

**THE NEW  
MACARONI  
JOURNAL**

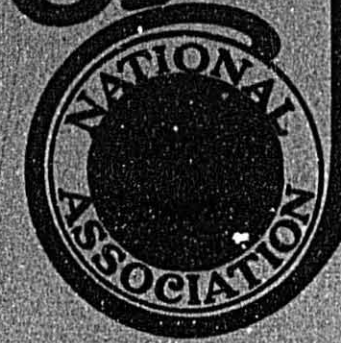
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**March 15,  
1923**



*The New*  
**Macaroni Journal**

Minneapolis, Minn.  
March 15, 1923



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

Volume IV

Number 11

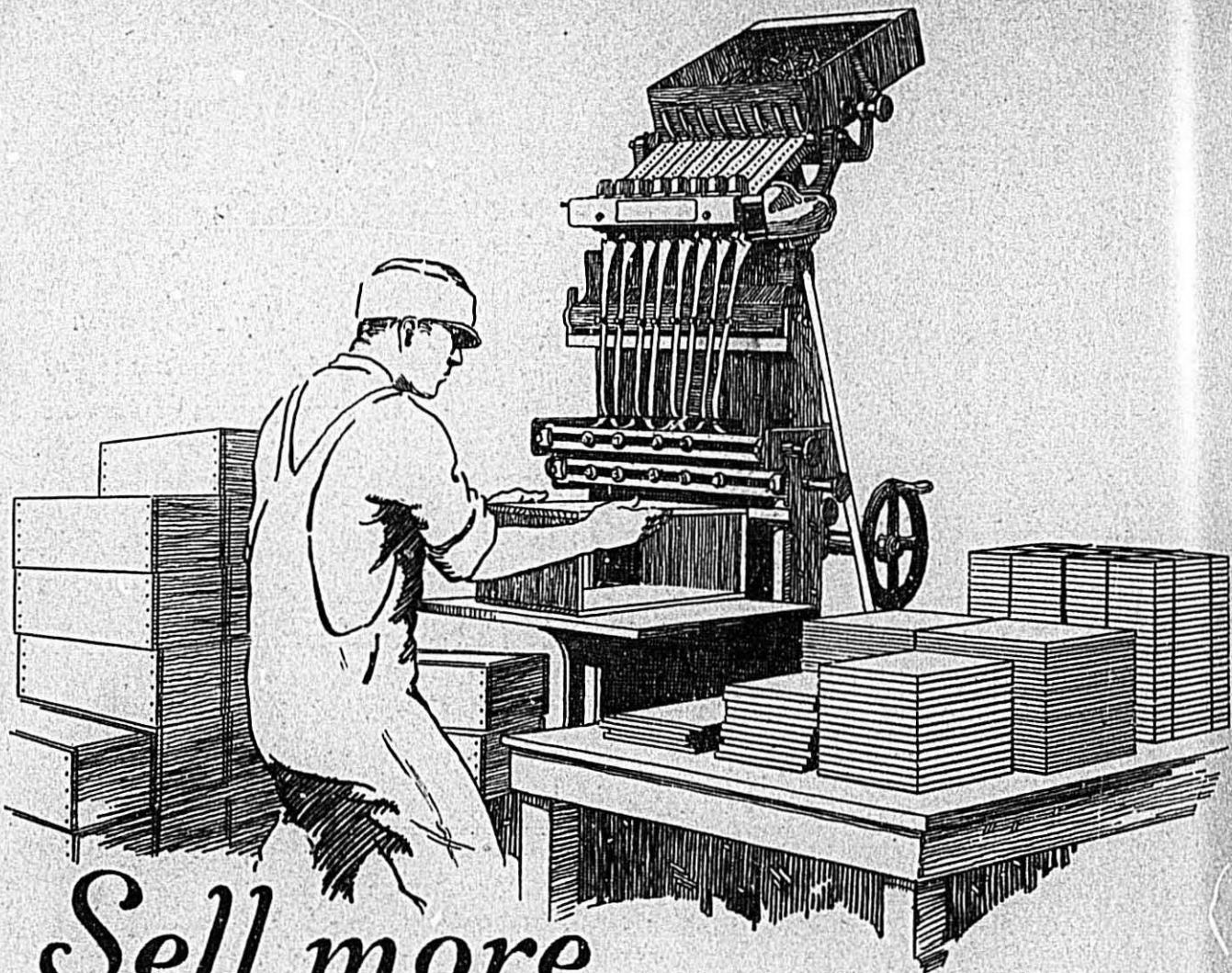
### **"Cheap" and "Dear"**

All works of taste must bear a price in proportion to the skill, taste, time, expense and risk attending their invention and manufacture. Things called dear are, when justly estimated, the cheapest; they are attended with much less profit to the artist than those which everybody calls cheap.

Beautiful forms and compositions are not made by chance nor can they ever, in any material, be made at small expense. A composition for cheapness and not for excellence of workmanship is the most frequent and certain cause of the rapid decay and entire destruction of arts and manufacture.--*Ruskin*

*Moral:- Cheap products bring you ruin;  
Quality products bring profits and a good  
reputation.*





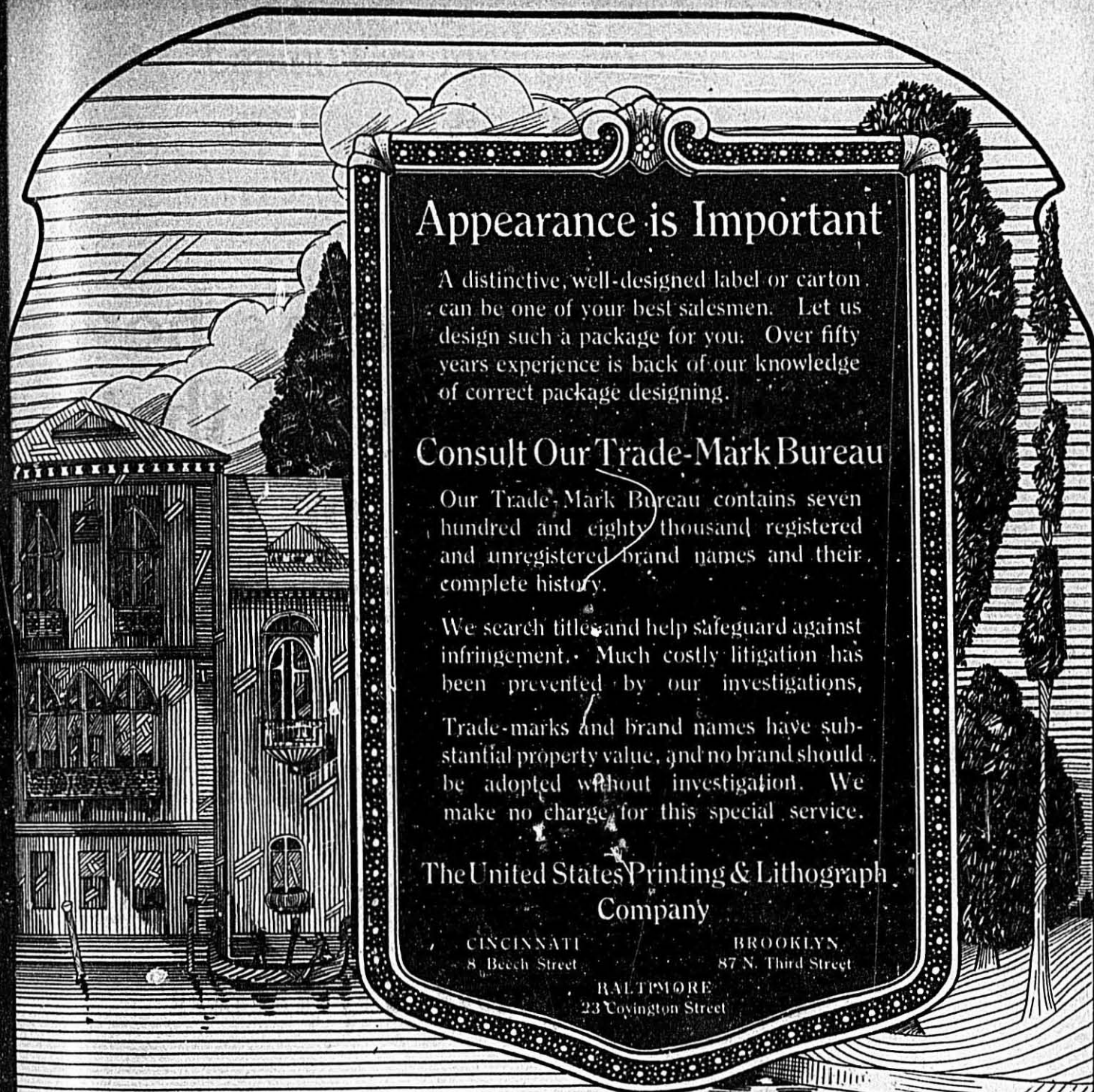
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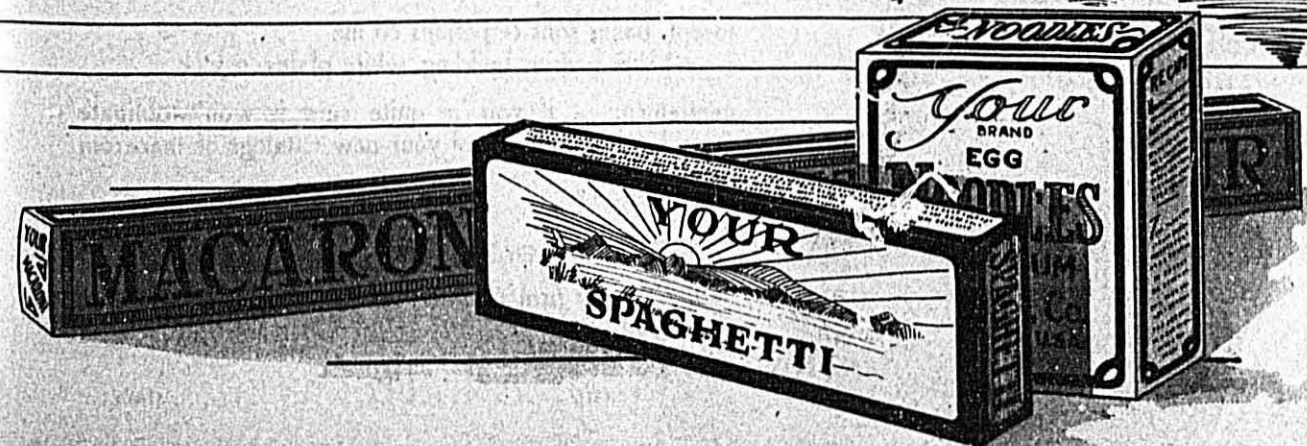
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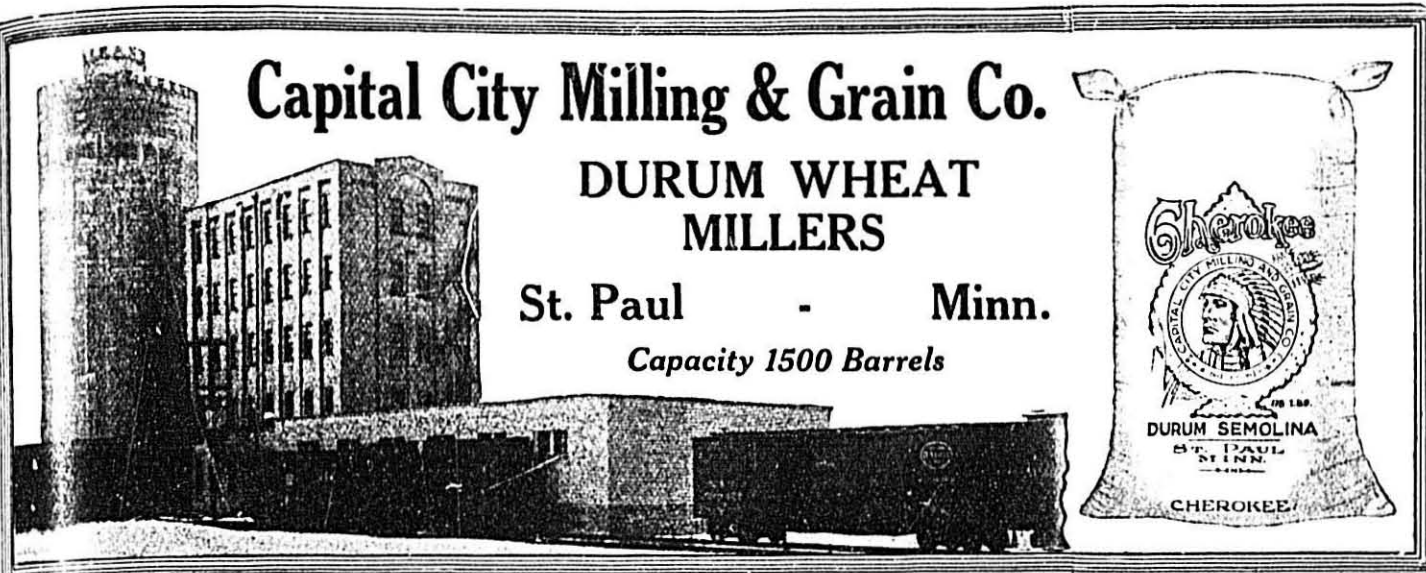
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# MACARONI JOURNAL

## Good Will

"Good Will," an intangible asset, means nothing more or less than the "will to do good."

In the whole world, there is nothing of greater importance than "Good Will," and it is indispensable, particularly in the business world.

The value of "Good Will" to individual or firm in business is manifested in the treatment accorded him by the better class of buyers, once he enjoys the "Good Will" of his customers.

Successful business men invariably will attribute their success to their ability to establish and hold the "Good Will" of their employes and customers.

How much is your "Good Will" worth to you or to your company? Were you to sell your plant at this moment, how much would you charge for the "Good Will" that you enjoy among the producers in your plant and among the distributors and consumers of your products?

Here is a practical example of the value of "Good Will" in business. Recently the president of a \$55,000,000 corporation made public a statement that he would sell the buildings, stock on hand, machinery and other equipment for less than their cost, but that he would not sell the "Good Will" which had accrued to his company for one cent less than \$55,000,000.

To macaroni manufacturers, "Good Will" is an asset of the utmost importance. Now that practically every one engaged in the business knows how to make the highest quality of macaroni, spaghetti and noodles, it is no longer a question of ability to keep our goods on a par with those of our competitors but rather of willingness to do so. Hence success or failure depends on the amount of "Good Will" one has acquired through honest business dealings.

Macaroni manufacturers must try to establish their "Good Will" not only among consumers but with various other agencies, all of which have an important bearing on the ultimate success of the business. Each should strive to gain and hold the confidence of his Employes, Salesmen, Customers, Trade Association, Allied Trades and of his Fellow Manufacturers.

Having the "Good Will" of all your workmen from the high salaried superintendent to the janitor means absence of petty troubles that are often more annoying than expensive and creates a smoothly working force. Employes are necessary in every plant of any consequence. Whether you employ one or a hundred people, you will find that it pays to treat them fairly and honestly and to let them feel that they are a most necessary part of your business. Gain their "Good Will" by daily demonstrations of your readiness to do them good, willingly.

Your Salesmen are your representatives. They are the

link between you and the distributors or consumers. They can make or break your business. You can hire or fire salesmen, but successful salesmanship results only when one gets the individual "Good Will" of both his employer and those whom he sells. Set them a good example. Become directly interested in their problems. Discourage all sharp practices, recognize merit wherever manifested and appreciate it by showing the deserving one your "Good Will."

Good Customers have your "Good Will." Wholesalers and retailers who have learned to respect the selling policy of a firm through years of satisfactory dealings will not be easily swayed by price and quality speeches by glib tongued representatives of firms whose "Good Will" they do not enjoy.

Trade Associations depend solely on the "Good Will" they enjoy in the trade. Your trade association is of your own creation and is generally representative of the best thought and the highest ideals in the industry. Trivial excuses are too often advanced for withholding the confidence that all should have in their trade association. Among them are: Personal likes and dislikes; objections to a particular activity in which one has no direct interest; the niggardly spirit of reaping a small benefit from the labors of others at no expense to you. Usually men who are "small" toward their trade association, stand "small" in the eyes of their fellow manufacturers and fail to enjoy the soul satisfying "Good Will" that all strive for.

Enjoying the "Good Will" of the Allied Trades is manifested in the pleasant and profitable business relations worth more than money can buy. It insures you a higher credit standing, better raw materials at the best prices possible and an appreciation of your business under the varying conditions. Earn this position on the preferred list of the Allied Trades by proving your "Will to do good" in all your dealings.

A good word for your products from your competitor is of inestimable value and this comes only when he enjoys your "Good Will." A manufacturer who conducts his business along the lines of accepted business practices gains the "Good Will" by selling his products without speaking disparagingly of others and by avoiding the all too many trade abuses that the macaroni industry in this country is heir to. Cooperate with rather than combat a competitor and you soon gain his confidence and "Good Will."

"Good Will" is a contagious, constructive and irresistible force. It is the expression of the noblest spirit in business. Among all the powers that man possesses the power of "Good Will" or the "will to do good" is supreme.

In figuring our income or corporation taxes, in deciding on the cost of manufacture or of selling, much attention is given to the value of our plant, its equipment and raw and



finished products. But when called upon to place a fair selling value on our business, we immediately discover that our standing in the industry, our reputation with our trade, in short our "Good Will," is the most valuable asset that we

possess. Then "Will to do good" by cooperating with the various agencies mentioned and in this way you will enhance the value of the most worth while thing in any business—"Good Will."

## Too Many Kinds of Waste—Guilty?

"Waste and extravagance are a breach of trust."

It has been pointed out that a conservative estimate of our avoidable industrial waste is fully 25%. One quarter of the effort, time, and money expended in our factories utterly lost and from which nothing is realized. We are told that excess variety and lack of standardization is one of the most outstanding wastes chargeable to management.

In numerous commodity lines varieties have been pyramiding to such an extent that the science of mass production, for which America is known the world over, is being lost. It would seem that one of the most essential lessons taught by the war has been entirely forgotten. There has been much catering to the whims and fancies of the customer, and a persistent endeavor to satisfy the insatiable demand for something different, reports the fabrication department of the Chamber of Commerce of the U. S.

In production small variety and large volume is the ideal. The possibilities are present to a varying extent in all industries. To realize this ideal, simplification and standardization is vitally necessary, in fact of first importance and consideration. Each line must pay its way and justify its continuation.

Application of simplification and standardization is being extended to such items as: Crates, cartons, accessories, component parts, colors, brands, grades, finishes, capacities, performance, terminology, specifications, each of which presents possibilities for worthwhile savings.

Among the chief functions of simplification are: Elimination of waste, increase of productivity, better service to the public. Two methods of proven success suggest themselves: a. By individual efforts. b. By cooperative efforts of an entire industry through an association.

Regardless of their competitors, many concerns appreciating the economies of simplification have determined to supply what is necessary for the trade and to eliminate the excess. One well known paper company has reduced 377 kinds of paper to 56. Over 2000

varieties of hammers, axes, sledges and files have been eliminated from one manufacturers line. One collar concern

simplification and standardization are enumerated in Bulletin No. 15. It will be sent on request.

**PROGRESS CHART**  
Reducing Waste by Simplifying Varieties

ARTICLE	REDUCTION	PERCENT ELIMINATION
Baskets	78 - 11	86%
Bed Springs	206 - 28	86%
Bottles, Glass	210 - 20	90%
Bread	15 - 6	60%
Canned Goods	200 - 22	89%
Car Wheels	175 - 4	98%
Ceramic Tile		75%
Chain - Malleable	2044 - 820	60%
Cigars	150 - 6	96%
Clocks	600 - 80	87%
Collars	150 - 25	83%
Dry Cells	17 - 6	65%
Farm Implements	1092 - 187	83%
Fertilizer	100 - 17	83%
Flashlight Batteries	30 - 9	70%
Hammers, Axes, etc.	2752 - 761	72%
Interior Tile	785 - 115	85%
Kitchen Cabinets	20 - 4	80%
Laboratory Apparatus	2800 - 1400	50%
Lamp Bases	179 - 6	97%
Leather Belting	65 - 45	31%
Paper	577 - 56	90%
Paving Brick	66 - 7	89%
Penicils	700 - 250	64%
Piano Benches	54 - 11	79%
Piano Stools	15 - 1	93%
Pipe Fittings	17000 - 610	96%
Pocket Knives	1500 - 800	47%
Reed Furniture	400 - 250	38%
Reinforcing Bars	24 - 11	54%
Rubber Goods	145 - 29	80%
Shafting	60 - 14	77%
Shot Gun Shells		85%
Steel Lockers	37 - 9	76%
Stove Parts	2982 - 564	81%
Taps and Dies		60%
Tires	287 - 32	89%
Toilet Goods	425 - 140	68%
Water Bottles	20 - 5	75%
Wheelbarrows	42 - 16	62%

has reduced the list of styles from 150 to 25. Manufacturers of laboratory apparatus have, through joint effort, discarded 1400 items out of a total list of 2800.

Beds, both metal and wood, have recently been made standard as regards dimensions. The economies from this undertaking will be realized also by the producers of mattresses, springs and blankets.

The fabricated production department of the National Chamber, in cooperation with Secretary of Commerce Herbert Hoover, has examined over 300 commodity lines, and in most of them influenced beneficial changes. Some of the many benefits and economies from

These reductions are typical of the work done in many lines. Some have been accomplished by individual concerns, others through organized efforts of trade associations.

There is waste in your line; it will pay you to look for it.

### CAN YOU SEE THE JOKE?

It is often asserted that Englishmen have no sense of humor. The sign below, posted in a London tavern, seems to indicate the contrary. Here is the sign:

GENTLEMEN WHO ARE LEARNING TO READ WILL KINDLY USE YESTERDAY'S NEWSPAPER.

# Gypsum Consent Decree—Agreement Not Court Decision

By Franz Neilson, Foundry Supply Manufacturers Association

Much has been written and a variety of interpretations made concerning the recent consent decree agreed to by the Gypsum Industrial Association and entered in the United States district court for the southern district of New York, with the result that there is great confusion as to what effect this decree has on trade associations and on business in general. Franz Neilson of the Foundry Supply Manufacturers Association, an able student of trade association activities, gives the following rare, full and complete summary of the decree and of the resultant situation, and follows it with a simple rule of conduct for trade associations.

### RE: THE CONSENT DECREE IN GYPSUM CASE

Not a guide to trade associations. This case is much misunderstood by business men and others.

It has been given wide publicity under the mistaken belief that for the first time a concrete case has been decided in the courts furnishing a "yard stick" by which to judge just what can be done by trade associations and what cannot be done by them under the seemingly puzzling antitrust laws.

The district attorney in this case is credited with the remark that "this decree is a death knell of the trade association." On the other hand Samuel Untermyer is reported to have said in effect, "that so far from being the death knell of the trade associations, it marks the passing of the Sherman antitrust law."

When so eminent doctors disagree what shall be done about it? For one thing it may be well to recall a few fundamentals and do some thinking for ourselves to see whether or not it is all a tempest in a pot.

In the first place there is no "decision" by any judge in this case.

Decisions are rendered by the court on litigated questions of law or fact. Decisions deliberately arrived at on matters in dispute are entitled to great respect, especially when accompanied by opinions stating the important facts found and the conclusions of law. Under the doctrine of stare decisis (to adhere to previous decisions) counsel and laymen in other cases with similar facts will find such decisions helpful as indicating what rulings of law they may confidently expect in their own cases. But this is a CONSENT decree. IT

MEANS NOTHING OF ANY IMPORTANCE TO ANYONE SAVE THE PARTIES TO THE SUIT. It means that the defendants agreed to submit to such decree without putting up any fight. It does not even mean that the judge who signed the decree gave it any thought whatever.

One way in which to make the matter clear is to set down here questions that have been addressed to this office, together with our replies:

(1) "The newspaper article I read states that 'this decree for the first time in history of the Sherman law clearly sets forth in the form of a code the principles governing trade associations and providing for what they are prohibited from doing, etc.' Is that true?"

Reply: No, the decree merely sets forth what it was agreed between the government and the gypsum manufacturers they might and might not do hereafter. It is no guide whatever to other business men and trade associations unless the facts in their case are precisely like those in the gypsum case.

(2) "The article indicates that it is therefore important as a guide to business men and trade associations. Is that true?"

Reply: Answered above under 1.  
(3) "The article states 'that under this decree trade associations cannot meet, on the assumption that meetings provide opportunities for illegal action.' Is this a correct conclusion?"

Reply: No, there is no law against meetings. The important consideration is as to what results from the meetings. If illegality results then the meetings should not be held. If no illegality results the meetings are not prohibited under any existing statute or case.

(4) "I infer from the decree that the only substitute for the trade association may or shall be a nonprofit making corporation with limited powers as set forth in this decree. Is that inference correct?"

Reply: Your inference is NOT correct. There is no substitute for trade associations. They are expressly authorized (and as nonprofit-making membership corporations) under the statutes in the various states and if innocently conceived, innocently conducted and with innocent results, they

are now and always were legal. The important consideration is, are your desired results and methods of their accomplishment legal?

(5) "The article goes on to say: 'While this decree represents only the views of the department of justice, it may be well taken as a guide for the thousands of trade associations throughout the United States as to what the Sherman law clearly prohibits.' Is that true in your opinion?"

Reply: No. Unfortunately we have yet no one case that can serve as a guide. There are acts prohibited in the gypsum decree which the department of justice would not pronounce illegal in themselves.

(6) "The article says: 'There is no question but that either directly or indirectly the decree affects practically every substantial merchant.' Do you agree?"

Reply: No. If the decree represented a judgment following determined litigation on matters in dispute, it would be regarded as very significant and would become the leading case in antitrust law questions. But it was not such a judgment. There was no litigation. It was a CONSENT decree.

(7) "The decree prohibits the gypsum people from circulating among themselves information concerning \* \* \* the price charged \* \* \*." Does that mean the open price associations of which we have heard are acting illegally when they exchange among competitors past prices?"

Reply: No. One of the clauses of the consent decree reads as follows: "(D) Agreeing among themselves in any manner whatsoever to advise or communicate with one another as to proposed advances or decreases in prices for their products to purchasers there, or agreeing among themselves in any way, information concerning or relating to such proposed advances or decreases, or to the prices charged or to be charged." If the words we have underscored mean what they say, then the defendants have given up a right which has not been denied by any statute nor by any judicial interpretation of any statute—the right to keep informed as to prices actually paid. No competitive business does or can run successfully without that knowledge. We have always held that so long as there is no concert of action following the exchanges of past prices and no steps taken toward restraint of trade—



it is clearly legal to make those exchanges on past prices.

(8.) "If the government were to prosecute a trade association in the future, would the case be adjudicated purely on the prohibitions and permissions set forth in this decree?"

Reply: No, for the simple reason that that decree constitutes no precedent whatever. In any new case to be adjudicated, the court would proceed exactly as if there were no gypsum consent decree in existence.

To summarize, we may state that:

The gypsum decree is of no help whatever as a guide. It represents an agreement between the gypsum people and the government as to what they will refrain from doing hereafter. It can have no application to any other trade unless that trade finds it is doing precisely what the gypsum people did and prefers to arrive at an agreement with the prosecuting authorities rather than to have any and all points in dispute adjudicated or tried out before the court.

The antitrust laws are really not so puzzling, even to business men who have been giving thought to them. They merely prohibit "restraint of trade," which usually follows the fixing of prices, the maintaining of prices, the apportioning of territory among competitors, the allocating of customers to competitors, etc. The significance of such acts in connection with the interpretation of the laws has been pretty well grasped by lawyers and students of various decisions before the gypsum decree appeared. Ordinarily the business man who has given thought to this broad question is conscious of the true answer when a question of legality arises.

#### Simple Rule of Conduct

This office has long since previously expressed a simple rule of conduct for members of trade associations desirous of legitimately exchanging price information, to wit:

The members may—  
meet;  
contribute, compile and publish facts, including past prices and other statistics;  
but there must not be any agreement or concert of action respecting—  
prices to be charged;  
apportionment of territory;  
allocation of customers;  
punishment of competitors;  
limitation of output;  
etc.

Each member by himself and uninfluenced by the others

must arrive at his own conclusions from the facts he has received and decide for himself what he will do; and this without communicating his decision by word or sign to the others.

In other words, he will use the information gained through the association in the same way that he uses information gained from all other sources including trade reports in newspapers, gossip in the trade, salesmen reports, confidential investigations, etc.

#### The Story of Bread

It has been aptly said that the civilization of a nation can be justly judged by the quality and quantity of bread it consumes. Henry Buckle, the great English historian, was one of the first to point out the importance of food as a vital factor in the progress of a nation. Bread has done more than all other foods combined in changing man from a savage to a civilized being. The peoples of the earth may be roughly divided into two major classes in respect to the food they eat—the rice eaters and the bread eaters. Such nations as Japan, formerly rice eaters, are becoming more and more like the western nations in the consumption of bread, says "The Pathfinder."

Of course it is not known when bread was first used but according to one tradition Ching-Noung taught the Chinese how to make bread from wheat more than 2000 years B. C. Even in the time of the patriarchs both leavened and unleavened bread were staple foods among the Hebrews. Fermented bread was known at an early date among the Egyptians. The secret became known to the Greeks, who communicated it to the Romans. With the conquering legions of Rome the invention spread throughout northern Europe.

The word bread is thought by many etymologists to have been derived from the old word "bray," which meant to pound. The grain was pounded or "brayed"—hence the name bread for the product. Sometimes the word bread is used for food in general as in the old French proverb: "It is a long day—a day without bread." The most primitive way of making bread was by soaking whole grain in water, subjecting it to pressure and drying it in the sun. Later the use of ferments was

discovered, the grain was ground between two stones, kneaded by hand or by the feet in a trough and then baked in an oven by artificial heat.

Bread is generally made from grains, but is also made from fruits roots and bark of trees. The Irish make potato bread and in Iceland codfish are beaten into powder and made into bread. In some countries rice, which is not so nutritious as wheat, is used. In the days of James I the poor people of England made fairly good bread from barley, and rye bread, which is darker than bread made from wheat, is extensively made in northern European countries which are admirably adapted to the growing of that grain. There is very little difference in the nutritive value of the various grains but wheat excels in producing a light, spongy bread.

#### Something for Nothing or Quantity vs. Quality

There appeared recently in print the story of two youngsters who had just opened up lemonade stands in the same block.

An elderly gentleman passing the first stand noticed the drink advertised at 2 cents a glass. The boy down the street was selling his drink at 5 cents.

After drinking 2 glasses of the lemonade from the bowl at the first stand the elderly gentleman approached the lad in charge of the second little business and addressed him after this manner:

"Young man, how can you expect to sell your lemonade at 5 cents when you have a competitor offering the finest lemonade I ever drank, at 2 cents?"

"Well, mister," said the boy, "we're in partnership. The cat fell in his bowl about an hour ago, and we decided we'd get rid of his lemonade quick, before the news spread too far."

There always is a reason for low price. Quantity and quality seldom are companions in the same package. Few people can remember when they ever got something for nothing.

And still some people will buy oranges from a peddler at 10 cents a dozen and expect to get 80-cent grade. Would you expect eggs at 10 cents a dozen to be fit for anything else but serenades?—Sunkist Courier.

The less a fellow has the more there is for him to get.

# Macaroni One of Best Flesh Builders

By Mrs. Anna B. Scott of the Philadelphia North American

Some one has called macaroni "the white meat of wheat," and this figure of speech is borne out by science. Meat is a flesh builder, a protein food which supplies material for the construction and repair of body tissues. Gluten also is a flesh builder, one of the foremost food elements in this particular field. And since macaroni contains a high percentage of gluten its kinship to meat can be clearly seen.

Macaroni is made from a certain sort of wheat grown especially for this purpose, and while it used to be regarded as a sort of side dish in American homes it is more and more being accepted as a main dish and as one of the most desirable of all meat substitutes. This, of course, makes it a leading Lenten dish.

When I speak of macaroni of course I mean to include spaghetti and noodles—spaghetti being made of exactly the same material as macaroni, and noodles being the result of mixing eggs with the macaroni paste. While noodles are somewhat more expensive than macaroni or spaghetti, neither of the 3 is at all beyond reach of the average pocket and, because of this fact, it is well to emphasize them in the diet when fish prices are high.

The chief virtue of macaroni lies in the fact that it can be so admirably combined with other foodstuffs, notably cheese and tomatoes.

When combined with cheese the dish of macaroni provides not only a full measure of protein, but also a large percentage of fat, and when served with tomatoes the protein of the macaroni is fortified by the vitamins, which exist even in canned tomatoes.

In addition to its reasonable price and its lack of waste, which makes it a very economical food, macaroni has the virtue of being easily prepared and of being one of the few dishes which really are better the second day than when first served, although it is good enough at its first serving to merit the high place given it in the diet.

It is a wonderfully nourishing food, as is evidenced by the fact that the Italians have for centuries made it one of their chief articles of diet—and the Italian laborer is one of the sturdiest of his kind. It may seem strange that such a delicate and delicious dish should so contribute to muscular force

and body resistance, but the fact remains.

It is easily possible to make macaroni the main dish of a hearty meal, and also to continue to make it the main side dish through many meals because of its adaptability to various combinations. At the same time, because of its high content of protein it should be served in a well balanced meal and, in order to attain this end, it is well to



know what other foods should be included in the macaroni menu.

Below I am giving practical suggestions to so surround it with a right combination of food elements as to provide a properly balanced diet.

#### LENTEN MENUS AND RECIPES

Recipes and suggestions are given below to help the housewife plan for Lent. Some meatless menus are as follows:

- Brown Onion Soup
- Celery
- Baked Macaroni a la Creole
- Hot Slaw
- Jellied Oranges
- Coffee
- Tomato Soup
- Celery
- Macaroni With Creamed Spinach
- Fruit Salad
- Warm Ginger Bread
- Coffee
- Cream of Carrot Soup
- Celery
- Macaroni Loaf With Tomato Sauce
- Cauliflower, Lemon Sauce
- Baked Apples With Whipped Cream
- Coffee
- Macaroni Croquettes, Tomato Sauce
- Celery
- Cabbage and Green Pepper Salad
- Cheese Custard Pie
- Coffee
- Macaroni and Oysters
- Celery

- Escalloped Tomatoes
- Pepper Cabbage
- Canned Fruit
- Cake or Cookies
- Coffee

#### MACARONI SOUP FOR LUNCHEON

- 1 cup broken macaroni.
- 1 cup tomatoes.
- ½ cup grated cheese.
- ¼ cup finely cut onion.
- 2 tablespoons cooking oil or fat of choice
- 1 teaspoon salt.
- Paprika.
- 2 tablespoons chopped celery top or a little celery seed.

Put the macaroni on in 4 cups of rapidly boiling water; boil 25 minutes. Add the tomatoes, that have been mashed through a strainer. Add the onion, which has been cooked in the oil until tender, but not brown; add salt and paprika, boil 5 minutes. If too thick, add hot milk to suit one's taste. Sprinkle top with cheese and celery top.

This makes an exceptionally good and hearty luncheon dish.

#### Macaroni and Oysters

- 2 cups macaroni.
  - 1 cup milk.
  - ¼ cup tomato catsup.
  - 25 oysters.
  - 1 tablespoon butter or oleomargarine.
  - 1 tablespoon flour.
  - 1 teaspoon grated onion or onion juice.
  - 1 teaspoon salt.
  - ½ teaspoon paprika.
  - 2 tablespoons breadcrumbs.
  - 1 tablespoon finely chopped parsley.
- Boil and blanch the macaroni as usual; brush glass or earthen bakedish with butter and put in half the macaroni, then the oysters, that have been drained and carefully looked over for bits of shell, ½ the sauce; then cover with the rest of the macaroni and remainder of sauce. Sprinkle the top with buttered crumbs, placed in moderate oven and bake 25 to 30 minutes or until nicely browned. Sprinkle with parsley and serve in the dish in which it was baked.

Sauce: Put the milk on to boil; when boiling, add flour, which has been mixed with a little cold milk; boil slowly 5 minutes; add the onion juice, salt, pepper and then the catsup; mix thoroughly.

#### Croquettes with Tomato Sauce

- 2 cups elbow macaroni.
  - 1 cup tomato sauce.
  - 1 tablespoon butter or substitute.
  - 2 tablespoons flour.
  - 1 cup milk.
  - 1 teaspoon chopped parsley.
  - 1 egg and breadcrumbs.
- Boil and drain the macaroni; chop fine and add to the cream sauce and parsley; mix well; spread on platter; set aside to cool. When stiff and cold take a large spoonful into floured hands and form into cone shapes. After all are formed dip in egg (1 egg beaten with 1 tablespoon cold



milk), then in breadcrumbs; fry in hot fat or oil. Serve with tomato sauce.

Sauce: Put the butter into saucepan; when melted, remove from fire; add the flour and mix well; then add the cold milk, slowly, stirring constantly; boil 3 minutes; add seasoning to taste.

#### Cheese and Macaroni Loaf

1 cup boiled elbow macaroni.  
1 cup milk.  
1 cup soft breadcrumbs.  
1 tablespoon butter.  
1 tablespoon finely chopped green pepper.  
1 teaspoon each chopped onion and parsley.

3 eggs.  
1 tablespoon salt.  
1 cup grated American cheese.  
Cook parsley, onion and green pepper in a little water; add the butter. Separate the eggs, beating yolks and whites until light. Mix all the ingredients together, adding the whites of eggs last and fold in rapidly. Line quart baking dish with buttered paper; turn the mixture in and set in pan of water; bake in moderate oven for 45 minutes. Turn out on hot platter or chop plate and serve with tomato sauce.

#### Spaghetti, Milk and Baked Fruit

1 package spaghetti.  
1 quart milk.  
1 teaspoon salt.  
Sugar and flavoring to taste.  
Boil the spaghetti as usual, 25 minutes; drain, blanch and put into top of double boiler, cover with milk, add the salt, boil 20 minutes. Serve in cereal dishes with sugar and dust with a little cinnamon or flavoring of choice; or place baked apple or baked banana in center of dish and put the spaghetti around.

This makes an ideal dish for children.

#### Spaghetti, Italian Style

½ pound spaghetti.  
1 cup grated sharp cheese.  
2 cups tomatoes.  
½ cup finely cut onion.  
½ cup canned pimento or finely chopped green pepper.  
1 cup mushrooms.  
2 tablespoons butter.  
¼ teaspoon garlic, crushed fine.  
1 teaspoon salt.  
¼ teaspoon paprika.

Boil the spaghetti 30 minutes; drain and blanch in cold water; chop or cut rather fine and add to the sauce; boil 3 minutes and serve in hot dish.

Sauce: Put half the butter and onion into pan; fry until tender, but not brown; add the tomatoes and boil 5 minutes; put the other half of butter into saucepan with the chopped mushrooms, pimentos or peppers; cook 15 minutes; add the garlic, salt and pepper. Strain the onion and tomatoes over the mushroom and cook 3 minutes; add to the spaghetti; bring to a boil and serve at once. Sprinkle with chopped parsley.

#### Baked Macaroni With Tomatoes

1 package macaroni.  
2 cups canned tomatoes or 4 raw tomatoes.  
¼ cup grated sharp cheese.

Salt and pepper to taste.  
2 tablespoons butter or oleomargarine.  
2 tablespoons breadcrumbs.  
1 teaspoon sugar.

Boil and blanch the macaroni as usual. Brush shallow dish with butter or oleomargarine and cover with the macaroni; sprinkle with salt and pepper, then cover with the canned tomatoes or raw tomatoes which have been skinned and cut in half; sprinkle with salt and pepper, the grated cheese and a little sugar; then cover with the crumbs. Place in moderate oven and bake 30 to 35 minutes. Serve in the dish in which it is baked.

#### Spaghetti With Mushrooms

½ pound spaghetti.  
½ pound fresh mushrooms.  
2 tablespoons butter.  
2 cups strained tomatoes.  
½ cup cut onion.  
2 tablespoons finely chopped green pepper.  
1 clove garlic, if you use it.  
1 teaspoon salt.  
1 saltspoon pepper.

Boil the spaghetti by holding in boiling water and pressing down slowly so as to form a mound. Cover the kettle and boil rapidly for ½ hour. Drain and blanch, put into deep dish and cover with mushroom sauce.

Sauce: Put the butter into saucepan, add the mushrooms cut into slices; cover the pan for 20 minutes, or until the mushrooms are tender. While these are cooking, put the tomatoes, onion, garlic and green peppers into saucepan and boil until reduced one half; then strain into the mushrooms, add salt and pepper and bring to a boiling point. Pour over the spaghetti.

#### Baked Macaroni With Cheese

2 cups elbow macaroni.  
2 cups milk.  
1 cup grated American cheese.  
1 teaspoon salt.  
Dash white pepper.  
Dash paprika.

Boil, drain and blanch the macaroni as usual. Put into bake dish, which has been brushed with butter. Pour the milk over the macaroni, dust with salt, pepper, paprika and cover with the grated cheese. Cover and bake 20 minutes; uncover and bake until a light brown.

#### Plain Boiled Macaroni in Place of Potatoes

½ lb. macaroni.  
2 cups coarse breadcrumbs.  
2 tablespoons butter or substitute.  
1 teaspoon salt.

Boil, drain and blanch the macaroni as usual. Put into hot dish and cover with the buttered crumbs and sprinkle with the salt.

Melt the butter in small pan, add the crumbs and brown slightly. Sprinkle top with chopped parsley before serving.

#### LIST FOR MARKETING ADVISED BY MRS. SCOTT

##### Tuesday Market List

½ lb. chopped beef.  
Head lettuce.  
2½ lbs. short ribs.

Bunch beets.  
2 carrots.  
Wednesday Market List  
25 oysters.  
2 lbs. fresh cod steak.  
¼ peck potatoes.  
Small head cabbage.  
½ lb. frankfurters.

##### Thursday Market List

1 lb. meat for meat loaf.  
Head lettuce.  
½ lb. mushrooms.  
Celery.  
Bunch carrots.  
Smoked herring.

##### Friday Market List

2 lbs. white fish.  
¼ doz. eggs.  
¼ peck potatoes.  
¼ doz. bananas.  
¼ peck spinach.

### Science of Good Eating

What is wrong with the American that he does not know how to eat. He eats too fast. To the European eating is a function—a thing to be done leisurely, so that the highest enjoyment and benefit may be obtained from it. To the Frenchman it is more; it is a sacrificial rite—an act of worship. The American sits down to a meal as he does to a task at his desk or shop—something to be gone through with expeditiously. To a full meal the European devotes from an hour to an hour and a half. The European eats more but does it slowly, rationally. The American eats less, but eats fast and acquires dyspepsia. The European eat far too much, but they have an escape valve. They rest after a heavy meal. The American does not. The American takes a lot of water with his meals. The European takes none. The American should take time to enjoy the multitude of good things he has to eat. The European takes much time and gets more enjoyment and benefit out of a narrower and poorer dietary.—Philadelphia Ledger.

#### ON THE LETTER OF THE LAW

Willie, age 5, tapped on his side of the nursery door one morning and said:

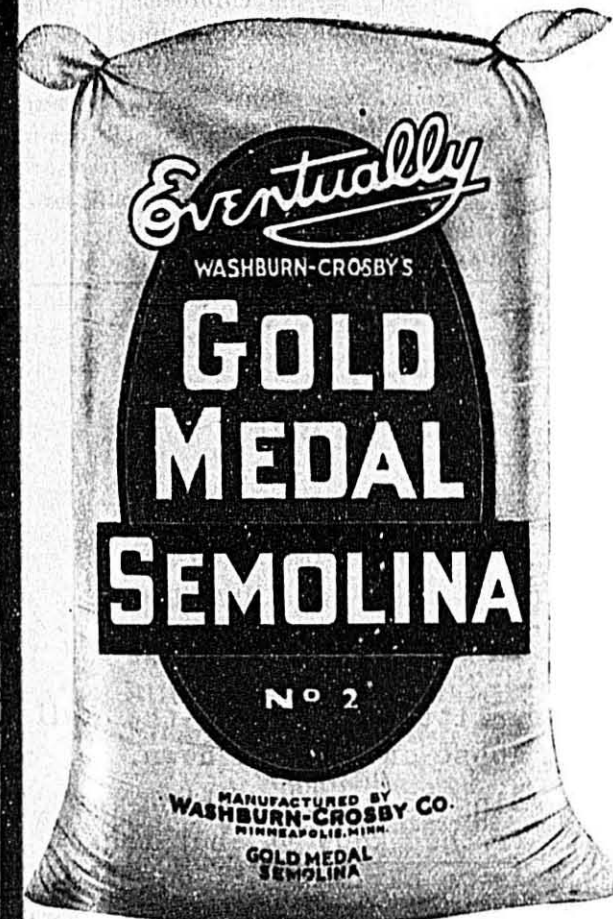
"Mary, I want to tum in." Mary his little sister replied: "You tant tum in now, Willie."

Willie wanted to know why "Tause," Mary told him, "nurse say little girls mustn't let boys see 'em when dey dot dere nighties on."

A moment later Mary called over the transom: "You tan um in now Willie. I tooked it off!"

# GOLD MEDAL SEMOLINA

for Satisfaction the Year 'Round



Color

Strength

Granulation

Service

to meet every expectation

## WASHBURN-CROSBY CO.

General Offices--MINNEAPOLIS, MINN.



# Voluntary Adoption of Quality Standards

In the annual report of Secretary of Commerce Herbert Hoover for 1922 he strongly advocates adoption of standards of quality by voluntary action on the part of the manufacturers, with the trade associations acting as a police. This position on the part of this leading government official has made a most favorable impression on business men throughout the country whose interests would be advanced by action along this line. Under the heading, "Voluntary Establishment of Grades and Qualities," Secretary Hoover said:

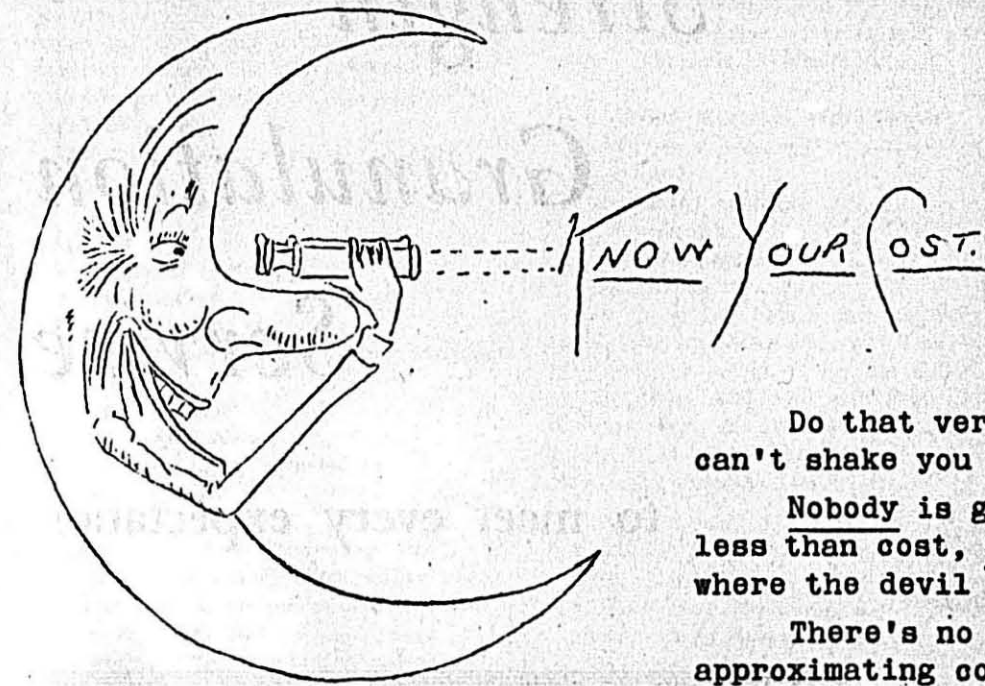
"Agitation has been current for many years for the extension of the federal laws to the establishment of grades and qualities of different commodities. The lack of such established grades and standards of quality adds very largely to the cost of distribution because of the necessity of buying and selling upon sample or otherwise, and because of the risk of fraud and misrepresentation, and consequently the larger margins in trading. It was considered by the department, however, that it would be infinitely better if such grades and qualities could be estab-

lished voluntarily in the trades themselves instead of by legislation, and policed by trade associations as is the case in several old established trades. To this end a number of conferences have been held in different branches of the lumber, textile, paper, and other trades. The service of the department has been to bring the different branches of the trade, the manufacturers, wholesalers, retailers, and representatives of larger consumers associations together and to develop committees of different branches of trades. The plan has been generally welcomed and applications have been received from many trades for such assistance. The expert services of the bureau of standards, bureau of foreign and domestic commerce, and the other bureaus of the department have been brought into service for technical advice in these matters, and results of important bearing upon the improvement of business ethics and cheapening of distribution have been attained."

Julius H. Barnes, president of the United States Chamber of Commerce, is of the opinion that the secretary of

commerce has pointed out the correct procedure for manufacturers to follow and in that way make unnecessary the radical legislation often proposed in congress. Producers, manufacturers and merchants should cooperate in establishing grades and setting standards with which the consumers will be sympathetic or satisfied.

There is nobody better qualified to pass on what is and what is not reasonable as a standard of quality than those who are directly engaged in the trade itself. Mr. Barnes is of the opinion that much of this work of standardization falls to the trade association particularly in those lines where conditions warrant the adoption of standards of quality. After voluntary agreement in a standard quality, rules and regulations should be voluntarily adopted for the enforcement on the standards on all in that line. The assistance of trained executives in the various departments of the Chamber of Commerce of the United States is offered such individuals or trade organizations as may desire to put a move of this kind into effect.



Do that very little thing and the devil can't shake you loose or put you down.

Nobody is going to sell anything for less than cost, if they know it, but that's where the devil is to pay.

There's no use thinking, guessing or approximating cost, you have got to know or take the odds to lose.

If you don't know your cost, how can you safely fix your selling price?

The Man in the Moon is a fixture, he knows what he's doing and is always smiling.

You may fuss and swear, tear your hair and go to the strong drinks, trying to unravel the Anti-trust acts and the Supreme Court decisions but it will do no good and get you nothing, unless you know your cost.

The Man in the Moon and Uncle Sam are both watching you; unless you do business legally, straight and correct, you shall go down and under.



## Good Packing Protects Goodwill

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

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

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

## Good Wood Boxes

Backed by the National Association of Box Manufacturers

New England:  
1013 SCOLLAY BLDG.  
Boston, Mass.

GENERAL OFFICES  
1553 CONWAY BUILDING, CHICAGO

Eastern:  
433 CALVERT BUILDING  
Baltimore, Md.



## American Versus Italian Macaroni

This interesting article taken from "Il Popolo" of New York city presents the Italian view and the Italian idea that only Italians know how to make quality macaroni and spaghetti, a contention frequently proven as based on presumption rather than on facts. It would be well, though, for the American macaroni maker to note the trend of promised competition and to determine to manufacture only the highest grade products with which to stifle foreign competition.

The importation of macaroni from Italy was one of the most important lines before the war, when Italy shipped to this country something like 5 million boxes of 22 lbs. each for an equivalent of 106,500,752 lbs., valued at \$4,913,624, in fiscal year 1913.

The chief sources of this supply were Naples and Genoa, the former supplying macaroni for the consumption at large and combining quality with convenient price, and the latter macaroni of a higher and more costly grade. The bulk came, however, from Naples, and especially from Gragnano, Nocera and Torre Annunziata, which are the principal manufacturing centers of macaroni. Some shipments had also begun from Sicily and especially from Catania, which produces a very good quality of paste.

The war caused the suspension of this trade, due to the necessities of providing sufficient supply to home consumption during the difficult days of the conflict, so that macaroni was one of the first articles to be embargoed, such embargo having continued until recently.

Shipments of macaroni from Italy to the United States dwindled from nearly 122,000,000 lbs. in 1914 to 484 lbs. in fiscal year 1918. Upon conditional permits for limited amounts, shipments were reestablished in a limited scale in 1920, when 113,979 lbs. were again shipped from Italy. The restrictions, however, under which this trade was allowed were not such as to stimulate recovery to any great extent, so that in the fiscal year ending June 30, 1921, only 1,297,365 lbs. of Italian macaroni were imported and 1,991,933 in the fiscal year just finished.

### War and Italian Macaroni

The forced absence of Italian macaroni from the American market during the war gave the American manufacturers the long sought opportunity for developing their industry, which had already before the war shown a promising start.

The production of durum or macaroni wheat in the northwestern states developed greatly during this period, and has now become a well established line of specialized wheat production in this country. It has lately been attempted successfully in the dry province of western Canada, so that today the American manufacturer of macaroni has the advantage of a large available supply of the kind of wheat required for the manufacture of this article, with an estimated production varying from 50 to 100 million bus. The durum wheat grown in the United States is of a similar variety if not exactly the same as that grown in the black lands of southern Russia, from which used to be derived, before the war, the supply of macaroni wheat for the Italian paste industry.

Italy has been compelled since the war to draw its supply of durum or macaroni wheat from this country and is, therefore, working under a disadvantage in comparison to the American manufacturers of the similar article, on account of the double freight she has to pay on the goods and besides the import duty of 2 cents per pound. It is the consensus of opinion that, until the Russian supply shall again be available to Italian manufacturers, it will be impossible for Italy to recover materially her macaroni trade with this country. While insofar as quality is concerned the imported article, when manufactured from straight semolina, has the advantage over the domestic, because the water, the climate, and the greater experience of Italian manufacturers are factors in macaroni making, it is, however, handicapped by its higher cost due to double freight and duty.

### Italy and Russia

It should also be noted that it is claimed today that macaroni is manufactured in the United States quite as good as the imported, a contention, however, that cannot be sustained when the Italian product is manufactured from the best qualities either of south Italian durum wheat or Russian durum wheat, which is considered superior to the American, but the supply of which is only now becoming available to the manufacturers of macaroni in Italy.

The difference in the quality among the best grades of domestic and imported paste is, however, now not so striking as it used to be before the war,

and not always the higher quality of the imported can make up for its higher cost, ranging at present from \$2.25 to \$2.50 per box of 22 lbs. against from \$1.90 to \$2.00 for the domestic, and even considerably lower prices, namely from \$1.40 to \$1.50 for the ordinary domestic paste.

As things stand at present it is manifest that domestic production has replaced the foreign article in the consumption of this country; that it will be very hard work for foreign manufacturers to recover even partially the ground lost through the war and the consequent development of the American macaroni manufacture; that the only way in which an attempt may be made for the partial recovery of this trade is by specializing the field of the imported article to the higher grades of paste, which can command a higher price, and which are appreciated essentially for their quality, and are therefore, in a better position to compete with domestic production.

We feel that by due attention to quality, and by the adoption of modern methods of packing and distributing, the imported article, with the reopening of the Russian supply, will eventually be able to increase shipments to the United States, although recovery to its former extent is absolutely beyond possibility.

### 10 ADVERTISING QUALITY TESTS

Advertisements that grade 90% under the following tests are sure money makers in the opinion of Professor L. N. Flint of the University of Kansas who prepared this compendium of rules governing good advertising:

1. Will the ad be seen? Not necessarily by everyone, but by the people you are after?
2. Will it be read? Is it timely, newsy, interesting?
3. Will it create desire? Is it plausible, authoritative?
4. Will it be believed? Is it sincere and convincing?
5. Will it get results in action? Is it all pointed toward one decision?
6. Are the headlines as effective as possible?
7. Are illustration and ornaments properly used?
8. Is the arrangement of text matter satisfactory?
9. Is white space effectively distributed?
10. Are border lines and other lines managed so as to attract and direct the eye?

# ANNOUNCEMENT

The Durum Products  
of this company will  
henceforth be

## King Midas

NO. 1 SEMOLINA  
NO. 2 SEMOLINA  
NO. 3 SEMOLINA  
DURUM PATENT  
DURUM FLOUR

It will be our policy to put out under this brand highest quality Durum Semolinas and Flours in keeping with the name "KING MIDAS" which has always enjoyed an enviable reputation.

**KING MIDAS MILLING COMPANY**  
MINNEAPOLIS





# Macaroni Princess Chosen Queen

The American Beauty Macaroni company through its petite and beautiful entrant, Miss Joyce Lutz, was awarded the highest honors at the second annual Industrial Exposition and Prosperity Carnival of the Colorado Manufacturers and Merchants association held the second week of February in Denver, when its captivating entrant was declared to be the most beautiful princess in a group of several score and was nominated queen of the show.

The macaroni company made a favorable showing at the first exposition a year ago when it also entered Miss Lutz as its princess to represent this progressive Colorado macaroni concern. On that occasion she was nominated as one of the three beauties made "ladies in waiting." That the selection of Miss Lutz as queen of the carnival by the

judges last month was a popular one could be judged by the bedlam of approval that swept the auditorium when the announcement was made. It was attributed to both the feminine beauty of the queen and the popularity of the high grade products made by the firm she represented.

This annual Industrial Exposition and Prosperity Carnival has for its prime purpose the introduction of "Made in Colorado" goods and a state wide campaign conducted previous to the show does much toward advertising all articles manufactured in that state. The judging was done by a committee of three of the leading Colorado citizens—Senator William R. Eaton, Ernest Stenger of the Tramway company, and James C. Burger, president of the Hamilton National bank.



COLORADO'S INDUSTRIAL QUEEN OF 1923

Miss Joyce Lutz, representing the American Beauty Macaroni Company as the American Beauty Princess in the Industrial Princess Revue of 1923, took first honors at the Colorado Industrial Exposition and Prosperity Carnival held at the Municipal Auditorium, Denver.

The costume worn by Miss Lutz was a facsimile of an American Beauty rose and she danced to the tune of "Sparklets."

The judges were unanimous in their approval of Miss Lutz for first prize and remarked that she herself was an American Beauty. This, combined with her wonderful dancing and representation, entitled her to the highest honors.

As the numerous princesses were introduced the applause with which they were greeted was taken into consideration by the judges. After all of the entrants had been reviewed nine of these beauties were recalled. By a series of elimination the number was reduced to four and when the final selection was made, Miss Joyce Lutz representing the American Beauty Macaroni company was chosen as the reigning beauty. Her two nearest contenders, Miss Avajoe Wilding as the Western Princess representing the Western Battery and Supply company and Miss Margarite Allen as the Jewel princess, representing the Swartz Jewelry company, were chosen as ladies in waiting. All three were presented with silver loving cups in tribute to the honor bestowed upon them.

## Pure Food

10712. Adulteration and misbranding of egg noodles. U. S. v. 17 Cases of Tri-State Egg Noodles. Default decree of condemnation, forfeiture, and destruction (F. & D. No. 15036. I. S. No. 108024. S. No. W-974.)

On June 11, 1921, the United States attorney for the District of New Mexico, acting upon a report by the Secretary of Agriculture, filed in the District Court of the United States for said district a libel for the seizure and condemnation of 17 cases of Tri-State egg noodles, remaining unsold in the original packages at Deming, N. Mex., alleging that the article had been shipped by the Sharp Elliott Mfg. Co., El Paso, Tex., March 20, 1920, and transported from the State of Texas into the State of New Mexico, charging adulteration and misbranding in violation of the Food and Drugs Act. The article was labeled in part: "Carton: 1 Ozs. Net Tri-State Brand Egg Noodles Manufactured by Sharp Elliott Mfg. Co., El Paso, Texas."

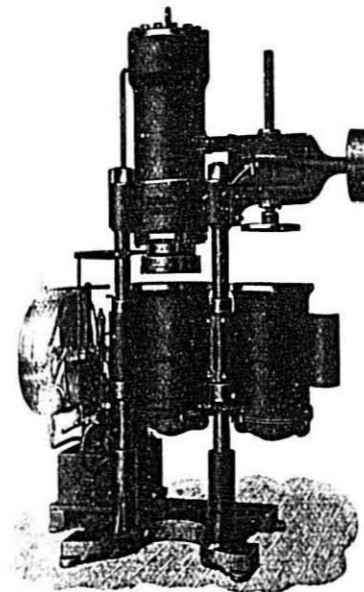
Adulteration of the article was alleged by the libel for the reason that plain noodles containing little or no egg had been substituted wholly or in part for egg noodles which the said article purported to be.

Misbranding was alleged in substance for the reason that the labeling, to-wit: "Egg Noodles," borne on the cases and cartons containing the article, was false and misleading in that the said article was not egg noodles but plain noodles, containing little or no egg. Misbranding was alleged for the further reason that the article was offered for sale under the distinctive name of the article other than that contained within the said cartons and cases.

On October 10, 1921, 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. W. Pugsley,

Acting Secretary of Agriculture



Presses  
Screw and Hydraulic

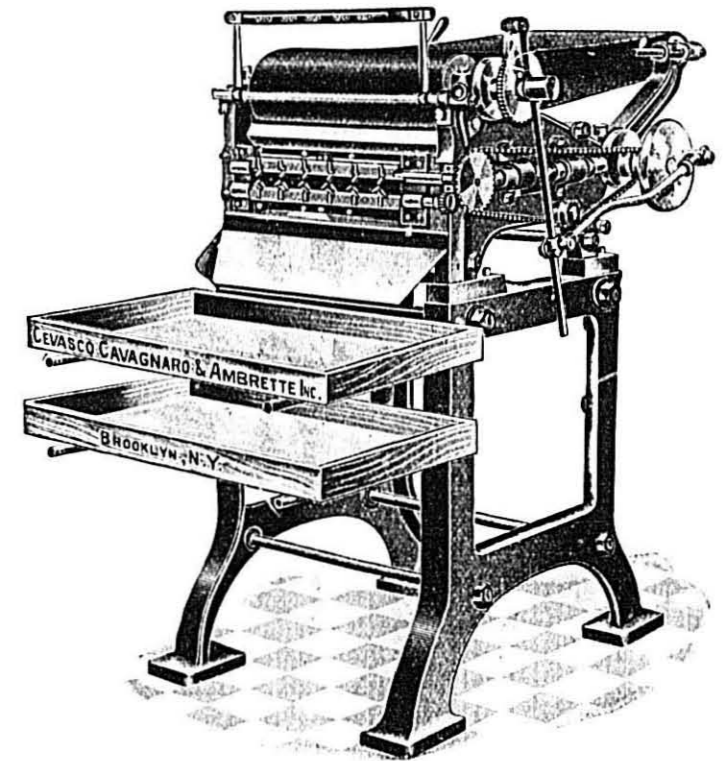
Kneaders

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

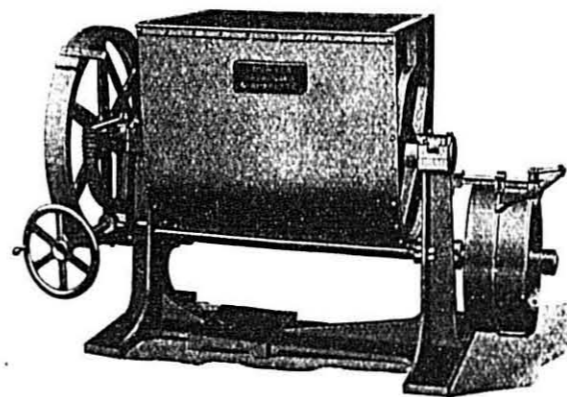
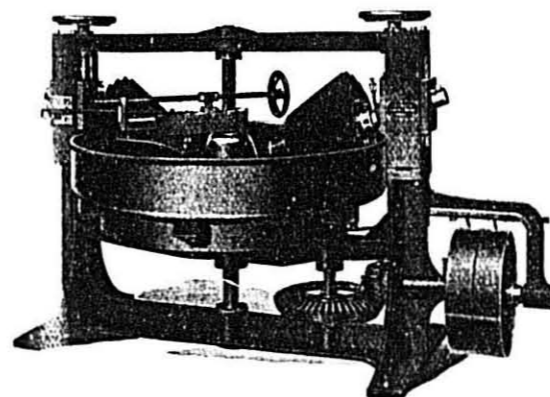
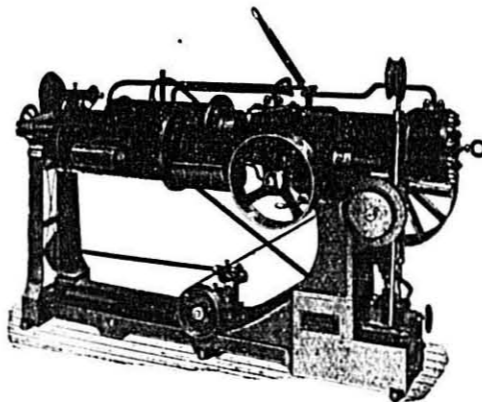
INCORPORATED

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.





## To Buy Wheat Instead of Semolina

Change in Mexican Tariff on Macaroni Flour Makes New Market for American Durum, Leading Firm Reports.

American macaroni manufacturers are not alone among producers of this foodstuff who must worry about the tariff. A recent decision of the government of Mexico to increase the tariff on flour, semolina and all other ground grain has caused manufacturers in that country to begin investigating as to the advisability of importing grain to be milled at home.

Mexico has several important alimentary paste manufacturing plants, one of the most important being La Industrial in Monterrey, N. L., conducted by the Lara & Santos company. This com-

pany consists of Gustavo Lara, Raul Lara and A. Santos, and is an old subscriber to the New Macaroni Journal. Through them we learn of the changes that must result from the higher regulation promulgated by the Mexican government.

Their statement and request for information follows:

"As manufacturers of macaroni and alimentary pastes we are subscribers of your valued Journal. Up to the present time we have been importing from the United States the semolina and durum patents flours, but just recently our

government has increased the customs duties on flours and we are figuring on buying the wheat in the states and grinding our own semolina and flour in one of the mills of this city. The customs duties on wheat are much lower.

"Will you be so kind as to give us some information regarding the special kinds of wheats that we will have to buy to produce the best quality of semolina, and if possible the names and addresses of the grain dealers who handle this wheat?"

"Some of the mills of this vicinity are equipped with the best makes of flour machinery built in that country, such as Allis-Chalmers, Nordyke & Marmon, Great Western, etc., and have American millers in charge, and we believe that if we furnish them the right kind of wheat, they will be able to grind the semolina."

### Chairman Crop Board Resigns

The commercial world has attracted another government expert in the person of Nat. C. Murray, chairman of the crop reporting board and chief statistician of the United States Department of Agriculture, who has resigned effective March 31 to engage in similar work in private life. Mr. Murray entered the department in 1904 as field agent in the old bureau of statistics. In 1907 he went to Washington as assistant statistician. He has long been associated with the crop reporting service and became chairman of the board Jan. 1, when the position was vacated by L. M. Estabrook, who was granted leave of absence for a year for service with the Argentine government to supervise the reorganization of the crop reporting work in that country. Mr. Murray long has been ranked as one of the leading statisticians in this country.

### WOMEN'S POCKETS

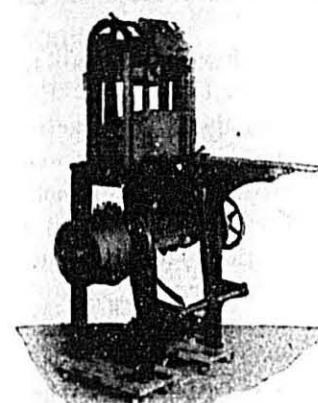
In a crowded car a stout woman endeavored to get her fare out of the pocket of her coat, which was tightly buttoned. After she had been working in vain for some minutes, a gentleman seated on her right said: "Please allow me to pay your fare."

The lady declined with acerbity and recommenced her attacks on the pocket. After these had continued for a little time her fellow passenger spoke up again: "You really must let me pay your fare. You have already undone my suspenders three times and I can not stand it any longer."

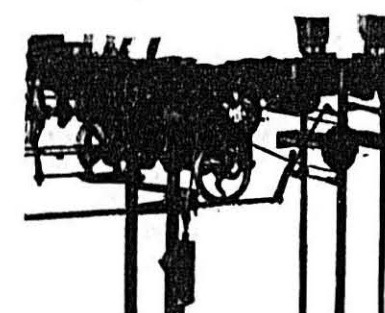


### Cooks of Italy Furnished Theme for Macaroni Hat

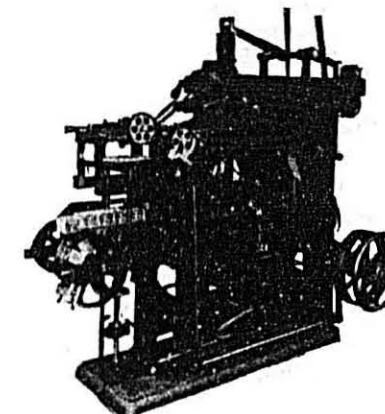
The truly smart pompon for a spring sport hat is made of what milliners call "macaroni"; tiny tubular strings of silk that certainly do flop about in macaroni effect. This trimming is expensive, since all the tiny silk tubes are made by hand and it is a fussy job to fashion tubes of any sort of woven material. The hat pictured is of navy blue silk and straw, with the smart macaroni pompon in pale gray.



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.





# Read Labels Carefully, Says Health Office

By Royal S. Copeland, M. D., Commissioner of Health, New York City, and Senator Elect from the State

When macaroni contains eggs instead of artificial yellow coal tar dyes there is no question that it is one of the most nutritious of our foods and should play an important part in our dietary.

Every now and then some one asks this question:

"What is the difference between spaghetti and macaroni?"

As a matter of fact, there is no difference except in the shape given in the molding.

Macaroni and spaghetti are composed of ground wheat and water. I say "ground wheat" and not "flour" because, in normal times, macaroni was not made of soft or rolled flour, but of wheat cut fine by rollers so as to resemble grits. This product is called "semolina."

To this special flour is added water to form a paste. The paste is pressed through copper forms, under hydraulic pressure, into many varying shapes.

The tubular shapes are known as vermicelli, spaghetti and macaroni. The smallest size is known as vermicelli. The next size is spaghetti. The largest is macaroni. In all there are about 200 shapes and sizes made from this flour. They resemble tubes, ribbons, snails, conch shells, hearts, spades, letters of the alphabet, etc. The very finest macaroni threads are called "capli d'angelo," or angel's hair. The ribbonlike forms are sold under the name of "noodles."

The moist product, after it has been pressed into its varying shapes, is hung on poles or covered trays and placed in a drying room before it is packed for sale. At one time macaroni was dried in the open air. It was the practice in certain districts to hang it in open areas and doorways to dry, unprotected from the dust and dirt of the streets. But this method was discontinued because it exposed the food product to unnecessary contamination.

Under the health laws of most cities, macaroni factories are considered to be bakeries, and all such premises must obtain a sanitary certificate from the board of health before they can operate. This requirement has so regulated and controlled the manufacture of macaroni products that it can be stated with every degree of assurance that the macaroni

which is sold in such cities is manufactured under proper sanitary conditions.

Macaroni is considered by the general public as a typical Italian food and a dish peculiar to Italy. Italy is probably entitled to this credit because of her early appreciation of its virtues and her insistence upon it after its adoption. The fact is, however, history credits its invention to the Chinese, and its European introduction to the Ger-



mans. It is said that the Italians learned to make macaroni from their German neighbors.

History also informs us that by the time the 14th century had rolled around Italy was the only nation using macaroni and that for over 100 years she possessed the secret of the method of its manufacture. Later some enterprising Frenchman introduced it into France.

It is recorded that King Louis XIII ordered a dish of macaroni from an innkeeper at Tours, who made a great reputation in consequence. The Japanese make claim, too, to priority in its use. You see macaroni is no humble dish, but possesses an ancient and an honorable lineage.

New York city consumes about 156,854,000 lbs. of these foodstuffs yearly, the principal consumers being Italians. Practically all of the macaroni consumed in the city is manufactured in local factories.

When spaghetti, macaroni, etc., are made from the genuine semolina flour, they are very nutritious food products,

because they contain all the food elements found in wheat. Unfortunately, however, the same practice has crept into this industry that exists in other industries, and the semolina flour in many instances, mixed and adulterated with a highly milled, inferior grade of flour.

These products are particularly rich in carbohydrates and for that reason are very fattening. When macaroni contains eggs instead of artificial yellow coal tar dyes there is no question that it is one of the most nutritious of our foods and should play an important part in our dietary.

Here is another case where you ought to read the label carefully to avoid artificially colored foods.

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## "The Macaronis"

In all periods and countries there have been persons and even groups of classes of people who sought to attract attention by eccentricities of dress.

In England, during the eighteenth century, none was more striking than "The Macaronis." They originated among several young men who had toured Europe and who on their return formed the Macaroni club, so called from the dish of macaroni—then little known in England—that was always placed on the dinner table.

The Macaronis took the town by storm. Nothing was fashionable that was not *a la Macaroni*. Even the clergymen had their wigs combed and their clothes cut *a la Macaroni*. The shop windows were filled with prints of the new tribe; there were engraved portraits of turf macaronis, military macaronis, and college macaronis. Their reign was short—lasting from 1770 to 1775.

In the song "Yankee Doodle" you will recall the line: "He stuck a feather in his hat and called it Macaroni." Who knows but what this may have been *a la macaroni*, as "Yankee Doodle"—originally called "Nankee Doodle"—was popular in England long before it was appropriated by America. Boxes.

Stumbling blocks make good stepping stones to success.

## The W. K. Jahn Co.

INCORPORATED  
BROOKLYN, N. Y. CHICAGO, ILL.  
Bush Terminal Bldg., No. 10 561 East Illinois Street  
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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  
WAREHOUSES  
Norfolk Atlanta Cincinnati Detroit Pittsburgh

## The Best Boxes You Can Buy for Your Shipments

H & D SHIPPING BOXES are the ideal containers for alimentary paste products. They seal up so as to make a practically air-tight and dust-tight container. They are waterproofed to keep out ruinous damp when in transit or storage. They safeguard perfectly the quality and freshness of your goods insuring a perfect food product to your consumer-customers.

And H & D Boxes are surprisingly LOW-COST—the most economical, and at the same time most practical shipping containers ever made.

H & D Boxes come to you folded flat for space-saving storage, yet are easily and instantly assembled for packing. They are supreme in safety, economy and convenience.

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

The Hinde & Dauch Paper Company  
220 Water St. Sandusky, Ohio

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## MEAT CONSUMPTION GAIN

**Six Pounds Per Capita Increase in 1922 Brings Annual Average to 149.7—Spur to Treble Macaroni Production Through Education and Advertising.**

While macaroni manufacturers are jubilant over the increase in the consumption of their products that is apparent in this country, though the difference is so small as to be hardly noticeable, the consumption of meats continues to increase rapidly according to a February announcement by the Department of Agriculture.

The figures given out by this government body for 1922 show that about 16,333,000,000 lbs. of all kinds of meat were eaten by Americans, a consumption exceeding that of any previous year. The average per capita consumption is estimated at 149.7 lbs. Compared with figures compiled by the same department for previous years, there is shown an increase of about 6 lbs per person in 1922 over that of 1921 and about 6½ lbs. over the 1920 consumption.

Beef leads all kinds of meats in the increase, the added consumption of this kind being estimated at 3.6 lbs. per person. Pork was a close second, recording an increase of over 3 lbs. per man, woman and child. Lamb and veal both showed decreases.

When the food value of meats and macaroni products are compared, is it any wonder that the manufacturers of the latter food rave over the exceedingly small per capita consumption of his products? The American nation is known as a meat eating nation, meats forming a larger percentage of the regular diet of our people in spite of the harmful effects of over eating these foods and of its ever increasing cost.

Makers of macaroni products cannot ever hope to bring about an increase of consumption to the high figures attained by meats, but by judicious advertising are in a position to double or treble present consumption and still permit the consumer to have the variety of dishes so much relished by Americans once they are taught to avoid over eating of any one kind of food, which according to the best medical authorities is an injurious habit.

The food bill of the United States has been estimated at \$15,000,000,000 annually and of this amount, one fifth or practically 3 billion dollars goes towards the purchase of meat. What per-

centage of the total expenditure goes annually to macaroni products? An increase in the annual purchase by each consumer of only 1 pound would mean that every press in the industry would work to capacity.

Macaroni has been rightly termed "white meat." It is practically a hundred per cent food. Only 55% of a live animal, however, is meat food. In a 1000-lb. steer, 500 lbs. are meat, 150 lbs. by-products and the remainder waste. Only 8% of the animal is porterhouse steak yet the demands for this particular cut are so far in excess of the demands for other parts that it is proportionately higher in cost.

## Northwest Miller Commissioner

Secretary Herbert Hoover has named 16 men as a special commission to inquire into agricultural export conditions and problems to meet March 24 in Washington. All are connected with agricultural organizations or allied industries, or with scientific work in that connection. Among these are Julius Barnes, president of the Chamber of Commerce of the United States; President Thomas A. Wilson of the American Institute of Meat Packers, and J. F. Bell of the Washburn-Crosby Co., Minneapolis. The first named is of Duluth and prominent in war work in connection with the food administration. Mr. Bell was special aide in Europe to Herbert Hoover during the war and in 1919 was honored by France for services in organizing the milling industry in the United States the first year of America's service in the war. Frank M. Surface of the food survey service at the time of the war is in charge of the investigation, which will have co-operation of the staffs of the departments of commerce and agriculture.

## Export Packing as National Asset

Good packing has a wider significance than the question of safe delivery of American merchandise abroad. The receipt of one damaged shipment by a foreign customer creates a bad impression, particularly when the damage could have been prevented by reasonable care in packing. Proper packing is not only a question of the reputation of an individual firm but also one of national prestige. It may be confidently asserted that in general American

packing is now equal to that of any exporting nation, advises the department of commerce in Commerce Reports. No matter how many able representatives may be sent abroad, insufficient and unsatisfactory packing will undo their best efforts. Markets that require years to develop can be destroyed rapidly by one careless exporter. Service is the keystone of success in overseas trade. The best is none too good for our foreign customers, and in the long run it is the cheapest. Good packing is sound economy as well as a national asset.

## Dun Trade Review

Trade conditions have improved to a point in some commodity lines where it is a question not of closing new contracts but of meeting demands and of making deliveries with desired promptness, according to Dun's Review of the business conditions for the first 2 months of the year. Conditions in trade and industry are generally reported of a very cheerful tenor. Practically all commodities show continued market strength and very full volume of output while unemployment is practically negligible with a scarcity of skilled labor in some lines. In the retail trade conditions are rather quiet, due to the bad roads and the usual lull preceding the spring buying.

Bradstreet's food index number shows that the wholesale prices per pound of 31 articles used as food remain the same and show slight change over the prevailing prices over a year ago. Of 81 commodities 29 showed advances, 18 showed declines and 34 remained unchanged. Prices on macaroni products remain unchanged during the last week of February though recording a slight increase over the prices prevailing a year before.

## ZIGZAGGERS

"A police court isn't all grim and sordid," remarked Judge White the other day. "Sometimes something really funny happens. Not so very long ago a chauffeur was brought in after having run down a man."

"Did you know that if you struck this pedestrian he would be seriously injured?" I asked.

"Yes, sir," replied the chauffeur. "Then why didn't you zigzag your car and miss him?"

"He was zigzagging himself and out-guessed me, your honor," was the answer.—Pittsburgh Sun.

## Plebian But Good

You may call it plebian—but there is nothing quite so versatile as macaroni, says "The Housekeeper" in the Chicago Herald-Examiner. A domestic science instructor recently calculated that there are 1000 different ways in which macaroni or spaghetti can be prepared. Yet most housewives seldom know more than a dozen. Unadorned macaroni is just macaroni—that's all. But alternate the combinations and the spices and you can change the nationality, calling it by all sorts of distinguished foreign names.

Macaroni soup is an appetizing and heat inducing dish for cold weather, particularly as it contains far more nourishment than most soups and is almost sufficient unto itself. It will be a nice dish for luncheon to give the children when they come home from school.

For this you need a quart of fresh cabbage water, 2 bay leaves, a pinch of paprika, some sticks of celery, a turnip, a carrot, 2 or 3 small onions, an egg and a pound of macaroni or spaghetti. Boil the vegetables in the cabbage water until tender, then add the seasoning and spaghetti, cook for half

an hour longer and then, just before serving, add the egg (previously boiled and thinly sliced) and one cup of Parmesan cheese.

Another nice luncheon dish is macaroni cake, composed of a pound of macaroni, mixed with one half pound bread crumbs, a few currants and sufficient egg and milk to bind. Separate into cakes and fry in deep butter.

## Case or Container

The question of "when is a case not a case?" is receiving the attention of the wholesalers of the country particularly since fibre is being so widely substituted for wood in the shipment of many manufactured articles. In the opinion of many of the leading minds in this link of the chain of distribution the evil of shipping goods in more or less flimsy containers is a problem that has been growing more serious each year and with very little relief in sight unless there is a concerted demand by the buyers and a distinct understanding between buyers and sellers as to what kind of containers are to be used in filling contracts.

It is argued that any unbiased authority will agree that when a whole-

saler orders a case of goods he expects it to be shipped in a wooden case and that the general term container means "paper package." It is suggested that shippers differentiate between these terms, applying the term "case" to wood boxes and the term container when a construction other than wood is used for shipping purposes.

Mention is made of several leading concerns which offer their products in this clear and concise way, the biggest among these being the American sugar refinery. To avoid misunderstandings it is suggested that the manufacturer who generally knows how he is going to pack his goods should state clearly in his contract what kind and style of container he will use. "Trade usage of cases means wood," says George P. Thompson, president of the New Orleans Wholesale Grocers association.

"When is a case not a case?" When it is a container, in the opinion of leading wholesalers who are frequently called upon to repack goods shipped in flimsy packages.

If men had the gift of second sight there would be fewer cases of love at first sight.

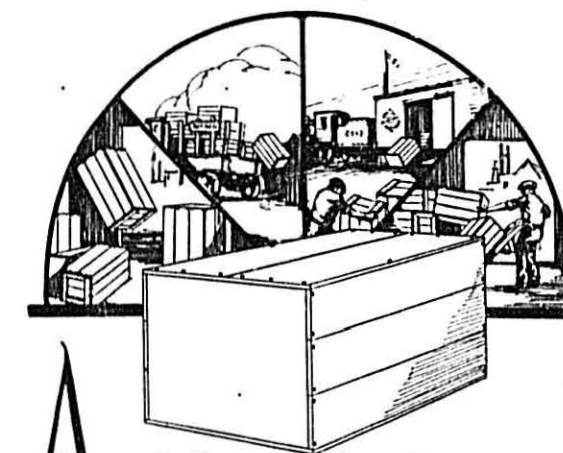
The use of your eyes around any place of business receiving the product of farm or factory will convince you of the absolute accuracy of this picture.

Your Goods Run the Same Gauntlet During Their Journey, Give Them Real Demonstrated Protection By Using

# WOOD BOX SHOOKS

A request will bring a quotation.  
"Only one kind—the best"

Anderson-Tully Co.  
MEMPHIS, TENN.



Accidents Do Happen!



"Beanery" Terms a Joke

A stranger visiting a "beanery" or cheap restaurant in any big city is astonished at the way waiters convey his orders to the kitchen. The servitors use much slang and mutilated English. In fact they have a picturesque gibberish all their own. For instance if you order an oyster stew the waiter will bellow out something like this, "One graveyard stew!" If you order hot cakes he will sing out, "Stack o' wheats!" If coffee is ordered he will call out, "Draw one!" And if another customer also orders coffee the waiter will add, "Make it a pair!" Sometimes he refers to the beverage as a "cup o' Java" or a "cup o' Mocha."

Suppose you want poached eggs on toast. The waiter will order, "Adam and Eve on a raft!" Then, if you change your mind and desire the eggs scrambled, he will simply add, "Wreck 'em!" When you order a plate of beans he will call to the kitchen, "Thousand on a plate!" If you want hash he might order, "Clean up the joint!" Bread is sometimes referred to as "punk," and prunes as "army cherries." If you cared for shredded wheat the waiter might say, "Chop up the broom!" When you order an extra order of potatoes the waiter will say "Side o' German!" or "Side o' French!"—meaning German fried or French fried, as the case may be. Eggs are often ordered as "Fry one, sunny-side up!" or "Two in the water four minutes!"

"College Humor" tells us of a customer who went into a "beanery" and ordered "Mutton broth in a hurry." "Baa-baa in the rain. Make him run!" shouted the waiter. "Beefsteak and onions," said another customer. "John Bull. Make him a ginny!" said the waiter. "Baked potato," added the customer. "Mrs. Murphy in a seal-skin coat!" shouted the waiter. "Two fried eggs. Don't fry them hard," spoke up another customer. "Adam and Eve in the Garden. Leave their eyes open!" said the waiter. "Poached eggs on toast," said a customer. "Bride and groom in a Ford!" shouted the waiter. "Chicken croquettes," ordered a patron. "Fowl ball!" spoke up the waiter. "Hash," said a desperate customer. "Gentleman wants to take a chance!" said the waiter. "I'll have hash, too," said the next customer. "Another sport!" announced the waiter. "Glass of milk," ventured still another.

other. "Let it rain!" ordered the waiter. "Frankfurters and sauerkraut, good and hot," spoke up another patron. "Fido, Shep, and a bale of hay!" shouted the waiter, "and let 'em sizzle!"—The Pathfinder.

SCOTCH THRIFT

Two Irishmen out of work and hungry, after exhausting every other means of trying to make a living, decided to turn to highway robbery. They concealed themselves in a lonely spot and waited.

The first man who came along happened to be a Scotchman and when they tackled him he put up desperate resistance. They fought back and forth, back and forth, and the Scotchman came near getting the best of them. They finally wore him out, however, and getting him down, searched him and found a nickel.

Pat turned to Mike, who was nursing a badly bruised hand and said: "Mike, if he'd had a dime he'd a killed the both of us."

Save Money on Discounts

The following figures compiled by the National Association of Credit Men clearly bring out the fact that no merchant can afford to neglect the cash discount even if it is only one half per cent. This table shows the various discounts with the annual interest rates to which they are equivalent:

- 1 1/2 % in 10 days—net 30 days=27% a year
- 1 % in 10 days—net 30 days= 9% a year
- 1 % in 10 days—net 30 days=18% a year
- 2 % in 30 days—net 120 days= 8% a year
- 2 % in 10 days—net 60 days=14% a year
- 2 % in 30 days—net 60 days=24% a year
- 2 % in 10 days—net 30 days=36% a year
- 3 % in 10 days—net 120 days=10% a year
- 3 % in 30 days—net 60 days=36% a year
- 3 % in 10 days—net 30 days=54% a year

THE RAZOO

A young fellow wrote to a firm in the south of Ireland which was selling razors at 5 shillings each. This is the style of his letter:

"Please send one of your razors, for which I inclose P. O. for 5 shillings.

"P. S.—I have forgotten to inclose the 5 shillings, but no doubt a firm of your standing will send one."

They replied: "We beg to acknowledge your esteemed order, and have pleasure in sending the razor, which we trust you will like.

"P. S.—We have forgotten to inclose the razor, but no doubt a fellow with your cheek won't need one."—Stray Shots.

Noodles

It's high finance if you win, but it's a highway robbery if the other fellow wins.

Success brings poise—especially avoirdupois.

There is such a thing as being too persistent at times.

We'll get the business if we get the chance.

Money is not on speaking terms with many folks just now.

Time and court plaster heal all wounds.

Some men are of no more consequence than a thermometer on a pleasant day.

People who know the least are apt to assume the most.

Money would go farther did it not travel so fast.

There must be OUTPUT before there can be INCOME.

The quickest way to live down our past is to live up to our 1922 resolutions.

Hope is a dream a man has when he is awake.

Lack of cash causes poverty more than anything else.

Even a tall man may not be above criticism.

It isn't the henpecked husband who lays for his wife.

A grouch burns up every summer and freezes to death every winter.

Women are curious about everything; men are curious only about women.

A single fact is worth a shipload of argument.

To commit an error is bad, to ignore one is worse.

Some people are always at school, always storing up precious bits of knowledge.

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

There is no tax on sunshine, so let's go ahead and produce.

If you organize, each must give up something.

Even sickness is well when it ends all.

Meet your customer with a smile, and chances are that he will leave with a smile.

ULTIMATUM

Willie was in bad temper. His mother had just discovered that there was not a clean nightshirt ready for him to wear.

"Never mind, Willie," she said, condescendingly. "You will have to put on one of your sister's nightgowns tonight."

"What, a girl's?" snorted Willie, yawning himself up haughtily.

"Yes. Why not?" asked mother, in surprise.

"I won't wear it!" declared the little boy. "I rather go to bed raw!"

—Christian Messenger.

DO YOU LIKE THE

New Macaroni Journal?

It Costs Only a Dollar and a Half a Year.

It is devoted exclusively to the upbuilding of the Industry in which you are vitally interested.

If you are not already a regular paid subscriber, why not prove that you are a booster for anything that will benefit the Industry by filling in the order opposite and have it come to you regularly for One Year?

NEW MACARONI JOURNAL, Braidwood, Illinois.

Please send The New Macaroni Journal for One Year to the address given below, for which we enclose check for One Dollar and Fifty Cents.

Name ..... Address ..... City ..... State .....



## FOR HEALTH AND STRENGTH

Why Macaroni Will Be a Nutritious Addition to One's Diet—Nutritional Value of Foods Illustrated in Analysis of Pastes.

By Ole Salthe, Director Bureau of Food and Drugs, Department of Health, New York City

In the consideration of your dietary, while the principal factor is the question of the nutritive value of food, the taste and variety are also highly important and the palate must be flattered.

No fixed rule can be adopted for all cases, as the amount of foods consumed must necessarily vary, according to circumstances. The greater the amount of physical exercise or work performed, the greater the amount of food required to meet the necessary consumption of fuel and to repair the tissues.

When performing labor the naturally increased desire for foods is shown, particularly in the direction of fats. Foods containing carbohydrates are also in demand and such foods are very valuable to persons indulging in physical exercise, for the carbohydrates in the dietary serve as a source of energy for muscular work and also are a source of heat production. Nutritional experts have also found that carbohydrates have tissue-building value.

We find in taking up the nutritional values of the respective foods that the cereals are extremely rich in carbohydrates. The cereals favorably compare with the natural foods in nutritive values.

Take, for instance, macaroni. The various forms, such as vermicelli, spaghetti, noodles, Italian paste and similar products, are manufactured from a very hard and very glutinous wheat. There is no difference in the food value of these respective products, the only difference lying in the form in which they are sold. By the original European method, the wheat is first steeped in water, then dried by heat, ground and sifted. Both the husks and a considerable percentage of starch are separated, leaving a coarse meal, high in gluten.

Macaroni is especially rich in carbohydrates. This makes it of special value to the person indulging in physical exercises. By adding cheese to macaroni you increase the protein and fat content, and thus form a well balanced ration. Weight for weight, macaroni may be regarded as not less valuable

for flesh making purposes than beef or mutton. It is easily and rapidly digested by most people.

### Trade Marks and Labels

#### "Union"

On May 8, 1922, there was filed an application for use of a cut of an American battleship for use as its trade mark by the Union Macaroni company of Beaumont, Tex. Notice of this application was published in the official Gazette of Jan. 30, 1923, and all objections thereto were to have been made within 30 days of date of publication. No lettering or words accompany the trade mark, which the company claims to have used since March 5, 1915.

#### Title—"Fontana's"

The Fontana Food Products company of San Francisco filed on Dec. 26, 1922, with its title "Fontana's" for use in macaroni products. Rights were granted Feb. 6, 1923, under title No. 25,532.

#### "College Girl"

The Jenkinson-Bode company of Jacksonville, Ill., has registered with the patent office its trade mark "College Girl" for use on its line of groceries, which includes alimentary paste products. Application was filed July 19, 1923, the company claiming use since 1912. The trade mark consists of the words "College Girl" in heavy black type. Publication was made on Feb. 20, 1923, and all notices of opposition must be filed within 30 days from this date.

#### "Star"

The trade mark "Star" of the John B. Canepa company of Chicago was filed with the patent office July 21, 1922, for use on its noodles and cut and twisted alimentary paste products, claiming use since on or about April 1, 1868. This trade mark consists of the word "Star" in heavy black type below which is a large black 5-pointed star. All notices of opposition to this trade mark must be filed within 30 days of publication, which was Feb. 27, 1923, under serial No. 167,166.

#### "Alberto"

The United States Macaroni company of Los Angeles has been granted the right to use the trade mark "Alberto" in connection with its alimentary paste products. Application was filed July 20, 1921, and rights were

granted on Feb. 27, 1923, and given serial No. 150,715.

#### "Leader"

The Wisconsin Macaroni company of Chicago has been granted the right to use the title "Leader" in connection with the macaroni, long and short; spaghetti, vermicelli and noodles manufactured by that concern. The title granted was given serial No. 158,206. Application was filed Jan. 20, 1922, and title rights were granted Feb. 27, 1923.

#### "Freedom"

The application of the Liberty Macaroni Manufacturing company of St. Louis for registration of its trade mark "Freedom," filed Oct. 1, 1921, was published in the Official Gazette of the patent office on Feb. 27, 1923, and objection thereto must be filed within 30 days of that date. A cut of the trade mark represents an ocean in the background with the brand name "Freedom" most prominent. In the right end of the trade mark appears a picture of the Statue of Liberty and below an American eagle carrying in its claws a bundle of wheat. In the center of the trade mark appears a blank space in which may be printed macaroni spaghetti or noodles, according to the contents of the box on which the trade mark is used. Across the bottom of the trade mark are the words "Manufactured and Packed by the Liberty Macaroni Mfg. Co. of St. Louis, Mo.," and in larger type the words "The Nation's Strength." Applicant disclaims the words printed in the drawing such as "Macaroni and Spaghetti" on the bottom of the figure of Liberty, the phrase "Manufactured and Packed by the Liberty Macaroni Mfg. Co. of St. Louis, Mo.," and the phrase "The Nation's Strength" and also the words "Trade Mark Reg." shown on the drawing.

The company plans to use this trade mark on its macaroni, spaghetti, noodle and short pastes, claiming use since Aug. 1, 1921.

#### "Colosseum"

The Savoy Importing company, Inc. of New York city, which has adopted the trade mark "Colosseum" for use on its many food products, domestic and imported, filed its application with the patent office on May 11, 1922, for registration rights. The application was published Feb. 27, 1923, and all objections thereto must be filed within 30 days of that date. The trade mark consists of a picture of the ruins of the old Colosseum in Rome with the words

"Colosseum" in large black type at the left of the picture. The company claims use of this trade mark since April 5, 1922.

### Your Favorite's Favored Recipe

Zitelli's macaroni stew is made as follows:

Take 1/2 lb. of real Italian macaroni, boil it in plenty of water slightly salted till soft—say about 20 minutes; take 1 qt. of tomatoes, 1/2 pint of water and 2 oz. of fat bacon cut into small pieces. Now 1 onion and a small bunch of parsley. Boil all these together (apart from the macaroni) for half an hour, then pass the mixture through a colander. Add 1 tablespoonful of butter and season with salt and pepper to taste. Put it on the fire again and let it boil for 5 minutes. Let the macaroni and the sauce both be very hot. In a green place a layer of the macaroni covered with grated cheese, then cover with a ladleful of the sauce and repeat the layers until the entire amount is served. It should be dished in deep soup plates for individual serving.

A lovely sunset—your boy getting down to real work.

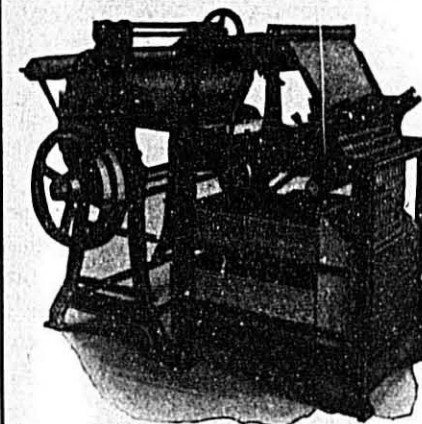
# Made to Satisfy Packer, Jobber and the Retailer.



Solid Fibre  
or  
Corrugated Fibre  
Shipping Containers

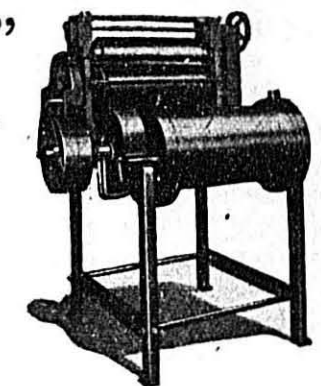
Made by

**ATLAS BOX CO.**  
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## "CLERMONT"

DOUGH BREAKERS  
CALIBRATING DOUGH BREAKERS  
NOODLE CUTTING MACHINES  
FANCY STAMPING MACHINES  
FOR  
BOLOGNA STYLE NOODLES  
MOSTACCIOLI CUTTERS



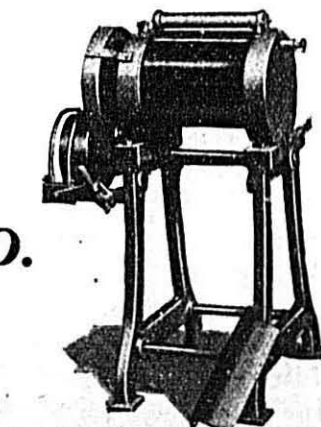
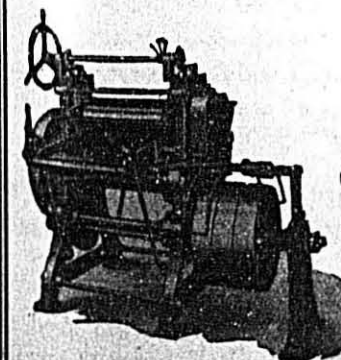
All Labor Saving Machines of the Highest  
Grade and  
The Cheapest in the End

**CLERMONT MACHINE CO.**

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Brooklyn,

New York





## The "Spread" Against Durum

While some of the "bread wheat" millers seemingly are greatly concerned over the increasing production of durum wheat, the macaroni manufacturers lose little sleep over what they think is a natural trend, as the greater the production of this kind of wheat so suitable to his purpose the cheaper will be this raw material in the form of semolina.

The regularity of the durum crop, its adaptability to the soils and growing conditions of the northwest and its known drouth resisting qualities, attract and hold the grain growers of these sections in spite of the wide spread in price between No. 1 northern and amber durum, though the spread is not always as great as figures would indicate.

The principal concern of the macaroni manufacturer is the quality of the grain. Aside from being assured of a sufficient crop to fill their requirements for the manufacture of American macaroni products and small export demands, the macaroni men and the durum millers are primarily interested in getting a grain capable of producing the highest grade of semolina.

While seemingly large figures are frequently quoted concerning the production of durum in this country, the truth of the matter is that a large proportion of the so called enormous crops is unsuited for macaroni manufacture. The large quantities of low or inferior grades glut the markets bringing a proportionally lower price per bushel and are finally bought up by some unscrupulous dealer who will not hesitate to blend and mix it, with the result that inferior quality semolina is all too plentiful.

The Northwestern Miller, a recognized spokesman for the "bread wheat" millers, is rightfully indignant over the apparent strong trend from ordinary to durum wheat in some sections, due to a desire of some growers to be insured certain returns from their crops, even though the total income from the crop may be less than from a good crop of No. 1 northern. If there were some means of regulating this all factors would profit.

It may be that through concerted action on the part of the government authorities, millers and users of various kinds of wheat flours, the farmers will be brought to a true realization of ac-

tual conditions and to produce only the highest grade wheats, making quality rather than quantity the basis for selection and production.

The time for sowing spring wheat is almost upon us and the Northwestern Miller treats on this timely subject in its issue of March 7, 1922, from which we quote in part:

### BEING "LED TO BELIEVE"

A few months ago, writing from Winnipeg, a reader of The Northwestern Miller, who is also a farmer, inquired why durum wheat was so much lower, relatively, in American than in Canadian markets. He said: "Here No. 1 durum is selling within a cent of No. 1 northern. The other grades show a wider spread, but in no case so wide as in Minneapolis. What is the reason your durum has gone to pieces the way it has? We were led to believe in this country a few years ago that durum was going to make North Dakota farmers rich and not growing it would keep ours poor."

The fallacy of durum wheat is one of the oldest and it is only because it has had time to work itself out that it is different from some of the more recent ones now being advocated. Many years ago, when the late James Wilson was secretary of agriculture, the growth of durum in the northwest was vigorously advocated and encouraged by government officials who became obsessed with the idea that acceptable flour could be made from this wheat, despite the protests of the millers, who claimed that it was not a bread wheat. They undertook to force millers to grind it, and the millers themselves were obliged on account of the large quantity produced to make every possible effort to utilize it.

There is a legitimate use for durum wheat in the manufacture of macaroni. Fortunately for the farmers who were "led to believe" in durum, this demand has greatly increased during recent years, owing to the fact that the manufacture of macaroni, which formerly was almost entirely imported, has materially grown in the United States. Had it been otherwise the loss to the farmers would have been even greater than it has been through the ill advised activity of the government in encouraging the growth of durum. However, the legitimate use for this wheat is almost entirely confined to macaroni, al-

though there is a limited export demand for the flour made from it. All attempts to use it as a substitute for standard wheats in making flour have failed, simply because it is not a bread making wheat.

The average crop of durum in the northwest in the 10 years prior to 1920 was about 20 million bus. The propaganda of the Department of Agriculture, made years ago, must be held primarily responsible for this development. During the war, owing to the great demand for flour of all kinds, regardless of quality, this quantity could easily be disposed of. A factor that encouraged farmers to grow durum was its resistance to rust, and during the years when rust was prevalent in the northwest this had much weight with them.

Thus, encouraged by circumstances, the farmers increased their acreage of durum until in 1921 the crop became 54 million bus. Coincident with this enormous increase, the demand for the product, relieved of the pressure of war necessities, reverted to its normal and natural limits. In spite of this, farmers persisted in raising more of it than ever before, being "led to believe" that the perversity of the millers rather than natural and legitimate causes produced the limited demand. In consequence the durum wheat crop of 1922 was some 82 million bus. more than 4 times the average.

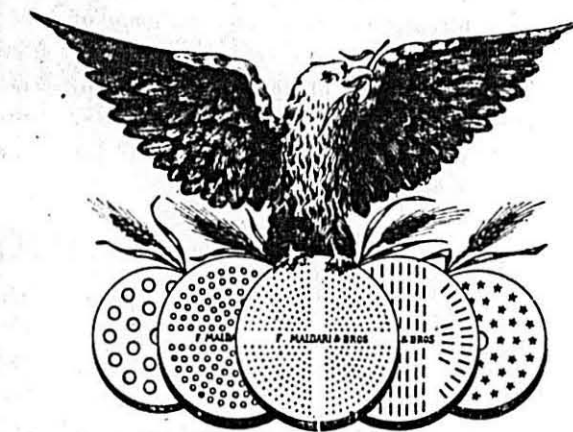
High grade durum wheat, used by macaroni flour manufacturers, of which there is an increasing number in the country, still commands a fair price relatively to standard wheats, suitable for bread making purposes. Other grades, not being desired either for macaroni or bread, must necessarily bring a very low price. A crop of durum equal to the demand of the macaroni makers is legitimate, reasonable and would no doubt be profitable, but a crop of durum predicated on the demand for flour used for bread making purposes, for which, despite the arguments of political farmers, it is not fit is senseless.

The surest and quickest way to make an enemy of a man is to outdo him in anything.

By all means show that you are alive; BUT do it not by kicking but by pulling.

There is enough food to feed the world. The question is how to buy it.

## Maldari's Insuperable Bronze Moulds with removable pins



FOR QUALITY

F. MALDARI & BROTHERS

Established 1903

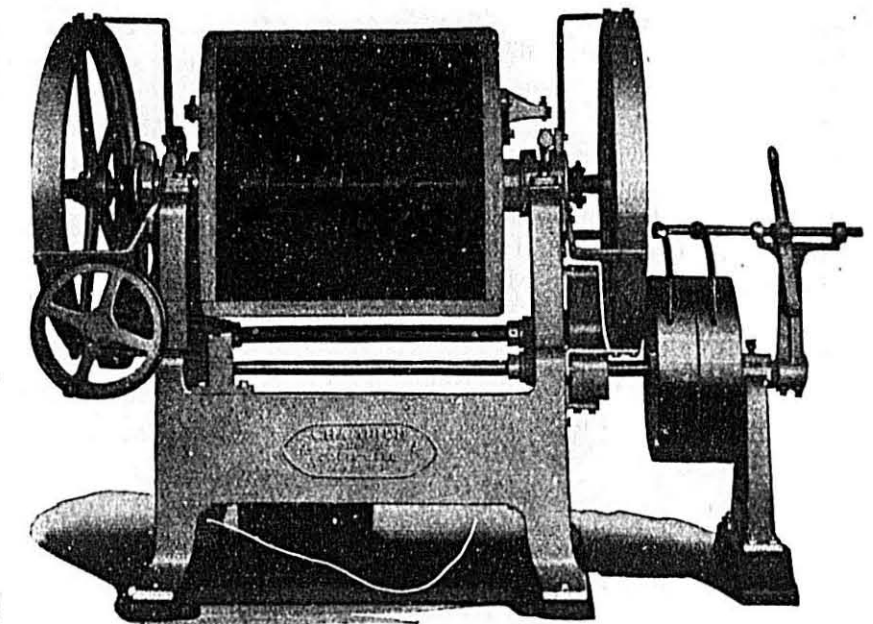
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NEW YORK CITY

## Champion Macaroni Mixers

For Any Size  
Macaroni Plant

This mixer is made in  
1-1/2-2-2 1/2 Bbl. size,  
Belt or Motor Drive.



CHAMPION MACARONI MIXER  
Motor drive \$595, less 5% for cash, or 12 months to pay.

The brakes are made of steel—a proof of their quality is that we have had some in use 20 years—that are still giving the best of satisfaction.

We manufacture large sifting outfits for Macaroni plants and also make a Noodle Brake a good many of which are in use. Names of users submitted on request.

CHAMPION MACHINERY CO., Joliet, Ill.



# Grain, Trade and Food Notes

## January Durum Receipts

The receipts of durum at the various primary markets for January 1923 were surprisingly regular, due to the excellent shipping weather that prevailed. The inspection report continues to show a predominance in durum and a slight decrease in amber durum as compared with the previous crop year, durum being almost 3 times as plentiful as it was a year ago while amber durum is only about two thirds that of the previous year, figured from July to January inclusive.

### Amber Durum

There was a slight falling off in the receipts of amber durum during January, it was equally distributed throughout all grades that made up a total of 1367 carloads reported for that month as compared with 1526 carloads in December 1922.

A total of 231 carloads of the amber durum graded No. 1, this being 14 carloads under the receipts in the previous month. Duluth received 105; Minneapolis 89, and the remaining scattering.

The No. 2. grade totaled 936 carloads in January as compared with 1008 in December 1922. Of these Duluth reported 375; Minneapolis 291; Philadelphia 117; New York 107, and the remainder distributed among several other grain centers.

Duluth also led in the receipt of the No. 3 grade, reporting 71 carloads; Minneapolis 34; Philadelphia 13, and New York 10, out of a total of 135 reported for the month, this being 38 less than the December receipts. 65 carloads graded lower than No. 3.

### Durum

Minneapolis surpassed Duluth in the receipts of the better grades of durum for the month. Out of a total of 86 carloads reported for January, 6 less than the December returns, Minneapolis reported 48 to 9 at Duluth and 7 at Omaha.

The No. 2 variety exceeded all the other durum classes in quantity for the month, a total of 1395 carloads being reported for January to 1187 carloads in December 1922. Of these 408 went to Duluth; 271 to Philadelphia; 205 to New York; 57 to Omaha; 13 to New Orleans; 11 to Chicago; and 10 to Galveston and the remainder scattering.

The No. 3 variety was proportionately large, 465 carloads being reported

for January, an increase of 23 over the December report. Duluth surpassed Minneapolis, getting 231, to the latter's 165, while 78 went to Philadelphia; 17 to Omaha; 15 to New York, and the remainder divided among several buying centers. 465 carloads of durum was of the inferior sort, being almost one sixth of the total receipts of durum for January 1923, which was 2481 carloads as compared to 2207 for the previous month.

### Total Receipts

For the 7 months of this crop year—July 1922 to January 1923—only 10,394 carloads of amber durum underwent government inspection at the grain centers as compared with 15,131 carloads for the same period the year previous.

The durum varieties are in great excess this crop year, the total to be reported being 16,531 carloads from July 1922 to January 1923 as compared with only 5216 carloads for the same 7 months a year ago.

### Sugar Exports Show Large Increase

Exports of sugar in 1922 were more than twice the exports of the previous year and almost 40 times the average for the prewar years 1909-1913. About 1,000,000 short tons were exported from the refineries in the United States in 1922. Most of this sugar went to European markets principally to the United Kingdom, which took 30% of the total. The European sugar beet industry has not yet attained its prewar status, but the per capita consumption of sugar has been fairly well maintained, except in a few countries.

### Six Potato States

The 6 states leading in potato production in 1922 are Minnesota, Wisconsin, Michigan, New York, Pennsylvania and Maine, according to the United States Department of Agriculture. In 1921 the 6 leading states ranked as follows: Maine, New York, Minnesota, Michigan, Pennsylvania and Wisconsin.

### Corn Statistics

According to a report by the agricultural department corn has supplanted wheat as the principal food supply of the United States. Figures show that corn is produced by 5,000,000 of the 6,500,000 American farmers. Near-

ly 100,000,000 acres of land are devoted to this single crop which now averages approximately 3,000,000,000 bushels annually. The crop during the war was valued at \$3,000,000,000, which is one eighth of our national debt. Forty per cent of the crop is fed to swine, 20% to horses and mules and 15% is used directly for human food. The United States produces three fourths of the corn of the world.

### Peanut Production Decreases

Production of peanuts in the United States declined from 841,474,000 lbs. in 1920 to 829,307,000 lbs. in 1921 and 623,507,000 lbs. in 1922, according to the United States Department of Agriculture.

### Exports of Wheat Decrease

The United States exported 46,000,000 bushels, or 24%, less wheat during the last 6 months of 1922 than for the same period of 1921, according to reports from the United States Department of Agriculture. During this period exports to China and France were more than double those for the same period in 1921, but Belgium, Germany, Italy, Netherlands, and the United Kingdom took from 23% to 54% less than they did in 1921, and Japan took less than half as much as in 1921.

### Less Wheat Exported

Exports of wheat from the United States for the 6 months July to December 1922 show a decrease of 46,000,000 bushels, or 24% compared with the same period in 1921. Belgium, Germany, Italy, Netherlands, Japan and the United Kingdom took from 23% to 54% less than in 1921. On the other hand exports to France and China were more than double the exports to those countries for the same period in 1921.

### MAKING HAY

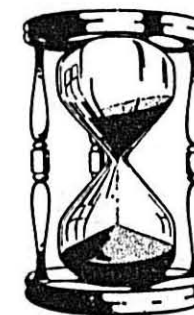
"I wish they'd quit saying prairie will go down," said the thrifty woman. "It's well meant."

"No doubt. But every time the announcement is made it seems to scare all the people I deal with into making hay while the sun shines."—Washington Star.

When a pretty girl begins to wonder her dimples a wise man forgets wisdom.

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Use



# Hourglass

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### PURE DURUM SEMOLINA AND FLOUR RUNS BRIGHT, SHARP AND UNIFORM

Quality and Service Guaranteed

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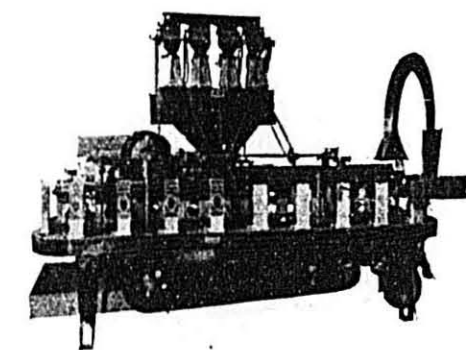
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## Wooden Macaroni Box-Shooks

**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.

## Ferguson Sealer

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



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

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

Mfg. by

## J. L. Ferguson Co.

Joliet, Ill.



# Notes of the Macaroni Industry

## Wine in Macaroni

When Chief of Police F. K. Hannah of Syracuse, Calif., started to clean up the city from a prohibition point of view, the largest find was in Michael Deliga's macaroni factory, where were found stored 1,500 gallons of wine. Its owner protested that the wine was of pre-Volstead vintage, but afterward consented to its being destroyed. Mr. Deliga's mouth watered while the police poured the immense quantity of wine into the sewer.

## Mt. Morris Plant Destroyed

A fire of unknown origin completely destroyed the Genessee Macaroni company plant at Mt. Morris, N. Y., on the morning of Feb. 4 and badly damaged buildings adjoining on either side. The flames were first noticed in the basement and, before the fire department, fighting against great odds in zero weather could subdue the flames, the fire in the plant was beyond control and efforts had to be concentrated on the adjoining buildings. The loss sustained by the macaroni company is close to \$20,000, the machinery being only a mass of twisted iron and the flour and manufactured stock wholly destroyed. Several firemen sustained injuries as the extreme cold weather caused ice to form everywhere in spite of the intense heat from the blaze.

## Plant Damaged by Fire

The Mega-Giordano macaroni plant at 414-416 Attwells av., Providence, R. I. was quite badly damaged by fire last month. The fire was first discovered among some burlap bags in the drying rooms on the upper floor of the 3-story wooden structure occupied by the factory, and was got under control before the fire extended to the other floors. Most of the damage was to the walls, partitions and drying stock of manufactured goods. The plant is owned by Arthur Mega and Simon Giordano who effected immediate repairs and had their plant in running condition within a few days.

## Macaroni Plant Cover for Whisky Still

A small shop of the Washington Square Paste company at 686 Filbert st. has been doing a big business, says the San Francisco Chronicle of Feb. 16. Its macaroni apparently exhilarated its patrons. When a dry squad en-

tered the premises they found the paste machinery covered with dust but there was an active 75-gallon still turning out liquor. Deliveries were being made in boxes labeled macaroni. Joe Lanci and Albert Graziana were arrested as the proprietors of the place.

## Elks Like Spaghetti

Spaghetti prepared in two different styles was the feature of the meal served at a recent meeting of the Elks lodge at Albany, N. Y. A keen rivalry that existed between two chefs; an Italian and a Hungarian, resulted in a friendly contest as to which could prepare the most delicious and most pleasing dish of this nutritious food. Much interest was created by the contest in which the diners were the winners. In deciding that the contest was a draw the two cooks have been made suspicious and are of the opinion that the wily Elks are merely scheming to get another chance at the delicious preparation.

## Macaroni Halts Traffic

Macaroni and spaghetti piled high on South Ninth st., Philadelphia, blocked traffic during the early rush hours of the morning of Feb. 13 when fire in the Abruzzi Macaroni factory at 1126-32 S. Ninth st., prompted the firemen to thus attempt to save a portion of the stock. The fire which was discovered in the plant early in the morning had gained such a headway that the efforts of the firemen were restricted to saving the adjoining buildings, which were considerably damaged. The macaroni plant, owned by Dominic Cini, is practically a total loss.

## Purity to Build Plant

According to reports from Milwaukee the Purity Manufacturing company, 1098 35th st., of that city, has completed arrangements for construction of a plant at 1095 30th st. This company is engaged in the manufacture of macaroni and other food products and will build a plant, 50x120, on the newly acquired property. August Gerlach is the president of this concern.

## Rescue Four in Plant

The F. Bianco & Co. macaroni factory at 1816 Ninth av., Wylor City, was completely destroyed by fire the last

night in January. Firemen were called upon to rescue two women and two children in the upper stories of an adjoining building when their avenue of escape had been cut off by the flames. The building which was an old frame structure permitted the fire to spread very rapidly and prevented any salvaging. No estimate has been made of the loss to the macaroni company nor the owners of the business places adjoining.

## "Boost Home Products"

Several of the macaroni manufacturers in the Salt Lake City section under the leadership of the Utah Macaroni Manufacturing company of that city took an active part in the "Inter Mountain Products Week" celebrated in Salt Lake City the middle of February. The purpose of the exposition was to acquaint the people of Utah with the many varieties of goods made at home from raw materials of Utah's mountains and valleys. In the days of the early Mormon settlement Utah was removed from the settled sections of the country and the settlers were completely dependent on their own resources for livelihood. Just as in the pioneer days it was possible for the people of that state to "go it alone" the Inter Mountain Products Exposition hopes to renew interest in home made products and accomplish what the pioneers did in the old days in the support of home industries. Exhibits were displayed which called attention to the wide variety of articles made in Utah. These exhibits were shown in beautiful booths that lined two of the best business thoroughfares of the city. The booth of the Western Macaroni Manufacturing company was particularly attractive. Samples of the prepared macaroni products were freely distributed to the thousands of visitors from various parts of Utah and neighboring states.

## Amalgamate Buffalo Plants

The various macaroni manufacturing plants and allied interests in Buffalo, N. Y., recently completed a giant amalgamation move that involves the worth while macaroni makers of that section, when there was launched the People's Macaroni company, of that city, with a capital stock of half million dollars. The companies involved in the deal are the Central

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Macaroni Works; Niagara Macaroni Manufacturing company; Liberty Macaroni Manufacturing company; Bellanca Macaroni company and the American Macaroni corporation. According to the uncompleted plans of the new concern, it is to concentrate the manufacture of macaroni from the 6 or 6 scattering plants to 1 or 2 modern factories where the latest equipment will enable them to produce their products with least loss and trouble. It is probable that the Central and the Liberty plants will be remodeled with a capacity of practically 300 lbs. a day.

Most of the owners of the individual plants have been retained as active workers and officers in the new company, thus bringing to this new concern an array of talent and wide experience that speaks well for its future. The executive heads of the People's Macaroni company are as follows: President, Carmello Gugino; 1st vice president, G. Lojaco; 2nd vice president, John S. Bellanca; treasurer, Stephen E. Lojaco; secretary, Wm. F. Lipp. Angelo Leone will be general manager and superintendent of production.

Facing an adverse business situation in the Buffalo district caused by keen competition and an oversupplied market because production capacity was so greatly in excess of the consumption demands, the wise heads decided that they must work together if treacherous rocks were to be avoided. The step taken was the most logical one under the condition and should serve as an example to be followed in several other districts where manufacturing plants are too plentiful to supply the limited demands for macaroni products in their natural business confines.



## International Macaroni Moulds Co.

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Brooklyn N. Y.

## Macaroni Die Manufacturers

### Ask For Our Price List.

# PACKAGING MACHINERY

WHICH WILL

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They Will Handle

**90 Packages Short Cuts Per Minute**  
SEALED AND WEIGHED

**100 Packages Long Cuts Per Minute**  
SEALED—BOTH ENDS

*45 to 50 Packages Per Minute if the Greater Capacity Is Not Needed.*

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

Let us show you what we can do for you.

## Johnson Automatic Sealer Co., Ltd.

Battle Creek, Michigan

Send for Catalogue

Send for Catalogue



### The New Macaroni Journal

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

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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.

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Display Advertising - - Rates on Application  
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Vol. IV March 15, 1923 No. 11

### Association Progress in East

Several enthusiastic conferences were held in the east last month under the auspices of the National Macaroni Manufacturers association according to Dr. B. R. Jacobs, director of the Macaroni Laboratory at Washington, D. C., who had charge of the meetings. The attendance at each of these sectional gatherings was exceptionally pleasing to the directors who took advantage of the opportunity to explain the purposes of the National association particularly with reference to the many problems that confront the macaroni manufacturers.

Members of the National Macaroni Manufacturers association in each locality were instructed to urge upon nonmembers to act—these various con-

ferences aside from outlining the purposes of the National association considered problems of local interest. Dr. Jacobs reports that there exists a strong sentiment favoring the organization of local groups affiliated with the National association whose powers were limited and to consider matters of purely local nature.

Dr. Jacobs started his tour of the northeastern states and New York following a meeting of the American Macaroni Manufacturers association in New York city on Feb. 4, where he found a strong feeling existing against the National association because of its lack of cooperation with the eastern manufacturers on the question of tariff and the expenditures of large sums of money to obtain reduced freight rates to enable manufacturers in the interior to dump their products on the New York market to the detriment of these eastern manufacturers.

In New Haven the Connecticut Macaroni club was organized with practically every manufacturer in that city as a charter member. Antone Peppe of the Connecticut Macaroni company was selected as president; G. Carnevali of the Congress Macaroni company, vice president and treasurer; V. Tacinni of the Franco-Italian Macaroni company, secretary.

In Boston the New England Macaroni club held its session at the Quincy hotel on Feb. 9, J. B. Hubbard of the Prince Macaroni company presiding. The purposes of the National Macaroni Manufacturers association were so ably explained by Dr. Jacobs that several firms applied for membership.

The meeting at Syracuse, N. Y., was held in the Onondaga hotel on Feb. 12, with manufacturers from Rochester, Fulton, Syracuse and several other nearby cities in attendance. As a re-

sult of this conference it is hoped organize a macaroni club for central New York some time this month.

The meeting of the Buffalo Macaroni club at the Statler hotel on Feb. 14 was one of the best gatherings that greeted Dr. Jacobs on his trip. W. F. Lipp of the American Macaroni company, president of the Buffalo club, introduced Dr. Jacobs who explained the work now being done by the National association particularly with reference to the simplification of containers cooperating with the department of commerce.

The tour of the northeastern states by Dr. Jacobs proves what can be accomplished if it were possible for National association officers to keep closer contact with the manufacturers of the various sections of the country to study their local problems and conditions and to ascertain how far it is possible to get their active cooperation on matters of general interest to all.

#### Like It With Peanuts?

Break enough macaroni into pieces to make 1 cupful. Boil and drain. Boil 2 cups of milk and thicken with a tablespoon of dissolved flour. Now add 1 cup of chopped peanuts and the cooked macaroni. Turn into a buttered dish, season and sprinkle the top with chopped peanuts and bread crumbs. Bake 10 minutes. Chop the peanuts rather fine.

Fishermen return either with a long string or a long yarn.

#### WANT ADVERTISEMENTS

Five cents per word each insertion.

FOR SALE—Good machinery at conventional prices: 13 1/2" Walton double cylinder screw press (vertical); 10" Walton single cylinder screw press (horizontal); dough mixer, 1 gal. capacity and 1 dozen moulds for presses. Address: P. P., care Macaroni Journal, Braidwood, Ill.

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Specializing in Macaroni Shooks. Prompt Local or Carload Shipments.

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

Write for information and estimates before building and save money.

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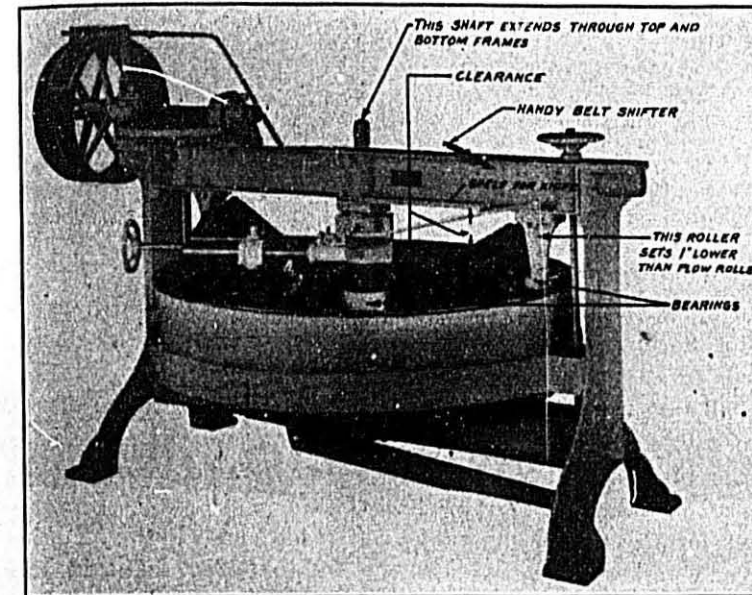
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Are in use all over the country.

Time of drying optional to the operator.

## ROSSI MACHINES "Fool" the Weather

Do not require experience, any one can operate.



## Double Action Kneader

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

Main pan shaft held at both ends will prevent giving.

Tooth of rollers partly omitted will prevent the dough clinging.

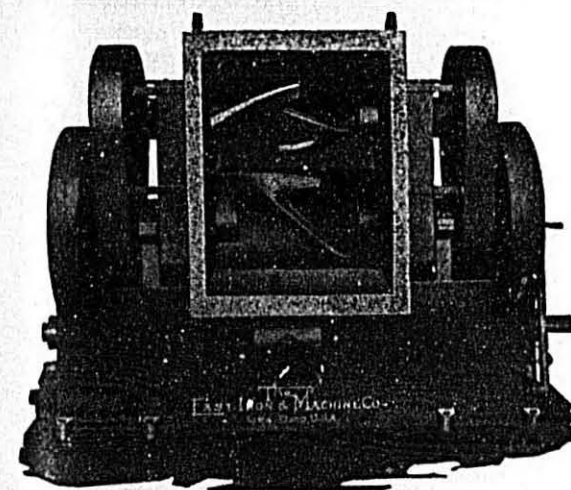
Clearance in top part of the rollers will prevent accident.

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

Knife shelf will prevent accidents.

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

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



# "EIMCO"

## Mixers and Kneaders

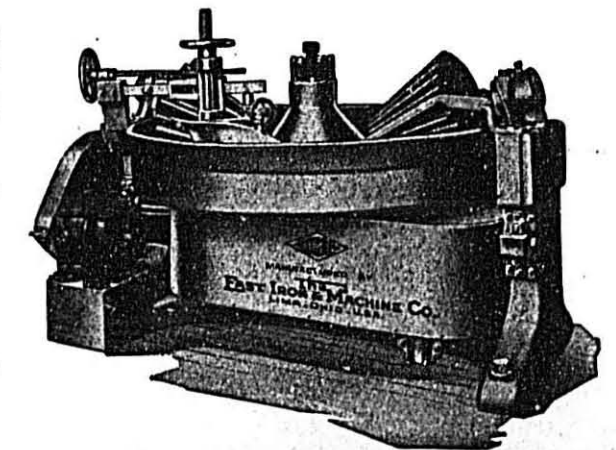
Insure Uniformity, Color and Finish

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

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

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

Ask us for bulletin and photos.



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Educate  
Elevate

Organize  
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The Industry

Then—  
The Manufacturer

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F. X. Moosbrugger, Minnesota Macaroni Co., St. Paul, Minn.  
Wm. A. Tharinger, Tharinger Macaroni Co., Milwaukee, Wis.

**Committee on Association Financing**  
C. F. Yeager, A. C. Krumm & Sons, Philadelphia, Pa.  
Wm. A. Tharinger, Tharinger Macaroni Co., Milwaukee, Wis.  
E. Z. Vermyleen, A. Zeroga's Sons, Brooklyn, N. Y.  
James T. Williams, The Creamette Co., Minneapolis, Minn.  
Joseph Guerisi, Keystone Macaroni Co., Lebanon, Pa.

**Committee on Cost System**

C. F. Yeager, A. C. Krumm & Son Macaroni Co., Philadelphia, Pa.  
J. B. Hubbard, Prince Macaroni Mfg. Co., Boston, Mass.  
F. X. Moosbrugger, Minnesota Macaroni Co., St. Paul, Minn.  
Henry D. Rossi, Peter Rossi & Sons, Braidwood, Ill.  
H. D. Read, Macaroni Foods Corporation, Omaha, Neb.  
Dr. B. R. Jacobs, National Cereal Products Laboratories, Washington, D. C.  
**Committee on Macaroni Journal Publication**  
Henry Mueller, C. F. Mueller Co., Jersey City, N. J.  
M. J. Donna, Secretary and Editor, Braidwood, Ill.

**Association Directors Meet**

The midwinter meeting of the board of directors of the National Macaroni Manufacturers association held March 2-3, 1923, in Hotel La Salle, Chicago, was a great success—both from the standpoint of progressive work accomplished and unselfish interest manifested. Every member of the board except Treasurer Fred Becker was in attendance, as were many of the leading manufacturers of the middle west whose wise counsel was found most helpful in determining problems of importance to the trade.

For 2 whole days, these officers and members gave freely and unselfishly of their time and experience, and much good was accomplished for the national association, which is now launched in extended activities that will make it a trade association well in keeping with the importance of the industry it represents.

**New Dues Schedule**

Serious consideration was given to the matter of dues based on the new schedule adopted last November at the special convention at Atlantic City. It was agreed that as the regular fiscal year of the association begins April 1 the new scale become effective April 1, 1923, instead of the first of the year as formerly agreed upon. Various speakers made it clear that the primary purpose of the increased dues was not to promote some pet scheme but rather to underwrite the association to the end that in the near future sufficient funds will be available to "put over" any movement that may meet with the approval of the majority.

**Cost System Ready**

The committee on "uniform cost system" made an extended report on the

progress to date. Everything was in readiness for offering a simple yet thorough system of cost accounting that will enable all who use it to determine just what percentage of cost is attributable to each process of manufacture and to determine the cost of the product in such a form as to be comparable with figures of other manufacturers. Dr. B. R. Jacobs will continue in charge of this work, though authorized to enlist the help of a capable accountant to serve as a field man under his supervision.

**Convention at Cedar Point**

Cedar Point, Ohio, was chosen as the place for holding the 1923 convention of the National Macaroni Manufacturers association and the annual get-together meeting of the macaroni and noodle manufacturers of United States and Canada. This place is situated equally distant from New York and Chicago and within easy reach of the large percentage of those interested in these annual affairs. It will be held the week of June 10, if the hotel there can accommodate the convention. Secretary M. J. Donna was instructed to get in touch immediately with the hotel management to make reservations for what will apparently be the largest and most important gathering ever held by the macaroni industry in this country.

**New Program Feature**

Secretary Donna recommended that there be a radical change in the convention program from that of previous conventions, where addresses were the chief attractions. Topics rather than speakers will be determined and these will be confined to problems of intense interest to manufacturers of macaroni products. Common sense arguments are expected to displace oratory and

actual facts and conditions rather than fancied troubles will be considered by those in close touch with the situation. The feeling prevailed that the national association is to emerge from a period of considerable accomplishment to one of intense activity for the betterment of trade conditions everywhere.

On to Cedar Point in June. Let the national association your wholehearted support. The cost is small compared to the great good that will accrue to the members and the industry.

**New Members**

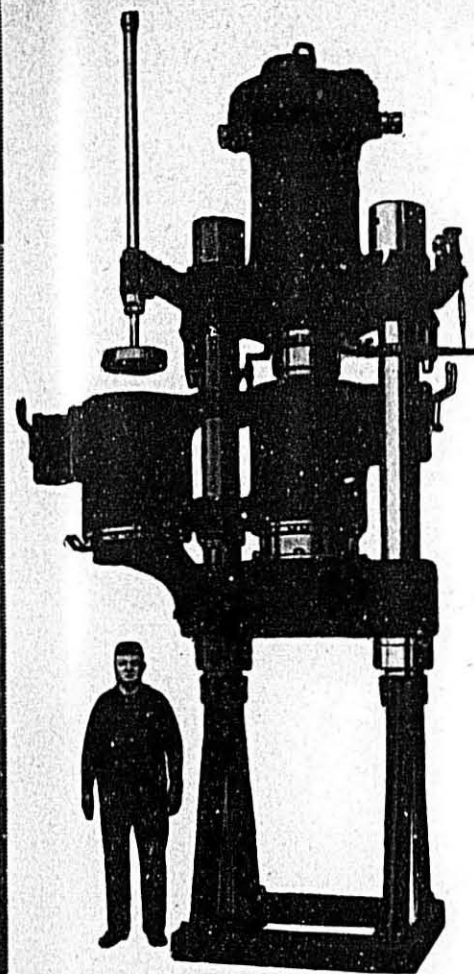
In the month of February two macaroni manufacturing firms applied for membership in the National Macaroni Manufacturers association, the applications being favorably acted upon by the board of directors. The new members are:

Splendor Macaroni company of 54 E. Sumner st., East Boston, Mass., with F. Vergona as its representative.

Maravigna Macaroni company of 21 North st., Boston, Mass., with G. Maravigna as its representative.

The national association is making most favorable impression on nonmembers because of the step forward taken recently when new activities were started that will bring to members alone benefits that were either overlooked or scattered promiscuously to the trade.

A drive for new members will be made during March and April under supervision of Secretary M. J. Donna and Dr. B. R. Jacobs of the Macaroni Laboratory under the supervision of the directors, who are anxious to include in this national organization every manufacturer of macaroni products on this continent.



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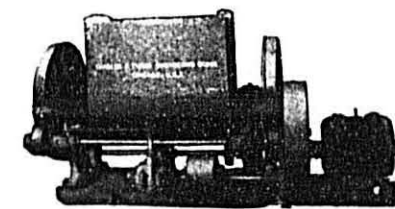
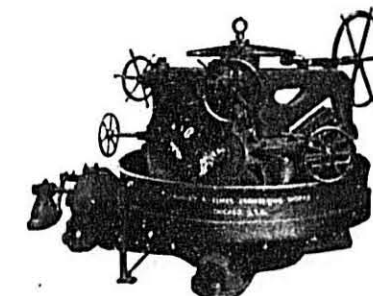
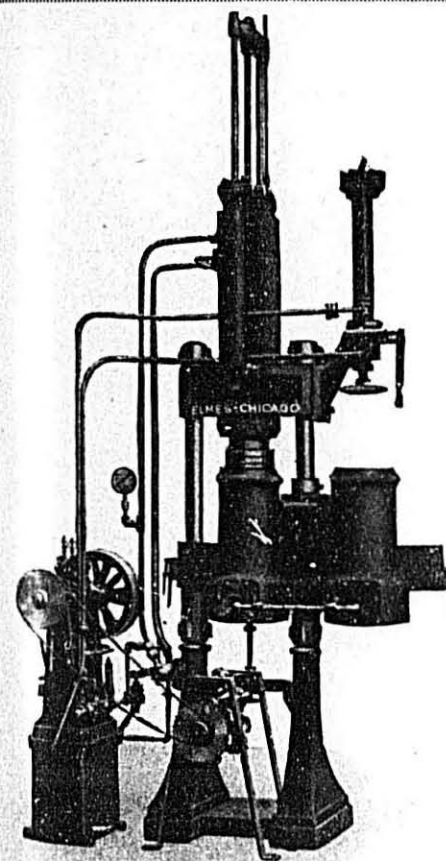
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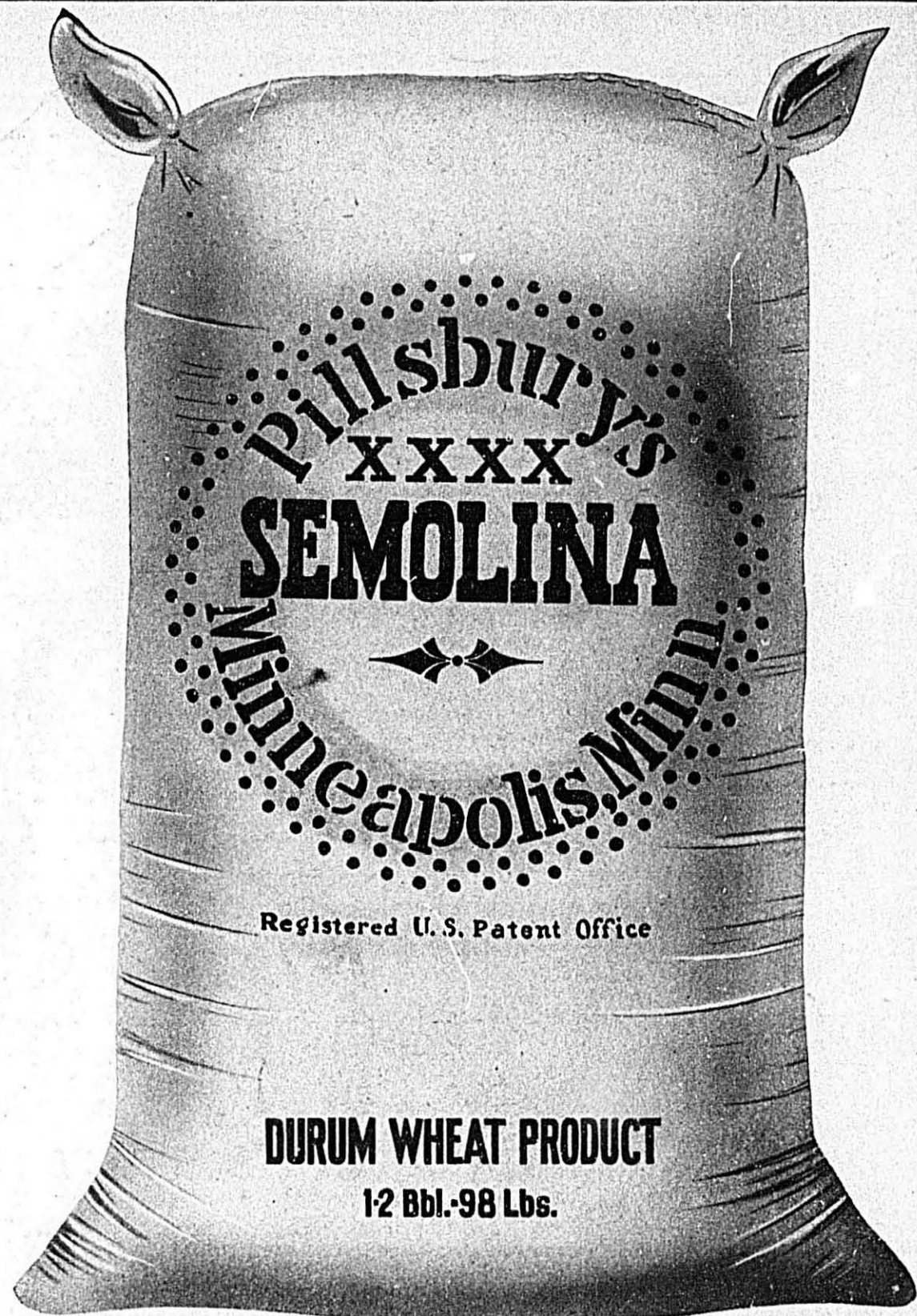


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