

**THE NEW  
MACARONI  
JOURNAL**

**Vol. 4, No. 9**

**January 15,  
1923**



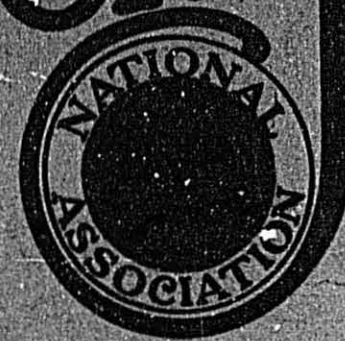
*The New*  
**Macaroni Journal**

Minneapolis, Minn.

January 15, 1923

Volume IV

Number 9



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

*Our New Year Wish*

THAT 1923 will see a realization of all your conservative business aims and ambitions.

THAT in doing so you will be ever considerate of the lawful interests of your employes, your competitors and the allied trades.

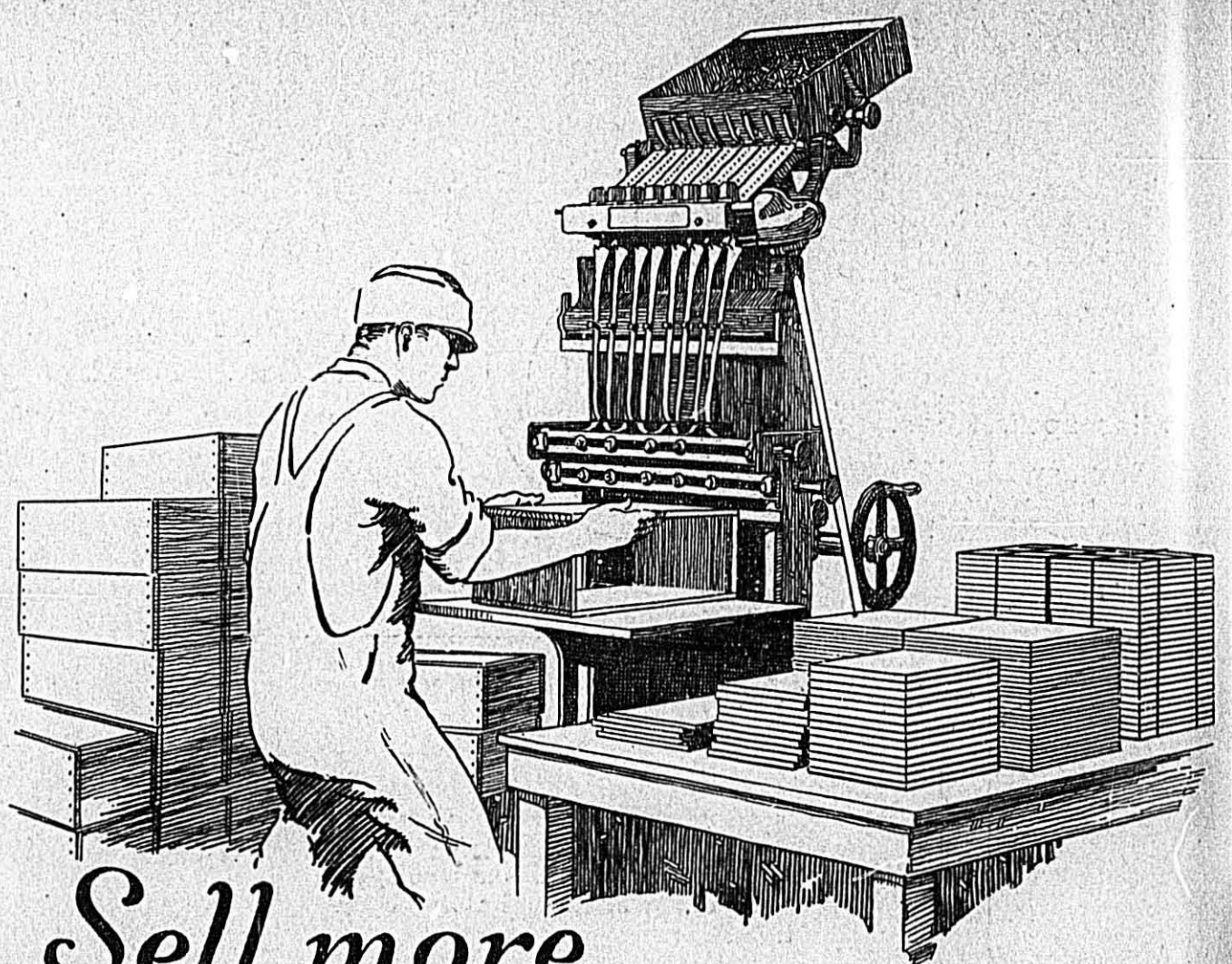
THAT your every effort will be toward trade betterment insofar as it lies in the hands of Macaroni manufacturers to bring 't about.

THAT 1923 will find you an active and helpful member of your trade association.

THAT you will resolve to help this, our 1923 wish, come true.

*National Macaroni Manufacturers  
Association, Inc.*

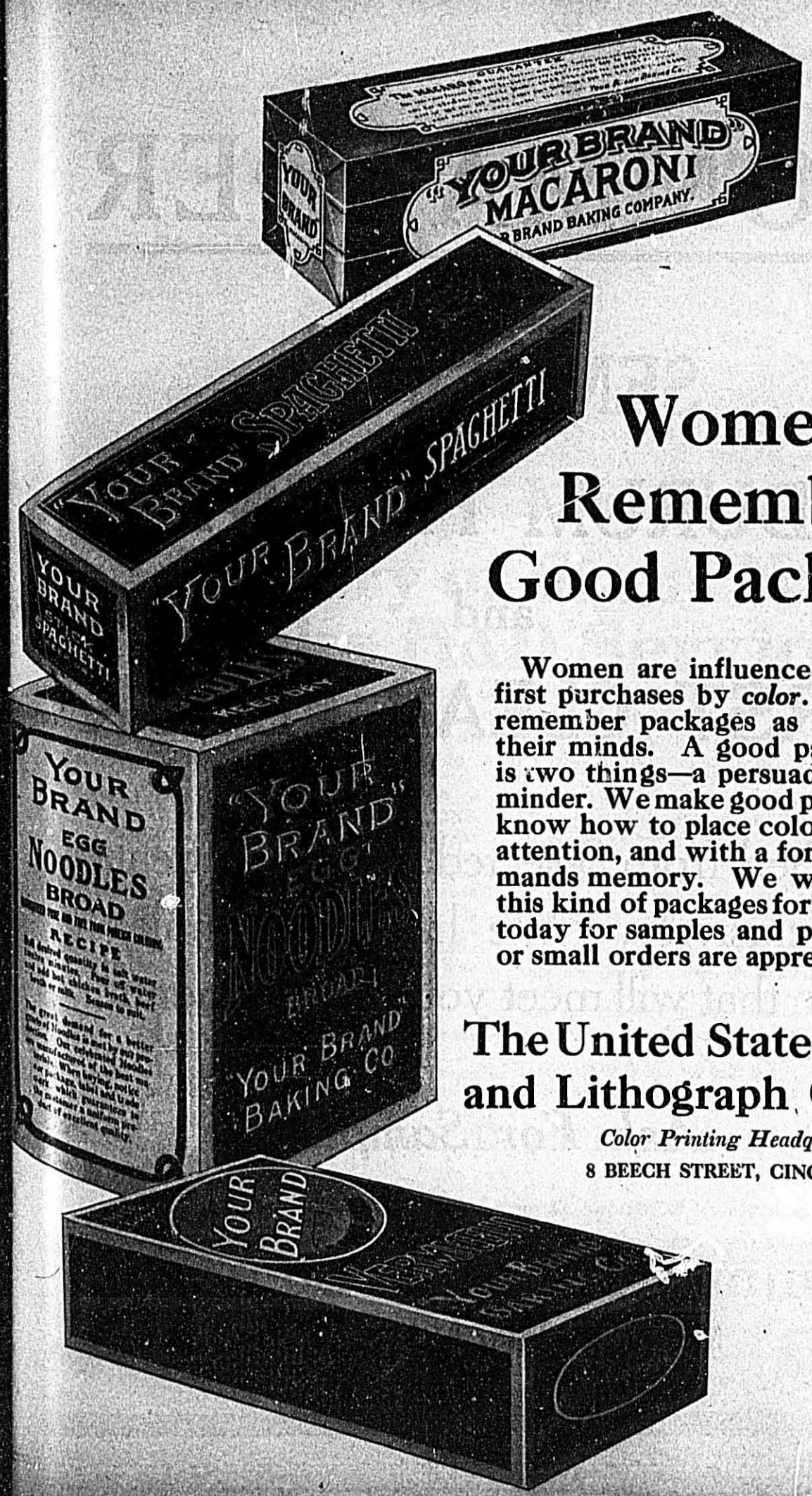




# Sell more MACARONI

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



## Women Remember Good Packages

Women are influenced in making first purchases by color. And they remember packages as a picture in their minds. A good package then, is two things—a persuader and a reminder. We make good packages. We know how to place color so it arrests attention, and with a force that commands memory. We want to make this kind of packages for you. Write today for samples and prices. Large or small orders are appreciated.

**The United States Printing  
and Lithograph Company**

Color Printing Headquarters  
8 BEECH STREET, CINCINNATI



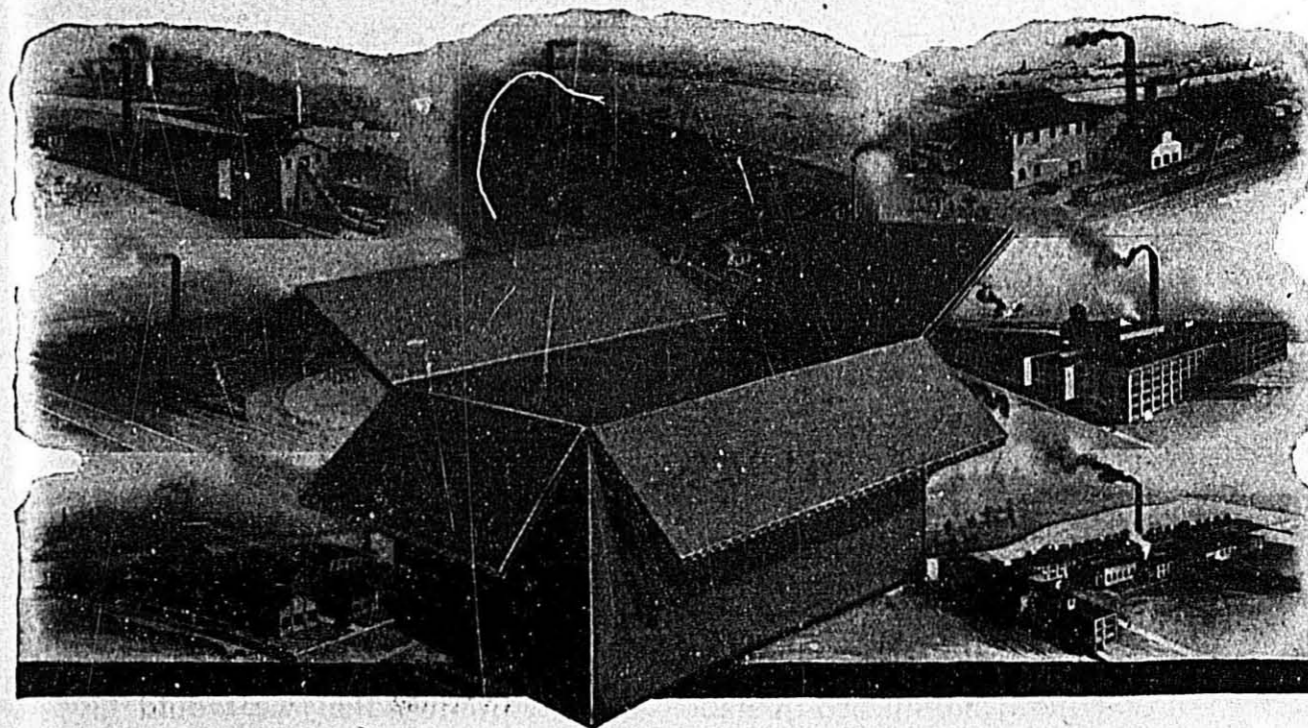
# COMMANDER

## 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



## A Battery of Giant Mills Backs H&D Service

TEN big mill and factory plants—strategically located and efficiently equipped. Expert knowledge—an unsurpassed service organization—and above all, PRODUCTS OF OUTSTANDING QUALITY. Not idle claims, these—rather they constitute a “high-spot” inventory of the factors responsible for the conspicuous success of a great service.

For thirty years the name “Hinde & Dauch” has meant SCIENTIFIC PACKING SERVICE. H & D Shipping Boxes and Packing Materials are the containers and safeguards for daily shipments from thousands of factories. You will find these better boxes in speeding express cars and on slow moving freight trains; in the black holds of steamships and on distant wharves; on bumping motor trucks and in hustling terminals. Everywhere is evidence of H & D service and its universal use by the nation’s shippers.

We submit for your consideration that the Hinde & Dauch Paper Company, with its efficient manufacturing units, its experience and its facilities for service, is an organization

that can be of real value to your company. The most practical and efficient packages in use today have come from our designing rooms. Our engineering staff asks only for an opportunity to show what can be done in evolving a BETTER, SAFER AND LESS COSTLY PACKING for your products.

Write us today for information on our superior shipping boxes for alimentary paste products. Specify the sizes you want—or, if you ship package goods, send us a carton mentioning the number you pack in a box. We will then make up and send you a free sample H & D Box for your goods, giving you prices on various quantities.

**The Hinde & Dauch Paper Co.**

220 Water St.

Sandusky, Ohio

Canadian Address: Toronto—King St. Subway & Hanna Ave.





QUALITY AND SERVICE QUALITY AND SERVICE

# Nothing Succeeds Like Success

is an old saying which no one would dare contradict  
*but*  
 the real truth of the matter is that it is just another way of saying

## Nothing Succeeds Like Merit

for we all know it takes real merit to start success, and nothing but real merit can continue to bring success.

Less than nine months ago we came to you a new concern with nothing to offer but our friendship and co-operation and the promise that we would give you the best Semolina that modern milling science could produce in the newest and finest Semolina mill in the country, from the best wheat of the Great Northwest.

That was only a promise, but we kept that promise so well that by August first,—four months later, enough of you, our customers, had tried our goods and been convinced, so that repeat orders flooded in, and our mill has run night and day ever since. We have increased our capacity, but in spite of it your orders on our books today are sufficient to keep us running full twenty-four hours every day for several months to come, were none to be postponed.

## And So---We Thank You

for this appreciation of our efforts, and are glad to have your endorsement of the policy we adopted when we first solicited your business, namely that—

**Quality Pays**—and it is not the lowest priced Semolina that gives the customer the most value for his money, but the highest quality at a fair price.

And in wishing you all the fullness of success in the new year, we offer also our assurance of our continued friendship and co-operation and the second promise that we shall continue to follow the policy that you have so splendidly endorsed by your generous patronage, for we know you agree that

## Nothing Succeeds Like Merit

# MINNEAPOLIS MILLING COMPANY

MINNEAPOLIS, MINNESOTA

QUALITY AND SERVICE QUALITY AND SERVICE

# MACARONI JOURNAL

## Join Your Trade Association

Those who are closely associated with the extension of trade organizations work frequently hear this egotistical statement: "Trade associations are all right for some fellows, but they cannot do anything for me." Now, isn't that a funny attitude! Just like castor oil,—fine to prescribe but hard to take.

A case of this kind is hard to handle. First of all the maker of this remark, happily in the small minority, is hardly cognizant of the purposes of organization in his particular trade. He does not appreciate that through concerted effort alone can things be accomplished that individuals find either too costly or too troublesome to attempt.

Regardless of the size or situation of a business house or manufacturing plant, the business ability or the failings of its proprietor, its selling policy or mode of distribution, it affects and has an important bearing on other like manufacturers in the same district, state or nation, to a greater or lesser extent or degree.

This is particularly true of the macaroni manufacturing industry where competition is keen and where, we being directly interested, note its truthfulness more clearly. Every link in the chain of this industry has a special duty of its own and a direct responsibility to the whole that cannot well be shirked.

While it is but natural that one's individual interests should be primarily in his own business, it is also natural to presume that one can accomplish much more for his particular plant through earnest and willing cooperation with his fellow manufacturers than by holding himself aloof.

To enable the industry to carry on this cooperative work more successfully trade associations have been organized, aiming at the creation of a better spirit in the industry represented and permitting a joint attack being made on the various vexing problems and detrimental practices that are the source of much worry.

Macaroni manufacturers who experienced the war and postwar conditions are seeing, perhaps, more clearly than ever before, the need and value of a good strong trade organization. As a result local groups are being formed and affiliations are being made with the recognized leading group in the industry, the National Macaroni Manufacturers Association.

The New Year of 1923 opens with New Hopes.

At last a financing plan has been conceived and adopted which will bring together funds sufficient to enable the National Association to fight for the accomplishment of what heretofore has been pleasant dreams,—the placing of the industry on the high plane it deserves because of the excellence of the economical and satisfying food it produces.

The new rate of dues will surely work no hardship on the "Little Fellow" and the "Big Fellow" who is so ac-

customed to doing big things in a big way has always been sold on the proposition that "Nothing can be accomplished with nothing." Thus, size should make no difference. Each should, and we hope will get solidly behind his trade organization, giving it the standing and support that it is entitled to.

In the macaroni manufacturing business, as in all other food trades, if all the manufacturers do not stand together they will have little or no standing at all. This was convincingly proved to the satisfaction of even the greatest "critics" during the war when through organized effort we saved the industry from being compelled to face ruin through the use of substitutes which the government contemplated making us use.

To realize the individual aspirations and the industry's aims, hopes and ambitions, we must all pull together and strive hard to keep pace with the spirit of progress that prevails throughout the land.

This can best be accomplished through the National Macaroni Manufacturers Association, a well established and generally recognized trade group whose existence and usefulness should be made more effective through the adoption of its new financing plan and which should make even greater and better results certain.

For the manufacturer who is, and has been a member of this organization, we hope the New Year of 1923 will find him even more zealous than ever. He has confidence in his association and the organization has faith in his continued sincere cooperation.

For the nonmember, the individual or firm, who has tried to "go it alone" in the past we hope the New Year will lead him to make a resolution that he will unite with his fellow manufacturers in the promotion of the worthwhile program of good things outlined for 1923.

What this industry needs most is more of the boosting spirit. The industry boasts of many men of vision in its ranks who need just a little encouragement to help move the macaroni industry from "where it is" to "where it ought to be." Will you refuse them this little incentive?

Why wait for a special invitation to join? One will be sent you if needed, but this general invitation is aimed at you just as forcibly as it is at your competitor. Both of you will be better off if you join us in promoting a healthy, a fair and honest competition that is the life of trade and in loudly condemning unfair practices which if continued will accomplish our downfall.

Be a booster, not a complainer. Get into the National Macaroni Manufacturers Association and give it your earnest and sincere support to the end that the power that it will wield during 1923 will be 100 per cent representative of the industry.

Adopt and carry out the following New Year resolution:



That during 1923, we will be active and boosting members of our trade organization, ready and anxious to work co-ordinatingly with our fellow tradesmen, to the end that the

Year 1923 will see the accomplishment of the program which we heartily endorse. Join your trade association. Do it now.

## December Review of Advertised Brands

Several thousands of grocers' ads in every section of the country were scrutinized in a survey of the offers made by grocers of the country during December to ascertain what prices prevail in the various sections. While the survey for November listed many advertisements of each brand and named papers carrying advertisements, the flood of clippings received makes it impossible to treat the December survey in the same way. The matter has been simplified so as to show only the brand and the high and low prices reported.

While there has been a demand for information of this kind it is a matter of conjecture of just how desirable it is to continue this survey because of the considerable expense it incurs. If the good done to the industry is commensurate with the expense it will be continued and, to that end, those interested are invited to send their opinions to the editor.

A rather imposing array of large and attractive ads by about a dozen of the macaroni manufacturers in the different sections of the country was discovered in the nation wide search and leaves the impression that macaroni advertising and educational work is not lacking, as many would suppose. Quite a good many took advantage of the Christmas holiday season to recom-

mend appropriate menus for holiday dinners in which macaroni and noodles formed a part. The results of the survey follow:

Brand	High	Low	City Advertised
American Beauty	10c.....4	for 25c.....	Excelsior Springs, Mo.
Atlantic & Pacific	3 for 25c.....	3 for 23c.....	Peoria, Ill.
Amberolls	4 for 25c.....	4 for 25c.....	St. Paul, Minn.
Beech-Nut	15c.....	8c.....	Athens, Ga.
Creamettes	3 for 28c.....	7c.....	Salina, Kans.
Climax	12c.....	12c.....	Cleveland, O.
Crescent	3 for 25c.....	4 for 25c.....	Waterloo, Ia.
Chinese Maid	9c.....	9c.....	Indianapolis, Ind.
Domino	7½c.....	7c.....	Davenport, Ia.
Dellecia	2 for 25c.....	2 for 25c.....	Bakersfield, Calif.
Emphie	6c.....	6c.....	Spokane, Wash.
Epicure	10c.....	3 for 25c.....	Findlay, O.
Faust	10c.....	6 for 25c.....	Springfield, Ill.
Franco-American	11c.....	11c.....	Atlanta, Ga.
Fortune	3 for 25c.....	5 for 24c.....	Chicago, Ill.
Foulds'	3 for 25c.....	4 for 25c.....	Lafayette, Ind.
Gooch	4 for 25c.....	4 for 25c.....	Omaha, Neb.
G. A.	2 for 15c.....	2 for 15c.....	Miami, Fla.
Golden Age	3 for 25c.....	2 for 15c.....	Sacramento, Calif.
Grandma	3 for 25c.....	6½c.....	Jacksonville, Fla.
Golden Crown	7½c.....	7½c.....	Boston, Mass.
Gold Seal	3 for 25c.....	3 for 25c.....	Sunbury, Pa.
Golden Rose	9c.....	3 for 20c.....	Boston, Mass.
Hoosier	10c.....	10c.....	Ft. Wayne, Ind.
Imperial	14c.....	14c.....	Anaconda, Mont.
Imported French	25c.....	22c.....	Waukegan, Ill.
Keystone	2 for 25c.....	2 for 25c.....	Sullivan, Ind.
Kre-Me-Kuts	10c.....	3 for 20c.....	St. Peter, Minn.
Larkin	7½c.....	7½c.....	Peoria, Ill.
Luxury	3 for 25c.....	3 for 25c.....	Pulaski, Tenn.
Lyonnalse	12½c.....	12½c.....	Spokane, Wash.
Mueller's	12½c.....	10c.....	Trenton, N. J.
Minnesota	3 for 25c.....	4 for 22c.....	St. Paul, Minn.
Mothers	3 for 25c.....	3 for 20c.....	Little Falls, Minn.
Monarch	2 for 15c.....	2 for 15c.....	Muscataine, Ia.
No. 1	3 for 25c.....	7½c.....	Albany, Ga.
N. J.	4 for 50c.....	4 for 50c.....	Galesville, Wis.
National's Best	7c.....	7c.....	Tyler, Texas
Over Sea	3 for 25c.....	3 for 25c.....	Miami, Fla.
Princess	11c.....	11c.....	Foxboro, Mass.
Prince	2 for 15c.....	2 for 15c.....	Lynn, Mass.
Perfect	8c.....	8c.....	Bluffton, Ind.
Proco	3 for 25c.....	3 for 25c.....	Canton, Ohio
Premier	17c.....	17c.....	Orlando, Fla.
Quaker Milk	10c.....	7c.....	Topeka, Kans.
Quality	3 for 25c.....	4 for 25c.....	Tacoma, Wash.
"Q"	3 for 22c.....	4 for 25c.....	Centralla, Ill.
Queen's Taste	7c.....	7c.....	Salt Lake City, Utah
Red Cross	3 for 25c.....	6c.....	Chicago, Ill.
Red-White-Blue	6c.....	3 for 16c.....	Louisville, Ky.
Savoy	2 for 25c.....	2 for 25c.....	Morocco, Ind.
Sunbeam	7½c.....	4 for 25c.....	Wabash, Ind.
Skinner's	10c.....	5 for 25c.....	Sacramento, Calif.
Sea Shell	12½c.....	10c.....	Decatur, Ind.
Sarll-Club	3 for 25c.....	3 for 25c.....	Kansas City, Kans.
Tip-Top	7c.....	7c.....	Evansville, Ind.
Ullkem	3 for 25c.....	3 for 25c.....	Lakefield, Minn.
Whyco	7½c.....	7½c.....	Kansas City
Weldeman	4 for 25c.....	4 for 25c.....	Conneaut, Ohio
Washington	3 for 25c.....	3 for 25c.....	Montesano, Wash.
White Pearl	3 for 25c.....	4 for 25c.....	Elkhart, Ind.
Warner	10c.....	8c.....	Providence, R. I.
Woodcock	25c.....	18c.....	Alliance, Ohio

### NEW YEAR THOUGHTS

1. Keep your head up and don't dodge—a star will not hit you.
2. There is always something new under the sun—a new year with new hopes, new aspirations, and new responsibilities.
3. Begin a new week, a new year, a new life every day. Why not? One who waits until New Year's day to "swear off" might with equal logic wait until doomsday to reform.

To paraphrase Patrick Henry's words: "Gentlemen may cry 'Price,' 'Price,' but there is no price."

If you are nervous, relax. Forbid annoyance to annoy.

# Experiments on Net Weight of Macaroni

Reprinted from The Macaroni and Noodle Manufacturers Journal of February, 1915, as read by Dr. B. F. Jacobs at the eleventh annual convention of the National Association of Macaroni and Noodle Manufacturers of America.

## INTRODUCTION

The experiments reported herein were conducted to determine (1) What variations, if any, take place in macaroni packed under uniform conditions and shipped to various localities where climatic conditions differ; (2) The variations in net weight of macaroni packed in various types of containers. For this purpose a manufacturer of macaroni in New York city cooperated with the bureau. Arrangements were made with this firm to use 5 types of containers, varying materially in construction, and to ship the macaroni from his factory to branch laboratories in 8 different parts of the country. The manner of shipment was that ordinarily used by the manufacturer in sending his products to these same localities. The types of packages used were designated by series as follows:

Series 1 was marked 13 oz. net when packed. The cartons were made of one piece cardboard with a cover held to the side by a label pasted over it. They were not air tight, but side tuckered, allowing leakage by sifting of fine materials, as well as permitting, to a limited extent, the free circulation of air. Series 2 was marked 12 oz. net. These cartons were lined with paraffine paper and covered with a wrapper having the ends sealed and a paper seal placed on the end. This type of carton is air tight and supposed to be impervious to moisture. Series 3 was marked 14½ oz. net. The cartons of this series were of the same type as those used in Series 2, except that the paraffine paper lining was omitted. Series 4 was marked 13½ oz. net. The cartons used were 1¾ inches square and approximately 18 inches long, without interior lining. They had a covering of blue paper tucked in at the end, folded on the side and held in place by a label pasted along the center and wide enough to cover three sides. Series 5 was marked 12½ oz. net. The containers used in this series were pieces of cardboard rolled to make a package approximately 2 inches in diameter and 17 inches long. The carton was covered with a paper tucked in at the ends without any glue. The outside paper was held in place by a label pasted across the center and running about two thirds of the way around the pack-

age. This type of package permits the free circulation of air.

The localities selected were: Washington, D. C.; Boston; Savannah, Ga.; Pittsburgh; Denver; St. Paul; Seattle; and San Francisco. Twenty-five packages of each series were sent to the branch laboratories in these localities. All the macaroni sent was made from the same kind of flour at the same time, and in the same manner, except that the first 15 samples of each series, designated as "dry" by the manufacturer, were dried for 4 days, while the last 10 samples of each series, designated as "moist," were dried for 2 days. The "moist" samples were in a packable condition.

## METHOD OF PROCEDURE

After being weighed roughly by one of the regular weighers, the macaroni was reweighed accurately to one hundredth of an ounce. It was then placed in the carton, again weighed carefully, and prepared for shipment. The weight of the carton was considered as the difference between the net and gross weight. Each sample was marked with a serial number inscribed on the sides in duplicate. After the whole series of 25 samples was weighed, it was packed in large pasteboard cases by the regular packer. It was then sealed and stenciled. The samples were shipped from the New York factory to the various localities in the following way: By rail to Washington, Boston, Pittsburgh, Denver, St. Paul and Seattle; by boat to Savannah and by boat and rail to San Francisco.

At the time of packing small samples of approximately 4 oz. were taken in glass stoppered mushroom bottles for the purposes of determining the moisture of the macaroni when packed. Samples of macaroni packed in the morning, as well as that packed in the afternoon, were taken.

The samples were taken by selecting at random a few sticks from each tray, breaking them into lengths of approximately 3 or 4 inches, and placing them in a bottle which was immediately sealed with paraffine. The bottles were kept in a refrigerator until the analysis was made.

Instructions for making the weighing and moisture determinations on the macaroni which was sent to all the

branch laboratories cooperating in this experiment, were as follows: The gross weight of all the packages was taken on arrival, and at intervals of 15, 45, 90, and 180 days after arrival. At the same time the net weight of 5 packages from each series was taken. The following scheme illustrates the manner in which this was done.

Upon arrival, the gross weight of each of the 125 samples received and the net weight of 5 samples of each series were taken. Approximately 15 days after arrival, the gross weight of each of the 100 remaining samples and the net weight of 5 samples of each series were taken. Approximately 45 days after arrival, the gross weight of each of the 75 remaining samples and the net weight of 5 samples of each series were taken. Approximately 90 days after arrival the gross weight of each of the 50 samples remaining and the net weight of 5 samples of each series were taken. Approximately 180 days after arrival, the gross weight and net weight of each of the remaining samples were taken.

Three samples in each series which were opened at the stated periods represent the macaroni which was 4 days old when packed, and is designated as "dry," and 2 samples in each series represent the macaroni which was 2 days old when packed, and is designated as "moist." After the net weights were obtained, these samples were discarded, except a portion to be used for the moisture determination. These samples were taken immediately after weighing each series, placed in glass stoppered bottles and the moisture determinations made as soon thereafter as possible. The general condition of the material when opened was noted, cracking, crumbling, drying up, or any unusual or abnormal condition being observed in each individual sample opened. The unopened samples were for the most part kept on a shelf in a room where conditions were as nearly as possible the same as those existing in the average grocery store. In some cases, as for example in Washington, the samples were kept in the laboratory.

The following method was followed by each laboratory in making the moisture determinations: The sticks of the



macaroni were broken up into pieces about the size of a grain of wheat by passing them through a coffee mill, or by hammering them out on the table. The grinding was done rapidly to avoid possible changes of moisture. Approximately 5 grams of the material were weighed in a weighing bottle and placed on a jacketed drying oven or in a vacuum oven at 100 deg. C. until it ceased to lose weight which took about 5 hours. It was then cooled in a desiccator, weighed, and again placed in the drying oven for an hour. The material ordinarily reached constant weight after the first period of 5 hours. 100 deg. C. was obtained in the drying oven by

adding a small quantity of glycerine to the water.

This moisture determination was made on each series at each period in both "dry" and "moist" macaroni.

DISCUSSION OF RESULTS

It was thought that the moisture content of the 2 runs of "dry" and "moist" macaroni would be sufficiently different to cause appreciable variations in the net weight of the material in transit and in storage. Three days were consumed in the factory in making the original weighings on these packages and, as already indicated, samples for moisture determination were taken

at intervals throughout the working day, 17 samples in all being taken. These averaged 14.91% for the "dry" macaroni which was 4 days old before packing, and 16.48% for the "moist" macaroni which was 2 days old before packing. The average moisture content for all the macaroni on arrival at its destination was 12.41%. The highest average of any locality was shown in Denver, which gave 13.49%, while the lowest average of any locality was shown in Boston and was 10.02%, the average moisture content for all the macaroni throughout the whole period of 180 days was 10.02%.

Tables 1 and 2 show the moisture de-

Average moisture when packed dry 14.91% moist 16.48%

TABLE SHOWING PERCENTAGE OF MOISTURE IN MACARONI BY LOCALITIES.

Table No. 1. B. R. Jacobs. Table showing percentage of moisture in macaroni by localities. Columns include On Arrival (Dry, Moist), 15 days after arrival (Dry, Moist), 45 days after arrival (Dry, Moist), 90 days after arrival (Dry, Moist), and 180 days after arrival (Dry, Moist). Rows list localities: WASHINGTON LABORATORY, BOSTON LABORATORY, PITTSBURGH LABORATORY, SAVANNAH LABORATORY, DENVER LABORATORY, ST PAUL LABORATORY, SEATTLE LABORATORY, and SAN FRANCISCO LABORATORY. Includes Grand Average for All Samples at the bottom.

terminations made by the various laboratories on this macaroni in the "dry" "moist" samples on arrival and at various periods. In Table 1, the moisture determinations have been arranged for the 8 localities according to series, and in Table 2 these same results have been arranged for the 5 series according to locality. From these tables in the

stances, the "dry" macaroni gave a higher percentage of moisture than the "moist." Forty-five days after arrival the macaroni reached an average moisture content. In the period of 45, 90 and 180 days after arrival, there was a tendency for the moisture to become equalized in both the "dry" and "moist" macaroni.

The curves start show the percentage of moisture contained on arrival at its destination.

In Chart No. 1 made from Table No. 1, the average moisture percentage of each locality in the 5 series is represented. In Chart No. 2 made from Table No. 2, the average moisture percentage for each series in the 8 localities is represented. By comparing

Average moisture when packed dry 14.91% moist 16.48%

TABLE SHOWING PERCENTAGE OF MOISTURE IN MACARONI BY SERIES.

Table No. 2. B. R. Jacobs. Table showing percentage of moisture in macaroni by series. Columns include On Arrival (Dry, Moist), 15 days after arrival (Dry, Moist), 45 days after arrival (Dry, Moist), 90 days after arrival (Dry, Moist), and 180 days after arrival (Dry, Moist). Rows list series: FIRST SERIES, SECOND SERIES, THIRD SERIES, FOURTH SERIES, and FIFTH SERIES. Includes Grand Average for Lot of All Samples at the bottom.

Chart 1 and 2, which were made from the average percentage of moisture shown in Tables 1 and 2, illustrate the variations in the percentage of moisture both by localities and by series. In these two charts the ordinates represent the percentage of moisture in the macaroni, while the abscissae represent the time in days from the arrival of the package at its destination to the end of the period of 180 days. The points on the ordinate where

the "moist" macaroni was in almost every instance higher in percentage of moisture than the "dry" macaroni, the average for all the series in the localities being about 1% higher than the "moist" macaroni. Fifteen days after arrival, however, the "dry" and "moist" macaroni had practically the same percentage of moisture in the same locality. In a number of in-

these 2 charts, Nos. 1 and 2, a greater uniformity is observed in any given locality for the 5 series than in any given series for the 8 localities. The climate conditions of any one locality appear to exert a more marked influence on the variations in the moisture content of the product than does the kind of package in which the product is contained. Chart 1 shows that the macaroni on arrival in Denver had an average of



TABLE SHOWING LOSSES IN NET WEIGHT OF MACARONI BY LOCALITIES.

Table No. 4. B. R. Jacobs. Weight when packed, Percent loss on arrival, 15 days, 45 days, 90 days, 180 days. WASHINGTON LABORATORY, BOSTON LABORATORY, PITTSBURGH LABORATORY, SAVANNAH LABORATORY, DENVER LABORATORY, ST. PAUL LABORATORY, SEATTLE LABORATORY, SAN FRANCISCO LABORATORY.

13.5% of moisture, and that 180 days after its arrival the moisture had been reduced to 5.9%. These figures are both the highest and lowest percentages reached in any locality throughout the experiment.

The macaroni packed in cartons of series No. 2 (paraffine paper lining), Chart 2, shows a higher moisture content throughout the whole period than

that packed in cartons of the other series. Series No. 2 shows a constant decrease in moisture during the whole storage period. All of the other series increased in moisture from the 90 day period to the end of the experiment. The chart also shows that the paraffine paper only retards but does not prevent the drying out of the contents.

Table 3 shows the loss in percentage

of net weight undergone by the various localities indicated by series No. 2. Table 4 gives the loss in percentage net weight undergone by the various series indicated by localities. The figures represent the average percentage loss of five packages.

Charts 3 to 17, inclusive, illustrate graphically the variations in net weight which have taken place both by

Table No. 3. B. R. Jacobs.

TABLE SHOWING LOSSES IN NET WEIGHT OF MACARONI BY SERIES. Weight when packed, Percent loss on arrival, 15 days, 45 days, 90 days, 180 days. FIRST SERIES, SECOND SERIES, THIRD SERIES, FOURTH SERIES, FIFTH SERIES.

a\* equals gain.

b\* equals gain.

by localities. In these charts the ordinates represent the percentage loss of net weight undergone by the packages, and the abscissae represent the time in days from the arrival of the packages at their destination to the end of the period of 180 days. The curves on the ordinate where the curves show the losses in net weight undergone in transit.

Chart 3 shows the cartons of series 1. These cartons are not air tight, but are tacked, permitting some circulation of air. The macaroni shipped in cartons of this series lost in transit 0.72% in Seattle to 2.4% in Boston.

gained in weight until the 180-day period or the end of the experiment.

Chart 5 shows the cartons of the same type as those used in series No. 2, except for the omission of the paraffine paper lining. The cartons of this series gained 0.26% in weight on arrival in Savannah, and lost 2.59% in Boston. Fifteen days after arrival, this series lost 6.38% in Boston and only 0.89% in Savannah. In St. Paul it lost 4%, which 45 days after arrival was reduced to 2.7%, and 90 days after arrival increased again to 6.6%. This type of carton showed unusual changes in St. Paul. But, as in the previous

in transit and in some localities during the 15 days after arrival. As in all the other series, Denver here showed the highest loss,—9.6% 45 days after arrival. The loss in weight remained practically constant in Denver and Seattle until the end of the experiment. In Savannah and San Francisco the loss was progressive to the end of the experiment, while in Pittsburgh, Washington, Boston and St. Paul, a gain in weight is noted. This type of carton is more subject to local change than any other, as may be noted from the fact that in two localities, Washington and Pittsburgh, the maximum loss in weight

TABLE SHOWING WEIGHT OF CARTONS WHEN PACKED AND PERCENTAGE VARIATIONS UNDERGONE IN TRANSIT AND AT DIFFERENT PERIODS AFTER ARRIVAL AT DESTINATION.

Table No. 5. B. R. Jacobs. Weight of carton when packed, Percentage variations on arrival and at different periods after arrival. FIRST SERIES, SECOND SERIES, THIRD SERIES, FOURTH SERIES, FIFTH SERIES.

\*Plus sign(+) indicates percentage gain. \*Minus sign(-) indicates percentage loss.

This same series lost very rapidly the first 15 days in all the localities. Twenty-five days after arrival it lost 5% in Denver and in San Francisco and Savannah approximately 3%. In the localities, such as San Francisco, Savannah, Seattle and Denver, these cartons continued to lose weight throughout the whole period, when in localities as Pittsburgh, St. Paul, Boston, Washington they recovered to some extent.

Chart 4 shows the cartons of series 2. These cartons, lined with paraffine paper and covered with a wrapper having the ends sealed and a paper seal placed at the end, do not permit the free circulation of air. The cartons of this series showed little loss in weight on arrival at any of their destinations, but a study of the chart shows that in San Francisco, Savannah, Seattle and Denver, the loss in weight was progressive throughout the whole period, Denver showing the greatest loss. In the other sections, Pittsburgh, St. Paul, Boston, Washington, the losses were gradual up to the 90-day period, after which time the material gradually

series, it is observed that in San Francisco, Savannah and Denver the loss in weight is progressive from the beginning to the end of the experiment, while in Washington, Boston, Pittsburgh and St. Paul the material recovers in weight to some extent. Seattle remained practically constant after the 45-day period. The packages of this series lost progressively until the 45-day period. Ninety days after arrival the packages of this series were gaining weight in every locality except Seattle, where they continued to lose progressively to the end of the experiment. It may be observed that the recovery in Denver, San Francisco, Savannah, is very slow, while in Boston, Washington and St. Paul, it is relatively rapid.

Chart 7 shows the cartons of series 5. These cartons being made from pieces of cardboard rolled to form a package about two inches in diameter, covered with paper tacked in at the ends, permitted the free circulation of air to a greater extent than any other type. The carton of this series suffered exceedingly high losses in weight both

was exceedingly high and was noted in the first 15 days after arrival.

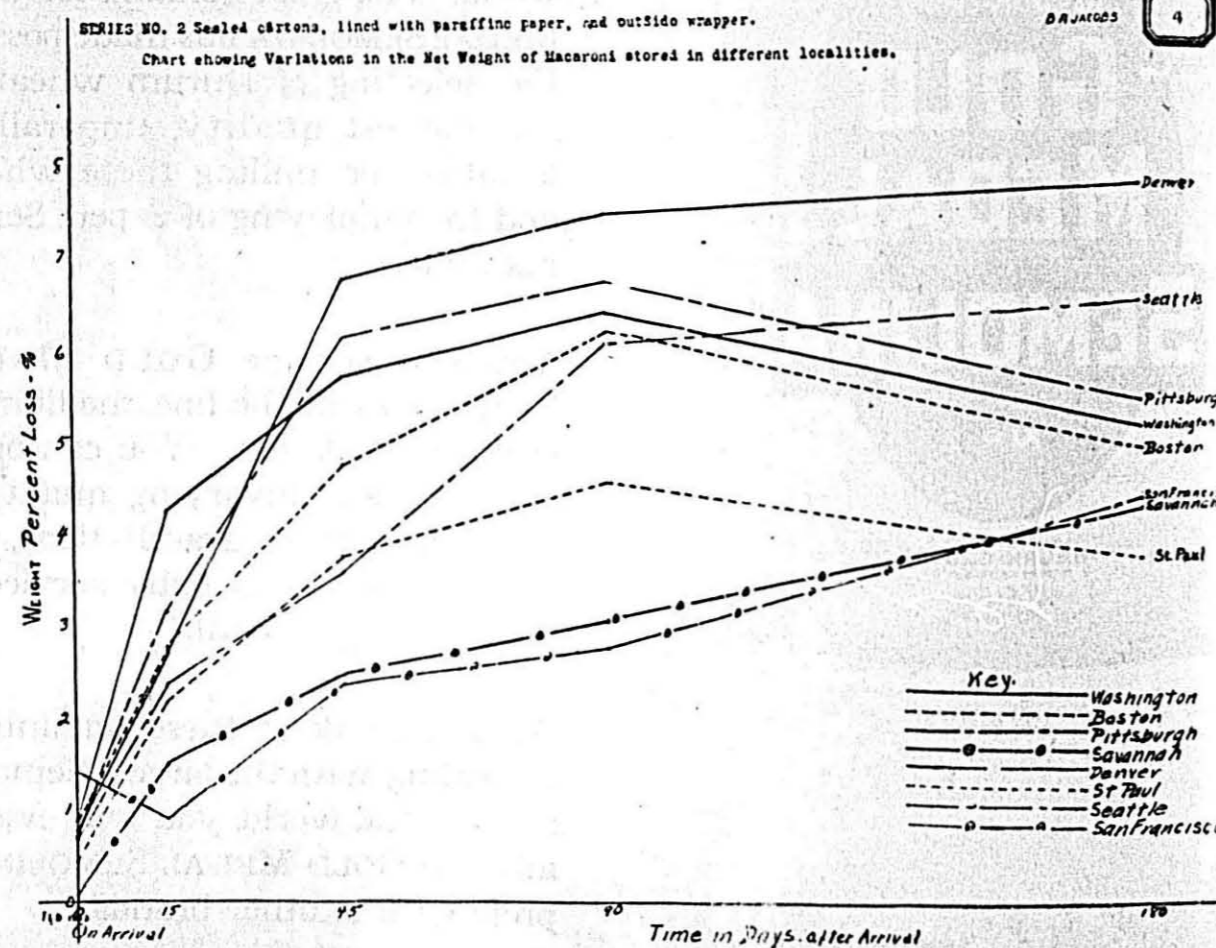
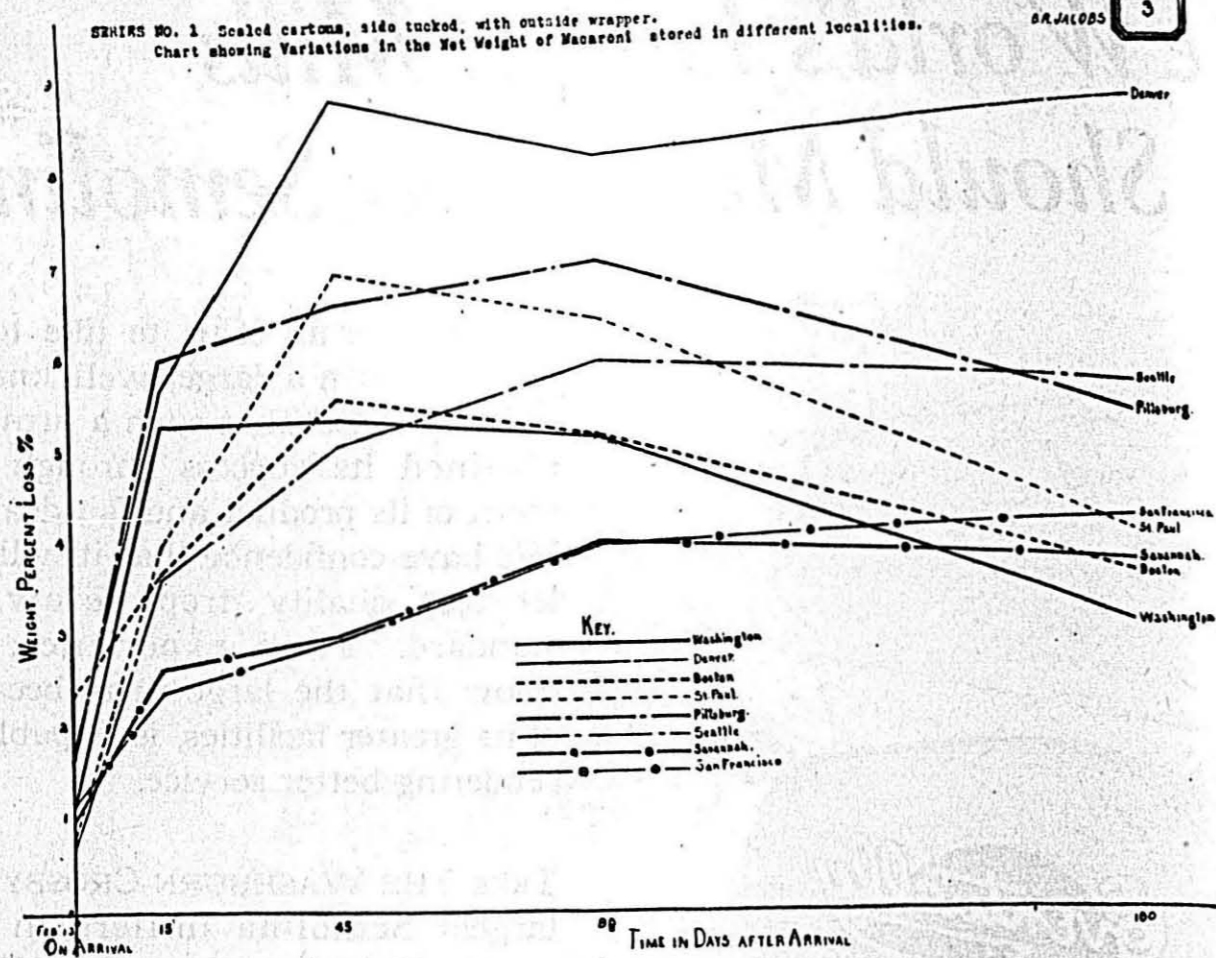
Chart 8 shows the average loss in weight for the 5 series indicated by localities. Savannah and San Francisco show the least loss in weight, while Denver showed the greatest. It may be seen also that on an average the macaroni shipped to St. Paul, Boston, Washington and Pittsburgh, lost in weight, up to and including the 90-day period, and then gradually gained weight to the end of the experiment; while that shipped to Savannah, San Francisco, Seattle and Denver, lost progressively from its arrival at destination until the end of the 180-day period.

All this macaroni was weighed at the factory in the latter part of January, when the temperature was exceedingly low and snow lay on the ground, whereas the temperature of the room where the macaroni was handled was approximately 70 deg. F., with a very dry atmosphere. The packages shipped to Pittsburgh, Washington, Boston, St. Paul and Denver were kept through the winter and spring months, at the first









no artificial heat was provided in the storage room, these packages lost progressively until the end of the 180-day period. The high and progressive losses in weight observed in Denver from arrival until the end of the ex-

periment may be due to the fact that Denver has an exceedingly high altitude. Had these experiments been started in the summer and the macaroni stored from summer to winter instead of from winter to summer the results

probably would be different from those recorded. It is probable that the macaroni would have been in dried condition when packed and the partial recovery in weight undergone in some localities, as already indicated, would

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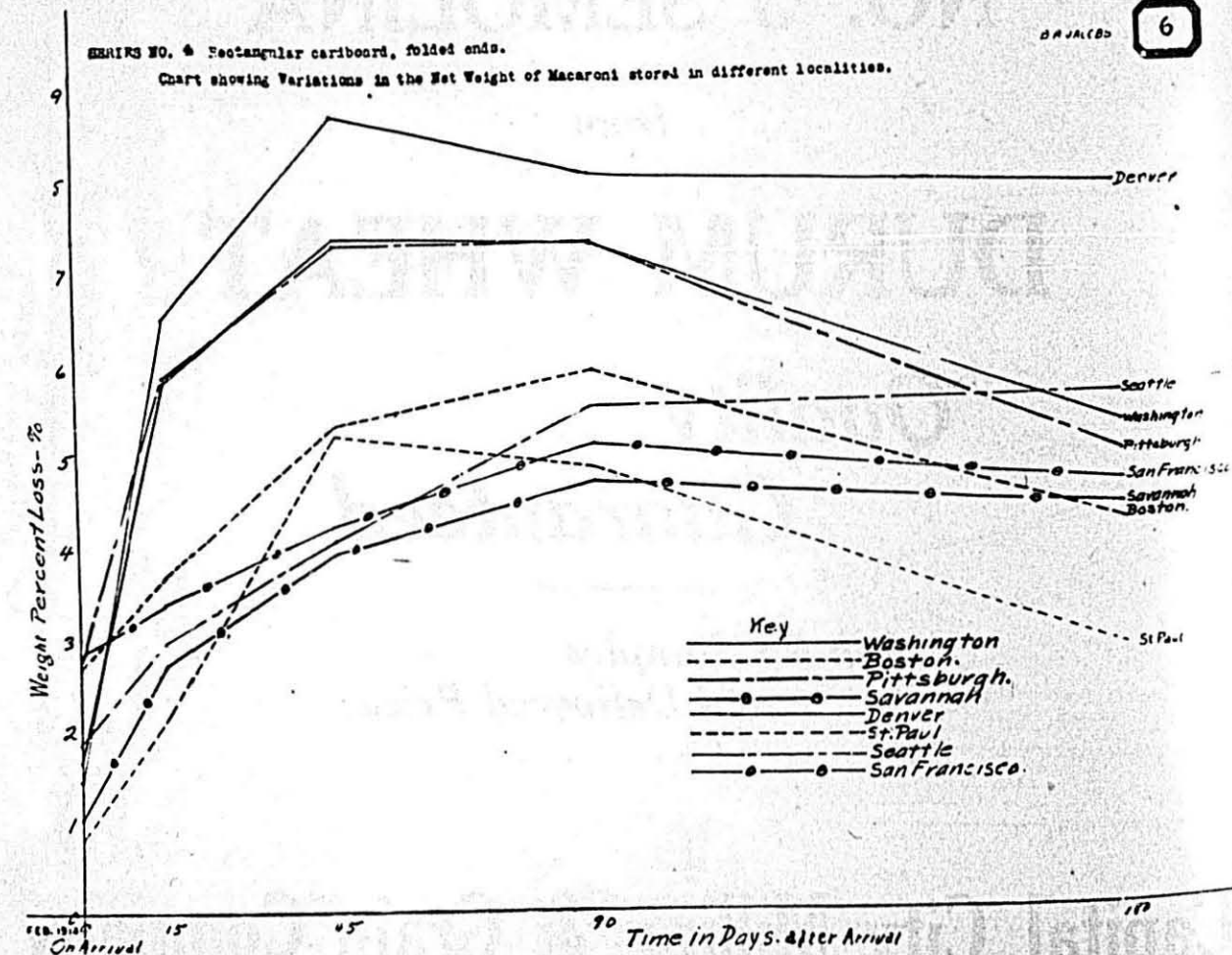
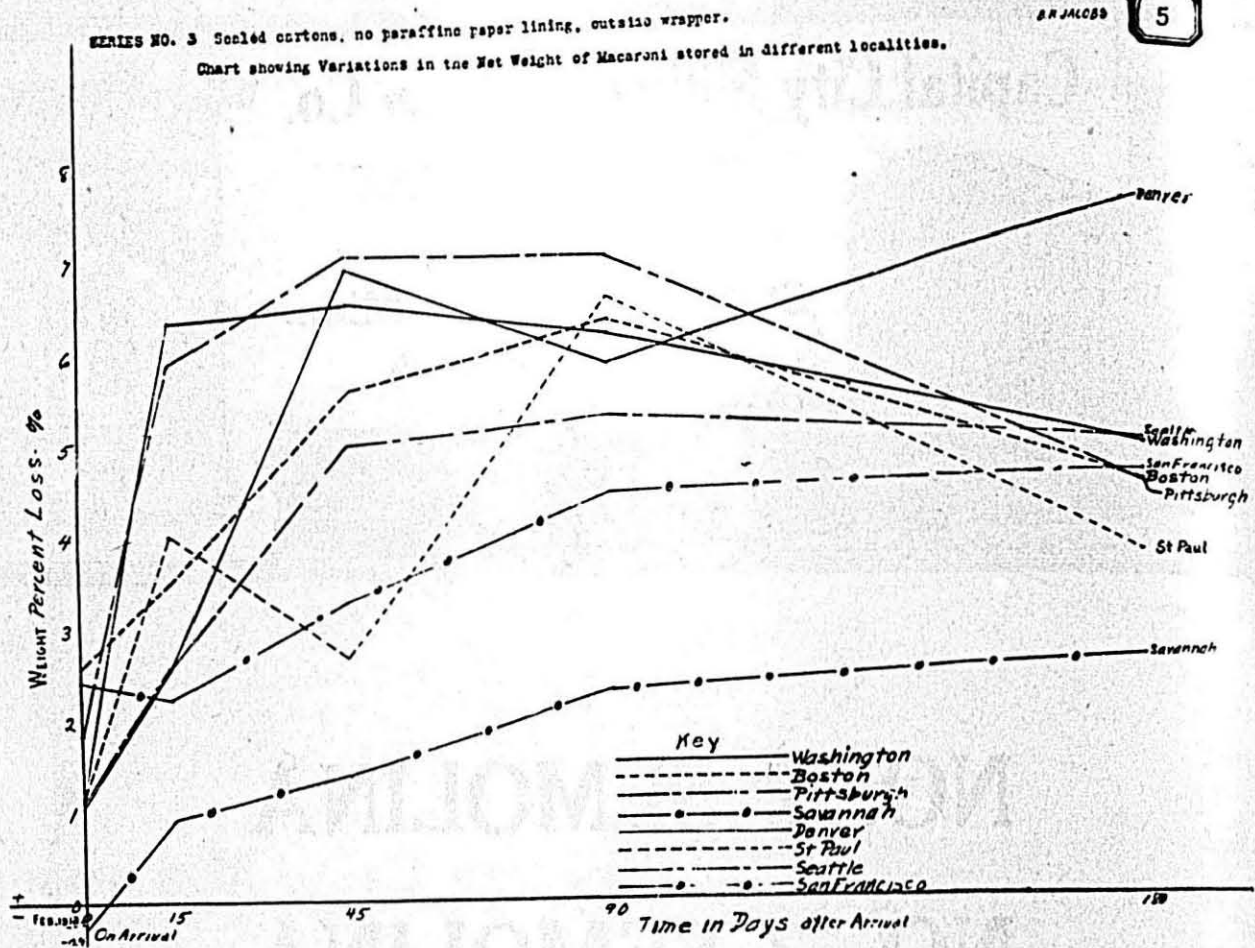
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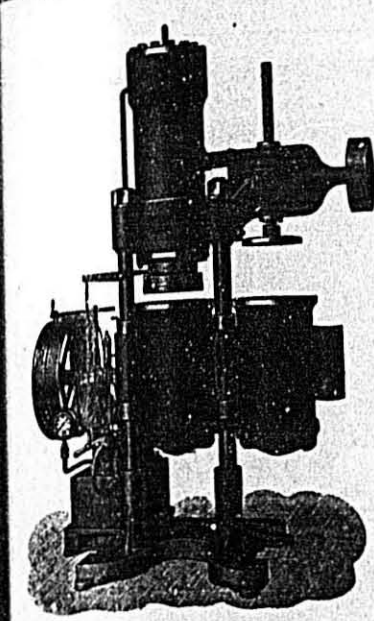
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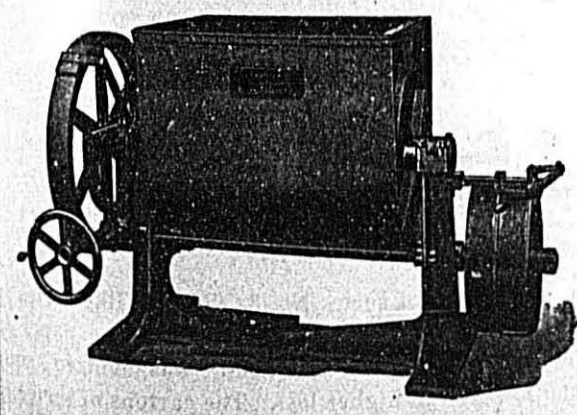
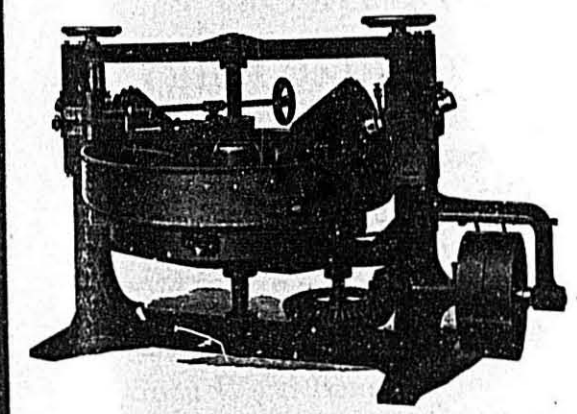
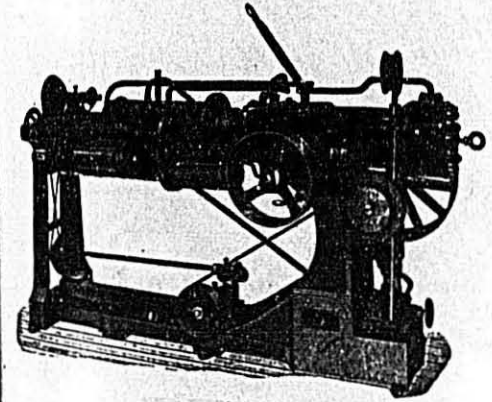
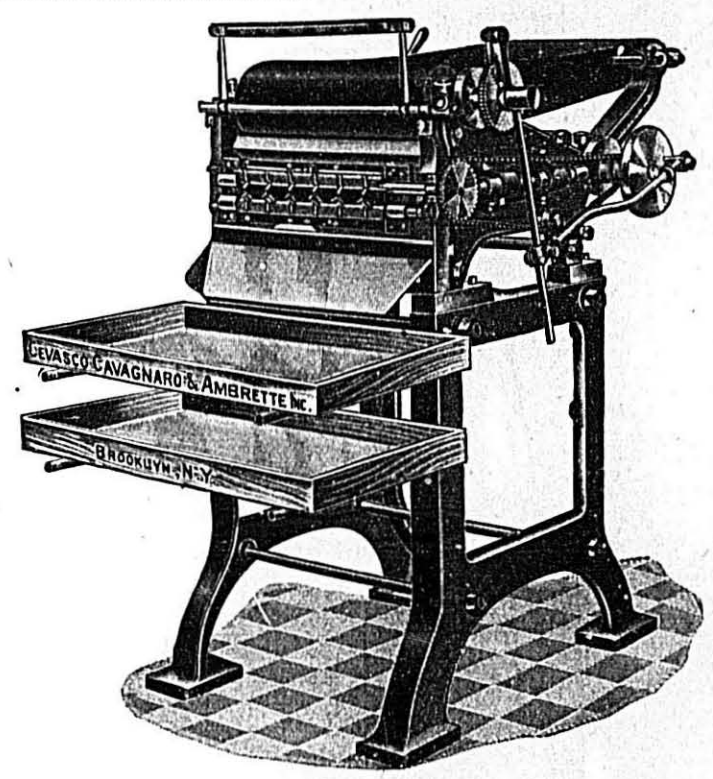
not have occurred. Rather the macaroni would have lost moisture throughout the whole period of 180 days, due to the fact that although it was sealed during the last period of the experiment in the winter, the room in which it was

kept would be in some localities drier and even warmer than the same room is in the summer. In charts 9 to 16, inclusive, where the 5 series are arranged according to localities, it may be seen that the pack-

ages of series No. 5 show the greatest loss in net weight in every locality except Savannah and Denver, where the packages of series No. 3 showed about the same loss. The cartons of series No. 2, which was the series having the para-



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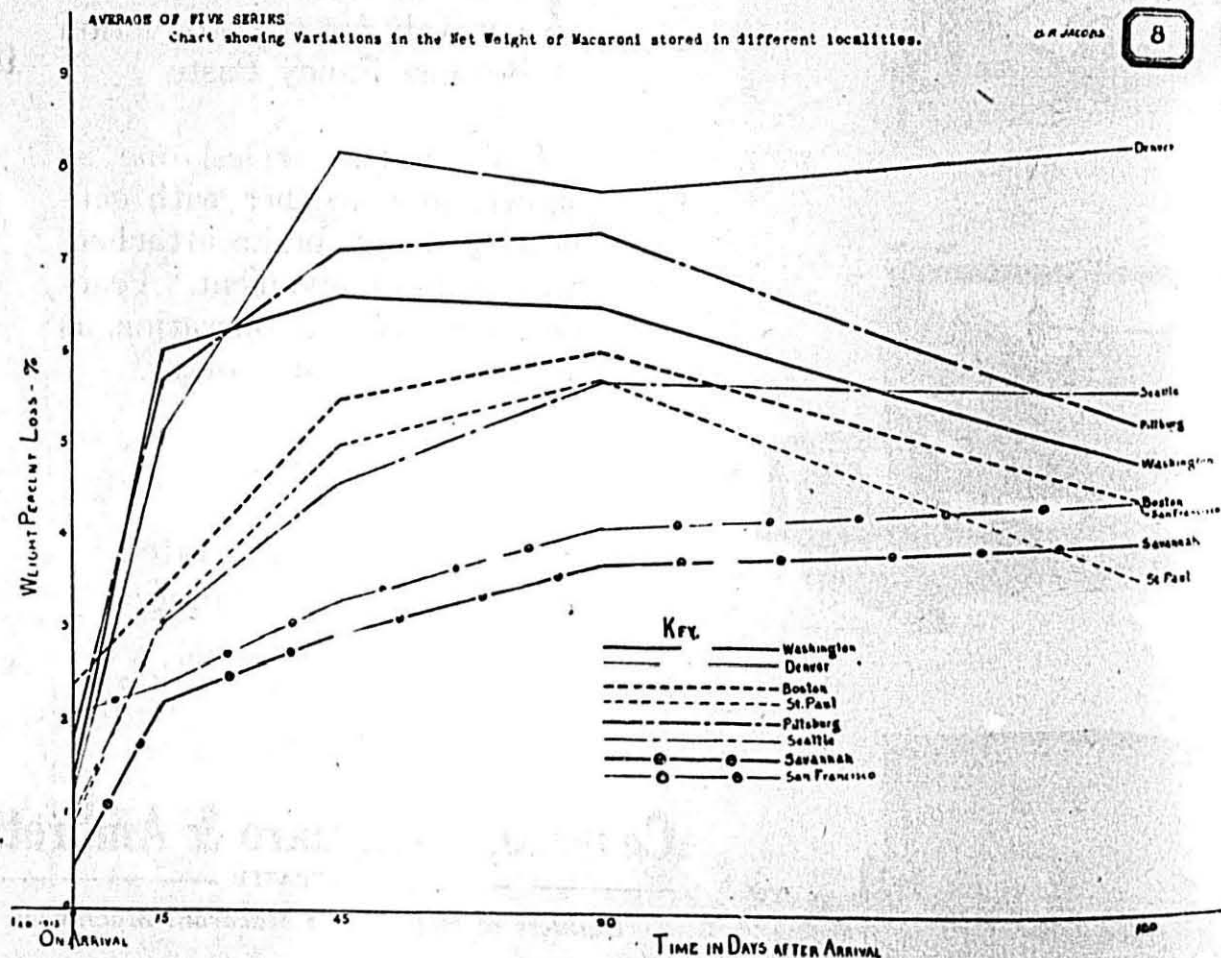
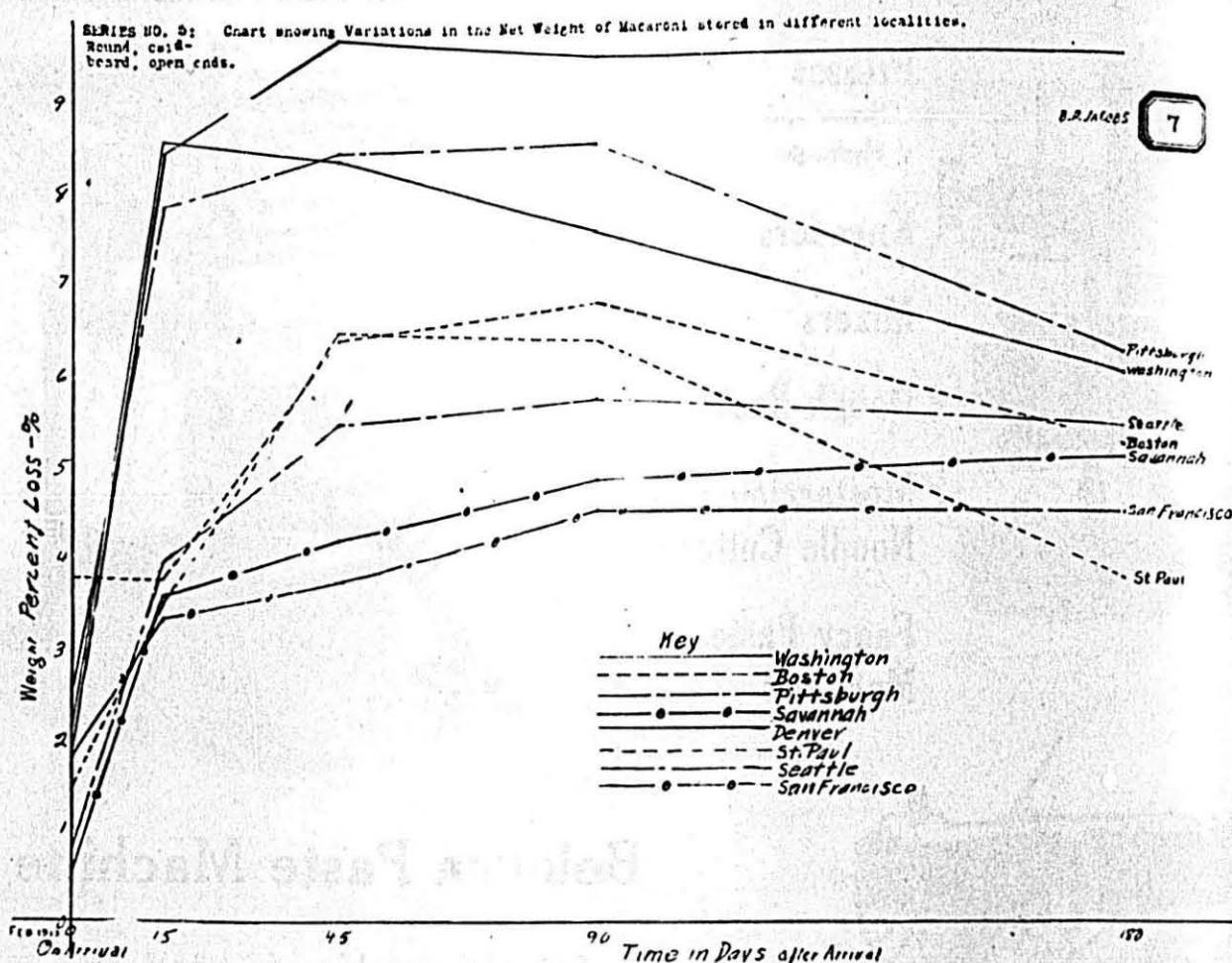
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fine paper on the inside with the sealed ends on the outside, showed the smallest percentage of loss in net weight. The cartons of this series also showed the greatest regularity in every lo-

cality, as indicated in Chart 17. In this chart the average of the 8 localities for each type of carton is shown. The cartons of series No. 2 show the lowest percentage loss in weight. The cartons

of series No. 3, which is like series No. 2, except that the paraffine paper lining on the inside was omitted, showed a higher loss. The cartons of series No. 1, which were unsealed, but closed



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# Good Wood Boxes

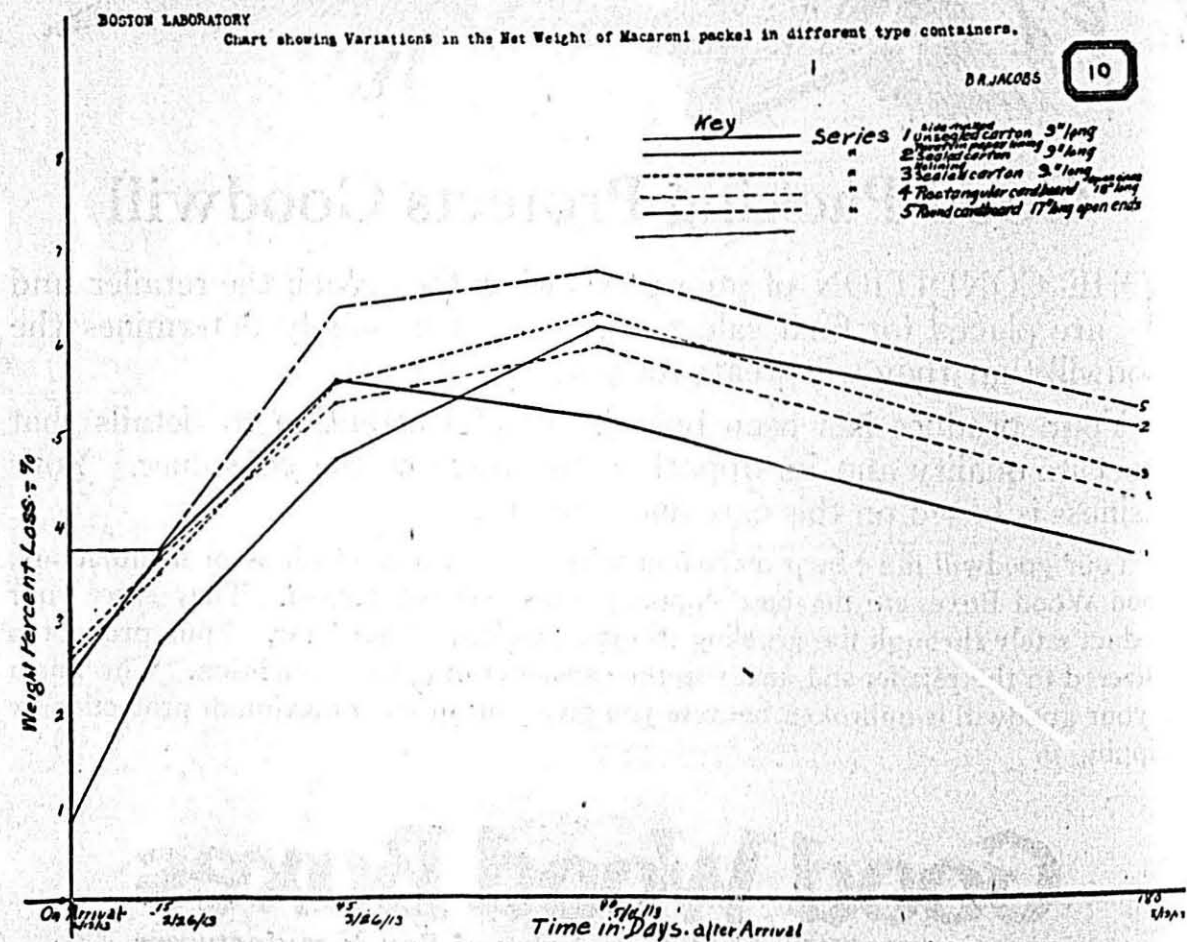
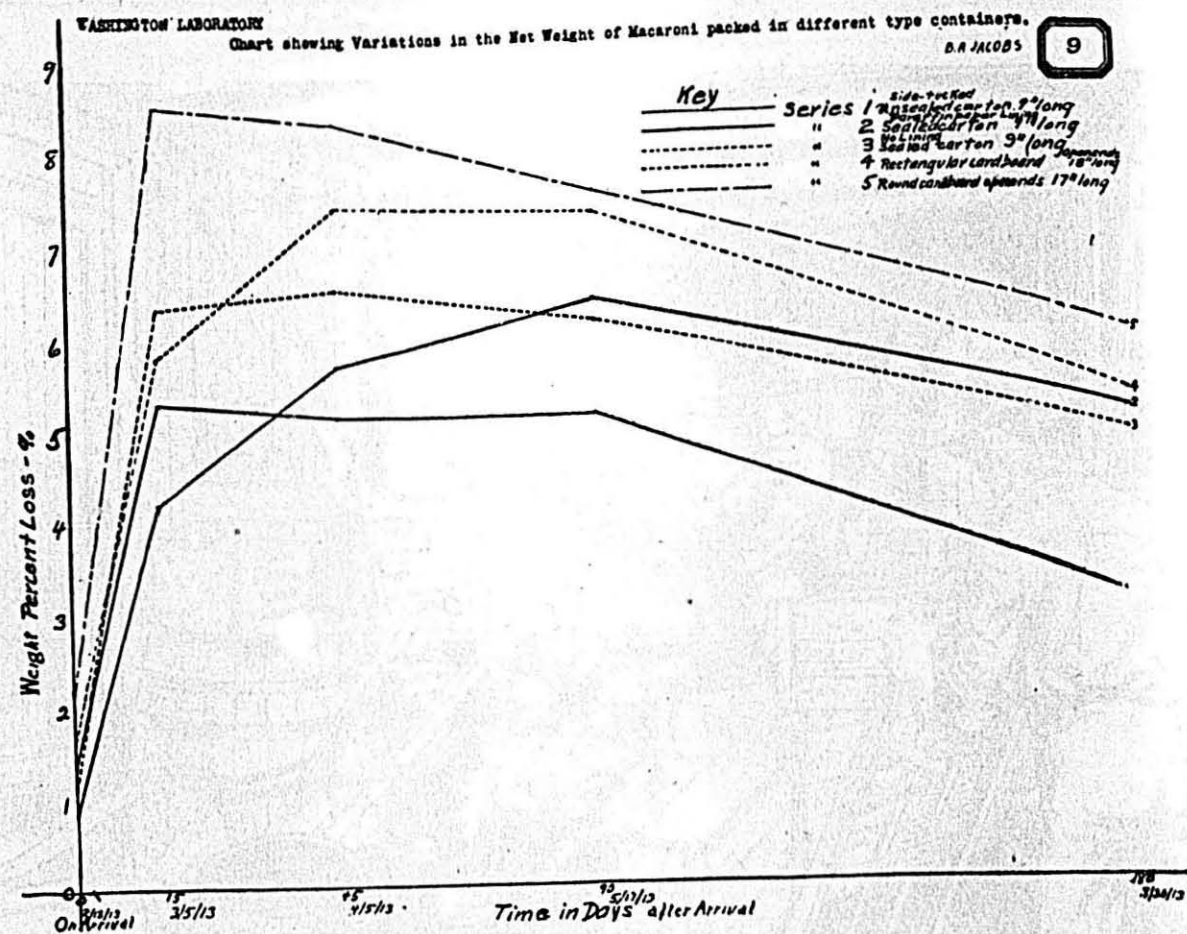
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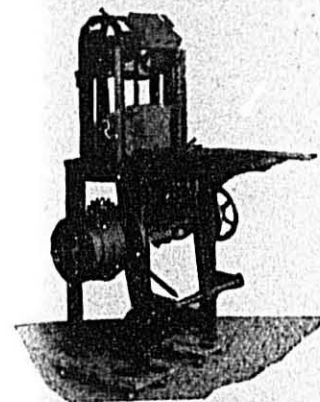




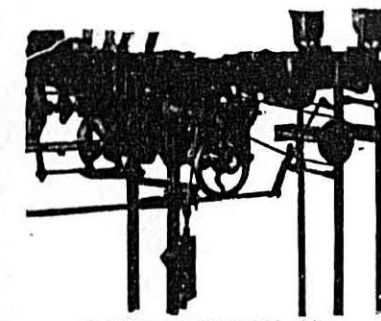
the ends tucked in, show a greater loss than series No. 1 and series No. 5, having the open ends, and allowing free circulation of air, showed the highest loss in net weight. Chart 2 shows the varia-

tions in the percentage of moisture in the macaroni in the 8 localities indicated by series. The same order is followed as in Chart 17; that is the loss in percentage of moisture increased pro-

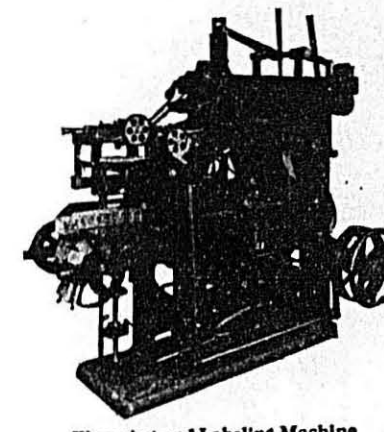
gressively from series No. 2 to No. 1, No. 4, and No. 5. In other words the series showing the smallest loss in net weight, as for example series No. 5, showed also the smallest loss in the



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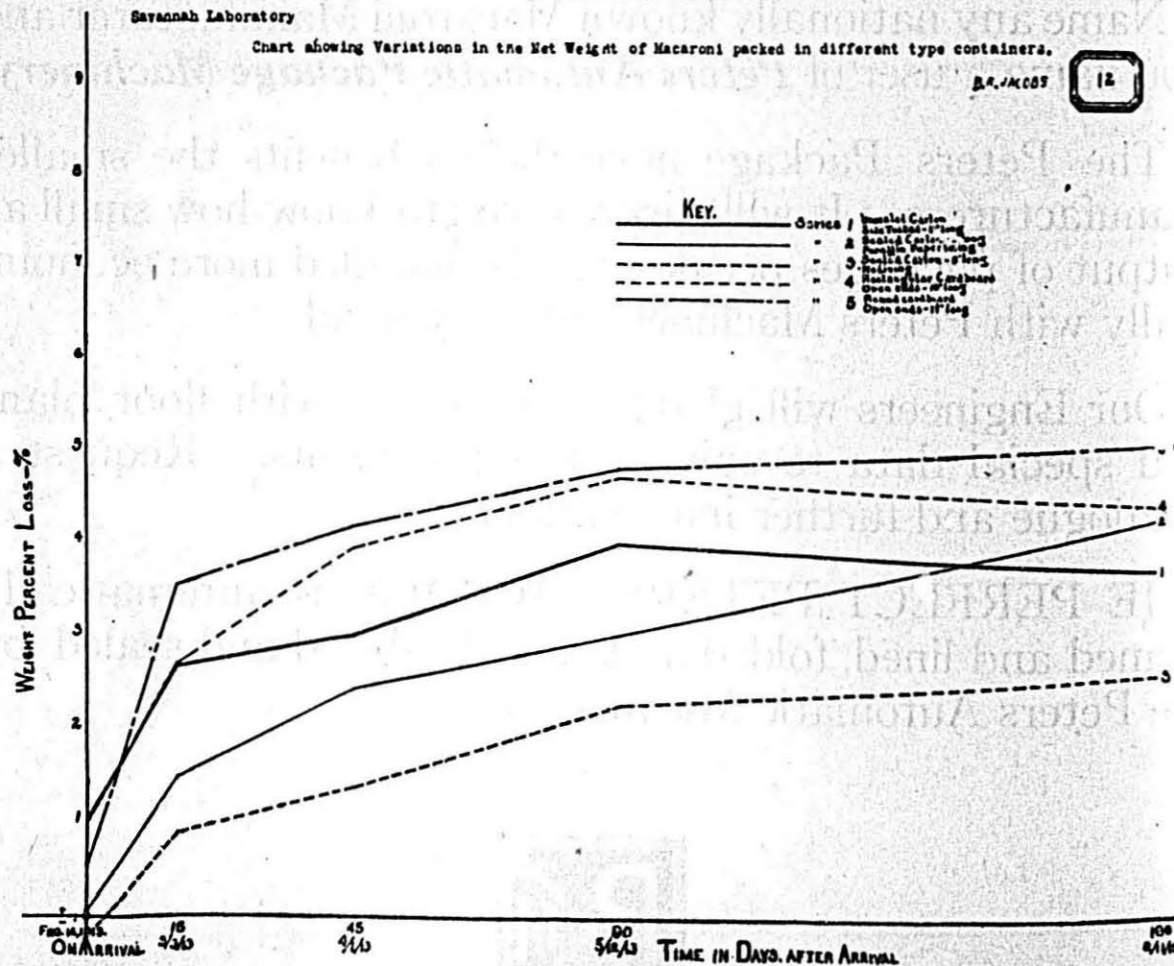
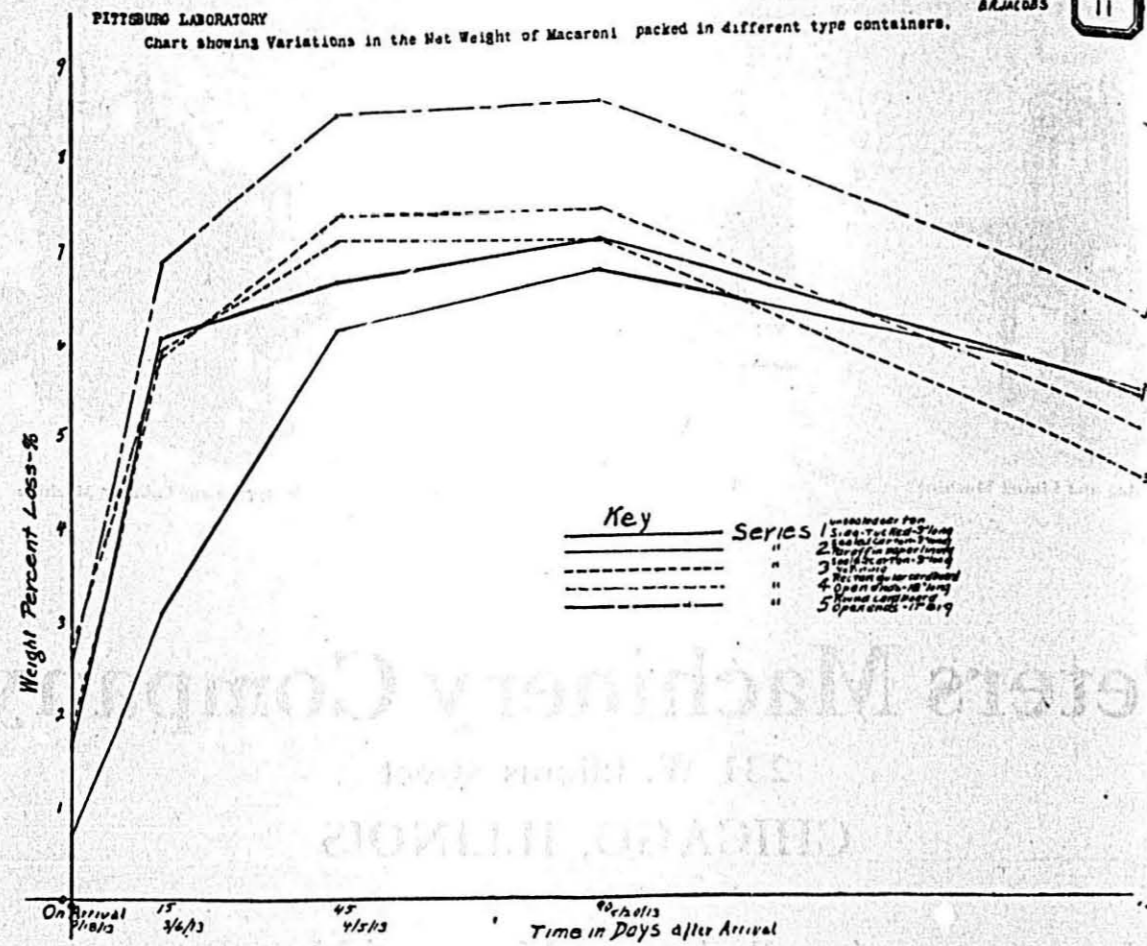
The Peters Package nevertheless benefits the smaller manufacturers. It will surprise you to know how small an output of packages per day can be handled more economically with Peters Machinery than by hand.

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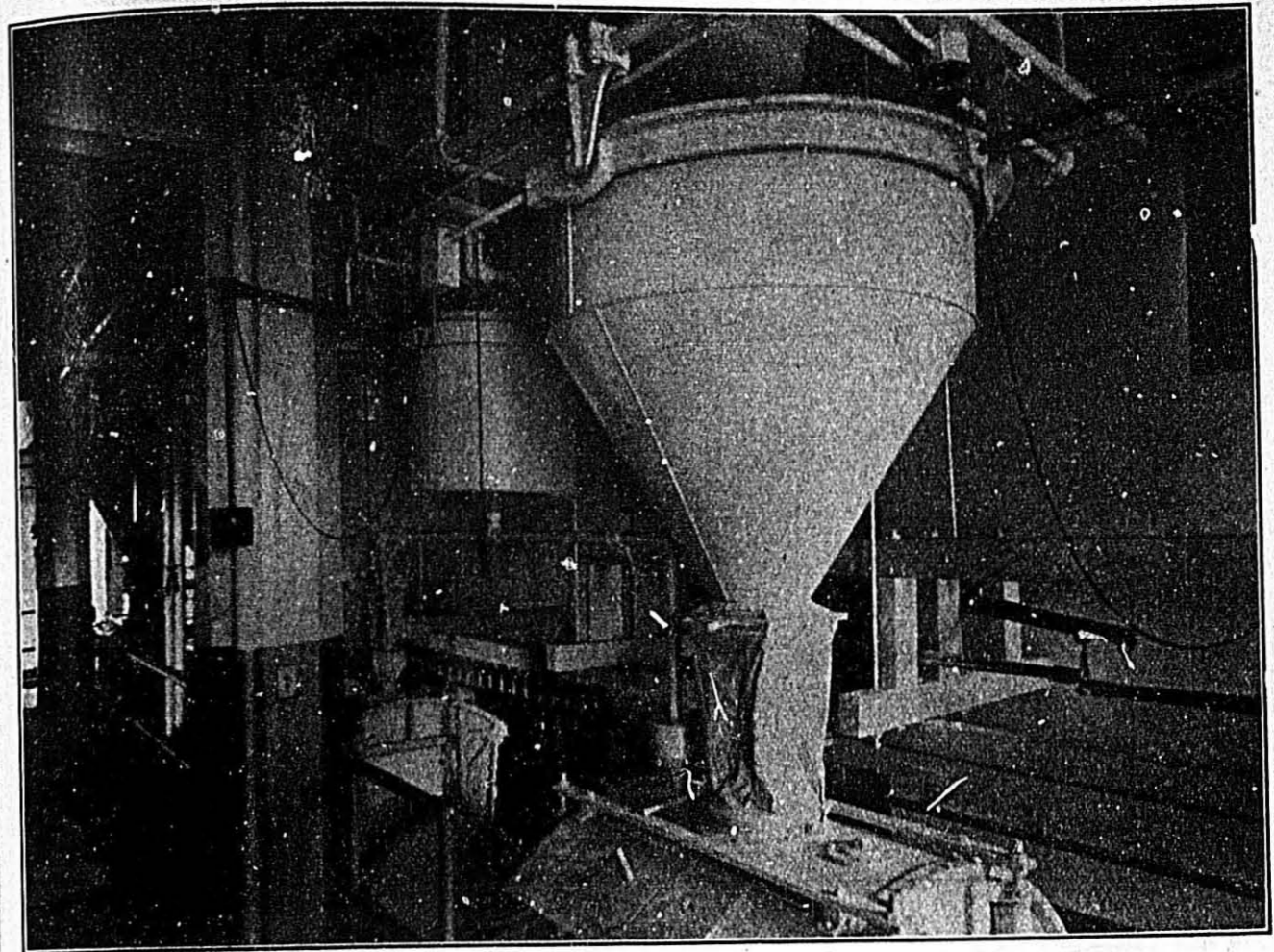




percentage of moisture; while the series showing the highest loss in net weight, as for example series No. 5, showed the highest loss in percentage of moisture. The same may be said in comparing

Chart 1, which shows the variations in percentage of moisture for the 5 series, with Chart 8, which shows the variations in the net weight for the same 5 series. It may be seen in Chart No. 8,

that Denver had the greatest loss in net weight throughout the whole period of 180 days. In the same period Denver (Chart 1) showed the greatest loss in percentage of moisture. On the other



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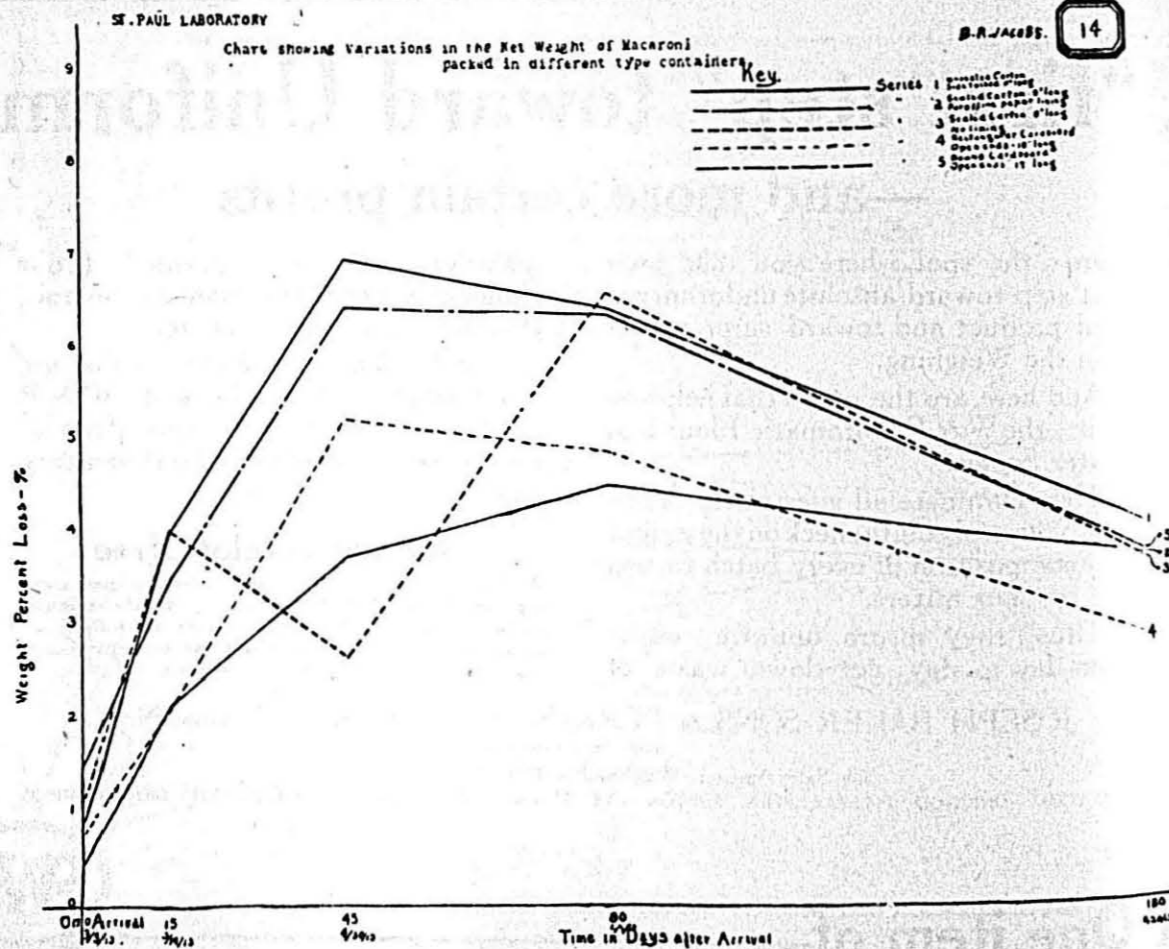
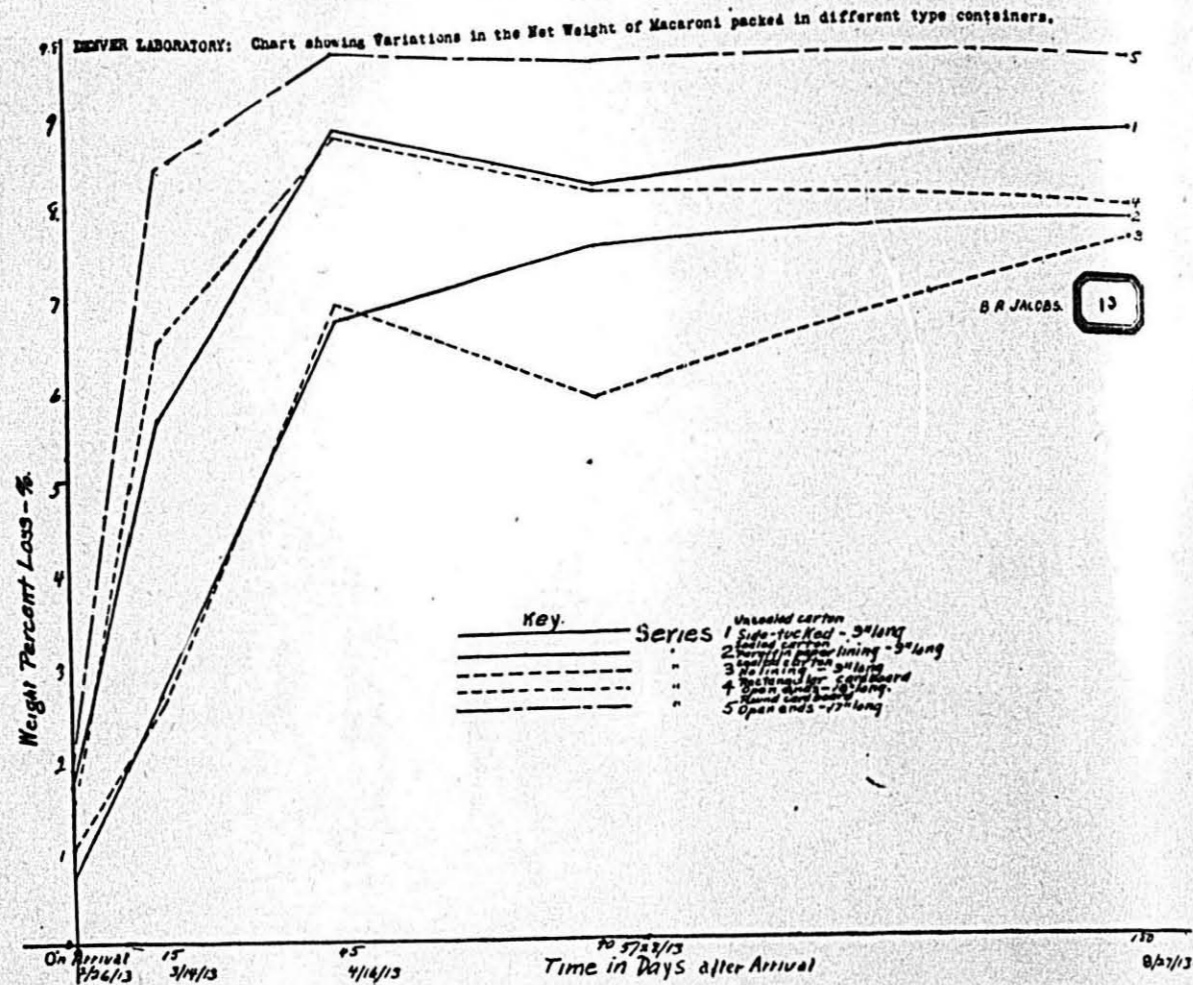
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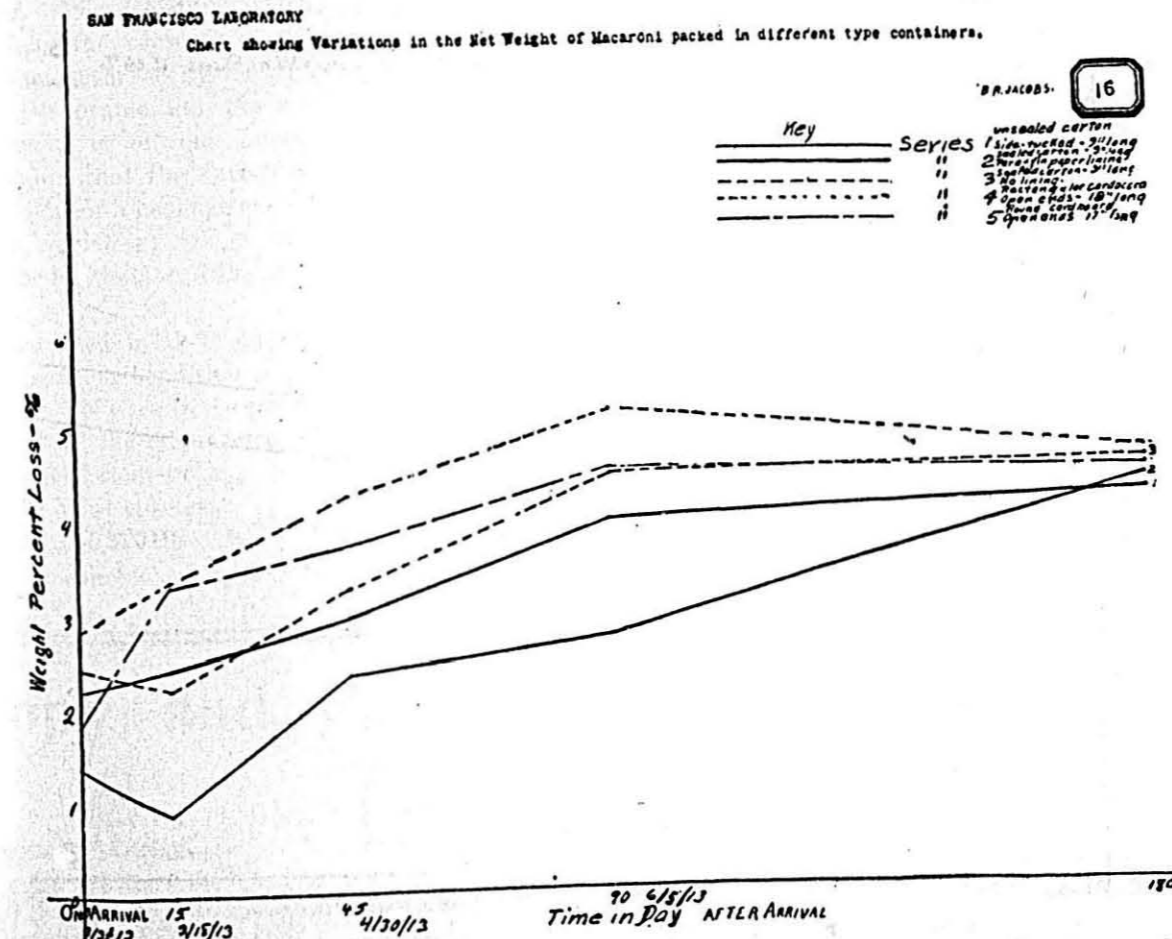
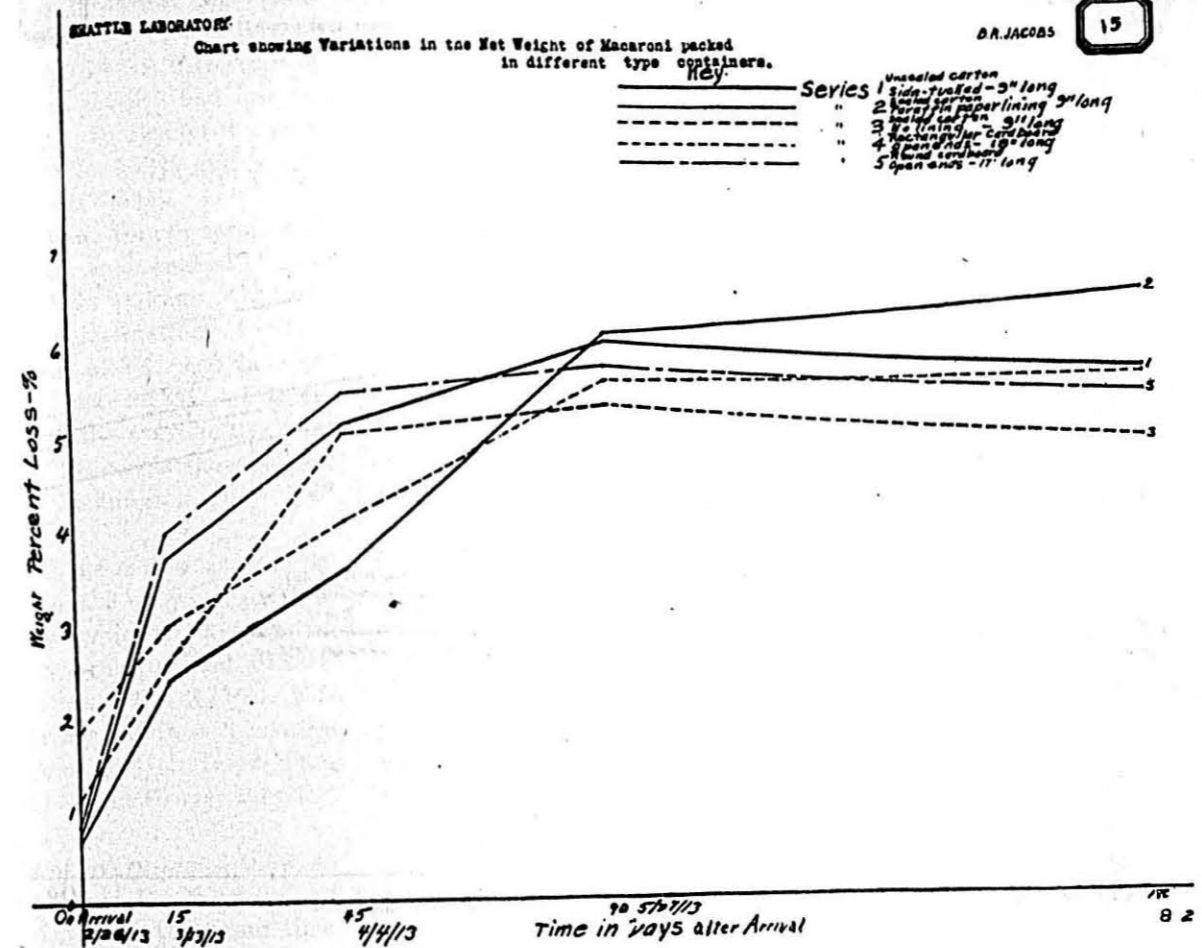
hand, Savannah (Chart 8) showed the lowest loss in net weight as well as in percentage of moisture (Chart 1).

In summing up the results of these experiments, as is done in Chart 18, it may be seen that the variations in the

net weight of these packages for all the series in all localities is complementary to the variations in the moisture content of these products throughout the whole period of 180 days.

Table No. 5 shows the average weight

of the empty cartons of each series when packed, the average variation each series, together with the maximum and minimum percentage variation and the names of the localities where these variations occurred.



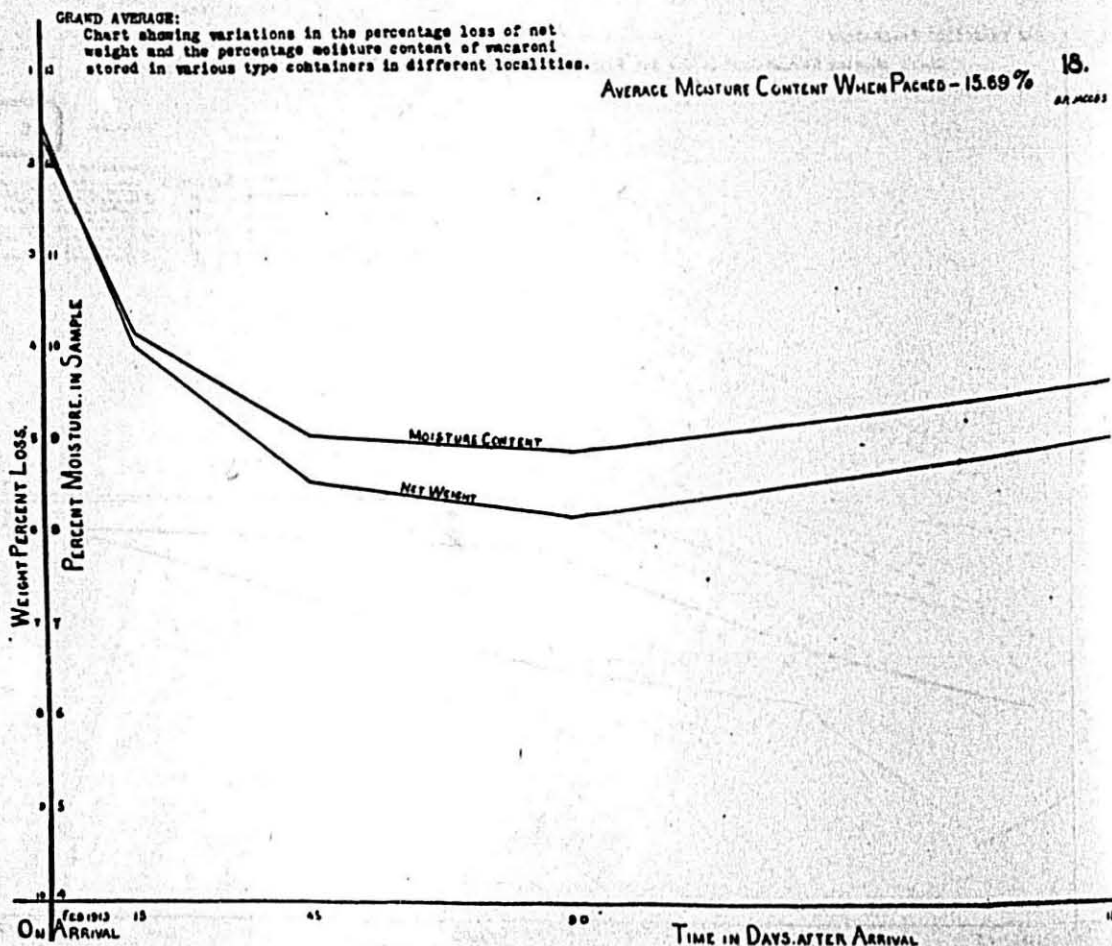
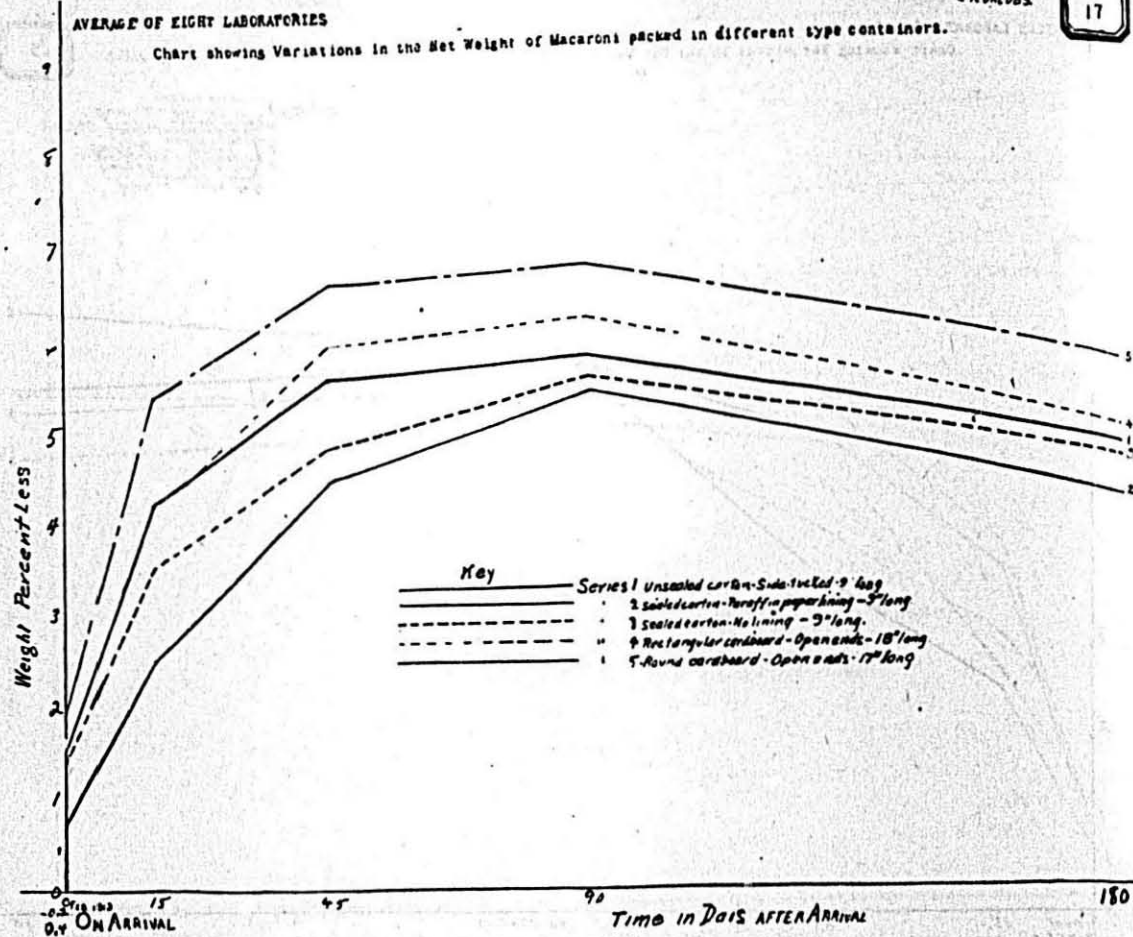
may be seen that the empty cartons have undergone changes in weight throughout the whole period of this experiment.

This table shows that the cartons of

series No. 1 having an average weight of 1.22 oz. when packed, gained an average of 4.2% on arrival at their destination. In Boston they gained 17.81% and in Denver they lost 1.56%.

Fifteen days after arrival the average gain had decreased to 1.43%. In Boston it showed a 5.17% gain, while in Denver it lost 4.69%. Forty-five days after arrival, the average gain was re-





duced to 0.79%. In Pittsburgh it gained 9.76% and in Denver it lost 4.7%. After the 45-day period the variations in net weights of the cartons were not so great.

The cartons of series No. 2 averaged

1.65 oz. when weighed at the factory. On arrival at its destination this series gained an average of 1.43%, with a gain of 5.84% in Washington and a loss of 4.05% in Pittsburgh. Fifteen days after arrival these cartons lost an

average of 0.76% of 1%. They gained 5.96% in St. Paul and lost 18.12% in Denver.

The cartons of series No. 3 weighed on an average of 1.45 oz. when packed. On arrival at their destination they

had an average of 2.98%. In Boston they had gained 18.62% and in Savannah they had lost 7.74%. Fifteen days after arrival these cartons had lost an average of 0.55%. In Boston the gain had been reduced to 4.52% and in Savannah the loss was 7.69%.

The cartons of the fourth series had an average weight when packed of 2.57 oz. They gained an average of 2.13% on reaching their destination. In Boston they gained 8.53% and in San Francisco they lost 2.23%. Fifteen days after arrival the average loss was 1.84%. In San Francisco they gained 1.84% and in Washington they lost 1.84%.

The cartons of the fifth series had an average weight of 2.3 oz. when packed. On arrival they gained an average of 1.84%. In Boston they gained 14.22% and in San Francisco lost 2.19%. Fifteen days after arrival these packages lost an average of 1.84%. In St. Paul they lost 3.94% and in Denver they lost 3.94%.

The cartons of every series show an average gain in weight on arrival at their destination. At the same time, however, the net weight of the macaroni decreased. The moisture which was given off by the contents of the package was first absorbed by the carton and then evaporated into the air. This fact seems to be of some importance, as it shows that the variations in the gross weight of a package cannot be applied to variations which may take place in the net weight of the same package.

The macaroni used in these experiments was in excellent condition at the end of 180 days. No reports were received from any of the laboratories of having deteriorated in any way, either in transit or in storage.

**CONCLUSIONS**

The following conclusions appear to

be justified from the results of these experiments:

The loss in weight of macaroni undergone after packing is due to the loss of moisture. The moisture is lost at least in part through the carton which first absorbs the moisture and then gives off. In determining the changes in the net weight of macaroni it is necessary to make the weighings direct. The changes in the gross weight of packages of these types can not be applied to any changes in the net weight.

Macaroni lost weight in transit and in storage in every locality when packed with an average moisture content of 15.69% in any of the ordinary types of cartons used for this purpose.

The results recorded here have a general application to this type of products, and that is, that changes in the moisture content of the product when packed and in the climatic conditions to which the product is subjected affect the weight obtained.

It is, therefore, essential in determining whether or not a package has the proper weight, to establish a basis of computation. This may be done by establishing the maximum percentage of moisture which such a product may contain.

**Gems From the Press**  
**Cheese**

Cheese is one of the most useful food materials, as it is always obtainable in all places, and can be made at home if one has a large quantity of milk.

What is known as American or "factory" or "store" cheese is different according to methods of making, and also varies according to age. An old cheese has a "bite" and usually can be grated. This cheese makes a better "rarebit," and is the best for macaroni, spaghetti and "au gratin" dishes.

The soft, mild cheese may be used for sandwiches or for dishes calling for milk, the cheese usually melting smoothly. For the soup and for many of the finest sauces nothing equals the Italian, Parmesan or Roman cheese. The Swiss cheese, having the large holes, is excellent for cheese sandwiches.

The cheese which is probably used the most for salads and is chosen as an after dinner cheese is the Neufchatel, or cream, or cottage cheese.—Los Angeles Record.

**Foulds' Macaroni Is a Meat in Itself**

The day is past when Americans believed that only imported macaroni was fit to eat. There was a belief that macaroni wheat was not within reach of food manufacturers in this country, but that fallacy has been entirely exploded. In fact Italians in this country have themselves gotten over it. Foulds' macaroni has done a great deal to break down the old ideal. In Foulds' the Godfrey company sends out to the people of the northwest a brand that has well established itself as the real dependable in its line.

Macaroni, the Foulds brand, when cooked with grated cheese, is a meal in itself and practically a balanced ration, justifying the old saying that macaroni and cheese is both bread and meat. Foulds is made from the choicest glutenous macaroni wheat and is a clean food.—Milwaukee News.

**LADIES FIRST**

Mrs. Flatbush—So he's married a widow?

Mr. Flatbush—Yes, he's married to her, all right.

Mrs. Flatbush—Was it love at first sight for him?

Mr. Flatbush—No; she saw him first.—Yonkers Statesman.

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## Secretary Adopts Food Standards

Standards and definitions for butter, condensed milk, cacao products, ginger ale and ginger ale flavor, cayenne pepper, oil of cassia, and breads, were adopted by the secretary of agriculture upon the recommendation of the joint committee on definitions and standards for the guidance of federal officials in the enforcement of the federal food and drugs act. These standards become effective at once.

The standards and definitions have been adopted by the Association of American Dairy, Food and Drug Officials and the Association of Official Agricultural Chemists and will be used generally by state officials in the enforcement of state food laws.

The text of the standards and definitions of bread, a closely allied food made from grain and in which macaroni manufacturers are probably most interested, follows:

**BREAD** is the sound product made by baking a dough consisting of a leavened or unleavened mixture of ground grain and of other clean, sound, edible farinaceous substance, with potable water, and with or without the addition of other edible substances.

In the United States the name "bread," unqualified, is understood to mean wheat bread, white bread.

**WHEAT BREAD DOUGH, WHITE BREAD DOUGH**, is the dough consisting of a leavened and kneaded mixture of flour, potable water, edible fat or oil, sugar or other fermentable carbohydrate substance, salt and yeast, with or without the addition of milk or a milk product, of diastatic or proteolytic ferments, and of such limited amounts of unobjectionable salts as serve solely as yeast nutrients\*, and with or without the replacement of not more than three per cent (3%) of the flour ingredient by some other edible farinaceous substance.

(\*The propriety of the use of minute amounts of oxidizing agents as enzyme activators is reserved for future consideration and without prejudice.)

**WHEAT BREAD, WHITE BREAD**, is the bread obtained by baking wheat bread dough in the form of a loaf or of rolls or other units smaller than a loaf. It contains, one hour or more after baking, not more than thirty-eight per cent (38%) of moisture, as determined upon the entire loaf or other unit.

**MILK BREAD** is the bread obtained

by baking a wheat bread dough in which not less than one third (1-3) of the water ingredient has been replaced by milk or the constituents of milk solids in the proportions normal for whole milk. It conforms to the moisture limitation for wheat bread.

**RYE BREAD** is the bread obtained by baking a dough which differs from wheat bread dough in that not less than one third (1-3) of the flour ingredient has been replaced by rye flour. It conforms to the moisture limitation for wheat bread.

**RAISIN BREAD** is the bread obtained by baking wheat bread dough, to which have been added sound raisins in quantity equivalent to at least three (3) ounces for each pound of the baked product which may contain proportions of sweetening and shortening ingredients greater than those commonly used in wheat bread dough.

**BROWN BREAD, BOSTON BROWN BREAD**, is a bread made from rye and corn meals, with or without flour, whole wheat flour or rye flour, with molasses, and in which chemical leavening agents, with or without sour milk, are commonly used instead of yeast.

In some localities the name brown bread is used to designate a bread obtained by baking a dough which differs from wheat bread dough in that a portion of the flour ingredient has been replaced by whole wheat flour.

### Simplified Container Conference

As a result of the preliminary conference on the simplification of containers held Dec. 6 in Washington under the auspices of the department of commerce, at which the National Macaroni Manufacturers association and the American Macaroni Manufacturers Association, Inc., were represented by Dr. B. R. Jacobs of the National Cereal Products Laboratories, 2026 Penn av., Washington, the macaroni manufacturers of the country, through the association officers, have been invited to attend a general conference of users of

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containers to be held Jan. 16 in Washington. At the preliminary meeting a general steering committee was appointed to carry on preparatory work with an idea of making suitable recommendations to the general conference.

On Jan. 16, the following groups of products will be considered at the general conference: Macaroni and noodles; all package cereals except macaroni and noodles; soap and soap products; canned milks; extracts and spices; salt and baking powders.

A special request has been received from Herbert Hoover, secretary of commerce, by the representatives of the macaroni association to obtain information on the subject of simplified containers so far as it is advisable in the industry. As a result, Dr. Jacobs, acting in behalf of the National Macaroni Manufacturers association, has sent a questionnaire to its members asking information that will guide the office in their stand at this conference of Jan. 16. The questionnaire is most concise and easily answered, and all macaroni manufacturers should be most ready to furnish the information sought.

#### Simplified Containers for Bulk Goods

No. 1. Are you interested in the subject of simplified containers?

No. 2. Do you make bulk goods?

No. 3. In what weights do you pack bulk goods?

No. 4. Do you believe that both 8 and 22 lbs. are essential?

No. 5. If one is to be eliminated, which would you prefer to retain?

No. 6. Do you prefer fibre or wood?

**Package Goods (Not Noodles)**  
No. 1. What weights of packages do you pack?

No. 2. Would you be willing to simplify on 8 and 16 oz.?

No. 3. If not, on what weight would you be willing to simplify?

No. 4. How many packages of each weight do you pack in each case?

No. 5. Do you believe it advisable to pack more than 2 doz. per case?

No. 6. If so, what number should be packed?

While it may be too late as a guide to the representatives of the industry who are to attend this conference on the 16th to get this information from all macaroni manufacturers after publication of this questionnaire, it would be advisable if this information has already been furnished, that it be given so that the prevailing opinion obtainable only through such questionnaire can be had for future information.

## Henry Ford's Grocery Stores

Having taken a hand at reforming just everything else, Henry Ford has started a grocery store; not for the purpose of making money, nor for the purpose of making competitors out of business, but to "keep prices within reason," to show what scientific management can do with a grocery store.

While intended for employes only, Ford grocery, meat market, shoe and clothing stores are open to the public. Between 9 a. m. and 8 p. m. Ford stores look like a ticket office for a world's series baseball game. A queue of customers begins to form an hour before the stores open. At 8 o'clock on a recent morning it extended nearly a block. The butcher shop in one month sold 235,000 lbs. of meat.

"Cash and carry" prevails. The store rooms are arranged much like a country bank, with a counter the entire length of the room. Every commodity is put up in packages of standard weight or number of pieces and, nearly as possible, each article is ready to hand over to the customer without a second wrapping. One buys

a dozen eggs, a peck of potatoes, 25 lbs. of sugar, a lb. of butter—no split dozens or half units.

On entering, the customer is handed a tag by an attendant. As each purchase is made the salesman pencils in the amount. When the purchasing is finished the tag is presented to a cashier who foots the items, takes the money and stamps the tag paid. The tag then becomes one's pass for getting out the back door where another attendant takes up the tag and deposits it in a large box, as a sales record.

As an influence in holding prices down in the vicinity of Ford's plant, these stores are important. They are not operated to drive others out of business or to make large profits, but, as an official says, "to keep prices where they should be."

Five miles from the plant in Detroit potatoes were selling at 30c a peck, a mile from the plant at 21c and in the Ford store at 17c. For creamery butter is on a par with the best in Detroit, at a differential of 8c to 15c per lb. Really fresh eggs at the Ford grocery are 34c per doz., downtown 55 to 70c.

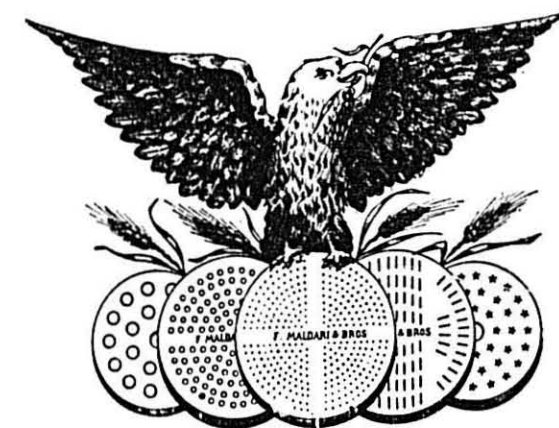
Ford sugar price is \$1.88 for 25 lbs., or 7.5c per lb., but he sells a very good grade of coffee for 28c. A good grade sirloin steak can be had for 25c per lb.

An interesting feature of the Ford store is the "assembly line." Ford has applied the principle of assembling cars to the grocery. Figures on number of customers per salesman are not available, but the ratio must be high, for the salesman wastes not a minute making out sales slips or running to and from the cash register. The tag system eliminates all this, as well as saving the time of the customer.

As a simple accounting system there are many advantages. Each salesman pencils the number in a column opposite amount of each sale. Cashier needs no cash register, because the total of tags bearing each cashier's stamp taken out of the "ballot box" at the exit must agree with her total cash at the end of her shift.

Cost of goods plus salaries and allowances for rent, light and heat costs must equal total receipts for any given period. If the total receipts exceed total costs for a period, prices are lowered during the next period, and vice versa if the opposite proves true.—Wholesale Grocery Review.

## Maldari's Insuperable Bronze Moulds with removable pins



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## MACARONI PROGRESS IN 1922

In New York Commercial Lloyd Skinner Reports Industry on Firmer Basis and Product Improved—Foods Superior to Foreign Made—Old Sales Methods Past.

The macaroni industry in America was never on a more firm or solid foundation. The quality of macaroni products that are today being put out generally by all factories has improved within the year. Most macaroni manufacturers are now trying to make the best product possible instead of the cheapest. This is particularly true of the manufacturers of package goods.

### Tricksters Quit

For several years one of the largest macaroni manufacturers in this country used most every trick imaginable in the merchandising of its products in the way of free deals, special concessions, changing quality, bonus to jobbers salesmen, cutting prices, change weight of packages, etc. This company in the last 2 or 3 years has had a detrimental influence on the industry and as it seemed to get a certain amount of business many of the weaker manufacturers tried to meet that competition.

The company referred to has recently quit business with a loss of several million dollars to creditors and stockholders. The business of that company has now been taken over by substantial interests. The fact that that company is going to be run along business lines has influenced many other manufacturers of macaroni products to start setting their houses in order, all of which will no doubt be of great benefit not only to the macaroni industry, but to those channels of trade with which they deal including the consumer.

### Substantial Progress Made

While the macaroni industry has been more or less disorganized in the past as explained in the foregoing it has within the past year, made more progress toward getting on a substantial foundation than almost any other food industry. Today there are macaroni manufacturers that offer their merchandise at one price and on one basis and have no special discounts for quantity buyers. This step represents a new era in the merchandising of food products.

It would seem illogical to expect the retailer to have a higher code of ethics in the matter of merchandising than manufacturers, and yet today some large food manufacturers have differ-

ent prices on their products and therefore, not all of their customers are paying on the same basis and price.

Manufacturers have it within their power to sell to whom they wish and the time is not far distant when the decision in the Mennen case will be carried out and then manufacturers will do business only with whatever class of buyers they select, but whoever they sell will be sold on the same price and basis. This will be brought about not so much from a legal standpoint as from a moral standpoint because it will represent better merchandising.

### Wheat Barometer

Wheat is not only the staff of life, but it is the great barometer showing the strength of a country. In other words, any country that has a real supply of wheat is in a comparatively substantial condition. Macaroni products represent the shortest method of converting wheat into a food product, there being nothing in high grade macaroni products, with the exception of the egg noodles, except a certain kind of flour and water, therefore the industry has a real basis for its inception and existence.

There was a time when a large volume of macaroni products was being imported into this country. The reasons for this were that in times past this country did not produce the kind of wheat that is necessary to make the best macaroni products, that wheat in the past being largely produced in Russia. The Italians got their wheat from Russia and made it into macaroni products and imported it into this country.

### U. S. Largest Macaroni Wheat Producer

Today this country is the largest producer of the wheat desirable for macaroni products, and Russian wheat is practically out of the market. For this reason those manufacturers abroad who now export macaroni products to this country obtain their wheat or flour largely from Minneapolis or Duluth, and are at a disadvantage in competing with the American manufacturers.

It is a matter of fact that in the past few years the manufacturers of macaroni products in this country have demonstrated that with newer and more sanitary methods of manufacturing with the same raw material they can produce a better grade of macaroni products than has ever been produced by any foreign manufacturer.

While the manufacturing of macaroni products in this country has made great strides in the last few years, it

is still, to a certain extent, in a fancy. At the present time, the best position to know state the consumption of macaroni products in this country is approximately 6 lbs. per capita annually, while in general European countries the consumption is 50 or 60 lbs. per capita.

### Balanced Ration

Macaroni products represent a balanced ration, and you can purchase a dime, in any retail grocery store, more real, actual food value by chasing macaroni products, than purchasing practically any other food product on the market. It is an inestimable value to this country, our population be educated to eat macaroni products, as a great part of our most substantial agricultural products in the west and northwest is dependent upon the demand for macaroni products, as a great part of our most profitable crop is the one most profitable crop that is grown in the semiarid country, members of the American Macaroni association and the National Macaroni Manufacturers association have not only this year spent thousands of dollars in an endeavor to educate the people of this country as to the real food value of macaroni products but they have definite plans for the future that should interest practically every citizen.

### Consumption Increasing

The past year the industry has had great assistance and support in the way of increasing the consumption from the medical profession and also from domestic science teachers, as many of this class of our citizens was able to realize the food value of macaroni products.

It is said that without any advertising or practically any organized effort but simply through the recommendation of physicians and domestic science teachers, the consumption of macaroni in this country has been increased several hundred per cent in a short time.

Retail and wholesale grocers are particularly interested in increasing the consumption of macaroni products not only from a citizen standpoint but also because these products carry a margin of profit above the average, the further reason that the sale of macaroni products promotes the sale of eggs, tomato sauce, cheese, milk, and many other grocery store items.

## No Free-ness in Free Deal

Thinking either to deceive competitors or to make a grandstand play in conventions or similar gatherings macaroni manufacturers and producers of any other foods handled by retail grocers annually resolve that free deals are detrimental to manufacturers, distributors and retailers; they condemn the policy as one which legitimate business men will not condone.

We know of no other stand from which there has been in the past so much backsliding. Jobbers and wholesalers are equally guilty and, after making similar "resolves" at meetings, cater to manufacturers who offer free deals, often taking the profits that are meant to go to the consumer.

Macaroni manufacturers and all business people are naturally interested in the views of the middlemen and we note here from a letter to the Journal of Commerce of New York city by Harlow Sloan, secretary of the Kansas and Missouri Wholesale Grocers association, who is recognized as without peer among secretaries of wholesalers. His letter follows:

"So called 'free' macaroni not only broke a big macaroni concern in the east, as you all know, but it stuck a lot of jobbers and stuck them bad. The jobbers, as a rule, are opposed to all 'free deals.' It is one of our code of ethics. Other macaroni concerns are wondering if the jobbers have changed front on 'free deals,' and I am wondering whether or not you are supporting the big advertisements offering these deals. Of course, there is nothing 'free' in a 'free deal.' It is just a case of a gentleman's con game. It is a wary trap to catch the uninitiated and the unsophisticated. It is merely a decline in price on a sure and certain basis which will overstock the buyer and boost the sales of the manufacturer, incidentally breeding trouble for the jobber. What do you think about it?"

### Retailer's Advertising Deal

To encourage grocers to stock their shelves with either or both of the brands now manufactured by the Armour Grain company, the Armour brand, or Golden Age recently pur-

chased, the company, according to trade paper advertising, has put on a special deal whereby an allowance will be made for window displays on quantity purchases when ordered through wholesalers or jobbers. The prices quoted for both the Golden Age and the Armour brand of macaroni, spaghetti and plain noodles, 24 8-oz. packages to the case at \$1.80 a case, the same quotation is made on its Golden Age egg noodles of 24 4-oz. packages. Drop shipments with freight prepaid from plant or warehouse on 10-case lots and upward will be made on either brand.

An allowance of 10c per case for window or counter displays will be made to grocers on all purchases of 1 to 10 cases of either the Armour or Golden Age or assorted macaroni products; on an order of from 10 to 25 cases, a 12c per case allowance will be made, while large orders exceeding 25 cases will be given an allowance of 15c per case.

To get this allowance retail dealers must mail jobber invoice with this notation: "Have made window or counter display," and check to cover will be mailed the retailer on receipt of jobber invoice.

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# Grain, Trade and Food Notes

## Americans Eating Less Meat

Figures and charts on the meat industry of the United States showing that the consumption of meat is decreasing were given in an exhibit, entitled "Livestock Statistics," by the United States Department of Agriculture at the International Livestock exposition in Chicago, Dec. 2 to 9.

These statistics show that the United States, while still among the principal meat eating nations of the world, is undergoing a general decline both in per capita consumption of meat and in the number of food animals in proportion to the population. This situation is illustrated strikingly by a chart of the trend of human live stock population in the United States from 1850 to 1922. Among live stock the number of swine is the most variable, and sheep show the greatest general decline. The relative positions of the curves in this chart at the present time indicate that the nation will probably experience increasing difficulty in supplying its increasing population with sufficient meat products, and at the same time providing a surplus of these products for export.

The principal meat eating nations of the world, in order of per capita consumption, are Argentina, Australia, and New Zealand, with the United States fourth.

## New Publication Issued

The hard red winter wheats, grown principally in Kansas, Nebraska, and Oklahoma, and occupying nearly one third of the total wheat acreage in the United States, produce flour from which a high quality of bread is made. The United States Department of Agriculture and the state experiment stations in the central Great Plains region have given much attention to the improvement of the varieties of this class of wheat and the introduction of new ones from other countries. The 12 varieties grown in the United States are known in different parts of the country under about 40 names. Turkey, kharkof, and kanred are the leading varieties, but even among these Turkey and kharkof are practically identical. Until the development of kanred, these two similar varieties were grown on most of the 18,000,000 acres devoted annually to hard red winter wheats. Kanred, a variety developed in Kan-

sas, has been grown commercially only during the last 6 years. It is resistant to some forms of leaf and stem rusts that occur in the hard winter wheat section. It is slightly more winter resistant than Turkey and kharkof, ripens a little earlier, and outyields these varieties in most sections. Although the hard red winter wheats are largely confined to the states mentioned they are grown to some extent in adjoining and near by states, and small acreages are found in more distant parts of the country. Blackhull has been a good yielder in some parts of Kansas because of its early maturity. Minturki, because of its winter hardness, has outyielded other varieties of the same class in Minnesota. Baeska is the best for northern Wisconsin. Alton, a beardless variety, is of poor quality and not a good yielder, and should not be grown except where a beardless hard red winter wheat is desired. These wheats are best adapted to the higher and dryer areas of the central and southern Great Plains. As the annual rainfall increases to the eastward they come into competition with the soft winter wheats. In eastern Kansas and Oklahoma, northern Missouri, southern Iowa, and central Illinois, where the rainfall varies from 35 to 40 inches, the hard red winter wheats are adapted only to the higher, drier, and less fertile soils. They do well in some of the drier sections of Oregon, Washington, and Idaho, where the annual rainfall is about 15 inches. They are also quite important in Minnesota, South Dakota, Wyoming, and Montana, though spring wheats are more generally grown.

## Marquis Wheat Leads

Of the 24 distinct varieties of hard red spring wheat now being commercially grown in the United States, the Marquis is the leading variety, according to J. Allen Clark and John H. Martin, agronomists, United States Department of Agriculture, in Farmers Bulletin 1281, just published. Since its introduction into this country in 1913, Marquis wheat has become more widely grown than all other varieties of spring wheat. It has outyielded almost all other varieties, due principally to its earlier maturity, and excels them in the quality of its flour. The varieties of hard red spring wheat differ widely in their yielding ability, rust resistance,

earliness, and milling and baking value as well as in their external appearance and in their adaptation to local conditions. Of the new varieties recently developed, the Kota is the most promising, say the investigators. In North Dakota it has outyielded the Marquis in seasons when rust is prevalent, and limited experiments show it to be better adapted to the eastern and southern parts of that state, where stem rust often a serious factor in wheat production. The Preston variety yields only slightly less than the Marquis in the Minnesota and Red River valleys, but considerably less in other sections. The Red Fife and Power varieties are best adapted to northwestern North Dakota and northeastern Montana.

## Third Largest on Record

Winter wheat sowings this fall, estimated by the Department of Agriculture, are 46,069,000 acres. The planting is the third largest ever recorded by the farmers of the country but the condition of the crop is somewhat low, being 8.4 points below the 10-year Dec. 1 average condition. The crop reporting board made no forecast of the probable production but an official forecast based on average conditions prevailing until harvest places the probable production at from 575,000,000 to 600,000,000 bus. The first forecast of production will be made by the board in May.

## French Wheat and Flour Imports

Marseille is the leading wheat port of France. In 1921 its imports amounted to over 450,000 tons, or 36% of the wheat brought into the country. Much of the wheat is American during the winter months. Very little flour is imported into France, due to the tariff of £2 to 3 francs per 100 kilos (220 lbs.), according to grade, whereas the tariff on wheat is only 14 francs per 100 kilos. The total amount of wheat imported by France during the first seven months of 1922 was 359,000 tons, of which both the United States and Argentina contributed 31% and Canada and Australia 10% each.

## Imports and Consumption in Italy

Restriction of wheat imports into Italy is contemplated by the government. If carried out it would mean

January 15, 1923

turn to the use of war bread. The reason for this is the short crop of wheat caused by lack of rain in southern Italy, making it necessary to import from 2,500,000 to 3,000,000 tons of wheat during the next 12 months. This year's crop will reach 4,500,000 tons as against 5,000,000 tons in previous years. The present consumption of wheat in Italy is about 7,500,000 tons, nearly 500,000 tons (18,000,000 bus.) greater than the prewar level. The cost of imported wheat is approximately 1300 lire per ton; thus Italy will spend between 3,000,000,000 and 4,000,000,000 lire for foreign wheat alone during the agricultural year, July 1 to June 30. Italy had the following stocks of wheat on hand: 1911-14, 6,000,000 tons; 1914 to 1919, 6,290,000 tons; 1919 to 1922, 7,050,000 tons. In the last year, however, some 8,000,000 tons of wheat were available, due to abundant importation brought about through high profits to the importers.

## Rumania's 1922 Grain Production

Current reports indicate that the corn crop of Rumania will not exceed 3,000,000 bus. The government therefore is taking precautionary measures

to insure an adequate supply of corn. The ministry of agriculture is also planning to supply as much wheat as possible, and will encourage the peasants to sow wheat in greater quantities than heretofore. The present corn crop together with the carryover will permit no more than 20,000,000 bus. to be exported. The wheat crop is now considered in excess of that of last year by about 16,000,000 bus., allowing an exportable surplus of 9,000,000 bus. The barley crop is almost double the yield of 1921. About 25% of Rumania's cultivated area lies in the former Russian province of Bessarabia.

## Eastern Association Meets

A meeting of the American Macaroni Manufacturers Association, Inc., whose membership is practically all in New York, Philadelphia and Boston metro-

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politan districts, was held at the McAlpin hotel, New York city, early in December to consider matters of special interest to manufacturers of that section. As practically all of the members of the eastern association are also active members of the National association the proposed program of action of the national group was considered and endorsed and resolutions adopted to work in harmony with the National association along lines suggested at the special convention held in Atlantic City in November.

The officers of this eastern association are as follows: President, Frank S. Zerega, Brooklyn; vice president, F. A. Tommazo, Brooklyn; treasurer, Thomas H. Toomey, Jersey City; secretary, Edw. Z. Vermylon, Brooklyn; executive secretary and business manager, B. R. Jacobs, Washington, D. C. The executive committee is composed of the following: Thomas H. Toomey of Jersey City, N. J.; William Coleman of Long Island City; Fred Hansen of Syracuse; J. H. Hubbard of Boston; C. F. Yeager of Philadelphia; and E. Ronzoni of Long Island City.

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# Notes of the Macaroni Industry

## Amends Incorporation Articles

The Creamette company of Minneapolis, through its president, James T. Williams, and its secretary, Frank J. Williams, filed with the state authorities of Minnesota a certificate of amendment of the articles of incorporation calling for an increase in the capital stock of the company to \$500,000, consisting of 5000 shares of a par value of \$100 each. Of the total capitalization 1000 shares, or \$100,000, are preferred stock and 4000 shares, or \$400,000, are common stock. The preferred stock calls for cumulative dividends of 7% per annum and is subject to redemption at 110 within the first 10 years, and at 115 thereafter. According to the amended articles the limit of indebtedness of the concern is placed at \$250,000.

## Distributes Christmas Favors

The Minneapolis Milling company of Minneapolis distributed to its friends in the macaroni trade an appropriate and useful Christmas gift in the way of a keen point Eversharp pencil that will serve as a reminder of the generosity and good will of the giver when used. That the little gift was appreciated goes without saying, and for the one sent to the editor we are especially grateful.

## Walton Company Bankrupt

Notices of bankruptcy of the P. M. Walton Manufacturing company of Philadelphia have been duly posted by the authority of John M. Hill, referee in bankruptcy. This company was adjudicated bankrupt Nov. 8, 1922, when creditors demanded an accounting, though this action was not taken until every effort to reestablish the company on a firm basis had been exhausted. The first meeting of the creditors was held on Jan. 9, 1923, at which time creditors proved their claims, named a trustee and provided for proving all claims within the statutory period of one year. This publication is listed as one of the creditors. The P. M. Walton Manufacturing company was one of the pioneer macaroni machinery builders of the country and enjoyed quite an enviable reputation in the macaroni industry, until the postwar years when business reverses placed it in financial straits. Just what the creditors will realize through the bankruptcy procedure is uncertain and will be determined only after a thorough examina-

tion of liabilities and assets have been made.

## Resumes Operations After Fire

The plant of the Altoona Manufacturing company at Altoona, Pa., which was badly gutted by fire several months ago, has been completely repaired and remodeled, and operation resumes early next month. The proprietors took advantage of the situation to make changes in the plant which previous operation showed were essential. The capacity was considerably increased and the working force augmented. As an indication of the progressive spirit possessed by the owner the idea of permitting the plant to be open to the public for inspection is being carried out, with the result that the popularity of the products manufactured by that plant is increasing as the people witness the cleanly process of manufacture and the spick and span conditions of the entire plant. It has been only within the last few years that manufacturers have succeeded in breaking away from the policy of not admitting the public to their plants. This is a step in the right direction and should be adopted by every plant in the country, as it is natural for the public to be suspicious of food plants from which they are excluded.

## Lloyd Skinner in Texas

Lloyd M. Skinner, president of the Skinner Manufacturing company of Omaha, and 2nd vice president of the National Macaroni Manufacturers association, was entertained at a noon luncheon in the Salesmanship club of Fort Worth, Texas, early last month. During the luncheon Mr. Skinner addressed a large representative group of the business men of that city, where he has established a branch house. In his talk Mr. Skinner emphasized the fact that a consistent fight was being made against the sliding scale of prices for customers of varying purchasing powers and against the policy of some jobbers to play one manufacturer against another to obtain lower prices, declaring that fixed prices in the wholesale business were as essential as in the retail trade.

## Jersey Plant Suffers Fire Loss

The De Amico Macaroni company plant at 36 Drift st., Jersey City, suffered a loss estimated at \$3000 when

fire swept the building Dec. 1. Most of the damage befell the stock, raw material and machinery, while the building itself was damaged about \$1500. The origin of the fire is unknown and had gained such a headway that the 2-story brick building containing the plant had to be flooded with water before the flames could be subdued. The damage thus sustained by the machinery was slight, and the owners hope to resume production soon.

## Plink Buys Danbury Plant

Alexander Plink of Danbury, Conn., has purchased controlling interest in the Danbury Macaroni company on Osburn st. of that city. He got control through purchase of the interest of Peter Matthews, formerly in charge of the factory. It is planned by the new owner to install some new equipment and to increase the daily production of the factory to about 250 boxes of bulk goods daily.

## New British Columbia Plant

The Holsum Production, Ltd., renowned through the northwest and particularly in British Columbia for its popular brands of pickles, catsup, sauces and vinegars, has started installing a new factory on Fisgard st., Victoria, B. C., for manufacture of macaroni, spaghetti and vermicelli. The success attending the sale of its other products is counted upon to help popularize the new product. The plant is being equipped with modern machinery with a capacity of regular increase, to meet the expected expansion in this venture. It is hoped to have the plant in readiness by the early part of 1923.

## Trinidad Company Organizes

The Colorado Macaroni Manufacturing and Importing company has been organized in Trinidad, Colo., for manufacturing macaroni and kindred products, whose extensive sales in that section has interested capital in the new concern. The company has been incorporated under state laws with capital stock of \$100,000 subscribed to by the following incorporators: N. Tolentino of Pittsburg, Kan., King F. Trione, Henry M. Frederisy and Harry J. Jobe of Trinidad. The company has obtained the old macaroni plant near the Sante Fe tracks on San Pedro street, a plant that has been out of commission for some time. It is planned to

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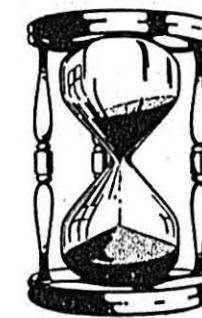
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remodel the building and to replace the antiquated machinery with modern equipment, according to an announcement by the manager. The same announcement divulges a plan to sell only to dealers, through an arrangement whereby they will be made participating partners in the business. It is planned to have the plant in operation on or about Feb. 1. K. F. Trione has been appointed president; Henry Frederisy, 1st vice president; Harry J. Jobe, 2nd vice president and manager, and N. Tolentino, secretary and treasurer. Temporary offices of this new concern are at Suite 15, Poitrey block, in Trinidad.

#### Blaze Damages Frisco Plant

The Standard Macaroni plant, 445 Jackson st., San Francisco, was badly damaged by flames that swept through the upper stories of the structure on the morning of Dec. 3. The macaroni plant occupied a building that escaped a fire in 1906 following the earthquake, and for some time threatened to destroy the entire block of old buildings in that section of the city. The loss to the macaroni concern is estimated at \$5000, much of which is due to damage by water to finished goods.

#### Enlarged Plant Is Planned

The California Macaroni company, one of the leading macaroni firms on the Pacific coast, has outgrown its present plant, 445 Drumm st., San Francisco, and has under consideration removal to a more roomy quarters, or building of a factory suitable to take care of the business. This announcement was made at the anniversary banquet of the officers, employes and salesmen of the company early last month, during which considerable praise was given to Frank Mason, the manager, for the able manner in which he has handled the business since the reorganization the early part of 1922. The plant now occupies a 4-story building, and if the present business keeps up, doubling the space will be necessary, and is now under contemplation.

#### Macaroni Wins a Bride

A trade press of the country has been carrying an interesting story tending to show how much the Italian, particularly the Neapolitan, loves his macaroni. The story tells of a particular Neapolitan's matrimonial ventures in which he stages a cooking contest and married the cook capable of preparing

what in his opinion was the most tasty dish of macaroni. The story continues: "Curious was the matrimonial method of Signor Tasino, a wealthy and eccentric old gentleman of Naples, who had one weakness, a passion for macaroni. As he was unable to find a cook sufficiently skilled in preparing this delicacy to his taste, he organized a public competition and gave his hand and fortune to the woman who proved herself the cleverest artist in macaroni."

#### Kansas City Company in New Role

The Kansas City Macaroni company played Santa Claus to several of needy families last Christmas according to the press of that city. Responding to the call of the mayor for donations to enable him to fill from 2 to 3 thousand baskets for the needy of Kansas City, the macaroni concern agreed to place one package of its well known "Sarliclub" brand in each of the baskets distributed. While this was a most charitable act, it also served to advertise this product to a class which will find it economical to serve macaroni and spaghetti frequently in its homes.

#### Dedicate Spaghetti Building

Early in December the directors, managers and employes of the H. J. Heinz company of Pittsburgh, attended the ceremony of laying the corner stone of the spaghetti building which is being constructed as the unit of the main plant of the company. In the corner stone were placed photographs of the officers of the company, lists of the branch offices and of the food products manufactured. Following the ceremony a banquet was held in honor of the event.

#### French Favor Standardization

The French National Federation of Macaroni Manufacturers recently took part in a conference of manufacturers of breadstuffs of France held in Marseilles for agreeing on some set program tending to bring about a standardization of breadstuffs in the French colonial cereal trade. Resolutions were adopted asking (a) that a committee of grain and flour experts of France and French possessions formulate and circulate advice regarding the specific qualities which determine the values of the different varieties of cereals; (b) that there be provided a system of control to maintain the purity of varieties, species and types of cereals, and (c) that a more precise classification be

maintained regarding the different cereals in order to control and facilitate buying and selling transactions (d) that the blending and quality commercial grades of cereals be

#### Macaroni Plant Damaged

Considerable damage was done to plant of the Rockford Macaroni Manufacturing company, 1112 Rock Rockford, Ill., by fire of unknown origin that was discovered in the basement of the plant at 2:00 a. m. Dec. The building, which is a 2-story affair, resisted the fire which was under control of the fire department. The resulting damage affected stock on hand and raw materials probably more than it did the building. A portion of the loss was covered by insurance. The proprietors of the concern are P. Cassalena, C. Duranti and S. Artazio.

#### Bristol Co. Incorporates

The Bristol Macaroni company which has been in existence several years, and which is desirous of extending its business to include foods other than macaroni, has been incorporated under the state laws of Rhode Island to carry on business in foodstuffs, flour, grain, feed and imported products. The incorporators and owners of the concern are Alfred Clerico, Joseph Perroni, Francis Pace, Angelo Fontonio and Angelo Panzarella of Bristol, R. I.

#### Congress Plant Damaged

The Congress Macaroni company, 846 Congress av., New Haven, Conn., had a small fire the last day of the year which caused nominal damage to the plant but quite a loss of finished products. The fire was easily controlled but raw materials and finished goods were badly soaked in the gas fight put up by the firemen. Giuseppe Luppino is the proprietor of this company.

#### Factory at Roundup

Roundup, in the center of the macaroni wheat growing district of Montana, logically enough, has been selected as proper location for a macaroni factory by Paul Simondi, an expert in the making of macaroni and spaghetti according to the Billings Gazette. A factory has been opened at Fourth and Fourth av. and all the necessary machinery has been installed. Simondi is prepared to supply the

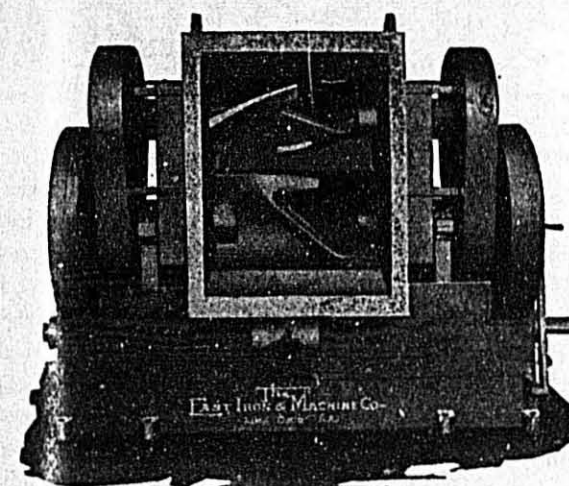


## BUHLER'S DOUGH MIXERS

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UZWIL, Switzerland

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Insure Uniformity, Color and Finish

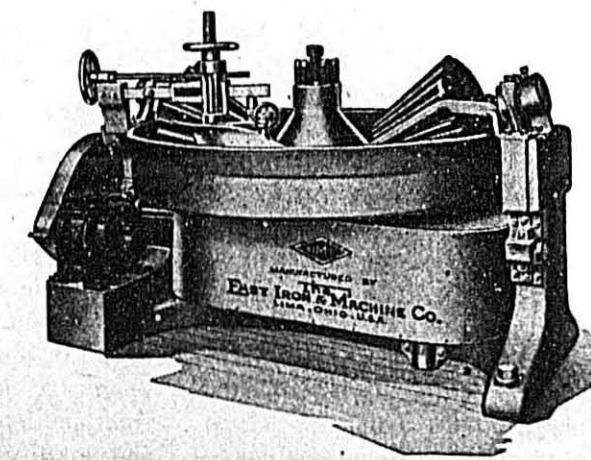
"Eimco" mixers develop the full strength of the flour and produce perfect doughs, absolutely uniform in color, temperature and finish, just like an expert would do it by hand but they do it many, many times quicker—also much quicker than ordinary machines—because they are scientifically designed and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





demand, which is considerable, this wholesome article of food being a prime favorite in many American homes. But there are many residents of the Round-up district who regard macaroni and spaghetti as the staff of life without which no meal is really complete. The Simondi products will be put up in neat cartons, properly labeled and complying in every respect with state health and food laws. The official name of the concern will be the Roundup Macaroni factory, and its product is now on the local market. If trade demands justify expansion, Mr. Simondi is prepared to enlarge his factory to at all times supply the market.

#### Plant Changes Hands

The macaroni manufacturing plant at 59 Court st., Middletown, Conn., which has been under the control of Marian Pagano, was sold at the close of the year to Prospero Dento and Mrs. Maria Marsco, who will conduct the business. This plant is a small affair catering mostly to the local demands for its products.

#### Krumm Has Fire

Sparks from a motor in the macaroni factory of A. R. Krumm & Sons of 1012 Dakota st., Philadelphia, caused damage to stock and equipment estimated at \$1,000 the last week in December. The loss, which was covered by insurance, resulted from the fire and water and did not materially hinder the continuous running of the plant.

#### Incorporate Noodle Machine Co.

The Jos. Casali company of Seattle filed articles of incorporation with the secretary of state of Washington on Dec. 20, listing a capital stock of \$30,000. The company plans to carry on a general manufacturing business and to sell and distribute its products, the leading ones of which are the Jos. Casali noodle cutter and folding metal shelves. The incorporators are Jos. Casali, M. Zuarri and M. Napple.

#### Reduces Capital Stock

The capital stock of the Viviano Bros. Macaroni company, which was formerly \$300,000, has been reduced to \$150,000, according to notices filed with the secretary of state of Illinois, in conformity with the action of the stockholders of that concern. It was also decided to change the name to Viviano Bros. company. This company recently joined 2 other large macaroni manu-

facturers in Chicago to form the Chicago Macaroni company, which will look after all of the production for the 3 concerns. The Viviano Bros. company will hereafter be a selling concern only and, since it will deal in other products beside macaroni, it was deemed prudent to omit the name of macaroni from the name of the company. Very little change was made in the official staff of the newly named company.

#### Incorporate Macaroni Company

The Standard Macaroni company of San Francisco has been incorporated under the laws of California with a capital stock of \$10,000 made up of 100 shares of \$100 each. According to the articles of incorporation, there has been subscribed \$1,500 of capital stock and Messrs. B. Hain, B. Flatte and H. L. Sacks are the stockholders listed as incorporators of the new concern.

#### Trade Marks and Labels

##### "Grand-Ma's"

The trade mark "Grand-Ma's" used by the Pfaffmann Egg Noodle company of Cleveland for its noodles, macaroni and spaghetti since on or about January 1887 was filed with the U. S. patent office on March 13, 1922, published Aug. 29, 1922, and was duly registered on Dec. 5, 1922, and given the serial number 160,632. The trade mark consists of the word "Grand-Ma's" in outlined type, to the left of which is a tasty dish of steaming macaroni.

##### "Del Alpe"

The trade mark "Del Alpe" of the Blanchette-Gazzars Corp. of Chicago, for use on food products among which macaroni is included, was filed with the government patent office March 23, 1922. This company claims use of this trade mark since July 1, 1920. It consists of the word "Del Alpe" in outlined type. Notices of opposition must be filed within 30 days of publication date, Dec. 26, 1922.

##### "Roll-Spaghetti"

The trade mark "Roll-Spaghetti" of the Alexander Gallerani company of Pittsburgh was filed April 12, 1922. This company claims use of said trade mark since Jan. 15, 1921, on its macaroni and similar alimentary paste products. It consists of the words "Roll-Spaghetti" in heavy type, above to the right and left are two rolls of spaghetti and in the middle a shock of wheat. All

notices of opposition must be filed within 30 days of publication, Dec. 26, 1922.

##### "Globe A 1"

The trade mark Globe "A 1" was filed Oct. 5, 1920, by the Globe Grain & Milling company of Los Angeles. The company claims use on its food products, which includes macaroni, spaghetti, noodles and vermicelli, since 1898. This company was granted use of this trade mark and it was given serial No. 137936. It consists of the word "Globe" in heavy black type and the letter "A" and the figure "1" in low in outlined type. Permission for use was granted on Dec. 26, 1922.

##### Macaroni Sauce

The request for registration of the trade mark "Alpa" for use on sauce for macaroni and spaghetti filed by the Alpa Preserve company of San Jose, Calif., on March 4, 1922, and published on Sept. 19, was duly granted and registered in December 1922. The company claims use of this trade mark since Aug. 5, 1921. The trade mark consists of the word "Alpa" in heavy black type placed over a fanciful figure of a chef stirring a can of the particular sauce into a dish of macaroni. The registration mark is No. 162,465 and the serial No. 160,177.

#### PATENTS

##### New Macaroni Machine

Alfredo F. Terenzi, Derby and Ernest Raduhn of Shelton, Conn., are patentees of a macaroni machine according to official notice from the patent office on Nov. 21. Application for patent right was filed March 25, 1922, and was given serial No. 455,702. The machine is officially described as follows: "A macaroni machine comprising a frame, a cylinder pivotally connected therewith, said cylinder formed at its lower end with a gas chamber with burner outlets, and the lower end of the cylinder formed with a surface against which the jets are directed, a screw carrying a plunger adapted to be moved into and out of the said cylinder, a beveled gear pinion on said screw and help against longitudinal movement, said screw formed with longitudinal groove, and means to prevent the rotation of the screw, means for turning said beveled gear pinion."

Any fish a boy catches tastes good his way of thinking.

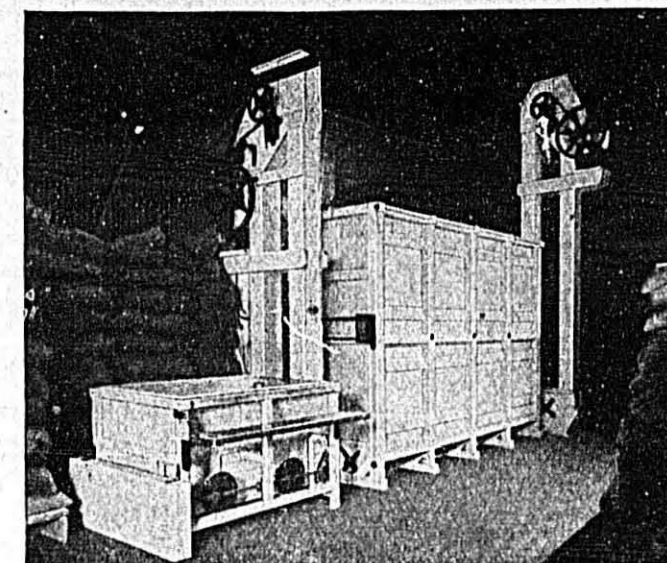
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Do you have dough trouble?

Do you have weight trouble?



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

Then equip your plant with our sifter.

Let us help you solve these troubles.

Factories we have equipped are our best references.

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

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

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The NEW MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns. The publishers of the New Macaroni Journal reserve the right to reject any matter furnished either for the advertising or reading columns. REMITTANCES:—Make all checks or drafts payable to the order of the National Macaroni Manufacturers Association.

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Vol. IV January 15, 1923 No. 9

#### Queries and Answers

##### “Sea Shell” Macaroni

“Our attention has been called to a claim made by a macaroni manufacturer that the term ‘Sea Shell’ has been registered by him in the U. S. patent office and that he is the only one legally entitled to brand the widely known and much used shape of macaroni by that name. As we are of the opinion that shapes and forms of macaroni products generally in use cannot be registered as brands, we would be pleased to have you investigate this matter for the enlightenment of the members of the industry, who are and have for years been making use of dies or molds producing these shapes.”—B. B. R.

According to information received

from the patent office, trade mark Number 69,777 was registered with that office on July 7, 1908, to the Pfaffmann Egg Noodle company of Cleveland for “Sea Shell” for macaroni. The Pfaffmann Egg Noodle company is of the opinion that no macaroni manufacturer has the right to use the word “Sea Shell” in connection with macaroni. Here is a technical point for patent attorneys or the courts to decide.

#### Wanted! A Brand Name

Here is a “stumper” from a southerner who expects to make his millions in the macaroni game.

Question: To the secretary of the National Macaroni Manufacturers association—Can you furnish me with a list of all the trade marks and brands used on macaroni and spaghetti in this country, designating the most popular ones and your suggestions of a different but suitable design or trade mark which I could adopt?

Reply: Excuse us if in our reply we quote from that well known poem, “Man wants but little here below.” Your order is too large for us to fill. In the first place successful brands have become so not because of their brand names but of the business policy behind them. While a nice sounding name may help, the people cannot eat the name. Would suggest that you give more attention to the quality of the goods than to the brand name and better results will be attained.

#### Murdock Heads Commission

Carrying out a precedent of rotation in office, Victor Murdock has been made chairman of the federal trade commission to succeed Nelson B. Gaskell, who has served in that capacity for the past year. Through the same process

John S. Nugent of Idaho has been elevated to the vice chairmanship of the commission. Mr. Murdock has been member of the commission several years and has been a close student some of the problems of the macaroni industry, and two years ago was the principal speaker at a special convention of the National Macaroni Manufacturers association in Atlantic City when that body was considering the prevailing trade practices which the commission was studying in various industries and business organizations.

Victor Murdock has the distinction of being the only member of the federal trade commission who is not a lawyer. He is an editor from Kansas and his ability will serve him and the commission well in his new position.

#### GENTLE ART OF FLATTERY

“You seem to be an able bodied man. You ought to be strong enough work.”

“I know, mum. And you seem to be beautiful enough to go on the stage but evidently you prefer the simple life.”

After that speech he got a square meal and no reference to the wood pile.

Put the quality in before you put your name on.

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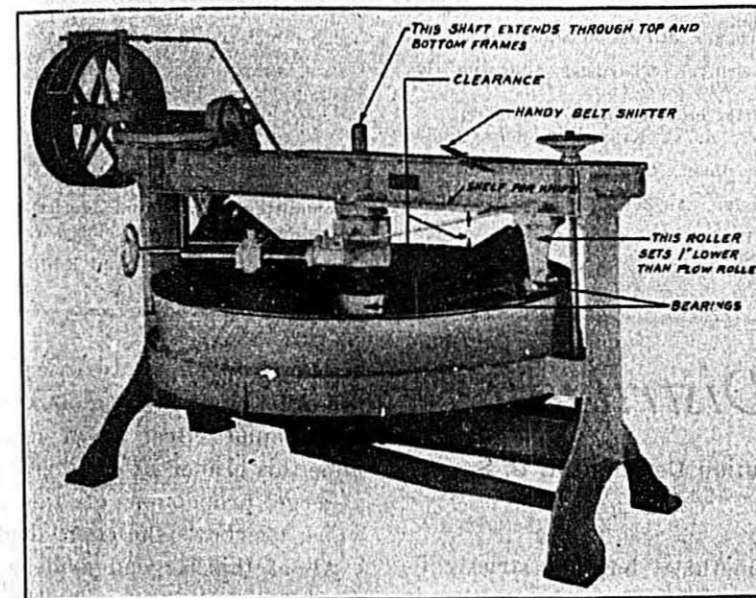
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The plow roller will first squeeze, the other roller being 1 inch lower; then the plow roller will give second squeeze. Rollers held on both ends will prevent giving.

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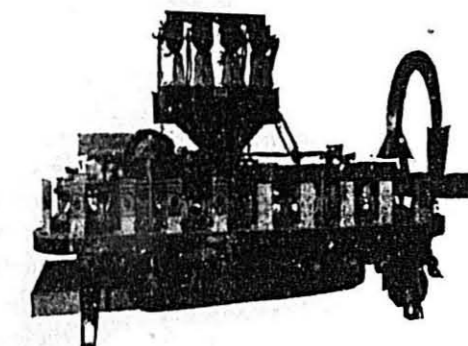
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Elevate  
  
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*Local and Sectional Macaroni Clubs*

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The Industry  
  
Then—  
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**Ethical Methods of Distribution**

By Alvin E. Dodd, Manager Domestic Distribution Department, U. S. Chamber of Commerce

Uncomplicated as the problem appears at first sight—simple as the statement that two and two make four—nevertheless there has been an almost unceasing conflict as to whether this or that trade practice is right or wrong. It must be remembered, in considering this question, that while most important trade rules are intended to define and protect individual rights of property these same rights of property depend upon the accumulated effects of usage or are created by statute law and trade practices must change as the laws change. This makes it difficult sometimes in commercial dealings to apply strictly the injunction *Thou shalt not steal*.

Is it stealing the money of a customer to procure the sale of a commodity by urging only its desirable qualities and concealing its defects? Is it even lying to do this? *Caveat emptor* is a legal maxim more ancient than honorable which means "Let the buyer beware" or in other words "At the buyer's risk." Perhaps it has been necessary to protect the vendors of a commodity against exaggerated claims of damage or loss on the part of purchasers; but the maxim has formed a cloak which by continued patching and additions could be warranted in all weather as a protection against the results of many kinds of misrepresentation. Fortunately for us many evils, like many diseases, contain within themselves the seeds of their own destruction and the

mass of unethical but not strictly illegal practices became so heavy that it is flattening out through a lack of cohesive qualities precisely as a wall or a building or a dam fails because of an insufficient support.

It would be a pleasant task to enumerate here all of the spots in which this weakness is exhibited but it is impracticable not only because of their number but because the list increases so rapidly. Oakland, Calif., has an ordinance which requires that lubricating oils must be sold in labeled containers to avoid the evil possibilities of misrepresentation. In New York city a special tribunal has been established to take cognizance of trade infractions which a few years ago would have been regarded as practically immune from attack in the criminal courts. These are fair examples of the present widespread interest in and efforts toward more ethical methods in distribution.

Trade associations, advertising associations, clubs of buyers, groups of merchants and of manufacturers and combinations of these groups are displaying an active interest in the subject not only to simplify and clarify their mutual relations but to assure the public at large that they may be trusted to do their own house cleaning. Not only are such groups as these interested in promoting the adoption of codes of ethics but the American Bar association has placed itself strongly behind

an effort to eliminate chicanery from the practice of law and it should have a profound effect upon distribution since this branch of commerce provides a large proportion of the litigation which overflows the court dockets.

All of this is good evidence, if evidence be needed, to prove that humanity sooner or later will seek the better path wherever it can be discovered since the progress we observe is from within the bodies of commerce and the law and is not forced upon them by any outside pressure.

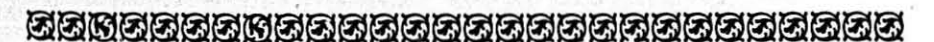
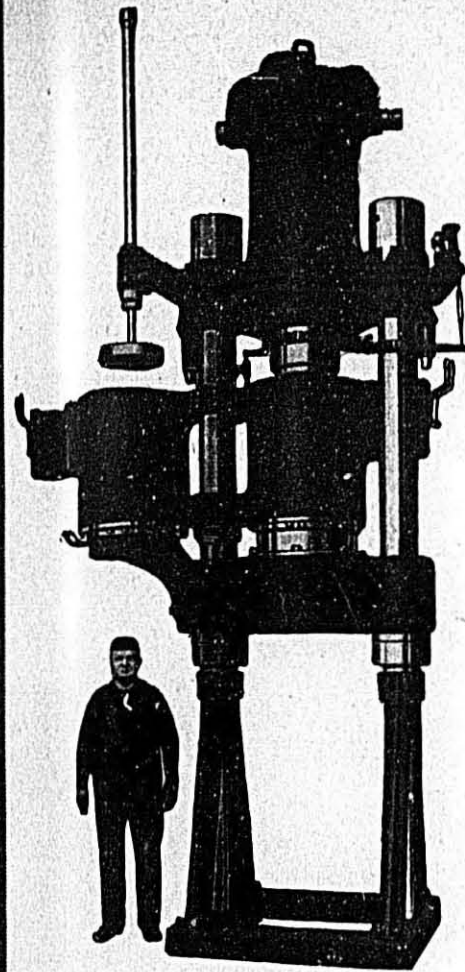
**Beg Pardon**

In reporting the names of the firm composing the newly organized Macaroni club at Buffalo in our last issue the name of the Erie Macaroni company was used instead of the General Macaroni company, as the successor the Lake Erie Macaroni company has been known for some time. Walter Henning, the hustling manager of the General Macaroni company, desires to be known that there is no connection whatever between his firm and the Erie Macaroni company of the same city. The members of the new Buffalo Macaroni club are actively interested in local and general affairs and expect wonderful results from the get-together meetings held monthly under the auspices of the club.

**ONE WAY**

Mrs. A—You say you kept a cook for a whole month. How in the world do you manage it?

Mrs. B—We were cruising on a houseboat and she couldn't swim.—Boston Transcript.



**John J. Cavagnaro**

*Engineer and Machinist*

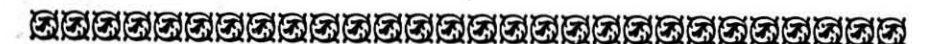
Harrison, N. J. - - U. S. A.

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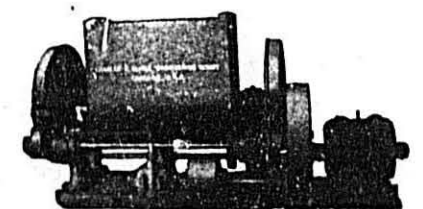
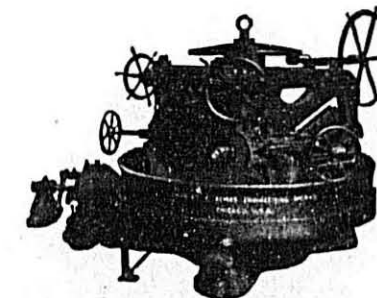
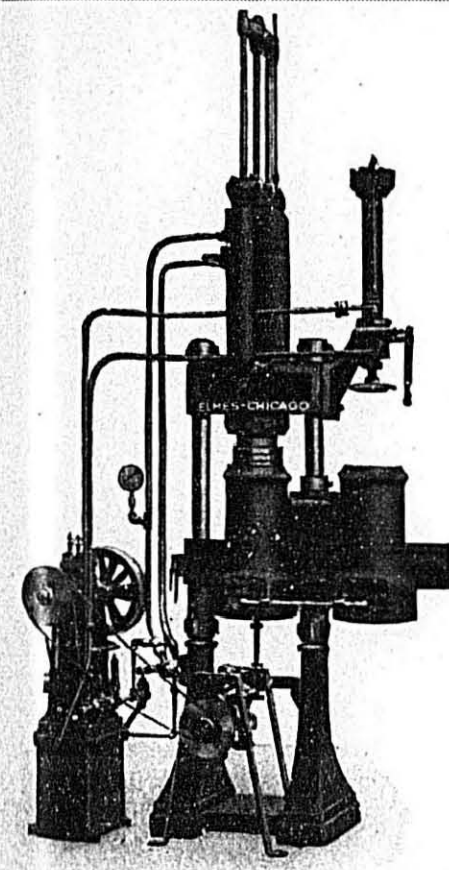
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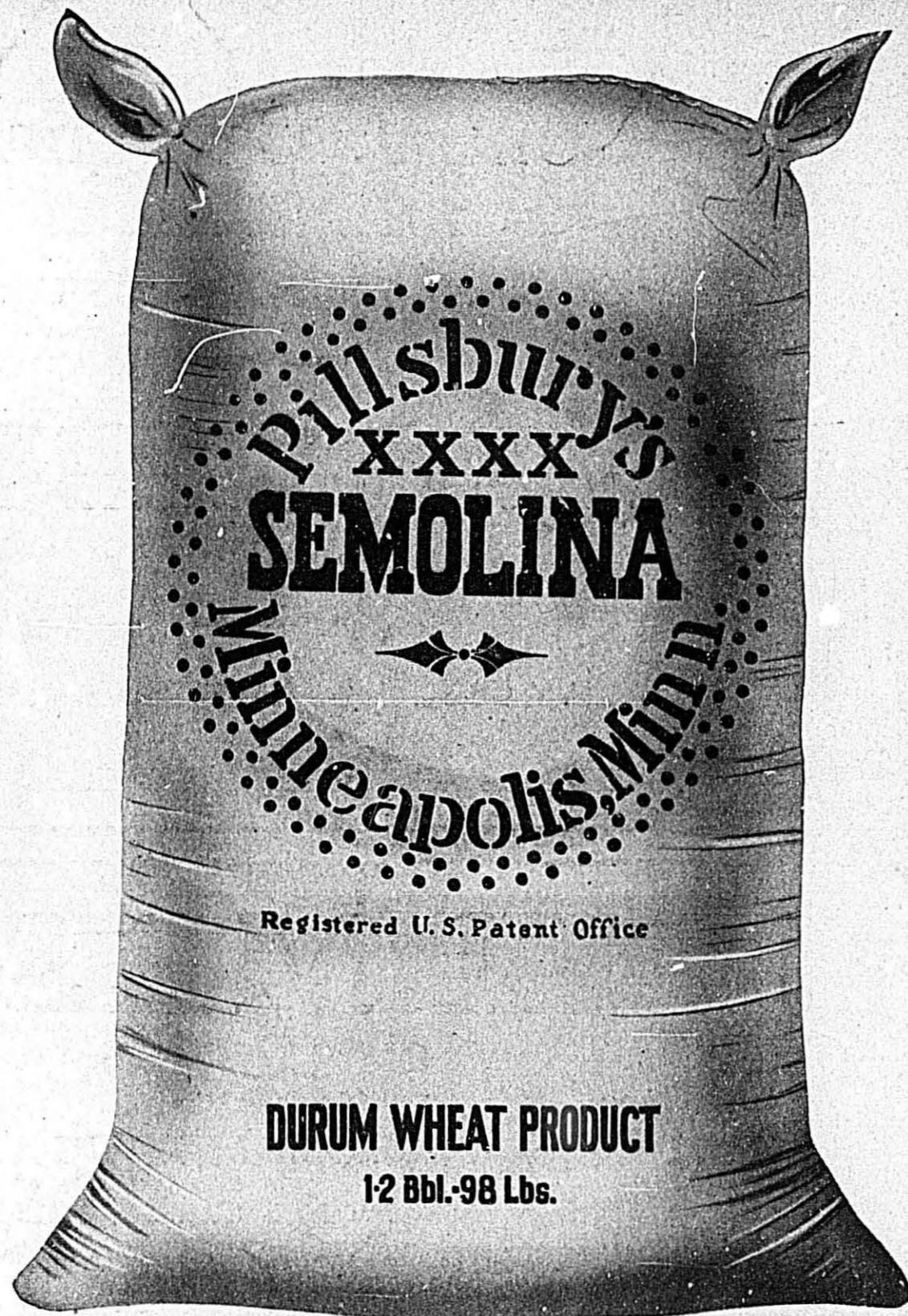
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