

**THE NEW
MACARONI
JOURNAL**

Vol. 4, No. 8

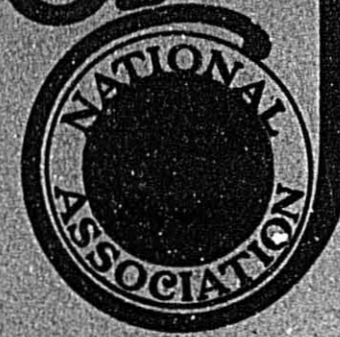
**December
15, 1922**

The New
Macaroni Journal

Minneapolis, Minn.
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Volume IV

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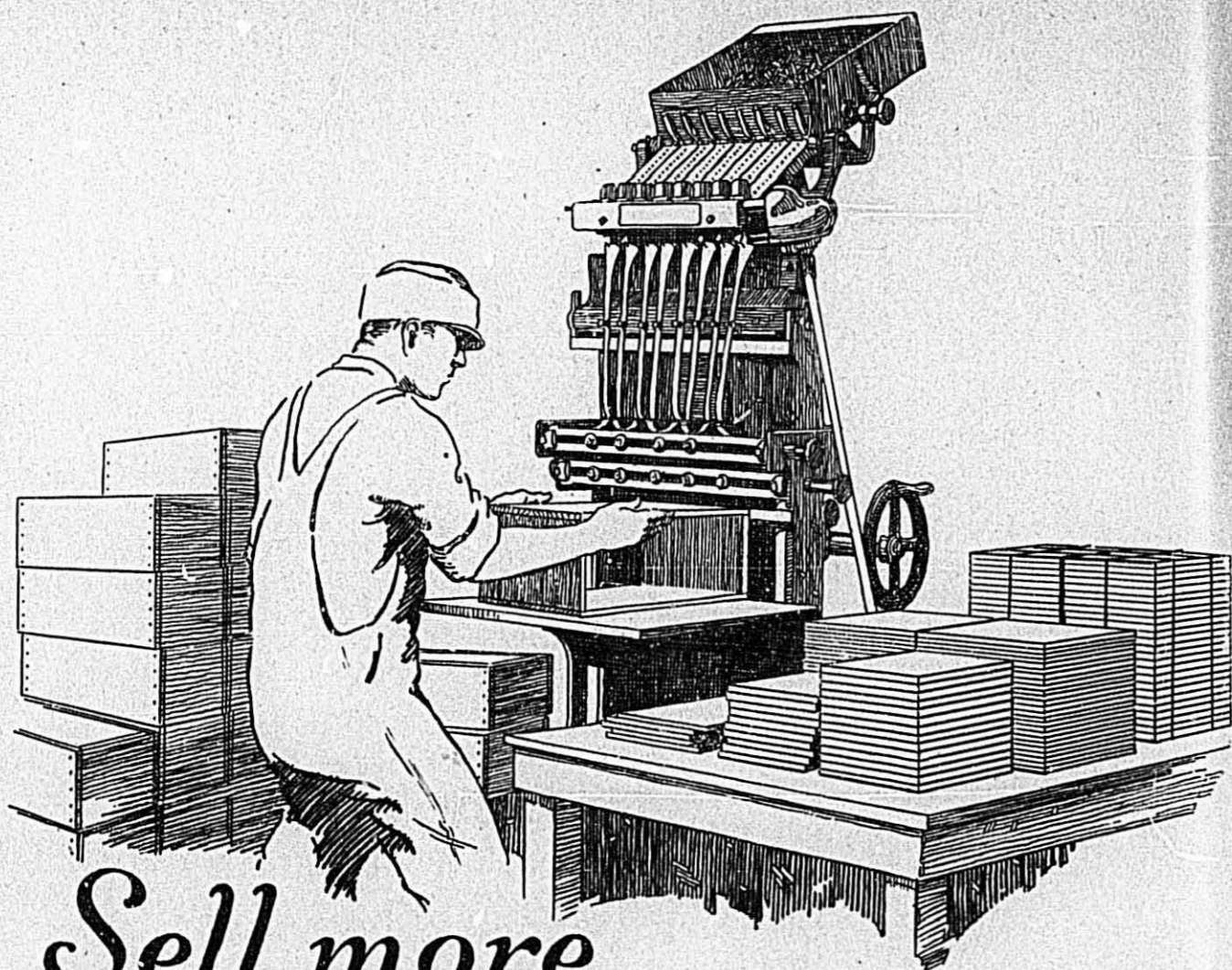


*A Monthly Publication
Devoted to the Interests of
Manufacturers of Macaroni*

Wishing All
A Merry Christmas
and
A Happy New Year.

It is our further wish that the prevailing Christmas spirit so generously and generally manifested during this joyous Season remain always with us and be nicely manifested toward one another every day of the year.

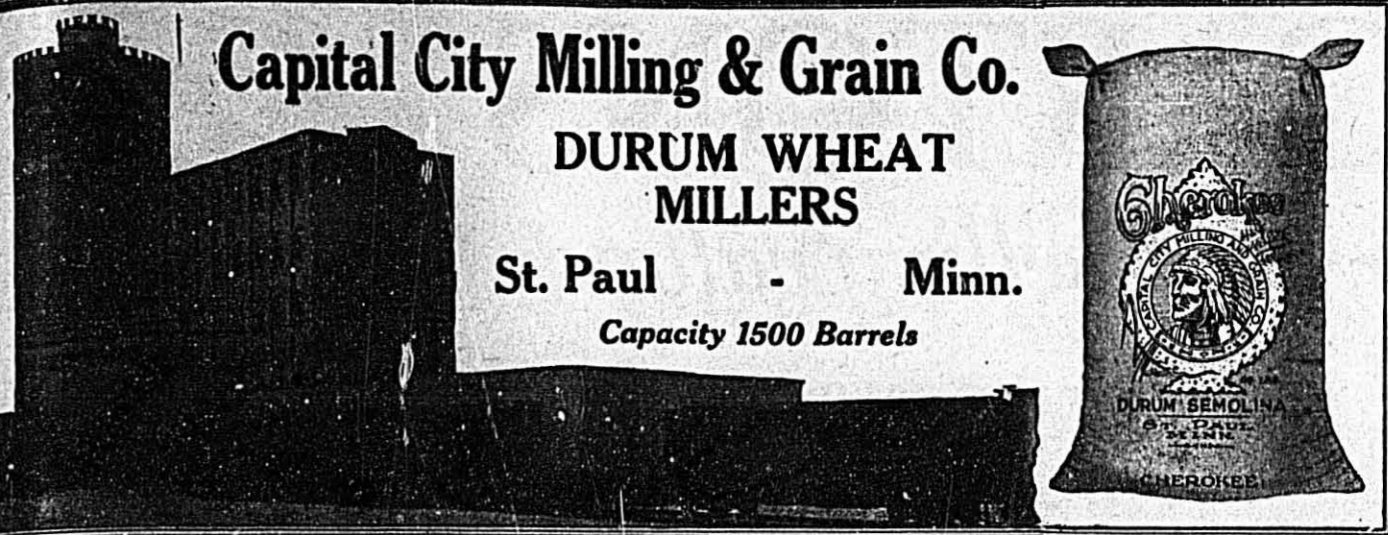
*National Macaroni Manufacturers
Association*



Sell more
MACARONI

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

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DURUM WHEAT

Quality
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Ask for Samples
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Capital City Milling & Grain Company

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WE design and print cartons that give goods as strong an identity as marks men and women. We give them selling force through the right handling of color. And we make them fit your product as a glove fits the hand. This, at small cost and with fifty years of experience that insures the best of workmanship. Write us your needs. We will be glad to figure on large or small runs.

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YOU MANUFACTURE THE BEST NOODLES, SPAGHETTI, MACARONI, OR VERMICELLI IN THE MARKET TODAY

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

HUMMEL & DOWNING CO.'S

CADDIES CARTONS AND SHELLS

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

Ship in

"The Case That Delivers the Goods"

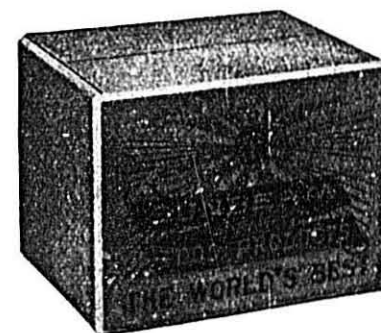
Manufactured by

HUMMEL & DOWNING COMPANY

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Service Offices:

CHICAGO DETROIT KANSAS CITY
MINNEAPOLIS
DENVER



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

Minneapolis Durum Products Co. to

MINNEAPOLIS MILLING CO.



Our high standard of Quality and Service

We shall never change

MINNEAPOLIS MILLING CO.

MINNEAPOLIS, MINN.

MACARONI JOURNAL

New Policy of Great Promise

Trade associations are filling a niche of inestimable value in the business interests of the country. So strong and important has this movement of coordinated action among similar business groups become, that the government has recently expressed much concern in the activities sponsored. Department officials who have been studying trade associations are expected soon to define just what a trade association is and what legitimate activities may be carried out by groups without legal entanglements.

In the Alimentary Paste Manufacturing Industry the association idea has long prevailed. For many years the National Macaroni Manufacturers Association has aimed to carry out the general association idea in a limited and restricted way. Since 1904 it has performed wonderful work in uplifting the industry from an almost unknown to a highly appreciated business. It has succeeded in solidifying various elements to the end that the industry now stands high in the esteem of the government, distributors and consumers. Incidentally, the Macaroni Association has made a name for itself of which it may justly be proud.

Conditions are ever changing. What fills a want today is probably inadequate for the needs of the morrow. New problems and new ideas serve to keep a business progressive. Individuals or organizations not confronted by changing conditions and new problems are at a standstill,—in a rut,—and cannot expect to progress to the limit of their possibilities.

The National Macaroni Manufacturers Association has been alert to the needs of the industry it represents and has often at a loss as to how to fulfill its mission and carry on its work because of lack of finances when the needs were most insistent. Realizing this situation, the progressive manufacturers at the 1922 convention appointed a special finance committee that, after months of hard work, recommended a plan that should place the association on a firm and solid footing.

The new financing plan reported by committee chairman F. Yeager to the special convention of the Association last month provides for an equitable assessment of member firms on the basis of business done by the member firm annually. The rating is so reasonable that few or no objections are expected from any quarter, especially from Macaroni men who realize the need for a strong, well-financed, central group equipped to carry on work that individuals could hardly be expected to attempt.

One very acceptable feature is that every member of the Association will be permitted to establish his own rating under the new plan. Another is that so wide a latitude has been provided between classes that firms need not divulge, in a very general way the amount of business annually done.

In fairness to both groups, a different rate has been es-

tablished for manufacturers of alimentary pastes in packages from those who make bulk goods only. A suitable arrangement is also made for those making both kinds. Briefly, the new basis of dues adopted at Atlantic City calls for the payment to the National Association of the sum of One Dollar for every Thousand Dollars of business done annually on package goods, and One Dollar for every Four Thousand Dollars of business done annually in bulk goods, the assessment being payable quarterly in advance based on the business done the previous year. Those making both kinds of goods will pay proportionately on each class.

Could anything be more fair? What progressive manufacturer could seriously object to such a plan? Since the work to be carried on so intensively by the National Association is for the whole industry, there should be none, or at least a very few, who will not willingly contribute his small share in financing so laudable a movement with such wonderful opportunities.

Your own business is the very best example of sound financing. Without ready money to take advantage of every opening in the market and of every opportunity, you are at a disadvantage. The same is true of the organization representing this industry. Provide it with the financial backing it deserves and its work will be most beneficial. The success of similar organizations in other lines of business prompts us to feel that ours will be equally helpful if accorded proper support.

The National Association starts off on this new basis with no set program and tied down to no fanciful hobbies. Its aim and purpose is to develop a program as needs demand. The original intention is merely to underwrite the Association and to furnish it with necessary funds to permit it to function timely and properly as varied opportunities present themselves.

A real need in our industry is a more general knowledge of costs. In order to understand your associates or competitors, you must needs know their language and speak their tongue. When talking of costs, manufacturers speak of conclusions so differently arrived at that understanding is as difficult as if different languages were spoken. If the different elements entering into the cost of producing our products are figured similarly, the disastrous policy of selling below cost will be entirely eliminated. Should the National Association accomplish this only, it will have done the industry inestimable good.

Other problems are standardizations of different kinds that will be so beneficial; educational work that will be so helpful to the manufacturer; publicity work so necessary to increase distribution and consumption; uniform food laws in the different states; protection against imported goods; sanitation in the plants; health and safety of employes; encouragement of production of high grade macaroni durum

and their proper grinding to suit the trade. These and many other helpful movements are among those that can best be carried on through organized effort.

Facing these possibilities, it is but natural that the National Association expects and hopes to get the undivided support of all who are interested in the future of their own business and that of the whole industry. Those most directly interested are thoroughly and properly enthused and

they hope to pass on this enthusiasm to their fellow manufacturers who should be found not only willing but anxious to share the burden of obtaining for the industry that success that sincere, unselfish and sacrificing cooperation alone will insure.

Support the National Macaroni Manufacturers Association in its new activities for the benefits that they will bring you and the industry.

Grain, Trade and Food Notes

Smaller Cereal Exports

Total production of wheat, rye and maslin in Bulgaria is estimated at 39,310,000 bus., according to a cable received by the United States Department of Agriculture from its consulting specialist studying agricultural conditions in the Balkans. This is 3,723,000 bus. less than the 1921 production.

The food and seed requirements of Bulgaria for these grains for 1922-23 is estimated at 38,960,000 bus. compared with 40,290,000 bus. last year. The exportable surplus will be only about 350,000 bus., according to these estimates.

Wheat production is placed at 27,925,000 bus., a decrease of 3,968,000 bus. from production last year; rye production 7,204,000 bus. compared with 6,693,000 bus. last year; maslin production 4,181,000 bus. compared with 4,447,000 bus. last year. Other estimates are barley 9,324,000 bus. compared with 9,094,000 bus. last year; oats 9,370,000 bus. compared with 9,301,000 bus.; corn 19,802,000 bus. compared with 24,172,000 bus.

Italy Heavy Wheat Importer

Next to the United Kingdom, Italy is the largest importer of American wheat, having received over 32,000,000 bus. in 1920, according to the United States Department of Agriculture. France ranks next, with 26,000,000 for the same year.

Butter Consumption Increases

More than a billion and a half lbs. of butter was produced in the United States during 1921, according to the United States Department of Agriculture. This is an increase of 10½% over the production in 1920. Consumption increased more than production by 20,000,000 lbs., the difference being taken care of by imports and butter withdrawn from cold storage. Nearly two thirds of the butter produced in the

United States in 1921 was made in creameries.

Potatoes Plentiful

Production of potatoes this year in 16 countries is estimated to be 675,000,000 bus. more than last year and 40,000,000 more than the average production for the five years 1909-1913, according to figures compiled by the United States Department of Agriculture. The total acreage of potatoes in 1922 for the 24 countries for which estimates are available was 20,261,000 acres.

Carrying Coals

Shipping American spaghetti to Italy sounds like coals to Newcastle. It's being done, and is making a morsel for paragraphs. Still there's nothing so remarkable about it when you remember that for years past the durum and other hard wheats of Minnesota and Dakota have been raised to a considerable extent with the Italian market in view. One of our really big national stories is the progressive adaptation to our semiarid soil of drought resisting grains such as in Italy are regarded as both a delicacy and a necessity of life.

Separated by New Process

Chemists employed by George S. Ward, recognized as the leading baker of the country, have discovered a method of extracting vitamins and mineral salts from the germs of the wheat berry and wheat bran, according to an announcement made early last month. The extraction is in fluid form and capable of being introduced into foods lacking these important elements. This is the result of many months of extensive research in which the leading chemists of the country collaborated. Among the laboratories that aided in this research are the Mellon Institute of Educational Research, and scientists of Yale, Harvard, Johns Hopkins, Penn State, and other American universities.

Tests were carried out in the special equipped plant at Warren, Ohio, where the Ward chemists worked out a method after months of research before announcing the result of their discovery. The university scientists were called and their criticisms invited. At last they verified the reports of the chemists that vitamins in consolidated forms may be obtained for introduction into foods otherwise lacking these essential body building elements. Further work of this group will be watched with interest, particularly the food trade.

TEN COMMANDMENTS OF HEALTH

1. Walk in the open air.
2. Keep a contented mind.
3. Breathe deeply of pure air.
4. Enjoy innocent amusements.
5. Get plenty of sleep each night.
6. Give your body and soul plenty of sunlight.
7. Eat healthful, plain food—just enough of it.
8. Associate with companions who will benefit you.
9. Give your body plenty of pure water, outside and inside.
10. Do unto others as you would them to do unto you.

It is a good idea to forget the number and location of the dirty food dealer. Look for the dealer who protects his goods from dust, dirt and filth and whose place of business is always clean and inviting. In other words, play safe. Consumers have it in their power to force dirty, careless dealers in foods to be both clean and careful simply taking their trade to the dealer who comes up to the requirements of the laws of health and decency.

If you clean up and your competitor does not, talk to him and help him see the right viewpoint. If your competitor cleans up and you do not, talk to him, and listen while he talks and follow his advice.

Macaroni and Street Car Advertising

By Hugh J. Gaffney, president of the Merchants and Advertisers association of New York city.

That the ordinary business man should be interested in the successful firms in his line is natural. The business methods and policies of those who make their particular business "pay" are continually undergoing the scrutiny of those ever ready to profit from the experiences of others. Every line of business or industry has its leaders whose example stands out as beacon lights and the macaroni manufacturing field is no exception. Among macaroni manufacturers there are several in different sections of the country that are "pace-setters" and without whose beneficial example the industry would suffer.

liberal advertising policy has made considerable use of this form of publicity, taking particular advantage of the possibilities offered by the "Patronize This Neighborhood Store" slogan popularized by the Merchants and Advertisers association of New York city, whose leader presents the article on the benefits that may be expected to accrue to others who will take consistent advantage of this form of advertising as follows:

Brand Identification Pays

Macaroni is put up and sold in colored cartons because manufacturers realize the identification value of at-

tractively if they make their impressions upon the readers' minds at an hour nearing meal time. Think, also, of the thousands of housewives who are at their wits ends to provide variety for 3 meals a day for an endless number of days. A lifelike illustration of some delicious ready-to-serve macaroni dish offers a helpful inspiration. The housewife's inspiration is the dealer's sale.

Every Macaroni Sale Helps Sell Other Food Products

The macaroni manufacturer who is alert to the full opportunities of his ad-



Well organized window trim with macaroni food products.

vertising will remind his distributors of the multiple sales created by one macaroni sale. Imagine a housewife purchasing a package of macaroni, noodles or spaghetti. She intends to prepare one of the delicious dishes she has seen in the advertisements, or has learned to fix during her housekeeping experience. The retail clerk who will look beyond the immediate sale to the buyer's dinner table will find it easy to suggest necessary accompanying products such as cheese, mushrooms, tomatoes, catsup, and innumerable other necessary items. Even though these accessory products are not purchased with the macaroni, they must be obtained some time, hence every macaroni sale is responsible for other sales.

looks upon the C. F. Mueller company of Jersey City as one of the most successful firms in this line of food manufacture whose importance is growing steadily in the minds of the Americans, who are learning more and more to appreciate the food value of all alimentary pastes. The success of the Mueller food products is made special mention of in the September issue of The Merchant and Advertiser, official organ of that association. In this issue the success of this particular firm is summed up in the following words:

Attractive and distinctive color designs. They also realize the sales value of identification. Unless the consumer can recognize the package or brand name when it is seen in the dealer's store, the product loses identity, and thereby loses sales.

Advertising, in its various forms, is the medium used to acquaint the consumer with the merits of the product and the appearance of the package. How essential it is, therefore, to present the package to the public in a medium that provides for an actual-color, exact-size reproduction!

Appetite Appeal Best in Colors

Perhaps the strongest advertising appeal is that which tempts the appetite. The human race in general seems to be eternally hungry. Illustrations of tasty dishes have an irresistible appeal to men and women who are hungry, espe-

cially if they make their impressions upon the readers' minds at an hour nearing meal time. Think, also, of the thousands of housewives who are at their wits ends to provide variety for 3 meals a day for an endless number of days. A lifelike illustration of some delicious ready-to-serve macaroni dish offers a helpful inspiration. The housewife's inspiration is the dealer's sale.

Macaroni advertisers find street car advertising particularly adaptable to their product because the opportunity



is offered to present their package in actual colors, and usually life size. Furthermore, the illustrations of prepared dishes must be in colors or all genuine appeal to the appetite is sacrificed. Without color the picture of a steaming hot dish of macaroni and cheese is merely a suggestion, but as shown in colors it becomes a selling force.

Four macaroni cards prepared for the C. F. Mueller company of Jersey City are in this article reproduced in miniature. To fully appreciate the strength and appeal of these cards it is necessary to visualize them in actual colors. The package stands out as "big as life" and true in very detail. When the consumer sees this package in the dealer's window, or on his shelves, it is recognized immediately. With this recognition comes the recollection of the car card messages that have been so persistently stamped on the public consciousness.

There also flashes into the consumer's mind a vision of the steaming ready-to-serve dishes shown on the car card—macaroni with cheese, perhaps, or with mushrooms, or with tomato sauce—and there is aroused the desire that leads to action—the action that is the purchase of the advertised macaroni.

Retailer Can Influence Sales

It is well to remember that the retail dealer possesses power to push the sale of the goods he favors, or to substitute some other brand. The retailer, therefore, must be taken into consideration and assisted in every way possible.

The C. F. Mueller company aids the retailer by furnishing extra copies of its street car cards to be displayed in the stores or windows, and the dealer is told of the added sales to be gained by using window and counter trims

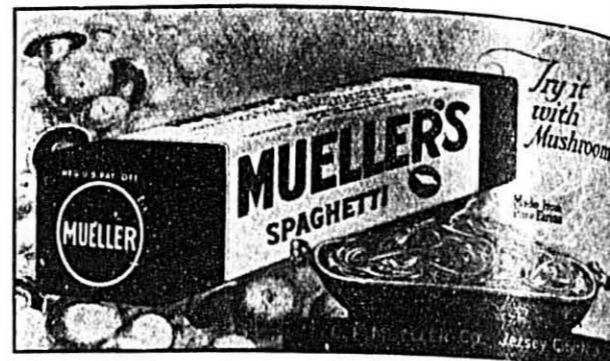


Henry Mueller.

that tie up well with the street car advertising.

Dealers Appreciate Street Car Advertising

A macaroni advertiser who uses car cards benefits by the good will of retailers toward street car advertising. Neighborhood stores everywhere appreciate the support they are receiving through the "Patronize Your Neighborhood Dealer" campaign that is being displayed in the street cars from coast to coast. This is the initial move in an elaborate, well planned and successfully demonstrated operation that will increase the prestige and patron-

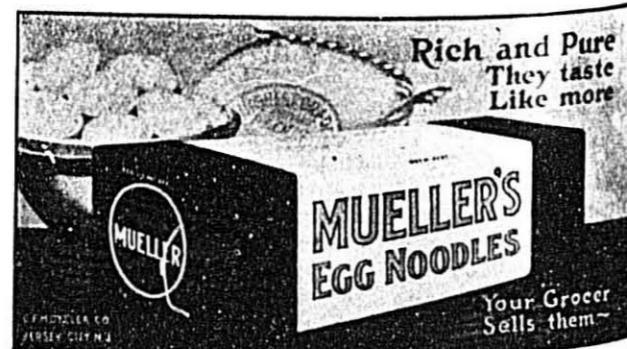


age of neighborhood grocery stores and make prosperous that vast group of dealers comprising the manufacturer's greatest number of distribution points. No other advertising medium in the United States has set aside space in the interests of the development of business and trade equal to this campaign in the support of the neighborhood stores.

It is a decided advantage to the retailer to handle macaroni backed by street car advertising, for most dealers know that such advertising is purchased on a long term basis. He knows the advertising will not be a "flash in the pan"—a few sensational "spreads" that will drop out of sight long before the dealer has turned over his first order, but will continue through the sale of the first lot ordered, and through the profitable turnover of many repeat orders.

Speeds Up the Cupboard Turnover

To develop sales to the utmost, it is necessary to do more than merely effect a sale at the corner grocery. The macaroni must be consumed before a repeat purchase is made. There, again, the constant repetition of street car advertising exercises a powerful influence. The "appetite appeal" of prepared dishes reminds the women, who buy and serve the food, of the package of macaroni on the cupboard shelf. Often it is the man in the family, tempted by the lifelike illustrations, who suggests macaroni for the next meal. "Cupboard turnover" is as necessary to repeat orders as dealer turnover, and a



cards certainly help move food products off the pantry shelf.

No Dissipated Circulation

Street car advertising can be concentrated where it will do the most good. A manufacturer can buy space in his own city, or in the surrounding trading zone. As his production is increased and his distribution area extended, street car advertising can be used in the newly invaded districts.

It is not necessary to pay for a dissipated circulation—scattered far and wide—much of it unproductive—almost a total loss to the advertiser, who pays for it just the same.

Uniform Space and Limited Competition

Every car card is uniform in size—11x21 inches. The large concern, or the extravagant advertiser, cannot buy space that will overshadow a competing advertiser.

There are a limited number of car cards in every car. There is never more than the same small number of competing advertisers—and every card persists in delivering its message day and night, through rain or snow.

The circulation is tremendous!

The number of passengers carried daily by the transportation lines in the average city is approximately equal to the population of the city.

Uninformed manufacturers sometimes think of street car advertising as an expensive medium. Its evident superiority and the character of its users are responsible for this false impression. The actual cost is very small, and here are 2 logical reasons for the low cost:

Street cars do not depend upon advertising revenue for support. All other mediums do.

In most mediums you must multiply

the cost of paper, printing and distribution by the number of readers, yet one average car card rides with more than 18,000 people every month during the entire year.

The street railways advertising companies maintain copy service departments that furnish valuable assistance to their advertisers. The particular advertising needs of each concern are studied and analyzed as a basis for a business getting campaign. Only for actual art work, engraving and printing is any charge made, and then only the actual cost.

The result of the service given is good copy, well illustrated, well balanced in layout and presented in the right combinations of colors that will bring the name of a macaroni manufacturer before the large number of people who ride in street cars, and keep it there with the persistency that develops sales.

More Goods in Package Will Increase Business

By Bartley T. Brown of John G. Elbs (Woodcock Macaroni Co.) of Rochester, N. Y.

Half way measures in any business or industry are a waste. Putting plans into effect for the purpose of getting dealers to stock macaroni products in larger quantities without measures to increase consumption, and thereby move the merchandise from the grocery store shelves, are not only wasteful but harmful. That kind of a half way measure makes for stagnation. If pursued far enough—especially if a considerable number of manufacturers adopt such measures—leaving the job of moving the merchandising entirely, or almost entirely, to the dealer, gives him a burden which he cannot in all fairness be expected to bear and which, in fact, he will find impossible to bear. nor will any hocus pocus selling scheme to lead the dealer alter the situation. On the contrary, it will only aggravate the situation and embitter the dealer.

Causing a dealer to purchase 48 packages where before he purchased only 24 alone will not be of permanent benefit to either the Skinner company's business or the macaroni industry as a whole UNLESS SOME WAY IS DEvised TO GET MORE MACARONI INTO THE HANDS AND MOUTHS OF THE DEALER'S CUSTOMERS.

Without a corresponding increase of consumer demand, I consider sales strategy to make the dealer stock more macaroni injurious to the industry. Whatever is injurious to our industry is injurious to every member of it. Let us therefore look facts in the face—fully and squarely—and, in discussing ways and means of helping the industry, do it without our fingers crossed to the end that no individual selfish interest may be served to the detriment of the others.

In the October issue of The New Macaroni Journal, Lloyd Skinner's argument in favor of a 48 package case is published. He says the 48 package case enables his firm to sell more merchandise—to whom? Not to the consumer. Mr. Skinner, in his plan to increase the Skinner company's business, ignores the consumer entirely. He is concerned only with the effect on jobber and retailer—particularly the retailer. Mr. Skinner says:

In the first place the average jobber salesman simply takes orders and when he asks his customer in regard to macaroni and the customer says, "Send me a case of Skinner's macaroni, spaghetti and egg noodles," the jobber salesman has really UNCONSCIOUSLY taken what would amount

to an old 24-case size, 6-case order, if he is working in a territory that is handling our 48-size exclusively.

It is also true when a jobber salesman asks his customer how he is fixed on macaroni, and when the customer looks in the back room and says, "Well, I have about 3 cases, sort me up another 5-case order," the 48's mean something, for 9 times out of 10, if 6 cases of 24's were sitting in the back room instead of the 3 cases of 48's the customer would not have given an order.

Depending upon the "unconsciousness" of jobber salesmen and retailers may increase sales so long as the retailers remain unconscious, but when the awakening comes there will be a different story to tell. Capitalizing what Mr. Skinner is pleased to call the grocer's unconscious buying would not be so unwise if when he strategized to double the grocer's stock he found a way to double the grocer's sales. His is a half way measure. He stops at the grocery store and leaves the grocer to carry on, which might be all right if the grocer could or would carry on, but does he? Can he? What is there to enable him to cause his macaroni customers to double their consumption?

Let us suppose that Mr. Skinner DOUBLED THE CONTENTS OF HIS PACKAGE INSTEAD OF HIS CASE, putting in 14 oz. instead of his present 7 oz. Then he would be doing something that would not only increase the amount sold to the dealer, but to the consumer also. Further than that every sale to the consumer would be of permanent value, not only to the Skin-

LOCATION AND CONSTRUCTION OF PLANT

1. Every macaroni factory shall conform to the requirements of the sanitary codes or other statutory provisions and regulations of the state in which it is situated, with respect to its location and construction, machinery equipment, operating methods and health of employes.

2. Every manufacturer shall, in any event, conform to the following specific requirements which this association deems essential.

- (a) The factory shall be so located that drainage to sewers is adequate and that the basement and doors are not subject to recurring or foreseeable flooding.
- (b) It shall not be located adjacent to conditions or industries which are inimical to the production of wholesome products.
- (c) It shall have convenient toilet rooms, separate and apart from the room or rooms where the materials and doughs are kept and prepared, or where macaroni products are stored or handled.
- (d) Adequate and convenient wash rooms and toilet rooms shall be provided with soap, running water, and clean towels, maintained in a sanitary condition.
- (e) Rooms shall also be provided for changing and hanging wearing apparel, separate and apart from the production, storage and sales rooms.
- (f) The factory shall be properly protected from flies.
- (g) The factory shall have suitable equipment for handling raw materials, doughs and finished products in a cleanly and sanitary manner.
- (h) There shall be sufficient ventilation and light provided to insure the health of the employes and the wholesomeness of the macaroni products, free from excessive heat, fumes, dust and other conditions inimical to such health or wholesomeness.

OPERATING METHODS

- (i) The floors, walls and ceilings of every factory, the equipment used in the preparation or handling of macaroni products, or their ingredients, and the vehicles, boxes, baskets and other receptacles in which macaroni products are stored, handled or transported, shall be kept in a clean and sanitary condition, free from all contaminating matter.
- (j) All macaroni products and their ingredients shall be stored, handled, transported and kept in such a manner as to protect them from spoilage, contamination and unwholesomeness.
- (k) The smoking, snuffing and chewing of tobacco shall be prohibited in that part of the factory where the materials and doughs are kept and prepared or where the macaroni products are stored or handled.
- (l) No animals or fowls shall be kept in or permitted to enter that part of the factory where the materials and doughs are kept and prepared or where the macaroni products are stored or handled.

HEALTH OF EMPLOYES

- (m) No person affected with any contagious, infectious or other disease or physical ailment, which may render such employment detrimental to the public health, shall work in a macaroni factory where he is required to handle macaroni products. It is suggested that employes handling macaroni products shall be required to furnish evidences of freedom of disease by a certificate of medical examination and that such examinations be made of employes annually.
- (n) No person who has had typhoid fever shall be employed in any factory until adequate clinical examination has proven the applicant free from typhoid bacilli.

Around the World Gastronomically

In almost any cosmopolitan city in this country may be found a variety of foods for sale that would permit one literally to go around the world gastronomically. It would make an interesting imaginary journey closely linking country to country because so many of the foods of foreign countries have become so common to us that they are our

own. If, as it has been said, the destiny of a nation depends on what it eats and how, a survey of the food offerings in any large city would leave us the idea that America has before it a very expansive future.

The many strange foods offered to the customers of Newark, N. J., was made the basis of an interesting article

in the News of that city last month. Foods of leading European countries, of Asia, Africa and the Pacific islands were considered in describing the variety that the ordinary American highly prizes. In this survey macaroni is found to be one of the interesting Americanized foods that is increasing slowly but surely in popularity in all sections.

Concerning this foodstuff the writer deals as follows:

"As for macaroni—there are about a quarter of a hundred macaroni factories in Newark's environs, so the macaroni epicure should not go hungry for his favorite dish. Food authorities note that there are about 50 varieties of this pasta, which is a generic name for all of them, and many of these are made here. One of the biggest and fattest varieties is shown in the accompanying illustration with the tiny Oriental sausages. One kind, tagliatelli al burro (with butter), has been enthused over by American travelers when served in Italy. It is said to be hard to find.

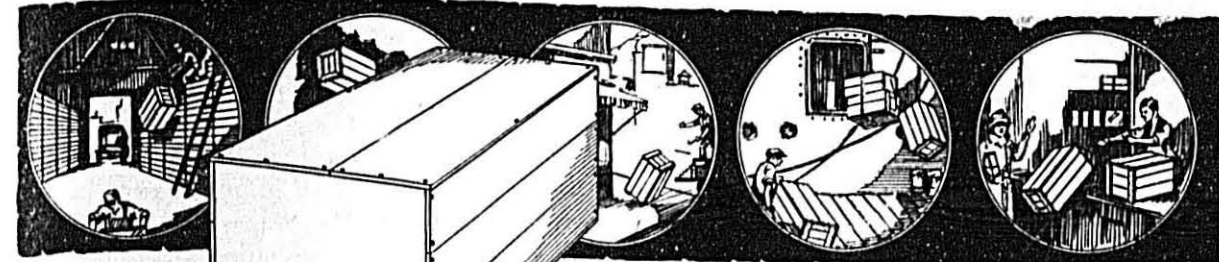
Romance Divorced from Macaroni

"Sanitation agencies and boards of health generally have quite successfully eliminated romance and picturesqueness from local macaroni manufacture; it is "poled" and hung up within the factory and dried with fans. But in the old days one might see it hung out like the family washing, its graceful golden fringe adding a real decorative touch to some dingy back yard.

"This hanging up to dry is a real keynote in macaroni making. The perfect pastas should be made of flour that is largely gluten. Gluten to wheat is what lean is to meat—the flesh-building part of the flour. Genuine macaroni has nearly twice the amount of gluten as the highest grade of wheat flour. If macaroni is made of ordinary wheat flour, it is deficient in gluten, cannot bear its own weight, and is laid out flat instead of being 'poled' so one may look for the flattened pole marks at the bend in the end as a mark of the genuine."

"Food experts stress the fact that a monotonous diet fails to provide the digestive system with the essential stimulation and as a result there is a loss of eating pleasures, of energy and power, and subsequently dyspepsia. Contrary to the general opinion often comically expressed that the ordinary American desires the same food while traveling as he is accustomed to at home, it has

(Continued on page 25.)



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.

Important Action Taken at Special Convention

The special convention of the National Macaroni Manufacturers association in the Hotel Traymore, Atlantic City, N. J., Nov. 14, 1922, will probably go down in the history of the organization as one of the most important and far-reaching held in the history of the macaroni manufacturing industry in this country. Though the actual convention time was brief, the conclusions arrived at will be generally interesting and beneficial to the industry in every section.

Convening for the purpose of molding the views and opinions freely expressed at the annual convention of the macaroni industry at Niagara Falls last June and to hear the reports of the special committees appointed by the new administration as a result of that discussion, the members present voted to keep the association in stride with the progress being made in the industry and with business generally, by practically unanimously adopting the recommendations of the experienced groups forming these special committees.

The convention proper was preceded by a meeting of the board of directors whose aim it was to whip into shape the various matters that it has had under consideration and advisement, review the work of the various factors acting under its supervision, with a view of making suitable recommendations to the special convention. The result was an amicable understanding that lightened the work of the regular convention which followed.

The special convention of the National Macaroni Manufacturers association was called to order at 2:00 p. m. and the following representatives of the member-firms answered roll call:

- Representative, firm and city.
- Henry Mueller, C. F. Mueller Co., Jersey City.
- Wm. A. Tharinger, Tharinger Macaroni Co., Milwaukee.
- Erich Cohn, A. Goodman & Sons, New York.
- Henry D. Rossi, Peter Rossi & Sons, Braidwood.
- Lloyd M. Skinner, Skinner Mfg. Co., Omaha.
- Wm. F. Lipp, American Macaroni Corp., Buffalo.
- Frank L. Zerega, A. Zerega & Sons, Brooklyn.
- F. E. Hansen, Warner Macaroni Co., Syracuse.
- F. E. Widenhamer, Keystone Macaroni Co., Keystone.
- E. A. Nellis, Beech-Nut Packing Co., Canajoharie.
- Andrew Ross, Armour Grain Co., Chicago.

- William Coleman, Atlantic Macaroni Co., Long Island City.
- John G. Elbs, Woodcock Macaroni Co., Rochester.
- C. F. Yeager, A. C. Krumm & Sons, Philadelphia.
- Peter Spina, Milwaukee Macaroni Co., Milwaukee.
- J. B. Hubbard, Prince Macaroni Co., Boston.
- Fred Becker, Pfaffmann Egg Noodle Co., Cleveland.
- R. B. Brown, Fortune Products Co., Chicago.
- L. S. Vagnino, American Beauty Macaroni Co., Denver.
- E. H. Walker, American Macaroni Co., Philadelphia.
- J. Fortunato, Germantown Macaroni Co., Philadelphia.
- C. S. Foulds, Foulds Milling Co., Chicago.
- L. Vagnino, Kansas City Macaroni Co., Kansas City.
- Wm. E. Gaetner, C. F. Mueller Co., Jersey City.
- Dr. B. R. Jacobs, National Cereal Products Lab., Washington.
- M. J. Donna, Secretary, Braidwood.

President Henry Mueller in his opening address reviewed the action of the national association at its June convention, and subsequent activities, stating that matters had progressed as far as they could under existing conditions and that approval of prepared plans was all that was needed to put into effect the progressive ideas recommended. He voiced his and the generally accepted opinion that the adoption of legislation aimed at properly financing the National Macaroni Manufacturers association, so as to permit it to function more effectively and timely, was the real need of the hour and that he hoped this action would be taken without undue delay as proof to the industry and to its leaders that their wishes and desires would always be heeded.

As the proper financing of the national association in its new proposed activities was the outstanding essential need on which so much of the subsequent action depended, C. F. Yeager of Philadelphia, chairman of the special finance committee, was called upon to make his report. This committee, which consists of William A. Tharinger of the Tharinger Macaroni company of Milwaukee, E. Z. Vermeylen of A. Zerega & Sons of Brooklyn, James T. Williams of The Creamette Co. of Minneapolis, and Joseph Guerisi of the Keystone Macaroni company of Lebanon, Pa., besides its chairman, C. F. Yeager of A. C. Krumm and Sons of Philadelphia, reported its conclusions after months spent in reviewing the plans found so

successful in other trade organizations similar to this one.

The committee recommended a plan of annual dues based on the amount of gross business done each year as fair and equitable, a plan satisfactory followed by many business groups, of them giving expected good results. The proposed schedule of dues makes a distinction between manufacturers of bulk and package goods that appears eminently fair and just to both. After a serious and thorough consideration the recommended plan during which the good and bad points were brought to the unanimous recommendation of the board of directors, incorporated in the following resolutions, passed at the morning session of the board, were adopted by the convention:

RESOLUTION

The board of directors of the National Macaroni Manufacturers association at its regular meeting at Hotel Traymore, Atlantic City, N. J., Nov. 14, 1922, voted unanimously to recommend that the plan suggested by the special finance committee of this association be adopted as a basis for dues of future membership beginning Jan. 1, 1923.

The committee recommendation is as follows:

That in the future the basis of membership fee in the National Macaroni Manufacturers association be figured on the amount of business done by the member firm for the 12 month period immediately preceding the date of assessment which is always Jan. 1.

That for the purpose of equalizing the assessments the member firms be divided into the following classes with corresponding membership fees.

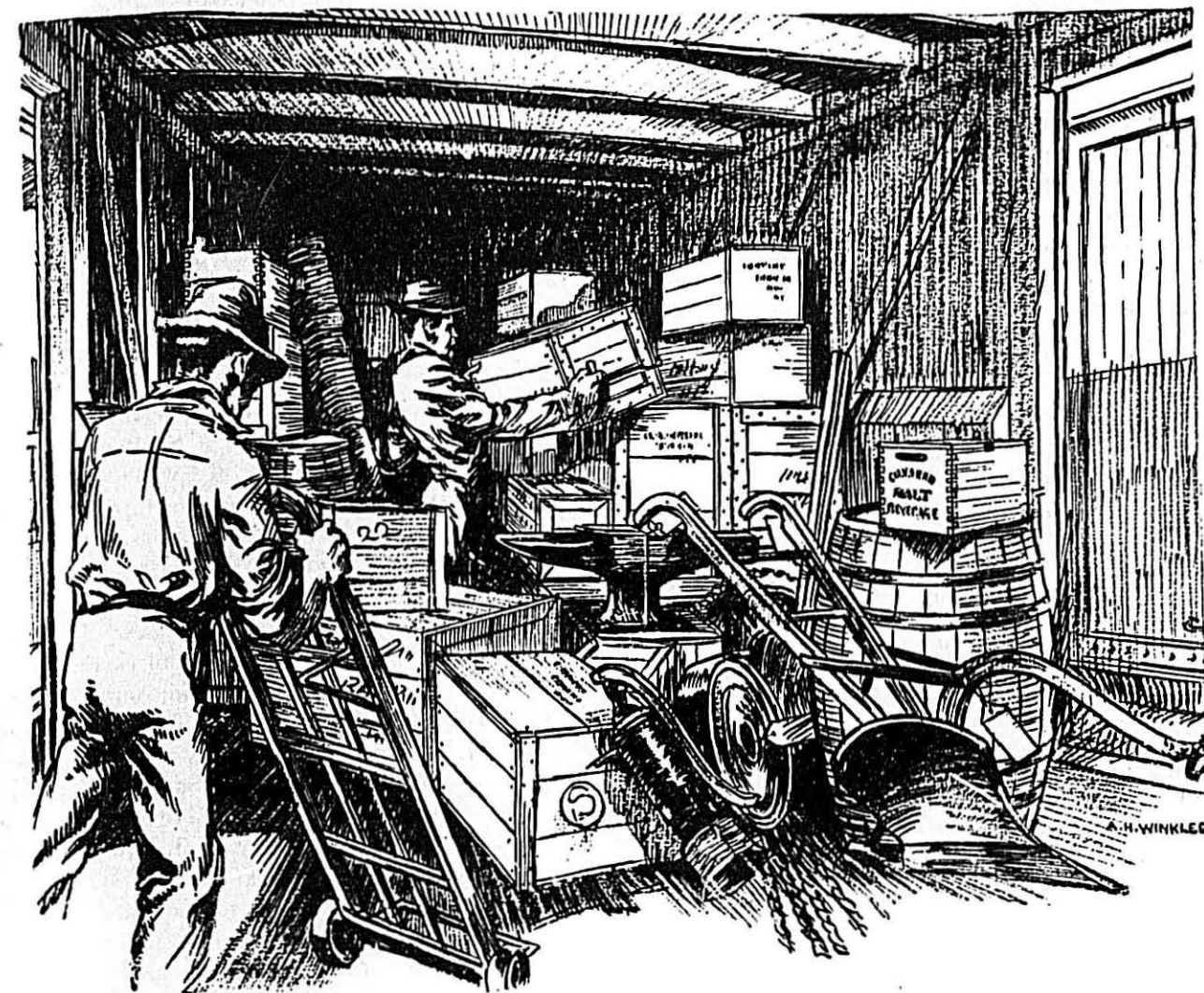
Package Goods Manufacturers

Firms manufacturing package goods doing a business of less than \$50,000 a year will pay the present membership dues of \$25 per annum, and so on as follows:

\$50,000 to \$100,000 a year,	\$100
100,000 to 200,000 " "	200
200,000 to 400,000 " "	400
400,000 to 600,000 " "	600
600,000 to 800,000 " "	800
800,000 to 1,000,000 " "	1,000
1,000,000 to 2,000,000 " "	1,500
2,000,000 and over,	2,000

Bulk Goods Manufacturers

Firms manufacturing bulk goods doing a business of less than \$100,000



Good Packing Protects Goodwill

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

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

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

Good Wood Boxes

Backed by the National Association of Box Manufacturers

New England:
1013 SCOLLAY BLDG.
Boston, Mass.

GENERAL OFFICES
1553 CONWAY BUILDING, CHICAGO

Eastern:
433 CALVERT BUILDING
Baltimore, Md.

year will pay the present membership dues of \$25 per annum, and as follows:

\$100,000 to \$200,000 a year,	\$50.00
200,000 to 400,000 " "	100.00
400,000 to 600,000 " "	300.00
600,000 to 800,000 " "	400.00
800,000 to 1,000,000 " "	500.00
1,000,000 to 2,000,000 " "	600.00
2,000,000 and over,	750.00

Member firms manufacturing both package and bulk goods may figure each business separately paying fees on the production basis of each of these two varieties.

It is understood that the money collected on this basis is to be used as an underwriting fund whereby the association will be in a position to bring its membership to as close to 100% of the macaroni manufacturers of the country as possible.

That any activities such as national advertising, etc., shall be handled by special appropriations affecting the class of manufacturers directly interested.

Moved by Mr. Skinner, seconded by Mr. Tharinger, that this recommendation be unanimously made to the association meeting to be held this afternoon. Carried.

—Board of Directors.

By this most gratifying action, based on the generally accepted opinion that little or nothing could be expected of the national association on the basis of the small amount annually paid heretofore, the association will be placed on a sound financial footing modeled after several similar trade or business organizations that have succeeded so well under it.

One of the first and probably the most needed activity to be carried out under the new plan will be the adoption and installation of a cost accounting system in the various plants of the member-firms in the country. Ignorance of cost of making goods, actual or simulated, has been the cause of more misunderstanding and destructive practices than anything else affecting the industry. It is hoped that when all manufacturers talk the same language in the matter of costs, many of the trade abuses now tending to destroy the industry and the individual will be relegated to the group of things most necessarily to be avoided by well meaning and practical business.

Chairman R. B. Brown of Fortune Products company appointed to head this special committee reported that

they had given the subject thorough consideration and that they were in a position to recommend a suitable uniform cost system. The committee, which included such leaders as J. B. Hubbard of Prince Macaroni Mfg. Co., Boston; F. X. Moosbrugger of the Minnesota Macaroni company, St. Paul; Henry D. Rossi of Peter Rossi & Sons, Braidwood; H. D. Read of the Macaroni Foods corporation of Omaha, was ably assisted by Dr. B. R. Jacobs of Washington, D. C., who readily agreed to cooperate with the committee in its research work. An exhaustive study was made not only of the successful systems now in every day use in macaroni firms in the country but those that have been found practical in several other business lines and trades.

The plans had proceeded as far as it was possible under the authority given the committee and that an appropriation of funds would be needed to permit the committee to whip into shape the finished system suitable for recommendation and installation. The plan appealed to those present who voted to budget \$2,000 for this work out of the funds that the association expected to be raised under the new financing plan previously adopted.

The need of a technical adviser has been apparent for many years. Particularly is there need for such a one residing in Washington, where his services will be available for many different matters in connection with bureau, department and legislative matters. The special convention voted to avail itself of the services of one who has been in constant touch with the industry and with the national association for many years, Dr. B. R. Jacobs, who will be paid an annual stipend and who agrees to be always at the services of the association in any general matter, though still at liberty to serve individual firms on special matters. Under the new agreement the National Cereal Products Laboratories in Washington will become the center of all Washington activities under Dr. Jacobs' direct supervision. This insures activities along new and extended lines as well as proper functioning along old established ones.

While it has ever been the aim of the association and its leaders to avoid scrupulously anything that savors of illegality, the multiplication of laws and rulings covering trade associations may involve this group in spite of the utmost care. With this opinion

prevailing, it was agreed that the national association should have the services of a competent and experienced attorney, one especially versed in trade matters, to whom matters would be referred before action was taken thereon and who may be consulted by members of the national association when in need of advice of one specially trained along these lines. The meeting voted with confidence in its board of directors authorized it to enter into such an arrangement with a practical attorney as soon as the finances of the association permit.

Another important step was the adoption of a Sanitary Code, the enforcement of which should tend to make the manufacture of macaroni and similar products as sanitary as any other food offered for human consumption. The code is the same as the one adopted by the New York macaroni manufacturers and carries out the requirements of the New York city food laws which are similar to those of most every other city and state in the country. The new Sanitary Code is printed in full in this issue.

Secretary M. J. Donna was instructed to redraft that section of the bylaws pertaining to the dues of association members and to incorporate therein the new schedule and to notify the entire membership of the action taken at this short but far-reaching session.

A Creed

I believe in the goods I am handling, and in my ability to get results. I believe that honest goods can be passed out to honest men by honest methods. I believe in working, not weeping; in boosting, not knocking; and in the pleasure of my job. I believe that a man can get what he goes after, that one deed done today is worth two deeds tomorrow, and that no man is down and out until he has lost faith in himself. I believe in today and the work I am doing; and in the sure reward which the future holds. I believe in courtesy, in kindness, in generosity, in good cheer, in friendship, and in honest competition. I believe there is something to be done, somewhere, for every man ready to do it. I believe I'm ready—RIGHT NOW.

—The Wood Box

There is a vigorous demand for a device that will compel a man to shut up when he has said enough.

Your Package Problems

Can Be Solved Effectively
and Permanently by

Peters Package Machinery

The benefits of the Peters Package are not limited to the large Nationally Known Manufacturers who use our automatic Package Machinery. Many smaller macaroni manufacturers can and do use Peters Machinery very profitably.

Have you secured the figures for your Business? It may surprise you to know how small an output of packages a day can be handled more economically with Peters Machinery than by hand.

Peters Machinery Company

Factory: 231 West Illinois Street
CHICAGO, ILLINOIS



TRADE-MARK

Pat Pointed Fire Pointers

According to a conservative estimate at least 15,000 persons lost their lives in the United States last year as the result of fires. Considerably more than this number were seriously injured from the same cause.

When we are told that most of those killed and injured were women and children, that they were sacrificed because of carelessness and that this toll is increasing each year, we realize that some definite steps should be taken to halt the destruction.

From a humane viewpoint therefore, if for no other, it is the duty of every sane person to exercise particular care to prevent fires. Furthermore it is his duty to know what to do when he discovers that a fire has started. Many lives and much property would be saved annually if the person who first saw the fire had known how to call quickly for proper assistance. We all realize that the first few minutes after the fire starts is the most important time in which to fight it.

Today fire alarm boxes are placed at convenient locations. These boxes are of little value unless the person needing to use them is acquainted with their location and the proper method of sounding an alarm. Although most alarm boxes are easy to operate, many persons have no idea of how this should be done.

Everyone should make it his business to learn the location of the nearest fire alarm box and how to use it. He should further see that others of his family are acquainted with these facts. It is advisable furthermore to impart this information to all school children so that they fully understand what to do and how. Merchants, manufacturers and other business organizations will find it to their advantage to see that every employe has this knowledge. It is impossible to determine who will be called upon to sound the next alarm. All should be prepared.

A further important consideration relative to the saving of lives is the proper method of emptying a burning building of its occupants. Where a large number of persons are assembled in one building such as a school, a public institution or a factory, it is advisable that fire drills be held. Arrangements should be made to conduct such drills at irregular intervals in order that the occupants will obtain the

habit of answering the alarm whenever it is sounded. The frequency of these tests will depend upon the type of building and the number of persons occupying it.

Experience has shown that employes and school children become interested in fire drills. They are anxious to do their part in establishing a time record for emptying their building or department. The drill will acquaint everyone of the proper exit to be used and will also assure an orderly clearance in the case of an actual fire.

Tested Macaroni Recipes

Oysters with Macaroni

Break macaroni into small pieces, wash well, put into boiling water and cook 20 minutes. Wash and drain 2 quarts of Olympia oysters, put 1 layer in well buttered baking dish, cover with macaroni, sprinkle with salt and pepper and butter, continue in alternate layers until all oysters are used. Cover with bread or cracker crumbs, dot with butter and moisten with milk or cream, or, if desired, a rich tomato sauce. Bake ½ hour. Lesser quantities may, of course, be used in same proportions.

Omelet with Macaroni

4 eggs, whites and yolks beaten separately, 4 teaspoons milk, pinch of salt. Melt tablespoonful of butter in omelet pan or spider. Beat yolks of eggs thoroughly, add salt and milk, beat again, then cut in the stiffly beaten whites, turn into hot omelet pan, cover and cook 1 or 2 minutes, uncover and set in hot oven 1 minute to dry off. Place part of macaroni and sauce in center and fold, turn on platter and add remainder of sauce.

Spaghetti a l'Italiane

Boil 1 pound of spaghetti until tender, in boiling, salted water, then drain. In the meantime fry 3 cloves of garlic till yellowed in ½ cup of olive oil; add to this 1 cup of tomato paste mixed with 1 cup of water, and let simmer till thick. Season to suit individual taste with salt and pepper. Pour this sauce over the hot, drained spaghetti and serve with plenty of grated Parmesan cheese (sprinkled on top). There are many people who do not like the garlic

taste, and this may be left out if desired—although, of course, the dish will not have the true Italian flavor if this is done. Here is a way in which you can make the Italian meat sauce for the spaghetti: Fry 3 veal chops with the oil and garlic mentioned above, adding a little salt. Then shred the meat, discarding bones and fat, and return it to the saucepan; now continue to make the sauce by the above given recipe—adding tomato paste and seasonings.

Macaroni with Corn

Cook a cup of macaroni in boiling salted water, drain, and place in a baking dish. Beat 1 egg, add 1 cup canned corn, 1 cup milk, 1 teaspoonful salt, and 1 tablespoonful butter. Pour over the macaroni, set the baking dish in a pan of hot water and bake in a moderate oven about 20 minutes.

Ham and Noodles

Butter an earthen baking dish, put into the bottom a layer of cooked noodles, add a layer of cold boiled ham cut into small bits, then another layer of noodles. Repeat until the dish is full. Beat 1 egg, add 1 cupful of milk and pour into the dish. Cover with crumbs, dot with butter and bake in a moderate oven.

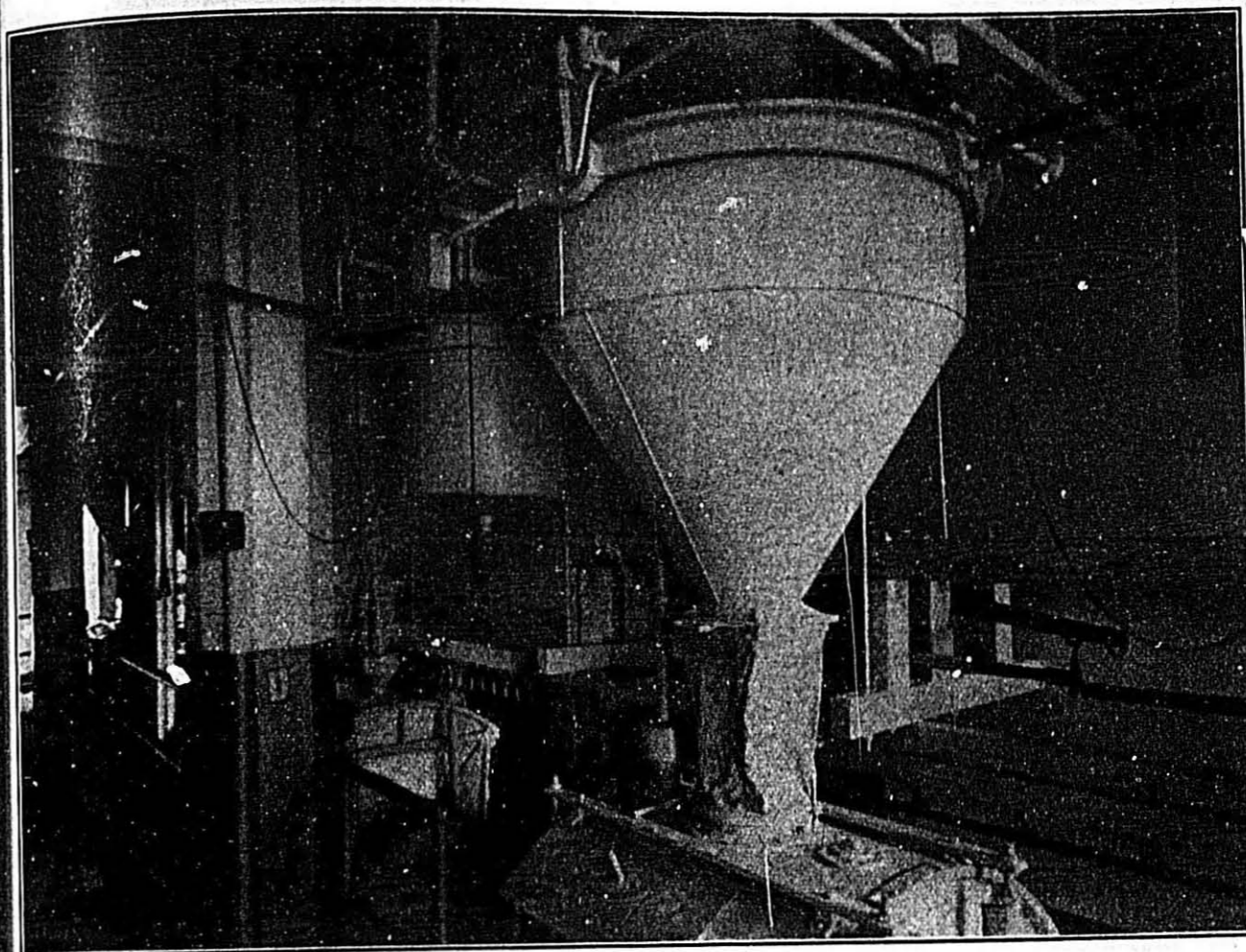
Sausage with Short Cut Macaroni

Bake broken or short cut macaroni in the usual manner till soft. Cut pork sausages into thin slices. Butter a baking dish and fill in the boiled macaroni. Moisten it with tepid water in which beef extract has been dissolved. Spread the sliced sausages over the macaroni, sprinkle with good grated cheese, and bake in a hot oven until the slices of sausages are crisp.

Spaghetti Sauce

One can tomato soup, 2 medium sized onions, ½ cupful bacon fat, salt and cayenne pepper.

Fry the onions in the bacon fat until tender but not browned. Add the soup, salt as necessary and a generous amount of pepper—make it very peppery. Simmer 10 minutes, then add spaghetti which has been cooked in boiling salted water until tender and simmer altogether for 5 minutes. A few drops of tabasco sauce adds to the cayenne. We found ¼ teaspoonful of the latter to be satisfactory, but the exact amount depends on the brand of soup as well as the taste of the family.



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

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

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

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

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

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

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

Our new catalog—free

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

JOSEPH BAKER SONS & PERKINS CO., Inc., White Plains, N. Y.

Baker-Perkins Building

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



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

November Review of Advertised Brands

Monthly Survey of Offerings of Well Known Makers, Prevailing Prices to Consumers, and Unusual Advertising Schemes by Retailers, Manufacturers and Distributors.

In war, a knowledge of the plans of the opposing army makes it easy to counter any move. In business, an idea of the tactics of your competitors permits those who desire it an opportunity to meet competition on a common ground.

A survey of the newspapers made during the last week in November of this year shows that the Red Cross brand manufactured by the J. B. Canepa Co. of Chicago was the most widely advertised brand by grocers, though closely pushed by the Foulds brand of the Foulds Milling company of Chicago. This does not include advertisements put out by the manufacturer but merely publicity by the retailers of the country. Many retailers took advantage of the special offer made by the Skinner Mfg. Co. of Omaha and ran that company's special ad in connection with their advertising of other foods without mentioning price.

Credit for the most attractive advertisement of macaroni, spaghetti or noodles by the manufacturer during the month of November probably goes to the Woodcock Macaroni company of Rochester, N. Y. Its large ad found in many papers in different sections of the country was most attractive. Topped off by a very attractive cut of its package, the advertisement told of the excellent quality of the ingredients entering into its manufacture and a favorable comparison of macaroni foods with other common foods. The ad also carried several recipes, thus combining a neat picture of the package, an easily understood story of the food value of this product and suitable ways of best preparing this wholesome nutritious food.

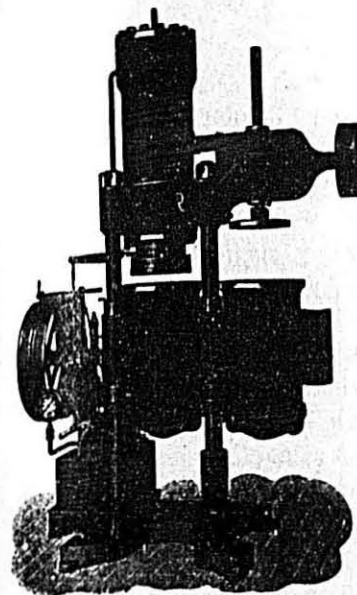
Crowding it closely was the advertising of the American Beauty Macaroni company of Denver, whose spaghetti ads were most appealing. Besides its attractive package from which protruded the creamy strands of spaghetti, a dish of prepared food with meat balls caught the reader's eye. The slogan of its ads in November was "A

meal that will 'hit the spot' on a cool fall or winter day." Added to this was a most appetizing recipe that should have tempted any housewife to give the recommended dish a trial.

A special feature of the month was the "Recipe Contest" by the C. F.

Mueller Co. of Jersey City in the metropolitan district of Cleveland, and "Prize Contest" by the American Package Manufacturers association of Louisville, both of which caused a favorable comment among advertisers and consumers.

Brand	Paper	Store	
Banquet.....	Hugo (Okla.) News.....	Little Giant.....	8 oz.
Beech-Nut.....	Dayton (O.) Herald.....	Dutch Kitchen.....	1 lb.
	Ft. Wayne (Ind.) Gazette.....	Blackwells.....	2 lbs.
	Frankfort (Ind.) Cres.-News.....	Spencers.....	1 free with 1 at
Climax.....	Cleveland (O.) Press.....	Handy Service.....	10 oz.
Crescent.....	Savannah (Ill.) Journal.....	Church's.....	4 pgs.
	Des Moines Capital.....	Piggly Wiggly.....	1 pkg.
Faust.....	Springfield (Ill.) Journal.....	Handy Andy.....	6 for
Foulds.....	Canton (O.) Republic.....	Arcade.....	3 for
	Huntington (Ind.) Press.....	Frask.....	
	Decatur (Ind.) Democrat.....	Owen & Davis.....	3 for
	Anderson (Ind.) Bulletin.....	Cliffords.....	3 for
	Goshen (Ind.) Times.....	Harklin Co.....	3 for
	Chicago News.....	Thompsons.....	
	Terra Haute (Ind.) Star.....	Herz.....	3 for
	Indianapolis News.....	Smith & Sons.....	3 for
	Columbus (O.) Dispatch.....	Bunkharts.....	2 for
	Elkhart (Ind.) Truth.....	Ferdalls.....	3 for
	Celina (O.) Standard.....	Morrows.....	
	Chillicothe (O.) Gazette.....	Bohn Bros.....	4 for
	Hudson (S. D.) Hudsonite.....	Fair.....	1 for
Fortune.....	Janesville (Wis.) Gazette.....	Postal.....	3 for
Golden Age.....	Alexandria (Ind.) News.....	Clarks.....	
Grandma			
(Noodles)...	Alliance (O.) Leader.....	Self Service.....	2 for
(Macaroni)...	Canton (O.) Republic.....	Self Service.....	3 for
Jo Beth.....	Streator (Ill.) Press.....	Jo Beth Co.....	4 for
Lion.....	Albuquerque (N. M.) Journal.....	Kahn's.....	1 for
Minnesota.....	Sioux Falls Argus-Leader.....	Haggard & O'Hearn.....	3 for
Mother Jos.....	Baltimore News.....	Crook.....	3 for
Prima.....	Litchfield (Ill.) News.....	Cline.....	3 for
Quaker Milk.....	Cedar Rapids Gazette.....	Piggly Wiggly.....	
Red Cross.....	Crawfordsville (Ind.) Review.....	Barnes.....	4 for
	Eau Claire (Wis.) Leader.....	Erity.....	
	Terra Haute (Ind.) Star.....	Sharps.....	3 for
	Danville (Ill.) Press.....	Cramer & Horton.....	3 for
	Beloit (Wis.) Times.....	Leach.....	3 for
	Janesville (Wis.) Gazette.....	Hein's.....	3 for
	Hobart (Ind.) Gazette.....	Dollar Day.....	13 for
	Springfield (Ill.) Journal.....	Sprinkel.....	3 for
	Danville (Ill.) Press.....	Golden Rule.....	3 for
	Brazil (Ind.) Times.....	Elder's.....	1 lb.
	Gary (Ind.) Post.....	Majestic.....	2 for
	Evansville (Ind.) Press.....	Crane's.....	1 for
Richelleu.....	Columbus (Ga.) Leader.....	Piggly Wiggly.....	1 pkg. for
Sunbeam.....	Moultrie (Ga.) Observer.....	Muni-Savr.....	1 pkg.
Skinner.....	Columbus (O.) Citizen.....	Handy Service.....	1 pkg.
	Cedar Rapids Gazette.....	Boston Store.....	3 for
	Miami (Fla.) Herald.....	Miami Gro.....	3 for
	Ft. Collins (Colo.) Express.....	Brown & Kortz.....	1 pkg.
Sea Shell.....	Anderson (Ind.) Herald.....	Roseberry.....	2 lbs.
	Waukegan (Ill.) News.....	Rubins.....	2 lbs.
Superior.....	Bellevue (O.) Gazette.....	Loudenslagel.....	1 pkg.
White Pearl.....	Frankfort (Ind.) Cres.-News.....	Spencers.....	3 for
	Crawfordsville (Ind.) Review.....	Barnes.....	4 for
	Edinburg (Ind.) Courier.....	Mulkins.....	2 for
	Alton (Ill.) Times.....	Broadway.....	2 for
Imported			
Macaroni.....	Waukegan (Ill.) News.....	Rubins.....	1 lb. pkg.



Presses
Screw and Hydraulic

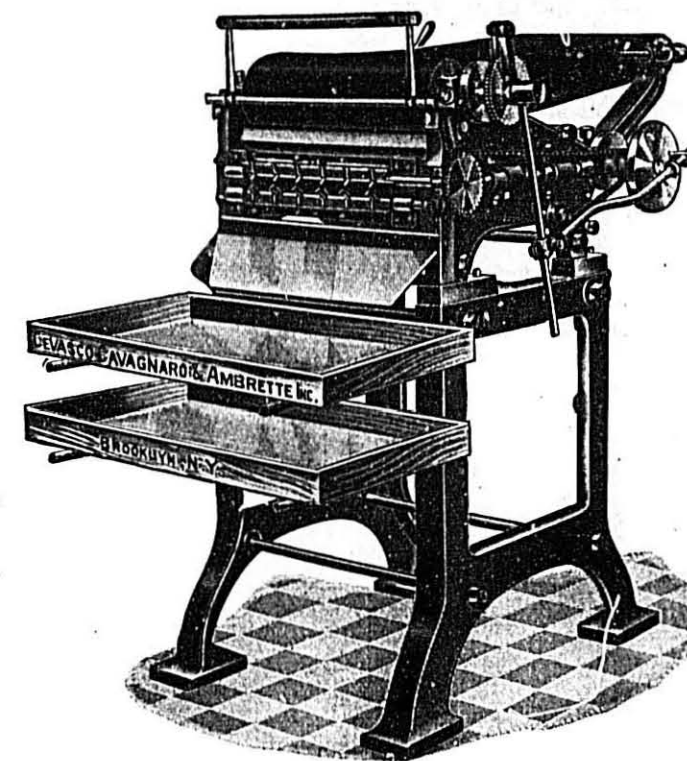
Kneaders

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

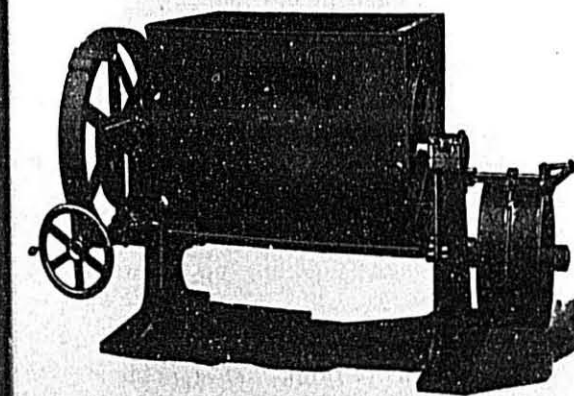
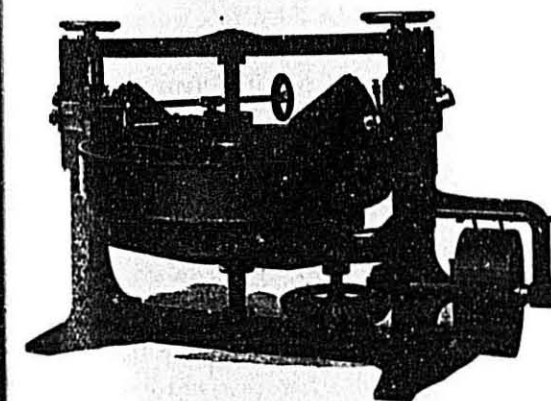
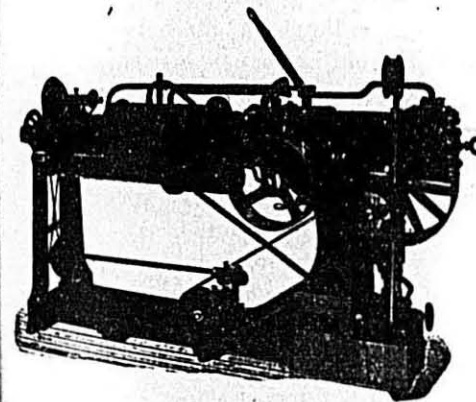
INCORPORATED

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.



Enforcing Federal Regulations

Failure to properly state the net weight of the contents of packages of macaroni and spaghetti constitutes the most frequent charge against macaroni manufacturers by the bureau of chemistry in its enforcement of the U. S. food and drug act.

D'Annunzio Brand

10510. Misbranding of semola. U. S. v. 191 Boxes of Semola. Decree ordering release of product under bond. (F. & D. No. 652-c.)

On March 16, 1922, the United States attorney for the District of Maine, acting upon a report by an official of the Department of Agriculture of the State of Maine, filed in the District Court of the United States for said district a libel for the seizure and condemnation of 191 boxes of semola, remaining unsold in the original unbroken packages at Portland, Me., alleging that the article had been shipped from Milwaukee, Wis., on or about Jan. 12, 1922, and transported from the State of Wisconsin into the State of Maine, and charging misbranding in violation of the Food and Drugs Act, as amended. The article was labeled in part: "D'Annunzio Brand Finest Quality Prodotto Di Pura Semola Busalacchi Bros. Macaroni Co., Milwaukee, Wis."

Misbranding of the article was alleged in substance in the libel for the reason that it was (food) in package form, and the quantity of the contents was not plainly and conspicuously marked on the outside of the said package in terms of weight, measure, or numerical count.

On March 20, 1922, the Ferguson-Bedell Co., agent for the Busalacchi Bros. Macaroni Co., Milwaukee, Wis., having entered an appearance as claimant for the property, judgment of the court was entered ordering that the product be released to said claimant upon payment of the costs of the proceedings and the execution of a bond in the sum of \$600, in conformity with section 10 of the act.

—C. W. Pugsley,
Acting Secretary of Agriculture.

Columbus Brand

10584. Misbranding of alimentary paste. U. S. v. 24 Cases of Alimentary Paste. Default decree ordering destruction of the product. (F. & D. No. 15039. I. S. No. 10881-t. S. No. W-975.)

On or about July 6, 1921, the United States attorney for the District of Nevada, acting upon a report by the Secretary of Agriculture, filed in the District Court of the United States for said district a libel for the seizure and condemnation of 24 cases of alimentary paste, at Reno, Nev., alleging that the article had been shipped by the Columbus Mercantile Co., San Francisco, Calif., on or about March 28, 1921, and transported from the State of California into the State of Nevada, and charging misbranding in violation of the Food and Drugs Act, as amended. The article was labeled in part: "Quality Columbus Flour Macaroni . . ."

Misbranding of the article was alleged in substance in the libel for the reason that it

was food in package form, and the quantity of the contents was not plainly and conspicuously marked on the outside of each case, in that the quantity stated thereon was not the correct amount contained in said cases.

On Nov. 20, 1921, no claimant having appeared for the property, judgment of the court was entered ordering that the product be destroyed by the United States marshal.

—C. W. Pugsley,
Acting Secretary of Agriculture.

Modern Food Best Ever

When all the world is complaining of what it costs to buy a good dinner as compared to the days before the war, an Italian investigator has come forward with the statement that never before have the people been as well fed as at present.

Signor Pedrazzoli has analyzed the descriptions, in old writings, of the 100-course banquets of the middle ages, and the recitals of whole cows prepared for the feasters. He finds undoubted exaggeration, and says that when such things did happen so many people sat down to the meal that each individual portion was very small. Such dinners also were given only in years of plenty, but more numerous than these were the lean years. Then the people were thin and pale, and at this time originated the expression "tighten up your belt."

The seventeenth century was the golden age for food. During these years potatoes, tea, chocolate and coffee were introduced into Europe. Rome claims to be the birthplace of "Cafe au lait." Ambulant Greeks used to sell coffee from buckets in the streets of Rome. The Romans immediately used this for mixing with milk, and so popular proved the drink that it soon spread to the whole world. The first coffee house to be opened in Rome was, in fact, called "Il caffee greco," and it may still be seen, in the picturesque Via Condotti.

An idea of how bad was the food in middle ages may be had from the writings of Tassoni, in whose verse various menus are described. When the food was not of poor quality in itself, the predominant note in its preparation was not with regard to taste, but to display. Spices also were very much in evidence, and the dishes often were so highly seasoned as to be neither healthful nor agreeable. Signor Pedrazzoli prepared a dish according to an old recipe, but the result was impossible. No one could eat it, and it was medically unwholesome.

The Little Black Hen

Said the little old red rooster, "God all hemlock, things are tough. Seems that worms are getting scarce and I cannot find enough.

What's become of all these fat ones? a mystery to me:

There were thousands through the rainy spell—but, now, where are they be?"

The old black hen who heard him did n't grumble or complain.

She had gone through lots of dry spells, she had lived through floods of rain.

So she flew up on the grindstone, and she gave her claws a whet

As she said, "I've never seen the time there weren't worms to get."

She picked a new and undug spot; the earth was hard and firm.

The little rooster jeered, "New ground—that's no place for a worm."

The old black hen just spread her feet, she dug both fast and free,

"I must go to the worms," she said, "the worms won't come to me."

The rooster vainly spent his days, through habit, by the ways

Where fat round worms had passed in squads back in the rainy days.

When nightfall found him supperless, he growled in accents rough,

"I'm hungry as a fowl can be. Conditions sure are tough."

He turned then to the old black hen and said, "It's worse with you,

For you're not only hungry but you must be tired too.

I rested while I watched for worms, so I feel fairly perk;

But how are you? Without worms too! And after all that work?"

The old black hen hopped to her perch, and dropped her eyes to sleep

And murmured in drowsy tones: "Young man, hear this and weep—

I'm full of worms and happy, for I've dined both long and well.

The worms are there as always—but I had to dig like—ll."

Oh, here and there red roosters still are holding sales positions.

They cannot do much business now because of poor conditions.

But soon as things get right again they'll sell a hundred firms;

Meanwhile, the old black hens are out and gobbling up the worms.

And many a misguided young man seems to think that stepping stones are merely something to throw at the birds.

Round World Astronomically

(Continued from page 14.)

en discovered that on the contrary a change is not only welcomed but health-

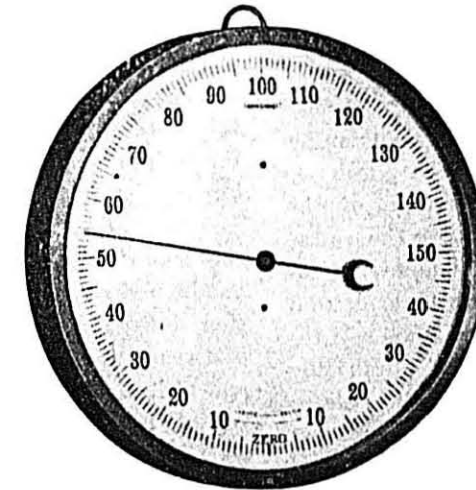
"Court Variety!" cries the food expert, "Woe it, seek it ever. If variety's the spice of life, how much more is it the spice of one's daily fare." So, if the offerings of the central markets have palled, just take a gastronomic trip around the world by way of things that may be found in odd corners of Newark. While it is said that the United States yields a more lavish and varied supply of raw materials than any other land, much may be learned from other nations famed for their culinary art."

OLD EGGS

The grocer observed that his best customer was a bit ruffled over something, so strove to be obliging and pleasant.

"I think," he said blandly, "living getting cheaper. For instance, a year ago those eggs would have cost you twopence more."

"A year ago," replied the customer, "when these eggs were fresh they would have been worth more."



Standard Metallic Thermometer

Six and Nine Inch Dial

Easy to Read Warranted Accurate

USED IN MANY DRYING ROOMS

Where accuracy counts and convenience is desired, put the Standard "Metallic" on the Job. Used the world over.

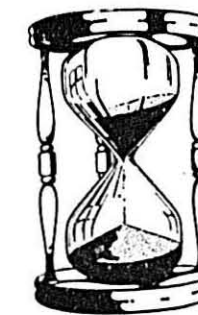
Temperature and Humidity is actual "LIFE" in the drying process of all edible pastes. It is too important to GUESS at it—get FACTS by using "D" Precision Hygro-and-Thermometers in your drying rooms. It will pay you.

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Discriminating Manufacturers

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PURE DURUM SEMOLINA AND FLOUR
RUNS BRIGHT, SHARP AND UNIFORM

Quality and Service Guaranteed

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DULUTH-SUPERIOR MILLING CO.

Main Office DULUTH, MINN.

NEW YORK OFFICE:
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PHILADELPHIA OFFICE: 458 Bourse Bldg.

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31 Dun Building

BOSTON OFFICE:
88 Broad Street
PORT HURON, MICH. OFFICE, 19 White Block
CHICAGO OFFICE: J. P. Crangle 14 E. Jackson Blvd.

Notes of the Macaroni Industry

Armour Buys Cleveland Plant

The Cleveland Macaroni company, which went into voluntary bankruptcy several weeks ago, has been purchased by the Armour Grain company of Chicago, which will take over the equipment, plant, brands and business of the defunct firm. According to a circular issued by Andrew Ross, manager of the cereal department of the purchasing company, the products of the Cleveland plant will continue to be put out under the brand "Golden Age Macaroni Products" and will be offered side by side with its Armour Grain Macaroni Products, not as a competitive brand but as a matter of choice to the customer.

Mr. Ross plainly states what happened to the Cleveland company and why; he also announces policies for the conduct of the business, involving not only the old Cleveland brands but the whole Armour list that are likely to prove popular to the grocery trade. In part he says:

"Before reaching a conclusion we made a careful survey of the business and policies of the Cleveland Macaroni company. Our investigation disclosed that during a 10-year period up to 1916 its business on 'Golden Age' macaroni products had been developed from a small beginning to that of the largest selling macaroni in this country, and that by 1916 its growing business required enlarged facilities, resulting in the erection of the present magnificent plant in Cleveland at a cost of nearly a million dollars.

"This plant was completed about 1917, when the business encountered wartime restrictions, and the company found itself with tremendously increased facilities and overhead charges and expenses correspondingly enlarged but with a diminished supply of raw materials available. It, in common with others in the industry, was also required to use certain substitutes for wheat, which resulted in a deterioration in the quality of the products.

"After the armistice and the removal of the restrictions the company discontinued the use of wheat substitutes and, in order to clear the market of products containing substitutes put out under the 'Golden Age' brand, accepted returns from the trade with a resulting loss of many hundreds of thousands of dollars.

"In addition to this very disastrous

experience the management of the company determined to maintain a retail selling price of 10c per package for its products in the face of mounting costs of raw material, labor, freight, cartons and everything that went into the manufacture and delivery of the goods, and undertook to do so by cutting down the weight of the contents of the package from 8 to 7, to 6, to 5, and ultimately to 4 ounces, keeping the size of the carton the same at 4 ounces as it was at 8 ounces, but slack-filling the packages and doing all this without notification to the trade that it was being done. This policy met with practically universal disfavor among the trade.

"With full knowledge that certain policies of the company, adopted under stress of the difficult war period, have not met with favor among the trade, and after most careful consideration, we have concluded to avail ourselves of the opportunity to perpetuate the good will of the 'Golden Age' macaroni products which still exists with the consuming public, and under our arrangement we are entirely free to shape the production and sales policies of the 'Golden Age' line in accordance with our best judgment."

Prizes for Macaroni Menus

Having for its purpose the stimulation of interest in macaroni, spaghetti, and noodles, and the introduction of this nutritious foodstuff in package form into every home in Louisville, the American Package Macaroni association cooperated with the Herald of Louisville in promoting a "Macaroni Week" from Nov. 12 to the 18. Prizes totaling \$100 were offered to housewives and domestic science students in Louisville for menus submitted in which macaroni, spaghetti or noodles are used in at least one meal a day. One of the conditions affecting the contestants was that dishes called for in the menus must have been prepared and served in the home or school of the contestant. "Macaroni Week" succeeded in introducing to the Louisville homes a variety of new and tempting dishes of this satisfying foodstuff, many of which were declared to be exceptionally pleasing to the palate and taste of both the old and young. A publicity campaign in connection with this "Macaroni Week" called particular attention to the value of alimentary

pastes as foods that supply energy, building muscles, while they are delicious, palatable and economical, and to the cleanliness of this foodstuff in purchasing it in package form. In Rochester the publicity was along slightly different lines. The Times-Union of that city during macaroni week offered prizes amounting to \$100 to grocers making the best display of macaroni, spaghetti and egg noodles. The contestants were required to use only package goods in the window display though all kinds of brands were permissible. The movement had the backing of the Rochester Retail Grocers association and did much toward stimulating interest in the alimentary pastes among grocers and through them in the consumers.

Better Prices in Texas

A survey of the Texas markets shows that macaroni and spaghetti are selling at a slightly higher price since the market increase of flour has affected the value of the raw materials entering into the manufacture of foodstuff. About the middle of November the prices increased approximately 15c per case or about 1c per pound. The demands are so heavy that most manufacturers are sold to capacity for several weeks in advance and that condition warrants stiffer prices.

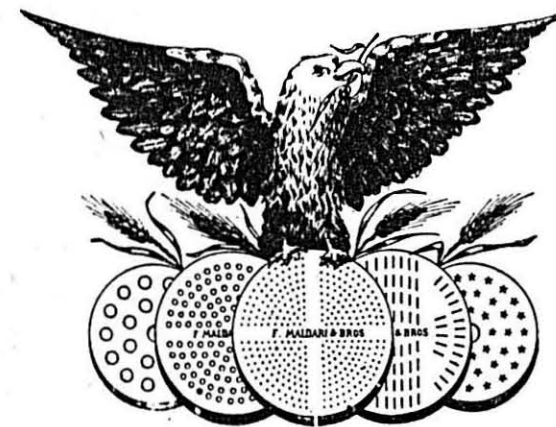
Spaghetti for the Guards

A spaghetti supper was served to the members of Co. F, 154th Infantry of Florida National Guard at Jacksonville early last month in honor of the appearance of Major Yandell Brown of that organization, who was on a tour of inspection. The spaghetti which was furnished by a Florida concern was deliciously prepared by the company cook and was greatly appreciated by the members of the unit, many of whom ate this foodstuff for the first time.

Mueller Over the Top

The readiness with which the disaster relief committee responds to calls for help whenever an accident befalls a plant causes most of the industries to appreciate the home work being done by the American Red Cross. During Red Cross week last month the C. F. Mueller company of Jersey City was the first industrial unit in that large manufacturing center to go over the top 100% in the roll call. This disaster

Maldari's Insuperable Bronze Moulds with removable pins



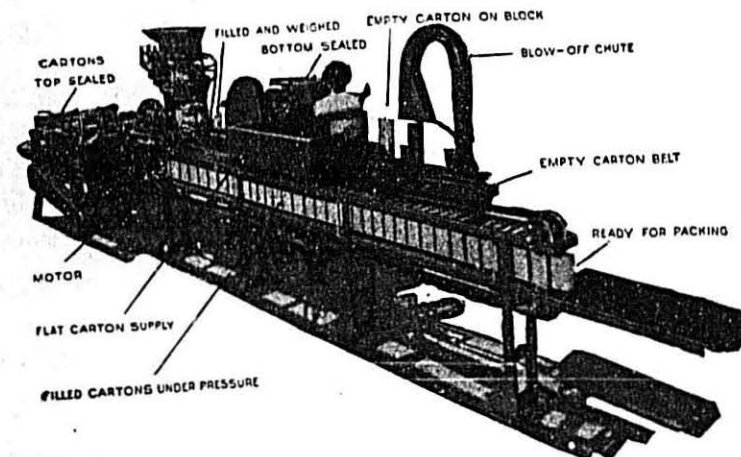
FOR QUALITY

F. MALDARI & BROTHERS

Established 1903

127-31 Baxter Street

NEW YORK CITY



This is our carton sealing machinery with filling and weighing attachments.

Why purchase machines with a guaranteed capacity of 30 packages per minute when you can purchase our machines which will do the work equally as well with a guaranteed capacity of 60 packages per minute?

Johnson Automatic Sealer Co., Ltd.

Battle Creek, Michigan

Send for Catalogue

Send for Catalogue

relief work has a special appeal for industries, and macaroni manufacturing plants throughout the country are urged to give this service of the American Red Cross consideration when approached for renewal of membership in this humanitarian organization. That a macaroni manufacturing company should lead all the other hundred of diversified industries of Jersey City in this drive is a thing that should make the whole industry proud.

Ronzoni Increases Stock

Early in November the Ronzoni Macaroni company of 60 Jackson Blvd., Long Island City, filed its certificate with the secretary of state announcing that its capital had been increased from 125 to 200 thousand dollars. This move was caused by expansion in business which this company has enjoyed and money realized from the stock increase will be used in increasing the equipment and modernizing its plant to the fullest details.

Macaroni at Free Cooking School

The proper preparation of macaroni and cheese as a highly recommended and well balanced food viewing it from any angle was one of the subjects that interested a large gathering of Shelby county, Ind., housewives staged at the "Democrat's" free cooking school last month. The demonstration was in charge of Miss Edith Johnson and Mrs. Margaret Brown, two domestic science experts, who daily demonstrated to a large group of women the food values of the different kinds of ordinary foods commonly used in the American household. Not only were the women permitted to see how the foods were prepared but samples of the finished dishes were distributed as soon as the cooking was completed. Printed recipes were handed each of the visitors. The

recommended way for preparing macaroni and cheese follows: Boil macaroni 15 to 20 minutes in boiling salted water. Remove from water and place in cold water. Make medium white sauce and add ½ cup grated cheese while the sauce is cooking. Pour the cold water from the macaroni and place in a baking dish. Cover with buttered bread crumbs and brown at 350 degrees.

Plant Damaged by Fire

A faulty valve in a small steam boiler used in heating water for the manufacture of macaroni and spaghetti caused an explosion that resulted in the practical destruction of the Star Macaroni company plant at 11 Anthony st., Williamsburg, N. Y., the morning of Nov. 25. The fire that followed caused a damage estimated at approximately \$5,000. Immediate repairs are contemplated so that production will be resumed within a few weeks.

File Under New York Statute

The Milwaukee Macaroni company of Milwaukee, Wis., filed articles of incorporation with the secretary of state of New York on Nov. 21, 1922. The articles of incorporation show that the company has issued 2000 shares of preferred stock, par value \$100 each, and 3000 shares of common stock of no par value, and that it has an active capital of \$165,000. The incorporators are P. Spina, G. Malbin and A. Conte.

NOT IMMUNE

A man addicted to walking in his sleep went to bed all right one night, but when he awoke he found himself on the street in the grasp of a police officer.

"Hold on," he cried. "You mustn't arrest me. I'm a somnambulist."

"I don't care what yer religion is,"

replied the officer, "yer can't walk streets in yer nightshirt."

THINK

We print this small word in big letters because there is no more important word in the English language. What some of the greatest thinkers of the ages have said about this word:

"Thought rules the world."

—Cosh.

"Thinking makes a man."

—Emerson.

"Thinkers are scarce as gold."

—vater.

"Thinking, not growth, makes a hood."

—Isaac Taylor.

"Learning without thought is lost."

—Confucius.

"Man by thinking only, becomes a ly man."

—Pestalozzi.

"Nothing is so practical as thought."

—Cecil.

"As a man thinketh in his heart, so is he."

—Proverbs.

"There is no thought in any man, but it quickly tends to convert itself into a power."

—Emerson.

"Some people study all their lives and at their death have learned nothing except to think."

—Domergue.

"Why do so many men never amount to anything? Because they do not think."

—Edison.

Let this word "think" burn deep into your consciousness, for only through broader and better thinking can you attain greater personal and business success. So, to help us remember let us put this little word in big letters once more

THINK

Get the business you get the chance.

ADHESIVES

FOR
CARTON SEALING
PACKAGE WRAPPING
AND
LABELING

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

Let Us Know Your Requirements

Samples Gladly Submitted

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

You Should Be Interested

in our new

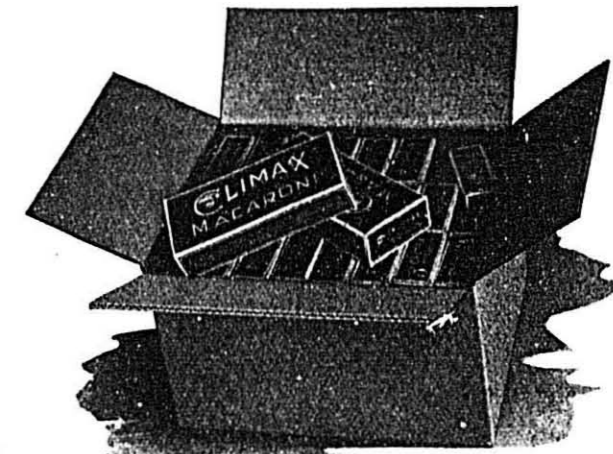
SPRAY EGG YOLK

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

SPRAY WHOLE EGG FLAKE WHOLE EGG

Sturges Egg Products Co.
New York Office
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"You Have Tried the Rest, Now Get the Best."



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.



International Macaroni Moulds Co.

252 Hoyt St.

Brooklyn N. Y.

Macaroni Die Manufacturers

Ask For Our Price List.

Macaroni an Italian Dish Now Established

In spite of the fact that some literary or gastronomic people have been trying to make out that macaroni is not an Italian invention and that it comes originally from the orient, this does not seem to be substantiated in a list of true facts presented by a nonprejudiced study of the case. The uncertainty of the origin of this food can probably be attributed to the fact that it is now practically a universal food in some form or other. That Italy is the probable original user of alimentary pastes and is now the greatest consumer per capita none will dispute.

While in America the manufacture of macaroni, spaghetti and noodles is a relatively new industry it has made such wonderful strides that it rivals Italian production in quantity while equaling if not surpassing in quality. What was formerly a food of the foreigners is now a regular dish on the table of most of the American households and some of our shores are shipping immense quantities of finished products for consumption in foreign lands, particularly among the million Italian people in South America, says the Boston Transcript.

But the old American use of the word "macaroni" has now passed. In Revolutionary times the term signified "swell," "elegant," "high tone." In an age when all elegant things came from Italy, the exquisite in clothing and manners was complimented with the designation "macaroni." When Yankee Doodle put a feather in his hat, in order to look like a dandy, he "called it macaroni." The swell regiment of the Continental army, recruited in Maryland and Virginia, was called "the Macaronis." That usage is forgotten. By some strange chance, a

"macaroni" in Italy itself is a dunce, a dolt. The national credit of the valuable food is saved by a somewhat different orthography. But at all events, do not call an Italian a "macaroni" if you wish to compliment him. Praise his national dish all you please, but do not call the cook by its name.

Some literary or gastronomic quidnunc, the Nomad is not quite sure who, has been trying to make out that macaroni is not an Italian invention, but came originally from the orient. This is demonstrably not true; the Turks, to be sure, have a sort of macaroni or spaghetti, which they call "pilaf," but they borrowed the dish from Italy, and not the other way around. It is true that other nations possess foods prepared in somewhat the same manner—the Germans their nudln, the French their nouilles, and so on—but the origin of them all is traced to Italy, and particularly to Amalfi, in the era of the Crusades, when it was necessary to provide the adventurers to the Holy Land with food which might be carried in some sort of hard form, and dry, for a long distance. The ancients had never had any such preparation. After the success of the Amalfians with their invention the dish passed to all other parts of Italy, and each province has its special form of it, generally under a special name. The Sicilians call their macaroni spaghetti ("string," "twine") because of the long drawn-out form in which they make it. The people of Bologna call theirs fettuce, or tagliarini; in Piedmont it is agnolotti, in Liguria ravioli, in Emilia capelletti, or tagliatelle, in Lombardia risotto, and so on.

Food Industry Larger Than Steel

The popular conception the iron and steel industry is the largest single one in the country is declared by the agri-

cultural department to be erroneous. The greatest industry is that of manufacturing. It outstrips iron and steel, the department says, as four strips one.

As emphasizing the need of additional food control laws, the department calls attention to the great growth in recent times of food manufacturing factories as against preparation at homes. A few years ago, it says, food was prepared at home or near and since the consumer knew about conditions of its preparation there was little need for food laws. Today, so much food is produced and prepared long way from those who consume it, some sort of government control is regarded by department officers as necessary.

The meat packing industry alone, the department declares, represents greater value than the steel industry. The total value of manufactured food products, in 1919, was \$13,391,914. Among the food products that make up the total, flour mill products stand next to packing house products.

Your Favorite's Favored Recipe

Food for Stars

Owen Moore's favorite dish is his macaroni. His recipe is:
2 cups boiled macaroni
4 tablespoons grated cheese
1 cup medium white sauce
buttered crumbs.

In a buttered baking dish put layer of macaroni, sprinkled with grated cheese. Pour over it a medium white sauce, cover with buttered crumbs and brown in the oven.

A man who is "too busy to read a trade journal" is headed for the bankruptcy court and the poor house.

Nailing and Cleating Machines

We manufacture Nailing Machines in great variety to meet the requirements of Box Makers generally, and Special Nailing Machines for other purposes, also make machines for driving Corrugated Fasteners.

The machine illustrated here is the style most generally used by makers of boxes which to ship Macaroni. It is not equipped with cleating attachment.

Descriptive circulars and prices can be had for the asking.

WILLIAM S. DOIG, Inc. 47 Franklin St., Brooklyn, N. Y.



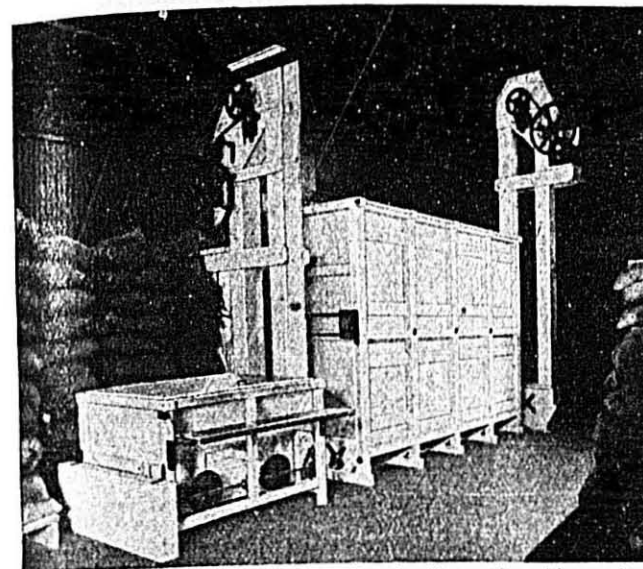
NO GUESS WORK
with

Champion Automatic Weighing Hopper

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

This flour outfit guarantees dough free from all foreign matter.

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



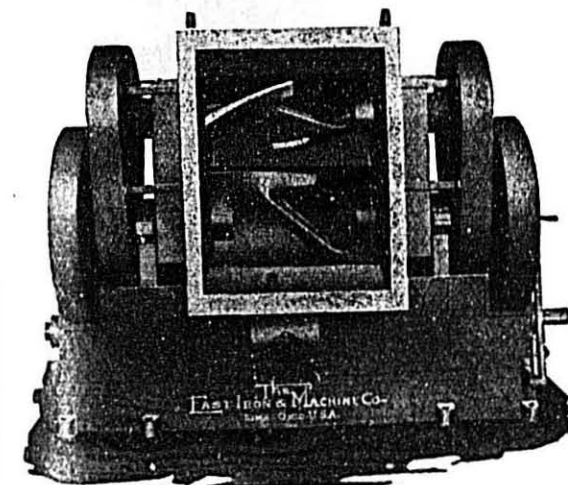
One of our blending, sifting and storing flour handling outfits, with capacity of 100 barrels. It is made in any size to meet requirements of large or small plants.

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

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

CHAMPION MACHINERY CO.,

JOLIET, ILLINOIS



"EIMCO" Mixers and Kneaders

Insure Uniformity, Color and Finish

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

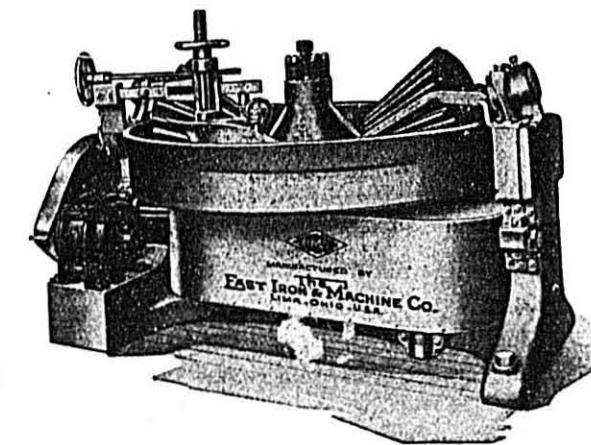
"Eimco" kneaders knead the lumps of dough, as they come from the mixer, into one solid ribbon and give it uniform texture and they do it quicker and better than ordinary kneaders. They are equipped with plow and have scrapers at rolls to prevent dough from clinging. All gears are fully enclosed.

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

Ask us for bulletin and photos.

The East Iron & Machine Co.,

Main Office and Factory, Lima, Ohio.



Trade Marks and Labels

"Kenosha"

The trade mark "Kenosha" for use on all kinds of alimentary paste products was duly registered in the patent office and registration rights granted to the Wisconsin Macaroni company of Chicago on Oct. 24, 1922. The company filed this claim for registration on Jan. 20, 1922, claiming use on said trade mark since on or about Aug. 1, 1915. The trade mark was given No. 160,815. It consists merely of the word "Kenosha" in heavy black type.

"Wheat Meats"

The trade mark "Wheat Meats" of A. F. Ghiglione & Sons, Inc., of Seattle, Wash., which was filed with the patent office on Feb. 7, 1922, and published on Aug. 8, 1922, was granted Oct. 24, 1922, and given the serial number 160,497. The trade mark which this company claims to have used since Nov. 25, 1921, on its alimentary paste products consists of the words "Wheat Meats" in heavy black type.

"Washington"

The trade mark "Washington" of A. F. Ghiglione & Sons, Inc., of Seattle, Wash., which was filed with the patent office on Feb. 27, 1922, and published on Aug. 8, 1922, was granted Oct. 24, 1922, and given the serial number 160,498. The trade mark "Washington," which this company claims to have used on its macaroni, alphabets, vermicelli, spaghetti and egg noodles since April 25, 1913, consists of the word "Washington" to the left of the picture of George Washington in an oval of wheat sheaves.

"Automat Cafeteria"

The trade mark "Automat Cafeteria" for use on all kinds of food products, including macaroni, was duly registered in the patent office and registration rights granted to the Horn & Hardart Baking company of Philadelphia, Pa., on Nov. 7. The company filed this claim for registration on Aug. 30, 1921, claiming use of this trade mark since on or about April 22, 1919. The trade mark was given serial No. 152,369. It consists of the words "Automat Cafeteria" in heavy black type.

"Chinese Maid"

The trade mark "Chinese Maid" for use on noodles was duly registered in the patent office and registration rights granted to the Tri-Star Noodle factory of Chicago, Ill., on Oct. 31. The com-

pany filed this claim for registration on Feb. 8, claiming use since on or about Jan. 15, 1921. The trade mark was given serial No. 159,061. It consists of a picture of the head and shoulders of a Chinese maid, to the upper right of which the words "Chinese Maid" appear in heavy black type.

"Becker's Best"

The trade mark "Becker's Best" of the Pfaffmann Egg Noodle company of Cleveland, O., which was filed with the patent office on March 15, 1920, was granted on Nov. 21 and given the serial No. 129,739. This company claims to have used this trade mark on its macaroni products since March 1, 1919, and it consists of the words "Becker's Best" in outlined type.

"Alberto"

The trade mark "Alberto" for use on all kinds of alimentary paste products of the United States Macaroni company of Los Angeles, Calif., was registered in the patent office and filed July 20, 1921. The company claims use of this trade mark since May 1, 1921. The trade mark is rather fanciful. It consists of an imposing figure of a girl attired as a waitress standing beside a bundle of wheat sheaves on which is superimposed a scroll. On this scroll is written the words "Alberto Brand," and below these the words "Made in U. S. A." The girl is in the act of sampling a dish of tasty spaghetti. The use of the word "Brand" and "Made in U. S. A." is disclaimed.

"Red Wing"

The trade mark "Red Wing" of Joseph Pepe for use on macaroni products was registered with the patent office and filed April 3, 1922. This applicant claims use since Nov. 22, 1921. The trade mark is an elaborate affair, the central figure of which is a large red wing of a bird. Across the top of the trade mark appear the words "La Deliziosa Pasta-Extra." To the left of the red wing appear the words "Gragnano Style"; to the right of the wing, the words "Qualita Red Wing Pure Semolino." At the extreme right and left of the figure appear several heads of what is purported to be semolina wheat. No claim is made to the words "La Deliziosa Pasta-Extra, Gragnano Style, Qualita Pure Semolino, Made in U. S. A." which appear above the name of the applicant at the bottom of the figure; appearing on drawing apart from the mark as shown; but no common law rights are hereby

disclaimed. All notices of opposition must be filed within 30 days of the publication.

"Tip Top"

The trade mark "Tip Top" of the Wisconsin Macaroni company of Chicago, Ill., was filed with the patent office on Jan. 20, 1922, the company claiming use of this trade mark on its macaroni, spaghetti, vermicelli and noodles since on or about Sept. 1, 1911. It consists merely of the word "Tip Top" in black type. All notices of opposition to this trade mark must be filed within 30 days of this publication.

"Leader"

The trade mark "Leader" of the Wisconsin Macaroni company of Chicago, Ill., was filed with the patent office on Jan. 20, 1922. Applicant claims use on its macaroni, spaghetti, vermicelli and noodles since on or about Aug. 1, 1908. The trade mark consists of the word "Leader" in heavy black type. Objections thereto must be filed within 30 days of the publication.

LABELS

"San Marco"

The title "San Marco," for use on alimentary paste products such as macaroni, and spaghetti by D. Cini of Philadelphia, Pa., was registered at the patent office on Oct. 10, 1922, under the serial number 25114. Application for registration was filed Aug. 26, 1922.

"Bess"

The title "Bess" for use on macaroni products manufactured by Bayard Scotland of the Joliet Macaroni company, Joliet, Ill., was registered Oct. 10, 1922, under serial number 25,146. The application was filed Aug. 4, 1922.

"Alberto"

The title "Alberto" for use on containers of macaroni manufactured by the United States Macaroni company of Los Angeles, Calif., was registered with the patent office on Oct. 3, 1922, under serial number 25,096. The trade mark was filed on July 20, 1921.

CONSIDERATION DUE HIM

Preacher—Dat's as fine a goose as I evah see, Bruddah Williams. Whar yo' git such a fine goose?

Host—Well now, pahson, when yo' preaches a speshul good sermon, never axes yo' whar yo' got it. I hope yo' will show me de same consideration.

One may walk over the highest mountain one step at a time.

Dependable
QualityFor Complete
"Semolina Satisfaction"
USEPrompt
Service

NOMCO

DURUM WHEAT PRODUCTS

FARINA
SEMOLINA
(one, two, three)

FANCY PATENT FLOUR
FIRST CLEAR FLOUR

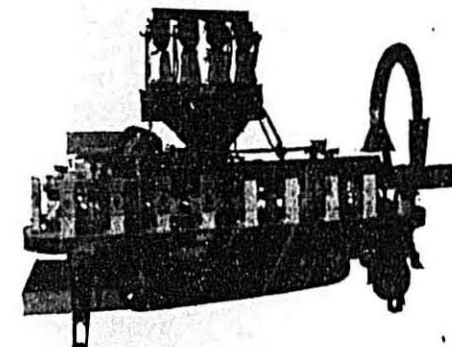
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NORTHERN MILLING COMPANY

Wausau, Wisconsin

Ferguson Sealer

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



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

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

Mfg. by

J. L. Ferguson Co.
Joliet, Ill.

To Noodle Manufacturers:

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

WHOLE EGG POWDER—

Guaranteed to comply with Government regulations.

Manufactured by spray process, guaranteeing solubility.

Made from Spring laid egg, insuring dark sweet yolks.

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

MACARONI PIONEER IS DEAD

Oswald Schmidt, One of National Association Founders, Passes On—Member Since Launching—High Press Tributes to Character of Manufacturer and Citizen Printed.

In the death of Oswald Schmidt, secretary-treasurer and manager of the Crescent Macaroni and Cracker company of Davenport, Ia., the macaroni manufacturing industry lost one of its pioneers, a progressive and energetic leader. Mr. Schmidt passed away at his home the evening of Nov. 3, 1922, after an illness of about 6 months. Though ailing practically all summer his nearest friends did not realize the seriousness of his illness and his death came as shock to his business associates, to his Davenport friends and to his fellow manufacturers throughout the entire country.

Mr. Schmidt was a prominent factor in the launching of the National Macaroni Manufacturers association at the initial meeting of representatives of the industry held April 19-20, 1904, in Pittsburgh. His firm has retained a regular and active membership in this national group since its organization. Up to within the last few years his connection with the national association work was constant and intensive. Desiring to prepare his sons for the active management of the plant, he delegated the eldest, C. B. Schmidt, to represent the firm at recent conventions.

Mr. Schmidt's business activities began at 16 years of age, when he took employment in a cracker manufacturing concern in which his father was interested. Believing that the manufacture of macaroni and noodles would go well with the cracker manufacturing business, which he had thoroughly learned through practical experience, in 1904 he decided to enter business for himself and organized the Crescent Macaroni and Cracker Co., with which he was connected as secretary, treasurer and manager till the time of his death.

In 1915 his plant was destroyed by fire. This disaster only served to spur him to better efforts, and as a result the present modern plant of his company stands a monument to his ability as a manufacturer and to his belief in the future of his home city of Davenport as a most suitable manufacturing center.

He was closely associated with the business interests of his city and a

great believer in association work, local and national. He was particularly interested in the freight rate problem as it affected his products and his first recommendation to the National Manufacturers association at its initial meeting in 1904 in Pittsburgh was to suggest that a committee be appointed to study traffic matters as they pertain to alimentary pastes.

Oswald Schmidt was born Feb. 13, 1862, in Davenport. He first entered the employment of Reupke Schmidt Cracker company in June 1878 and began business for himself in the person-



ally organized Crescent Macaroni and Cracker company in 1904. He was married in 1884 and is survived by one daughter, and two sons associated with him in business. He died Nov. 3, 1922, and was buried Nov. 6 in Oakdale cemetery, Davenport, mourned by a host of friends and business associates.

The interest manifested in the macaroni manufacturing business equaled his interest in his home city, where he was honored and respected by his business associates and friends. The press editorially spoke highly of his faithfulness to the city of his birth.

The Davenport Democrat-Leader in an editorial in its Sunday issue spoke as follows concerning its esteemed citizen:

FROM BIRTH, UNTIL DEATH

Davenport lost one of its most loyal sons in the death of Oswald Schmidt, so long identified with the Crescent Cracker and Macaroni company, and active in Davenport's business life.

Mr. Schmidt was born in Davenport and

had lived here over 60 years. He loved "good old Davenport." At the time his factory was burned down, 7 years ago, rumor was started that it might be rebuilt in another city. Mr. Schmidt set the rumor at rest with a characteristic utterance. There was not a thread of truth in the story, he declared, and told a Democrat reporter.

"You can say that not until 6 men, good strong ones, too, each bearing a silver handle, carry me out, will I leave Davenport. There's only one place in the world for me. It is good old Davenport."

Some men might have dissembled, but Oswald Schmidt never did. when it was a question of loyalty to the city of his birth. The time has come for the 6 strong men to perform the last friendly office for him, and they will do it with heavy hearts, while those who know him pay Oswald Schmidt the last tribute of affection and esteem.

The Davenport Daily Times commented editorially as follows on his death:

OSWALD SCHMIDT

Davenport mourns a citizen of the highest type in the death of Oswald Schmidt. His most enduring monument is not a factory of brick and stone but a career of service to the community.

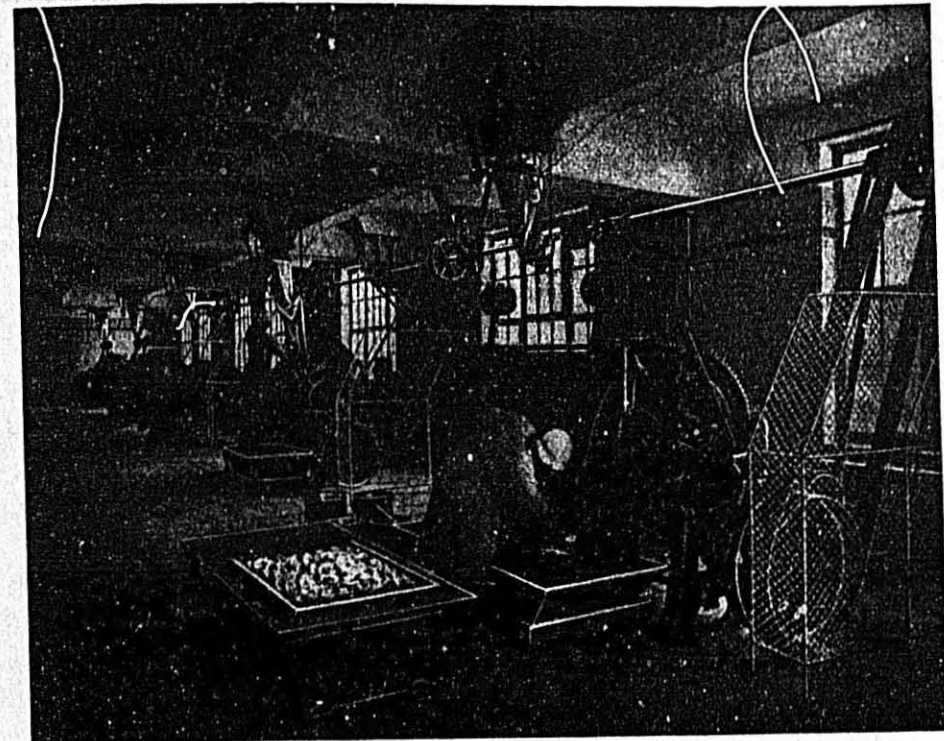
With his passing, the people of the city which he loved are confronted with a recognition of the debt which is owed him. His civic pride and his never flagging loyalty to Davenport was given its most striking expression in the outstanding success of his administration as president of the chamber of commerce, which in that day was known as the Commercial club. He made a virile force in the community by initiating a campaign which doubled its membership and established it as a dominant factor in the city's development.

The destruction by fire of the factory of the Crescent Macaroni and Cracker company of which he was the head afforded him another occasion to prove his loyalty to his native city. Other cities would have eagerly offered inducements which would have eased the financial distress of the concern caused by the loss, resulting from the fire, but Mr. Schmidt never once considered the prospect of leaving Davenport. His company grew in the face of adversity, due to his business talents. His rank in the industry in which he was engaged was established by his position as a director of the Biscuit and Cracker Manufacturers association. He was honored by all who knew him, but it is in Davenport, the scene of his fruitful labors, that he is beloved and revered.

The memory of Oswald Schmidt will long remain an inspiration. It is a noteworthy manifestation of the qualities of citizenship which will solicit admiration, as long as civic pride endures.

As he so materially aided Davenport during his lifetime, he has enriched its future by his example of public service and community devotion.

Like money, people borrow courtesy and never pay it back.



BUHLER'S DOUGH MIXERS

Buhler Brothers
UZWIL, Switzerland

SOLE AGENT

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

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

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.

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

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

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

Vol. IV December 15, 1922 No. 8

Death of Mrs. Emma B. Dunn

Mrs. Emma B. Dunn of Rockville Center, Long Island, N. Y., died Dec. 4 after a short illness. She was the mother of Charles Wesley Dunn, counsel for the American Specialty Manufacturers association and notable attorney in antitrust cases in recent history. Mrs. Dunn was well known in grocers' and specialty men's conventions where she was often in attendance, acquiring a wide acquaintance among trade leaders and by whom she was greatly honored and beloved because of her genial and kindly disposition. At the session of the American Specialty Manufacturers association held in Atlantic City last month she was presented with a bouquet of flowers by President Fred Mason while the gathering cheered. The funeral was

held from the home of her son, Morley K. Dunn, 74 Lakeside drive, Rockville Center, Wednesday evening, Dec. 6. President Henry Mueller of the National Macaroni Manufacturers association, who had known Mrs. Dunn many years, was one of the acting pallbearers.

How to Read Advertisements

By Geo. Batten Co., Inc.

You can't read all the advertisements you see. But there are some you can profit by reading. A few simple rules may help you to select the right ones:

1. Read only advertisements that interest you. If an advertisement does not tell you something that you are better off for knowink, turn to one that does. There are plenty of them.
2. Do not believe anything that does not sound true. The best merchandis and the best bargains are usually described in temperate language.
3. Do not read any advertisement that is hard to understand. If a man cannot describe his goods or service in simple language, he should hire someone who can.
4. Read occasionally an advertisement of something that you think you know all about. It's often possible to get a new idea from an old advertiser.
5. Read all the advertisements you see that talk to you in terms of your needs. Then if you buy the article you can be sure you needed it.
6. Don't worry about whether the advertising pays the advertiser or not. If advertising didn't pay, the advertisers would have quit long ago.

TRADE TO LIVE

As we pay others we are paid;
Life gives us back just what we give,
And so we do not live to trade,
But trade that we may truly live.

Sales may be made in money, yes
But they are always made to
And so good will controls success
Bringing folks back to buy again

He cannot profit long or much
Who sells a single time to each
The cost of single sales is such,
Prices rise out of common reach

He profits most whose every sale
Creates a friend, whose
thought
Serves to perpetuate the tale
Of what and where and why
bought.

Such trading—like the growing grain
Repeats itself and hundreds fold
Who trades thus makes a triple gain
In friends, in happiness, in gold

As we pay others, we are paid;
Life gives us back just what we give,
And so we do not live to trade,
But trade that we may truly live
Charles Henry Mackintosh

AN OPERATING DOCTOR

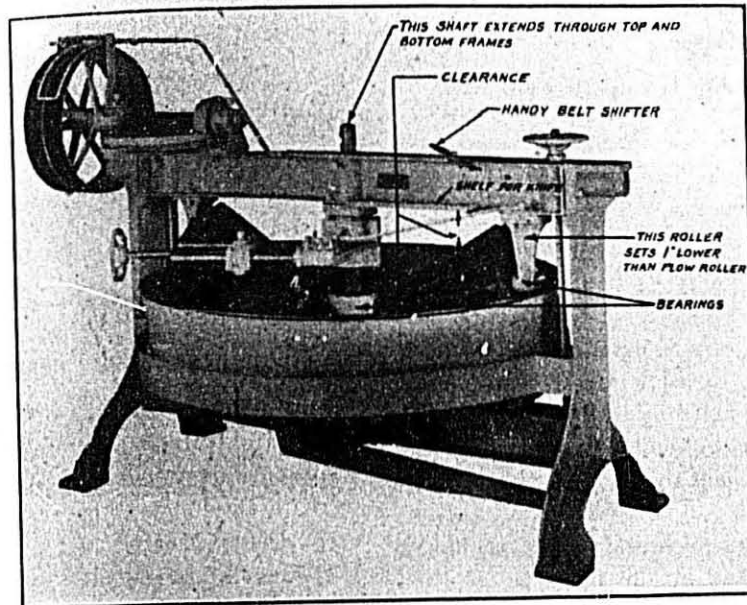
Church—Is your friend the doctor
operating mach now?
Gotham—Oh, yes; every day.
Church—Must be making a lot
money, then?
Gotham—On the contrary, he's
ing money. He's doing his opera
in Wall street.—Yonkers Statesman

FOR SALE

2 Ten inch Presses
1 Cavagnaro Mixer
1 Werner & Pfleiderer
Mixer
Complete Set of Dies
All in perfect shape
and in use.
Pfaffmann Egg Noodle Company
Cleveland, Ohio.

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.

A. ROSSI & COMPANY Macaroni Machinery Manufacturers 322 Broadway, 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

Made to Satisfy Packer, Jobber and the Retailer.



Solid Fibre
or

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Shipping Containers

Made by

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Specializing in Macaroni
Shooks. Prompt Local or
Carload Shipments.

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in Greater New York and vicinity.

RICHARD GRIESSE

Architect & Engineer

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

Write for information and estimates
before building and save money.

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

OUR PURPOSE:

Educate
Elevate

Organize
Harmonize

ASSOCIATION NEWS
National Macaroni Manufacturers Association
Local and Sectional Macaroni Clubs

OUR MOTTO:

First—
The Industry

Then—
The Manufacturer

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

C. F. Yeager, Man of the Hour

Opportunities are ever present; they need but the time and the man to develop them. This combination manifested itself last June at Niagara Falls when C. F. Yeager, newly appointed manager of A. C. Krumm Sons of Philadelphia, started a movement that will satisfy a long felt want in the industry, that of placing the National Macaroni Manufacturers association on a sound financial basis.

His long experience in association work among bakers, and his success with the association with which he was formerly connected, permitted him to speak from experience and to suggest plans known to be workable.

Taking up the query, "What has the National Association done?" and the terse reply, "What can the association do on its present low basis of annual dues?" he unfolded a plan that immediately marked him as the right man to grasp the opportunity when the time presented itself. As a result he was made chairman of the association financing committee, whose work was so satisfactory that its plan of assessing dues on the basis of business done annually was unanimously adopted at the special convention of the National Macaroni Manufacturers association Nov. 14, 1922, in Atlantic City.

Macaroni Club at Buffalo

The macaroni manufacturers at Buffalo and of western New York have formed an organization to be known as the New York Association of Macaroni Manufacturers. This organization was effected at a luncheon held Nov. 9 in the Iroquois hotel at Buffalo and was

the result of a recognized need of unity of action to solve many of the local problems confronting this trade in that particular section. The gathering was brought about by the activities of William F. Lipp of the American Macaroni corporation of Buffalo, who, though a late entrant in the business, realizes that only through considered action can some of the unfair business practices be eliminated from that territory.

As explained by Chairman Lipp the purpose of the club was to work in harmony with the National Macaroni Manufacturers association, to which organization most of the manufacturers in that section already belong, particularly in national affairs and to give special attention to problems in their district.

The following officers were chosen: President, W. F. Lipp of Buffalo; vice president, W. Henning of Dunkirk; treasurer, A. Loiacono of Buffalo; secretary, A. Leone of Buffalo. The club is to hold regular monthly meetings for discussion of the various phases of the macaroni manufacturing industry that affect its membership.

Among the prominent macaroni concerns of Buffalo and western New York that belong to this new organization are the following:

- American Macaroni Company, Buffalo.
- D'Angelo Macaroni Company, Avon.
- Bellanca Macaroni Company, Buffalo.
- Central Macaroni Company, Buffalo.
- Niagara Macaroni Company, Buffalo.
- Liberty Macaroni Company, Buffalo.
- Jamestown Macaroni Company, Jamestown.
- Liberty Macaroni Company, Fredonia.
- La Grasso Macaroni Company, Fredonia.
- Dunkirk Macaroni Company, Dunkirk.
- Tedesco Bros. Macaroni Company, Niagara Falls.
- Erie Macaroni Company, Erie, Pa.

Confers With President

Secretary M. J. Donna of the National Macaroni Manufacturers association went to Jersey City, N. J., the first week in December to confer with President Henry Mueller and Chairman C. F. Yeager of the finance committee on the best procedure for putting into effect the new legislation adopted at the special convention of the organization in Atlantic City last month. Special attention was given to the new law concerning dues. The secretary hopes to have his plans completed before Dec. 15 for a "gentle breaking of the news" to those who were not in attendance at the special meeting. While the change was somewhat radical and so differed from the former plan, the need for it has been and is so apparent that little or no opposition is expected from any quarter. In fact, several firms have already made their added contribution on the new basis though official notice has not yet been made. This is a good indication of how the new plans will meet the contemplated new activities of the association appeal to the membership generally.

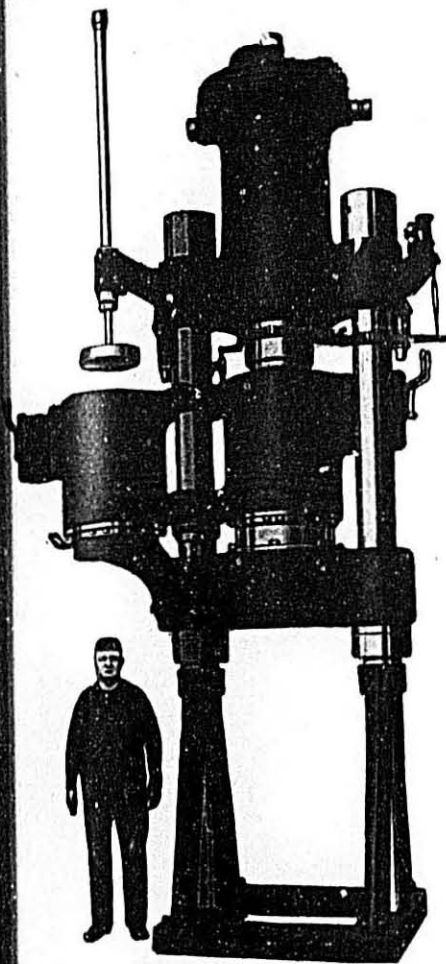
INDISPENSABLE CANNED FOOD

By the way, Mary, did you put your cooking outfit in that basket? I want to fry some fish for lunch.

Yes, dear, and you'll find a tin of sardines in there, too.—Life.

The candle loses nothing of its light by lighting another candle. We do not lose, but increase, our capacity for friendship by being friendly.

One pound of self reliance is worth ten of expectation.



John J. Cavagnaro

Engineer and Machinist

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

Specialty of

MACARONI MACHINERY

Since 1881

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

ELMES

CHICAGO

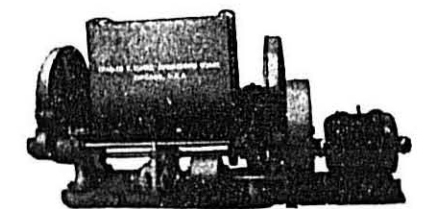
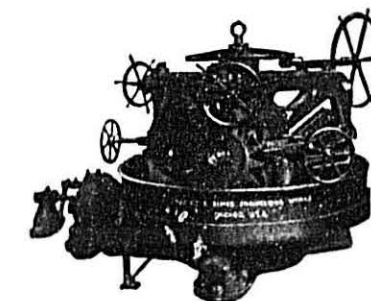
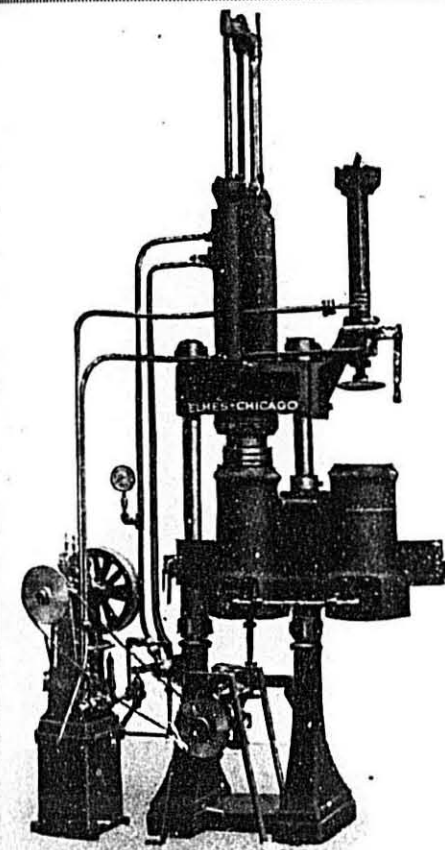
"SINCE 1861"

COMPLETE PLANTS

FOR THE MANUFACTURE OF
MACARONI, SPAGHETTI, PASTE GOODS

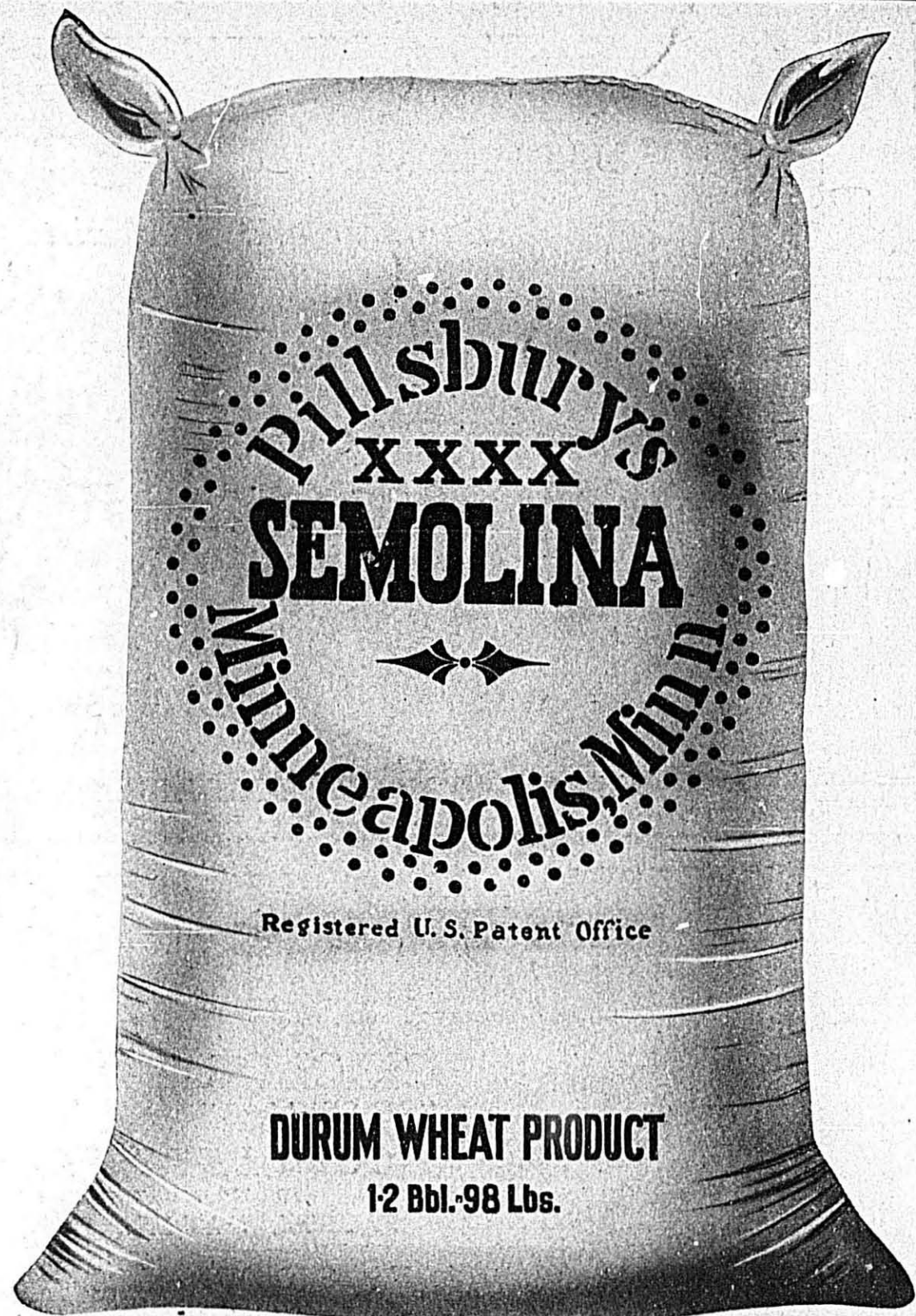
**ADVANCED METHODS
MAXIMUM OUTPUT**

Send for Catalog.



CHARLES F. ELMES ENGINEERING WORKS, Inc.
213 N. Morgan St.
EST. 1861

CHICAGO, U. S. A.
INC. 1895



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

Pillsbury Flour Mills Company
Minneapolis, Minn.

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Albany
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Boston
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Detroit
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