

**THE NEW  
MACARONI  
JOURNAL**

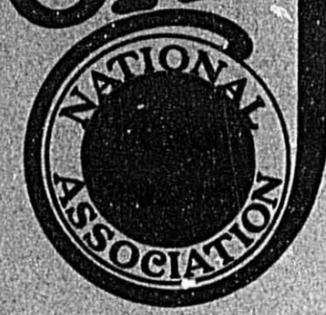
**Vol. 5, No. 8**

**December  
15, 1923**

*The New*  
**Macaroni Journal**

Minneapolis, Minn.  
December 15, 1923

Volume V      Number 8



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

**Stamp Out Tuberculosis  
With Christmas Seals**

*Honor  
These  
Seals  
and  
Their  
Good  
Work*



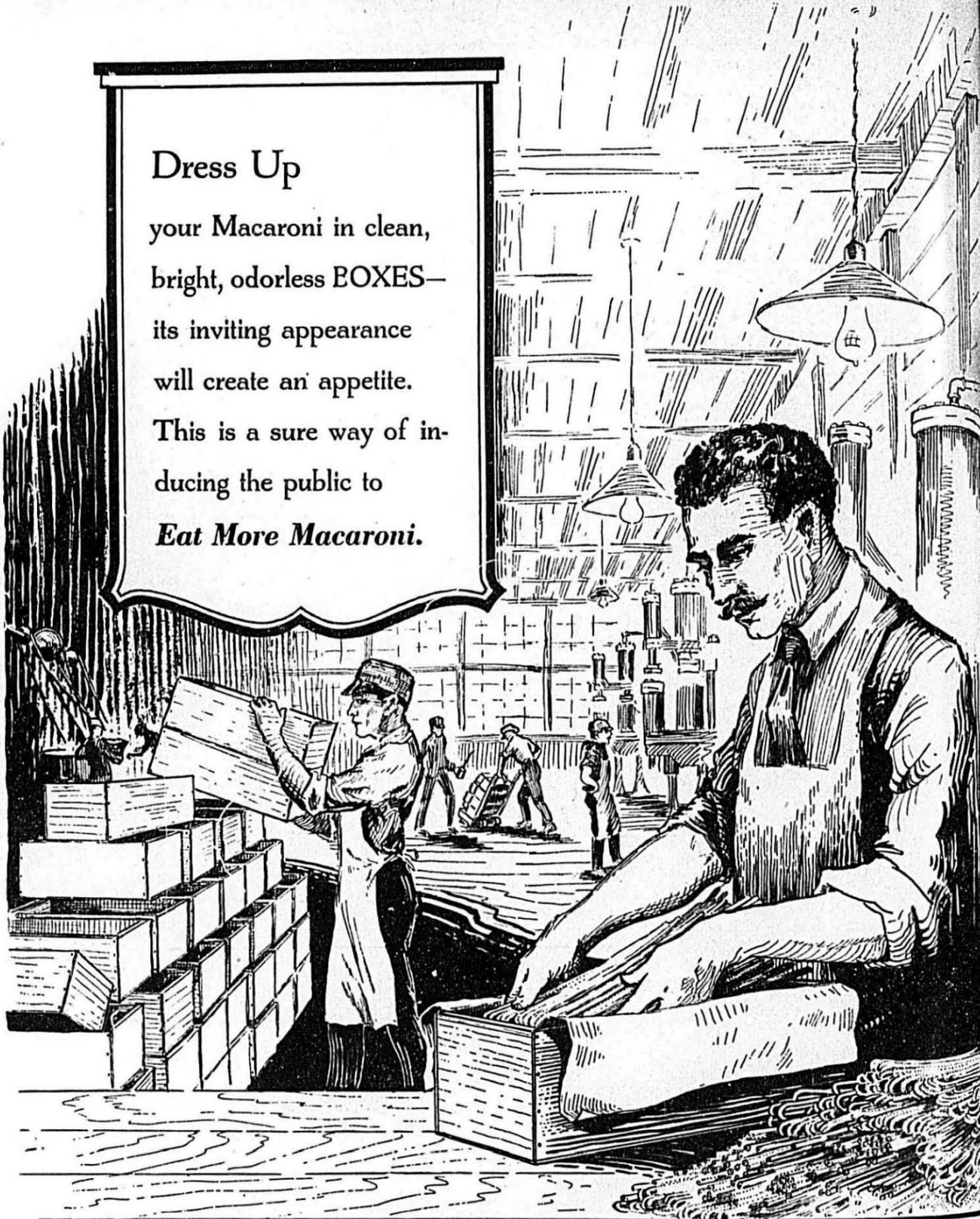
*Buy  
Them  
Often  
and  
Spread  
Christmas  
Joy*

*May Your Christmas Be  
Cheerful to Yourself and Cheering to Others*

**National Macaroni Manufacturers  
Association**

*Read in This Issue*  
**Planning Macaroni Publicity**  
8-Page Insert

Dress Up  
 your Macaroni in clean,  
 bright, odorless BOXES—  
 its inviting appearance  
 will create an appetite.  
 This is a sure way of in-  
 ducing the public to  
*Eat More Macaroni.*



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**CHICAGO**

**Capital City Milling & Grain Co.**

**DURUM WHEAT  
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**St. Paul - Minn.**

*Capacity 1500 Barrels*



**EXCLUSIVE MILLERS OF**

*High Quality  
 Durum Wheat*

**SEMOLINAS**

**All Granulations.**

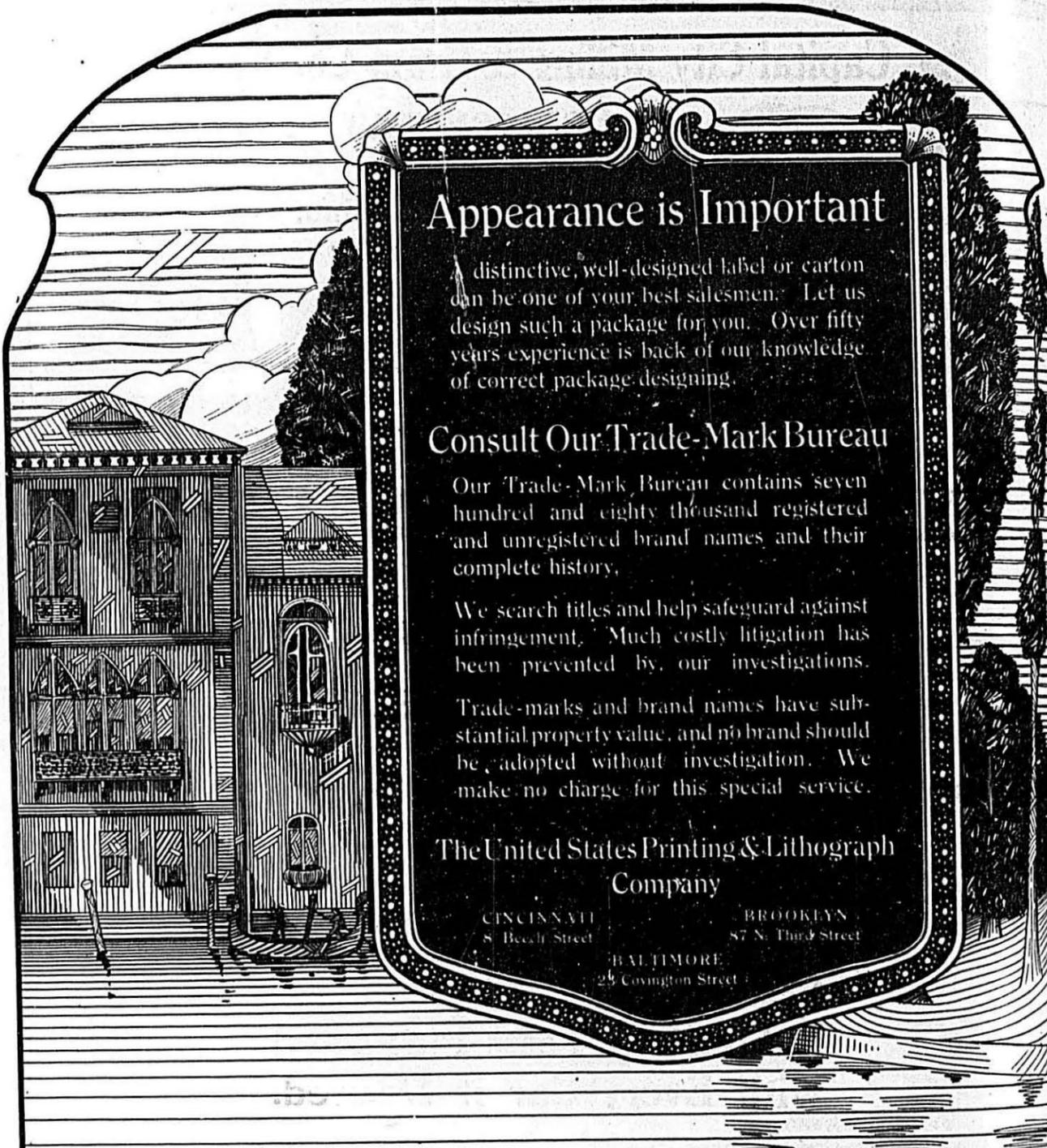
**Laboratory Tests Furnished  
 with Every Car if Desired.**

Members { *Minneapolis Chamber of Commerce  
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*We want your business on the basis of satis-  
 factory quality and square business dealing.*

**Capital City Milling & Grain Company**

**ST. PAUL, MINNESOTA**



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A distinctive, well-designed label or carton can be one of your best salesmen. Let us design such a package for you. Over fifty years' experience is back of our knowledge of correct package designing.

### Consult Our Trade-Mark Bureau

Our Trade-Mark Bureau contains seven hundred and eighty thousand registered and unregistered brand names and their complete history.

We search titles and help safeguard against infringement. Much costly litigation has been prevented by our investigations.

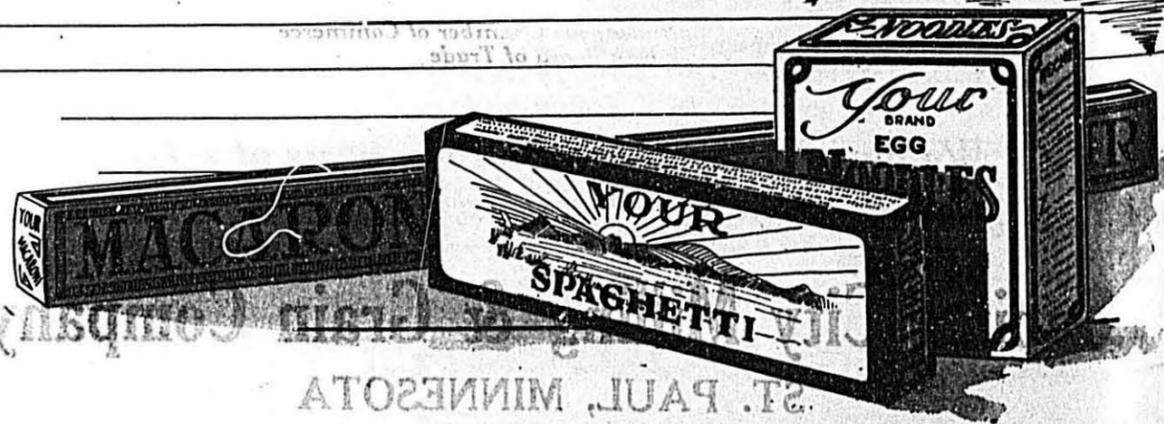
Trade-marks and brand names have substantial property value, and no brand should be adopted without investigation. We make no charge for this special service.

The United States Printing & Lithograph Company

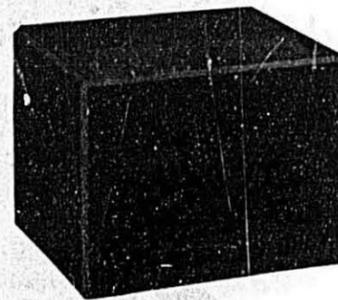
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Have YOU investigated the possibilities of shipping your product in Solid Fibre and Corrugated Containers?

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



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Manufacturers of

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CADDIES, SHELLS, AND FOLDING CARTONS

Milwaukee, Wisconsin.

Service Offices—Chicago, Denver, Minneapolis.





In wishing you all a very  
**Merry Xmas**



Let us remind you that as  
The wise men of old were guided by a Star  
So are the wise men of today guided to business success  
by the dependable quality of Two Star  
★ ★ Always the Best ★ ★



**QUALITY**

**SERVICE**

*Eat More Macaroni—the Best and Cheapest Food*

**MINNEAPOLIS MILLING CO.**

**MINNEAPOLIS, MINN.**



THE NEW

# MACARONI JOURNAL

Volume V

DECEMBER 15, 1923

Number 8

## A Counting of Noses

In the history of every food industry there is apt to come a crucial time when every one interested therein must stand up and be counted. Apparently this stage has been reached in the Macaroni Manufacturing Industry in America.

On which side will you be when the count is made! A poll of the industry would show at this very moment a strong sentiment in favor of some progressive action, something definite and reassuring, that will pull the macaroni manufacturer out of the uncertain situation he finds himself in today.

Let us briefly review a relatively bad situation.

**FIRST**—Small per capita consumption of macaroni products.

From several most dependable sources we glean the startling information that the per capita consumption of macaroni products in this country is estimated as low as 3 pounds up to as high as 5 pounds. In many European countries it is more than ten times that quantity. But eliminate from this estimate the foreigners who are natural consumers of these products, and a fair estimate of the American consumption may be placed at a little more than one pound per person in a year. A very insignificant quantity, indeed, as is to those of us who appreciate the nutritious value of this food.

**SECOND**—Production capacity alarmingly increased. Figuring the capacity of the presses now installed in the 500 odd macaroni and noodle plants, large and small in this country, a steady run of approximately four months per year would suffice to supply the entire American market with these products. How can these presses be made to operate more uniformly throughout the year?

**THIRD**—Keen and questionable competition. Overproduction naturally brings about a keen fight for existing business and a resultant letting down of selling prices. Firms are forced to adopt selling tactics that the home, and American business in general, has always frowned upon.

**FOURTH**—Importation of foreign made goods. European and Asiatic products are coming to our shores finding ready buyers among a class that naturally prefers them, irrespective of qualities. Statistics show that quantities are growing monthly and that imported goods are keenly competing with home made products.

**FIFTH**—Immigration restrictions decrease a natural market.

The American population is slowly but surely changing. Immigration laws tend to reduce the number of entrants from countries where people have a natural liking for macaroni, spaghetti and noodles.

**SIXTH**—Children of foreigners becoming Americanized. Our foreign population, admittedly the greatest consumer of our products, is slowly adopting American habits and mode of living. The tendency is toward a greater variety of foods. As the youngsters grow older and make homes of their own the results of the melting pot process are seen in radically changed living conditions.

Viewed from every angle conditions are not the most promising. About the only "silver lining" in the generally admitted "gloomy situation" is the fact that most manufacturers are agreed that something must be done, and that quickly, if the industry is to progress.

What will that something be? The elimination of unfair selling practices will afford a temporary relief. A more intensive selling campaign will only spur competitors to do likewise; the result greater expense and no appreciable enlargement of the macaroni market.

Now, then, is it not unanimously agreed that the only solution is in increasing consumption?

The American public is sadly lacking in knowledge of the true value of macaroni products as every day foods. To educate them and bring about a more frequent use of macaroni in the meals prepared by American housewives is the solemn duty of every manufacturer and distributor of this food.

How can this Educational Publicity work best be promoted? Many individual firms have done valiant work along this line. It has been at most but individual effort, benefiting a particular brand rather than the industry.

Our answer would be—Let's Do It Through Cooperation! Sooner or later the macaroni manufacturers of this country must, and the wise ones will, combine to educate Americans to a greater use of macaroni products. Whether this will be done next month, next year or within the next decade depends entirely upon the attitude of those most vitally concerned.

It is, and must be, the work of the Progressive Manufacturers and not that of individuals, clique or association. There has been prepared a well thought out plan that is being submitted to the macaroni manufacturing industry. It incorporates the best ideas of the successful macaroni men of the country. It is worth an honest to goodness trial.

Every project of advancement must pass through four definite stages. First, the stage of "Pooh, Pooh!"; second, the stage when some of the backward ones will shout, "No, No!"; the third stage, when the wonderful results of the idea begin to gleam brilliantly before the common eye, that of "Well, Well!"; and finally, the fourth stage, that of "Yes, Yes!" to which most of us will add that we thought all along that it was just the right thing to do.

The proposed Macaroni Educational Publicity Campaign

has gone safely through the first three stages. The last stage is about reached, if the project has progressed far enough. You, Mr. Macaroni Manufacturer, are to be the sole judge.

Soon there is to be a count of noses. Read carefully the details of the proposed plan in this issue and be ready to

be counted right. Place yourself among those who realize the need of this kind of publicity. Be ready to subscribe your share of the financial aid it; must have, and be numbered among those who are vitally and earnestly concerned in the future welfare of the macaroni Manufacturing Industry in America.

Mr. and Mrs. Yaeger

C. F. Yaeger, a prominent member of the National Macaroni Manufacturers association and a recognized leader in the macaroni industry in the Philadelphia district, sailed on Dec. 11, 1923, for a 2-month combined business and pleasure trip to Europe.

With Mrs. Yaeger as a companion and bodyguard he left New York city on the S. S. La Bourbonnais to Bordeaux,



France. The travelers will go first to the Riviera in Italy where they will spend the Christmas holidays and later will visit in Switzerland and Germany, being booked to return on Feb. 2, 1924.

Besides visiting and looking after his mother's estate in the Palatinate, Germany, Mr. Yaeger will inspect several leading macaroni manufacturing plants in Switzerland and northern Italy.

Bon Voyage!

Oct. Potato Crop Estimate

The October potato crop estimate points to a 401,424,000 bushel yield, according to the late government report. This shows a gain of 12,000,000 bus. over the 389,674,000 bus. estimate of a month ago but is still considerably short of the 1922 crop of 451,185,000 bus. The gain appears to be chiefly in eastern and central sections, the western potato figures showing some contraction since the Sept. 1 production estimates.

The main or late crop potato region extends from Maine westward to Washington and southward to northern New

Jersey in the east and to northern California in the west. Only 15 states are prominent in late carlot shipments, however. These, arranged according to the average yearly number of carlot shipments, are Maine, Minnesota, Wisconsin, Pennsylvania, Nebraska, Oregon, South Dakota, and Montana. These states furnish all but a few thousand cars of the main crop shipments. They move from 110,000 to 200,000 carloads and average about 90,000,00 bus. of potato shipments each season.

Distribute Weevil Pamphlet

The Pillsbury Flour Mills company in its campaign to educate macaroni manufacturers and distributors on the proper care of macaroni, through the process of milling and manufacturing and its storage until it reaches the consumer, is distributing to the trade copies of the August 1923 Journal of Economic Entomology which is devoted to the macaroni weevil problem. The article is edited by Royal M. Chapman of the division of entomology and economic zoology of the University of Minnesota.

The object of the article is to prove that macaroni contains no living insects or eggs in any stage of development as it comes from the press. It answers the question of whether or not a granary weevil infestation could pass directly from the wheat to the macaroni through the milling and manufacturing process.

The experiments mentioned in the pamphlet tend to show 3 things: First—that no stage of weevil could survive the process of milling the durum wheat into semolina; even the eggs are unable to survive this process. Second—that the adult weevils do not oviposit in the semolina. Third—that even if the weevils or the eggs were present in semolina they could not survive the process of manufacturing the macaroni. It was found that weevils introduced in the factory lay eggs on macaroni while it is drying.

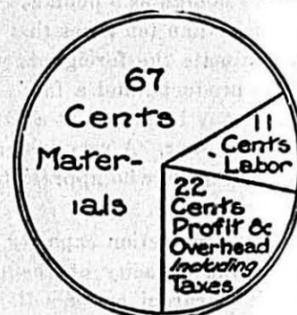
The milling company is promoting a good work in distributing this pamphlet to the macaroni manufacturing trade and to the jobbers and wholesal-

ers in whose warehouses care should be exercised that macaroni products free from weevils do not come into contact with other weevily goods or are not stored in places containing weevils.

A "Macaroni Dollar"

How is the dollar spent by the consumer of macaroni products divided? Washington authority after a study of figures given out by the department of commerce concludes that over two thirds of it goes for the raw material entering into the manufacture of the food. After deducting cost of material and labor, it concludes that the remaining 22 cents goes to pay profits, overhead and taxes. It is unfortunate that these are not segregated to show just how many cents out of each dollar actual profit to the manufacturer. We quote articles in full:

Uncle Sam Tells Who Gets It



A failure of a potato crop some years back was one of the chief factors that brought an appreciation of macaroni as a food to the people of the United States. Many housewives used macaroni as a substitute for potatoes and its popularity as a food has continued.

Like many other staple articles food the greatest factor in the cost of macaroni is the material. According to government data, 67 cents out of each one dollar the macaroni manufacturer receives goes for materials. Eleven cents goes for labor, while twice as much, 22 cents, goes to pay profit, overhead and taxes of the manufacturer.

A 10 per cent increase to macaroni factory workers would add one and one tenth cents to each one dollar of the selling price while a 10 per cent increase in the cost of materials would add 6.7 cents.

Eating to Be Healthy

By ELIZABETH COLE

The modern housewife at every turn confronted nowadays with scientific facts regarding the sort of menus she could prepare for her family. Everywhere, in cook books, magazines, newspapers and leaflets she comes across the mysterious words calorie, protein, fat-soluble A, water-soluble B, and carbohydrate. Definitions of these terms are often so complicated that they only confuse her further. At the same time she feels her responsibility in the matter of feeding husband and children and seeks with the best of her ability to make her meals well balanced and healthful.

Yet these necessary food substances, baffling to the layman, and the layman, ought to be present in our daily diet. We really should know in a general way their meanings. A calorie, for example, is merely a unit of food measurement, and is used by scientists and dietitians as a basis for determining the amount of food which the individual should consume in order to produce enough heat in his system. Proteins and vitamins are essential to growth, energy and health. One's diet could be composed of such foods as to obtain them in sufficient quantities; that is, we must eat enough starches, fats, sugar, and roughage every day to keep the body in good running order. Starches alone, fats alone, or sugar alone, or an excessive amount of one of these foods, will not do this, any more than gasoline, water or oil alone will keep an automobile in running order.

The need of such starch foods as spaghetti, macaroni, noodles, etc., cannot be too greatly emphasized. The trouble is that oftentimes the housewife does not combine with them a sufficient variety of the other necessities in diet. There is no sort of food, however, that can be so temptingly dressed up with desirable food elements as spaghetti and macaroni. A fresh vegetable such as peas, beans, lettuce, spinach, combined with macaroni cooked with cheese and milk, and fruit for dessert—this will be as nourishing a meal and certainly as simple as could be devised. It is so easy to combine meats and vegetables with spaghetti to make a hearty dish that many persons in this country are using this as a substitute for potatoes. The two, by the way, could not appear at the same meal as



You and your support — both are needed

THE battle against tuberculosis is your battle. The organized fight against consumption protects you, and makes your community a cleaner, more healthful place to live in.

You support the war upon tuberculosis when you buy Christmas Seals. The life-saving campaign of the Tuberculosis Association is largely financed by the sale of these seals. Protect yourself and help others Buy Christmas Seals.

Stamp out Tuberculosis with Christmas Seals



THE NATIONAL, STATE, AND LOCAL TUBERCULOSIS ASSOCIATIONS OF THE UNITED STATES

that makes an unbalanced amount of starch.

It is interesting to note in this connection that the nation using most freely macaroni and spaghetti, noodles and ravioli (and also unhappy without fresh vegetables, such as onions, tomatoes, beets, carrots, lettuce and greens and a great amount of fruit) has one of the lowest death rates from tuberculosis. In New York city, for example, recent statistics show that during a 4-year period, 1918-1921 inclusive, the death rate from pulmonary

tuberculosis averaged 122 per 100,000. Among the native born it was 108 compared with 149 for the foreign born. Among the Finns and the Irish of that city it was 3 times as high, being respectively 342 and 306 per 100,000. The Russian born rate was 86, the Chinese rate 825, the Scotch 181, English 136, and the Italian 122.

During the past 16 years the death rate for the whole country has been cut in half. Cleanliness of habits, the realization of the need for fresh air and sunshine, as well as a greater intelligence on the part of everybody in eating proper and nourishing food—these all have had important parts in this reduction. During these 16 years the National Tuberculosis association and affiliated agencies have been carrying on their educational campaign to make persons healthy and thereby stamp out the disease that can be prevented. Their work needs the support of every thinking person and this is given when Christmas seals are bought in December. Have you purchased yours yet?

GOOD "OLD STUFF"

When a plumber makes a mistake he charges twice for it.

When a lawyer makes a mistake it is just what he wanted, because he has a chance to try the case all over again.

When a doctor makes a mistake he buries it.

When a judge makes a mistake it becomes the law of the land.

When a preacher makes a mistake nobody knows the difference.

When an electrician makes a mistake he blames it on induction; and nobody knows what that means.

When a printer makes a mistake he gets the "devil."

But when the secretary makes a mistake—GOOD NIGHT!!—New Orleans Bulletin.

In Texas the short cotton crop forced a large number of negroes to the cities. One of these applied for a job at one of the largest employment agencies.

"There's a job open at the Eagle Laundry," said the man behind the desk. "Want it?"

The applicant shifted uneasily from one foot to the other.

"Tall you how it is boss," he said finally. "I sure does want a job mighty bad, but I ain't never washed a eagle."

# Agricultural Conditions Improve But Still Unsatisfactory---Wallace

In his annual report to President Calvin Coolidge at the opening of the new congress, Secretary of Agriculture Henry C. Wallace expresses satisfaction over the improved condition in agriculture during the past year. He reports prices of many agricultural crops higher, production costs lower, and some general reduction in the things that farmers buy.

In 1923 farmers planted 341,000,000 acres of the 14 principal crops. This was an increase of more than 2,000,000 acres over 1922. The production of these 14 crops is estimated to aggregate 265,000,000 tons, which is about the same as in 1922 and 11,000,000 tons greater than the 10-year average.

Taking the value of the 11 crops—corn, wheat, oats, barley, rye, buckwheat, flaxseed, potatoes, sweet potatoes, hay and cotton—we find that this value was \$5,289,000,000 for 1921, \$5,711,000,000 for 1922, and \$6,947,000,000 for 1923. In neither year does the sum indicated include the total value of farm crops grown, but for comparative purposes the values of these 11 crops for the years mentioned indicate the substantial increase in the money received by farmers in 1923 as compared with 1922 and 1921.

Not only will the total general farm income be considerably greater for 1923 but this income will buy relatively more of the things farmers need than for some years past. Hence farmers generally are better off both actually and relatively, and this is reflected in their increased purchases, which in turn has helped general business. The farm productive plant seriously depreciated during the past 6 years, first because of war conditions and later because of forced economies. As the farm income increases, therefore, farmers will buy more and more freely of the things they need.

The wheat crop for 1923 is estimated at 782,000,000 bus., compared with 815,000,000 bus. in 1921 and 862,000,000 bus. in 1922. The quality of wheat this year is somewhat below the average, owing to weather conditions and the ravages of plant diseases.

## Bad Wheat Situation

The discouraging wheat situation is due in part to increased acreage in re-

sponse to patriotic appeals and the extraordinary demands for wheat by the war administration. By similar appeals the war administration reduced bread consumption in the homes and took it off the restaurant table. This has definitely reduced the per capita consumption. The evil results of these policies continue. The world wheat production is too great in proportion to the restricted consumption. The great wheat producing areas in the United States, Canada, Argentina, and Australia increased their annual exports 336,000,000 bus. At the present time the exports of wheat from these countries are more than twice their prewar exports and more than compensate the former exports from Russia and the Danube basin and the decreased Indian exports.

War has had a marked effect upon the bread grain consumption of some European countries as well as of the United States. The standard of living in some countries has been lowered and cheaper foods substituted for wheat. Wheat has been conserved by "long milling," mixing, and by feeding less to livestock. The per capita consumption of wheat in the United Kingdom has remained remarkably constant during the last 14 years but declined slightly during the war. In France per capita wheat consumption, including seed, was reduced from an average of 9.3 bus. during the period 1909-1913 to an average of 7.4 bus. during the war period of 1914-1918. Since then the average has increased 7.7 bus. Milling restrictions requiring the mixing of from 8 to 10% of substitutes with wheat flour are still in force. The per capita supply of bread grains has also been considerably below normal in Germany and Austria. Thus in selling their surplus wheat the farmers of the United States have to meet increasingly keen competition in a foreign market where the demand has declined.

Establishment of a government agency, with broad powers to buy and export not only wheat but pork and other farm products of which this country has a surplus and the prices of which are out of line with the prices of other goods, is suggested by Secretary Wallace, on the ground that the plan seems practicable and is equitable

in view of the fact that government action during the war is in part responsible for the present troubles of agriculture.

On the assumption that it is the national purpose to keep ourselves on self sustaining basis agricultural wisdom would seem to justify going some trouble to help farmers bridge over a period of depression caused an economic cataclysm, says the secretary. Precisely that, he says, has been done in the case of labor and of some industries. Those who urged that economic laws should now be permitted to have free play with agriculture not give full consideration, he declares to what happened during the war for 2 years afterward.

## Numerous Proposals Made

Secretary Wallace enumerates the principal measures proposed for agricultural relief: Reduction of acreage, diversification of crops, development of cooperative marketing, government price fixing, letting down the bar against immigration to cheapen labor, an increase in the tariff, purchasing and storing of surplus farm products by the government, sale of 50 to 100 million bus. to European governments who people cannot afford to buy but who are in urgent need of food, purchase surpluses by a government agency and selling it at a lower price in the world market.

Reduction of acreage, the secretary points out, is in progress and has ready gone far. Diversification of crops is likewise a partial means of relief, but is not practicable in all sections, and in any case takes time and money. Price fixing the secretary proposes on the ground that it would stimulate production and cause great trouble in the end. He says bringing in foreign farm laborers as a means of reducing farm production costs seems impracticable, since the pull of industrial wages would operate as effectively on them as on our own people. Purchase and hold of surpluses by the government might prove of temporary help, he says, provided an advance in prices were protected by an advance in tariffs, but, he adds that the existence of surplus would press down the price of the next crop.

The proposal to sell a considerable

**EAT MORE WHEAT**

*The Wheat used for*

## GOLD MEDAL SEMOLINA

FROM the very beginning Washburn Crosby Company safeguards the quality of Gold Medal Semolina.

The tremendous buying facilities (made possible by the nationwide and constant demand for Gold Medal Products) enable this largest milling organization to send representatives throughout the best wheat raising sections of the United States and personally select the finest amber Durum Wheat.

This is one of the reasons for the unvarying, high quality of Gold Medal Semolina and the perfection of macaroni made from it.

**WASHBURN CROSBY COMPANY**

Plants at MINNEAPOLIS, BUFFALO, KANSAS CITY, CHICAGO, LOUISVILLE, GREAT FALLS, KALISPELL

All "WASHBURN" High Standard Mills - QUALITY GUARANTEED

part of our surplus to some country which cannot buy for cash but which is in urgent need of food is worthy of consideration, the secretary believes. He also declares the development of cooperative marketing should produce good results, but it would take many years and therefore does not meet the present emergency. In regard to the proposal that government agencies should buy and export surplus farm products, the secretary makes the following statement:

"The objective to be attained is to obtain for wheat and other agricultural products an exchange value approximately equal to what it was before the war. As has been said often, one of the chief causes of the agricultural depression is that farm commodities are relatively far cheaper than before the war. The price of wheat in dollars at terminal markets is not far from prewar prices in dollars, but a bushel of wheat on the farm will still buy much less of the things farmers need or desire than before the war. The end sought, therefore, is to put farm products on a price plane comparable with the price plane of other commodities.

#### Farmers Would Finance Plan

"The proposal in question contemplates setting up a government export commission charged with the duty of disposing of the surplus in the form of wheat or flour in such a manner that the domestic price may rise behind an adequate tariff barrier to the point of restoring the prewar purchasing power of wheat in the domestic market. Such an agency would need money with which to operate, and it is proposed to start it with a working capital of, say, \$50,000,000, that being the approximate sum which the government made in the way of profit by its war time handling of wheat and flour when the price of wheat was arbitrarily controlled and held below the price at which it would have sold without such control. In case losses should be incurred because of the character of its operations, it is proposed to recover the losses through the levy of an excise tax on the crop of wheat itself. In the end the cost would be paid not out of the public treasury but from assessment on the growers benefited, and should not be large.

"That in briefest form is the essence of the plan suggested. It is not a proposal for price fixing as that is generally understood.

"It might be described as a plan to

give the wheat grower the measure of protection which is given to so many other groups by making fully effective the principle of the protective tariff on a commodity of which we produce a surplus and which is suffering from destructive competition in a depressed foreign market. Or it may be described as a plan by which the government without material loss to itself undertakes to do for the wheat growers what they cannot now do for themselves—bring them into a general wheat pool through the operation of which they may get a fair price.

"The proponents of this plan suggest that it avoids the stimulus to overproduction which is a serious objection to arbitrary price fixing, and that the mechanism of marketing wheat now existent need not be seriously interfered with, assuming that exporters evidence a willingness to cooperate with the export corporation. This is important, because the reason for the corporation should gradually disappear as the reestablishment of normal economic conditions will through natural economic forces restore normal price ratios.

"Many objections, some of real merit, can be urged against the scheme proposed. It is conceivable that there are some obstacles which it may not be easy to overcome. However, there seems to be so much of merit in the proposal that it is worthy of the most painstaking analysis and the most critical scrutiny. The principles involved are such as have been successfully applied in times past in private initiative by industries which have successfully disposed abroad of an embarrassing surplus.

"It is well to remember also that our population is growing rapidly and that before many years there will be a home demand for even more of farm products than we are now producing. If during this period of agricultural distress we permit production to be shrunk to present needs by driving farmers from the land into the cities, we shall be under the necessity of reclaiming at large expense the productive land which is now being abandoned. And if we should experience one or two years of short crops while this process is going on the consuming population will find itself compelled to pay prices for farm products which will impose upon it a burden comparable to that under which the farmer has been groaning."

#### Northwestern Miller Celebrates

The Northwestern Miller of Minneapolis, unquestionably the peer of a publication covering the flour mill industry, very appropriately celebrated the Fiftieth Anniversary of its existence in the closing week of November. In commemoration of its half century of useful existence the publisher of the Northwestern Miller printed and distributed to its subscribers and friends an anniversary number that is indeed a work of art and that offers a wonderful contrast to the little 4-page paper—first number—printed in June 1873.

The anniversary number carries a detailed story of the history of the publication from its beginning in 1873, outlining step by step the development in the flour industry with which the publication kept pace. Many illustrations, rare prints, etchings and stories are contained in this special number of 350 pages of interesting reading. Two hundred pages are filled with well constructed and beautifully illustrated progressive advertising by firms, many of which have been regular and constant advertisers for decades.

The anniversary number represents months of arduous work by W. Edgar, president of the Northwestern Miller, and of his entire staff. W. Edgar's first connection with the Northwestern Miller was in 1882 as business manager.

The anniversary celebration was attended by representatives of that publication from all over, by leading flour manufacturers and distributors in America and Europe, and by representatives of the various allied trades. In addition to specially invited guests were present many leaders in politics and business including Governor J. A. O. Preus of Minnesota; Baron E. de Cartier de Marchienne, Belgian ambassador to this country; C. W. Rowley of the Canadian Bank of Commerce, Winnipeg; Robert S. Craig, president of the London Flour Trade association, and J. H. Barnes, president of the Chamber of Commerce of the United States.

The entertainment was pleasing and varied, lasting 3 days. There were trips of inspection to the best flour mills in the northwest; entertainment of highest class and addresses of commendation, in addition to luncheons and banquets in keeping with the wonderful event celebrated.

Through the New Macaroni Journal  
(Continued on page 14.)

## A Pure Durum Wheat Product Backed by the Guarantee of The "KING MIDAS" Name



Eat More  
Wheat,—  
Macaroni—

A  
Good  
Wheat  
Food

Eat More  
Wheat,—  
Macaroni—

A  
Good  
Wheat  
Food

## KING MIDAS MILLING CO.

MINNEAPOLIS

No. 2 SEMOLINA  
No. 3 SEMOLINA

DURUM PATENT  
DURUM FLOUR

## Conference of Jobbers and Manufacturers

A round table conference between leading specialty manufacturers of the country and the wholesale grocers of the middle west was held last month in Chicago as a result of an understanding reached at the annual convention of the American Specialty Manufacturers association last September in Minneapolis. The Chicago conference brought about a better understanding and declaration of principles on issues on which differences of opinion existed, and unquestionably paved the way for further negotiations on the basis of amity.

Chairman F. D. Bristley of the manufacturers committee of the American Specialty Manufacturers association and Chairman O. J. Moore of the wholesalers committee of the National Wholesale Grocers association were spokesmen for the respective groups. Four major points were considered during the conference and a free expression of opinions thereon resulted in a much better understanding, through the knowledge that where two interests exist there are always two more or less antagonistic views.

The subjects considered were:

1. Proper handling and delivery of specialty orders by the wholesale grocers.
2. Proper representation of manufacturers' products by wholesale grocers' salesmen.
3. Proper care, storage and handling of manufacturers' products.
4. Question of wholesale grocers substituting private brands or inducing retailers to accept their private brands in lieu of the goods specified on specialty orders.

Frank replies made by the manufacturers representatives to 4 important questions submitted by the wholesalers were unanimously approved by the wholesale grocers present, and as a result thereof a more friendly spirit was created between these 2 naturally related groups.

The questions and answers were as follows:

Wholesalers' question No. 1:

Do you recognize the wholesale grocer as an efficient, economical and satisfactory channel through which to distribute your products?

Manufacturers' answer:

Yes, if and where distribution through him is duly effective.

Wholesalers' question No. 2:

Under your existing sales policy what is your definition of a wholesale grocer?

Manufacturers' answer:

A wholesale grocer is one who carries a stock of grocery products adequate to meet the requirements of his retail grocer customers, is an efficient and fair distributor of manufacturers' products, and duly functions as a distributor of such products.

Wholesalers' question No. 3:

Are specialty traveling salesmen, in your opinion, necessary to the efficient and successful conduct of your business?

Manufacturers' answer:

Yes.

Wholesalers' question No. 4:

If upon investigation and thoughtful consideration it should be developed that the compensation allowed the wholesale grocer for service rendered is not adequate to cover his expense and provide a reasonable net return, what would be your attitude toward such wholesale grocer and his adequate needs?

Manufacturers' answer:

This is a question to be settled by each

manufacturer respectively as it relates to his product. A wholesale grocer is entitled to a reasonable margin of profit over cost on each and every product he handles, and each product should bear its proportional share of the entire overhead expense of distribution. But the overhead expense of manufacturing, promoting and selling private brand should not be included in the overhead expense of the distribution of manufacturers' products. Moreover, a distinction should be duly made between goods for which the manufacturer creates and maintains the demand and goods for which the wholesaler creates and maintains the demand.

### Northwestern Miller Celebrates

(Continued from page 12.)

the official organ of the National Macaroni Manufacturers association, the congratulations of the entire macaroni industry of the country goes forth to those great men who have made such splendid success of the publication of the Northwestern Miller upon the most appropriate celebration of a half century of useful existence.

### Babson on Trade Associations

The Babson Statistical Organization, unquestionably among the leaders of students of present day business conditions, in a special bulletin last month had the following to say relative to the trade associations and their value to the trade:

"Trade associations revive.

"During the war, when selling was more by grace of general condition than by merit, interest in trade associations lagged.

"As we pointed out at that time, that was a temporary phase.

"We are now definitely in the other phase, namely one of renewed interest in association work, because of the increasing difficulty of doing business.

"Open price associations will find it impractical to continue their exchange of price information, except where they make such information public and accessible, like the quotations of wheat.

"This, however, has nothing to do with the importance and value of association work.

"The best of the open price associations found that the exchange of price information was but a minor part of their work.

"The entire field of common effort is left and it is here that the associations will find their greatest service in the days ahead.

"Clients who have allowed their associations to drop should get them started again, and those whose interest in association work has lagged should again take an active interest in that work.

"The association has the power to be your best friend and most efficient helper.

"You will make no mistake if you see to it, so far as in your power, that your trade association has ample funds to employ the best grade of talent available, so that it may strengthen its work on all legitimate lines."

# BADEX

## The Macaroni Improver

### I. A Pure Grain Product

Badex is a pure cereal product; a blend of dextrine and sugars obtained through the carefully regulated conversion of cereal carbohydrates. Its use produces a better quality macaroni.

### II. Better Macaroni

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

### III. Easy to Use

No changes in method of formula are necessary with Badex; neither does its use necessitate the specific labeling of your product.

Write for full information or better still, order a few bags for trial.

Stein Hall & Co.  
New York

Stein Hall Mfg. Co.  
Chicago

Manufacturers of Pure Food Products Since 1866

# General Business Conditions Encourage Confidence

The general business situation continued good in November, with a rather more confident sentiment prevailing in industrial and financial centers than in several months immediately preceding, says the monthly letter of the National City bank of New York city. From month to month since last April the pessimistically inclined have been discounting the tangible evidences of record breaking production and traffic by saying that this was all related to earlier sales or contracts, and was really water flowing away from the wheels. They predicted that the effects of waning confidence and slackening trade would soon be visible. That confidence was disturbed in some degree by the price and wage advances of last spring has been unmistakably true, but we have held to the opinion that the check thus given to expansion was more likely to steady and prolong the state of good times than to lead into a condition of depression, and that good business at least throughout the year seemed reasonably assured.

Only one month of the year remains, and that promises a record breaking trade. In the first 8 weeks of the year carloadings did not in any week reach 900,000 cars; in the next 12 weeks they fell below 900,000 cars in but one week, and since the week ended May 19 they have fallen below 1,000,000 cars in only 4 weeks. In the 45 weeks reported at this writing the roads have loaded 43,691,728 cars, which is very close to an average of a million a week, and well above the accomplishment of any previous year. There is no better evidence as to the volume of trade than this, and that it has held so well in November is an excellent sign.

The manufacturing industries of New York state are almost as varied as those of the United States and the monthly reports of the state department of labor review the state of activity in all lines. For October the report shows the industries well employed, with average weekly earnings for all factory workers at \$27.73, the highest for any month since 1920, except those of last June and \$2 higher than in October 1922.

Monthly trade comparisons are now being made with months of good business last year, but they still make favor-

able showings. The Federal Reserve bank of New York finds that in this district department store sales in October were 9.5% over those of October 1922, and that sales of mail order houses not only showed an increase of 22% but in value exceeded any month since December 1919.

The revival of building operations is the symptom which carried the most encouragement as to probable business conditions in 1924. The year 1923 will make a record much above that of any previous one in the value of construction work.

There need be no concern about the volume of trade in consumption goods if employment is on a large scale. The fact that merchants have been buying in a cautious way for many months gives assurance that stocks are moderate and that goods will have to be bought and made to supply the demands as they materialize.

The most unsatisfactory feature of the situation is the reaction in prices of certain farm staples. Wheat has declined about 5c per bu. during the past month, due to developments indicating world supplies probably in excess of previous estimates. The Canadian minister of commerce has stated the production of that country at 500,000,000 bu. and the prospects for the coming crops in Argentina and Australia are favorable. Moreover the movement of the crop east of the Rocky mountains indicates that the yield in this territory may be above the estimates. A prominent Montreal grain firm writes us as follows:

Unfortunately at the present time the grain trade is in such a poor condition, owing to the fact that the world's production of wheat is more than its requirements and prices have been declining, that there is little business doing, and on account of the unsettled conditions in Europe we find it difficult to work with our correspondents with whom we have been doing business for years past.

Have been in the grain trade now 50 years and I never saw conditions as bad as they are at the present time as far as doing business is concerned. We have an enormous surplus of wheat in Canada for export and although it is the finest wheat in the world we find it very difficult to make any sales.

This situation is the more disquieting to the farmer because of rising prices for what he must buy and because of an-

nouncements of wage increases for railway employes and others whose pay in considerable part comes ultimately from his pocket.

## Death of Frank W. Foulds

In spite of the heroic efforts of his son, Colburn S. Foulds, who submitted to a blood transfusion to save the life of his father, Frank W. Foulds, president of the Foulds Milling company of Libertyville and Chicago, Ill., passed away following a relapse at the Memorial hospital, Waukegan, Ill., early Tuesday morning, Nov. 20, 1923.

Mr. Foulds, who was about the best known man in the manufacturing industry during the past 2 decades, had



Frank W. Foulds

been ill several months, though still giving his business his wise supervisory attention. Early in the month he went to the hospital for treatment for stomach ulcers but gradually grew weaker. Blood transfusion was attempted to give him strength to withstand an operation, but death came unexpectedly.

Funeral services took place at 3:30 p. m., Wednesday, Nov. 21, from the fine Foulds residence in Libertyville. Burial was in Cincinnati. Mr. Foulds is survived by his wife; a daughter, Mrs. R. E. O'Brien of Leavenworth, Kan.; one son, Colburn S. of Chicago; one brother, Dr. Thomas H. Foulds of Twin Falls, Minn.; and two sisters, Mrs. A. Hall of Ohio, and Mrs. L. Hatch of Boston.

(Continued on page 24.)

# "First Impressions are Always the Most Lasting"

**Consider** the men who are the outlets for the product of your factory—whether wholesaler, retailer or consumer—and the *impression* made upon them when your macaroni passes through their hands. This "first" impression lasts and is the moulder of good or ill will.

Capitalize the journey of your product to the table and earn the good will of all who assist in the trip by insuring the right kind of an impression. Give them your macaroni in the same condition it is in when packed in your factory.

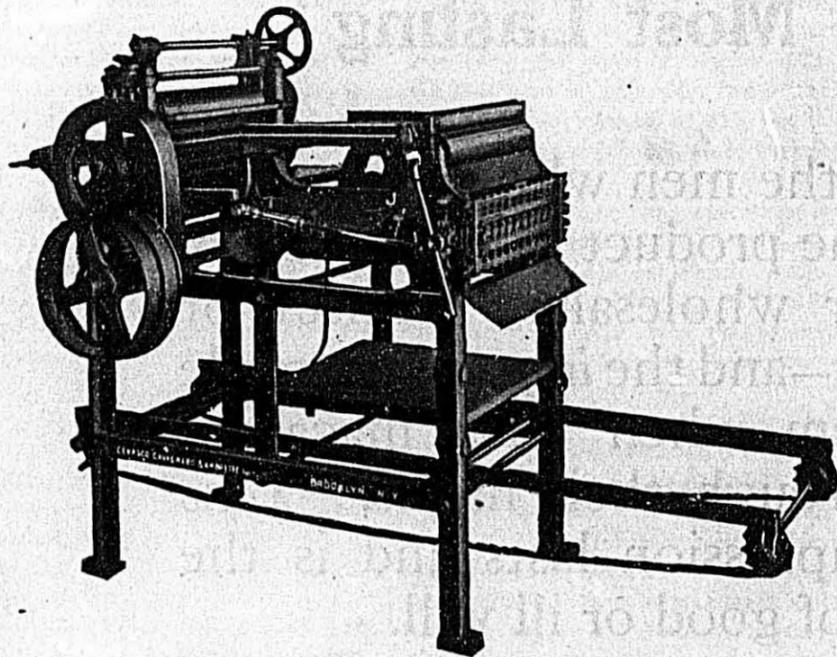
**A GOOD WOOD BOX IS A CREATOR OF LASTING GOOD WILL, AND IS THE CHEAPEST CONTAINER INSURANCE.**

*"A Request Will Bring a Quotation"*

# Anderson-Tully Company

Memphis, Tenn.

# CEVASCO, CAVAGNARO & AMBRETTE, Inc.



*Improved Bologna Paste Machine*

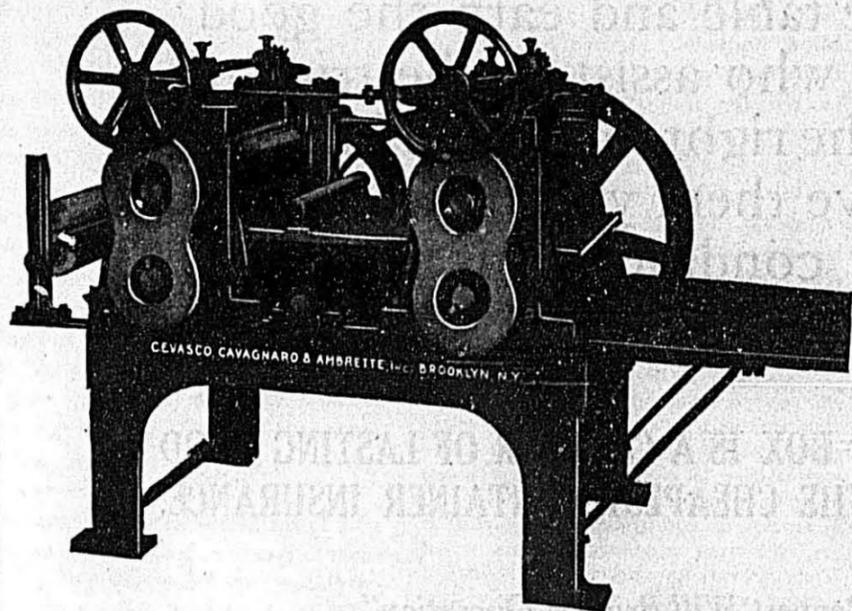
This illustration shows our Improved Bologna Paste Machine, which, like all other C. C. & A. products, is superior to all others on the market.

It does not require an expert or a mechanic to handle the same, but can be operated by any inexperienced person.

Both the punch and die can be removed or replaced without being separated.

Guaranteed to excel any other machine in quantity of production and simplicity of control.

Standard Machine 20 in. wide.



*Latest Type Tamden Dough Brake*

Another of our improved machines is the Tamden Dough Brake shown herewith.

By arranging the two pair of rolls at different levels, the work is speeded up and a considerable saving in labor results.

Does in one operation what requires several on other machines.

Heavy and solidly constructed throughout.

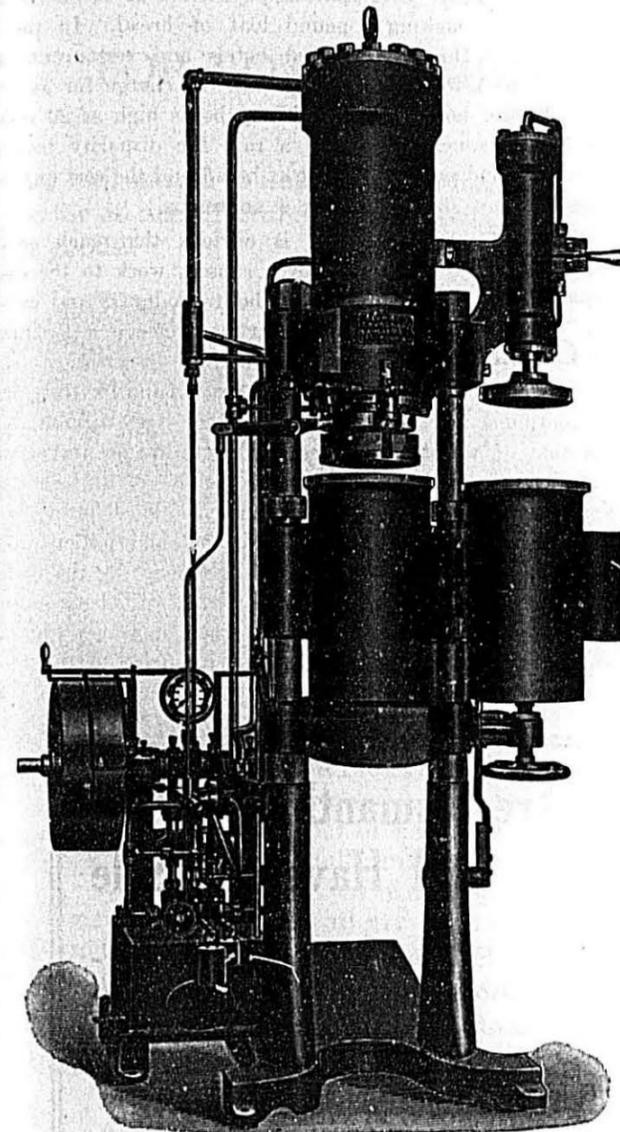
Standard machine is 20 inches wide, but can be built in other widths, if desired.

*Full Particulars Regarding these Machines on Request.*

**156-166 Sixth Street**

**Brooklyn, N. Y., U. S. A.**

# CEVASCO, CAVAGNARO & AMBRETTE, Incorporated



*Type V-P Vertical Hydraulic Press.*

**Builders of High Grade Macaroni Machinery**

**Presses—**

**SCREW AND HYDRAULIC**

**VERTICAL AND HORIZONTAL**

**Kneaders**

**Mixers**

**Dough Brakes**

**Mostaccioli and Noodle Cutters**

**Bologna Fancy Paste Machines**

**Specialists in Everything Pertaining to the Alimentary Paste Industry.**

**Complete Plants Installed.**

**Latest Type of Hydraulic Press. Most Economical and Modern Press on the Market. Constructed of Steel Throughout. Only One Die required for each quality of Paste. Plunger has High and Slow Speeds on Working Stroke and Return.**

*Send for Illustrated Catalog, containing full information.*

**Office and Works,  
156 Sixth Street,**

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

### Approves Cost System

The National Association of Cost Accountants voted approval of the plan of a uniform cost system prepared for the macaroni manufacturers by Dr. B. R. Jacobs and his staff at the Macaroni Laboratories in Washington, and which has recently been submitted to the trade. Approval of the system was expressed in a bulletin recently issued by the cost association, which says, in part:

The National Cereal Products Laboratories, Washington, D. C. has issued a uniform cost system for the macaroni industry, prepared under the supervision of the cost accounting committee of the National Macaroni Manufacturers association, of 34 pages.

In the system 2 departments are considered: 1, the manufacturing department, which converts the raw materials into the finished product up to the packing process. 2, the packing department, which places the finished product in containers and transfers it to the shipping room.

Under the heading "Manufacturing Department," the following matters are treated, equipment, materials, labor and overhead. An outline is given showing how the costs of the manufacturing department are derived. There is a section on production records and a long section on overhead, the following items being discussed in the latter section: rent, insurance and taxes, liability insurance, depreciation, maintenance and repairs, power, heat and light, supplies, receiving department, miscellaneous factory expense, and administration or office expense. This is followed by a section on general accounting which describes the books of original entry and the necessary forms supporting these books. The last section contains a list of ledger accounts and description of the nature of the entries to be made in the accounts. Twelve forms are used in connection with the system, which is very good.

### Charles M. Warner Passes

At the ripe age of 78 years, Charles M. Warner, financier and industrialist, residing in Syracuse, passed away Nov. 30. Pneumonia contracted 6 weeks before was the cause of his death.

Mr. Warner was a native of New York state and was noted as one of its most successful business men. He was president of the Warner Sugar Refining company and of the Warner-Quinlan Asphalt company. He founded the

Warner Macaroni company of Syracuse, one of the largest macaroni manufacturing plants in that section of the state. He was a director in many corporations and the founder of the malting business in Syracuse, an industry that became one of the largest of its kind in the country.

He was a philanthropist, making good use of his riches gained through his business sagacity. In 1918 Mr. Warner presented the Flower hospital in New York city a 300-bed annex for the use of wounded soldiers and sailors.

The Warner macaroni plant started by him in the 90's was taken over by the Foulds company, a large organization launched last summer.

### Limits Wheat Consumption

Bread saving habits formed in war time and needlessly continued now are limiting the consumption of wheat in this country to the disadvantage of both producer and consumer, say officials of the United States Department of Agriculture. They assert that a return to prewar food habits in the use of wheat by the public, and the feeding of low grade wheat to livestock would greatly help to solve the wheat problem.

Use of wheat flour and bread in the United States, it is pointed out, was much reduced in war time by high prices and by the appeal for wheat saving. In cafeterias, for example, the rate is usually 2 slices, with butter, for a nickel. This means that the cafeteria patron pays from 25 to 30 cents for a pound loaf of bread. In the higher priced hotels and restaurants and in dining cars the charge for an order of bread may be as high as 20 cents. At such a rate the disparity between the price of bread and the cost of the wheat in it is enormous.

It is obvious that such conditions, however caused, work to the disadvantage of both producers and consumers, say department officials. Producers are injured by the restriction which is caused in the demand for their products and consumers are injured by high prices which enforce an uneconomic limitation in the use of an essential food. All interests in the country, including those of bakers and millers, would be benefited, it is held, by the restoration of a more normal ratio between the price of wheat when it leaves the farmer's hands, and its price to the final consumer.

## We Are Dismantling and Have for Sale

The Entire Equipment of one of the Largest and most Complete Macaroni and Noodle Plants in the Country.

The Equipment consists in part of

Macaroni and Noodle Presses

Noodle Cutters and Rollers

Kneaders and Mixers

Circulating and Suction Fans

Electric Motors, Cold rolled steel Line Shaftings, Hangers, Pulleys, Belting, Transfer Trucks, etc. Several thousand Drying Trays.

All orders subject to prior sale and inspection.

**Howard L. Kerr & Company**  
1001 Chestnut St., Philadelphia, Pa.

# NATIONAL EDUCATIONAL CAMPAIGN OF THE MACARONI MANUFACTURERS

Conducted under the auspices of the  
National Macaroni Manufacturers Assn.

FOR BOTH MEMBERS AND NON-MEMBERS!

Plans are well started to improve the Macaroni business for all manufacturers of both bulk and package goods.



HENRY MUELLER, Treas. & Genl. Mgr.  
C. F. MUELLER CO.

Prominent manufacturers interested

HENRY MUELLER, of the C. F. Mueller Company of Jersey City, who is president of the National Association of Macaroni Manufacturers, has made a careful study of the needs of the industry.

MR. MUELLER states that he has personally interviewed a large number of packages and bulk manufacturers from different parts

of the country. He finds that all are agreed that the Macaroni industry is only in its infancy. These manufacturers hold that the market for their products can be greatly extended if the public can be taught the superior merits of Macaroni as an all year round food for young or old.

The plans now being pushed are the result of months of work by Mr. Mueller and others who hope to broaden and strengthen the business of the entire industry.

ANDREW ROSS, Sales Manager of the Cereal Department of the Armour Grain Company, has devoted a life time to the manufacture and distribution of food products.

MR. ROSS sees a big future for all Macaroni Manufacturers who join in this effort to teach thousands of American families the value of Macaroni as a food. Untiring in his efforts, Mr. Ross has studied the market, interviewed the manufacturers, conferred with the grocers, talked with the consumers, until he is convinced that Education, and Education on a big scale is the very best way

to build up the business for everybody. He urges all manufacturers to join in this work and share its profits.



A. C. YAEGER, Jr., Secy.  
C. F. MUELLER CO.

MR. YAEGER, of the A. C. Krumm Macaroni Company of Philadelphia, is chairman of the Committee developing the Educational Campaign.

Few men know the Food business as thoroughly as Mr. Yaeger. He knows the men in the business, knows the goods, and he knows the consumers. Mr. Yaeger is the ideal man to supervise a work of this kind.

With his guidance and the help of the men associated with him all can be sure that the work will be well done.



A. S. BENNETT

A. S. BENNETT, Business Analyst and Sales Counselor of New York City has been engaged as a Special Representative of the industry.

MR. BENNETT realizes that every part of the work must be for the best interests of all concerned. He has a wide experience in business and is personally familiar with all parts of the country, having lived in

the Far West, the Middle West, the Middle Atlantic and New England States. He can be de-

pendent upon to understand the problems of any manufacturer anywhere from the smallest to the largest.

## HOW THE MOVEMENT BEGAN

The idea of a Big National Educational Campaign is the outgrowth of some earlier attempts on a smaller scale. During the slump in 1919 following the war, a few leading Manufacturers and Millers seeing the need of quick work to help business, raised a fund of money and conducted a six months Campaign which helped to turn the business in the right direction and opened the eyes of all as to what could be done with broader plans, longer time and larger funds.

Again in 1921-1922, a group of Package Manufacturers raised a small fund among themselves and did some very good work. But, as the benefits were shared by dozens of Manufacturers who did not contribute, the load became too heavy for the few. This small Campaign was another good illustration of what united effort can accomplish. By this time a large number of manufacturers had become interested in the possibilities of a cooperative campaign that would take in all classes of Manufacturers, Bulk and Package, both large and small.

### The Annual Convention at Cedar Point, June 23.

#### Convention Backs Idea

At the Annual Convention of Macaroni Manufacturers at Cedar Point, Ohio, June 1923, the subject of United Cooperative Advertising and Educational Campaign was the chief topic of discussion.

Representatives of the Federal Government and of other industries, pointed out the big opportunity before the industry, if they would only cooperate with each other as other industries have done.

The Convention declared itself in favor of beginning a work of this kind and directed the president, Mr. Mueller, to appoint a Committee of five to act under the supervision of the Board of Directors. This was favored by non-members as well as members of the Association and the Committee was instructed to have their work include all manufacturers regardless of whether they were members of the Association or not.

The Association is to act only as a responsible sponsor for the proper conduct of the Campaign.

Following the Convention, the members of the Committee canvassed the situation locally in the various cities and finally decided to have a meeting to decide how to start the work.

### Meeting at Minneapolis

A meeting was called for the Board of Directors and the Publicity Committee at Minneapolis in September, in conjunction with the Annual Convention of the American Specialty Association.

A representative number were present and after a full discussion of the entire matter, those present raised \$2000 cash to start the work and authorized the Committee to engage an experienced man to go ahead at once and present the plans to every manufacturer in the country. The Committee agreed on Mr. A. S. Bennett of New York, who was immediately engaged and is under contract for the faithful performance of his duties subject to the Committee and the Board of Directors. Mr. Bennett's job is to raise the money necessary for the work.

### The Chicago Meeting

#### Heid early in November Shows Middle West Backs Idea

As soon as the plans could be put in shape for final consideration a meeting of Western Manufacturers was called at the Old Colony Club, Hotel La Salle, Chicago, Nov. 9th, and was well attended by the nearby manufacturers. All were enthusiastic about the fairness of the plan, the reasonableness of the assessments and the manner of handling the Campaign. This meeting was open to all manufacturers both bulk and package, and the endorsement of the plan was unqualified.

### The New York Meeting

#### Shows East Favors Idea

A meeting open to Bulk and Package Manufacturers was held Friday, Nov. 23, at the Hotel McAlpin, New York City. The proposed plan was thoroughly discussed as well as ways and means of actually carrying on the Educational features of the work. Again those present were heartily in favor of the plan and all of its suggestions. It was very forcibly brought out that hardly any manufacturer who will study carefully the proposed plan, and who sees how reasonable the assessment is and what a large portion of his money is to be spent in his own section, hardly anyone can escape the decision that it will be a mistake not to join in with the others.

## NOW UP TO LEADERS IN EACH ZONE & LOCALITY

The work of spreading this idea and plan out to all the different Manufacturers throughout the country should not fall on one man or one group of men.

In every locality there are two or three men who can take the time to read and study and write and think and talk about this campaign, and find out for themselves what it means, and then explain it to the others.

Anyone who believes that the industry has a bright future, who believes that business should not go on year after year at a dead level, who believes many are stronger than a few, who believes that fifty successful business men studying one big idea, will be able to devise a better method than one man working alone, anyone who has an open mind, a broad outlook, a desire to improve his business along with others in the same line, should appoint himself a committee of one to start the ball rolling in his community.

Every Manufacturer who decides to get in on this campaign should start at once to get others in with him, so as to make it a bigger success and thereby get larger benefits for himself. The Committee will send speakers and help to any local gathering that wishes to learn the full story and to get first hand information regarding the campaign. Letters of inquiry may be addressed to Mr. A. S. Bennett.

Rapid progress is being made, and the time to act is now.

For the first time in history OPPORTUNITY is knocking at the door of every Manufacturer of Alimentary Paste Products, to join hands with every other fellow Manufacturer and build for himself a bigger and better business, by CO-OPERATION. Co-operation has done more for the industries of America than any other single factor. Keen business men succeed by co-operation where others fail, or remain at a standstill.

An opportunity to profit by this campaign will be offered every concern Manufacturing Alimentary Paste Products in the United States—large and small, bulk and package, and each must decide for himself, whether he will or will not cooperate. No one should refuse to co-operate, until he at least knows clearly, what the campaign proposes to do, how much it will cost him, how much it should help him.

In all fairness to his own business, and his business associates, who like himself are dependent on a steady growth of production and sales—no one should pass up this opportunity without finding out what it will mean if he co-operates and what it will mean if he does not co-operate.

## JUST WHAT CAN BE DONE

If Educational work of this kind in the interests of an entire industry were new, it might be difficult to picture what can be done. But there isn't a man in business today who doesn't know something about what has been done in such industries as the Grape growers, Sun-maid raisins, Olive growers, Oranges, Apples, Rice, Coffee, Sauerkraut, Meat packers, Flower growers, Cement, Furniture, Better homes, etc., etc.

Business in all the above lines has been greatly increased: By Magazine and Newspaper advertising, by Slogans, by uniform illustrations and by working with local and state organizations, by news items in the papers. Articles in Magazines, Billboards, Street Car Cards, Moving Pictures, Radio, Public Lectures, School Teachers, other institutions, even the Government has helped. These co-operative campaigns are no longer experiments. They are successful in other industries and will be on the Macaroni industry.

### A FEW EXAMPLES

Take for example the use of a uniform slogan by all the Manufacturers. (See illustration.)

The cost of getting up a really beautiful card or window strip of this kind in full color makes it impossible for the small manufacturer, but if the Committee handles it, they can be printed in 100,000ths and sold for a few cents instead of dollars each, and the effect on the public will be many, many times greater if all are using them.



The Slogan!  
How to Use it!

Beautiful designs for postcards, posters, window displays, etc., can be prepared by the Committee, a place left for the local manufacturer's name and address and these too can be had for much less than a single concern could possibly make them. These pictures will never show any package, always the prepared dishes.

Attractive illustrations for advertisements, circular, etc., can be prepared and a big saving made on account of the large orders.

*The expense of preparing and printing window strips and posters which are sold to contributors at cost will be covered by the price charged for them and will not come out of the educational campaign fund.*

*The money in the fund will all be spent for educational work and advertising that will be equally helpful to every manufacturer whether or not he buys some of the posters etc.*

## OTHER MEANS OF CO-OPERATION

Experts on food products can be engaged who will prepare for the newspapers and magazines of the country an endless series of news items, interesting features, health talks, recipes of all kinds, for all varieties of alimentary paste products and for all seasons of the year. Thousands of such items can be put in the publications of the country without much expense, provided they are really news and interestingly written.

The industry as a whole can do this when it might be very difficult or impossible for a single small manufacturer to do it.



### A NOURISHING MEAL

Elbow Macaroni with Stuffed Tomatoes  
Baking Powder Biscuits  
Egg Noodle Nut Pudding  
Cheese Crackers  
Coffee

Spaghetti, when made of "the heart of the wheat" is of great nutritive value because of its very high carbohydrate contents, which is still further increased when you add butter, cheese, fats, etc.

So—while spaghetti and macaroni contain the extraordinary number of 1660 calories to the pound, while they contain iron—mineral salts—all the food elements which build bone, muscle, blood and energy; don't forget that they are mighty good to eat. They are easily assimilated. Physicians recommend them strongly in their regimen for gastric and intestinal dyspepsia.

### MACARONI WITH STUFFED TOMATOES

Put ½ lb. of Macaroni (break in 3 inch lengths) in 3 quarts of boiling salted water, cook until tender, which will generally take about ten to fifteen minutes; stir occasionally. Then place the Macaroni in colander and shake until thoroughly drained. Never start to cook in cold or merely warm water.

**Method:** Cut top of 8 ripe tomatoes and scoop out centers. Melt 3 tablespoons butter, add 2 tablespoons flour, gradually add 1 cup milk; stir constantly. Remove from fire, add seasoning; 1 cup of left over meat; ½ cup cheese. Mix. Fill tomatoes with

the mixture, cover with bread crumbs. Bake in moderate oven until tomatoes are cooked, taking care that they do not break. (Pricking tomatoes with a pin, helps to hold tomato firm). Place remainder of cooked Macaroni in the center of platter, surround with baked tomatoes. Garnish with hard boiled sliced eggs and parsley.

### BAKING POWDER BISCUITS

1¼ cups sifted flour, 3 level teaspoons baking powder, ¾ tablespoon butter, ¾ tablespoon lard, ½ teaspoon sugar, ½ teaspoon salt, ¾ to 1 cup milk and water (equal parts).

**Method:** Combine all dry materials and sift. Rub in lard and butter with finger tips; add liquid gradually; pat on floured board. Handle as little as possible. Bake 15 minutes in hot oven.

### EGG NOODLE NUT PUDDING

Put ½ lb. of Egg Noodles in 3 quarts boiling salted water, cook until tender, which will generally take about ten minutes; stir occasionally. Then place Egg Noodles in colander and shake until thoroughly drained. Never start to cook in cold or merely warm water.

**Method:** Beat 4 eggs until light, add ¾ cup sugar, ¼ cup melted butter, and 2 cups milk. Mix the noodles with this, add some of the chopped nuts. Pour into a greased baking dish. Sprinkle the top with chopped nuts and grated nutmeg (¼ teaspoon). Bake as a custard in a moderate oven 45 minutes. Serve with stewed prunes (1 pound).

## What Other Industries have done

**Raisins.** The California Associated Raisin Company has made enormous strides through the power of publicity. Before starting a national campaign the production was 140,000,000 pounds of raisins a year and the selling 111,000,000 pounds. After four years of advertising the full capacity of production has been reached—326,000,000 pounds, a gain of 216,000,000 a year. Land for raisin growing which formerly sold for \$150 to \$300 an acre has increased to \$750 to \$1,250 an acre.

**Coffee.** The Coffee growers saw that unless they got together and worked together that their business would be seriously affected by the Anti-Coffee propaganda and so they have forgotten their intense rivalry for the present and are building their business by cooperative work.

**Rice.** The Rice growers found that the efforts made by other food manufacturers was stealing away their business. They realized that they had a wonderful food and that unless they all got together and educated the people to use it that their business would suffer.

**Olives.** Olives like Macaroni is a food that the consumer must try and try again and again until he comes to like it and to understand all the various ways of serving it. At first olives were served only one way—green—but now they are served 100 ways, both ripe and green, all due to educational effort.

**Walnut Growers.** The more the consumer spent for other foods the less he had to spend for walnuts and so these people found their business at a standstill. They got together and taught the public what can be done with walnuts and business is increasing.

**Sauerkraut.** Perhaps the most striking illustration of all is the lowly Sauerkraut. The packers of sauerkraut always found it quite impossible to sell all they could pack, and so they stopped talking about each other and began to talk all together about Sauerkraut. They employed expert advertising men and expert food specialists, doctors, etc., and found among other things that Sauerkraut is a specific for Diabetes, and by each putting a little money into a common fund they have been able to carry on an Educational Campaign that has been a wonder. Last year they oversold their entire pack. This year they all increased their pack, and again it is oversold. They now have a market greater than their capacity.



Handsomely Lithographed Counter or Window Display Show Card



## DEALER STORE DISPLAY SIGNS

Those attractive window signs are to be printed in colors. The long window display strip comes in paper suitable for pasting on dealer's window. This sign on the left (size 13x19) is suitable for window or counter displays and will be mounted on strong cardboard with an easel backing so as to stand up.

For the small manufacturer especially, there will be a tremendous saving in being able to buy signs of this kind in small or large lots, without having to pay for the artist's work and for having the plates made, and for other costs of production. After these are made they can be purchased by the dozen, by the hundred, by the thousand, or even in tens of thousands, at the lowest possible cost, and the local dealer's name can be appended to each.

This gives a splendid illustration of how much can be accomplished and what a big saving there will be in cooperation.

## PROPOSED PLAN FOR FINANCING CAMPAIGN

### The Work of the Publicity Committee with Cooperation of Leading Manufacturers

The problem of raising the money necessary for a National Educational Campaign is a very important one. The Committee sought a plan that would be fair to all. Bulk and package—large and small, local and national. To make the contribution of each manufacturer compare fairly with the others was decided to make the basis 10 cents per 100 pounds of actual production, whether Bulk or Package. The production being for the calendar year. That is, the contribution for the year 1924 is to be based on the production for 1923, and 1925 on the production for 1924, etc. To make the payments easy to handle they are split up into quarterly payments. In order to help the small manufacturer who does not have a wide distribution it was decided to divide the country up into six zones and allow each contributor to select the zone in which he wished to have the larger part of his own contribution spent.

These suggestions equalize the burden, make easy the payments and keep each manufacturer's money in his own section of the country as far as practicable.

## ILLUSTRATIVE EXAMPLES

This method of figuring a fair contribution is easy to work out and applies equally well to both Bulk and Package Manufacturers, large or small. Two illustrations are given of how to figure annual amount and quarterly payments.

FOR SMALL PLANT		FOR LARGE PRODUCTION	
Barrels per day.....	4	Actual production for first nine months...	3,600,000 lbs.
Pounds per month.....	20,383	Divided by 3 equals..	1,200,000 "
Pounds per year (estimated) .....	244,608	Estimate for 1 year..	4,800,000 "
Divided by 100 equals..	2446.08	Divided by 100 equals	48,000 "
Divided by 10 equals..	\$244.61	Divided by 10 equals	\$4,800 "
Quarterly payments ...	61.15	Quarterly payments..	\$1,200 "
1st quarter due Jan. 31st, 1924.		1st quarter due Jan. 31st, 1924.	



## ZONING PLAN HELPS EVERY MANUFACTURER

The first time a method of this kind has been tried in this industry

By dividing the entire country into six zones and allow only 1/3 of the money to be spent nationally, the Committee can promise each manufacturer that 2/3 of his entire contribution will be spent in the zones he selects. If a manufacturer has wide distribution he can select several zones, but if he has only local distribution, he can select only the zone in which he operates.

This zoning idea has been very highly endorsed by everybody. The average manufacturer does not care to see his contribution spent in sections where he does no business. But with the zone system he not only knows that at least 2/3 of his money will be spent in his own market but knows that the money of other manufacturers will be added to his in his zone.

Every Macaroni Manufacturer should study the zoning plan very carefully because it is one of the best features of the whole campaign.

In the mind of the average Manufacturer, one of the most serious drawbacks in a so-called NATIONAL Campaign of any kind, is the knowledge that his money is to put in a big pool or fund and is to be spread out over the whole country. He fears that this will mean nothing to him, because his trade is all in a small section, perhaps all in one city, and its surrounding towns.

The Committee has solved this difficulty by dividing the country up into zones. Thus making it

possible for each Manufacturer who subscribes, to know in advance that a certain portion of the Campaign will be carried on right in his own locality.

His trade will be helped. Two-thirds of each contribution will be spent in zones, which the contributor selects, and two-thirds of every other Manufacturer's money in that zone, will be added to his, so that each one can feel sure that the Campaign will help him. It is just the same as though each spent his own money in his own way, except that by having all the Manufacturers tell the same kind of a story, it will go over much stronger, and all will be pulling together for the one purpose of increasing the total business for all concerned.

Any Manufacturer, large or small, who believes in the power of advertising of any kind, who believes that people can be taught to eat Macaroni and to eat more of it, who has any money whatever to spend to back up his belief, should look over his business and his plans of 1924 and work out a budget that will enable him to do his part in this work and cash in on the benefits of this campaign.

Here's a chance for the small Manufacturer to get in on something big which will help him to work with the leaders in the business and to become bigger himself.

## A BIG OPPORTUNITY FOR EVERYBODY

Bulk, Package large and small manufacturers see benefits

**Bulk.** The bulk manufacturer has a peculiar problem. He not only competes with other bulk manufacturers but he also suffers from a slump in the market for package goods. This big campaign will therefore bring the Bulk Manufacturer a double benefit. It will help his own market, and by helping the market for package goods it will save him from the surplus of the package manufacturer.

And since all of the publicity will have to avoid mentioning any package or brand and will deal with the uses of the product it will be doubly helpful for the bulk manufacturers.

**Package.** The Package Manufacturer needs a steadier—all season—enlarged market and this can only be secured by teaching new consumers the value of Macaroni and by teaching all consumers the many different ways of using it. It will be one of the purposes of the campaign to prevent the Summer slump and to increase the all year round demand.

The small Manufacturers of either Bulk or Package GOODS is handicapped by the fact that his turnover is not large enough to allow him to do much high class advertising. This leaves him to fight for his trade by active competition.

But with the resources of the big Campaign at his disposal he will be able to have as beautiful and effective Cards, Window Strips, Displays, Illustrations, Booklets, etc., as do the larger manufacturers.

The general effect of the advertising will be just as helpful for him as any of the others. In fact, the small manufacturer can benefit more than the larger one because this will enable him to do things and to grow in ways which he cannot now. While on the other hand the larger manufacturer has to spend the greater portion of the money that makes it all possible.

## A BIG MISTAKE NOT TO BE IN ON THIS CAMPAIGN

No progressive manufacturer should fail to cooperate with the others in this campaign. The Committee realizes that no plan or method submitted will ever be 100% satisfactory to each manufacturer. Each one can find some part of the plan that will not be just as he would like it. Each will have to overlook some things that do not suit him exactly. This is always true in all cooperative work. Every industry that has got together has forgotten for the moment its differ-

ences for the sake of the larger benefits. Success in a big way is more important than perfect agreement on small details. Team work—of an entire industry—will succeed. The mistake of not cooperating at all will be more harmful than any single mistake the plan itself may involve.

## OUTSTANDING FEATURES

### National in Scope

It will be the purpose of the Committee to help manufacturers in all parts of the country and in proportion to the possible market of the different sections.

### Will Build Industry.

A big fund spent each year to educate the people in the wider use of alimentary paste products cannot fail in time to greatly increase the demand for all such food.

### Fair to all

Extreme care has been used to work out a plan that is fair to all in raising the money and also in spending it. The Committee is open to any suggestions along this line or on any other phase of the work.

### Will benefit everyone.

The work done will be particularly carried on so as to help everyone in the industry and to avoid favoring any class of concern or kind of product or method of marketing.

### Cost to Manufacturer small.

The rate of 10 cents per 100 pounds of production is so small a proportion of the market value of the product that it will not affect any plans each Company may have for itself. This can be considered in addition to everything else.

### Soundness of Plan Assured.

The Committee has consulted similar committees in other industries and will profit by all the successes and mistakes of other similar work.

### Method of Payment Easy.

Quarterly payments reduce the financial load to its lowest level. A small payment once in three months can easily be taken care of.

### Has Endorsement of Ablest Men in the Industry.

All of the features of the plan have been thoroughly gone over by some of the keenest men in the business. Men who have made years of study of the business and these men all endorse the proposed plan.

Such men as Mr. Krumm of Philadelphia; C. T. Williams of the Creamette Co., of Minneapolis; Lloyd Skinner of the Skinner

Macaroni Co., of Omaha; Mr. Henry Mueller of C. F. Mueller Co., of Jersey City; Mr. Mossbrugger of the Minneapolis Macaroni Co.; Mr. Ross of the Armour Grain Co.; Mr. Brown, of the Fortune Products Co.; Mr. Yaeger of the A. C. Krumm Co., of Philadelphia; Mr. Sarli of the Kansas City

Macaroni Co.; Mr. Reed of Macaroni Foods Corporation; Mr. Rossi of Peter Rossi & Sons. A plan which meets the careful study of a group of men like the above and appeals to them as being a safe basis for operation must have merit.

## SOME QUESTIONS AND ANSWERS

**QUESTION:** We are in sympathy with the idea of a National Educational Campaign if it is sure to be on a large scale and backed by a majority of the leading concerns, so may we not wait until we see how many come in before we sign up?

**Answer:** Yes, you can wait, but this is a bad beginning for the right kind of cooperation, and you don't need to wait because none of the subscriptions are binding until \$100,000 is pledged and that sum will be sufficient guarantee that most of the leaders are in because it represents a total of 100,000,000 pounds of production annually.

**QUESTION:** Can't we be excused for 1924 because we have already planned for all the money we can spend?

**Answer:** Yes, you can stay out—but every other concern is in the same boat. To put through this campaign everybody will have to set aside a small portion of their advertising money believing that team work will get more, dollar for dollar than lack of team work.

**QUESTION:** Can we sign up now for 1924 and later cancel our subscription if we wish to?

**Answer:** No, you cannot cancel after \$100,000 is pledged, and neither can any of the others who sign up.

**QUESTION:** How can we be sure that the money will be well spent in the interests of our own business?

**Answer:** First—because two-thirds of it will be spent in the zones you select. Second—because some of the ablest men in the business will direct the work and will be just as anxious as you are to see it succeed. If it doesn't help you it won't help them, and if it helps them it can't fail to help you.

**QUESTION:** Will this Educational Campaign help the bulk manufacturers?

**Answer:** Yes, just the same as the coffee and raisin campaigns help both bulk and package goods manufacturers.

**QUESTION:** Will it help the package goods manufacturers?

**Answer:** Yes, because it will teach people how to prepare and serve Macaroni and all of the alimentary paste products, and *NOT* how to buy them.

**QUESTION:** When will this campaign begin?

**Answer:** Just as soon as possible after the \$100,000 is pledged. It should begin before the Lenten season and in plenty of time to help avoid the Summer slump.

**QUESTION:** Who will the Publicity Committee have to work with them on the details of the campaign?

**Answer:** A well informed, experienced, advertising agency will be engaged by the committee to advise and help direct the work.

**QUESTION:** Will this Advertising Agency be an expense to the committee and the fund?

**Answer:** *NO.* The Advertising Agency receives a commission from the publications and mediums used which does not come out of the fund. The Agency buys service at a lower figure than any individual or concern can and makes its fee out of the difference in price.

**QUESTION:** What kind of an accounting will be made of the money collected and spent?

**Answer:** All the records of the collecting and spending the money will be audited by a Certified Public Accountant and periodical reports made to all subscribers.

**QUESTION:** Do we have to become members of the National Association in order to cooperate in this work and get our share of the benefits?

**Answer:** No, it is for the benefit of all manufacturers in the industry and is being carried on by non-members as well as members.

**QUESTION:** To whom do we send our subscription or ask for further information?

**Answer:** To A. S. Bennett, 33 West 42nd St., New York City, or to M. J. Donna, Sec'y, Braidwood, Ill., or to Henry Mueller of C. F. Mueller Co., Jersey City, N. J.

**QUESTION:** When should our signed subscription be sent in?

**Answer:** *NOW.* The sooner the better. It does not become binding until \$100,000 is pledged and your early cooperation shows you are a regular fellow and that your concern has a real interest in the future of the Industry.



## Good Packing Protects Goodwill

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

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

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

## Good Wood Boxes

Backed by the National Association of Box Manufacturers

New England:  
1013 SCOLLAY BLDG.  
Boston, Mass.

GENERAL OFFICES  
844 RUSH STREET, CHICAGO

# The Peters Protective Packaging Machinery

By H. K. Becker, Vice President Peters Machinery Co.

Not so long ago every package of macaroni, spaghetti, etc., was made by hand and in those early days of package goods there was considerable glue used in forming the containers or cartons. Liners or lining papers were seldom used in the original package goods.

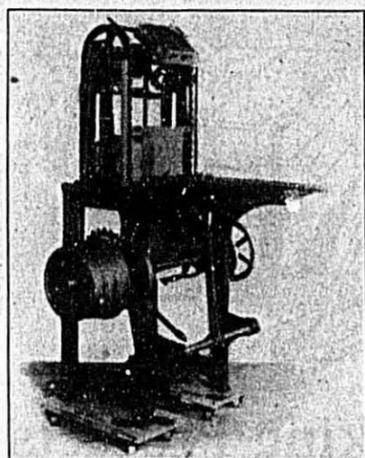
Today it is different—practically every macaroni manufacturer of prominence has adopted the lined style package and rightly so, because he has found by actual test that this type of package gives the required protection to his product and, another important feature, he obtains the greatest protection at the minimum of cost.

The Peters style package originated with the National Biscuit company. In order to present the consumer of the now famous "Unecda Biscuit" the most protective package, many experiments were made to determine a package which would "deliver the goods" to the ultimate consumer in a fresh, crisp, and sanitary condition. It was found that a formed, lined, wrapper, and end sealed package, such as is now made upon the automatic package machinery of the Peters Machinery company, met all of these requirements.

Later on in the development of the Peters machinery it was found that macaroni products required about the same protection as the food products for which the package was originally designed, and soon one of the largest producers of macaroni in the world was interested in the use of the Peters package. It was not long until machines were purchased by this concern and today this plant is entirely equipped with Peters package machinery. Many millions of packages are produced each year in this plant where the machines were first used in the macaroni industry but many more million packages are produced yearly in a number of macaroni factories throughout the length and breadth of the country on similar machines made by the Peters Machinery company.

So much for the history of what is now known as the Peters style package. Now in order to explain some of the features of the package as well as the machines which produce it.

The accompanying illustration shows the first unit of an installation. The entire installation for a formed, lined, wrapped, and end sealed package requiring 3 machines. The first machine is the forming and lining machine—its name being derived from the exact nature of the work it performs. This forming and lining machine is capable of automatically forming (or setting up) a plain carton blank and placing a lining paper within itself ready to receive the contents of the package. The lining paper is so inter-



locked within the formed carton as to render the package moisture proof, dust proof, and practically vermin proof. The speed of this machine is 40 packages per minute or in other words it represents an increase of 500 per cent over the hand method of producing such packages. The entire job is done with one operation. It is readily perceived that the labor saving due to this one machine would return the investment on the machine in a remarkably short interval.

After the blank cartons are formed and lined they are automatically conveyed to the folding and closing machine. This machine deftly wraps the contents of the carton with the lining paper and closes the carton. In other words a perfectly wrapped package is enclosed in the carton.

The closed carton with the wrapped contents is transferred automatically from the folding and closing machine into the wrapping and labeling machine where a label is placed about the pack-

age and end seals placed thereon. The last operation of the package machine gives the package a third protective covering.

Every reader of this article is, doubt, familiar with the weevil action on macaroni products. A macaroni package must be as fully protected against these weevils as possible. With the Peters package this protection is obtained. Furthermore you obtain the most presentable package to the consumer. It is a "dressed up" package in clothing worthy of the prestige of the product which it contains. On the shelves of the grocer this package is distinctive and soon becomes the byword of the housewife—she has seen packages of this style on various food products for the past 23 years and she has been educated to recognize it as a quality package.

A few of the nationally known articles which are packaged on Peters automatic machinery are C. F. Mueller macaroni, Tharinger macaroni, Zerega macaroni, Foulds macaroni, Fortune macaroni, A. Goodman Sons, John G. E. Warner, Fontana, Krumm.

Swift & Co. Premium lard cartons, Iten Biscuit company, National Biscuit company, Loose-Wiles Biscuit company, Strietmann Biscuit.

By the use of the Peters package and the Peters automatic machinery manufacturer of food products is enabled to reduce his cost per package a minimum not only from the standpoint of material saving but also in enormous labor saving qualities derived from the machinery. It allows you to compete in price with other producers of package goods and it gives you a greater margin of profit to work on, which the final analysis is just what each of us is striving for.

### USUAL TRIP

"When did you get back, Mr. Browne?" politely asked the little girl next door. "I hope you had a very nice time on your trip."

"Why, my dear," answered Mr. Browne, "I haven't been away."

"Haven't you? I'm sure I heard my mother say that you and Mr. Browne had been at Loggerheads for a week."

—Farm Life.

If you want perpetual trouble list to the gossip and repeat it.

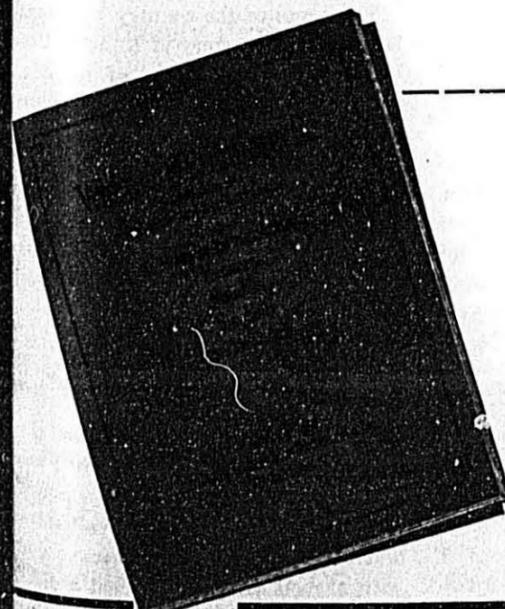
He who is not "on his toes" is apt to be "on his back."



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



# drop us a line or mail this coupon



baker-perkins company inc  
baker-perkins building, white plains, n y

gentlemen: if you're quite sure it won't obligate me a bit, i'd like one of your new catalogs of macaroni machinery

my name .....  
my firm's name .....  
address .....  
city ..... state .....

## Recipes for Noodles Dinner

In an able article prepared last month by Florence LaGanke, nutrition expert and dietitian for the Cleveland Plain Dealer, this recognized authority gave to the palatable and nourishing egg noodle the credit that is coming to it as a food and recommended its more general use, especially as a dinner dish.

Have you ever considered the wonderful possibilities of the slim and slippery noodle for the dinner dish? There are thousands of homes where noodles are served with chicken soup and with nothing else. The "burden of my song" is that housewives who consecrate noodles to that one dish or purpose are missing several opportunities for delicious dishes.

### Noodles Recipe

Does a dish of fried noodles with a garnish of cooked prunes and salted almonds sound queer and strange to you? It really is a delicious combination. The noodles should be sauted and well seasoned, and placed in the center of the dish. Around the margin are placed well cooked prunes. They are cooked so that they keep their shape. Then to give a certain amount of crispness and zest to the dish, salted almonds are sprinkled over the top of the noodles.

### Machine Made Product

We used to make noodles at home. Nowadays most of us buy them already made. We are assured of a uniformly good product. We lessen our work as well. When we try to cut the wafer-like sheets of dough which have been drying hither and yon in our dining room and kitchen we have difficulty in keeping the noodles of uniform width. The automatic cutting machine has no such trouble.

It is only rarely that we find packaged noodles which vary in width by so much as a twentieth of an inch. The machine rolling of the noodle dough makes it of uniform thickness also. As a consequence, the noodles are of the right consistency when cooked. They are not tough, nor are they mushy.

### Need Egg Food Values

Be sure that the noodles have real eggs in them, not just a yellow coloring. We need the food value of the eggs. If you read the label on the box you will find out the composition of the food you are buying.

As a rule noodles are parboiled before combining in made dishes. To do this drop the noodles into boiling salted

water and cook for 15 minutes. Drain in a colander. Sometimes the home made noodles show a tendency to stick together. In case that happens pour cold water over the noodles while they are in the colander.

In the first recipe the noodles are used before cooking. In the 2 which follow, the noodles are parboiled.

### Noodles, Creole Style

Take 2 cups noodles, wide, 1 onion, 1 green pepper, 6 tomatoes, 1 cup green string beans, 2 tablespoons butter, 4 okra pods, 1 teaspoon salt.

Parboil the noodles. Cook the chopped onions in the butter and add the peeled and quartered tomatoes, chopped pepper, beans cut in pieces and cooked, and prepared okra.

Prepare the okra by washing, removing both ends, cutting into quarter-inch pieces and blanching. Simmer the sauce 20 minutes, add the noodle and cook until the noodles are tender replacing water if necessary.

The quantities of the vegetables may be varied to suit the supplies on hand. Fresh lima beans are a good addition.

### Noodles With Cheese Sauce

These are very nourishing. Beat 2 eggs slightly and stir into them 1 teaspoon of salt. Then add enough flour to make a stiff dough. Knead a little, and toss on a lightly floured board. Roll to a thickness of pasteboard and let stand for 20 minutes to dry out. Then roll the thin sheet up on itself like a jelly roll and slice across, into strips about 1/2-in. wide. Boil these strips 20 minutes in salted water and drain. Serve at once.

### Stuffed Peppers

Take 6 green peppers medium size, 1 cup noodles (cooked), 2 small onions, 2 cups milk, 4 tablespoons butter or butter substitute, 4 tablespoons flour, 1 teaspoon curry powder, salt and paprika.

Wash the peppers, cut out the stem end and remove the seeds. Parboil for 5 minutes and drain. Make a sauce of the butter, flour and milk and season with curry and salt. Combine the sauce and cooked noodles and stuff the peppers. Cover the tops with buttered crumbs and paprika. Bake in a moderate oven (350 degrees F.) for about 20 minutes.

### Noodles, Neapolitan Style

Take 3/4 lb. noodles, 6 tomatoes, 1 green pepper, 2 medium onions, 2 teaspoons salt, 8 tablespoons olive oil or

butter. Cut tomatoes in halves, keep the skin on. Put a layer skin side down in a buttered baking dish. Next a layer of noodles, uncooked, followed by layer of shredded pepper and chopped onion and seasonings. Continue, making the top layer of tomatoes, skin side up. Pour on the oil or butter, melted and bake in a moderate oven (350 degrees F.), keeping covered the first half of the time. It will take from 1 to 1 1/2 hours, depending on the size of the noodles. The fine ones are satisfactory for this.

### Simple Recipe Best

In casting about for more varied ways of preparing and serving macaroni and spaghetti manufacturers often go to the extreme of advocating entirely new many recipes, most of them intricate, expensive and less appealing to the taste than to the eye.

This failure exists in practically all of the recipe booklets being distributed and the result is that the consumer becomes confused or perhaps tries one of the promising recipes and, finding the expense great or the results not satisfactory, loses his or her appetite for these products.

A simple recipe is beneficial from many viewpoints,—first, the number of consumers will be increased through the ease with which the dish can be prepared by the housewife; and second, it will bring about an increased consumption not altogether from the increased number of users but from the fact that the more simple the recipe the greater the proportional quantity of macaroni products entering into it.

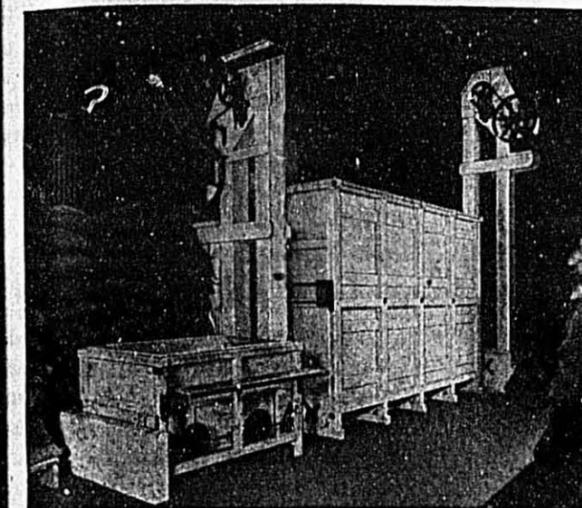
The press of the country has recently been carrying a story of Rudolph Valentino, the original sheik of movie stardom, and his favorite spaghetti recipe, as prepared by his cook, James H. Davis of culinary fame. Its strongest point is brevity. It is one that is found in practically every recipe booklet published by macaroni manufacturers, but which is sometimes so deeply buried in a mass of more alluring combinations, that nine times out of ten is overlooked entirely. The recipe follows:

### Spaghetti a la Valentino

Boil spaghetti in boiling salted water 20 minutes. Drain well. Sprinkle platter with grated cheese, alternating layers of spaghetti and cheese. Cover with a good sauce. Then eat a dish for the gods.

# CHAMPION PRODUCTS

## Dependable Macaroni and Noodle Equipment



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

**The CHAMPION Sifter, Blender and Automatic Weighing Hopper**

**WHAT IT DOES and HOW WELL**

Sifts Semolina Thoroughly  
Weighs Flour Accurately  
Guarantees Clean Dough  
Blends Two or More Varieties Properly  
Makes Flour Handling a Pleasure Rather than a Task.

Termed by satisfied users as Simple in Construction, Dependable in Operation, economical and efficient.

Made in any Style or Size to exactly suit your plant requirements.

Reduce your Overhead and Increase your plant efficiency by installing a

## CHAMPION AUTOMATIC WEIGHING HOPPER

### Champion Noodle Brakes

Compact, Labor-saving Machines.

Will Insure Uniform Products.

Mechanically Perfect.

Now in use in numerous noodle plants throughout the country, giving entire satisfaction.

Either Belt or Motor Driven.

**Get a Champion**

### Champion Macaroni Mixers

Proper Mixing is Essential.

We have just the right mixer for your plant. Made in all sizes from 1 barrel to 2 1/2 barrels capacity.

Our Mixers are Strong and Reliable.

They give Service and Satisfaction.

Names of satisfied users gladly furnished.

**Let Champion Do It**

*Full Particulars Cheerfully Given*

# CHAMPION MACHINERY COMPANY

JOLIET, ILLINOIS

Representatives in All Large Cities

**BEFORE YOU BUY — SEE THE CHAMPION**

### Golden Rule Sunday

Reports from nearly every section of the country indicate that the macaroni manufacturers profited by cooperating with the Near East Relief in promoting the general observance of Golden Rule Sunday on Dec. 2.

Newspaper and trade journal advertising was judiciously used by this trade in calling the attention of the people of the country, not only to the food value of macaroni products which was listed as one of the 6 nourishing foods fed regularly to orphans, but directly to the charitableness that would be displayed through the observance of Golden Rule Sunday in a manner suggested by its promoters.

In most of the advertising prepared by macaroni manufacturers advantage was taken of the prominence given macaroni by the promoters of the event, its value as a food in cases requiring just the proper bodily nourishment and of the endorsement given the occasion by President Calvin Coolidge.

In the opinion of one of the leading macaroni men of the country, no other event in the year or years has given the industry the opportunity to get before the public in the right light as did this proposal to aid the needy without making any great personal sacrifice.

Macaroni manufacturers who failed to take advantage of the opening thus presented lost an opportunity to make friends for macaroni products when the occasion was most opportune.

The action of the National Macaroni Manufacturers association in getting squarely behind a movement and the prominence given the occasion in the November issue of the New Macaroni Journal brought forth a letter of praise and appreciation from Charles V. Vickrey, general secretary of the Near East Relief, who in a letter to the association secretary dated Nov. 30 says in part:

By vote of the executive committee of the Near East Relief I am instructed to assure you and the National Macaroni Manufacturers association of the deep appreciation of this organization of your generous act in placing a 4-page display in the November issue of the New Macaroni Journal and the writing of special letters to macaroni manufacturers endorsing the event.

We realize that this is at a considerable sacrifice of other and more profitable uses which you have for such advertising space. We hope, however, that you will feel richly compensated by the realization that you are not only making a valuable contribution of money but also placing before the American public the message of the Golden Rule and

rendered invaluable assistance in securing funds without which thousands of orphaned, countryless children would die during the coming year. We appreciate this cooperation deeply.

By applying the Golden Rule in business individual attention is surpassed only by the good that has been done mankind by actions on the part of the macaroni manufacturers prompted by timely suggestions made by us.

### Death of Frank W. Foulds

(Continued from page 16.)

Frank W. Foulds was nationally known because of business connections of long standing. He was born in 1856 in Cincinnati, and as a young man entered the United States postal service under supervision of his father, who was postmaster at Cincinnati in the late seventies.

In 1881 he joined his father in the formation of the Foulds Milling company, which at that time did flour milling exclusively. Sensing an opening in the macaroni manufacturing field in this country, the Foulds Milling company, in 1891, under direction of Frank W. Foulds, began manufacturing macaroni products in a small way. Mr. Foulds worked closely with the Department of Agriculture in introducing durum wheat into the United States and at his mill in Cincinnati ground into semolina the first carload of durum wheat grown in this country.

In 1905 the Foulds brand was put on the market, first covering the home city of Cincinnati and later spreading to every state in the union, and to many foreign countries. In 1907 the Foulds Milling company bought the plant of the National Macaroni company at Libertyville, where the Foulds brand has since been manufactured.

Mr. Foulds has always devoted his time and wonderful energy to the upbuilding of the industry and was responsible for the advertising policy of his company, which has greatly increased the consumption of macaroni. He represented his firm in the National Macaroni Manufacturers association and helped to make it the potent body of the industry. He served on many important committees of the National association and was for years a member of the board of directors, and several times declined the presidency of the organization.

Early this year Mr. Foulds, with R. M. McMullen of New York city, was instrumental in organizing The Foulds company of which he was chosen the

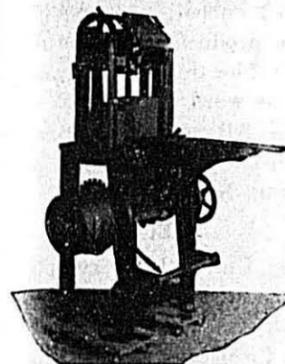
first president. The Foulds company controls the business of the Foulds Milling company of Libertyville, The Warner Macaroni company of Syracuse, N. Y., the Woodcock Macaroni company of Rochester, N. Y., and the Kitchen Bouquet company of West Hoboken, N. J.

Through appropriate and timely letters and telegrams of sympathy the National Macaroni Manufacturers association and the leading macaroni manufacturers of the country attempted to convey their feeling of loss to the industry in the death of this national figure.

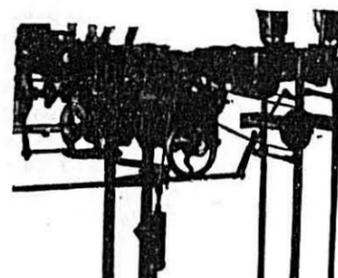
### Good Advice to Grocers

The action of the American Specialty Manufacturers association in circulating the retail grocers of the country through the wholesalers and jobbers urging the retailers to refrain from ordering through specialty men unless the mean business, is meeting with the approval of all the progressive manufacturers of the country. Circular slips are being sent to wholesalers for them to enclose to retail customers in the hope of stopping the leakage in filling specialty orders. The advice is sound and timely and should be given the widest possible distribution by macaroni manufacturers who sell their products through the channel of specialty men. The 10 points follow:

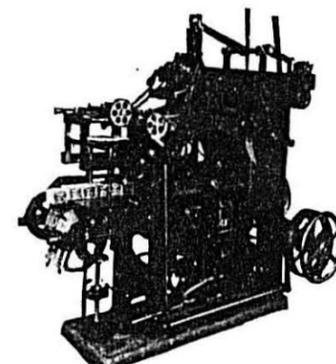
1. Do not give a specialty order bearing the above stamp unless you intend to accept delivery.
2. When you give a specialty order sign it.
3. Always keep a copy of the order you give.
4. Do not give a specialty salesman an order just to get rid of him. If you do not want the goods say "No" and stick to it.
5. Do not permit anyone in your store to sign your name to an order unless you intend to accept it. You are responsible for their acts.
6. Do not pay any attention to verbal promises—always have the specialty salesman write all conditions of sales on the specialty order.
7. If any misunderstanding exists write your jobber.
8. Do not have specialty orders delivered given refused during your absence.
9. If delivery is delayed and you cannot wait get in touch with your jobber. If you do not do this then you are obligated to accept delivery.
10. Always remember that your jobber has bought goods to fill the specialty order and that it is exceedingly expensive for him to cart the goods to you and then then cart them back to his warehouse. And—
11. Be sure to turn out old stock first.



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.



## Announces Sales Contest Winners

Bartlett Arkell, president of the Beech-Nut Packing company of Canajoharie, N. Y., has announced the winners of prizes offered by his company for the best stories of "How Salesmen Brought Home the Beech-Nut," during the month of August 1923.

"Bringing Home the Beech-Nut" was defined by Mr. Arkell as getting what you go out for, no matter what obstacles are in the way. The first prize of \$250 was awarded to J. E. Eaves of Plano, Texas, a salesman for the Holcomb and Hoke Mfg. Co. and the second prize, \$100, went to J. D. McNamara of Chicago, salesman for Franklin MacVeagh & Co. The judging was done by an unbiased committee of leaders in various lines of business.

We reproduce the story of J. D. McNamara, winner of the second prize, as it deals with the grocer, with whom the macaroni manufacturing industry is more closely allied.

### The Prize Story

A salesman friend of mine—carrying a different line of goods—told me of two men in a town on my route who were about to open a grocery store. I took the "tip" and that week, while making their town, I called in the evening at the home of the elder prospective customer.

Although strangers to each other, I made quite an advance in securing information in the one evening, I found that they had formerly been in the hardware business; that they were well acquainted with the competitive grocery salesmen making the town although they had never been in the grocery business; that from conferences with these men they had partially decided to divide their order between them; that one salesman had offered goods on time; and that the other would pay the freight on the initial order. I also learned that they were desirous of securing second-hand fixtures for their store.

I knew that just the sort of fixtures they wanted would be difficult to find. I believed I could help. I wondered if my competitors had the same idea. I made an appointment for a few days later, leaving them, I felt, with a fairly favorable impression.

At — one of my customers had bought a stock of goods and fixtures, and had fixtures to sell which I thought were about what my men wanted. I sent him to see them. The fixtures were just what they wanted and they bought them at a bargain. Needless to say, my two prospects were immensely pleased with their bargain and, while they were in this receptive mood, I opened on them with a talk on groceries. I found that both of my competitors had made up and submitted tentative orders. One had offered long terms (and these men were in a position to discount their bills); the other

had offered to pay freight on the original order.

My canvass was simple. "Gentlemen," I said, "I am a comparative stranger. But not only do you gentlemen know the people whom I represent, but you are business men. You have an excellent location here, you are going to make money. You are going to be good customers. I am going to make out a bill of goods just as if I were making it out for my own store. I want and deserve your confidence and I'm going to make that order out with that thought in mind."

I spent hours on that order. It called for the things they actually needed—everything. It would not overstock them. I submitted it to my prospects. Unquestionably they were pleased—but they went over it carefully.

"About what does this total?" asked the younger man.

"Approximately \$1500," I replied.

"But," he exclaimed, turning to the older man, "both Tom's and Bob's orders came to around \$2500!"

"And just about the correct amount," I broke in, at the same time drawing from my pocket a carefully prepared future order for canned goods. "The first order calls for only enough canned goods to fill your immediate requirements. I have made a future order covering everything not necessary for present needs. I want you to have this year's canning—absolutely fresh goods."

"Say," said the older man, turning to his partner, "Isn't this the man who helped us get our fixtures?"

"Yes, Mr. —," he answered, "and he is also the man who has insured our having good, fresh stock for our new store, at the same time giving us the use of a thousand dollars, for a time—right now when we need it most."

"And he's also the man," returned —, with a twinkle in his eye, "whose order we're going to sign."

And they did—the store opened Aug. 18.

### Patents and Trade Marks

#### TRADE MARKS APPLIED FOR Goodman's

A. Goodman & Sons, Inc., New York city, filed application Sept. 16, 1922, for use of the trade mark "Goodman's 100% Whole Wheat Elbow Macaroni" which they claim to have used since Aug. 26, 1922. No claim is made to the words "100% Whole Wheat" nor "Elbow Macaroni." All notices of opposition, if any, must be filed within 30 days of date of publication, Nov. 13, 1923.

#### Superior

The trade mark "Superior" used by the Pfaffmann Egg Noodle company of Cleveland, O., since about 1873, was

filed with the patent office on March 1922, and given serial No. 160,633. The company has been using this trade mark on noodles, vermicelli and similar paste products manufactured by the firm. The trade mark consists merely of the word "Superior" in outline type. All notices of opposition must be filed within 30 days of date of publication, Nov. 13, 1923.

#### El Caribe

The United Fruit company of Boston, Mass., filed application for right to use the trade mark "El Caribe" on a line of grocery products which include macaroni, spaghetti and vermicelli. The company claims to have used the trade mark since April 19, 1922, and filed with the patent office May 2, 1922. All notices of opposition must be filed within 30 days of date of publication, Nov. 20, 1923.

#### TRADE MARK GRANTED

#### Goodman's

A. Goodman & Sons, Inc., of New York city filed application for right to use the trade mark "Goodman's" on alimentary paste products which were granted Nov. 27, 1923. The company claims to have used the trade mark since Aug. 26, 1922. It was given serial No. 169,545.

#### PATENT APPLIED FOR Macaroni Cutting Mechanism

Frank A. N. Cuccia, Brooklyn, N. Y., filed application Oct. 31, 1919, for patent rights on a machine for cutting and translating macaroni. It was given serial No. 354,718. "In a machine of this class, the combination of a continuously movable support having grooves to provide spaces in the supporting surface of said support, and cutting mechanism including a reciprocating knife operating in timed accordance with the movement of said support as to enter every other space in said support and to coact with portions of said support to set up a cutting action

#### TO THOSE WHO TELEPHONE

Remember that when you are talking over the 'phone, the party to whom you are talking cannot see you; therefore, have a care to make your voice "look pleasant."

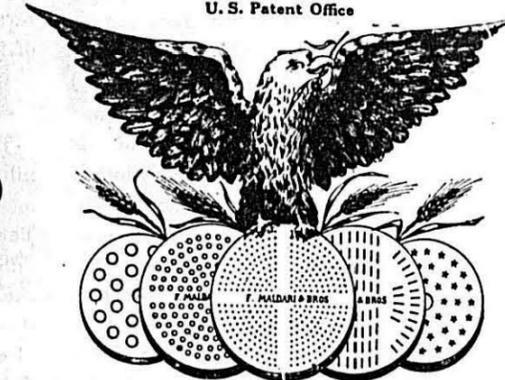
Honey catches more flies than vinegar, and you cannot do business with a man when you are "scrubbing" him with pepper sauce and rattan brush.

## Maldari's Insuperable Bronze Moulds with removable pins.

QUALITY

TRADE MARK

Reg.  
U. S. Patent Office



Workmanship

Service

SATISFACTION

F. MALDARI & BROTHERS, 127-31 Baxter Street,  
NEW YORK CITY

SEND FOR CATALOGUE

Established 1903

# SEMOLINA

## FOR QUALITY TRADE

It's a Pleasure  
to Send Samples

# CROOKSTON MILLING CO.

CROOKSTON, MINNESOTA

# Notes of the Macaroni Industry

## Object to Low Rates

Arguing that the recently published reduced commodity rates on macaroni and a long list of other foods and articles from the New York and Philadelphia gives shippers in that section a big advantage over those of the Mississippi valley, the business men of the middle west are following the lead of the Illinois Manufacturers association and are fighting the new rates before the interstate commerce commission.

The reduced rates on supplies shipped to the Pacific coast territories by water and rail by way of the gulf ports are about on the same basis as rates from Illinois. With the inland macaroni manufacturers striving to get a more proper classification on their product which must be wholly shipped by rail, and those who ship by water profiting by lower rates, the whole freight problem becomes a basis of some lively discussions. A satisfactory adjustment though generally longed for is hard to conclude.

## Ginger Ale "Fizzes" Out

The Beech-Nut Packing company of Canajoharie, N. Y., has disposed of its carbonated beverage business to the Cliquot Club company of Cliquot, Mass., according to announcement recently made by the firm. The reasons given are that it will provide additional manufacturing space required for its food products, such as chewing gum, candy, macaroni and delicacies. The purchasing company is known as one of the leading manufacturers and distributors of carbonated beverages in this country.

## Creditors Close Plant

The small macaroni manufacturing plant operated by Thomas Gatandella of Court st., Middletown, Conn., was closed by action of the court following suits for damages filed by creditors. Claims for damages amounting to \$1,500 were brought against Gatandella by the National Grain company, by the Park and Tilford company and others.

## New New Britain Plant Owner

Carmelo Cocomo of New Britain, Conn., has leased the small macaroni manufacturing plant formerly conducted by Rosina Passanissi. Some needed repairs are being made in the old equipment and some new units are being added

with the idea of making the plant more modern. One of the peculiar features of the lease is that the lessee agrees that under no circumstances is the building to be used for any kind of illegal business. Wonder if the prohibition amendment is the cause of this peculiar proviso?

## Products on Globe Trot

Not only in the new found markets of the world, but in practically all the old ones are now found American made food products. Spaghetti, for instance, is conceded to be an Italian dish, but if you were to step into a modern restaurant in that sunny country and place an order for this food, the chances are that you will be served goods manufactured in some large American city. This may aptly be termed an invasion into home territories that have been famous for these particular foods for years. Many facts similar to these are being unearthed in the various foreign trade conferences held throughout the country under the auspices of the United States department of commerce, which is ever on the lookout for new markets to supply with American goods.

## Elks Eat Spaghetti

Many thousand yards of delicious spaghetti were consumed by the members of the Elks lodge at Jacksonville, Fla., at their regular meeting in November and it was voted that if this tasty dish were guaranteed the members regularly, they would vote to meet weekly, rather than semimonthly as is now the case. The club chef proved himself a past master in preparing what was pronounced the best dish of spaghetti that the many diners had ever tasted and the Elks proved themselves adept in what is considered the best table manners when this food is served.

## New Orleans a Macaroni Port

New Orleans, La., is becoming an important macaroni export center, according to a detailed report by the New Orleans Board of Trade which shows the importance of this food stuff handled during the month of September of this year. The destination of the macaroni products was principally the West Indies and the countries to the south. A total of 3500 boxes of macaroni composed the exportation of this product

during that month. Cuba received 136 boxes; Porto Rico, 890; Panama, 510; Mexico, 490; and Rotterdam 300 boxes. A box under the ocean shipping term has usually been considered 3 or 4 cases packed in wooden wirebound boxes capable of withstanding the rough handling that export goods usually undergo. The report does not specify size of boxes referred to nor does it designate the origin of the products.

## Petty Thieves at Thornton Plant

Two boys were arraigned in the juvenile court at Providence, R. I., late last month for breaking into the plant of the Thornton Macaroni company at Oliveville, R. I., and taking therefrom a small sum of money. Entrance was gained through a window at the rear of the plant which is owned and operated by Angelo Pizza.

## Macaroni Industry in Frisco

Manufacture of alimentary paste comprising products composed of flour, salt and water, such as macaroni, spaghetti and noodles, is a considerable size in San Francisco and the annual production is about equal to the quantity that Naples, Italy, might make says the Bulletin of that city. There are 27 factories turning out this product in San Francisco and selling direct throughout Nevada, Arizona, Colorado, Washington, and exporting to South America and the Orient. Their total product amounts to more than \$3,000,000 a year. In 1920 San Francisco boasted 15 alimentary paste factories with a total of \$1,800,000 a year. The 15 factories consumed about 7500 barrels of flour a month and employed 1200 men.

## Vermicelli at Hong Kong

While the Chinese manufacture practically all kinds of alimentary paste vermicelli apparently is preferred for home consumption and in all countries in which these orientals gather vermicelli becomes an important item of food. Hongkong carries on considerable business in this food. Much of it is imported for reexportation to the Pacific coast countries where Chinese are living. An idea of the extent of this business is gained from figures recently compiled by Consul General W. H. Gale of that port and made public through the bureau of foreign and

Dependable  
Quality

For Complete  
"Semolina Satisfaction"

Prompt  
Service

USE

# NOMCO

## DURUM WHEAT PRODUCTS

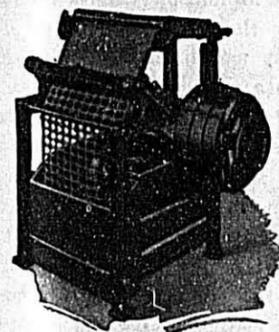
FARINA  
SEMINOLA  
(one, two, three)

FANCY PATENT FLOUR  
FIRST CLEAR FLOUR

Ask today for samples and quotations

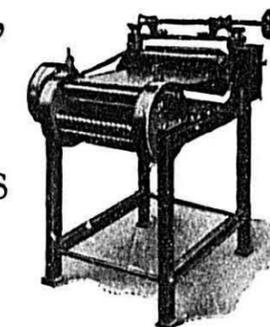
# NORTHERN MILLING COMPANY

Wausau, Wisconsin



## "CLERMONT"

DOUGH BREAKERS  
CALIBRATING DOUGH BREAKERS  
NOODLE CUTTING MACHINES  
FANCY STAMPING MACHINES

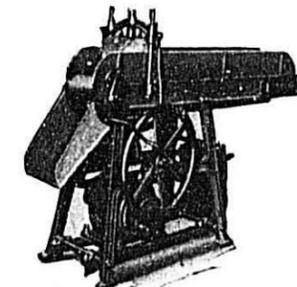


for  
BOLOGNA STYLE NOODLES  
MOSTACCIOLI CUTTERS

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

## CLERMONT MACHINE CO.

77-79 Washington Avenue  
Brooklyn, N. Y.



mestic commerce of this country. During 1921 Hongkong imported vermicelli to the value of \$587,510, and during the same year exported a quantity valued at \$514,941. The year 1922 shows a slight falling off in both exports and imports of this food, the imports being valued at \$550,203 and the exports figured at \$500,837.

#### Mueller Company Plant Pictured in Northwestern Miller

Under the heading "A Macaroni Factory of Today" an interesting story is told of the C. F. Mueller company plant in Jersey City, which is pointed out as one of the largest and most modern macaroni and noodle manufacturing factories in the country. It is the leading article of the Nov. 28 issue of the Northwestern Miller and is ably edited by J. Harry Woolridge, special correspondent on the editorial staff.

The article begins with a short history and probable origin of macaroni and noodles, a statement as to suitable ingredients in the way of raw materials, and treats with the proper cooking and preparation of this foodstuff.

With direct reference to the C. F. Mueller plant in Jersey City, the story tells of the struggles of the founder of the company from the small beginning in 1867 to the erection of its present enormous plant. The article is profusely illustrated with cuts showing the various machines in operation and the process of manufacture. The whole article is interesting even to others than macaroni manufacturers and it aims to show the greatness of the industry that has existed in this country for a little more than a half century.

#### Liberty Plant Closed

According to announcement by Vincent Italian, president of the Liberty Macaroni company at St. Louis, that company has discontinued the manufacture of macaroni products. The statement makes no reference as to the future plans of the company which was organized during the postwar business boom.

#### Install New Equipment

N. J. Cavagnaro, treasurer of Cevasco, Cavagnaro & Ambretti, Inc., of Brooklyn, is of the belief that there must be an increasing demand for macaroni products because of the many installations of macaroni equipment by his firm during the fall of the year. The list submitted includes plants in all

parts of the country and a varied assortment of macaroni machinery. Among the plants that have made improvements along this line according to this machinery concern are the following:

Oregon Macaroni Co., Portland, Ore., new press for short goods, kneader and mixer.

Kurtz Bros., Philadelphia, 13½-in. vertical presses, some noodle machinery and a bologna machine.

W. Va. Macaroni Co., Clarksburg, new noodle machine.

Cumberland Macaroni Co., Cumberland, Md., 13½-in. vertical press for short goods, kneader and a mixer.

Long Island Macaroni Works, Long Island, N. Y., 13½-in. vertical press and corresponding large kneader and mixer.

Refined Macaroni Co., West Chester, Pa., 13½-in. vertical press.

Ravarino & Freschi Mfg. & Imp. Co., St. Louis, three additional mixers.

San Diego Macaroni Co., San Diego, 10-in. press for short goods.

Dunkirk Macaroni & Sup. Co., Dunkirk, N. Y., 13½-in. vertical press and large mixer.

While in most cases the equipment was purchased to replace old and worn out machinery, in a few instances the additional equipment was needed to supply added demand.

#### Affirms Judgment in Macaroni Case

Over 4 years ago the Oneida County Macaroni Company, Inc., of Utica, N. Y., was destroyed by fire of a suspicious origin. The owners attempted to collect the insurance on the property but the insurance companies showed no readiness to pay on the policies held by the macaroni concern. Six trials and 4 appeals resulted from the efforts of the company to collect from the several insurance companies for losses suffered in the fire at its plant, which was on Aug. 10, 1919. A year or more ago the macaroni company was awarded a judgment of \$6,000 against the Fire Association of Philadelphia. The case was appealed and last month the United States circuit court of appeals handed down a decision affirming the judgment. This decision comes as a test case and will probably involve recovery of the full amount of the insurance placed with several firms, amounting to approximately \$60,000. The decision of the upper court holds that the officials of the macaroni company had

no motive for setting fire to the buildings, while the alleged gang of dissatisfied and discharged employes on whom the blame was laid had such a motive.

#### Will Rebuild Factory

V. Lucia, proprietor of the Magnolia Macaroni Manufacturing company, 510 San Felipe st., Houston, Texas, has obtained a permit to rebuild his plant which was considerably damaged by fire several weeks ago. The permit granted by the building commission in Houston shows the estimated cost of repairs to be slightly under \$5,000. It is hoped to complete the repair work in time for reopening of the plant early in the year.

#### Macaroni Plant in Maderia

The American consul on the Maderia islands in the Mediterranean sea reports that one of the oldest and largest firms on the island is adding extensive equipment to its macaroni manufacturing plant. Most of the products manufactured in these islands go into export. South America and Africa are a natural market for the hundreds of cases of elementary pastes manufactured there.

#### Rust Conference Officers

At the annual meeting of the conference for the prevention of grain rust held last month in the University of Minnesota college of agriculture, Governor R. A. Nestos of North Dakota was elected president to succeed Governor J. A. O. Preus of Minnesota, who has been the head of the conference since its formation in March 1922. The organization is waging a campaign against the common barberry bush in 13 north central states and in a resolution adopted toward the close of the conference it reaffirmed the belief of the association that, if an active campaign is carried on to destroy the common barberry bush, black stem rust small grains will disappear and millions of dollars will be saved to the farmers of the middle west and north west annually.

Dr. Carleton R. Ball of the United States Department of Agriculture addressed the conference and openly approved the work being done. He stated that prevention of the spread of black stem rust is one of the greatest single problems in agriculture today. Among the other officers of the organization elected were the following: 1st vice president, Ralph Budd, pres-

## Macaroni Plus Eggs Equals Noodles

Reverse this and the answer is  
**Macaroni**

You cannot get away from this,  
**Mr. Egg Noodle Maker!**

EGGS added to MACARONI greatly improve its flavor and nutritive value, and the combination is NOODLES.

Old, inferior dried egg products add nothing in flavor or nutrition to your Noodles.

ASK US FOR SAMPLES AND PRICES OF FRESH, SWEET GUARANTEED SPRING CROP, 1923 *Spray Yolks, Granulated Yolks, Vacuum Blended Whole Egg, Flake Whole Egg, and Albumens*, ALL DRIED EGG PRODUCTS, Pure, Fresh, Clean, Wholesome, and much more uniform in quality and cleanliness than *any shell or frozen eggs!*

And all this means  
SEPCO BRANDS OF DRIED EGG PRODUCTS

**Sturges Egg Products Co.**  
50 E. 42nd St., New York      317 No. Wells St., Chicago  
Stocks in all large Cities.  
Dried Egg Specialists for 27 years.

## The W. K. Jahn Co.

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

Importers of  
**EGG YOLK**  
SPRAY PROCESS

"GOKL"  
BRAND  
58½c

K. T.  
BRAND  
38½c

**WHOLE EGG**

Smooth, Velvety—No Grit

"GOKL"  
BRAND  
85c

K. T.  
BRAND  
50c

200 lb. Tin Cases F.O.B. N. Y.

Samples on Request

CONTRACTING NOW FOR 1924

# PACKAGING MACHINERY

WHICH WILL

## REDUCE COSTS

They Will Handle

**90 Packages Short Cuts Per Minute**

SEALED AND WEIGHED

**100 Packages Long Cuts Per Minute**

SEALED—BOTH ENDS

*30 to 35 Packages Per Minute if 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.

Chicago Office, Room 885, Con. Com. Bank Bldg., 208 S. LaSalle St., Chicago, Ill.      New York Office, 30 Church St., New York City

Send for Catalogue

**Battle Creek, Michigan**

Send for Catalogue

dent of Great Northern railroad; 2nd vice president, W. S. Hill, Mitchell, S. D., chairman of the legislative committee of the South Dakota state farm bureau; secretary-treasurer, Harrison Fuller of St. Paul; assistant in charge of the central office in Minneapolis, Carl Hanton.

### The Macaroni Census

The bureau of the census will take a census of manufacture covering the calendar year 1923. This work is done in compliance with the act of congress approved March 3, 1919, and the schedules have been prepared after conference with associations and others interested in the various industries.

These schedules will be mailed the first week of January, and the macaroni manufacturers are urged to make the reports promptly, as the bureau has agreed to tabulate the data as rapidly as the schedules are received and to publish the tables within a few days after the receipt of the last report.

The bureau has been cooperating closely with the industry and desires to be of service to us. It is important that the reports be made by mail, otherwise the government will be put to the expense of sending a special agent to the various establishments. It is hoped that all will cooperate in making the reports promptly.

### Farmer-Manufacturer Convention

A call has gone forth for a national convention of farmers and manufacturers to be held Monday and Tuesday, Jan. 14-15, in the Congress hotel, Chicago, under auspices of the Illinois Manufacturers association.

The call states that farming and manufacturing are the 2 greatest industries in America. The prosperity of

the country is dependent upon their welfare and their cooperation. Farmers and manufacturers have much in common. Both are producers. Both are managers and employers. Both are property owners.

With these thoughts in mind the convention has been called after several committee meetings in which leading farmers and manufacturers have been in heartiest accord.

Subjects and problems of vital interest to farmers and manufacturers will be discussed by speakers of national prominence. Remedies will be proposed. A constructive program of permanent benefit to both farmers and manufacturers will be worked out carefully and adopted after approval of the delegates.

Some of the matters in which farmers and manufacturers equally are interested and which will be included for discussion are as follows:

**Immigration Laws:** Their economic effect. The problems of selection and distribution of immigrants and their proper assimilation.

**Transportation:** By rail, water and motor truck.

**Freight rates:** Their economic relation to farm and factory.

**Production costs:** Importance of accurate cost accounting for farm and factory production.

**Legislation:** Affecting the farm and factory.

**Cooperative Marketing:** Of farm products and its possibilities.

**Socialistic and Communistic Doctrines:** Their effect upon prosperity of farm and factory.

**Taxation:** Federal, state and local and the importance of reducing the burden.

**Permanent Plans:** For meeting conditions which concern the welfare of both lines of industry.

It is fully realized that:

The farmer is the largest customer of the manufacturer.

Manufacturers who buy live stock grain and other raw materials are customers of the farmer.

Whatever harms the farmer harms the manufacturer.

Whatever benefits the farmer benefits the manufacturer.

Farmers and manufacturers both are likely to suffer under ill advised legislative policies.

This convention will enable farmers and manufacturers to get each other's point of view, to ascertain what interests they have in common and to coordinate their efforts in the public interest.

### Flour Milling in Morocco

The United States department of commerce states that the flour milling industry has developed considerably in Morocco during recent years, notably in the zone of the French protectorate which includes all the wheat growing areas of the greater part of Morocco. In 1921 there were in French Morocco 33 European flour mills, in addition to the native ones. There are numerous native mills throughout the country generally of primitive equipment and limited production; their number is unknown, but there are said to be more than 300 in the town of Fez alone where there is an elaborate and ancient system of water power. The flour produced by the native Moroccan mill from the native wheat is of the semolina type. Flour similar to the native Moroccan hard wheat product is imported chiefly from Marseilles, France the flour imported from the United States is principally soft wheat.

A stiff neck often goes with a sore head.

## Discriminating Manufacturers

Use



# Hourglass

# Brand

PURE DURUM SEMOLINA AND FLOUR  
RUNS BRIGHT, SHARP AND UNIFORM

Quality and Service Guaranteed

Write or Wire for Samples and Prices

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## Made to Satisfy Packer, Jobber and the Retailer.



Solid Fibre  
or  
Corrugated Fibre  
Shipping Containers

Made by

## ATLAS BOX CO.

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CHICAGO

# 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



## International Macaroni Moulds Co.

252 Hoyt St. Brooklyn N. Y.

## Macaroni Die Manufacturers

Ask For Our Price List.

### 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.

**PUBLICATION COMMITTEE**  
 HENRY MUELLER - - - - - President  
 M. J. DONNA - - - - - Secretary

**SUBSCRIPTION RATES**  
 United States and Canada - - \$1.50 per year in advance  
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**SPECIAL NOTICE**  
**COMMUNICATIONS:**—The Editor solicits news and articles of interest to the Macaroni Industry. All matters intended for publication must reach the Editorial Office, Braidwood, Ill., no later than Fifth Day of Month.

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

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

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

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

Vol. V December 15, 1923 No. 8

#### Personal Notes

Edward Z. Vermeylen, the popular vice president of the National Macaroni Manufacturers association who has been quite ill the past month at his home in Brooklyn, has recovered sufficiently to permit him to resume his duties as salesmanager for A. Zerega's Sons of that city.

Dwight K. Yerxa, well known through the macaroni trade because of his former interest in the semolina business, was in attendance at the meeting of the macaroni manufacturers last month in New York city. He is now manager of the big mill being built by the Pillsbury Flour Mills company at Buffalo and went to the meeting to reassure the macaroni manufacturers that his firm is behind any legitimate move by any individual or group that will better the macaroni manufacturing industry in this country.

James C. Andrews, well known in the macaroni trade, was honored by election as district vice chairman at the

#### JAMES T. CASSIDY

House to House Distributor of Advertising Samples and Literature in Philadelphia, Pa. and Camden, N. J.  
 We Solicit Your Account  
 James T. Cassidy  
 S. W. Cor. 4th & Wood Sts. Philadelphia, Pa.

annual convention of the Mississippi Valley association held last month in Memphis. As chairman of the Minneapolis Civic and Commerce association special committee, Mr. Andrews is directly concerned in the proposed river improvements.

Ignatz Weiskopf of Milwaukee has been appointed receiver for the Purity Manufacturing company, macaroni and noodle manufacturer of that city. Appraisers have been appointed and on their report the assets will be offered for sale either privately or publicly.

Dr. B. R. Jacobs, executive secretary of the eastern macaroni manufacturers, has been busy the past month attending various sectional meetings of the bread bakers of the Atlantic and southern states in the interest of self rising flour, the quality of which it is sought to regulate through education and legislation.

#### Food Violations Decrease

According to the Service and Regulatory Announcements of the bureau of chemistry, violations of the food and drugs act on the part of macaroni and noodle manufacturers have decreased. This deduction is arrived at from a study of the notices of judgment published by the bureau covering cases un-

der investigation, macaroni and noodles not being included in the long list of foodstuff that has been seized in violation of the pure food law.

In many food lines charges of adulteration and misbranding are frequent. Even in noodles, a food that lends itself easily to charges of this kind, misbranding is being less and less resorted to by manufacturers. While it is perhaps true that there is still an immense quantity of plain noodles sold to the consumer in the guise of egg noodles, must be in bulk where the label so conveniently disappears from the container.

If it were only possible to get a ruling from the Department of Agriculture or the passage of a law by congress absolutely prohibiting importation of macaroni products containing color matter of any kind, trade conditions would be bettered and many of the coal tar colored preparations would disappear from the markets, a change that would be welcomed by the home manufacturer.

#### WANT ADVERTISEMENTS

Five cents per word each insertion.  
**WANTED**—Second-hand twelve and one-inch Fonderia Fratte Vertical Presses in condition. The Atlantic Macaroni Co., Long Island City, New York.  
**FOR SALE:** One 1½ bbl. Walton Dough Mill; One 4-bbl. Read Mixer; One 1-bbl. Macaroni Grinding Mills. P. F. Campbell, Laurel St., Philadelphia, Pa.

## BUSINESS CARDS

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

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Macaroni Machinery Manufacturers  
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 That Fool The Weather  
 387 Broadway -- San Francisco, Calif.

#### GEO. A. ZABRISKIE

123 Produce Exchange  
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 DISTRIBUTOR OF  
 Pillsbury's Durum Products  
 in Greater New York and vicinity.

#### RICHARD GRIESSER

Architect & Engineer  
 Designer and Builder of modern Food Product Plants. Macaroni and Noodle Factories a Specialty.  
 Write for information and estimates before building and save money.  
 64 West Randolph Street  
 Suite 1702 Garrick Bldg. Chicago, Ill.

## 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"  
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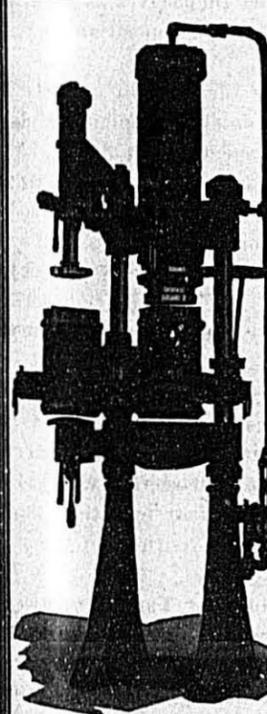
**Cheraw Box Company, Inc.**  
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## SATISFACTORY

### Wooden Macaroni Box-Shooks

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

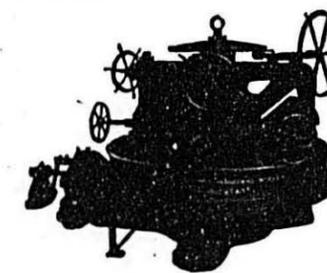
## ELMES HYDRAULIC MACHINERY



PRESSES

PUMPS

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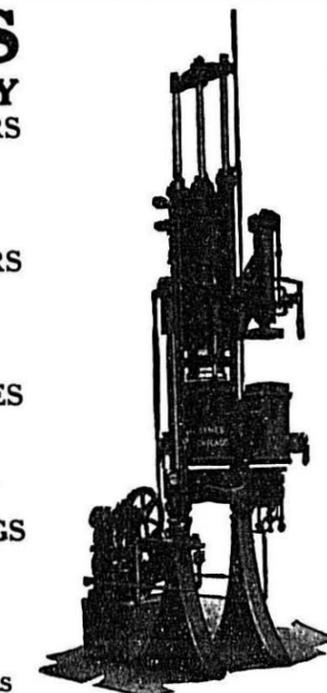


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DIES



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

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

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

**OUR PURPOSE:**

Educate  
Elevate  
Organize  
Harmonize

**ASSOCIATION NEWS**  
*National Macaroni Manufacturers Association*  
*Local and Sectional Macaroni Clubs*

**OUR MOTTO:**

First—  
The Industry  
Then—  
The Manufacturer

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**Committee on Macaroni Journal Publications**  
Henry Mueller, C. F. Mueller Co., Jersey City, N. J.  
M. J. Donna, Secretary and Editor, Braidwood, Ill.

**Publicity Plan Pleases**

From many sections of the country come expressions of approval of the proposed educational publicity campaign. The favorable sentiment prevailing equally among bulk and package goods manufacturers, and the large and small concerns, is highly pleasing.

Here is a sample letter showing the trend of opinion on what is perhaps the greatest step forward ever taken by the industry:

Dallas, Texas, Dec. 3, 1923.

Mr. A. S. Bennett, Special Representative,  
33 W. 42nd St.,  
New York City.  
Dear Sir:

I have just read in the November issue of the New Macaroni Journal the plans formulated for the National campaign of advertising macaroni.

I believe that this plan is the most feasible one ever proposed for the macaroni industry.

What steps are being taken to get the different plants in the various zones to come in on the plan and help put it over? Have meeting places been named in each zone or how will the different factories in the zones get together on this proposition?

I see that Zone No. 4 in which we are located and where we sell principally, includes Louisiana with the many factories in New Orleans. While the Texas plants are quite distant from New Orleans, arrangements might be made to get together.

I believe in this campaign and this plan, and if we can get the other manufacturers

in this zone to come in with us we will be more than pleased to help it along.

Yours very truly,  
(Signed) NATIONAL MACARONI COMPANY,  
Per Frank S. Bonno.

Mr. Bennett's reply to this pleasing letter was as follows:  
New York City, Dec. 8, 1923.

Mr. Frank S. Bonno,  
National Macaroni Company,  
Dallas, Texas.

My dear Mr. Bonno:

Thanks for your good letter of Dec. 3. We are glad that you approve of our plan because we have tried to consider it from every possible angle and have endeavored to make it fair, just and equally beneficial to all.

If you will read carefully the center 8 pages of the Dec. issue of the New Macaroni Journal you will get the full story of the campaign.

We shall correspond with every macaroni manufacturer in your zone. We would like to have you or some one in your zone to plan manner in which a representative number of manufacturers of your zone can be brought together. One of us will be glad to make the trip and attend that meeting to give full explanations of the plan. Meanwhile every concern that is interested, yourself included, that would like to help this along, should sign the subscription form and forward it to us at once.

It does not become binding until \$100,000 has been pledged. This will assure you that the plan will be on a large scale and the campaign successful.

Let us hear from you after reading the December issue of the New Macaroni Journal. Very truly yours,

—A. S. BENNETT,  
Special Representative.

Space will not permit publication of other letters received. The prevailing favorable opinion is most assuring. Those who have remained silent are awaiting developments and can be counted on to join heartily in the movement as soon as there is any indication that it is to be a going thing.

**Publicity Plan Favored**

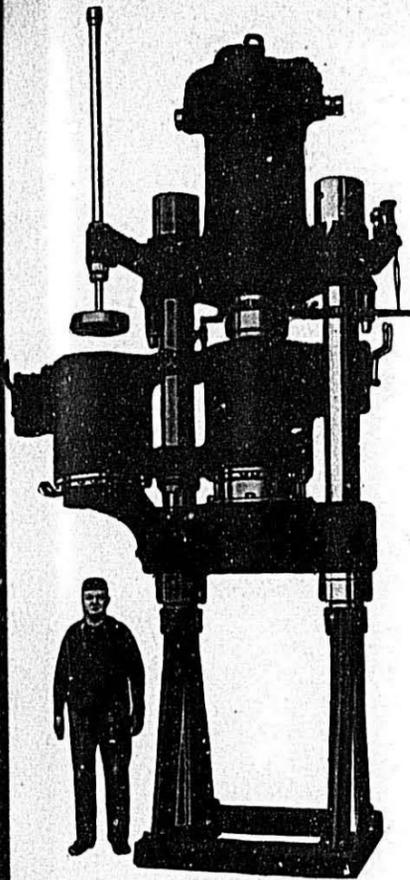
A. S. Bennett, special representative of the National association, who is organizing the macaroni manufacturers of the country behind the proposed Educational Publicity Campaign

macaroni products, reports a very enthusiastic meeting of the manufacturers of the east Nov. 23-in Hotel Metropolitan, New York city. While the meeting was not as largely attended as the importance of the move would call for, all expressed themselves as entirely in accord with the proposition as placed before them.

In calling the meeting to order Mr. Bennett explained his plan and distributed a prospectus that dealt with the proposed movement in detail. He was followed by Henry Mueller, president of the National association, and by C. Krumm, Jr., director of the same organization. C. F. Yaeger, a member of the publicity committee, also took part in the discussion. Secretary M. J. Donna, who was in the east on association matters, was present and became personally acquainted with macaroni manufacturers in that section who had found it convenient to attend the various annual conventions of the industry.

T. Gaul of New York city, who had some very successful experience handling the publicity of other food products, told the gathering how the macaroni story might be "put over" to the consumers with convincing force. In talk he referred to the publicity in connection with the fiftieth anniversary of the typewriter and the publicity work being done by the firms manufacturing and selling building supplies.

A luncheon preceded the discussion.



**John J. Cavagnaro**

*Engineer and Machinist*

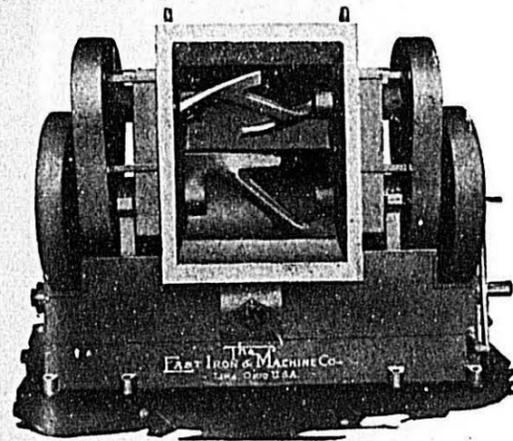
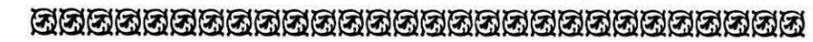
Harrison, N. J. - - U. S. A.

Specialty of

**MACARONI MACHINERY**

Since 1881

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



**"EIMCO"**

**Mixers and Kneaders**

**Insure Uniformity, Color and Finish**

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

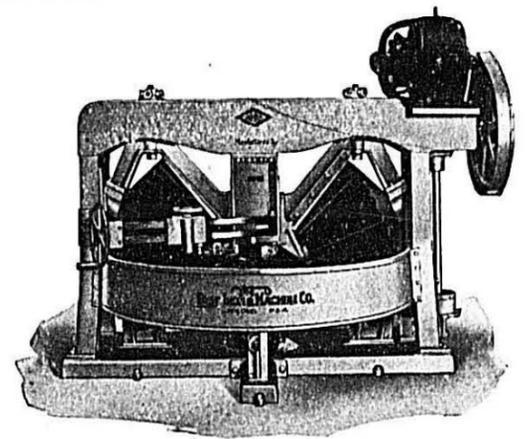
"Eimco" kneaders knead the lumps of dough, as they come from the mixer, into one solid ribbon and give it uniform texture and they do it quicker and better than ordinary kneaders. They are equipped with plow and have scrapers at rolls to prevent dough from clinging. All gears are fully enclosed.

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

Ask us for bulletin and photos.

**The East Iron & Machine Co.,**

**Main Office and Factory, Lima, Ohio.**



**PERTINENT ADVICE—**

If you HAVE Good Business, advertise and keep it good.

If you WANT Good Business, advertise and get it.



### BUILD BIGGER BUSINESS

You can depend absolutely on any Durum Product bearing the name "Pillsbury". The quality is there—always.

***Pillsbury Flour Mills Company***

*Minneapolis, Minn.*

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