

**THE NEW
MACARONI
JOURNAL**

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**April 15,
1923**

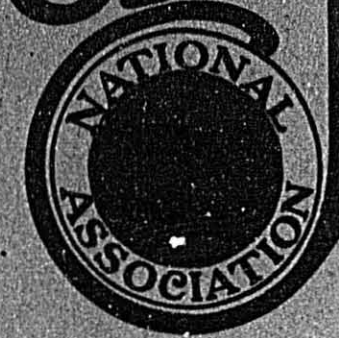
The New
Macaroni Journal

Minneapolis, Minn.

April 15, 1923

Volume IV

Number 12



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

LOYALTY

LOYALTY to an Industry includes LOYALTY to its trade association.

LOYALTY to any organization means considerably more than mere membership therein. In its fullest meaning it includes an unselfish willingness to give as well as to receive benefits.

LOYALTY from enrolled members is naturally expected but loyal cooperation on the part of all interested in the Industry must follow if the best results for the Macaroni Manufacturers are to be attained.

LOYALTY should be shown the National association, the truly representative, nation wide group in the macaroni industry. Affiliate yourself with this National organization, be loyal to its aims and objects, support its beneficial activities and cooperate with it in promoting the best interests of those financially interested therein.

LOYALTY to one's self, LOYALTY to one's industry, and LOYALTY to the National organization are one and inseparable.

BE LOYAL AND COOPERATE FREELY.



Sell more MACARONI

HOW TO DO IT

Send for new pamphlet "How We Nail Wood Boxes." It sets forth the best nailing practices. Copies will be mailed without cost to you.

The secret of success of many a food industry is good quality, good advertising, and good packing. "Those who know" pack in CHICAGO MILL Boxes.

CHICAGO MILL AND LUMBER COMPANY
CHICAGO



Capital City Milling & Grain Co.
DURUM WHEAT
MILLERS

St. Paul - Minn.

Capacity 1500 Barrels



NO. 2 SEMOLINA

NO. 3 SEMOLINA

from

DURUM WHEAT

Quality

Guaranteed

*Ask for Samples
and Delivered Prices*

Capital City Milling & Grain Company

ST. PAUL, MINNESOTA



here's how
to get a copy of that
new catalog of w & p
machinery for makers
of macaroni, noodles
& alimentary pastes:



just fill out
the coupon & mail



joseph baker sons & perkins co 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

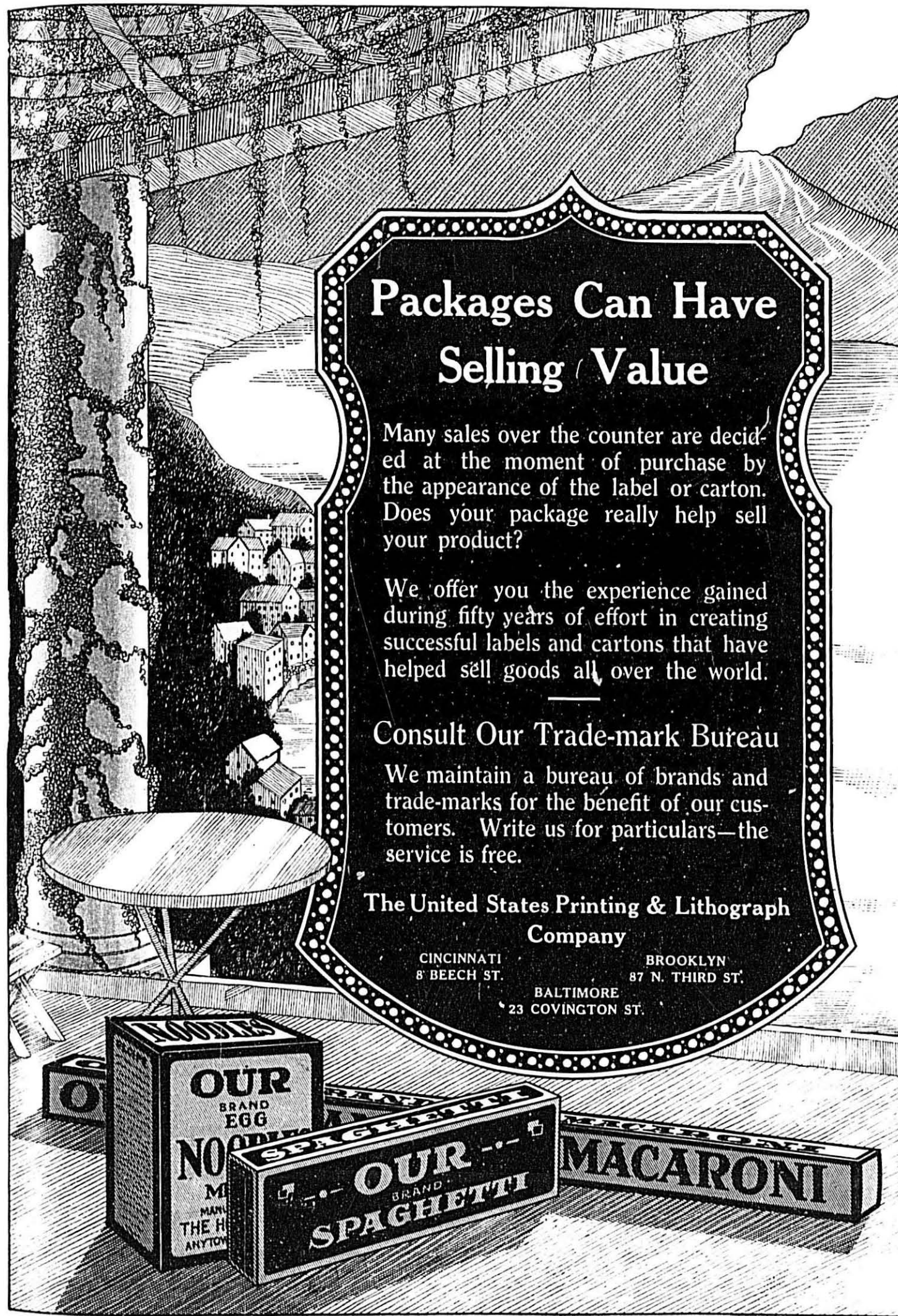
my name

my firm's name

address

city state

MARCH



Packages Can Have Selling Value

Many sales over the counter are decid-
ed at the moment of purchase by
the appearance of the label or carton.
Does your package really help sell
your product?

We offer you the experience gained
during fifty years of effort in creating
successful labels and cartons that have
helped sell goods all over the world.

Consult Our Trade-mark Bureau

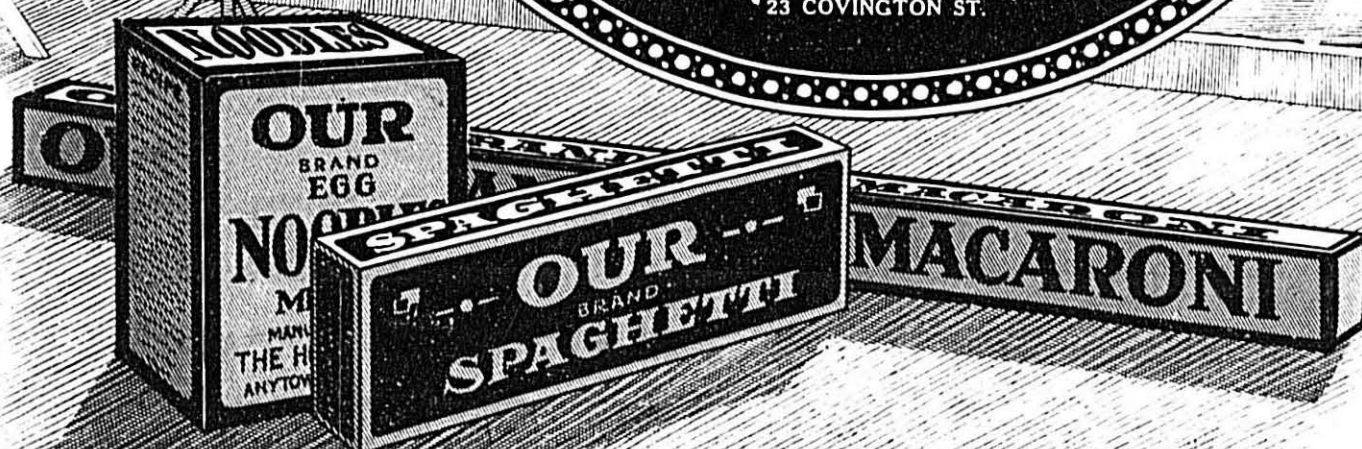
We maintain a bureau of brands and
trade-marks for the benefit of our cus-
tomers. Write us for particulars—the
service is free.

The United States Printing & Lithograph
Company

CINCINNATI
8 BEECH ST.

BALTIMORE
23 COVINGTON ST.

BROOKLYN
87 N. THIRD ST.



Did you ever hear of a macaroni manufacturer going broke because the product he made was too good?

Neither did we.

But

We know a lot of them who are making money and increasing their business because the product they make is always good—and their customers know it.

They don't try to make their macaroni from the cheapest semolina on the market and they don't have to sell their goods at the lowest price in the market either.

They are building their business on quality and dependability—and they know they can bank on Tustar

for

QUALITY AND SERVICE



QUALITY

SERVICE

EAT MORE WHEAT — THE BEST AND CHEAPEST FOOD

MINNEAPOLIS MILLING CO.

MINNEAPOLIS, MINN.

A National Macaroni Slogan

Macaroni consumption in this country, roughly estimated at not more than five pounds per capita, is capable of a wonderful and longed for increase if the proper method of impressing the American public with the highly nutritious value of this food can be hit upon.

General or cooperative advertising may have the desired effect but is a very expensive procedure. Attempting to interest the teachers of domestic sciences will produce good results but at most is a slow process. These call for expenditure of large sums of money not now available in the macaroni industry or for a slow building up of consumption that will have little appreciable effect on present manufacturers.

What the industry really needs to make macaroni and kindred products more popular and generally used is the production of a better and more uniform product and considerable propaganda that will teach a few simple ways of preparing a tasty, easily made dish, satisfying alike to cook and consumer.

Having made a quality product the next move seems to be to suggest macaroni properly and advisedly. In making a suggestion there is hardly anything that can equal a smoothly running, easily remembered, suggestive Slogan.

What is apparently the most timely and opportune movement ever started for the macaroni manufacturing industry in this country is the one announced by the national association early in the month looking toward adoption of a suitable Slogan that will act as silent sales agency for macaroni products. The suggestion made by the association met with a spontaneous burst of enthusiasm from ocean to ocean and from border to border.

Macaroni manufacturers are keen business men and they quickly realized the possibilities of a good, strong, suggestive slogan and its potentiality to increase consumption of their products. Suggestions for a national slogan have been pouring in since the announcement and as a result some very commendable ones have been suggested for use by manufacturers and the allied trades.

The apparent wonderful success attending the adoption and general use of the slogan "Bread is the Best and Cheapest Food" by the bakers and millers should finally convince the macaroni men, if need be, of the value of a good slogan for this industry.

A slogan is merely a small sentence or a phrase containing a forceful message that carries to all who see or hear it a suggestion. If it conveys a strong and impelling suggestion the slogan will be most successful. Let us consider some of the more common successful slogans with which we come into contact daily and study the particular pulling power of each one.

"Eventually, Why Not Now?"—a fine suggestive flour selling argument.

"There's a Reason"—made popular a coffee substitute.

"It Floats"—anything but light advertising for a well known soap.

"Say It With Flowers"—a real boon to florists.

"Save the Surface and Save All"—a good paint and varnish salesman.

"His Master's Voice"—brought victory to a popular phonograph.

"The Ham What Am"—a suggestive meat selling argument.

"Buy a Bale"—a slogan that saved the cotton industry in 1916.

This is only a partial list of several hundred successful slogans used in business with almost unexpectedly good results. Each of the slogans above will succeed where lengthy arguments and detailed explanations fail.

The power of a good slogan is judged from its effects. Good slogans have elected and have defeated Presidents. All of us recall the 1916 slogan "He Kept Us Out of War" which really reelected President Woodrow Wilson, and that iniquitous one that defeated James G. Blaine for this high office, in the eighties. "Remember the Maine" spurred the American fighters in the late Spanish-American war to valorous efforts, and "They Shall Not Pass" added determination to the fighting qualities of the French in their defense of Verdun.

But it is the peacetime slogan, judiciously used by business men, that brings out the real worth of this helpful silent salesman. Some now in general use are worth many millions of dollars and their continued use and daily repetition by thousands add to their value. These slogans are highly prized and encroachments thereon resented.

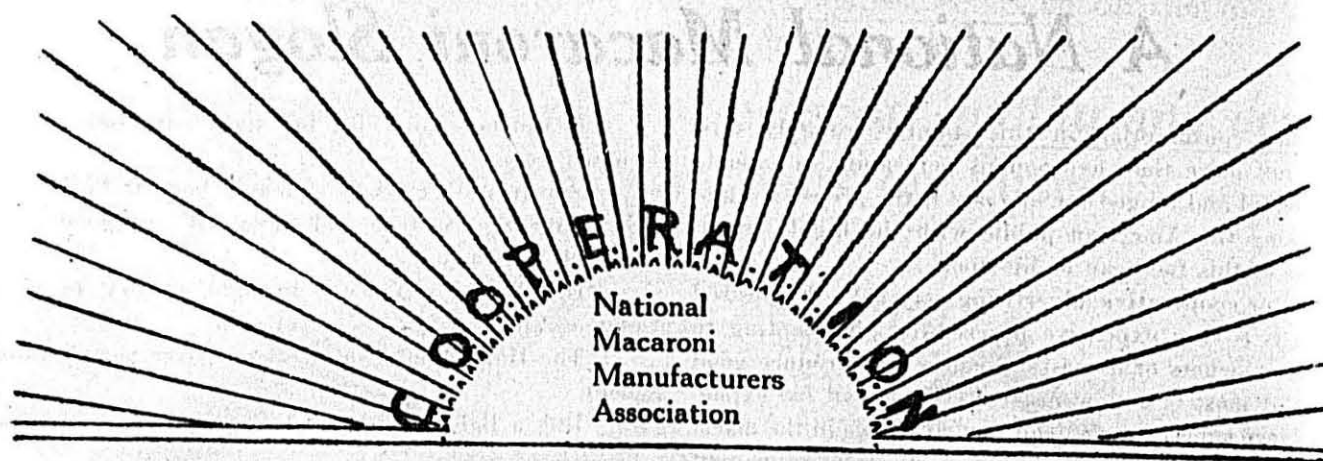
The adoption of a strong suggestive slogan by the macaroni industry may accomplish for it what may become its greatest asset and spur consumption to a much greater degree than the expenditure of millions of dollars in other forms of publicity. We have the goods. It's nutritious, satisfying, economical, health giving and capable of preparation in different ways to suit varied tastes, likes and dislikes.

The right slogan may be just what is needed. If one with an irresistible appeal to the consumer can be discovered and then judiciously used, this movement will have accomplished for the macaroni manufacturers more than almost any other activity, no matter how meritorious. A national macaroni slogan is valuable—it has a strong sales building power and is capable of providing beneficial results just to the degree that it is suggestive. Help us select a slogan that will popularize macaroni products as widely as "You Need A (Uneda) Biscuit" did for the ordinary cracker.

Suggested slogans will be found elsewhere in this issue. This is a game that all can play, whether members of the national association or not. Help us select a National Maca-

roni Slogan for general use on letterheads, billheads, envelopes, cartons, boxes, inserts, pamphlets, recipe books, wrappers, binding tape, window stickers, store cards, flour sacks and in all forms of newspaper, magazine, circular, billboard and streetcar advertising that opens up a field of suggested publicity that should be almost irresistibly economical and wonderfully helpful.

It is not often our privilege to take part in a movement offering so many opportunities and filled with so many possibilities. The movement is one in the right direction, something that will not involve any large expenditure of money and one that deserves your best thought and consideration. Study the slogans already suggested. Recommend a better one if you can. It's a good thing. Push it along.



The Spirit

- It's the spirit in which you tackle something that turns the trick.
- A high spirit will enable one to cut up high jinks.
- A low spirit makes one feel blue, dirty and sullen.
- The spirit of success brings success and prosperity.
- The spirit of hate brings envy, brutality and generally a fight of some kind.
- The spirit of timidity and bashfulness brings delay and mostly failure.
- The spirit of energy and economy brings wisdom, experience and profits.
- The spirit of association with one's competitors brings a thrill of happiness and confidence.
- The spirit of delay and aloofness brings loss that can never be recovered.

You might think you are paddling your own canoe, but you are not.

If all of your competitors were away out of your sight and where you couldn't reach them by mail or couldn't learn of what they were doing, you would wither up and die of dry rot.

It pays to know what you are doing and where you are going--keep your eyes wide open and look, listen and hear.

Where can this be better accomplished than in an Association composed of men with like interests and with the same SPIRIT?

Think this over for a little while and you will find that I am right.

A Good Thing

The proposal to adopt a good strong Macaroni Slogan for general use by all the industry met with immediate favor in the trade and many good ones have been suggested.

Here are a few that have been recommended and which will be given consideration when the choice is finally made at the coming convention of the macaroni makers:

EAT MORE MACARONI—MOST ECONOMICAL, NUTRITIOUS AND DELICIOUS,

EAT MORE MACARONI—THE BEST AND CHEAPEST FOOD,
by Commander Mill company of Minneapolis.

MACARONI MAKES STURDY FOLKS—EAT MORE OF IT,
by Macaroni Foods Corporation of Omaha.

EAT MORE MACARONI—NATURE'S ENERGY FOOD—MADE FROM THE HEART OF WHEAT,

EAT MORE MACARONI—NATURE'S ENERGY—ALL FOOD—NO WASTE,
by United States Macaroni Co., Los Angeles.

EAT MACARONI—A WHOLE MEAL FOR THE WHOLE FAMILY,
by Homac Corporation, Syracuse, N. Y.

**EAT WHITE MEAT—MACARONI,
EAT WHEAT—MACARONI MEAT,**

MACARONI—MEAT O' WHEAT,
by Crescent Macaroni & Cracker Co., Davenport, Ia.

EAT MACARONI PRODUCTS—THE 100% FOOD,
by Tharinger Macaroni Co., Milwaukee, Wis.

EAT MORE WHEAT—MACARONI IS THE MEAT OF WHEAT,

**EAT MACARONI—THE CREAM OF DURUM WHEAT,
EAT THE MEAT OF WHEAT—MACARONI,**
by Minnesota Macaroni Co. of St. Paul.

**MACARONI—100% WHEAT—CHEAPEST FOOD TO EAT,
MACARONI—THE PREDIGESTED FOOD,**

MACARONI PRODUCTS—A GLUTEN FOOD,
by Peter Rossi & Sons, Braidwood, Ill.

MACARONI CURES UNDERNOURISHMENT,
by Purity Bread Co. of Pueblo, Colo.

MACARONI—THE CHEAP—DELICATE AND NUTRITIOUS FOOD,
by Excelsior Macaroni Products Co., St. Boniface, Can.

Let us have your suggestion. It may be that the right one with the necessary "punch" has not yet been submitted. Give this matter some thought and send in your slogan proposal to Secretary M. J. Donna.

Send us in your comments on any of those already proposed, either praise or criticism. You need not be forward, only fair in this matter. We seek and want your help and advice. Let's hear from you.

DURUM MILLERS BLAZE TRAIL.

Adopting a new national campaign cry, "Eat More Wheat—Do It With Macaroni Products," the durum millers of the United States are planning to launch a mighty appeal to the public based on economic principles in an effort to regain for wheat the losses that this foodstuff sustained during the war when wheat eating was discouraged by the government.

The macaroni and noodle manufacturers of the United States have always enjoyed the cooperation of the durum millers in all progressive movements and the industry is congratulating itself on the new manifestations of interest by this allied group in the future of the macaroni trade.

Practically all the leading durum millers of the northwest are to take part in this independent advertising campaign, though the final plans of some of them have not yet all been made. It is proposed, however, to adopt as the general war cry for the campaign "Eat More Wheat." In order to tie up macaroni products with this general campaign cry, the millers and all other interested concerns will be asked to supplement this cry with the statement "Do It With Macaroni Products."

Every individual or organization connected with the manufacture, distribution and consumption of wheat products is to be asked to become interested in this independent publicity movement having behind it the splendidly organized salesforces of the durum millers, the known energy and potentiality of the progressive firms, coupled with their almost unlimited finances.

Coming as it does from a source only indirectly interested in macaroni consumption the appeal should be most effective. Consumers are not to be asked to gorge themselves in order to bring about an increase but rather to replace other foods with our products, which are as nutritious but much more economical. This unselfish advertising should bring about the much-to-be-desired increased consumption in macaroni products in which this industry is particularly interested.

In announcing this mighty campaign, Thomas Brown of the durum department of the Washburn-Crosby company made known its plans in the following circular letter sent out to the macaroni manufacturers the latter part of March:

"We have just put into operation a tremendous advertising campaign with the biggest idea behind it that has ever been attempted from an advertising standpoint. It involves the health and prosperity of literally millions of people in the United States and particularly everyone who is in any way involved in the business of handling any product made from wheat.

"Briefly our plan is this, to put the entire weight of our advertising behind an 'Eat More Wheat' campaign and if every person in the country will eat 2 additional ounces of wheat in any form at each meal, it will take care of the entire surplus wheat production of the country.

"During the war, the food administration trained us to eat less wheat. It is now our problem to reestablish the increased consumption of this greatest food. We are advertising 'Eat More Wheat' in:

**SPAGHETTI AND SAUCE
NOODLES AND SOUP
BREAD AND BUTTER
BREAD AND MILK
BREAD AND CHEESE
MACARONI AND CHEESE.**

"We want every miller, every baker and every macaroni manufacturer to take the same slogan and advertise it not cooperatively, but coordinately, tying up with our advertising, taking advantage of its natural scope to bring the proposition home to his particular business needs.

"This is the biggest thing that has been attempted in years. Help put it over! Join the big movement! Take advantage of it through your own advertising.

"We will use billboards, billposters, newspapers, magazines and trade papers.

"Approximately one tenth of this great force will be devoted to the interests of macaroni and to show you our interest along this line, we are attaching a copy of one of our advertisements on the subject that you are most vitally interested in."

Eat More Macaroni

"In eating more wheat, don't forget macaroni, spaghetti and vermicelli. These products are made of wheat. They can be made into a great variety of economical, healthful and delicious foods.

"Durum wheat grown in this coun-

try is rapidly and properly becoming known as macaroni wheat. Because this wheat is hardy and yields generously farmers favor it. Up to very recently its market has been limited. Because of the improvement in methods of making macaroni in this country and the education of people concerning its value in the diet, this market is increasing. Those interested in wheat and desiring to increase the purchasing power of the farmer must not overlook macaroni as one of the chief wheat foods.

"Macaroni is an almost perfect building up food, free from the unassimilable waste products which so much abound in many other articles of protein diet. It is absolutely free from the purins, which are the unclean poisonous substances found in food.

"Macaroni is made from semolina, which is a granular durum wheat product rich in gluten and is absorbed into the system almost in its entirety.

"Our macaroni department is eager to work with all those interested in the production and distribution of better macaroni, also in the education of the public as to the value and deliciousness of macaroni as a main food.

"We have gathered together more than half a hundred recipes for the table use of macaroni and these recipes are published in an illustrated booklet which we are willing to furnish at considerably less than our actual cost to macaroni makers or others interested in this product.

"We will welcome any request for information and are eager to cooperate in making 'EAT MORE MACARONI' an important part of the 'EAT MORE WHEAT' campaign."

Along the same line of action, the Minneapolis Milling company, through its manager, M. Luther, announces its plans as follows:

"While definite plans are not as yet crystallized, will say that we have in mind the starting of an independent advertising campaign, designed solely for the purpose of promoting the macaroni makers' game by boosting or increasing consumer demand for macaroni products. Our plans, not conceived, will follow the line of the recent Fleischmann yeast publicity put out for the bakers, and while we would derive no direct benefit we feel that in the end we would unquestionably be the gainers because of the closer friendship that would result with our good

EAT MORE WHEAT



**MACARONI
and Cheese
SPAGHETTI
and Sauce**



WASHBURN-CROSBY Co.

Eat More Macaroni

IN eating more wheat, don't forget macaroni, spaghetti and vermicelli. These products are made of wheat. They can be made into a great variety of economical, healthy and delicious foods.

Durum wheat grown in this country is rapidly and properly becoming known as macaroni wheat. Because this wheat is hardy and yields generously, farmers favor it. Up to very recently its market has been limited. Because of the improvement in methods of making macaroni in this country, and the education of people concerning its value in the diet, this market is increasing. Those interested in wheat and desiring to increase the purchasing power of the farmer must not overlook macaroni as one of the chief wheat foods.

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We will welcome any request for information and are eager to co-operate in making EAT MORE MACARONI an important part of the "Eat More Wheat" Campaign.

WASHBURN-CROSBY Co.

GENERAL OFFICES
MINNEAPOLIS, MINN.

MILLS AT — MINNEAPOLIS - BUFFALO - KANSAS CITY - CHICAGO - LOUISVILLE - GREAT FALLS - KALISPELL

Reprint of page in "Eat More Wheat" portfolio carried by all Washburn-Crosby Company salesmen.

customers, the macaroni manufacturers of the country.

"We are as yet a little uncertain as to just what course or form this campaign should take though several ideas are being considered, including some attractive road signs containing attractive macaroni and spaghetti dishes neatly lithographed, these signs to be quite generally scattered over the whole country."

The Commander Mill company, through its durum department manager, W. E. Onsdahl, is planning to use a slogan on its letter heads and envelopes directly tying up with the movement to increase interest in macaroni products, read:

"As you are undoubtedly aware, the bread flour millers of the country are getting behind the slogan, 'Bread Is the Best and Cheapest Food.' It seems to us that this is the ideal time for the macaroni manufacturers and the affiliated trades to get behind some such macaroni slogan and push it to the greatest extent possible. We suggest that they put it on all their literature, advertisements and cartons.

"The slogan which we have decided to put on our letter heads is EAT MORE MACARONI—THE BEST AND CHEAPEST FOOD."

Other large durum millers of that section have favorably considered an independent advertising campaign aimed directly at increasing the consumption of macaroni products, and indirectly their durum products. Among those whose plans are still in the making are Pillsbury Flour Mills company and King Midas Milling company of Minneapolis, Capital City Milling and Grain Co. of St. Paul, and the Duluth-Superior Milling company of Duluth.

Much is expected from this combined, spontaneous and voluntary publicity and any macaroni manufacturer who will not appreciate and back this movement to the limit is not alive to the possibilities such a move offers. Should this bring about an increase of only 1 lb. per person a year, it will have added 110,000,000 lbs. to the requirements of the home market for macaroni products, practically all of which will be manufactured here. Figuring the sales price at the low sum of 10c per lb., \$11,000,000 would be added to the coffers of the macaroni makers, anything but an insignificant sum to conjure with.

Durum millers are primarily interested in enlarging the market for durum wheat which this country grows

in quantities in excess of its needs and which at times becomes almost a drug on the market. Thus this publicity campaign will serve to help the durum growers by providing for a more general use of their wheat, which they prefer to grow because of its better growing qualities, and it should result in a greater income to the farmer and a more uniform high grade macaroni wheat.

Macaroni manufacturers welcome this nation wide educational campaign and will cooperate heartily. Machinery and supplies manufacturers are asked and solicited to take an active part and through a combined effort make this wonderfully progressive campaign the big success that all hope for.

"Grissins"

To the average American the name "Grissins" is meaningless, but to the Italian, particularly if he comes from the section of Italy tributary to Turin, it brings pleasant thoughts, a watery mouth and a longing for this food that is so popular in that section.

"Grissins" is a form of bread commonly known among Americans as "bread sticks." Bread dough is rolled into a stick about a quarter to a half inch in diameter and from 2 to 3 feet long, and then kept in moderate ovens until the stick is baked through and through, having the appearance of a solid crust, with no soft interior. The result is a most tasty bread, excellent for nibbling purposes and for use in soups, bouillons and broths. An Italian paper gives the following interesting account of the origin of this pleasing form of bread:

"The Italians bake a sort of a bread

stick called 'Grissins,' which became known as such from the form of bread called 'gherssa' or 'grissini.' The manufacture of 'Grissins' originated in Piedmont, Italy, about 600 A. D. The story has it that they were first invented in Biella, Italy, during the third century but, in 1643, the Abbot Rucellai while passing through Chicasso wrote of having tasted at a dinner a novelty, although extravagant in form, that is to say bread as long as the arm's length.

"According to other information it seems that 'Grissins' were first baked by Antonio Brunero, master baker of Turin, Italy, in 1679. However, the invention has merited a lasting fortune and the proper baking has become almost an art.

"King Charles Felix of Italy while attending the Teatro Reggio in Turin was frequently seen nibbling some 'Grissins' in the presence of all during intermissions. Valery's eulogy refers to the famous bread sticks of Turin as most agreeable and light.

"When Napoleon had tasted this form of bread, he found it so good that he never abandoned 'Grissins' and ordered them shipped to him wherever he went. He prettily referred to them as 'les petit batons de Turin,' meaning the small sticks of Turin."

While there have been some attempts made to make the name a purely Italian one, calling the bread sticks "grissini," the right name given to them in the pure Piedmontese dialect, which is partly French and mostly Italian, "Grissins," still applies wherever this tasty form of bread is eaten.

Have you submitted your idea of a good national macaroni slogan?

ARE YOU FACING THE FACTS?

The years ahead are momentous ones for the macaroni manufacturers of this country. Having captured a market formerly supplied by European manufacturers, the object in view is to strengthen our hold on this lucrative market.

It can't be done by building new plants or by extending our already too large facilities, without first enlarging consumption.

It can be done by making better grade products and using approved high grade selling tactics having the stamp of approval of the consumers and of the business world.

Get the view point of your fellow manufacturer at a place where there will be a great gathering of his kind, all of the same mind, to promote consumer demand of better made goods. Where? Why, at the Annual Conference of Macaroni Manufacturers June 12-13-14, 1923, at Cedar Point, O. Meet and consult the successful men in the industry. They'll be there planning and scheming for the Big Days ahead. Big rewards will fall to those who do things right and at the opportune time.

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

YOUR ANNUAL MACARONI CONFERENCE

June 12, 13 and 14 have been designated as the dates for holding the Annual Conference of Macaroni Manufacturers of the United States and Canada and for the industry's allied trades.

Cedar Point, Sandusky, Ohio, has been chosen as the most suitable place because of its convenience.

The Hotel Breakers, ideally situated on a point of land nearly surrounded by Lake Erie, is properly equipped to give this convention the best of care and attention.

The macaroni manufacturing industry finds itself on the verge of the dawn of a new day—never were there more momentous matters for those financially interested to ponder over in conference with those similarly concerned.

This has been rightly termed a macaroni conference. While it will be the occasion of the 20th annual convention of the National Macaroni Manufacturers association that organization desires that it be generally and widely known that it will serve only as a means of bringing together the best minds, the real live and interested leaders of the industry—members and non-members alike.

The conference plan calls for an open discussion of any and all matters in which the largest or the smallest macaroni men are concerned and a greater part of the convention time will be devoted to this general conference. In addition there will be one or two short closed sessions during which questions purely of the interest of members will be cared for.

A complete program of the 1923 macaroni conference will appear in the May issue of the New Macaroni Journal, and in pamphlet form will be ready for distribution to all who are interested.

As keen business men with a true business instinct, macaroni manufacturers from all sections of the continent are expected and unquestionably will attend this conference where an exchange of views worth many dollars to one another will be afforded through personal contact with those engaged in a like business.

As a manufacturer constantly in touch with the pulse of your business, you are deserving of a little rest and recreation. Here is an opportunity to combine business and pleasure. Cedar Point with its numerous pleasure facilities will naturally give you just the

kind of recreation that will enable you to return to your yearly grind filled with health and renewed spirits. In addition, conference with some of the biggest men engaged in the same line of business will give you new ideas—and new perspective of your business that will send you back more determined than ever to make your affairs even more successful.

Cedar Point is an ideal vacation spot. It would be most pleasant to have the ladies and children with you. Say, why not make this your annual vacation period? The rates are most reasonable. Imagine, if you will, a high class summer resort making you rates on very comfortable and cozy rooms as the following:

ROOMS:

\$1.25 per day each person, 2 in a room.

\$2.00 per day, one person in a room.

SELECT ROOMS:

\$1.50 and \$2.00 per day each person, 2 in a room.

\$2.50 and \$3.25 per day, one person in a room.

ROOMS WITH BATH:

\$2.50 and \$3.00 per day each person, 2 in a room.

\$3.50 and \$4.00 per day, one person in a room.

SUITES WITH BATH (limited number):

Two rooms with bath between; 2 SINGLE beds in each room, \$2.75 per day each person, one person in a room.

Eats on the **European plan**—Eat when, where and what you like at honest prices.

Doesn't that strike you as about ideal? Talk to the missus and children about it; and get them to accompany you. They deserve it. You need a vacation. Why not come? No detail for your comfort and your enlightenment will be overlooked.

The most important conference of macaroni manufacturers ever held and one that should result in much constructive and far-reaching work are the ambitions of its sponsors.

Speaking by nationally recognized leaders in food manufacture and distribution is a treat in store for you, but the heart-to-heart talks at meals, on the convention floor and during recreation hours is what, after all, will prove most interesting and helpful to those who attend.

A few dollars expended in attending this macaroni conference may give you just one idea worth hundreds of dollars to your firm. A fine progressive program is in store for you. Your friends, your competitors, representatives of all the allied trades, will be there ready to advise and be advised.

Remember it's at Cedar Point, Ohio, that this vitally important conference of macaroni manufacturers takes place on June 12, 13 and 14, 1923.

A warm welcome awaits you.

Think it over! Then come!

Gems From the Press

Spaghetti Instead of Meat

There are many delicious ways of preparing spaghetti or macaroni so that it satisfies in place of meat. Some persons are fond enough of it so that they can eat it time after time simply boiled and served with grated cheese. But most of us like additional flavor added to it.

One always good way is to boil and drain macaroni, put it in a big buttered baking dish, and cover it with a thick cheese sauce, then add fine buttered crumbs, and bake brown.

Another way is to substitute a plain white sauce for the cheese sauce, and to add two small pieces of bacon for each person. Cook in the oven until the bacon is done thoroughly.

Spaghetti is delicious served with mushrooms. Use a brown gravy. Drain the cooked spaghetti, add the hot gravy and then the mushrooms, which have been cooked in butter.

Chicken giblets, well cooked, may be added in the same way as the mushrooms, with brown gravy, or with an unbrowned chicken gravy.

A Spanish sauce is always good added to spaghetti or macaroni. This means a sauce of tomato, onion, and green pepper, well cooked and well seasoned, is good.

Macaroni can be used with canned tomatoes in a good scalloped dish, with breadcrumbs on top, and browned in the oven.

Any of these dishes give satisfaction, and are nourishing, and may well be used as the mainstay dish at dinner once or twice a week, if you wish.—Philadelphia Inquirer.

Perhaps your mind will conceive just the slogan we need. Set your mind to work and send in your slogan.

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



KING MIDAS MILLING CO.

MINNEAPOLIS

No. 2 SEMOLINA
No. 3 SEMOLINA

DURUM PATENT
DURUM FLOUR

NORTH DAKOTA BOOSTS DURUM

Campaign for Increase of Its Consumption Backed by State College, Durum Growers Association, and Civic and Business Bodies Gains Impetus Rapidly.

A state wide campaign of education is being launched in North Dakota having for its object a general realization of the value of the durum crop of that commonwealth to the grain growers and to every form of business life within and without its confines. Dealing, as it does, with a grain particularly suited to the soil and weather conditions of this northern state the movement has created a general interest and has the backing of practically all the civic and business organizations in the state.

Foremost in this educational drive stands the North Dakota Agricultural college, whose experiments in durum culture have enabled that state to develop some high quality seed that not only insures bigger crops but better amber durum. Closely allied in this move are the various schools on dietetics and home economics, while in the local organizations of durum growers much time is given to the study of proper methods of growing, harvesting and seed selection.

The civic and business leaders of the state are anxious to promote a movement that will tend to increase the consumption of durum products because of the indirect financial benefit it will be to the growers of amber durum. The North Dakota Durum Growers are also intensely interested and, under the leadership of the heads of the various departments of the Agricultural college, the movement is gaining impetus. It is hoped that through an increased demand for the grain that the growers will get a proportionally increased price and reduce the spread between durum wheats and the higher grade No. 1 Northern that usually commands the highest prices in all markets.

"More actual food value can probably be purchased for 10 cents by buying such Dakota durum products as macaroni than by buying any other food products on the market," was the comment made by Miss Alba Bales, head of the school of home economics, N. D. Agricultural college, with reference to the "Use More Dakota Durum

Products" campaign which is being considered by North Dakota growers to stimulate the consumption of durum wheat products in this country.

"It is of particular value to North Dakota that people throughout the country learn to eat more durum products such as macaroni, vermicelli, egg noodles, sea shells and especially to learn to prepare the delicious palatable durum dishes that can be prepared. It is the gluten content of durum which makes it the best wheat for macaroni products, which makes it one of the best cereal foods, and which gives it its place in the diet as a meat substitute."

"The market price of any product is regulated by the law of supply and demand," said Miss Bales. "The price of durum will be raised in proportion to the increase in the consumption of durum products. Today this country

NATIONAL DONATES DURUM CUP

In keeping with its promise to promote new activities and to encourage any movement that will have for its ultimate result the betterment of the macaroni industry in this country, the National Macaroni Manufacturers association is cooperating with the department of agriculture of North Dakota to promote the growth of the highest grade of macaroni wheat for which that state is peculiarly adapted.

The good work is being carried on through Professor H. L. Walster, agronomist of the North Dakota Agricultural college, who recently was appointed head of the state fair board, and through him the National association has offered a most valuable and appropriate cup to the farmer whose macaroni wheat grades highest at the state fair this fall.

The cup will be a trophy well worth winning. It will serve to encourage growers of macaroni wheat to produce a higher grade of durum and to use the best grade of seed obtainable for that purpose. If it brings expected results this may become an annual premium to some farmer of this great wheat state that combines all the conditions of soil and weather for the favorable growth of this particular food grain.

The Spring Wheat Crop Improvement association of Minneapolis is offering a chest of 25 pieces of silver for the best sample of marquis wheat. The macaroni association is of the opinion

is the largest producer of the grain crop desirable for the manufacture of macaroni. Durum products consumed in this country are approximately only 6 lbs. per capita annually, while in some European countries as high as 50 or 60 lbs. per capita are consumed each year.

"Just as California has developed a splendid market for its distinctive brands of oranges, raisins and grapefruit, and just as the south has taught us to eat more of its rice, so can North Dakota show the people the way to use more of the creamy golden products of its unique grain crop—durum wheat.

"Our state has practically a natural monopoly on durum production. By doubling the consumption of durum products in this country, North Dakota could market all of its crop at home, thereby avoiding the undesirable competition of low foreign markets. Let's use more durum products."

that a trophy in the nature of a suitable cup will be more appreciated as something to be shown with pride by the winner.

"Large oaks from acorns grow." Who knows how the benefits of this progressive move for the betterment of the macaroni industry will grow from the small but auspicious beginning made possible by the generosity of the National association! Once again it justifies its existence and proves its worth to the industry. This kind of national good work is what really counts to the industry at large. That's association work.

How does the slogan idea appeal to you? Send in your comments and your recommendations, now.

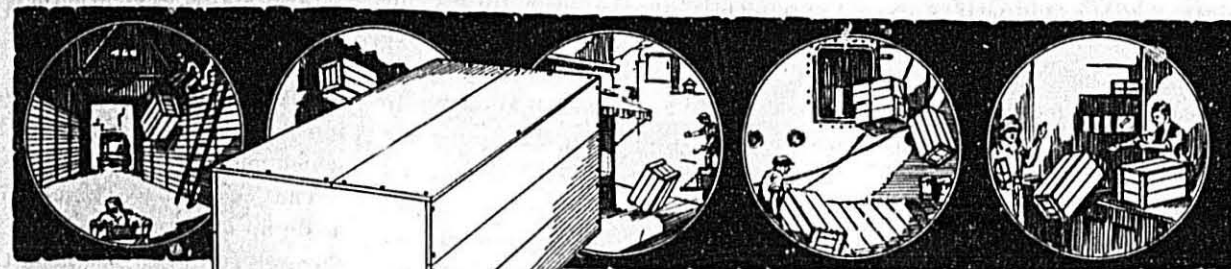
HIS INFERENCE

Little Benjamin accompanied by his governess was out for his morning stroll when they passed a street where a load of straw had been scattered in front of a house in which there had been a serious illness.

"Miss Teachem, why have they scattered all this straw about here?" asked Benjamin.

"Well," replied the good lady, "a little baby came to Mrs. Jones last night."

"My goodness," exclaimed Benjamin, "but it was well packed."—Times-Picayune.



Accidents Do Happen!

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

USE Wood Box Shooks

The TRIED-AND-TRUE Shipping Insurance

"A Request Will Bring a Quotation"

Anderson-Tully Company

Memphis, Tenn.

TIEING UP WITH NATIONAL ADVERTISING

The National Association of Box Manufacturers, whose headquarters are in Chicago, has been carrying on a consistent advertising campaign in various trade papers and has been successful in getting many of the former users of wood boxes again to use that kind of container for shipping purposes. The advertising campaign has been of an unselfish nature in that it dealt with the advantages of wood boxes, irrespective of whether or not the maker was a contributor to the publicity expenses. It is now planned to tie up the national advertising in such a way that a larger proportional benefit will accrue to the members of the association.

"One satisfactory way of determining whether or not any particular advertising campaign is successful," says a recent issue of the Wood Box, official organ of that organization, "is to judge by the results which are being produced. In mail order advertising direct results are all that are sought, while in publicity advertising, such as is being done in the wood box industry, no direct results are sought, the desired effect being merely to sell the big idea behind the campaign, in this instance that wood boxes are the most satisfactory container. For a campaign of the general publicity nature such as the wood box industry is doing through this association to produce the tangible definite results that are being almost daily reported to this office is most unusual and highly encouraging to us in our efforts.

"It is rare in such a type of campaign for direct results to be received amounting practically to orders. However, we are brought into contact frequently with firms who either desire to use wood boxes in place of those they are now using or who are seeking to deal with members of the National Association of Box Manufacturers. . . . Heretofore our advertising efforts have been devoted to increasing the use of the wood box generally without regard to whether or not these boxes were being manufactured by members of our association, the theory being that we must get the wood box into favor before attempting to sell the product of members of this association. We now believe the time is right for our efforts to work along the line of selling the product of members of the association in such a way that members only

will receive the benefit of our work. Consequently in the near future our advertising is going to take on this aspect, and will deal with the proposition in such a manner that those to whom we are appealing will appreciate the fact that members of the National Association of Box Manufacturers are in a position to supply their shipping container wants with superior service and quality of product. This will be extremely valuable to members of this association because it will bring directly to members the benefit of the general wood box advertising which we have been doing."

Mennen Decision and Chain Store Selling

The United States circuit court of appeals has handed down a decision of great importance to macaroni manufacturers, particularly those selling to jobbers and cooperative buying exchanges, as interpreted by Dr. B. R. Jacobs of the National Cereal Products Laboratories.

The decision is the result of a complaint made to the federal trade commission that the Mennen company was guilty of unfair competition, in that it classified cooperative buying organizations as retailers and sold them at a higher price than it sold to jobbers. The Mennen company acted on the theory that the jobber gave service which the retailer or the buying exchange did not render and was therefore entitled to a better price.

The commission found the Mennen company guilty of unfair competition, holding that if the company sold the same quantity to retailers and cooperative associations as it sold to jobbers it must sell at the same price. The Mennen company appealed. Now the United States court of appeals sets aside the federal trade commission's decision and establishes the principle that price must be uniform among all buyers of the same quality. It also establishes the right of a manufacturer to sell a jobber at a lower price than a retailer, when both buy the same amount.

The court also held that the Mennen company had a right freely to exercise its own discretion whether it would sell wholesalers only, or both wholesalers and retailers, and that there was nothing unfair in declining to sell retailers who bought in the same quan-

tity as wholesalers at a higher price. It also stated that whether a buyer is a wholesaler or not does not depend on the quantity he buys.

"It is not the character of his buying but the character of his selling which marks him as a wholesaler . . ."

The cooperative associations being made up of persons who are buying for themselves to sell to the ultimate consumer and not to other jobbers or retailers, are themselves retailers and the transaction is not altered by the fact that they make their purchases through the agency of their corporation. The important fact is that they are all retailers who buy for themselves to sell to the ultimate consumer. The order of the federal trade commission which forbade the Mennen company to adopt any system of discount upon the basis of a classification of its customers is therefore, now set aside.

Watch for more slogan proposals in the May issue and various comments on the idea in general and on slogans already proposed.

TIMES HAVE CHANGED

No more can macaroni manufacturers hold themselves aloof from their fellow businessmen, from representatives of the allied trades, and still be big successes.

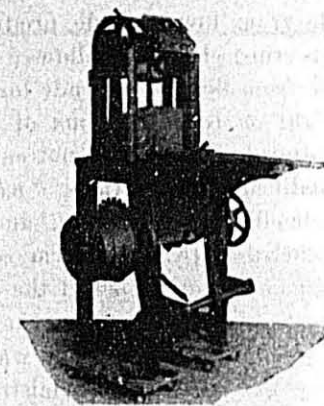
Every new move made by competitors, every new invention or device perfected by the macaroni machine builders, every new sales policy promulgated by the allied trades, must be known, immediately and directly, and their ultimate efforts generally considered if one is to keep up to date and in line with progress in the industry.

To do this CONFER with successful men of like interests. This can best be done at the annual conference of macaroni manufacturers. This year it will be held at Hotel Breakers, Cedar Point, O., June 12-13-14, 1923.

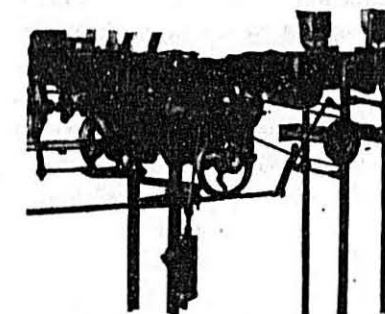
The wise ones will be there. Are you wise?

A good slogan, universally used, will do much to increase interest in our products. Get behind this movement that promises so much for so little.

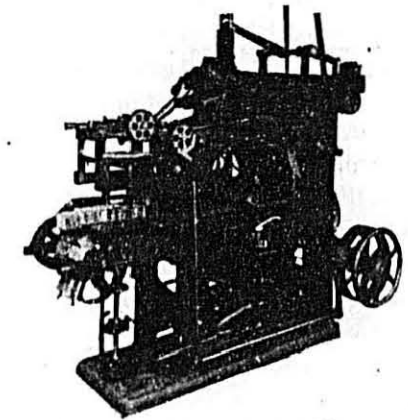
A winning hand—the hand that rocks the cradle.



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.



TRADE-MARK

BUREAU RECONSIDERING MACARONI STANDARDS

According to recent announcement made by the bureau of chemistry of the U. S. Department of Agriculture, the present definitions and standards for macaroni, spaghetti, vermicelli, flour macaroni, flour spaghetti and flour vermicelli are under reconsideration by that government body. Under the regulation now in force macaroni, spaghetti and vermicelli are defined as dry pastes made of semolina or hard wheat containing not more than 13½% of moisture. Flour macaroni, flour spaghetti and flour vermicelli are defined as dry pastes made of flour or a mixture of flour and semolina with the same moisture contents.

Pending the final announcement of revised definitions and standards, the bureau lets down the bars on the former regulations and announces that it "will not object to labeling alimentary paste made from hard wheat flour as 'macaroni, spaghetti and vermicelli' as the case may be without the qualifying word 'flour' provided that the flour is of a grade equal to or better than a straight. This temporary regulation now permits macaroni products made of the semolina of hard wheat of any grade above straight to be labeled 'macaroni,' 'spaghetti' and 'vermicelli.'"

The new regulation does not desig-

nate a name for macaroni products made from lower grade products. It treats this class as follows: "Paste made from flour of a grade lower than straight or from semolina of a corresponding low grade are not entitled to unqualified designations 'macaroni,' 'vermicelli' and 'spaghetti,' and should be labeled with some term set forth conspicuously as a part of the designation showing their true character." This temporary regulation was given out by the bureau of chemistry in an announcement made the middle of last month.

All for a slogan. A slogan for all.

Personal Notes

Herbert Thada, formerly employed as an accountant under the superintendent of buildings and grounds for the District of Columbia, has been appointed as expert cost accountant to work out a suitable uniform system for the National association. He is working under the supervision of Dr. B. R. Jacobs of the National Cereal Products Laboratories, who is in charge of this work. Mr. Thada has been making an inspection of several successful cost systems now in use in the east and plans to visit several of the western and central manufacturers before completing his system which will be reported on at the June convention.

C. F. Yeager of the A. C. Krumm & Sons Macaroni Co. of Philadelphia reports that extensive repairs are being made in his plant, including the removal of the noodle department to a separate floor, which will enable him more accurately to figure production cost of each group of his products.

Sam Gioia of A. Gioia & Bro. of Rochester was host at an Italian dinner in honor of the visiting officials of the National association on the occasion of the recent meeting of the Western New York Macaroni Manufacturers. Mr. Gioia reports the installation of a complete outfit for the manufacture of Bologna style of macaroni products.

H. Constant of the Excelsior Macaroni Manufacturing Co. of St. Boniface, Man., Canada, a real live member of the National association, reports

that his firm enjoyed a good business in 1922 and that the business so far in 1923 is auspicious. He plans to attend the June convention at Cedar Point.

James T. Williams of the Creamette Co. of Minneapolis made a trip to New York the last week in March to confer with his eastern and London representatives.

So many of the macaroni manufacturers claim to have been awarded the special grand prizes, gold medals and diplomas by the Milan Industrial Exposition at Milan, Italy, last November that there is much confusion as to just what these various awards mean to the recipients. Among those so honored are firms in Canada, eastern, central and western parts of this country.

Frank L. Zerega of A. Zerega's Sons spent the last part of the winter at Hot Springs, Va., where he enjoyed the pleasant weather for which that resort is famous.

Vice President C. E. Warner of the Warner Macaroni Co., Inc., of Syracuse, N. Y., spent several months in Cuba on a combined business and pleasure trip. Mr. Warner is deeply interested in the sugar business and his trip to Cuba was prompted by those business interests.

OCCUPATIONS OF OFFICE BOYS

A committee, self appointed on the conservation of energy and promotion of industry among office boys, was asked for the results of an investiga-

tion. Of 1700 office boys investigated the following was determined: 12% read movie magazines and memorize the lives of movie stars; 17% print their names in various types over 70 times daily; 11% watch the door from the hall while they match pennies with other future presidents and directors. 3% collect postage stamps and spend their time sorting them. 7% practice typewriting. 4% sleep. 3% sit and stare off into blank space. 6% just sit. Those remaining are sufficiently clever in action so that even their bosses don't know what they are doing.—Wall Street Journal.

How should you live? So live that when you come to die, your death notice will not appear in the home papers among the list of town improvements.

PAT'S ALTERNATIVE

An Irishman presented himself before a Liverpool magistrate to seek advice.

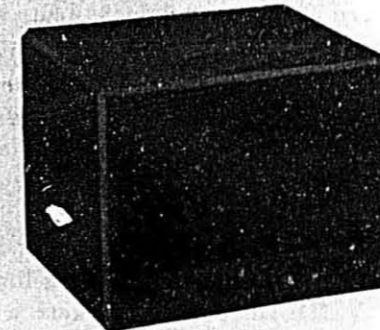
"Sor," he said, "I kapes hens in my cellar, but th' wather pipes is bust, an' me hens is all drowned."

"Sorry I can't do anything for you," said the magistrate; "you had better apply to the water company."

A few days later Pat again appeared. "Well, what now? What did the water company tell you?" queried the magistrate.

"They told me, yer honor," was the reply, "to kape ducks."—Tit-Bits.

Man gets 30 days for stealing 30¢ worth of groceries. We Americans have our faults, but how we do hate a piker.



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.



Hummel & Downing Co.

Manufacturers of

SOLID FIBRE AND CORRUGATED SHIPPING CASES
CADDIES, SHELLS, AND FOLDING CARTONS

Milwaukee, Wisconsin.

Service Offices—Chicago, Denver, Minneapolis.



RETURNING SPOILED GOODS RULED LAW VIOLATION

What appears to be a radical regulation would make shippers of spoiled foods liable to prosecution and goods subject to seizure even though the foods were not intended for consumption but were merely being returned to the manufacturer or distributor for refund. This is the interpretation placed on the announcement recently made in the Service and Regulatory Announcements by officials of the bureau of chemistry who are charged with the enforcement of the food and drugs act.

In Section 581 of circular No. 28, issued by the bureau, the subject of "Returned Spoiled Foods" is treated as follows:

"The practice has long existed in the distributing trade of securing a refund for foods that become spoiled,

particularly canned foods, by returning them to the sources from which they were obtained. Frequently this material finds its way back into trade channels and is again offered for consumption.

"Spoiled foods are potentially dangerous to the consumer and should be destroyed immediately on discovery of their condition. It is considered necessary to the protection of the public that hereafter seizure proceedings be instituted against interstate shipments of decomposed foods, even though such shipments be made with the sole intent of securing a refund for spoilage. The shipper of such foods will be liable to criminal prosecution."

This quotation is being interpreted as meaning that spoiled or polluted

foods should be destroyed immediately after this condition is noted, and in this manner prevent spoiled foods from again entering the channels of commerce. What appears to be the most harmful effect of this regulation is that it places the burden of proof on the manufacturer who has no means of investigating the truth of the charge that foods are spoiled and unfit for human consumption when made by unscrupulous purchasers who desire to get credit for overstocking or improper handling of the particular foods reported. A credit for spoiled goods is usually given only after the manufacturer or shipper is satisfied, those selling their products in distant markets will find it inconvenient to check very close on spoilage claims.

"Eatmore" Campaign

"We are inclined to agree with some critics that the several campaigns now before the public to induce the people to 'eat more' of this or that article, are likely to fall short of the mark unless the admonition to consume greater portions, whether it be of bread or prunes or milk, are accompanied by specific reasons why the people should do so," says Bakers Weekly.

"The American public are still liberty loving men and women who do not take kindly to any prescription as to what they shall eat, or how much. To merely tell them that it is good for them does not seem to us a very strong argument, as men and women enjoying average good health, when they sit down to a meal do not think of their food in terms of medicine or chemistry, but eat what tickles their palates and satisfies their desires. There are, of course, people who want to know the number of calories in every dish of food put before them, but they are greatly in the minority as compared with the vast number of Americans who eat because they are hungry, and eat what seems to taste best to them.

"In the latest national attempt to increase the consumption of wheat products, however, there is an underlying sentiment which must appeal to the patriotic and economic sense of any man or woman. It is an appeal to place the economic basis, which in every nation is the farm; on a healthier and stronger foundation by consuming in this country what is usually exported

to foreign markets with less profit to the producer than if the wheat and the products therefrom were consumed right at home.

"During the war period the people responded quickly and nobly to an appeal to conserve wheat, and there is no reason why the same patriotic spirit should not move them in times of peace to consume more wheat."

Prohibition Aids Sugar

Prohibition in the United States has done much for the good of the sugar industry. It has created a demand for more soft drinks, the manufacture of which requires large quantities of sugar; it has stimulated the consumption of all sorts of fruits on which sugar must be used; and, with more money to spend since the corner saloon has disappeared, the working man is feeding his family better, and sugar is included in this betterment.

The per capita consumption of sugar in the United State a century ago was 9 lbs. Fifty years ago each person con-

sumed during the year about 40 lbs. of sugar of all kinds. During 1921 the per capita consumption climbed to about 85 lbs., and last year each man, woman, and child in the United States disposed of more than 103 lbs. of beet cane and maple sugar. The average increase in sugar consumption over a period of 100 years has been estimated at approximately 5½% per year. The increase from 1921 to 1922 was nearly 24%.

Consumption in Europe and Asia has been limited to the supply, which has necessarily been curtailed because of financial difficulties and other postwar conditions.

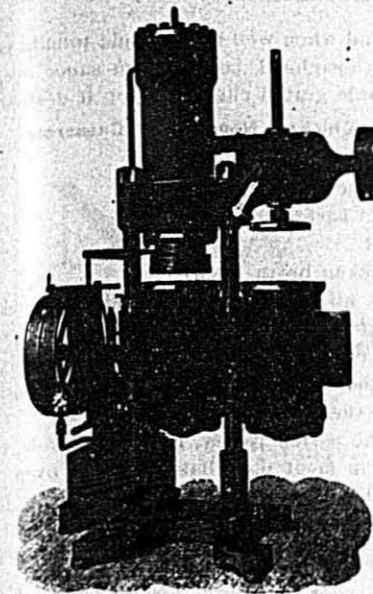
Italy consumed over 60% more sugar in 1922 than in the year before, and last year's total consumption was almost 50% more than in 1913. The United Kingdom consumed 25% more sugar last year than in 1921, but the total consumption was slightly less than in 1913.

Don't be sidetracked.

WHAT AUTHORITIES SAY

Dr. Royal S. Copeland, commissioner of health of New York city and the newly elected senator from New York state, a recognized authority on foods and dietetics, names macaroni products as one of the most nutritious foods of the present day.

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



Presses

Screw and Hydraulic

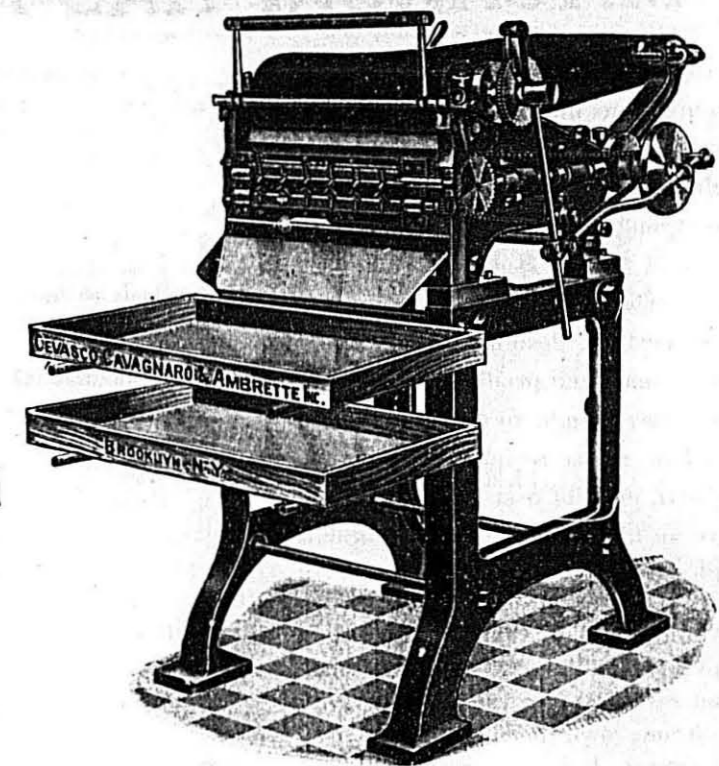
Kneaders

Mixers

Dough Brakes

Mostaccioli and Noodle Cutters

Fancy Paste Machines



Bologna Paste Machine

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

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

Send for our illustrated circular, containing full information.

Cevasco, Cavagnaro & Ambrette

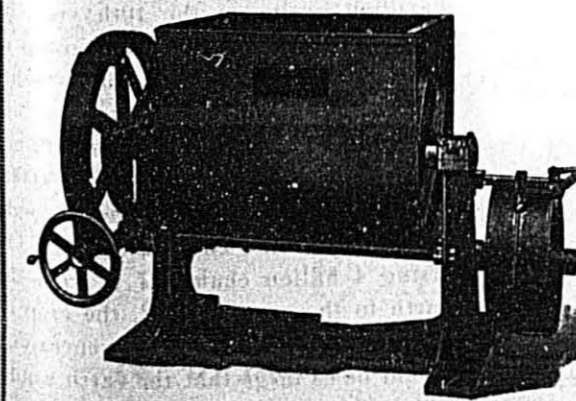
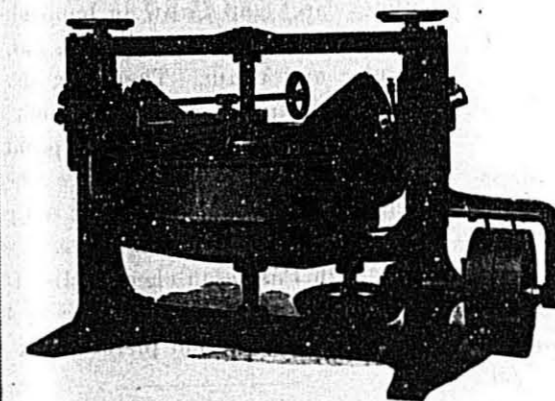
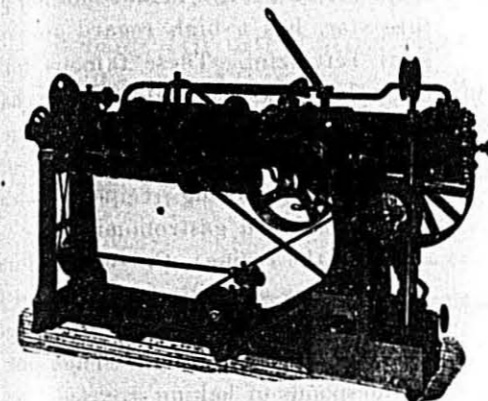
INCORPORATED

Builders of High Grade Macaroni Machinery

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

Office and Works
156-166 Sixth Street

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



MACARONI HAS NO NATIONALITY

A study of words and their different meanings is as interesting as their ordinary interpretation is diversified, is the conclusion of Florence LaGanke expressed on the woman's page of the Cleveland Plain Dealer following a study of macaroni and the many varied terms used to designate the various forms of macaroni products. She wrote:

This was brought to my mind when I started to gather recipes for macaroni, spaghetti, and its first cousin, noodles. I have an idea that the word spaghetti would bring the same response to all of us, "why Italian, of course." Then we would begin to think of Naples, or of the "Music Master" or our favorite Italian restaurant or what not, depending on our own personal experience. So, I repeat, I was interested when I found that France and Hungary and China had taken spaghetti or some member of the macaroni family and each adapted it to its own national dish. In other words, you cannot keep a good thing hidden.

For instance, the French have fried the noodles. That is nothing strange, you say, for the Chinese have done that for years. True, but the French do it differently. Read of their method.

French Fried Noodles

2 eggs
 1/4 lb. noodles
 1/2 c milk
 Deep fat.
 Cook noodles in boiling salted water until tender. Drain and chill. Beat eggs slightly and mix with milk. Stir lightly into cooked noodles and drop in spoonfuls into deep fat Fry until golden brown. For Sunday morning breakfast try this dish with little pig sausage.

Chicken Chow Mein

1 Bermuda onion, minced
 1 c mushrooms, chopped
 2 c chicken stock or water
 2 T soy sauce
 1 c celery, finely shredded
 1 c chicken, minced
 1 package noodles.
 Cook noodles in boiling salted water until tender; drain; put into a colander and let cold water run through them. Spread between cloths to dry. When quite dry fry in hot fat until light brown. In chicken stock or water heat finely shredded celery and onions, chopped mushrooms and minced chicken. Put chicken and mushroom mixture in center of platter, surround with fried noodles and sprinkle with soy sauce.

As I traveled through Italy, I did not have a macaroni salad, but since I have been in this country, that lack has often been made up.

Neapolitan Salad

1 1/2 c cooked macaroni
 1/2 c finely chopped nuts
 2 T finely chopped onion
 1 t salt
 1/2 t pepper
 2 T French dressing
 1 c cooked peas
 1/4 c finely chopped green pepper
 1/4 c finely chopped red pepper
 1/4 t paprika
 1/2 c cream dressing.
 Mix all ingredients together lightly, marinate with French dressing and serve on crisp lettuce leaves with cream dressing.

The Hungarians are proud of their goulash. Eat it when it is well made, and you do not wonder at their enthusiasm. It is possible to take the foundation recipe and modifying it somewhat, have a dish as good as this.

Hungarian Goulash

2 lbs. beef
 1/4 lb. salt pork
 1 onion
 6 large or 10 small carrots
 Small bunch parsley
 1 stalk celery
 1 green pepper
 4 cloves
 1/4 c flour
 Salt.
 Pepper
 1/2 lb. noodles
 2 c canned tomatoes or 8 fresh tomatoes
 Water as needed.
 Cut beef into small pieces. Roll in flour, brown in salt pork and onions. Add tomatoes and small amount of water, cook until tender.

Dice the vegetables, cook in pan separately from meat; cook noodles separately also. Serve on platter with meat in center, then ring of vegetables, and on the outside a ring of noodles.

When you are eating in a Chinese restaurant and have chow mein, you remember the thin, brown, crisp bits of something that are the bottom of the serving. Those are fried noodles. The Chinese cut them much finer than we do. Then they fry them in hot oil. The recipe given is for a somewhat Americanized chow mein.

And then for real Italian food we have spaghetti with tomato sauce. This might well be called a repeat recipe, for the family usually asks for more.

Spaghetti

1/4 lb. spaghetti
 1 pint can tomatoes or 6 fresh tomatoes
 1 slice onion
 2 T butter
 2 T flour
 1/4 t salt
 1/2 t pepper
 1/4 c cheese (if desired).
 Cook spaghetti in boiling salted water 30 minutes. Cook tomatoes with onion 15 minutes. Melt butter, stir in flour and season-

ing and when well blended add tomato juice. Drain spaghetti, pour tomato sauce over it. Sprinkle grated cheese on top if desired.

Chicken Noodles en Casserole

1 lb. ground beef
 1 package noodles
 1/2 c barley
 Salt
 Chicken broth (rich).
 Mix all ingredients in cooking pan, using enough broth to cover well. Cook very slow over an indirect fire until the liquid has cooked down. The richer the chicken broth the better.
 Make a rich pastry, line a casserole, cover as in meat pie. Bake in quick oven.
 If this is cooked in a fireless cooker it is improved 100 per cent.

Favorite Recipes of Famous People

Norma Talmadge, famous motion picture star, has a high regard for spaghetti Tetrazini. These famous folks, like other folks who eat and live, have their favorite recipes. The delicious Italian spaghetti must be made according to the following recipe to please her well trained gastronomic taste:

Here's the recipe: One can of tomatoes, 5 pieces of garlic to be cooked together until garlic is soft. Put in colander and strain through. Then put in 2 tablespoons of baking grease—breakfast bacon—and salt and pepper to taste. Cook a package of spaghetti in boiling water and throw in handful of salt. Cook till tender and then put in colander and drain. Then mix the 2 together, adding a medium amount of Parmesan cheese and a tablespoonful of butter. Set this on the stove where it will keep nice and warm, but not get too hot. When ready to serve, cover freely with Parmesan cheese. Miss Talmadge declared that this dish is an incentive to good motion picture work.

ONE LITTLE GRAIN OF WHEAT

One grain of wheat will produce 100 hexillion grains in the 10th year, an agricultural professor told a group of visiting farmers at the Pennsylvania state college. He wasn't quite sure that "hexillion" was the correct word, but here is the way he wrote it: 100,000,000,000,000,000,000,000,000. There would be wheat grains enough, he said, to string 4 billion chains of it from the earth to the sun. Indeed, the crop of wheat, long before the 10th generation, would be so large that the earth would not be big enough to provide space to replant the entire crop.

DO YOU LIKE THE New Macaroni Journal?

It Costs Only a Dollar and a Half a Year.

It is devoted exclusively to the up-building of the Industry in which you are vitally interested.

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

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

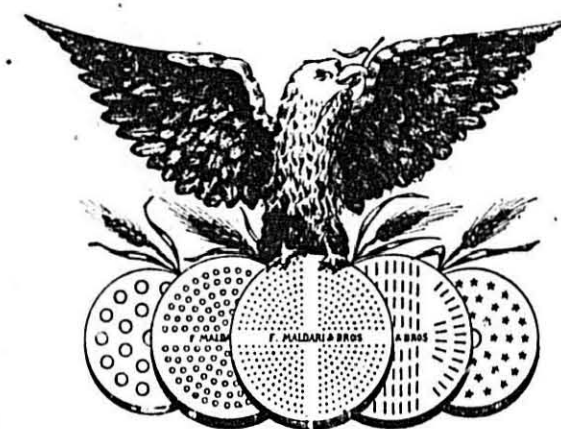
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Maldari's Insuperable Bronze Moulds with removable pins



FOR QUALITY

F. MALDARI & BROTHERS

Established 1903

127-31 Baxter Street

NEW YORK CITY

MISTREATMENT OF SPECIALTY ORDERS

President W. W. Frazier of the American Specialty Manufacturers Association, Inc., New York, complains bitterly over the indifferent manner in which specialty orders are sometimes handled by wholesale grocers, in a letter addressed to the Wholesale Grocers association of New York city.

"The manufacturer of grocery products, possibly much more than in any other line, must, in order to thoroughly introduce his brands, do detail work; that is, canvass the retail grocery trade and turn such orders over to the wholesale grocer to be filled. This detail, or missionary work, is one of the most important and difficult departments in the manufacturer's establishment.

"It is quite generally agreed that the sales department of any business has most to do with the success or failure of the business. The grocery product manufacturer in his sales work faces many problems that require the jobbers' help and cooperation.

"It is the wholesale grocer that passes upon the quality of the work of the manufacturers' specialty salesmen; it is he that fills, or does not fill, the specialty order, got at a great cost. The wholesale grocer can furnish the greatest possible aid to the manufacturer and himself by giving the specialty salesman every assistance in his work. The manufacturer would be most pleased to have the jobbers' aid in the acceptance of delivery by the retailer of every specialty order given. I feel that every manufacturer is entitled to such support. It surely is most unjust and unfair to give a specialty order and then, without good reason, refuse it. On the other hand, if delivery cannot be effected then the order should be returned either to the manufacturer or our office. I am by no means unmindful of the possible shortcomings of our own members, which we are at all times most anxious to lend our good offices to correct. Many complaints reach us that specialty orders in too many cases are held up too long before being turned over to the jobber. We are calling our members' attention to this complaint, and I trust with good results.

"I fully realize the need of delivering such orders within a reasonable length of time after being taken. Surely no fault can be found with any retailer who refuses a specialty order delivered 5 or 6 weeks after the date thereof.

Another matter that is often called to our attention is the giving of a specialty order during the retailer's absence, and then refusal on delivery.

"We are urging our members in such cases to get the signature of those giving the order, in addition to that of the retailer. Many orders duly given are refused during the retailer's absence. The plan of sending the specialty order with the goods has, whenever tried, met with good results and I hope will receive your thoughtful consideration."

Trade Marks and Labels

Perfection

The S. R. Smith company of Grantham, Pa., has been granted the right to use the trade mark "Perfection" on its macaroni and spaghetti products. This trade mark was filed Sept. 2, 1920, under serial No. 136,771, the company claiming use since on or about May 10, 1907. It consists of the word "Perfection" in heavy black type.

Roll-Spaghetti

The Alexander Gallerani company of Pittsburgh has been granted the right to use the title "Roll-Spaghetti" in connection with its alimentary paste products. This company filed the claim April 12, 1922, claiming use since Jan. 15, 1921, granted registered rights on March 20, 1923, and was given serial No. 162,170.

Edelweiss

The trade mark "Edelweiss" of the John Sexton company of Chicago was filed with the patent office on Oct. 1, 1921, for use on its line of groceries which includes noodles, claiming use since Oct. 1, 1904. The trade mark consists merely of the word "Edelweiss" in outlined type. All notices of opposition must be filed within 30 days of date of publication, which was March 20, 1923.

Red Wing

Joseph Pepe, Waterbury, Conn., has been granted the right to use the title "Red Wing" in connection with his macaroni products. The trade mark, which was filed April 3, 1922, was granted March 27, 1923, and given serial No. 161,700, Mr. Pepe claiming use since Nov. 22, 1921.

Nerone

The Bonadio & Merchiorri company of Pittsburgh has been granted the

right to use the trade mark "Nerone" in connection with its alimentary paste products. Application was filed on July 17, 1922, the company claiming use since Feb. 1, 1918, and registration rights granted April 3, 1923. The trade mark consists merely of the word "Nerone" in heavy black type.

Victory

The trade mark "Victory" of Weitz & Leftt of New York city was filed with the patent office on April 8, 1922, for use on their alimentary paste products, namely noodles, claiming use since October 1920. The trade mark consists of the title "Victory" in outlined type. All notices of opposition must be filed within 30 days of publication, which was April 3, 1923.

Paladino

The Westchester Macaroni Co., Inc., of Mt. Vernon, N. Y., is applying for a registration of its trade mark "Paladino." Application was filed Aug. 26, 1922, and it was published March 20, 1923, to permit objections, if any, to be made within 30 days. The proposed trade mark is a rectangle over which the brand name "Paladino" appears in heavy black type on a red setting. In a circle in the upper center of the rectangle is shown an armored knight on a spirited horse, probably taken from the "Pallidins" of Charlemagne or other famous knights errant of old. Applicant claims use of trade mark since Jan. 15, 1912, on its complete line of macaroni products.

Poppy for Memorial Day

The scarlet poppy has been adopted by the American Legion for use on Memorial day in honor of the men who fell in France. It will be worn by all members of the legion during that day and especially at the time when the memorial services are being conducted by this body of world war veterans.

The legion suggests that everyone wear the poppy on Memorial day and that as much publicity be given to this subject as is possible. The suggestion is meeting with sympathetic and general approval and it is hoped that the scarlet poppy, emblematic of the American blood shed on the French battlefields, will be quite generally worn on May 30. Poppies may be obtained during the week preceding Memorial day from the American Legion posts and from the American Ladies Auxiliary.

The value of a good slogan cannot be overestimated. Let's have one.



For the Manufacturer
who wants to sell
more macaroni

Grated Cheese—the right cheese—and Macaroni are inseparable. They are used together. They should be sold together.

FAIRY GRATED PARMESAN CHEESE in economy packages and attractive glass jars will help sell more of your macaroni.

Special quotations, yielding good profit, to Macaroni Manufacturers.

Will pack under your own brand, if preferred.

Write for samples and details of our exceptional offer to Macaroni Manufacturers.



also in
attractive
glass jars

DON RAY

Sales Representative
325 Washington Street
San Francisco, Cal.

NOODLES

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

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

Special Noodle Whole Egg—

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

Special Noodle Egg Yolk—

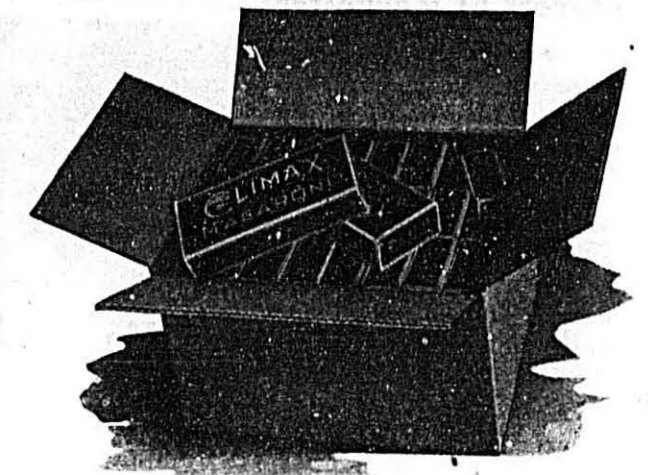
Selected bright fresh yolk—entirely Soluble.

Samples on Request

JOE LOWE CO. Inc.

"THE EGG HOUSE"
New York

CHICAGO BOSTON LOS ANGELES TORONTO
WAREHOUSES
Norfolk Atlanta Cincinnati Detroit Pittsburgh



H & D Boxes for Macaroni Shipments

YOU can save money by packing your goods in H & D Corrugated Fibre Boxes. Their cost is small. They are light-weight and reduce transportation expense. They come folded flat, requiring far less storage space. H & D Boxes seal up perfectly, affording practically dust-tight and damp-proof containers that will keep your goods in perfect condition. They are clean, easily and instantly assembled and are made strong enough to carry your heaviest shipments with safety. Considered from any angle, H & D Boxes are the most economical and serviceable shipping containers you can buy.

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

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

Canadian address: Toronto—King St. Subway & Hanna Ave.
The World's Largest Manufacturers of Corrugated Fibre Boxes and Packing Materials.



Western New York Manufacturers at Rochester

An interesting meeting of the manufacturers of western New York state was held March 16 at the Hotel Seneca, Rochester, under leadership of President W. T. Lipp of Buffalo, who recently was elected secretary of the amalgamated companies of that city to be known as the Peoples Macaroni Co. The attendance was quite large and it was the general opinion that the Western New York Macaroni Manufacturers association should be enlarged to include all the important macaroni manufacturers of central New York, northern Pennsylvania and eastern Ontario, Canada. As explained by President Lipp, the purposes of this macaroni club are to work in unison with the National Macaroni Manufacturers association, and to give particular attention to questions of strictly local interest.

M. J. Donna, secretary of the National association, was in attendance and urged on those present to become more closely affiliated with the national organization whose general uplift work has done so much for the welfare of the macaroni industry in this country within the past decade. He particularly urged upon the macaroni manufacturers the advantages to be gained by attending the annual conferences of macaroni manufacturers because of the personal contact that this gathering of like interests permitted which, with the exchange of views, is sure to benefit all who attend.

Dr. B. R. Jacobs, executive secretary of the American Macaroni Manufacturers association, was also in attendance in connection with the general work of promoting the organization of local groups of macaroni manufacturers and in interesting individual firms in the proposed uniform cost accounting system which will permit all to figure costs along approved lines. He spoke interestingly on the progress made by the industry under the leadership of the National Macaroni Manufacturers association and of the advantages to be gained by regular attendance at the annual conferences sponsored by this national group. He especially urged the members of the western New York group to make the macaroni convention their vacation period and to attend this meeting confident that they will get invaluable good for the small sacrifice of time.

This group holds a general conference every 3 months and, as its benefits

are being felt, its membership list is increasing. Macaroni manufacturers in the district between Fulton and Buffalo were generally represented at this March meeting and the vital importance of the western New York group to the macaroni industry of that section is being felt to the end that cooperation is becoming the keynote of all the activities.

Macaroni Prices Show Decrease

Figures gleaned from the statistics given out by the department of labor covering prevailing prices on macaroni products in the country during 1921 and 1922 show a small falling off in price. In the face of increases in other lines, a decrease in the retail price of macaroni products is something disconcerting.

The prices given are on package goods, with one exception. Butte, Mont., reports the highest prices for both periods while San Francisco quoted the lowest prices both years, the range being from 13.4 (low) at San Francisco on Dec. 15, 1921, to 33.2 (high) at Butte. In 1922 the differential was not so large, San Francisco selling at low at 14 to Butte's high at 29.2.

Name of City	Dec. 15, 1921	Dec. 15, 1922
Atlanta, Ga.	21.9	21.9
Baltimore, Md.	20.3	19.4
Birmingham	20.3	19.7
Boston, Mass.	29.4	25.9
Bridgeport	28.4	25.3
Buffalo, N. Y.	28.1	25.4
Butte, Mont.	33.2	29.2
Charleston, S. C.	29.4	25.0
Chicago, Ill.	18.3	18.0
Cincinnati, O.	18.0	16.2
Cleveland, O.	21.1	20.0
Columbus, O.	19.7	19.3
Dallas, Tex.	21.2	21.5
Denver, Colo.	20.8	20.6
Detroit, Mich.	19.4	19.7
Fall River, Mass.	24.6	23.9
Houston, Tex.	20.2	19.9
Indianapolis	19.8	18.8
Jacksonville, Fla.	26.8	19.4
Kansas City	22.1	21.4
Little Rock	21.4	21.6
Los Angeles	17.2	16.0
Louisville, Ky.	19.2	17.2
Manchester, N. H.	25.5	24.7
Memphis, Tenn.	16.5	17.8
Milwaukee, Wis.	18.3	17.4
Minneapolis	17.6	17.7
Mobile, Ala.	19.4	20.3
Newark, N. J.	19.3	21.1
New Haven	21.7	22.4
New Orleans	9.5*	9.5*
New York, N. Y.	20.0	20.1
Norfolk, Va.	19.7	19.9
Omaha, Neb.	20.8	20.8
Peoria, Ill.	26.8	19.8
Philadelphia	20.6	21.1
Pittsburgh	21.6	19.9
Portland, Me.	24.0	23.2
Portland, Ore.	17.5	16.4
Providence	22.9	22.2
Richmond, Va.	20.8	20.3
Rochester, N. Y.	20.2	19.0

St. Louis, Mo.	21.0	20.0
St. Paul, Minn.	18.6	19.3
Salt Lake City	22.6	20.0
San Francisco	13.4	14.0
Savannah, Ga.	20.1	17.0
Scranton, Pa.	23.4	23.0
Seattle, Wash.	17.9	18.0
Springfield, Ill.	26.9	20.0
Washington, D. C.	22.5	21.0

Average December 15, 1921.....\$20
 Average December 15, 1922.....20
 Decrease 1%.

Comparing prices in February 1923 with those of a year ago, measured by changes in the index number of commodities, food products show the smallest increase. Metal and metal products increased 26.3%, building material increased 23%, cloths and clothing increased 14%, while foods increased only 4.4%. Macaroni, however, on the other hand decreased 1%.

Substitute Attractive Meal of Spaghetti-Macaroni

As part of the promotion work being done by the Pillsbury Flour Mills company in connection with the **MORE WHEAT CAMPAIGN**, John Pillsbury, vice president, broadcast a statement from WLAG Radio station Minneapolis, April 12.

Mr. Pillsbury urged that an attractive meal of macaroni or spaghetti substituted in place of meat as one means of consuming part of the great wheat surplus remaining to be disposed of, if the farmers of the country are to be saved from serious trouble, which is bound to be reflected in business depression in countless other industries. Each macaroni manufacturer can aid this movement by promoting the **More Wheat** campaign in connection with his individual business and each will share in the general prosperity which can be enjoyed only when our basic industry, agriculture, is prosperous and successful. Macaroni manufacturers can give expression to this slogan in conjunction with their business. Eat more wheat in the form of macaroni, spaghetti or noodles is one way.

Mr. Jones was at a dinner party. He was extremely shy and nervous, and never could summon up courage to speak because he felt his inability to say anything neat.

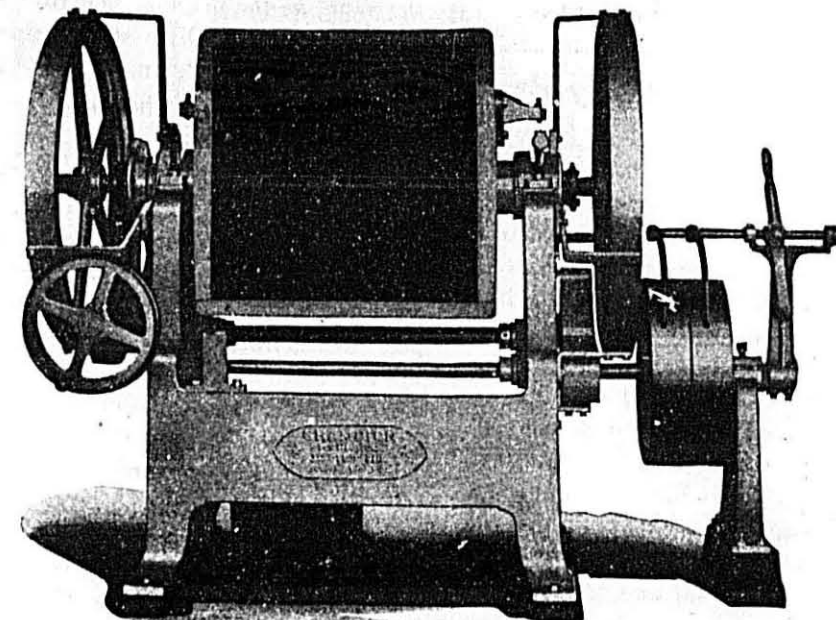
All the evening he had been trying to think of something nice to say to his hostess. At last he thought he saw his chance.

"What a small appetite you have Mr. Jones!" she remarked with a smile. "To sit next to you," he remarked gallantly, "would cause any man to lose his appetite."

And now he wonders why he is never asked to the house again.

Champion Macaroni Mixers

For Any Size Macaroni Plant



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

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

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

CHAMPION MACHINERY CO., Joliet, Ill.

Dependable Quality

For Complete "Semolina Satisfaction" USE

Prompt Service

NOMCO DURUM WHEAT PRODUCTS

FARINA SEMOLINA
(one, two, three)

FANCY PATENT FLOUR FIRST CLEAR FLOUR

Ask today for samples and quotations

NORTHERN MILLING COMPANY

Wausau, Wisconsin

Queries and Answers

Badex in Alimentary Paste

Question—Our attention has been called to some advertising of a competitor who claims he is able to manufacture a higher grade of macaroni products through the use of an ingredient known as "Badex," which it is claimed has the same effect on semolina that a small quantity of yeast has to bread flour. It is said that the use of "Badex" will increase the yield, reduce breakage and heighten the color of the finished products. Would you mind advising us just what this production is and its merits as an added ingredient to macaroni dough?

Reply—Badex is a product manufactured in Chicago and quite extensively used in the baking industry, where it has been found a very helpful agent. It has been experimented with by some macaroni manufacturers from one of whom we get the following information, which we pass on to you without comment. (Ed.)

How to Use Badex

"Badex is used in the manufacture of macaroni products to the extent of from 6 to 10%, calculated on the weight of flour or semolina used. The best results are obtained by adding 7% of this material to the dough batch and, preferably, at the time of mixing. It may, however, be blended with the flour at the time of sifting. Badex should be added to the mix, and no flour deducted, whatever the absorption power of the flour, semolina or farina may be. In other words, no allowances in the way of water shall be made for the addition of badex. Advantages from the use of badex are as follows:

Yield

"A conservative estimate of the extra yield possible is 3%, besides the return of the weight or percentage of badex which has been added. This is true because of the fact that it is not physically possible to extract as much moisture from macaroni, dried with the usual process, as is possible when none of this material is used. Excess loss of water in drying is primarily due to the influence of loss of water on the colloidal system starch water. In view of the high concentration of the starch, as starch paste, a very slight additional moisture extraction, due to the excessive drying, will exert considerable influence on the colloidal system starch water. Badex retards excessive drying. Allowing the finished macaroni

to retain or have 12-13% moisture or the same as the original moisture content of the flour, eliminating only the water added in doughing.

Breakage or Checking

"This may be due to several or one of several causes; however, most of the breakage is due to over drying, or the loss of excessive water or moisture, which, through drying, is liberated by the separation of amorphous starch, partly evaporated and partly absorbed by the albumin coagulum. Breakage can be traced to the coagulation of the starch from the paste to the amorphous form which, in other words, means that the structure of the starch in macaroni separates and goes back into its natural state as it originally was in the flour. The gluten constituents of the flour, farina or semolina are developed into a gum at the time of mixing, and if a suitable amount of badex is added, it and part of the starch content of the flour will also act as a gum, causing the dough, and eventually the macaroni, to be 'stronger.'

Droppings

"When macaroni is dried by the hanging process droppings will be reduced to a minimum by the addition of a suitable amount of badex for reasons which are explained in the foregoing paragraphs.

Color

"The color of macaroni is much improved, even if the very best semolina or farina is being used, because badex adds a glossy, transparent finish to the goods, making it very smooth. Badex greatly helps to produce color uniformity in macaroni. Also because of the fact that badex causes fluidity of the wheat starch, the wear on all dies as well as cylinders used in the manufacture of macaroni products is greatly reduced. This can be checked up easily on hydraulic presses where the usual amount of pressure is indicated. Macaroni doughs containing from 6 to 10% of badex take a considerably lower pressure in conversion."

"Eimco" Machines in Heinz Plant

The H. J. Heinz company's plant at Pittsburgh is undoubtedly one of the greatest show places in the food industry. Thousands visit the various departments every month and the food production work carried on is being done on a scale sure to leave a lasting favorable impression on the visitors.

To this wonderful food producing plant is soon to be added the new macaroni and spaghetti unit estimated to cost over a half million dollars and expected to be the very last word in up-to-dateness. Like the other units it is being built with the idea of welcoming visitors to see how cleanly the nutritious and economical macaroni food products are manufactured.

The East Iron and Machine company of Lima, O., has the contract to equip the plant with modern mixers and kneaders, being busy installing two type D. C. "Eimco" two barrel mixers and two 96" kneaders to complete the first 2 units which will be sufficient to care for the present capacity demands. The plant is being built to permit of the installation of additional units as business increases.

Builders of these machines feel proud that their equipment was selected in preference to so many others offered. They manufacture a high class macaroni and noodle equipment, units of which are in use in many of the leading plants. It is expected that the new half million dollar Heinz plant will be open for public inspection early in the spring.

"Keeping Out Bad Food" New Government Movie

Protecting the great American appetite against unscrupulous foreign food exporters and preventing the dumping in this country of impure food and drug imports is the subject of a new United States Department of Agriculture 1-reel film, "Keeping Out Bad Food." The motion picture visualizes one of the important tasks of the bureau of chemistry in administering the federal food and drugs act. Scenes show inspectors selecting samples from newly arrived food and drug shipments, inspection of food cargoes at the wharves, on the floor of the customs appraiser's "store," and in the laboratories of the bureau of chemistry. Many of the common attempts at violation of the law and their detection are shown. Scenes showing the seizure and destruction of impure food are included.

'Tis the songs ye sing and the smiles ye wear

That's makin' the sunshine everywhere
—James Whitecomb Riley.

Don't get the other fellow's goat
You'll have to feed it.

Made to Satisfy Packer, Jobber and the Retailer.



Solid Fibre
or
Corrugated Fibre
Shipping Containers

Made by

ATLAS BOX CO.
1385 No. Branch St. CHICAGO

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

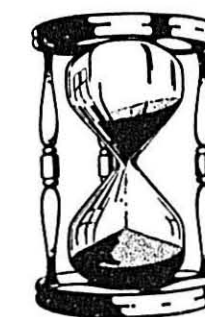
SATISFACTORY
Wooden Macaroni Box-Shooks

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

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

DULUTH-SUPERIOR MILLING CO.

Main Office DULUTH, MINN.

NEW YORK OFFICE:
F 7 Produce Exchange

PHILADELPHIA OFFICE: 458 Bourse Bldg.

BUFFALO OFFICE:
31 Dun Building

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

BOSTON OFFICE:
88 Broad Street

PORT HURON, MICH. OFFICE, 19 White Block

NOTES OF THE MACARONI INDUSTRY

Reduce Wasteful Varieties

Considerable effort has been expended during the past year by the fabricated production department of the Chamber of Commerce of the United States in suggesting the elimination of some of the industrial waste through simplification. The initial success of these efforts is considered satisfactory as real progress has been made in many lines.

The Chamber of Commerce is working in conjunction with the department of commerce in calling the attention of manufacturers and distributors to the need of eliminating varieties that serve no other purpose than to be odd or different. Cooperation with the manufacturers of flags, woolen and worsted cloths, metal laths, containers, blankets, steel lockers, millwork, range boilers and other articles has brought about a satisfactory understanding that would result in many eliminations in these lines. Preliminary work only has been done, in most of these cases subsequent conferences will be depended upon to take the final action in reducing varieties and setting up reasonable standards.

The attitude of the department of commerce and the Chamber of Commerce in all conferences readily gains them the confidence of those who are consulted. The success resulting from these conferences being attributed to the following facts:

- No. 1. That all interested and affected elements were present and had a voice in the proceedings.
- No. 2. That no final action was taken until the entire industry and trade could express their views at a final conference.
- No. 3. That any action taken was determined by the industry or the trade, and being in no way suggestive of governmental dictation.

Survey of the container field is being made among the various trades by those representing the groups of container makers and users. The macaroni manufacturing industry is about equally interested in the wood and paper containers. Many interesting facts are expected to be obtained from the survey of this industry in connection with the sizes and kinds of shipping

containers now in use. The government authorities are hopeful that each trade, individually or through its trade association, will agree on the elimination of wasteful sizes that can have none other but a harmful effect.

The Chamber of Commerce is of the opinion that now that business is on the upturn there is no better time than the present to eliminate waste in every line. The attention of those interested is called to this movement with the hope that needed changes will be made voluntarily.

Walton Force Joins Allen Company

The Allen Iron and Steel company, Third and Venango sts., Philadelphia, through its secretary, C. D. Heckman, announces it has taken over the business formerly conducted as the P. M. Walton Manufacturing company of that city, for years looked upon as leading manufacturer of macaroni machinery, and therefore has added this line to the general output. The P. M. Walton company being hampered by insufficient capital was obliged to go into bankruptcy last fall. Frank M. Walton, who was in charge of the designing and engineering department of the bankrupt concern, now holds a similar position in the Allen Iron and Steel company and will give his particular attention to the repairs and replacements of machinery with which he was so well acquainted. R. F. Boggs, former secretary of the Walton company, goes to the new concern as a salesman. In addition to these leaders most of the trained force has been taken over to this new plant, giving the owners a group of employees exceptionally trained in the manufacture of macaroni making machinery.

Chilimac

The San Antonio Macaroni Factory of San Antonio, Texas, whose business is confined mostly to the southern part of the country, has succeeded in producing a food combination that is meeting with good favor in that section. The new food, which is called "Chilimac," is a product of the southwest combined with old world macaroni, according to A. H. Byrnes, and the principal ingredient of the product is durum wheat flour, to which is added Mexican chili pepper, extract of beef, a touch of garlic and some other spices and herbs, and if prepared under print-

ed directions, or as ordinary macaroni would be prepared, a delightful and extremely nutritious food results. The company advises that the trade name Chilimac, has been registered and copyrighted and the food formula patented so that protection is given not only to the name but to the contents as well. Much publicity is being given this food in the southwestern states where the people are used to highly seasoned products and where this food is apparently filling a want. "Chilimac" is of a reddish brown color and is cut into small rings about a quarter of an inch in diameter. It is recommended for use in soups and with meats and gravies.

Brooklyn Firm Incorporated

Announcement has been made of the incorporation of the Italian Macaroni Production company in Brooklyn Kings county, N. Y. According to the articles of incorporation filed the company has capital stock of \$50,000 with the following directors: Charles Molinelli of 214 Beech st.; Philip Addison of 103rd st.; and Charles A. Robinson of Urdine av. No announcement of plans as to location and size of the plant has as yet been made.

More Manufacturing Space

Business with the Roman Macaroni Factory, Grant av. and Francisco st. San Francisco, has been so satisfactory that added space for macaroni purposes is needed and permission has been obtained from the city authorities for construction of an annex at an estimated cost of \$7,000. According to the present plans the addition will be a 2-story affair with a mezzanine floor. Work is to start immediately with the hope that the addition will be ready for occupancy by June 1.

Women's Club Inspects Plant

A. F. Ghiglione & Co. of Seattle, one of the leading macaroni manufacturers of the Pacific northwest, entertained the industrial committee of the Seattle Federation of Women's Clubs at its plant. The committee was headed by Mrs. M. J. Fohn, the chairman, its work being the inspection of the food plants of that metropolis. The committee was warmly welcomed by the Ghiglione boys, who personally guided the committee through the large modern plant explaining just how macaroni and its

hundred products are made, pointing with pride to the cleanliness that always prevails in the plant and among the personnel. Following the tour the committee was given a real macaroni treat, a variety of tasty dishes of the products whose manufacture they had just completely inspected. The result was many satisfied appetites and much favorable publicity for macaroni and especially for the products made by the Ghiglione firm.

Prohibit Color in Egg Noodles
In the opinion of James Foust, di-

rector of the division of food inspection for the state of Pennsylvania, the use of coloring matter is entirely prohibited by the pure food laws in force in that commonwealth. This leading food official is of the opinion that the use of artificial color in noodles or egg noodles constitutes an infraction of the pure food laws even if the presence of coloring is plainly declared on the label. His statement follows:

Just as far as the Pennsylvania laws permit artificial color is prohibited in food products. The sale of egg noodles colored with coal tar dye is a fraud on the public

just the same as sponge cake sold with a coal tar dye is a fraud. In both cases the purpose of the color is to make the consumer believe that the products are rich with eggs when they may not have any eggs in them.

With this interpretation of the state law by the food commissioner, it behooves those who offer noodles for sale in Pennsylvania to use eggs in their noodles if they wish to keep within the law.

Fair Bulk Prices in East
The wholesale prices on bulk maca-



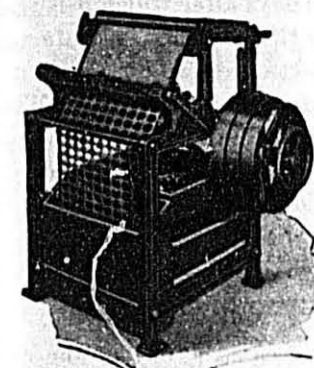
International Macaroni Moulds Co.

252 Hoyt St.

Brooklyn N. Y.

Macaroni Die Manufacturers

Ask For Our Price List.



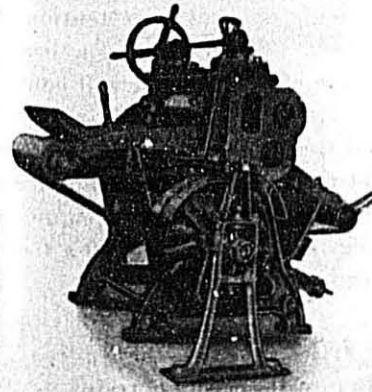
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CALIBRATING DOUGH BREAKERS
NOODLE CUTTING MACHINES
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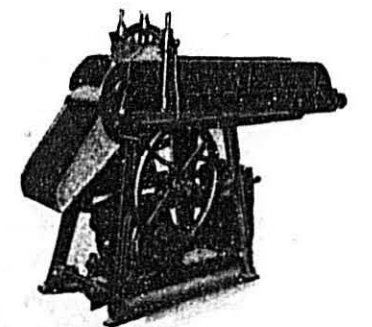
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BOLOGNA STYLE NOODLES
MOSTACCIOLI CUTTERS

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



CLERMONT MACHINE CO.

77-79 Washington Avenue
Brooklyn, N. Y.



roni products in various styles maintained a healthy figure during March in the eastern markets, according to a review of the prevailing prices for the month by the National Cereal Products Laboratories at Washington, D. C.

During the week of March 18, Naples style macaroni in 20-lb. boxes sold at prices ranging from \$1.35 to \$1.65, delivered or with freight allowed. In 22-lb. boxes it ranged from \$1.48 to \$1.75. The Bologna style commanded a better price, from \$1.60 to \$1.90. The Genoa style in 20-lb. boxes brought from \$1.70 to \$2.00 and in 22-lb. cases ranged from \$1.85 to \$2.15. As a general rule a cut

of 5c per case was made in all carload lots orders, the cut being applicable to orders that equaled a carload of these products within any 30-day period. The survey does not include the prevailing prices of package goods, as the larger consumption in the eastern market is of bulk macaroni products.

Fire Bankrupts Firm

Fire which in March destroyed the macaroni plant at Plainville, Conn., caused its two owners, Joseph Parano and James Beretta, to file a petition in bankruptcy with the United States

court on March 13. The petitioner stated their debts amounted to \$7,405.90 and their assets are estimated at \$6,155, the latter consisting principally of insurance policy covering the stock and machinery, damaged by the fire which completely burned their establishment. These macaroni manufacturers formerly conducted a manufacturing plant in New Britain, moving to Plainville only a short time ago.

Are you in favor of a national macaroni slogan? Let's hear from you as it is to your interests to see that best possible adopted.

GRAIN, TRADE AND FOOD NOTES

The World's Wheat

Of the four leading countries producing wheat for export the United States, while the highest producer, has the smallest amount for export purposes. The 4 leading wheat graneries of the world in the order of wheat production for 1922 are the United States with 810,000,000 bus., Canada with 390,000,000 bus., Argentina with 180,000,000 bus., and Australia with approximately 132,000,000 bus. No account of Russia is taken in this reckoning since exportation of wheat from that big wheat growing country has practically ceased, since the beginning of the world war.

The United States today is the incomparable wheat growing country of the world. Its great good fortune, however, is not in the amount that it has to sell to the outside world. It is that we can supply all our own bread and still have some left to help feed nations that do not produce enough bread wheat for their own needs.

Owing to the large population of this country we require for home consumption approximately 600,000,000 bus. for bread and seed, leaving only 200,000,000 bus. for sale abroad. On the other hand Canada with a production of less than half of that of this country can supply nearly twice as much as we can for the foreign bread basket. In a lesser degree the same is true of the other 2 countries.

Comparisons in this case are most interesting. The United States with a population of over 110,000,000 people must not only supply the home needs but ship about a fourth of its crop to foreign shores. Canada with a popula-

tion of 9,000,000 is good for a crop of about 390,000,000 bus., Argentina with a population of 8,500,000 produces about 180,000,000 bus., while Australia with a population of 5,500,000 people can be counted on for a crop of approximately 132,000,000 bus. Thus our 3 principal competitors with a total of about 23,000,000 inhabitants produce nearly 700,000,000 bus. annually, or nearly the same crop as is grown in this country with 5 times the home population to feed. While only 25% of our wheat crop is in excess of our home requirements, about 75% of the wheat output of our 3 leading competitors is in excess of their home needs.

That is why this country is not the source of the world's wheat export supply, because we don't sell ours for the most part; we eat it. That may also be attributed as the reason why the Liverpool market, dealing as it does in all wheat growing countries, is generally looked upon as the most dependable source of wheat price quotation.

Wheat Leading Plant

More acreage is devoted to the growing of wheat than to the cultivation of any other single crop used by man. Of the grass family wheat is practically the only indispensable plant life. All other forms could be destroyed by man and animals could still live if the wheats alone were retained.

Roquefort Cheese

Ewe's milk is the lacteal fluid exclusively used in the manufacture of that most tasty cheese named after the town of Roquefort, France, where the

original Roquefort cheese was first manufactured and from which is obtained the "real" stuff that is enjoyed by the leading cheese fanciers. Each day's milking is separately treated in the process of manufacture. After filtering it is permitted to turn sour and then pressed into moulds. Spores of microbes are then sown to insure proper ripening or mellowing during the draining process, which takes place in natural caves in the rocky hillside where the maturing cheese is left from 30 to 90 days after which it is ready for the market. The manufacture of Roquefort cheese has become an American industry since the war, Wisconsin cheese makers having developed a process that produces a product practically identical with the world famous French cheese.

Copra

Copra, which is one of the chief articles of export from many of the islands of the Pacific ocean, is merely the dried meat of the coconut. This edible nut is the product of the coconut palm that grows wild in the torrid zone requiring little or no attention or cultivation. Trees will begin bearing at the age of 7 years and will continue to bear fruit for practically a lifetime. A good tree will produce about 300 coconuts annually. Fifteen hundred nuts will produce a ton of copra, which brings approximately \$150 a ton at the port.

He tried to cross the railroad track before the rushing train. They put his pieces in a sack, But couldn't find the brain.

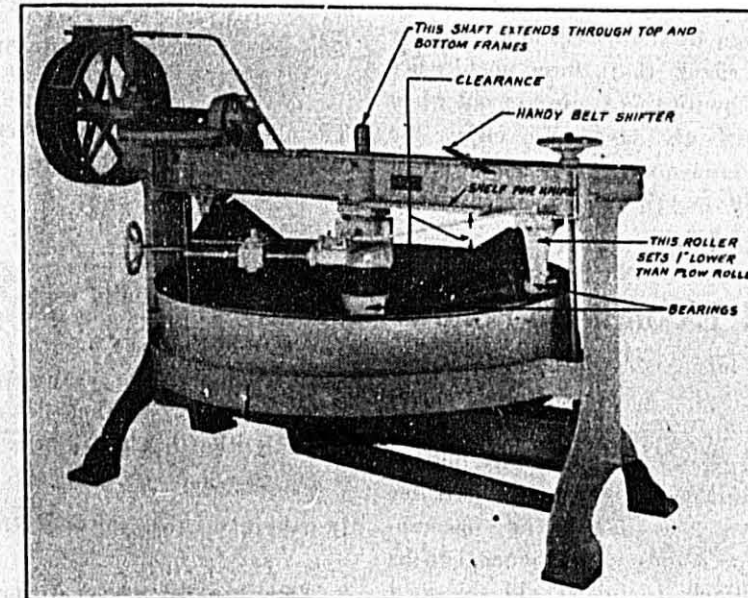
MACARONI DRYING MACHINES

Are in use all over the country.

Time of drying optional to the operator.

ROSSI MACHINES "Fool" the Weather

Do not require experience, any one can operate.



Double Action Kneader

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

Main pan shaft held at both ends will prevent giving.

Tooth of rollers partly omitted will prevent the dough clinging.

Clearance in top part of the rollers will prevent accident.

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

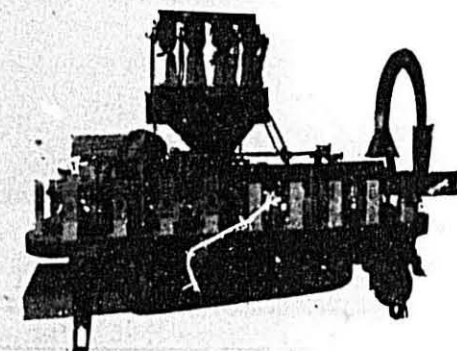
Knife shelf will prevent accidents.

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

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Ferguson Sealer

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



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

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

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Samples and Prices on Request

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
 Foreign Countries - \$3.00 per year, in advance
 Single Copies - - - - - 15 Cents
 Back Copies - - - - - 25 Cents

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. IV April 15, 1923 No. 12

Go to Convention in Comfort

If plans under consideration among the macaroni manufacturers of the east are realized, they will travel to the Cedar Point convention next June in comfort and in a style becoming successful business men of high standing. It is proposed to charter a special car or cars over the Baltimore & Ohio railroad for the convenience of the macaroni manufacturers of New England states, New York, New Jersey, Pennsylvania and Maryland, going direct to the convention city on one of that road's crack trains. Doing things like these in a BIG way will help to make big men even bigger in the eyes of all those with whom they come in contact. All aboard! The special for the convention will leave New York city June

11. If this materializes, as all hope, get into the bandwagon by joining the crowd.

They Like It in Oregon

The Porter-Scarpelli Macaroni company of Portland, Ore., has been a consistent subscriber of the New Macaroni Journal and one would almost judge from the note accompanying the renewal check that these people are "in love" with this trade journal when they pleasingly say, "We enjoy the Journal immensely. Can't get along without it now." Very prettily said. Thanks.

Good Example to Follow

Appreciating the value of a trade paper like the New Macaroni Journal to any and all who are in any way connected with the sale and distribution of macaroni products, the C. F. Mueller company of Jersey City, N. J., has subscribed for copies of this journal to be sent regularly to its 60 odd salesmen believing that it will serve to keep them in touch with the industry's activities and up-to-date on every angle of the macaroni industry. This is a logical and businesslike move, one that may profitably be followed by other firms employing a staff of salesmen, be that staff large or small.

Many of the members of trade associations are like the little girl who fell out of bed. Her mother asked her how it happened and she replied, "I went to sleep too near the place where I got in." Many members "get in" their trade associations and go straight to sleep. No wonder they "fall out."

Moral: Don't get in "bad" and don't go to sleep till you know that you

are "in right" in everything that your trade association can do for your business, and—you'll be awake a long time.

TWO MEN AND A SMILE

Two men there live in every town,
 With lives as like as nuts of brown;
 But the one wears a smile, the other frown;
 The one looks up and the other looks down.

The one that looks up is a merry chap
 With a hearty "hello" and a friendly slap,
 While his neighbor, Grouch, across the way,
 Has seldom a friendly word to say.

The things they see are just the same
 But the one will praise, the other blame
 A rosebush for one has flowers grand
 For the other but thorns that prick his hand.

If it happens to rain, why, Grouch will say:
 " 'Tis a beastly, nasty, stormy day."
 While Smiles will laugh as the drops come down:
 " 'Twill lay the dust on my way town."

They work side-by-side. When night comes along
 Smiles starts for his home with a snarl of song,
 Happy in knowing his day's work through;
 Grouch only thinks of the chores yet to do.

And thus through life they go along
 Grouch with a grunt, Smiles with song;
 One always happy, the other one blue
 And now, dear friend, which one are you? —The Pretzel.

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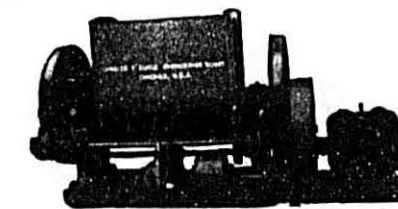
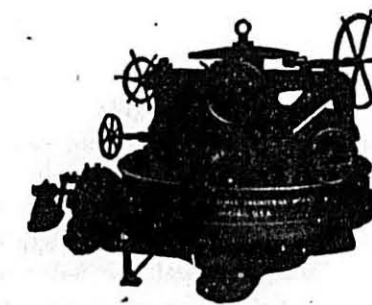
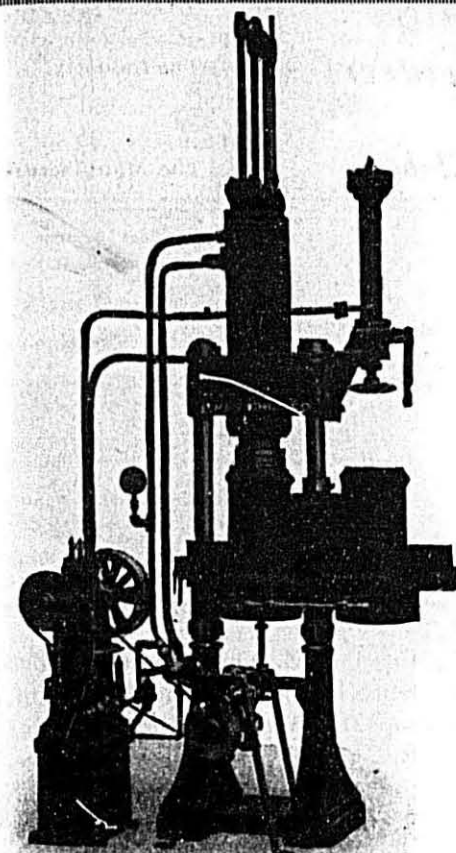
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Mixers and Kneaders

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.

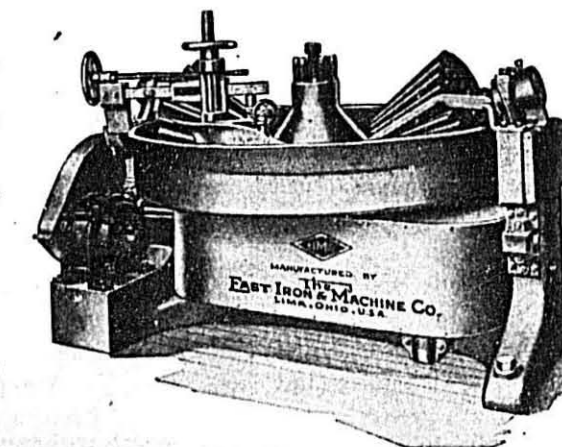
"Eimco" kneaders knead the lumps of dough, as they come from the mixer, into one solid ribbon and give it uniform texture and they do it quicker and better than ordinary kneaders. They are equipped with plow and have scrapers at rolls to prevent dough from clinging. All gears are fully enclosed.

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

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The East Iron & Machine Co.,

Main Office and Factory, Lima, Ohio.



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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 Publication
Henry Mueller, C. F. Mueller Co., Jersey City, N. J.
M. J. Donna, Secretary and Editor, Braidwood, Ill.

Eastern Association Meets

The spring meeting of the American Macaroni Manufacturers association held March 15 in Hotel Pennsylvania in New York city was one of the most enthusiastic gatherings of this eastern group. Face to face discussion of matters of vital interest replaced the usual oratory that sounds so good and often means so little, and as a consequence much good will result, not only to the members of the New York group but to all manufacturers of that section.

William Culman of the Atlantic Macaroni company of Long Island City presided at the meeting in the absence of President Frank L. Zerega. The proposed sanitation bill now before the New York legislature covering food producing plants came in for a general consideration. The opinion prevailed that the present law is more satisfactory than the proposed one, in that licenses to manufacture food products are revocable by state authorities when the sanitation requirements are not adhered to. The proposal to give bakers and macaroni manufacturers permanent licenses would lower rather than raise the sanitary standards, in the opinion of the leading macaroni manufacturers.

President Henry Mueller of the National Macaroni Manufacturers association conveyed to the eastern manufacturers the greetings of the national group. Many of the manufacturers are members of both organizations and the spirit of cooperation between them is as keen and as whole hearted as might be expected from any similar group of successful business men. President Mueller praised this spirit and suggested that a more general interest in the affairs of the local organizations

and the National association would serve to broaden the minds and views of all. He especially urged the eastern manufacturers to cooperate in the many new activities sponsored by the National association aiming to help the industry generally and the individual indirectly. Selfishness must give way to a more generous and general interest for the industry if individuals are to attain the success hoped for.

C. F. Yeager, director of the National association and chairman of the cost committee, spoke interestingly of the cost accounting work being done by the national group, and volunteered that as soon as macaroni manufacturers are able to talk the same language in all matters of cost, manufacture and distribution, many of the ills of the industry would die a natural death. He impressed upon those in attendance the importance of the 1923 conference to be held at Cedar Point and called upon all of them to send representatives to aid in bringing about a general understanding on many momentous matters now confronting the industry in this country.

The program for the meeting was prepared by Dr. B. R. Jacobs, executive secretary, with the assistance of E. Z. Vermyle, the regular secretary of the eastern group. At the luncheon that followed, heart to heart talks served to bring about a better feeling between natural competitors and a broader understanding of the purposes of associations.

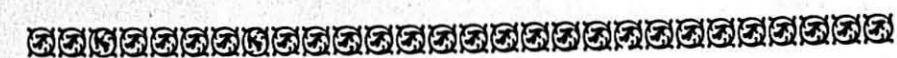
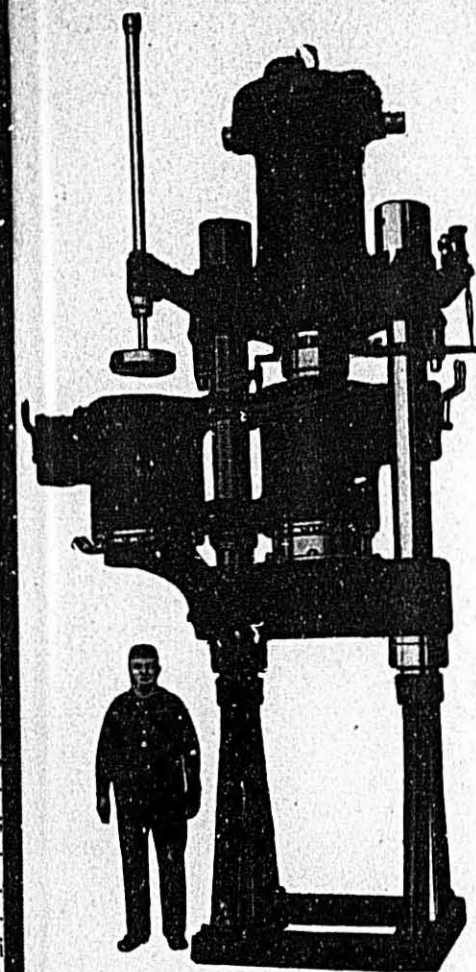
Among the prominent macaroni manufacturers in attendance at this New York meet were noted William Culman of the Atlantic Macaroni company, Long Island City; E. J. Ronzoni of the Ronzoni Macaroni Co., Long Island

City; E. Z. Vermyle of A. Zerega's Sons, Brooklyn; John Buscenu of Metropolitan Macaroni Manufacturing Co., Brooklyn; T. H. Toomey of the De Martini Macaroni Co., Jersey City, N. J.; P. Campanella of Campanella & Favaro, Jersey City; Henry Mueller of C. F. Mueller Co., Jersey City; C. F. Yeager of A. C. Krumm & Sons Macaroni Co., Philadelphia; Max Kurtz of Kurtz Macaroni Co., Philadelphia; J. A. Walker of American Macaroni Co., Philadelphia; R. De Angelis of R. De Angelis & Co., Philadelphia; G. J. McGee of the West Philadelphia Macaroni Manufacturing Co., Philadelphia; J. H. Hubbard of the Prince Macaroni Manufacturing Co., Boston, and A. C. Sirignano of the United Macaroni Corporation, Mt. Vernon, N. Y.

Makes Convention Arrangements

Secretary M. J. Donna went to Cedar Point, Sandusky, Ohio, last month and completed arrangements for the 1923 Macaroni Men's conference to be held at the Hotel Breakers, Cedar Point, Ohio, on June 12, 13 and 14 under the auspices of the National Macaroni Manufacturers association, Inc. The secretary is greatly enthused over the place chosen for this conference of the macaroni manufacturing industry. The convention site is ideal and its position within easy reach of 75% of the important macaroni manufacturers of the United States and Canada should insure a large attendance.

We have the ideal food—nutritious—tasty—pleasing—satisfying and economical. Tell it to the people in a catchy slogan.



John J. Cavagnaro

Engineer and Machinist

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90 Packages Short Cuts Per Minute
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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.

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Battle Creek, Michigan

Send for Catalogue

Send for Catalogue

EAT MORE WHEAT

in the form of

Macaroni

Spaghetti

Noodles

THE movement to increase the consumption of wheat by increasing the consumption of wheat foods such as macaroni, spaghetti, noodles, bread, etc., is a big national undertaking to which the larger flour mills and allied businesses have diverted their advertising campaigns.

If the public is made to see the high nutritive value as well as the appealing goodness in Durum products we can bring about a big increase in their consumption, which will help macaroni manufacturers, millers, farmers, and the general public to share in increased prosperity.

Every manufacturer can help himself by furthering the movement to cause people to eat more wheat. Be constantly watchful of your quality, use quality semolinas and it will be easier to increase consumption.

Pillsbury Flour Mills Company

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