assuring that food a safe trip from plate to mouth. Thus the spoon was the forerunner of the indispensable fork, credit for which rightly goes to macaroni and spaghetti.

Students of English history find that forks were not in use in England prior to the fourteenth or fifteenth century and that none of the kings of England had forks until after the reign of Henry VIII. In fact Queen Elizabeth is credited as being the first royal personage of England to have a fork. Even in her time forks were more ornamental than useful. During her reign macaroni and spaghetti were introduced into England by travelers to and from Italy and this table utensil designed to permit the ready handling of this new and popular food was fashioned and made fashionable.

The Changing Times

Whether it is more profitable and less troublesome to sell manufactured articles through jobbers or directly to the retail trade is a problem each manufacturer will have to solve for himself. Each plan has its good points and its drawbacks. Direct selling has created increased competition by forcing jobbers to put out their own brands; while on the other hand some jobbers have not been over fair in handling the business of the manufacturers. Printer Ink in a recent issue deals knowingly on this timely topic as follows:

"A few years ago when the manufacturers began to go around the jobber, larger wholesalers retaliated by putting up their own brands of different articles. It is possible that manufacturers will continue to antagonize the wholesaler, and in that case it is only reasonable to expect that the wholesaler will fight back and antagonize the manufacturer. We doubt, however, if the practice of eliminating the jobber will spread to any further extent among the manufacturers. We believe it has reached zenith and is going back. In fact it has been persistently said that some of the largest manufacturers who have taken this step would go back to the jobber if they did not have their capital tied up in their own distributing depots. It would be the part of wisdom if, both, recognizing the need of each other, could get together on an agreeable policy; the manufacturers to stay out of the distributing end and the wholesaler to stay out of the manufacturing end. On both sides there will be those who have gone too far and cannot turn back, but the tendency can be stopped and the interests of both better protected, and the consumer served economically."

Food Law Violation

Adulteration and misbranding of all-ventary paste. U. S. v. 314 Cases of All-ventary Paste. Default decree of condemnation, forfeiture, and destruction. (F. D. No. 16359. I. S. Nos. 17040-t, 17041-t, 17042-t, 17043-t. S. No. E-3887.)

On June 2, 1922, the United States attorney for the District of Maryland, acting upon report by the Secretary of Agriculture, in the District Court of the United States for said district a libel for the seizure and condemnation of 314 cases of all-ventary paste, remaining in the original broken packages at Baltimore, Md., condemned on or about May 20, 1922, alleging the article had been shipped by M. M. Kin, Norfolk, Va., and transported from state of Virginia into the state of Maryland, and charging adulteration and misbranding in violation of the Food and Drugs Act, as amended. A portion of the article labeled in part: (Carton) "Smith's Perfection Macaroni * * * Net Weight 16 * * * Guaranteed * * * to conform with The U. S. Food and Drugs Act of June 30, 1906. * * * Serial No. 14020 * * *". Another portion was labeled in part: (Shipping case) "25 Lbs. Bulk Net Weight Creamettes Elbow Macaroni * * *". The remainder of the article was unlabeled.

Adulteration of the article was alleged in the libel for the reason that it consisted in whole or in part of a filthy, decomposed, and dried vegetable substance. Misbranding was alleged with respect to

a portion of the article for the reason that the statement, "Guaranteed * * * to conform with The U. S. Food and Drugs Act, June 30, 1906 * * * Serial No. 14020 * * *," was false and misleading and deceived and misled the purchaser. Misbranding was alleged with respect to all of the said product for the reason that it was food in package form, and the quantity of the contents was not plainly and conspicuously marked on the outside of the packages, in that it was not correctly stated on some of the packages and not stated at all on others. Misbranding was alleged with respect to all the said product for the further reason that it was an imitation of and was offered for sale under the distinctive name of another article.

On July 17, 1922, no claimant having appeared for the property, judgment of condemnation and forfeiture was entered, and it was ordered by the court that the product be destroyed by the United States marshal.

—C. F. Marvin,
Acting Secretary of Agriculture.

India Wheat Acreage

The area seeded to wheat in India for the 1923 crop is estimated to be 29,511,000 acres, according to the first official forecast received February 3 by the United States Department of Agriculture from the International Institute of Agriculture at Rome. This estimate is 1,277,000 acres greater than the final

estimate of the wheat acreage of 1922 in India and nearly 500,000 acres greater than the average prewar (1909-1913) acreage. The condition of the crop is good, according to the latest reports available, and a good yield is generally expected. The total area of winter wheat seeded in the northern hemisphere for the 1923 crop, so far as has been reported to the department, now totals 109,631,000 acres, compared with 108,628,000 acres for the same countries last season. Increased acreages have been reported for France, Bulgaria and India. Decreases have been reported for the United States, Canada, Czechoslovakia, Poland, Rumania, and Spain.

PAVING THE WAY

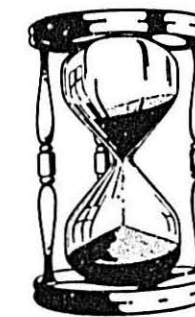
An Irishman was engaged at stone breaking on the roadside, but not being used to the work did not make much progress. A friend who chanced to pass by as Pat was vigorously belaboring a large stone tried to show him the right way. Taking the hammer from him he broke the stone with ease.

Said Pat: "Sure now, and it be easy for ye to break the stone afther I have been softening it for the last half hour."—Pearson's Weekly.

Discriminating Manufacturers

Use

Hourglass



Brand

PURE DURUM SEMOLINA AND FLOUR
RUNS BRIGHT, SHARP AND UNIFORM

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PHILADELPHIA OFFICE: 458 Bourse Bldg.

BUFFALO OFFICE:
31 Dun Building

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

BOSTON OFFICE:
88 Broad Street

PORT HURON, MICH. OFFICE, 19 White Block



International Macaroni Moulds Co.

252 Hoyt St.

Brooklyn N. Y.

Macaroni Die Manufacturers

Ask For Our Price List.

Where Sales Agreement Is Approved

The macaroni industry has never taken any concerted or definite action against the practice of selling macaroni below cost, says Benjamin R. Jacobs, director, National Cereal Products Laboratories. It is more than likely, however, that action may be soon taken after the question of costs has been decided. He continues:

"The federal trade commission has taken a stand on the question, as may be seen from the following excerpts from a speech before the National Wholesale Grocers association by Nelson B. Gaskill, chairman of the commission. Colonel Gaskill pointed out that the consumer is a producer also, and that in both capacities he operates on a competitive basis. As a buyer he wants to get all he can for as little as possible and as a seller he desires to receive all he can get. 'Each individual in his capacity as a consumer is obligated to pay a price which yields a profit.'

"Cutting selling price below cost is impairment of the seller's capital and nothing else. It means absolutely inevitable bankruptcy to the one who practices it unless the deficiency can be offset by a more than equal gain elsewhere. The single line seller who sells below cost is simply and quickly removed from business by the laws of mathematics and his creditors. But the field of business is harassed by the dealer who has the power to recoup losses sustained by selling one or more lines below cost by compensatory gains on the remainder of his business.

"Because I believe that selling below cost is an unfair method of competition, I BELIEVE THAT A GROUP AGREEMENT NOT TO PRACTICE THIS METHOD OF DOING BUSINESS IS A LAWFUL AGREEMENT. It seems to me as much a matter of internal concern and action in a trade association as is misbranding or commercial bribery. One man may not conduct his own business so as to injure another. Selling below cost with compensatory gain in an allied line is the use of the seller's property in a way which clearly injures his competitor."

In a recent report to congress the federal trade commission said in part: "The consuming public does not enjoy benefits by unfair price cutting to compensate it for the injuries following demoralization caused by price cutting. This for the reason that in the long

run unrestrained price cutting tends to impair if not to destroy the production and distribution of articles desirable to the public and hence it is not in the public interest."

The legitimate macaroni manufacturer has 2 obvious immediate courses to pursue to fight against the practice of price cutting.

First—Through its association the industry should have the federal trade commission get jurisdiction and absolutely forbid the selling of macaroni products below cost. This can be done only after all items entering into cost have been thoroughly investigated.

Second—The individual manufacturers, particularly the members of the associations, should subscribe to the principle which they believe should be followed and should go on record as an organized industry, which does not sanction methods of doing business that are distinctly harmful to the consumer as well as the industry.

Better Bulk Prices

The month of January saw a stiffening of prices on bulk macaroni and spaghetti in the eastern market, particularly in the New York sector which for many years was the chief dumping ground for both domestic and foreign goods. It is delightful to know that the minimum wholesale prices are on the upward trend while the spread between the highest and lowest offerings has narrowed, which would indicate that manufacturers are marketing fewer extremes in quality. This healthy tone in the bulk market will soon have a beneficial effect on the package goods, which in the eastern sections are still being offered at ridiculously low prices that allow little or nothing in the way of profits to manufacturers. During the week ending Jan. 27, the wholesale prices of bulk macaroni in the east ranged as follows:

Naples style, 20-lb. boxes, delivered or freight allowed to destination, \$1.35 to \$1.65.

Naples style, 22-lb. boxes, delivered or freight allowed to destination, \$1.48 to \$1.75.

Bologna style, 2-lb. boxes, delivered or freight allowed to destination, \$1.60 to \$1.90.

Genoa style, 20-lb. boxes, delivered or freight allowed to destination, \$1.70 to \$2.00.

Genoa style, 22-lb. boxes, delivered or freight allowed to destination, \$2.15.

Free Bread in Chicago

Keen competition between two of the largest chain store companies of Chicago resulted in a price slashing campaign the early part of February which brought about ruinous reduction in price of pound loaves and demoralized the baking situation. The fight was confined to The Great Atlantic and Pacific Tea company and the Piggly Wiggly stores with a result that bread was given away practically free. Daily reductions in the retail price of the 16-oz. loaf of bread resulted in the Atlantic and Pacific stores offering it at 2c, keeping with its policy "We understand all competition" the Piggly Wiggly advertised it would give free a 16-oz. loaf of bread with each purchase made.

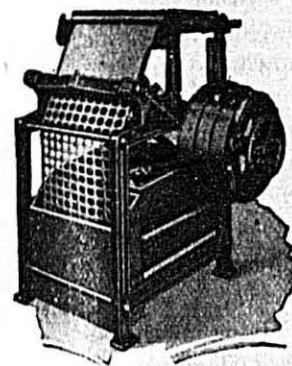
The large wholesale concerns were still asking 8½c and 10c retail for 16-oz. loaf and 12½c wholesale and retail for the 1½-lb. loaf. These considered fair prices, alike to both retailer and consumer enabling each get a fair share of profit which is legitimate right of all who are in business.

Macaroni in Same Boat

While there is no apparent semblance of a price war among the macaroni manufacturers, the central district reports some very low quotations on these products. Attention has been called to ruinous prices made by 2 concerns which are offering short cut macaroni at less than 5c per lb.

With semolina price near the \$5 mark it appears suicidal to quote price of this kind which is below ordinary cost of manufacture. Even if a price so low were justified on short cut products, its effect on the most costly goods is most harmful.

There is no good sound reason any firm to thus disrupt the business framework of the industry. Demand for macaroni products is so fully brisk and a price war is not needed to increase sales. What the trade really needs is better prices and destructive competition to the end that fair profits be realized to enable manufacturers to expend some money wisely in a much needed educational campaign that will bring about increased consumption among the class now using only a very limited quantity of these products.



"CLERMONT"

DOUGH BREAKERS
CALIBRATING DOUGH BREAKERS
NOODLE CUTTING MACHINES
FANCY STAMPING MACHINES

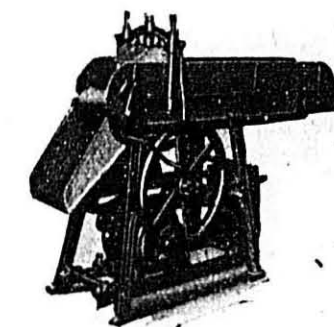
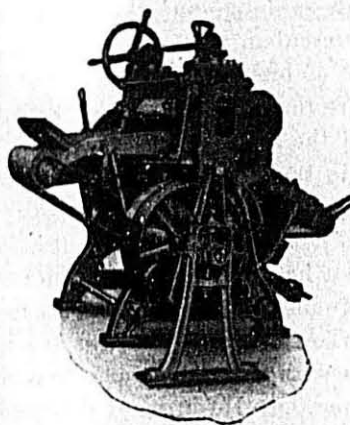
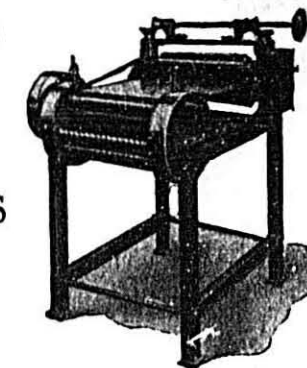
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MOSTACCIOLI CUTTERS

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

CLERMONT MACHINE CO.

77-79 Washington Avenue
Brooklyn, N. Y.



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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.

ADHESIVES

FOR

CARTON SEALING
PACKAGE WRAPPING
AND
LABELING

We make a complete line of Gums, Glues
and Pastes of every description
and for every purpose.

Let Us Know Your Requirements

Samples Gladly Submitted

The General Adhesive Mfg. Co., Inc.
474 Greenwich St., New York City

December Durum Receipts

While there was a general falling off in the receipts of durum wheat of all grades at the various primary markets as reported for December 1922 by government inspectors licensed under the United States grain standards act, the better grades of amber durum were more plentiful than the previous month. Of the amber durum class the receipts since July 1 are approximately 65% of the total reported for the 6 months of 1921, proving what was generally accepted as true that amber durum was a rather scarce article as compared with the banner year of 1921. While the quantity is low, the general average of the quality is higher. Of the No. 1 amber variety, 1421 carloads were inspected from July 1 to Dec. 31, 1922, as compared with 1436 carloads for the same period in 1921.

Amber Durum

Amber durum was quite plentiful during December when 1526 carloads of all grades were reported as compared with 1325 in November. The No. 1 variety was proportionally large, 245 carloads being inspected. Duluth reported 124, Minneapolis 75 and New York 27. The No. 2 grade led all others with 1008 carloads during the month as compared with 911 in November. Of these 390 went to Duluth, 153 to Minneapolis, 187 to Philadelphia, 172 to New York and 54 to Boston. A total of 173 carloads graded No. 3 during the month to 132 carloads of the same grade in November. Of this shipment, 72 went to Duluth, 63 to Philadelphia and 25 to Minneapolis. Exactly 100 cars were of an inferior grade. Of the total receipts of amber durum Duluth reported 657 carloads, Minneapolis 270, Philadelphia 251, New York 190, Boston 54 and the remainder scattering.

Durum

The durum receipts continue to indicate the largeness of this crop. For the six months, July 1 to Dec. 31, 1922, a total of 15,150 carloads was reported as compared with only 4853 cars in the same period in 1921. The No. 1 grade, however, was proportionally small, only 92 cars making this grade. Of these Minneapolis reported 42, and Duluth 18. The No. 2 grade receipts were the highest, a total of 1187 cars being reported, Duluth getting 457, Philadelphia 290, Minneapolis 265 and Omaha 34. Receipts would indicate that a considerable portion of the No. 2 and the No. 3 grades went into foreign mar-

kets, so many carloads having been sent to shipping ports. A total of 486 carloads inspected graded No. 3 of which Duluth reported 277, Minneapolis 118 and Philadelphia 47. A large proportion of this crop graded low, a total of 442 carloads being placed in this inferior class. The durum receipts during December show a slight falling off from the high November receipts, being 2207 carloads to 2691 for the previous month.

One-plate Macaroni Meal

The Good Housekeeping institute of the New York Journal in an interesting issue recommends that 1-piece meals should be served more frequently and at a great saving to housewives. It suggests several 1-piece menus that "sound" appetizing, macaroni in bread cases being one well worth trying. The cookery department of this widely known institute "tries out" every recipe before it is given out to the public. In connection with the serving of the 1-piece meals it is suggested that attention be given variety and color that serve so well to stimulate jaded appetites. This scheme is well carried out in recipe offered for macaroni which follows:

Macaroni and Vegetables in Bread Cases

Macaroni	Cold sliced meat
Tomato sauce	Lemons
Bread	Onions

The cooked macaroni should be well seasoned with salt, pepper, paprika and a dash of Worcestershire sauce. Mince the meat fine. Cut rather stale bread into slices 1 1/2 inches thick. Cut each slice in the middle and trim neatly into rectangular pieces. Remove the centers to leave hollow cases with walls 1/4 inch thick. Dip the outer surfaces of the cases in a good oil, melted butter or margarine. Brown in the oven or under the broiler flame. Cream small onions and serve in bread cups. Mince the meat fine and serve sprinkled over the macaroni. With the lemon cup holding the tomato sauce, you will have just the touch of color necessary.

Success Secrets

Onst there wuz a Man who had been in the Employ of a serTain firm for a number of Yeres.

He wuz worth Good Money to that company because he wuz familiar with the product an' How it wuz maid; an' the Policies of the company in turning out High Grade stuff; an' he new the pecUliarities of the executives of the Firm; an' he new he could Kall nearly every employee by name—an' lots of

'em by their first Name. This Man wuz gettin' a Good salary. Be the wuz broke out but it wuz increased severn Times until he wuz drawing Big Pay. Then aAffairs changed an' the Price of the product begun to drop; an' his business wuz dull; an' the Firm could not shut up Shop an' maid more money than to keep open, but for the Sake of their employees they kep' going. At last, however, a wage Cut wuz necessary an' later another.

Our Friend got Mad,—an' sed, "I'll not stand this. I'll go into bizness somewhere else."

He forgot that he had a real Service Value with the firm what he had been with so long, an' this Service Value represented what he new about the line of bizness, an' he could do better there than anywhere else. But he Quitted just the same.

He tried an' tried an' tried to get as good a job somewhere else. The wuz not as ezy as he had thought, for when he went out to Sell his Service he found that he had to offer them a Market Value an' he wuz in competition with men who could do as well or better than He in many different lines. His Actual Market Value wuz much less than his Service Value.

Won day he sat Down an' for the first time analyzed the siTuation, an' he wuz mighty sorry that he had quitted the job where he wuz worth more money than he wuz anywhere else. For the first time he learned the lesson that **READJUSTMENT means paying what a thing is worth—and know more.**

When he Learned this lesson he wuz a sadder an' a wiser Man. He went back to eat Humble Pie, an' to ast for his ole place back. But it wuz filled. Then he asted for any place—and found that the firm wuz layin' off men an' not takin' them on.

He had branes not to attempt to get into some little side bizness for hisself—besides he would have had 2 Months gage his Home to do it.

Today he is in the Odd Job Bizness—doin' a little here an' a little there when he gets the chanst. But believe me, **he wishes, as only Men can wish, to have maid this mistake, that he had understood the difference between Service Value an' Market Value.**

Enthusiasm sets the pace but common sense wins in a walk.

Borrowing may be a disease but lending is insanity.

The W. K. Jahn Co.

BROOKLYN, N. Y. INCORPORATED CHICAGO, ILL.
 Bush Terminal Bldg., No. 10 Telephone Sunset 8035 561 East Illinois Street Telephone State 6661

Importers of

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SPRAY PROCESS

EGG YOLK WHOLE EGG

Smooth, Velvety—No Grit

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

CONTRACTING NOW FOR 1923

Samples and Prices on Request

NOODLES

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

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

Special Noodle Whole Egg—

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

Special Noodle Egg Yolk—

Selected bright fresh yolk—entirely Soluble.

Samples on Request

JOE LOWE CO. INC.

"THE EGG HOUSE"
New York

CHICAGO BOSTON LOS ANGELES TORONTO
 Norfolk Atlanta WAREHOUSES Cincinnati Detroit Pittsburgh



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

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



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

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

THE HINDE & DAUCH PAPER CO.

220 Water St. SANDUSKY, OHIO
 Canadian Address: TORONTO—King St. Subway & Hanna Ave.

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

Gentlemen: Send us samples of your shipping cases; also prices on (quantity) _____
 Inside dimensions of boxes are: Length _____ inches, Width _____ inches, Depth _____ inches.

Name _____

Firm Name _____

Address _____

City _____

Smaller Wheat Acreage

Total acreage of fall wheat for 7 countries this year is placed at 69,945,000 acres, in official advices received by the United States Department of Agriculture. This compares with 70,966,000 acres for the same countries in 1922. The United States shows decreased acreage of 1,542,000 acres, or a drop of 3%; Canada a decrease of 42,000 acres, or 5½%; Rumania 668,000 acres, or 13%; Czecho-Slovakia 81,000 acres, or 6%; and Poland 72,000 acres, or 3%. France and Bulgaria show increases, the increase in France totaling 1,130,000 acres, or 10%, and in Bulgaria 254,000 acres, or 14%.

Decreased acreages are reported also in Hungary, Yugoslavia, England and Wales, Germany and Austria, but actual statistics are not available. A commercial estimate places the decrease in Hungary and Yugoslavia at 10%.

Condition of the European fall grain crops is reported as good, especially the early sowings. Good crops are reported in England and Wales, Italy, France, and Spain. Snow coverings are protecting the crops in Russia, Germany, Poland, and the Balkans.

Wheat Varieties Classified

The multiplicity and duplication of names of the more than 200 distinct varieties of wheat commercially grown in the United States has caused great confusion among agronomic workers, crop growers and crop users. In response to a demand for information on wheat varieties from farmers, plant breeders and others, the Department of Agriculture has published Department Bulletin 1074, classification of American wheat varieties, which describes, illustrates and lists the synonyms, and gives the distribution of the varieties of wheat grown in this country. This meets the need for a practical and usable system of classification that will standardize the varietal nomenclature and enable growers to identify the varieties with which they are concerned. The origin and history of each variety also is given. The names and varieties have been standardized in accordance with a code of nomenclature prepared by C. R. Ball and J. Allen Clark of the department, and adopted with slight changes by the American Society of Agronomy. The bulletin should form the basis for future work in wheat im-

provement, prevent much duplication of work in conducting varietal experiments, and aid in preventing the fraudulent or unknowing exploitation of old varieties of wheat under new names. Its greatest value, however, should be in providing a compendium of the wheats of North America for all workers in the wheat industry, especially those who have only a limited knowledge of the varieties grown.

Opportunity

"At some time or other 'opportunity' knocks at every man's door." The speaker believes it. The young men just graduated, and about to go forth into various avenues of life believe it. In fact everybody believes it. But is it an absolute truth? I am sitting by my fireside. I shall continue to sit by my fireside. I will keep both ears wide open; and even if by chance I doze off I will keep at least one ear open that I may hear the welcome knock. But I have continued so for days, and the days have run into years and I have not heard the expected guest. Now alas I am an old man and if my belated guest should arrive what have I to offer him? Has not this been the experience of so many men and women? They have entered life with so much buoyancy and hope yet all has been turned to ashes. Have they not waited for the knock, but alas waited too long? Opportunity does knock at some doors, we might say even boisterously at times, yet not every man's door. I have seen men given one opportunity after another but they were worse than wasted. It was simply casting pearls before swine. They had never had to exert themselves when younger and their backs could not bear the burden. As a guest opportunity was never congenial with their surroundings. Their idea of life was "flowery beds of ease." Opportunity demanded work which was entirely opposed to their dreams of success. Young man, awake from your fireside. Opportunity like a phantom glides forth in the hazy distance. Go forth in the early morning, and continue thy diligent search until the evening dews settle down upon fragrant field and woodland. Then perhaps as you pitch your little tent in the gathering darkness and lie down for refreshing slumber a pleasant surprise will await you in the cool red of the early morning. A guest stands at the

opening of your tent door. He stands with hands extended and cheerful smile. It is he for whom you have been so diligently searching. Invite him in for he has been watching your feeble efforts to overtake him. Now he will reward you for going out to try and overtake him on his fleet steed. Young man—sit by your fireside and listen. All of no avail. Opportunity seldom knocks, but calls from the hills and valleys "Come forth! Come forth! Come in all beauty and strength of youth, for youth and opportunity are fellow adventurers. Delay means disappointment and failure and hopeless remorse.—F. Scott in Grocers Review

Common White Wheats Lead

The common white wheats, of which there are 52 distinct varieties, are grown principally in the far west and comprise about 5% of the total wheat acreage, according to Farmers Bulletin No. 1301, The Common White Wheats by J. Allen Clark, John H. Martin, and C. E. Leighty, bureau of plant industry, United States Department of Agriculture. In general the common white wheats are inferior in bread making qualities but in certain sections they outyield the ties of hard red spring and hard red winter wheats sufficiently to make up for any differences in price. Most of the common white wheats are soft and starchy and are used in the making of pastry flour and breakfast foods and when used for bread are blended with the flour from the hard wheats.

The bulletin takes up a detailed discussion of each of the varieties and gives their adaptation and value in the different sections where grown. The Pacific bluestem is the variety most widely grown and is the most productive spring wheat in eastern Washington and northern Idaho. Goldeoin is the winter variety of white wheat most widely grown but, except in certain localities, it should be replaced by more productive varieties of a better quality. Maps showing the areas where these white wheats are grown, and half ton plates showing the distinguishing characteristics of a number of the more important varieties are included in the bulletin and make it a valuable source of information for the wheat grower. Those interested can get a copy free of charge by writing to the department at Washington, D. C.

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Notes of the Macaroni Industry

Macaroni at Food Show

Macaroni, spaghetti and similar products were displayed in large quantities and varieties at the National Food Show and Household Exposition held the first half of February in Convention hall, Washington, D. C. Elgen Rowe, food show specialist who is serving as expert adviser to the grocers, was enthused at the large number of exhibits of macaroni products arranged for the show, which emphasizes the great demand now existing for these articles.

"The war doubtless caused this wide spread eating of macaroni and spaghetti," said this specialist. "During the war meat was at a premium and the people got into the habit of using substitutes. That the people turned toward macaroni is not surprising when one considers its high food value and the fact that the Italian people live almost solely on this food."

As a feature of this food show motion pictures illustrating every process in the manufacture of well known foods were daily presented and free sample packages with suitable recipe booklets were distributed.

Change in Noodle Company

A change was made in the ownership of the Shamokin Noodle company of Shamokin, Pa., last month when the majority of the stock was transferred from J. E. Herbold to Charles D. Zimmerman of that city. Mr. Zimmerman plans to increase the capacity of this plant, though for the time being the sales policy of the former owner will be followed.

Macaroni and Raisins Clash

The Youngstown Macaroni company of Youngstown, Ohio, has filed a suit against the Sun-Maid Raisin Growers of California for \$19,740 for alleged breach of contract. The macaroni company claims that on Oct. 28, 1922, it placed an order with the defendant for 8000 cases of dried black grapes, not with the intention of using them in macaroni but as a side line, as this company also carries on a business in imported goods and specialties. The petition for a temporary injunction which was granted by Judge J. H. C. Lyon on Jan. 10 further alleges that the failure of the Sun-Maid Raisin Growers to deliver the products cost the macaroni company losses to the amount of \$18,000. On Dec. 20, 1922, according to the

petition, a carload of merchandise was sent from the Sun-Maid company on a sight draft for \$4500. Plaintiff avers that it thought the carload was part of the 8000 cases ordered, but when it was opened it found it contained mixed raisins for which the buyer had no use and for which no contract had been made. An attempt to collect on the contract by the Sun-Maid company prompted the macaroni company to seek the temporary injunction.

Diamond Company Doubles Capacity

The Diamond Macaroni company, which was incorporated in April 1921 and occupied small quarters at 507-09 East Georgia st., Memphis, has enjoyed such a wonderful business that it was found necessary to seek more commodious quarters. Late in the year 1922 the company moved to its present site at 400 North Main st., where improvements were made to allow doubling of the old capacity. The production, which now equals more than three fourths of the increased capacity, is practically all sold through the jobber trade in 8-oz. packages and 20-lb. boxes. R. D. Buchanan is president; T. E. Reese, vice president; G. E. Vogel, secretary; and H. A. Moore, treasurer of the firm.

Awarded Gold Medal

Generoso Muro, a small and practically unknown maker of macaroni products with an insignificant plant at 143 Wooster st., New Haven, has won premier honors for his macaroni products at the Milan exposition in Italy against all entrants, according to the report in the New Haven Union of that city on Jan. 20, 1923. The news is all the more surprising in that the manufacturer is unknown except in his restricted neighborhood and nowhere in the list of manufacturers of macaroni and similar foods is he even listed as a producer of this foodstuff. The article is quoted as it appeared:

Makes Better Macaroni Than Italy

Word was received in the city today that Generoso Muro, a baker and manufacturer of macaroni at 143 Wooster st., has been awarded the gold medal and has been made a chevalier of industry at an international exhibition just held at Milan, Italy. Mr. Muro's exhibit was a quantity of macaroni which was made at his place of busi-

ness in this city and the fact that he should outstrip the native makers of this famous foodstuff and that the gold medal should go to a manufacturer outside of Italy, which has been regarded as the home of the industry, has caused considerable favorable comment. Mr. Muro has been engaged in the manufacture of macaroni since 1921, and has been in New Haven for 30 years.

Tested Macaroni Recipes

Pleasing to King or Peasant

Discriminating people who enjoy tasty dishes of macaroni, spaghetti or noodles and who desire a variety are frequently tempted to try out a very tasty dish of Italian origin known as "Ravioli." This tasty yet simple food is prepared by the different European nationalities in slightly varying ways but to the Italian belongs the credit of preparing this pleasing dish in its most appetizing form.

We give below a recipe which if properly followed out will produce food that will stimulate even the most jaded appetites. Because of its being found in practically every household, flour is recommended as the chief ingredient though the use of durum semolina will greatly add to the food value of this dish.

Ravioli

½ lb. of flour
6 oz. of ham
2 or 3 eggs
¼ lb. Gruyere cheese or any dry cheese.

Mix the eggs thoroughly in the flour and knead at least for 20 minutes. Roll the mixture out till it is almost as thin as paper and lay on a clean cloth to dry for a short time. Cut out circular pieces with a jam-tart cutter and place a spoon of the ham and cheese chopped finely on each piece.

Fold over into half moon shapes, nipping the edges lightly together and decorating them any desired pattern. These can be fried or boiled. Fry in boiling fat to a light golden color and garnish with parsley, or for boiling drop them into a saucepan of boiling water, well salted. When cooked, they will rise to the surface. Never touch them when once in the water. Drain off the water very thoroughly and serve very hot, garnished with chopped parsley.

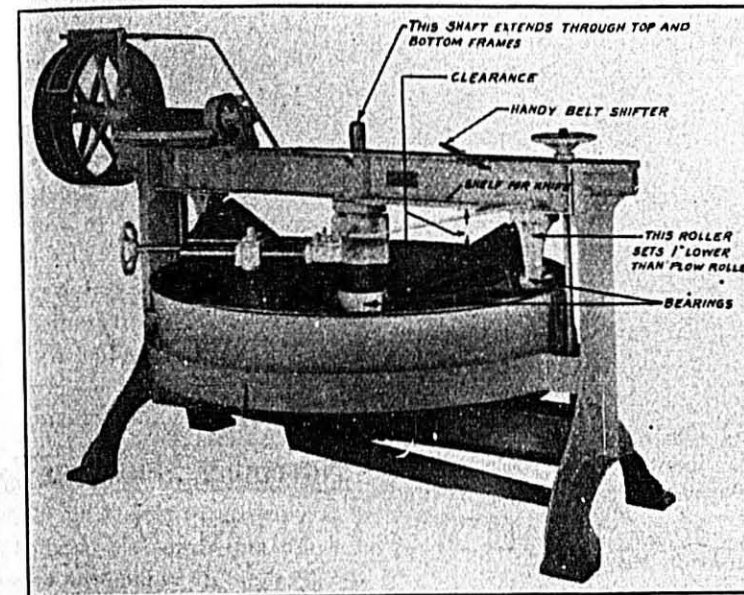
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Double Action Kneader

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.

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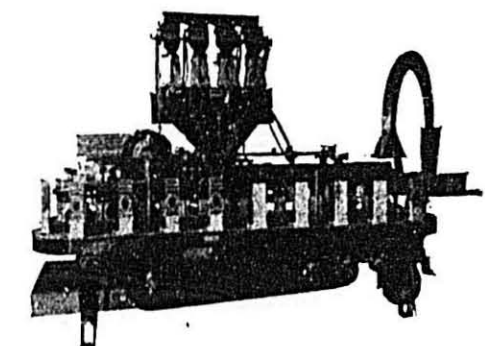
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(Successor of the Old Journal—founded by Fred Becker of Cleveland, O., in 1903)
A Publication to Advance the American Macaroni Industry
Published Monthly by the National Macaroni Manufacturers Association
Edited by the Secretary, P. O. Drawer No. 1,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

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

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

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Vol. IV February 15, 1923 No. 10

A Thorough Macaroni Study

The study of macaroni, its mode of manufacture and food value, while not yet introduced as part of the course in the universities of the country, still is getting some attention, as one may judge from the interest shown by students and faculty.

Information is being sought and gathered from various sources by a student of Harvard university, who is preparing a thesis on "The Macaroni Industry in the United States." For his guidance he is seeking advice and data that even the encyclopedia fails to furnish. Individual manufacturers have been approached and the National Macaroni Manufacturers association has been asked to help in whatever way possible in the preparation of this the-

sis, for which is submitted the following tentative outline:

TENTATIVE OUTLINE

Macaroni Industry in the United States

1. Origin and Development.
 - (a) History of product.
 - (b) Early methods of manufacture.
 - (c) History of consumption and public attitude.
2. Present Manufacture in U. S.
 - (a) Companies in the field.
 - (b) Capital employed.
 - (c) Record of growth of volume of production.
 - (d) Volume of business—bulk goods—package goods.
 - (e) Volume of present U. S. manufacture.
 - (f) Raw material supply, past, present, future.
 - (g) Profit and costs.
 - (h) Rates of imports to domestic manufacture.
 - (i) Mortality of concerns in field.
3. Distribution Factors.
 - (a) Number and types of dealers selling macaroni.
 - (b) Possible further channels.
 - (c) Distribution difficulties.
 - (d) Types of sales organization used.
 - (e) Sales policies and methods used.
 - (f) Sales arguments and general basis of selling.
 - (g) Price policies.
 - (h) Guarantees and service offered.
 - (i) Bulk and branded goods. Jobbers' brands.
4. Consumption Factors.
 - (a) Present per capita consumption.
 - (b) Analysis of present sales volume.

- (c) State of mind of consumer.
- (d) Conditions affecting consumption.
- (e) Consumption by states and sections.
- (f) Increase in consumption over a period of years.
- (g) General analysis of future consumption.

If one thinks he knows all about macaroni, a study of this outline would convince him that there are many angles and puzzling ramifications of the business that have not been given the attention they deserve. Jot down a story based on this skeleton and send the resultant article to your trade paper for publication. The readers will enjoy them and the industry will profit by hearing the diversified views of those closely connected with the business.

November Macaroni Exports

According to report by the bureau of foreign and domestic commerce of the department of commerce covering November 1922, the exportation of macaroni, spaghetti and noodles for the month reached a total of 487,338 lbs. a scheduled value of \$39,797. This compares favorably with the monthly exportation during the last half of the year. Since January 1, when the exportation of these products was first segregated from other foodstuffs, the total quantity of exports for the 11 months of 1922 reached 6,869,689 lbs. valued at \$553,394.

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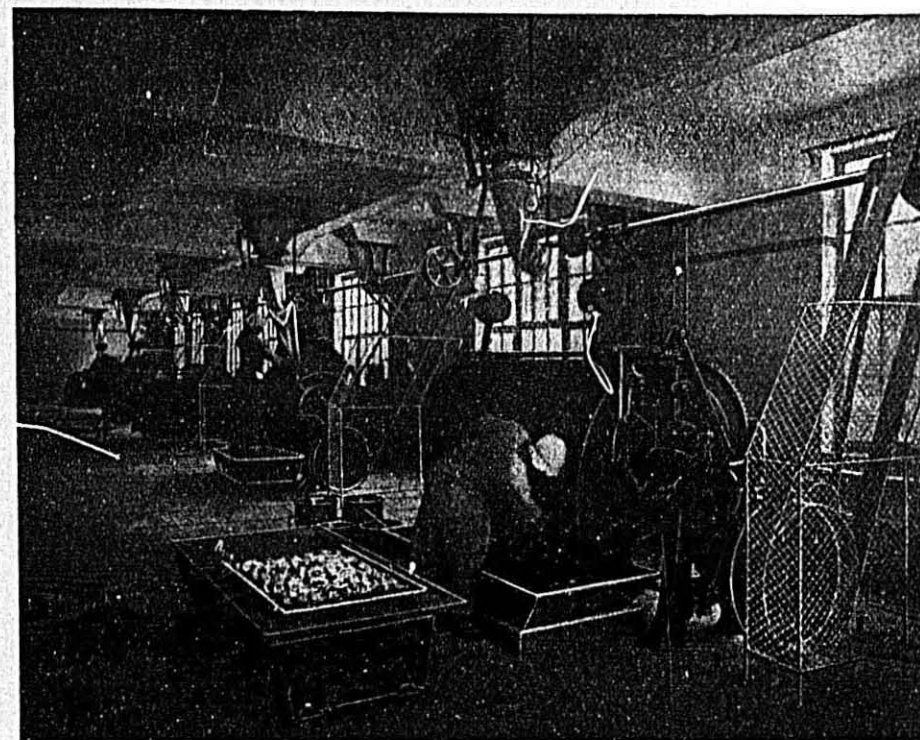
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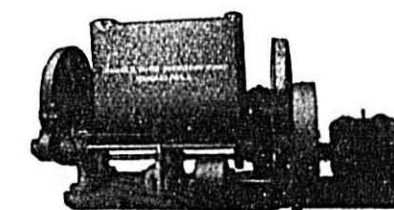
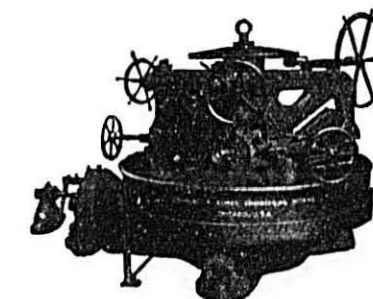
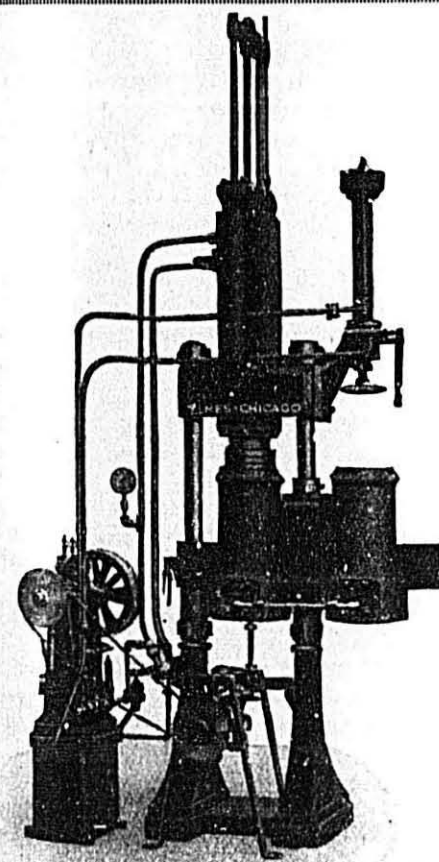
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Section Meetings Create Interest

Much interest was created in the various problems confronting the macaroni manufacturers as considered at the sectional meetings in the northeastern states under direction of Dr. B. R. Jacobs, technical adviser for the National Macaroni Manufacturers association, the first of February. These meetings had for their primary purpose improvement of the relationship between manufacturers in each locality and to give specified consideration to the matter now foremost in the minds of all food manufacturers, that of elimination of wasteful sizes, shapes and forms of containers, a movement in which the department of commerce has shown considerable interest.

Dr. Jacobs was pleasantly surprised at the intense interest and enthusiasm manifested by the large attendance at each meeting and was greatly encouraged by the unselfish spirit generally shown at these meetings where selfish desires were made subordinate to the interest of the industry in each locality. The schedule for meetings for the first half of February was as follows:

- 5, Chamber of Commerce, New Haven.
- 9, Quincy house, Boston.
- 10, Clark hotel, Fulton, N. Y.
- 12, Onondaga hotel, Syracuse.
- 13, Seneca hotel, Rochester.
- 14, Statler hotel, Buffalo.
- 15, Fort Pitt hotel, Pittsburgh.

Organization Cures Evils

Much has been and will be said about the evils which prevail in the industry and how it would be possible to eliminate them through organization and understanding. That all industries have

worries and troubles similar to that affecting macaroni manufacturers only serves to concentrate the best brains in the business on what might be the best means of eliminating harmful practices.

The following adaptation from a short article in Baking Technology forcibly applies to the macaroni industry, and should be given deep consideration by every macaroni manufacturer who is alive to the present situation and anxious to bring about a more friendly relationship among members that will make hopeful progress possible:

Manufacturers and Chickens

"If members of the macaroni manufacturing industry sigh in sorrow because foolish manufacturers lose their tempers with one another and launch into disastrous wars that bankrupt all involved, then consider the sad case of the fellow who owned prize taking White Wyandottes.

He took 11 cockerels to a chicken show. While they could rub neck feathers with one another they grew up as brothers in peace. But when separated even for a single week they completely forgot their brotherhood. Once released in the barnyard after the show, they flew with one accord at one another's throats.

When the harried poultryman could get his broom into action to sweep up the mess he didn't have a cockerel left. All there was fuss and feathers. The answer, of course, is that the one sure cure for evils in the macaroni manufacturing industry is organization—more and more organization. Organization for each city. Organization in each district. Meetings as often as possible."

"An Ideal Employee"

Nine essentials in the making of perfect employe were outlined by Col. William C. Spruance, vice president of the DuPont de Nemours Powder Co., Wilmington, in an address to the students of Princeton university, as follows:

COOPERATIVE—None can succeed alone; success is the sum total of the successes of all the members of any organization minus their failures. Give and take assistance; be willing to help and open to suggestion; eager to try any new idea or scheme that offers possible advantage.

RESOURCEFUL—Don't be afraid of difficulties, nor dismayed by temporary setbacks; show backbone and persistence to overcome obstacles.

ECONOMICAL—Guard against waste, be saving of time, effort and materials and suggest more economical methods to your employer.

CAREFUL—Avoid loose methods in the office or on the road, or recklessness in field or mill operations.

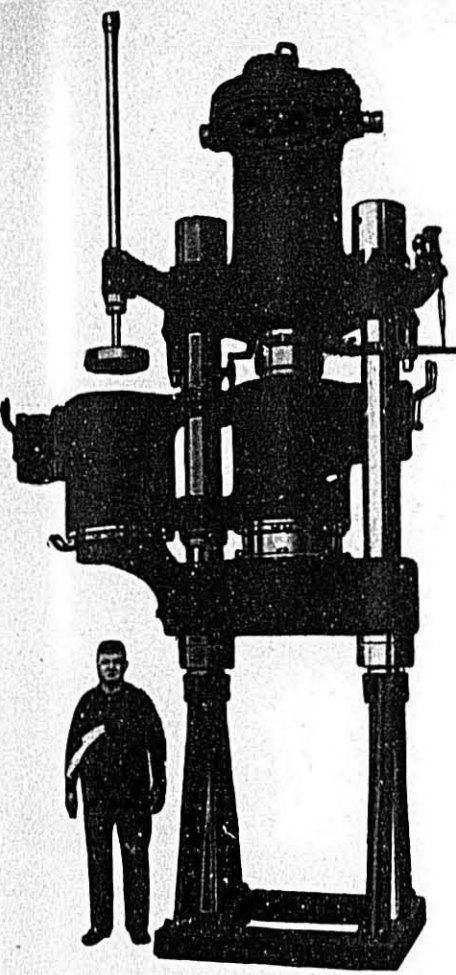
COURAGEOUS—Have the courage of your convictions, and give your real opinion when asked, even if it seems to be on the unpopular side. He who shies steps responsibility reveals unfitness for responsibility.

OBEDIENT—Each employe is a private or officer in an industrial army. By following instructions wholeheartedly and explicitly you will qualify as an executive.

SYSTEMATIC—United, efficient work is possible only through system. Systematize your work, study all instructions, and religiously follow the system in effect.

LOYAL—Recognize the mutual interest of your employer and yourself.

SINCERE—Flatterers, traduce talebearers, or traitors are not wanted. No criticism of any employe, officer or competitor is desirable that may not honestly made face-to-face and for the intended benefit of the accused.



John J. Cavagnaro

Engineer and Machinist

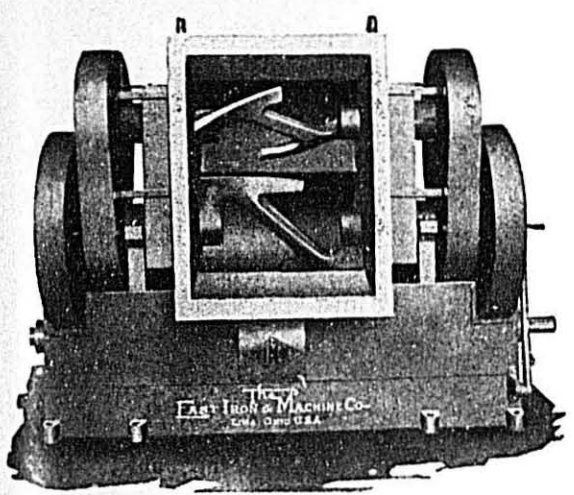
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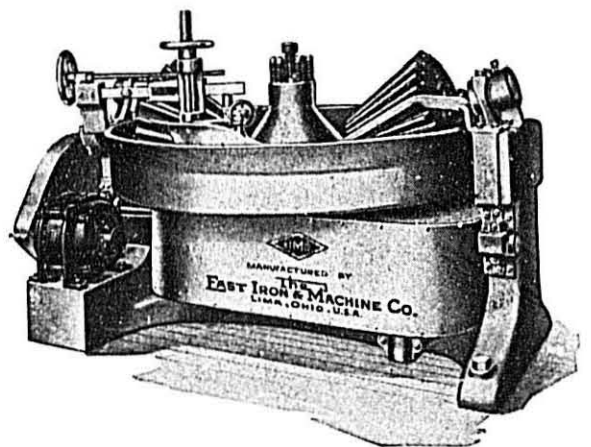
"Eimco" kneaders knead the lumps of dough, as they come from the mixer, into one solid ribbon and give it uniform texture and they do it quicker and better than ordinary kneaders. They are equipped with plow and have scrapers at rolls to prevent dough from clinging. All gears are fully enclosed.

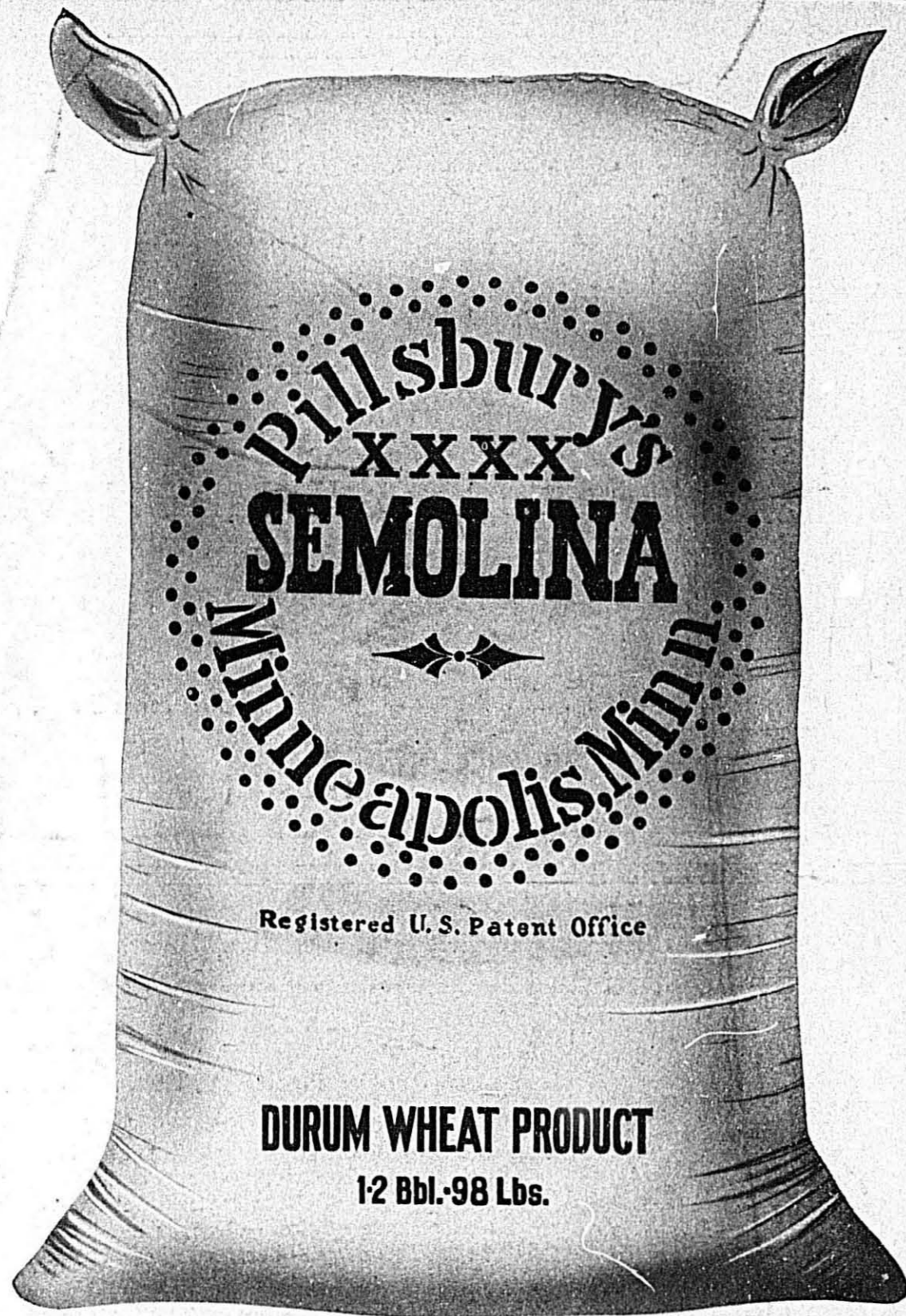
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