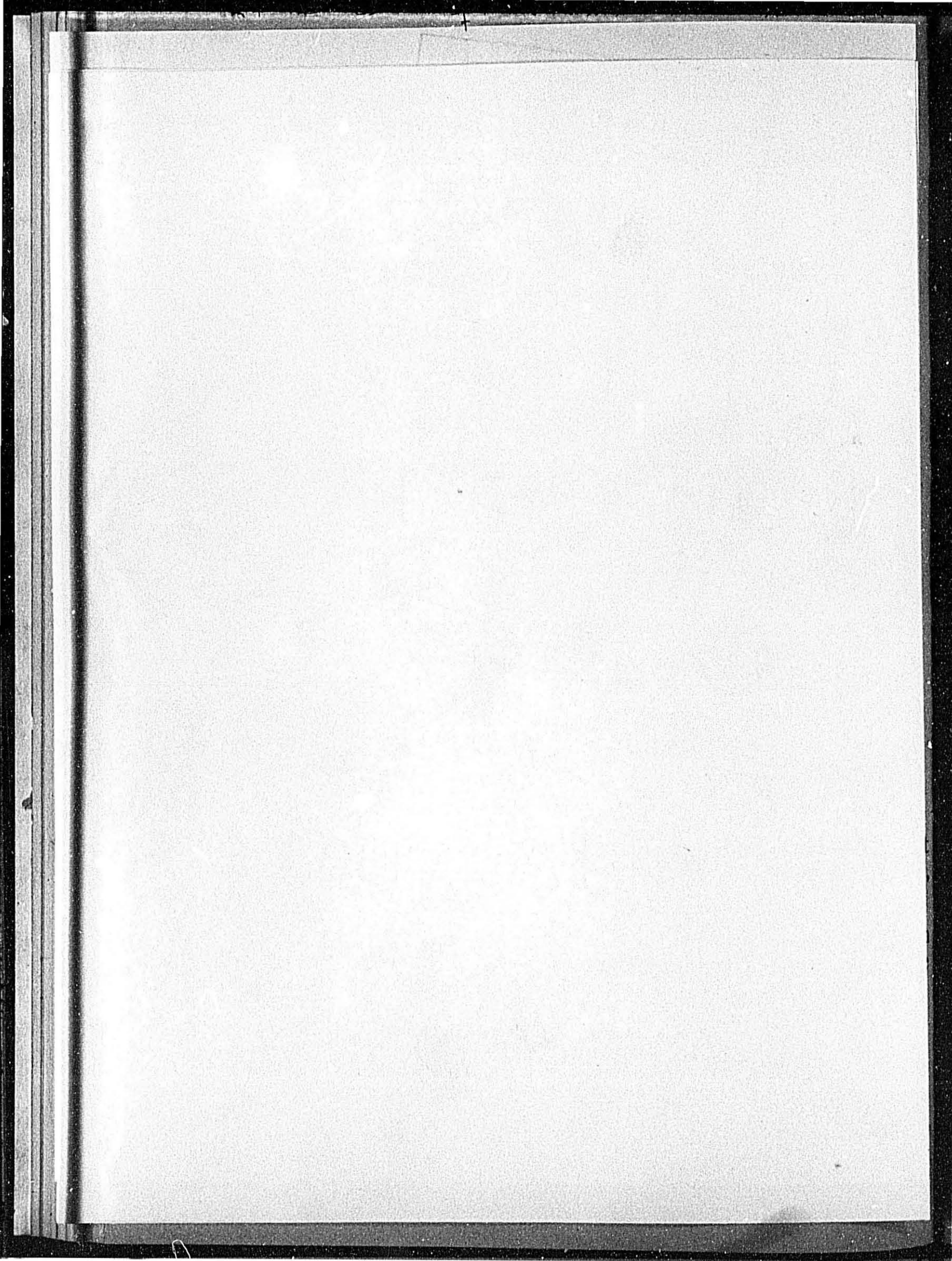


**THE NEW  
MACARONI  
JOURNAL**

**Vol. 5, No. 7**

**November  
15, 1923**



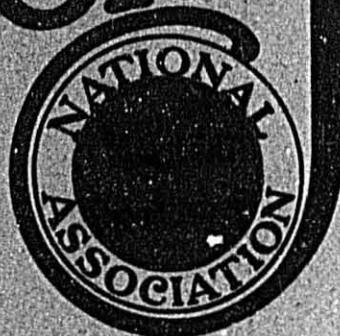


*The New*

# Macaroni Journal

Minneapolis, Minn.

November 15, 1923



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

Volume V

Number 7

## A Good Business Maxim

**PROGRESS** does not come when one Manufacturer destroys another, **BUT** when one destroys the excessives of another.

**SAFEGUARD** your business interests by combining with others in your industry to combat those who take improper liberties with policies considered fair and just.

**JOIN** your Trade Association in promoting all activities beneficial to the Macaroni Manufacturing Industry and in eliminating all unfair and harmful practices.



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



**CHICAGO MILL AND LUMBER COMPANY**

510 N. DEARBORN ST.

**CHICAGO**

**Capital City Milling & Grain Co.**

**DURUM WHEAT  
 MILLERS**

**St. Paul - Minn.**

*Capacity 1500 Barrels*



**EXCLUSIVE MILLERS OF**

*High Quality  
 Durum Wheat*

**SEMOLINAS**

**All Granulations.**

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

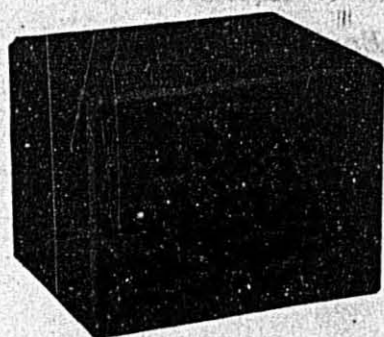
Members { *Minneapolis Chamber of Commerce  
 Duluth Board of Trade*

*We want your business on the basis of satis-  
 factory quality and square business dealing.*

**Capital City Milling & Grain Company**

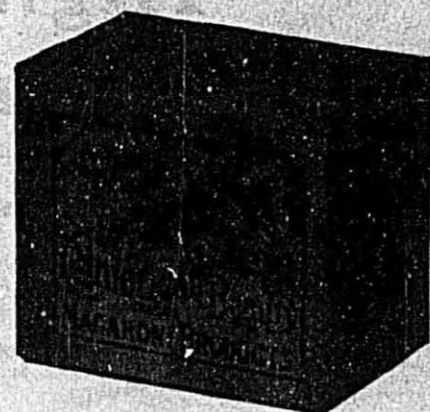
**ST. PAUL, MINNESOTA**





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

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



# Hummel & Downing Co.

Manufacturers of

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

Milwaukee, Wisconsin.

Service Offices—Chicago, Denver, Minneapolis.



## HELP THE DEALER TO HELP YOU

Putting your products on the dealer's shelves does not complete the sale. Why not help him sell your goods by using packages which will create a favorable impression?

The right kind of label or carton will attract instant attention and help sales. Let us show you what we mean by the right kind.

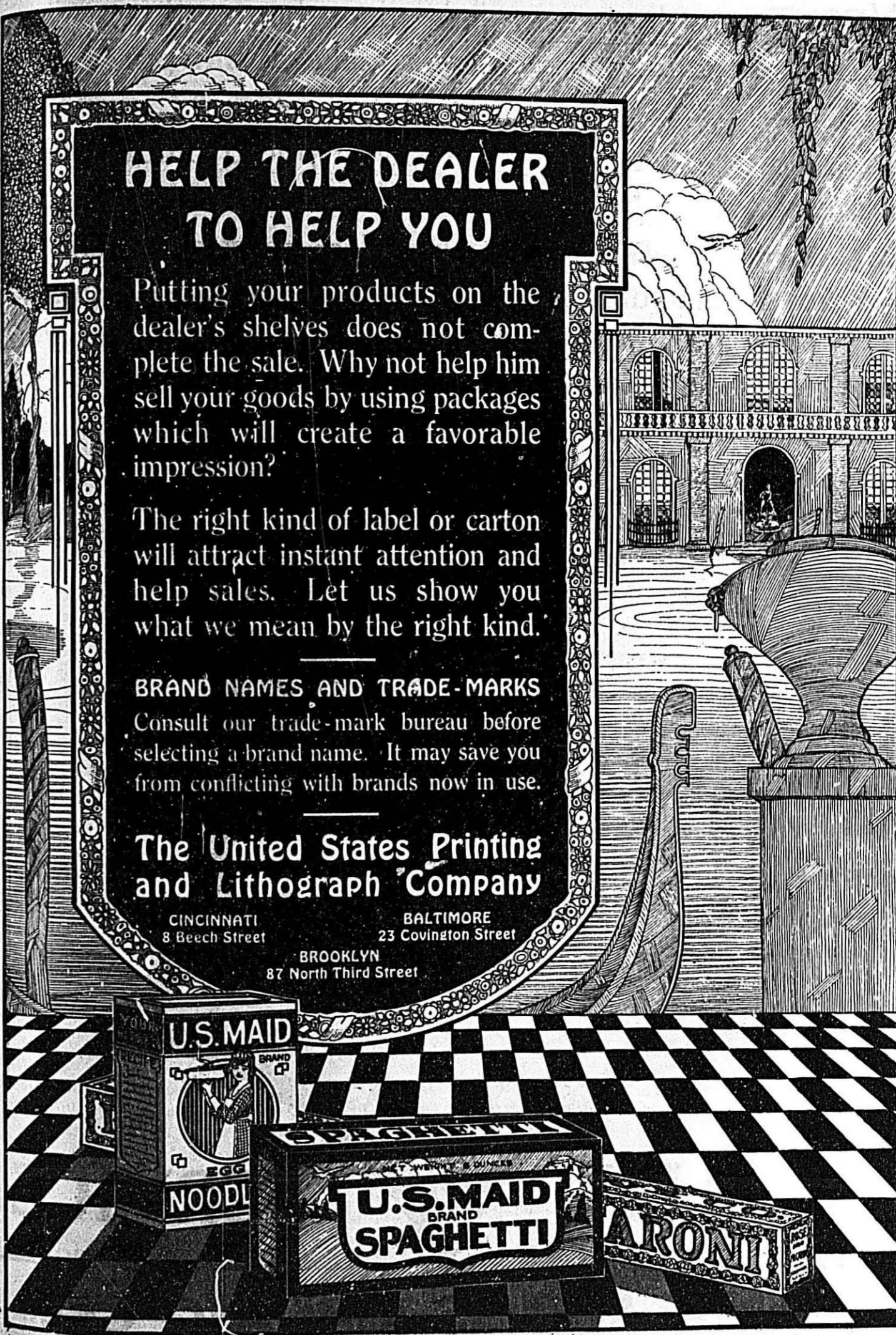
**BRAND NAMES AND TRADE-MARKS**  
Consult our trade-mark bureau before selecting a brand name. It may save you from conflicting with brands now in use.

**The United States Printing and Lithograph Company**

CINCINNATI  
8 Beech Street

BALTIMORE  
23 Covington Street

BROOKLYN  
87 North Third Street





YES, Tustar does cost a little more than ordinary semolinas—but you know you can't make a silk purse out of a sow's ear.

And it isn't generally the lowest priced product that is the cheapest in the long run.

Another thing—you pick out the most successful macaroni manufacturer you know—whose business is growing in volume and profits—and nine times out of ten you'll find he is using Tustar.

If it pays him to use the best



QUALITY

SERVICE

EAT MORE MACARONI—THE

BEST AND CHEAPEST FOOD

MINNEAPOLIS MILLING CO.

MINNEAPOLIS MINN

It will pay you! Think it over!

### Givers and Takers

The macaroni manufacturing group differs little from other similar business groups. Among all of them will be found some which will do the right things quite naturally at the proper time and others that must be guarded, coerced or compelled to go straight.

Macaroni manufacturers may generally be divided into classes, those who give to the industry and those who take from it.

Are you a "Giver" or a "Taker"?

Mr. Macaroni Manufacturer, are you always taking from your industry or do you sometimes give a little to it?

Are you depending upon the efforts of others to create a profitable market for your products or are you doing a little to cheer on those so engaged?

Can you always be trusted to do the fair thing in business or must you be watched constantly by your fellow manufacturers?

Are you a member of that small group that is sneakily endeavoring to gain business at the expense of competitors or are you one of those who seek to lighten the burden of the industry by lending a helping hand when help is most needed?

Do you growl and complain when individuals or groups seek to correct a harmful practice or do you show your appreciation of this earnest and devoted struggle for the industry's advancement?

Are you one of those who seek to "go it alone" in preference to associating with your fellow manufacturers in the National Macaroni Manufacturers association in promoting the general good interests of the industry, realizing that when it prospers so does the individual?

These are a few of the rather pertinent though fair questions that one should ask himself in his relation to his fellow businessmen.

The "Givers" may rightfully be termed the progressive class. They are the ones who have developed the macaroni industry from a small insignificant home affair into the essential food producing unit of the present day, feeding millions annually.

To the "Givers" must be credited all the progress which the industry has made since its introduction on this continent less than a century ago.

This class includes those broad minded fellows who realize that individual progress was greater when the whole industry progressed and as a consequence gave liberally of their knowledge of proper methods of production and distribution.

This is the group that threw open its factory doors and

invited public inspection after "putting their house in order" so as to make just the desired impression on those whom they sought to make daily users of macaroni products.

It is the class that gave liberally to all funds created to advance the interests of the macaroni manufacturing industry in this country and the "Givers" are the ones who sponsored the National Macaroni Manufacturers association through which much good has been accomplished for the whole industry in America.

The "Takers"—well, much need not be said about this class. That they are more numerous than our industry deserved is regrettable.

Those who are always taking are always found on the "off side" on any question or proposal. They seek to reap some kind of a harvest without a great effort on their part in preparing for it.

They usually manufacture in a slipshod manner and their products and selling practices bring little or no credit to the industry.

In this group will always be found the price cutter and the maker of colored or misbranded goods, the demoralizer of markets generally.

The "Takers" form a little and widely scattered group that will consistently refuse to join with its fellow manufacturers in seeking to improve the business in which they are equally interested, morally and ethically.

It is a group that we all hope will grow smaller and more insignificant every day.

Mr. Macaroni Manufacturer, examine your conscience and classify yourself. If you are in the wrong class, "about face" and join the group which your own conscience tells you contributes most to the welfare of the industry in which your reputation and your finances are at stake.

...

The industry will soon afford another opportunity for macaroni manufacturers to properly classify themselves.

There is underfoot a move to educate the consumer to the end that macaroni consumption on this continent be proportionately increased. While it is being sponsored by the National Macaroni Manufacturers association, it is not an association move, purely, but one in which every one in the industry will be asked to partake.

It will afford the "Givers" still another opportunity to strive unselfishly for the betterment of business in this industry and it is fervently hoped that the "Takers" class will be more insignificant than ever.

The proposal to bring about a general increase in consumption of macaroni products on this continent will bene-



fit all alike. It will help the large and the small producer, the manufacturer of bulk and of package goods, the plant owners in the East, the South, the West, the Central States and even those in the provinces to the North.

Just how beneficial it will be depends entirely upon the reception given the proposal by those whom the move is intended to benefit.

In the same manner in which trained ducks are used by hunters to call down from the clouds the wild birds as they are migrating southward for the winter, so will the few dollars contributed annually to this movement bring to the

contributors and to the macaroni industry business that needed only this stimulus to awaken.

Will you provide your share of this stimulus?

Won't you agree to contribute a penny or two per case or box to help finance this needed educational campaign?

Why not join the class of "Givers" so as to be in a better position to share in the increased business that is sure to result from the increased consumption of our products in this country, the natural market for the American macaroni manufacturers?

May the chorus be unanimous, "We'll Be Givers."

### Gems From the Press

#### INFORMATION OF INTEREST ON MACARONI

Valuable Facts a Grocer Should Know, Which Point to More Sales and Larger Profits.

With the coming of the cool days the macaroni season will open full blast. There are probably comparatively few grocers that are unfamiliar with the tremendous volume and big profits possible to them during the fall and winter season on macaroni, spaghetti and noodles.

There are some other popular misconceptions about macaroni which retail grocers should know the truth about.

Many believe that macaroni is a foreign product and is largely imported into this country from Europe and consumed by those of European nationality. While it is true that macaroni was first made in Europe and that the per capita consumption in Europe at present is very much heavier than in the United States, nevertheless, because of the wonderful food value and adaptability of macaroni for the American table, it is rapidly increasing in consumption in the United States as consumers learn of its worth from the standpoint of food value and economy.

For instance, the production of macaroni in the United States in 1914 was 300,000,000 lbs., and imports from Italy were 129,000,000 lbs., making a total of 429,000,000 lbs. In 1922 the production was 550,000,000 lbs. and imports only 400,000 lbs., a total of 550,400,000 lbs. Our imports in 1914 represented 30% of consumption, and in 1922 only 7 1/2% of the total consumption, showing an increase in domestic production in 8 years of 83%.

Another misconception is that most of the macaroni consumed in the United States is sold in bulk, that is, in boxes, barrels, etc., whereas the present con-

sumption of macaroni is 22,000,000 cases and about an equal amount in bulk. In other words during the last few years macaroni, like many other well known food products, is rapidly changing from the bulk method of marketing to the more sanitary and cleanly package method.

Macaroni as a nutritious and economical food has few if any superiors, because it contains all of the natural elements required by the body excepting the fats, which are readily provided in many nutritious and tasteful ways by the addition of cheese, butter, chopped meats, etc., and when this is done the dish provides a full meal containing all the necessary food elements for grown-ups as well as children.

On this latter subject it has been said that one third of all the children of this country are under weight, medical authorities advise. Macaroni will tickle the palate of all the little kiddies and make little ones big and big ones sturdy. Dietitians agree that good macaroni is the ideal substitute for meat.

Good macaroni combined with tomatoes, meat or vegetables is an ideal, nonfattening but strength giving food. Good macaroni and spaghetti combined with cheese, butter, milk and other fats is strength producing and makes sturdy, vigorous bodies. Sir Henry Thompson, eminent scientist, suggests macaroni as the staple dish for the noon-day lunch. It sustains the power and nourishes without overtaxing the digestion. While satisfying hunger it doesn't make one sleepy or incompetent. Good macaroni is one of the most digestible of all foods.—National Grocers Bulletin.

#### DISCOVERER OF MACARONI NOW UNKNOWN HERO

He May Have Lived in China, But Italy Gets the Credit.

Another unsung hero and benefactor of the human race is the man who invented macaroni. In all probability his

name never will be known. History credits the Chinese with the invention of this food, which now is looked on as peculiarly and typically Italian, and that country deserves credit if not for the invention of macaroni, then for adopting it as a national food and her constant fidelity to it through the centuries.

History further tells us that when the 15th century rolled around Italy was the only European country enjoying the felicities of macaroni. For several centuries thereafter Italy held the secret of its manufacture. Later some enterprising French chef introduced it into France. It is on record that King Louis XIII ordered a dish of it from an innkeeper of Tours who had made a great name by its preparation. Dayton (O.) News.

#### Changes Its Name

Joseph Baker Sons & Perkins Company, Inc., of White Plains, N. Y., announces a change of name for reasons that are self evident. Letters addressed to the firm were frequently written to "Baker Perkins company" omitting other words, proving that to the general trade the old name was rather long and cumbersome.

The name has been changed to Baker-Perkins Company, Inc., but the policy of the firm remains the same. "This new name does not denote any difference in policy or change in the officers; the change was made simply because we found that a shorter name would be more convenient for business purposes and we therefore condensed our old name to its present form," says A. F. Cummins of the commercial department.

The Baker-Perkins company is a large manufacturer of macaroni equipment of all kinds; having taken over the Werner & Pfeleiderer business formerly situated in Saginaw, Mich.

Great pilots are not made in smooth waters.

## Macaroni Manufacturers and Toast Week

The macaroni manufacturers of the country, particularly those interested in the markets of Chicago and its surrounding district, are being urged to cooperate with the Toast Week movement sponsored by the national wheat council, the bakers and other allied interests.

During the week of Dec. 3 the people of Chicago and vicinity will be urged to eat toast in various forms and in pleasing combinations. The ultimate object is to bring about what all will agree is necessary if the wheat farmers are to prosper, increased consumption of the country's immense wheat crop.

Through the secretary of the National Macaroni Manufacturers association, cooperating with those in charge of the movement, the macaroni men have been counseled to unite with other trades in making a proper test of the proposed toast campaign.

Suitable recipes have been recommended to the committee stating convincingly just how macaroni can be served with toast, and one or more of these will undoubtedly be included in the list of tested recipes that the managers of the campaign will recommend for use during the test week.

The attention of the members of the National association and other manufacturers interested in the Chicago market is called in the circular that went forth from the secretary's office early in November. It is hoped that those in a position to profit financially by the campaign will lay plans not only for individual efforts but for cooperation with allied trades that are working strenuously for a success of the venture, which is to be repeated throughout the country if the Chicago trial is successful.

Text of this circular was as follows: Chicago bakers, aided and abetted by various allied trades, will stage a Toast Week beginning Dec. 3.

The baker, the cheese maker, the butter, jam and jelly makers, the gas and electric toasting equipment makers will then combine to increase wheat consumption in the form of toast.

Where are the macaroni manufacturers in this important move?

Alice Irwin, recognized food expert,

intensely interested, said: "We will show the people that toast isn't simply browned bread, but that it can be made the base for chicken a la king, jellies, jams, cheese, meats, in fact, that it has scores of different, agreeable uses."

What about macaroni on toast? Wouldn't that tickle their palates?

If the public doesn't know of this wonderful dish, it's our fault. Tell the waiting world, the Chicago people particularly, of this delicious and nutritious combination that incites and satisfies the appetite when made as per following tested recipe:

#### Elbow Macaroni on Toast

Put 1/2 lb. or package of elbow or short cut macaroni in 3 qts. of boiling salted water; cook till tender, stirring occasionally. Place in collander and shake till thoroughly drained. Never start cooking macaroni or spaghetti in cold or merely warmed water.

2 tablespoons butter  
2 tablespoons flour  
2 cups milk  
1 tablespoon sugar  
1 teaspoon salt  
1/4 teaspoon pepper

## Durum Wheat Crop Takes Sharp Drop

Durum wheat production in the United States this year may not be more than one half of the 78,000,000 bus. produced in 1922, according to figures collected by J. W. Haw, state county agent leader, of the North Dakota Agricultural college.

"Practically all of the durum wheat crop is produced in North and South Dakota, Minnesota and Montana," said Mr. Haw. "Calculating from the federal estimates of durum acreage in these 4 states last spring and the condition of the durum crop in August, the production in this state would be 7,100,000 bus.; South Dakota, 11,500,000; Minnesota, 2,300,000, and Montana, 2,350,000, or a total of 43,750,000 bus."

"However, there is a price spread of from 15 to 20c a bushel between durum and hard red spring wheat, and if the market is regulated by supply and demand there must be some conditions of

1 small can tomato puree  
6 pieces toast.

METHOD—Make a cream sauce by melting butter, adding flour and milk gradually, stirring to make it smooth. Add parboiled macaroni and let simmer 5 minutes. Heat tomato puree in a saucepan with the sugar. Just before serving, mix thoroughly. Serve on toast.

The National Macaroni Manufacturers association is cooperating and furnished above recipe to committee in charge of Toast Week which will recommend many appetizing and nutritious combinations for using toast.

Why not "go along" with this start? Tie up some of your Chicago district advertising with this Toast Week, telling consumers and grocers how macaroni can be pleasingly and profitably used with toast.

The opportunity is there. Don't overlook it. Ride along with the enormous general publicity to be given this event by various other trades. Advise us of your views and, later on, results obtained.

#### DISCONTENT

*There are two kinds of discontent in this world—the discontent that works and the discontent that wrings its hands. The first gets what it wants and the second loses what it has. There's no cure for the first but success; and there's no cure at all for the second.*

--Lorimer.

Good times are here for the macaroni manufacturers. Harvest the dollars while they are plentiful, but be fair about it.



# Official Warning on So-Called Expositions

Government officials of Italy, cognizant of the injury that will result to legitimate business in that country because of the activities of several so-called business expositions, have issued a general warning on the subject to the business world and especially advise caution when approached for the purpose of becoming exhibitors in anything but legitimate and recognized shows or expositions.

Awakened to its responsibilities because of the general protest from all sections of the globe in connection with the Milan exposition of last fall and the Roma affair of last winter, the

Italian government has caused a thorough investigation to be made and its findings have been broadcast to the business world in the hopes of minimizing the harm that results from an innocent patronage of these expositions with little or no standing.

The National Macaroni Manufacturers association has been quite active in uncovering these so-called food expositions into which many an unwary macaroni manufacturer has been inveigled in the hope of getting a prize, premium or certificate which would help him make his products favored by a certain class to which a certificate or medal

means more than actual quality in foods. That its stand has been substantiated by subsequent governmental investigations is some satisfaction to the officers of the National association who have been untiring in their efforts to expose all activities of the nature of these 2 expositions have proven to be

We quote herewith, from the "Rivista Commerciale," a weekly bulletin issued by the Italian Chamber of Commerce in New York, giving articles in both the Italian and the English language, the translation being as near as possible in meaning to the facts stated in the foreign language.

## Certe Esposizioni E Certe—Adesioni

Il R. Consolato Generale d'Italia in New York ha diramato alla stampa italiana degli Stati Uniti la seguente comunicazione, che è abbastanza eloquente nella sua laconicità:

"In seguito ad analoghe istruzioni ricevute dal R. Ministero degli Affari Esteri, il R. Consolato Generale rende noto che la ESPOSIZIONE DEL PROGRESSO INDUSTRIALE, la quale ha qui inviato recentemente un agente, non solamente non ha alcun carattere ufficiale, ma non ha nemmeno l'appoggio delle competenti autorità del Regno."

A sua volta, la R. Ambasciata d'Italia in Washington comunica:

"La R. Ambasciata qui ha preso nota dei nomi delle due esposizioni di carattere poco chiaro, e cioè: Esposizioni Riunite del Lavoro, Milano, Grandioso Palazzo Augusteo, Viale Vittoria 21—e: Esposizione del Progresso Industriale, Roma, le quali vanno sollecitando espositori ed offrendo medaglie di nessun valore.

"L'Ambasciata stessa consiglia, quando agli industriali ed esportatori americani viene annunciata qualche "Esposizione Italiana" di investigare la faccenda e l'Ambasciata sarà sempre pronta a fare le dovute indagini e dichiarare se l'esposizione ha o non ha alcun valore.

"Si noti che non solo in Italia, ma anche in molti altri paesi, compresi gli Stati Uniti, si tengono continuamente delle cosiddette esposizioni. E' facile prendere in affitto un fabbricato e vendere lo spazio a scopo di esposizione. Non avvi nulla di frodolento per chiechessia nell'affittare un fabbricato consimile, ma la proposta di farsi pagare nel caso in cui si dia un premio all'espositore spesso confina con la frode. Vi sono troppe occasioni di accordi poco puliti tra l'agente di una consimile esposizione ed un'impresa autorizzata.

"Gli industriali stiano bene in guardia nel trattare con venditori di spazio nelle esposizioni all'estero, quando non hanno prima fatte le dovute indagini."

E adesso domandiamo a quei Ministri del Governo del

## Certain So-Called Expositions

The Royal Consulate General of Italy stationed in New York city has released to the Italian press in the United States the following communication, which is in itself sufficiently eloquent in its brevity:

"Following instructions received from the Secretary of Foreign Affairs, the Royal Consulate General informs us that the Exposition of Industrial Progress which has recently sent its agents to this country, not only has no official character but has not the support of the competent authorities of the Kingdom."

At the same time, the Royal Embassy of Italy in Washington, D. C., gives out this information:

"The Royal Embassy here has taken note of the names of the two expositions of questionable character, to wit: the United Exposition of Labor held in the Augusteo Palace at 21 Viale Vittoria, Milan, Italy, and the Exposition of Industrial Progress at Rome, Italy, whose agents have been soliciting exhibitors and offering medals of no value.

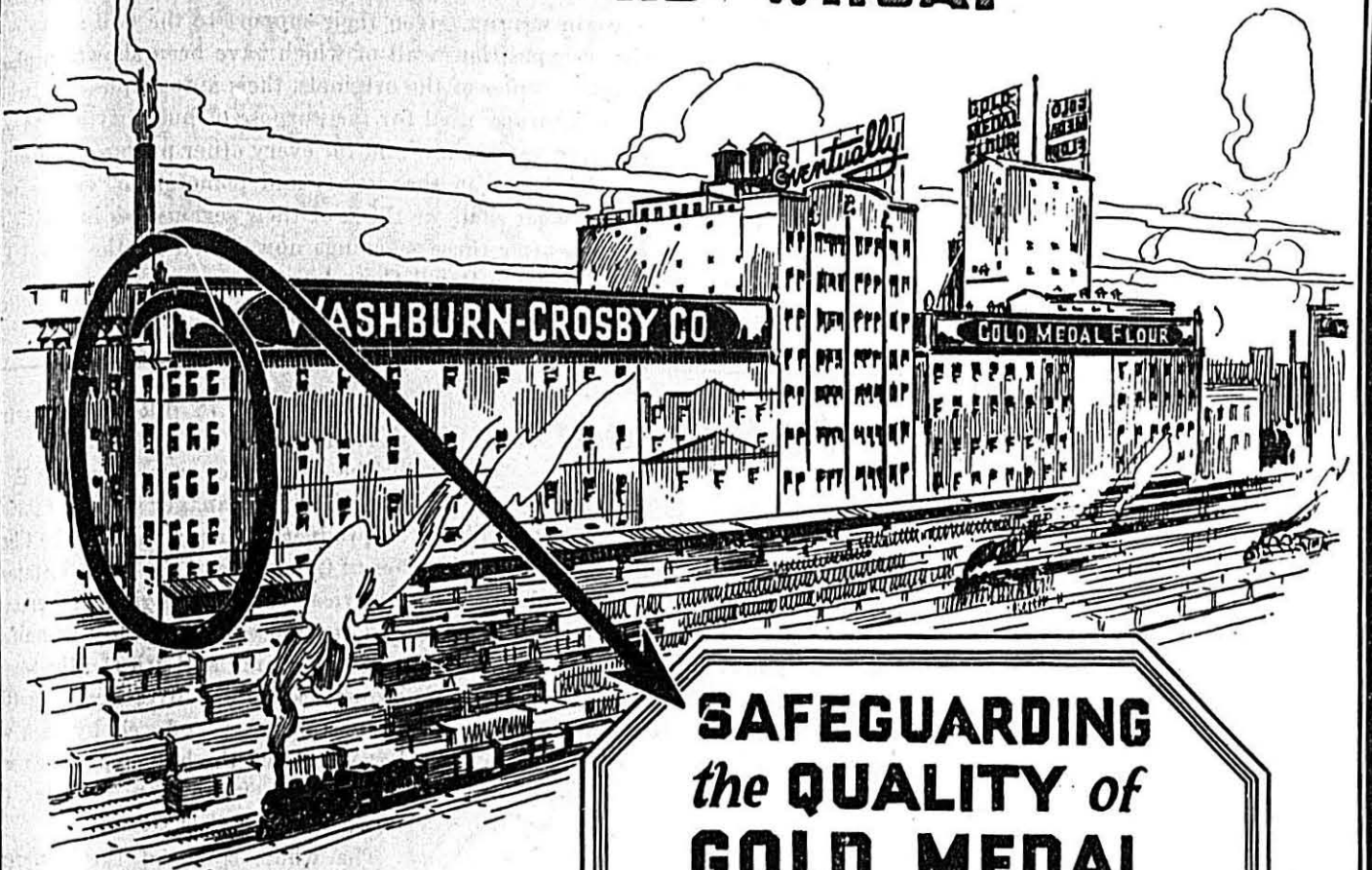
"The Embassy wishes to advise that whenever American businessmen or exhibitors are solicited by certain 'Italian Expositions,' that they make a careful investigation of the same and to feel that the Embassy will always be at their service in making complete investigation as needed to ascertain whether they have any or no value.

"It is granted that not only in Italy, but in every other country, the United States not excepted, there have been held expositions of this kind. It is a very easy matter to rent a building and sell space for exposition purposes. No fraud exists in so doing, but the proposal to require added payments in case of being awarded a premium, that verges closely on fraud. There are today many cases of collusion between the agents and the exhibitors.

"The business man would be acting wisely if before dealing with the representatives of these so-called expositions in foreign countries he would make a quiet and thorough investigation through all the possible agencies before venturing into same."

Now we would like to ask the Ministry of Italy (who write their letters on official paper of the Crown), those vice-presidents of the Chamber of Deputies, those Deputies and

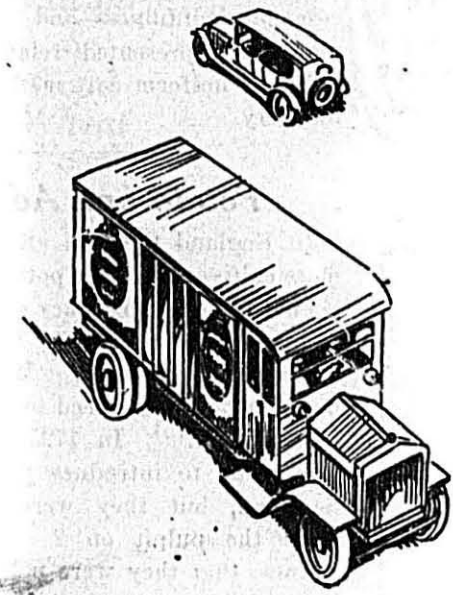
# EAT MORE WHEAT



## SAFEGUARDING the QUALITY of GOLD MEDAL SEMOLINA

ASIDE from innumerable minor tests and precautions, the uniform quality of Gold Medal Semolina is safeguarded:

- 1st—by a corps of chemists who analyze the wheat before it is milled,
- 2nd—by preliminary tests in the Company's experimental mill,
- 3rd—by hourly tests of mill run to insure uniform quality, and
- 4th—by tests in manufacturing macaroni, spaghetti, etc. under commercial conditions.



**WASHBURN CROSBY COMPANY**  
 Plants at MINNEAPOLIS, BUFFALO, KANSAS CITY, CHICAGO, LOUISVILLE, GREAT FALLS, KALISPELL  
 All "WASHBURN" High Standard Mills—QUALITY GUARANTEED





Re (che scrivono con carta intestata con tanto di stemma regio) a quei Vice-Presidenti della Camera dei Deputati, a quei Deputati e Senatori del Regno, a quei Presidenti delle Camere di Commercio in Italia e all'Estero, a quei Sindaci di grandi città che hanno concesso con tanto slancio ed entusiasmo, per iscritto, la loro adesione alle due esposizioni sopra citate—e ci furono mostrate le fotografie degli originali, autografi, ecc., di cui, naturalmente, si avvalgono per la pubblicità ed altri scopi interessanti gli agenti ed i promotori delle mostre in questione—che cosa dobbiamo pensare della loro serietà di fronte alle diffide della R. Ambasciata e del R. Consolato.

E niente altro.....per ora!

Senators of the Kingdom, those various presidents of the Chambers of Commerce in Italy and abroad, and those Mayors of the great cities who with so much enthusiasm have, in writing, given their support to the two above mentioned expositions—all of which have been shown in photographed copies of the originals, their autographs, etc., which were naturally used for the purpose of publicity and to give standing to the show and for every other purpose that might be of interest to the agents and promoters of said expositions—what shall we think of their seriousness in legitimate matters after these warnings now issued by the Royal Embassy and the Royal Consulate?

And now, no more for the present.

### Present Situation in Boxboard

In an opinion based on a close survey of the boxboard field, the Boxboard Research Service, established at Wellesley Hills, Mass., by the leading manufacturers, users of boxboard are advised that they will make no mistake in providing now for all reasonable needs along this line. We quote in part as follows:

The July-August figures of sales and production averaged 10 to 15% better than 1922. The prices of the raw materials (waste paper, kraft pulp, sulphite) advanced sharply and the outlook was for a very active fall demand beginning by Sept. 10.

Following the reaction in many trades this autumn demand has been disappointing, in fact has been 10% to 20% less than most mills figured and resulting in a demand generally of only about 80% of capacity of mills. Many of the largest mills east and west have been running for some time at 4 and 5 days per week—and large numbers of others have lost more or less time.

The situation today has resulted in price concessions down to the last safety point in everything from coal and raw materials on through to the finished product—such as fiber and corrugated containers, folding cartons and all types of "set up" packages and boxes.

The chief items of cost in manufacturing boxboard are coal, labor, waste paper, kraft pulp (for containers) and sulphite pulp. There is no doubt whatever that all these items, excepting possibly labor, are now lower in price than is normal and lower than can be expected to continue.

If prices should go lower the supply will drop off and be followed by much higher prices in a short time. This has occurred time and again in waste paper

where changes of 25% to 40% in price have occurred in 60 days. The mills are powerless to prevent this. The same is largely true of kraft pulp.

The recent prices of boxes, cartons and containers are at about the cost levels; but a slight increase in the demand and a quickening of the above raw materials will be reflected at once in higher prices for these finished products.

#### General Cost Conference

A conference of representatives of the various industries of the country held Oct. 23 in the Drake hotel, Chicago, brought together the greatest array of cost experts ever known in the central west. One hundred and thirty-six rep-

#### WHO AM I?

I am the most powerful force in the world.

I have caused great wars and wrecked empires.

I sometimes represent wisdom greater than that of Solomon.

I am again the dullest of the most dull.

I have strength greater than Sampson.

I have killed presidents and statesmen who strive to satisfy my hunger.

Yet I rule the world and am supreme in worldly things.

The great and the learned bow before me even though I be wrong.

My strength is so great that none dare resist it.

To do so would mean social and political death.

Who then am I with all this power that works both good and evil?

I am PUBLIC OPINION!

representatives of 78 different industries were present.

The conference was called by E. W. McCullough, manager of the fabricated production department of the Chamber of Commerce of the United States of America, for exchanging information and for the common study of uniform cost accounting activities in the several industries. Real live, result getting suggestions were offered by men who have had worthwhile experience with the subject "How an Industry Can Build Its Own Cost System."

The whole spirit of the conference was one of frankness and a desire for common helpfulness and much testimony was presented relative to the value of uniform cost methods in an industry.

#### Potato and Adam

In England the first efforts to promote cultivation of the potato were supposed to be a conspiracy of capitalists to oppress the poor. The labor leader William Corbett, said: "Working men ought not to be induced to live on such 'cattle food.'" In 1725 an attempt was made to introduce potatoes into Scotland, but they were denounced from the pulpit on 2 contradictory counts: that they were not mentioned in the Bible, and so not for the Christians, and that they were the forbidden fruit, the cause of Adam's fall. They were accused of causing leprosy and fever.

#### NO TIME LIMIT

"I want a pair of the best gloves you have," said Mrs. Hill at the glove counter.

"Yes, ma'am," replied the polite salesman. "How long do you want them?"

"Don't you get insultin', you man! I want to buy them, not buy 'em." —Inland Merchant.

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



Eat More Wheat,—  
Macaroni—

A Good Wheat Food

Eat More Wheat,—  
Macaroni—

A Good Wheat Food

## KING MIDAS MILLING CO.

MINNEAPOLIS

No. 2 SEMOLINA  
No. 3 SEMOLINA

DURUM PATENT  
DURUM FLOUR



# Grandmother's Noodles Now Modernized

By BERTHA N. BALDWIN  
Food Expert of New York Tribune

Many a poem or song has been breathed into the air to the things that mother used to cook. One of our fondest childhood memories dating back to grandmother's time is noodles with fricassee chicken. To us then noodles were always cooked in the broth after the chicken was taken out and before the thickening was added. Now we know of many different ways of cooking them, so says Bertha N. Baldwin, food expert of the New York Tribune, in its issue of Oct. 7, 1923.

Noodles as made in grandmother's house were an event. They must needs be in great quantity when all the children and grandchildren were at home. And the roomy, old fashioned kitchen with much table space was none too large for the process.

Gone are those days of home made noodles but, thanks to the modern manufacturer, not the noodles. And in spite of early training of respect and awe, we dare say that those of today are as good as those of our grandmother. But we would not say it in her presence, emancipated as we are!

## Noodles of Today

Not long ago we visited the up-to-date plant of one of our well known local manufacturers of noodles, macaroni and similar products. Like grandmother's kitchen in its cleanliness, efficiency and business; totally unlike in its machinery, drying rooms, etc.

The ingredients, all of tested quality, went into a huge mechanical mixer and then were kneaded for 10 minutes, metal arms replacing mother's. Big rollers in sets smoothed out the dough and pressed it down to one sixteenth of an inch thick. Another intelligent piece cut it into ribbons, fine or wide.

At this point manual dexterity was called on to fold the ribbons into a size that will fit the package without cutting; and then into the drying room, where they hang for 30 hours at a temperature of 80 degrees Fahrenheit.

No mystery in the fact that you can buy in sanitary packages noodles that are uniform as to quality, thickness, size and dryness—only care and watchfulness in every detail.

"The clearness of the dough depends on the rolling," said the officer of the company who supervises person-

ally the manufacturing end, "and the clearness of the dough determines its cooking quality. If it is not rolled well it will not cook well; it will be either tough or mushy." And our grandmothers merely attributed their success or failure to luck!

It goes, without saying, of course, that the ingredients are chosen with care. The wheat must be blended to get the right proportion of gluten and starch, so that the noodles will mix, roll and cook properly. The eggs must be above suspicion.

No guesswork in combining the materials, no adding some of this "to a soft consistency" or "until it can be handled." Weighed materials only are considered. If cooks were as careful in their work their results could be much more uniform.

## SAY IT WITH EGGS—NOT YELLOW COLORING

That noodles and macaronis are basic foods not merely side affairs is easily seen in the diet of some of the foreign peoples. Italians live largely on such foods combined with cheese and vegetables. These are their "staff of life," even more than bread.

One well known brand of noodles which has just gone through the testing laboratories shows 12% of protein and nearly 3% of fat, with a total of 93% of solids. In cooking, water is absorbed so that the percentage food value decreases proportionately, but even so the value is important. The analysis shows that 2 or 3 eggs were used to a pound of flour (4 cups). For it is the eggs that make the real difference between noodles and macaroni.

## Cooking and Recipes

This time of year there are especially good dishes that can be made with the vegetables on the market, and meat if desired. Borrow from the foreigner's cook book and learn how to really use these delicious products. These recipes were adapted from such sources to the American kitchen, and were most highly approved by all who had the chance to sample them.

### Noodles, Neapolitan Style

$\frac{3}{4}$  pound noodles.  
6 tomatoes.  
1 green pepper.  
2 medium onions.

2 teaspoons salt.  
1 teaspoon black pepper.  
6 or 8 tablespoons olive oil or butter.

Cut tomatoes in halves, keeping the skin on. Put a layer skin side down in a buttered baking dish. Next a layer of noodles, uncooked, followed by a layer of shredded pepper and chopped onion and seasonings. Continue, making the top layer of tomatoes, skin side up. Pour on the oil or butter, melted, and bake in a moderate oven (350° F.), keeping covered the first half of the time. It will take from 1 to 1½ hours, depending on the size of the noodles. The fine ones are very satisfactory for this.

Olive oil gives a delicious and foreign flavor, but melted butter can be substituted for it. The recipe is particularly welcome because the noodles are not even parboiled, making it very simple with only one cooking dish and a knife.

### Noodles, Creole Style

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

Parboil the noodles. Cook the chopped onions in the butter and add the peeled and quartered tomatoes, chopped pepper, beans, cut in pieces and cooked, and prepared okra. Prepare the okra by washing, removing both ends, cutting into  $\frac{1}{4}$ -inch pieces and blanching. Simmer the sauce 20 minutes, add the noodles and cook until the noodles are tender, replacing water if necessary.

Noodles commercially made have that excellent quality and fine flavor that grandmother aimed at and sometimes attained. When purchased in sanitary packages, this old fashioned product is in uniform size, thickness and dryness and can be made into dishes unsurpassed for tastiness and hunger satisfaction.

No macaroni manufacturer ever had the lowest price on any one variety but what some other one equally foolish may quote a lower one. Sell on quality and service rather than on price.

# BADEX

## The Macaroni Improver

### I. A Pure Grain Product

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

### II. Better Macaroni

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

### III. Easy to Use

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

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

Stein Hall & Co.  
New York

Stein Hall Mfg. Co.  
Chicago

Manufacturers of Pure Food Products Since 1866



# Why Trace Shipments? Only 3 Good Reasons

My experience with shippers while I was in the employ of transportation lines, and my contact with the selling, purchasing and production departments since I entered the industrial traffic field, prompts me to ask and to attempt to answer this question.

This branch of transportation work has given a great deal of consideration when the railroads were under government control and there was no competition between the carriers. Our railroad friends undoubtedly do a lot of thinking on the subject at the present time, but they cannot afford to do much talking.

In my opinion at least, 50% of the tracing done today is useless and serves only to add to the burdens of the railroads and, to some extent, the traffic departments of the larger corporations, without accomplishing any beneficial results.

How many shipments are traced by shippers simply through force of habit or because of the invitations for tracers extended by the railroad? How many shippers really know the meaning of the word "tracer"?

When John Smith ships 2 cases of dry goods out to Henry Jones in Slumberville and asks the agent at shipping point to put a tracer on it, what does he think the agent does? If you should ask the average John Smith, he could not give you an answer. If you should ask him how he knows that his requests are complied with he would point out the fact that the agent always advises him sometime later when the shipment was delivered to consignee. This, of course, is of great value to him when he has already learned direct from the consignee of the arrival of the shipment.

I do not condemn all tracing but I do condemn useless tracing, especially of less than carload freight. The tracing of a shipment may sometimes be of the greatest importance to a shipper or consignee, and if the railroad offices were not overwhelmed with unnecessary, useless tracers the important ones could be given better attention.

Shipments should not be traced except for the following reasons:

- To expedite the movement.
- To prevent delay.
- To locate an overdue shipment.

I was about to add a fourth reason, namely, to show delivery in case consignee claims not to have received shipment, but this is not "tracing"; it is merely a matter of checking destination records.

My faith in tracing as a means of expediting shipments is not very great. Ordinary tracing amounts only to watching passing or interchange reports, and certainly no one can claim that this serves to expedite the movement. It does, however, show whether or not the shipment is moving according to schedule or expectations, enabling one to investigate when it is overdue at any gateway or terminal. And this leads to the second reason—tracing to prevent delay—which in my opinion is the one thing that really justifies tracing important shipments.

Only a few days ago my company had a very urgent carload shipment in transit. When the case was brought to my attention, I wired the railroad division freight agent at the first train terminal en route requesting that he advise last record on his division and endeavor to expedite movement if still on his rails. He immediately replied that the car had been bad ordered and was in the yards at his city, but that he would get it moving at once. Thus results were achieved. My tracing the car possibly prevented several addition-

## SEVEN MISTAKES OF LIFE

1. The delusion that individual advancement is made by crushing others down.
2. The tendency to worry about things that cannot be changed or corrected.
3. Insisting that a thing is impossible because we ourselves cannot accomplish it.
4. Attempting to compel other persons to believe and live as we do.
5. Neglecting development and refinement of the mind by not acquiring the habit of reading fine literature.
6. Refusing to set aside trivial preferences, in order that important things may be accomplished.
7. The failure to establish the habit of saving money.

al days delay, which would have meant a loss of several hundred dollars to the shipper.

When a carload shipment is overdue at destination, the obvious thing to do is to trace and locate the car. If it is found in some shop, out of route or in some congested area, it is often possible to have its movement to destination expedited, especially if the shipment is urgently needed.

The tracing of overdue less than carload shipments is another matter. Ordinarily, I would say that a claim for loss should be filed instead of tracing it, because if an L. C. L. shipment is long overdue, it is probably hopelessly lost. There are, of course, exceptional cases, such as shipments of important machine or factory parts, and in certain circumstances it would be advisable to trace overdue L. C. L. shipments. In this connection it must be borne in mind that many of the railroads do not keep records of less than carload shipments at transfer points, making tracing practically impossible.

There should be some definite purpose in tracing freight. Aimless, purposeless tracing should be discouraged by both railroad and industrial traffic men, for the mutual benefit of shipper and carrier.—Shipper and Carrier.

## Concentrate

For the consideration of those in the macaroni manufacturing industry who have thus far failed, willingly or otherwise, to realize the value of concentrating their efforts for good in their national association which they should fully support—

"There was once a hen who never laid two eggs in the same place. As she went well until she tried to set. She had her eggs scattered all over the farm and she tried to hatch them all. The third day she went crazy."—Efficiency Magazine.

Macaroni manufacturers who aim to follow a competitor will always be in the shadow. Hit out in the right direction—service to wholesalers, retailers and consumers, and be in the spotlight.

An extravagant man grows poor by seeming rich.

The rapidly growing demand for **COMMANDER SEMOLINA** has made it *imperative* to

# Increase Our Capacity

We have installed the latest in improved purifiers, milling separators and other devices.

We are, therefore, in a better position to give you *real service* and *above all* the very

## Finest Quality Semolina

modern milling science can produce.

Our productive record *proves* that Commander Semolina is "*Right*" in every respect.

Let us demonstrate and you will be convinced!

*Wire today*

## Commander Mill Co. - Minneapolis

*Millers of*

## Commander "Superior" Semolina



# It's Over---Macaroni Industry Consumer-Education Plan Agreed To

Judging from the unanimous vote of confidence given the proposed educational campaign at the first meeting held Friday, Nov. 9, in Chicago by the manufacturers of Zone No. 1, the year 1924 should see some helpful consumer educating advertising on macaroni products.

Every movement of any consequence must have a beginning. Some of the most successful things ever accomplished in any industry may have had several starts, but each one of them has brought the move further along and made the final jump less difficult.

The National Macaroni Manufacturers association took a temporary plunge in the advertising field a little over 3 years ago. The expected results did not materialize. The same is true of the excellent promotional work done by an enthused group of macaroni manufacturers last year. But if credit must be given where credit is due, the attempts referred to have served to prepare the minds of the macaroni manufacturers for the present contemplated campaign that promises such wonderful returns if properly conducted.

Nineteen representative men speaking for 16 progressive firms in Zone No. 1 heard and considered the prospectus and pledge prepared by A. S. Bennett of New York city, special representative of the National association, whose duty it is to interest the macaroni manufacturers in the proposed publicity campaign, the purpose of which is to increase the consumption of macaroni products in America, and highly commended him for the able start made.

Due credit was given also to President Henry Mueller of the National association who helped Mr. Bennett in an advisory capacity, giving him the benefit of a wide experience in manufacture and distribution of one of the leading brands of macaroni products in this country.

Macaroni manufacturers evidently have been brought to a realization of the business theory that some money must be expended in the proposed educational work both as a unit through a recognized trade organization and as individual firms, if the industry is to keep step with the other trades.

Every one at this Chicago meeting was of one mind. Granting that there

may have been a difference of opinion as to technicalities, all were broad minded enough to know that a middle-of-the-road policy would have to be agreed upon and that the spirit of "give and take" must prevail if the success of the venture is to be assured. That this was the attitude of those present is most gratifying.

The plan calls for the creation of a publicity or educational fund through voluntary contribution by macaroni manufacturers on the basis of 10c per 100 lbs. production to be paid quarterly and based on the production for that quarter of the previous year. Manufacturers will be asked to sign a pledge promising payments on this basis, conditional that at least \$100,000 be raised for this purpose. Nothing has been said about how the money raised is to be expended other than that the country is to be divided into 6 zones and the contributor is to be allowed the privilege of deciding in what zone or zones two thirds of his annual contribution is to be expended. The remaining one third is to be left at the disposal of a special publicity committee to expend nationally in a way and for purpose agreed upon by them as for the best interests of the industry in general.

It's now up to the macaroni manufacturers in other zones where meetings will soon be held to consider the proposal. If it is received in the same spirit as the leading manufacturers of Zone 1 accorded it, the movement should become one of the most helpful agencies that the industry ever attempted.

Mr. Macaroni Manufacturer, it's now up to you. A good working plan has been developed. The machinery is all ready. You must provide it with the necessary power.

A SALESMAN of the highest character and of appreciated ability is to be hired to work for you! Won't you budget your expenditures for 1924 so as to include this Special Salesman on your staff?

Some plants can afford a high priced salesman and will pay 5, 10 or even 20 thousand dollars annually and will be amply repaid for the confidence placed in this National association educational salesman that proposes to SELL MACARONI PRODUCTS through educating

the consumer. Smaller firms do not wish so high priced a salesman, but there is hardly a firm in the country that could not pay so valuable a salesman at least 1 thousand, 2 or even 3 thousand dollars a year and later agree that it was the best money they ever spent.

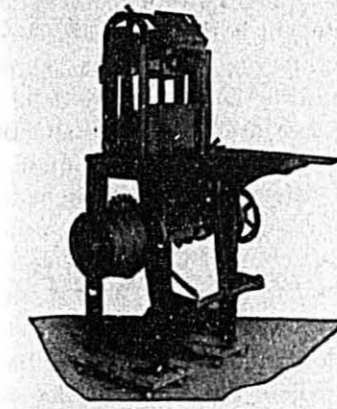
Hire this salesman by pledging to contribute annually the amount you can afford to the national publicity fund and carry the expenditure on your book as 1, 2 or more employees. It's simple but the possibilities are wonderful.

Things are shaping nicely. It needs but the firm support of ALL macaroni men to help PUT IT OVER to the greatest possible and beneficial degree.

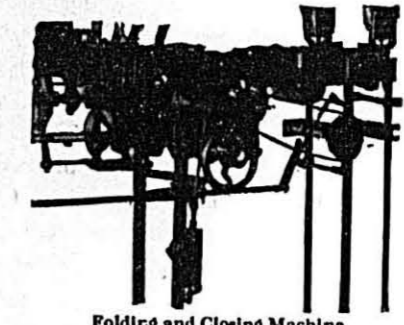
### Grain Export From Russia

Although acreage in grain this year in Russia is estimated to be 20% larger than in 1922 yields are sufficiently lower, so that forecasts of production are at best only slightly above production of last year, according to reports to the United States Department of Agriculture. One authority reports the total Russian area in grain crops this year including corn, barley, oats, wheat and rye, at 160,000,000 acres as compared with 132,000,000 acres last year. Average yield is estimated by the central bureau of statistics at Moscow at 15 lbs. per acre, as compared with 12 lbs. in 1922. The area in grain is estimated at about 80% of the present area. Ukraine is the most important producing region and includes 35% of the total Russian acreage sown in spring grain and 40% of acreage sown to winter grain. It is reported that German importers have contracted for delivery of 13,000,000 bus. of Russian rye and are to make payment in manufactured goods sent to Russia. Small quantities of wheat, barley and corn have been exported from the Black Sea ports. Last year Russia exported grain in only small quantities, and present indications are that little, if any, may be exported this year.

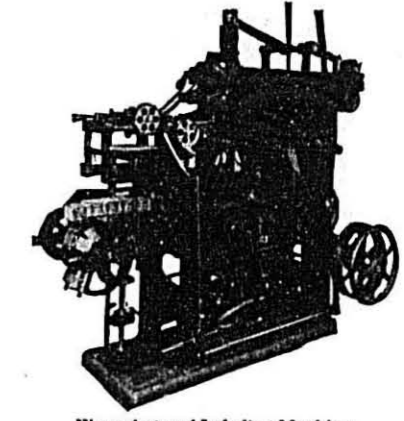
The profit on some brands now marketed is so short that the most expensive movie camera could not catch the film.



Forming and Lining Machine



Folding and Closing Machine



Wrapping and Labeling Machine

## Peters Machinery Company

231 W. Illinois Street  
CHICAGO, ILLINOIS

Name any nationally known Macaroni Manufacturer and you name a user of *Peters Automatic Package Machinery*.

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

Our Engineers will gladly furnish you with floor plans and special data to suit your requirements. Request a catalogue and further information.

THE PERFECT PETERS PACKAGE is automatically formed and lined, folded and closed, labeled and sealed by the Peters Automatic Machinery.





## MURDER AND SUICIDE

Unfair to Industry to Advertise Unwholesome Manufacturing Conditions All Are Trying to Overcome—Constructive Publicity Needed.

By Adolph Benz, Jr., President Illinois Association of the Baking Industry

I am taking the liberty of criticising the inclosed so-called advertising taken from a Peoria paper and to call the attention of the macaroni association and industry to its harmful character as writer sees it.

Apparently there is great need within your industry for closer relationship between the manufacturers of your product. I don't know whether your association is in a position to remedy this particular situation, but I am going to criticise the advertisement nevertheless.

Why any particular manufacturer or group of manufacturers will resort to the practice of murdering or killing off or attempting to kill competition by the use of advertising which intimates in no mild terms that the method of operation is done by grimy, germ laden, perilous hands, who are aiming to build up their own particular businesses by tearing down the reputation of the industry in general, is a mystery. As I see it there can be but one result from such advertisements and that is to create in the mind of the retail purchaser a question regarding the handling of all foodstuffs; that of advertisers as well as that of other lines. This in my estimation is the suicide part of the advertising campaign.

Why at any time call attention to any obnoxious or questionable feature of manufacture when in truth we as food manufacturers know that these things are minimized by the manufacturer himself with the aid of his employees under the supervision of the department of pure foods? It isn't fair, either to your own industry, to themselves or to the many other food industries of the United States, to intimate that an unwholesome condition exists in any line or that our departments of our various states are dilatory in enforcing the law.

He that destroys life is dealt with as a murderer; he that burns down a house is held for arson; he that destroys reputations is held for slander, and yet in industry we have the right to cast reflections, make hypothetical assertions which are construed to mean other than

the truth; undermine and attempt to destroy competition and get away with it. Isn't it time that all food industries in general (right here may I say that a copy of this letter is going to other organizations) make an effort to withhold from the newspapers that form of advertising which has a tendency to tear down the business of an industry or a competitor?

Does the writer of this article judge all hands by his own; if he does are not his hands clean?

It is the instinct of human nature even from childhood to destroy. Even the little boys and girls step on the ants and caterpillars, shoot birds, and it becomes a matter of education to build that frame of mind that we get away from the savage desire to destroy and develop the ambition to build. It is so much easier to take the natural course of the savage and pull down and trample under foot than it is to use a little thought or a little time to the work of building up.

If there is anything wrong in the macaroni or any other industry it should be corrected by enlightening those who are doing a wrong, and quietly without injury to the industry in general.

This advertising savors of yellow journalism, is the work, in my estimation, of a mind having its own selfish interests at heart. It is the kind of stuff that has made it hard for the food lines to gain the confidence of the buying public.

Let's cut it out.

### Candy Tree of India

It is said that in India there flourishes a species of tree that produces a kind of candy, if that term may be applied in this relation. This tree is known as the bassia, and of the 3 important species 2 show sugary flowers and the third is called the "Indian butter tree." Now the petals of the flowers are rich in sugar, and drop from the tree in the early morning. They are picked up by the women and the children and are

For a firm to stop advertising when business is good is just as fatal as it would be for a man in perfect health to stop eating. Proper advertising will tone up even good business as proper food tones up the individual. When business is good, fight harder than ever to keep it so.

spread out on mats to dry in the sun. A single tree will, it is said, provide 300 lbs. of flowers annually. When fresh these flowers are very sweet and taste much like figs. They are eaten fresh or cooked with rice, shredded coconut or flour. The seeds of the butter tree are full of oil, and this oil is used to make a kind of butter, and also for soap and for candies.

### Quarter Million Pounds

According to a survey by the San Antonio, Texas, Express, of the various industries operating in that manufacturing center, which is undergoing most rapid development, the macaroni manufacturing plants produce a quarter of a million pounds of macaroni spaghetti, vermicelli and noodles. The local civic bodies are proud of this record and especially of the quality of goods produced, which has gained for the plants a large percentage of the local market as well as a small profitable export trade. Large shipments are regularly made from the San Antonio plants to Mexico, Central America and to the West Indies.

### Good Will

There is a striking unanimity of opinion as to the value of good will as a business asset, but there is apparently a deal of confusion as to just what it is, how acquired and how retained.

Some think of it in terms of advertising and sincerely believe that good will, the most valuable of business properties, comes only to those who through the printed word tell about themselves and the things they have to sell. But this is not the case. Good will is not created by advertising, although it can be extended by it—provided, of course, that it already exists.

Confidence and satisfaction are its foundations, and they must be set upon the bed rock of character—character of the company as an institution and character of the individuals who compose its organization.

On such a foundation may be built a superstructure of honest products, of service, and of fair dealing. To be sure such a structure may become more widely and favorably known if it be painted. This can be accomplished by means of advertising.—The Optimist.

Every crook has his own peculiar bent.

## Food Industry Conference

The Food Products Institute of America, of which Samuel Mueller of F. Mueller company of Jersey City, N. J., was formerly president and now a director, has proposed and is going to hold a conference of the presidents and executives of the 57 nationwide associations connected with the food industry. The purpose will be the discussion of any economic problems these associations may have in common.

The National Macaroni Manufacturers Association has been invited to take part in the conference which seeks to discover ways and means for more definite cooperation among the various associations dealing with the production, manufacture and distribution of the various foods found on the American table.

### September Durum Receipts

Judging from figures covering the month receipts of durum at the points of inspection during September 1923, a general tendency to make early shipments of the 1923 durum crop is indicated. The receipts were greatly in excess of the combined receipts for July and August and considerably over those of September 1922.

#### Amber Durum

Amber durum was exceedingly plentiful on the September market when a total of 3333 carloads was reported as compared with only 1739 during August. The No. 1 variety was scarce; of the total receipts only 118 carloads made the first grade. Of these, 83 carloads went to Duluth, 19 to Minneapolis, and 3 to Chicago. The No. 2 variety led all grades with 1455 carloads reported during the month. Duluth reported 168 of this grade; Minneapolis 302, New York 122 and Philadelphia 16. The No. 3 grade was also plentiful, 1150 carloads being inspected. Duluth reported 394 carloads; Minneapolis 259 and Omaha 11. A total of 20 carloads was listed as below grade.

#### Durum

The durum crop was slower in reaching the market and the receipts for the first 3 months of the crop year were less than one half the number of carloads inspected in the same period last year. A total of 1050 carloads of all kinds of durum was reported during September, 1923, while only 952

The tentative program calls for 4 addresses by men of note in the food producing world. Among the subjects to be discussed are the following:

How to Secure Coordinate Effort in the Food Industry.

The Importance of Discrimination in the Choice of Foods.

International Problems of the Food Industry.

How to Get Maximum Results from Trade Association Membership.

The second subject will be handled by Oscar, the distinguished chef of the Waldorf.

Frank L. Cheek of the Cheek-Neal Coffee company of Nashville, Tenn., is president of the Food Products Institute of America and will preside at the conference.

carloads were inspected in August of this year.

The No. 1 grade was rather scarce, only 14 carloads being so classified and these were distributed about equally among the various milling centers. The No. 2 variety which was quite plentiful totaled 373 carloads for the month. Of these Duluth reported 121, New York 113, Minneapolis 62, Omaha 14 and Kansas City, Philadelphia and Milwaukee 8 carloads. 340 carloads graded No. 3, Duluth reporting 132, Minneapolis 68, Omaha 39 and New York 37. 323 carloads graded below this class.

## SUGGESTS REMEDIES

Wheat Council Directors Issue General Statement of Conditions and Remedial Measures—Reduction in Wheat Acreage.

Speaking for the newly organized national wheat council, the outgrowth of a well attended conference of wheat growers and users in Chicago in June, the directors have issued a general statement of existing conditions and remedial suggestions offered through the chairman of the conference, Congressman Sydney Anderson, who has been a close observer and a deep student of every angle of the situation, thus:

"A survey of domestic and world conditions in the production and marketing of wheat demonstrates that the stabilization of the domestic price at

a profitable level and the consequent improvement of the condition of the wheat farmer is dependent upon bringing the control of the domestic wheat price within the borders of the United States. For this 3 things are necessary—reduced acreage and production, orderly marketing and increased consumption.

"Under the stimulation of the world war the wheat acreage of the United States was enormously extended. For the past 3 years wheat acreage in the United States has exceeded the average acreage for 1909-13 by more than 13,000,000 acres. This is equivalent to an excess production of from 160,000,000 to 200,000,000 bus. annually. The exportation of wheat before the war averaged 15% of the crop. For the past 3 years it has been in excess of 25% of the crop.

"Since the world war there has been a gradual recovery of the wheat producing countries. These countries in the main by reason of cheaper lands and labor produce at less cost than we do. The greater competition of these countries in the world wheat market defines the price of the whole domestic crop so long as we continue to produce a surplus of considerable proportions.

"The directors of the wheat council after full consideration of these facts are fully convinced that a reduction in the wheat acreage and wheat production in this country is absolutely essential to a profitable price for wheat to the American wheat grower.

"While the influences of the world war were working to produce an increase in the acreage and production of wheat in the United States, these influences, as well as the organized efforts of the government, were working to produce a reduced consumption of wheat in the United States, and these influences are still being felt. Wheat products constitute a healthful wholesome food, which is the basis of all meals. Greater consumption of wheat by the people of the United States at this time would not only be a healthful and wholesome thing for them but a patriotic service to the wheat growers of the United States in the emergency by which they are now confronted.

"The distress conditions existing in many wheat growing sections of the country which are having a tendency to force into the market vast volumes of wheat which cannot be readily absorbed must inevitably tend to produce lower prices, which more orderly marketing might avoid."



# Macaroni Industry Publicity Campaign Prospects

Proposed Plan to Promote Use of Sale of Alimentary Paste Products

It seems to be the consensus of opinion of those interested in alimentary paste and macaroni industry, including manufacturers, jobbers, retailers and food experts, that the consumption of such products and macaroni can be largely increased, and the seasonal feature of the industry be largely eliminated by a proper educational campaign.

The need for the promotion of such a campaign is demonstrated by a study of the sale of such products, month by month, through the course of the average calendar year, evidencing, as it does, the present seasonal fluctuations in the market demand.

The organization undertaking the responsibility of conducting the campaign is the National Macaroni Manufacturers association, the membership of which is composed of well known producers of macaroni and alimentary paste products.

The present undertaking first took definite shape at the annual convention of the association held at Cedar Point, Ohio, last June, when, after a thorough discussion of the subject, the association's president, Henry Mueller of the C. F. Mueller Co., was directed to appoint a publicity committee to take the necessary steps to organize and prosecute such an educational campaign.

The publicity committee, after a thorough study, of conditions, worked out as a plan for the campaign the following:

**FIRST:** All the alimentary paste manufacturers, both members and non-members of the association, are to be invited to subscribe to the campaign, as both members and nonmembers will, without distinction, receive the benefits thereof.

**SECOND:** The United States is to be divided into 6 zones; in determining the territory to be covered by each zone,

consideration has been given to the situation of the manufacturing plants and of the consuming public. The territory included in each zone is as follows:

## Zone No. 1

Illinois  
Indiana  
Iowa  
Kansas  
Kentucky  
Michigan  
Minnesota  
Missouri  
Nebraska  
North Dakota  
Ohio  
South Dakota  
Wisconsin

## Zone No. 2

Connecticut  
Delaware  
Maine  
Maryland  
Massachusetts  
New Hampshire  
New Jersey  
New York  
Pennsylvania  
Rhode Island  
Vermont  
Virginia  
West Virginia

## Zone No. 3

Alabama  
Florida  
Mississippi  
Georgia  
North Carolina  
South Carolina  
Tennessee

## Zone No. 4

Arkansas  
Louisiana  
New Mexico  
Oklahoma  
Texas

## Zone No. 5

Arizona  
California  
Nevada  
Oregon  
Washington

## Zone No. 6

Colorado  
Idaho  
Montana  
Utah  
Wyoming

**THIRD:** The subscription of a manufacturer is to be divided into parts—one third of it to be spent on publicity of a national character, two thirds of it to be spent, as near as practicable, in the zones selected by the subscriber. While it is impossible to prevent the publicity in one zone from overlapping to some extent that in another zone, care will be taken to select and use such public media as will confine it so far as practical, to the zone specified.

**FOURTH:** The basis of assessment has been fixed at 10c per hundred pounds of actual production for the year 1923.

**FIFTH:** The payments are to be made quarterly, as follows: January 31, 1924—April 30, 1924—July 31, 1924—October 31, 1924, and the basis of the first payment due January 31, 1924, is the actual number of pounds produced during January, February and March 1923. The basis of the April payment is the actual number of pounds produced during April, May and June 1923, and so on.

**SIXTH:** Since the subscription will be taken before the last quarter of 1923 is complete, it is understood that an estimate is to be given of the probable total subscription based on the actual figures for the first three quarters of 1923, and the probable production for the last quarter.

November 15, 1923

THE NEW MACARONI JOURNAL

23

**SEVENTH:** Realizing that in order that the campaign may be a success there must be a substantial sum available therefor, it is understood that all subscriptions are taken on condition that unless the total estimated amount subscribed is at least \$100,000, the same are to be canceled.

**EIGHTH:** When a sufficient number of subscriptions are in hand to assure the \$100,000, then the publicity committee, under the direction of the board of directors of the association, will engage the services of some advertising agency that is qualified to undertake the work of promoting the use of alimentary paste products.

**NINTH:** All of the plans and expenditures of the advertising agency shall be under the direction and supervision of the publicity committee.

**TENTH:** All monies paid by subscribers to the association, will be in the custody of its treasurer or some custodian to be selected by the association's board of directors, and such custodian will be bonded to insure the proper disposition of such funds.

**ELEVENTH:** The custodian will make reports to the association either semiannually or annually as required by the board of directors.

The obtaining of subscriptions will be under the direction of the board of directors and the publicity committee of the association, and all subscriptions will be taken with the understanding that the money subscribed shall so far as practicable be expended in accordance with the plans outlined herein.

## HOW TO FIGURE THE CORRECT AMOUNT OF YOUR SUBSCRIPTION

It has been thought best to base the subscriptions upon production rather than sale, and use as a unit 100 production pounds, and to fix the amount of subscriptions at 10c per unit. The subscription asked for is based upon production for the calendar year 1923, and is to be used in publicity work during

the calendar year 1924. Inasmuch as the subscription is solicited during the last quarter of the year 1923 it will be necessary for the subscriber to estimate the amount of his subscription.

This is to be done by taking the actual figures for the first 9 months of the year 1923 and using this as a basis to make an estimate as to what the actual amount will be for the last 3 months of 1923. This can be done by dividing the production for the first 9 months by 3, and using the figure obtained as the estimate for the last quarter, or if thought best each manufacturer can use his own judgment in estimating what his production will be for the last 3 months.

Having determined the estimated production for 1923 this should be divided by 100, the unit of consumption, which can be done easily by pointing off 2 decimal places. This new figure should then be divided by 10, because the assessment is 10c for each 100 lbs. This can be done by pointing off 1 more decimal place, and the result will give in dollars the estimated amount of subscription.

## ILLUSTRATIVE EXAMPLES

<b>For Small Plant</b>	
196 lbs. to the barrel	
4 barrels per day	
784 lbs. per day	
26 working days in month	
4,704	
15.68	
20,384 lbs. per month	
12 months in year	
100)244,608 lbs. for year (estimated)	
10)2,446.08	
4)244.61 estimate of yearly subscription	
\$61.15 estimate of quarterly payments	
<b>For Large Production</b>	
Actual production for first nine months	3,600,000 lbs.
Divided by 3 equals	1,200,000 "
Estimate for entire year	4,800,000 "

Divided by 100 equals	48,000 "
Divided by 10 equals	\$4,800
Quarterly payments	\$1,200
1st quarter due	January 31, 1924.

The plan contemplates advertisements, advertising material and publicity work of a general character, which will be equally helpful to all producers, in that it will promote a more extensive use and sale of these products. This publicity will be sought through the use of the various available advertising media in the selection of which the association will have the cooperation and assistance of a competent and experienced advertising agency. By making the one third—two third division of the fund as above outlined, the association will at the same time secure the advantages of national and local publicity work.

The regular subscription blank should be properly filled in, giving (1) an estimate for the total probable production in 1923 (2) the subscriber's choice of zones in which he wishes to have two thirds of his subscription spent. (This is very important as it insures the spending of the larger part of each subscriber's money in the zones which he selects.) (3) Sign with the corporation or firm name and the name of the person signing for the company. (4) Return the signed pledge to the special representative, A. S. Bennett, 33 West 42nd St., New York, or to Secretary National Macaroni Manufacturers Association, Braidwood, Ill.

A blank form of subscription pledge to be filled out and signed is printed on the following page, 24.

**NOTE:** This plan met with unanimous approval of Macaroni Manufacturers of Zone No. 1 at meeting Nov. 9, 1923, in Chicago, when many subscribed to the campaign.

Manufacturers in other zones have expressed themselves as heartily in favor of this plan acknowledged to be the most feasible one ever proposed to the macaroni industry. Tell the editor what you think of the movement as outlined.—Editor.



**National Macaroni Manufacturers Association  
Cooperative Publicity Campaign  
SUBSCRIPTION**

The undersigned hereby subscribes and agrees to pay to the above named Association, for the purpose of conducting an advertising campaign to encourage the greater use of Alimentary Paste Products through the United States,

- (1) An amount equal to 10c per 100 pounds of the actual production for the year 1923 of such products by the undersigned, estimated at about ..... pounds;
- (2) Payable in four installments—January 31, April 30, July 31 and October 31, 1924, each installment to be based upon the actual production of the corresponding quarter of the previous year;
- (3) Upon condition that unless similar subscriptions, acceptable to the Association, and aggregating at least \$100,000, estimated on above basis, are obtained before January 1, 1924, this subscription is to be canceled;
- (4) In consideration of the promise of said Association to organize and conduct the said campaign and expend therein the proceeds of this subscription and the said similar subscriptions in manner herein outlined;
- (5) Said promise to be evidenced not later than January 15, 1924, by its written acceptance of this subscription, mailed to undersigned and directed to undersigned's business address;
- (6) Thereupon the Association shall be obliged to apply one-third of this subscription to national publicity and preliminary and campaign expenses regardless of locality, and two-thirds to publicity in the zones indicated below: (to be filled in by subscriber).

National Publicity	33 1/3%	
Zone No. 1	.....%	Fill in percentages of your own subscription for the zones you do business in.
Zone No. 2	.....%	
Zone No. 3	.....%	
Zone No. 4	.....%	
Zone No. 5	.....%	
Zone No. 6	.....%	

100%

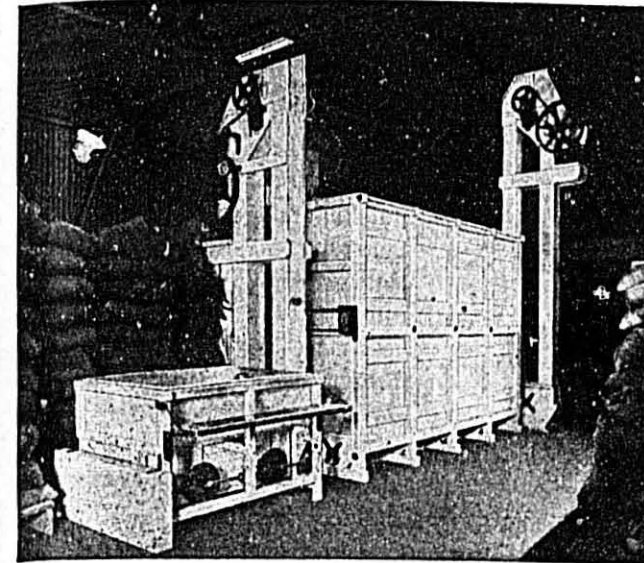
- (7) NO ONE IS AUTHORIZED TO MAKE ANY REPRESENTATION OR TO COMMIT THE ASSOCIATION TO ANY OBLIGATION OTHER THAN AS SET FORTH ABOVE OR IN ITS PUBLISHED CAMPAIGN PROSPECTUS.

(Subscriber's Name).....  
 (Business Address).....  
 By.....

Sign and return to  
**A. S. BENNETT**  
 33 West 42nd St.  
 New York City

# CHAMPION PRODUCTS

*Dependable Macaroni and Noodle Equipment*



One of our blending, sifting and storing flour handling outfits, with capacity of 10 barrels. It is made in any size to meet requirements of large or small plants.

**The CHAMPION  
Sifter, Blender and Auto-  
matic Weighing Hopper**

**WHAT IT DOES  
and HOW WELL**

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

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

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

Reduce your Overhead and Increase your plant efficiency by installing a

## CHAMPION AUTOMATIC WEIGHING HOPPER

### Champion Noodle Brakes

Compact, Labor-saving Machines.  
 Will Insure Uniform Products.  
 Mechanically Perfect.  
 Now in use in numerous noodle plants  
 throughout the country, giving entire  
 satisfaction.  
 Either Belt or Motor Driven.  
**Get a Champion**

### Champion Macaroni Mixers

Proper Mixing is Essential.  
 We have just the right mixer for your  
 plant. Made in all sizes from 1 barrel  
 to 2 1/2 barrels capacity.  
 Our Mixers are Strong and Reliable.  
 They give Service and Satisfaction.  
 Names of satisfied users gladly furnished.  
**Let Champion Do It**

*Full Particulars Cheerfully Given*

# CHAMPION MACHINERY COMPANY

JOLIET, ILLINOIS

Representatives in All Large Cities

**BEFORE YOU BUY — SEE THE CHAMPION**



# Notes of the Macaroni Industry

## Canadian Association Formed

Believing that they have problems strictly their own, the leading macaroni manufacturers of Canada at a meeting held Sept. 27, 1923, in the King George hotel, Toronto, organized themselves into what is known as the Canadian Macaroni Manufacturers association. The general purpose of the new organization is to solidify the macaroni manufacturing interests in that country and to cooperate more effectively with the American manufacturers through the National Macaroni Manufacturers association for advancement of the industry on this continent.

Among the firms represented at the meeting were:

A. Puccini Co., Ltd., St. Catherines, Ont.

P. Pastene & Co., Ltd., Montreal, Que.

C. H. Catelli, Ltd., Montreal, Que.

Dominion Macaroni Co., Ltd., Hamilton, Ont.

Excelsior Macaroni Co., St. Boniface, Man.

Superior Macaroni Co., Ltd., Toronto, Ont.

One of the first acts of the new organization was to apply for membership in the Canadian Manufacturers association, as the Macaroni section. A campaign to increase interest in and consumption of macaroni products will be one of the first moves of the Canadian association.

The officers of the association are: President, A. Puccini of A. Puccini, Ltd.; vice president, P. Innes of Dominion Macaroni Co.; secretary, H. J. Tosi of P. Pastene & Co.; chairman legislative committee, L. P. Corbeau of C. H. Catelli Co.; publicity committee, Charles M. Mutch and A. Bienvenu.

## "Shel-Roni", Child's Favorite

Giving an old favorite a new dress often succeeds in creating interest where the original has been considered commonplace. This was again proven by the American Beauty Macaroni company at the food show last month in Omaha when the ordinary sea shell shaped macaroni was advertised as a new macaroni food under the name of "Shel-Roni." Throughout the food show special effort was made to interest the school children and their mothers. This was accomplished through effective advertising, distribu-

tion of attractive recipe booklets and daily demonstrations of the proper way to prepare and serve this form of macaroni. The company gained much favorable publicity through its exhibit at this show and this product, which has been on the market only a comparatively short time, has made thousands of friends for "Shel-Roni" and the other products of the company.

## Purchase Buckley Plant

The Buckley macaroni plant in Kensington, near New Britain, Conn., has been purchased by the Goss & De Leeuw Machine company of New Britain. The consideration was \$16,500. The macaroni company went into bankruptcy during the early part of the year and has been for sale for some time. It has not been divulged whether or not the purchaser will continue the manufacture of macaroni in this plant or will rearrange it as an addition to his machinshop.

## Canton Plant Damaged

Damage estimated at about \$1,000 was sustained at the macaroni plant at 801 Lafayette av. SE., in Canton, Ohio, last month from fire of unknown origin. The blaze was discovered in the engine room and the flames had made way into the second story when discovered. Loss is principally in damaged machinery and spoiled goods. Repairs were immediately made and the plant resumed operation within a few weeks.

## Macaroni for Children

In prescribing foods that children may and may not have Dr. Lulu Hunt Peters, editor of "Diet and Health," names macaroni, spaghetti and noodles as specially appropriate foods for children. In a statement given out on the subject, Dr. Peters treats these foods as follows: "Macaroni, spaghetti and noodles are good foods, rather high in protein." The high protein quality of this product is what properly places it among the most nutritious foods in the grain class and makes this product one especially appealing to persons whose bodily requirements call for ample quantity of this necessary food element.

## Beech-Nut Advertises Extensively

The Beech-Nut Packing company of Canajoharie, N. Y., is doing some extensive macaroni advertising in a way that is sure to create a forceful con-

sumer influence, an accumulation of good will for its products, and a general increase of macaroni consumption where the influence of this publicity work is felt. The publicity department of the company has prepared an excellent array of attractive window and counter displays which it is urging the grocers to use in connection with the general advertising carried on by the firm in national publications. For the benefit of the grocer it is pointing out the fact that a sale of macaroni generally makes it necessary for the consumer to purchase several other items of food. As a result of the general sales thus made possible by "pushing" macaroni sales the profits are accordingly increased.

## Firemen Hurt in Factory Fire

The Magnolia Macaroni company Houston, Texas, suffered a loss estimated at \$30,000 from fire of unknown origin that practically destroyed the plant during the afternoon of Saturday, Oct. 20. Two firemen were seriously injured when the roof of the story frame building caved in without warning. The plant was at 510-20 S. Felipe st. and has been in operation for 25 years. Vincent Lucia is the proprietor. Fire originated in the packing department and made rapid headway among the paper and wood boxes contained therein. It soon spread to the other floors damaging thousands of dollars of raw materials, finished stock and putting valuable machinery out of commission. Extensive repairs will be required before the building can be used as a macaroni plant and considerable new equipment will have to be installed. The proprietor has made definite plans for reopening the factory. The loss was partially covered by insurance.

## Italian Chamber Protests

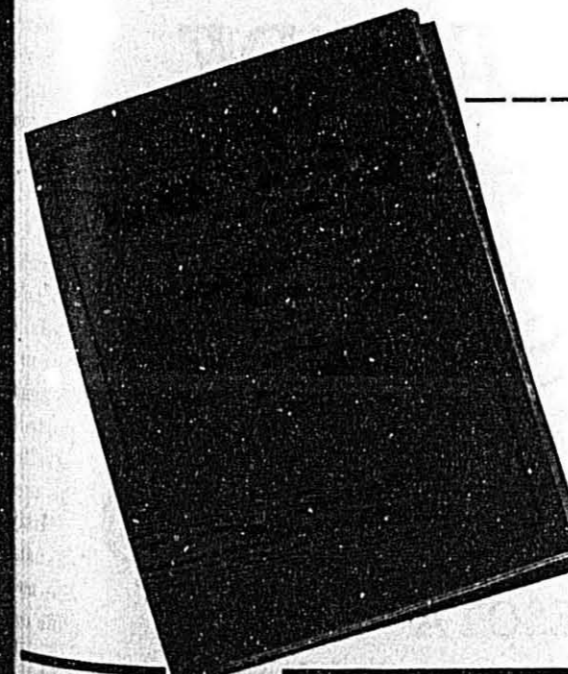
The Italian Chamber of Commerce of New York city, according to an announcement in its weekly bulletin, entered a protest to the bureau of chemistry at Washington, D. C., against the various registrations reported in the last issue of the Official Gazette of the patent office permitting the use of such geographical terms as "Italy," "Napoli Brand," and similar names which are used by some of the macaroni manufacturers on the Pacific coast as their trade mark. In the protest



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



**drop us a line or mail this coupon**



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

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

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



is claimed that the use of said names in describing the food or brands is not only a violation of the pure food laws of the United States but also against the customs laws, as the use of such terms is reserved for imported goods, on which it is made obligatory.—La Rivista Commerciale.

**Mill Capacity Increased**

The Commander Mill company durum wheat mill at Stillwater, Minn., was closed last month to enable mechanics to install additional machinery for the purpose of increasing the output. According to W. E. Onsdahl, manager of the durum department, the demands for semolina made necessary the new installations. The Stillwater plant is one of the most modern mills of its kind and in an effort to keep it up to date the company is installing only the most approved machinery.

**Gets Blue Ribbon at Fair**

The Skinner macaroni products exhibited last month at the Tennessee state fair were awarded first prize and the blue ribbon by the authorities in charge. The judges declared the products of fine quality made from flour milled from amber durum wheat. An

exhibit of the Skinner products also was made at the October food show in the Omaha auditorium.

**Bean Flour Vermicelli**

Flour milled from dried beans, an extensive crop in the Fengtien province, China, is the ingredient from which is manufactured many thousand pounds of Chinese vermicelli used as a basic food by all classes of Chinese. Hongkong is the principal center of the bean flour vermicelli distribution. Approximately 3 million dollars of this food-stuff is imported annually into this city from northern China, where there are many mills especially equipped to grind the beans into suitable flour. About one quarter million dollars of this product is consumed locally, the balance being reexported to south China, Indo-China, Siam, India, Philippine islands, and to other nearby markets. The product is made up in 3 grades, depending on the quality of the bean and the manner in which it is ground. In Hongkong the cheaper grade is in high demand, while in the Philippine islands, especially in Manila, there is a market for the first or best quality only.

**These United States**

The National Industrial Conference board recently issued an interesting chart showing the industrial supremacy of this country. The continental population of the United States is less than 6% of the world's population, and United States territory represents only 5.3% of the world's territory. Nevertheless, its industrial activity has placed it far beyond all other countries, as instance the following: The United States has over 40% of the installed water power of the world, over 35% of the world's railroad mileage, 56.5% of the world's total of miles of telegraph and telephone wires, 84.4% of the world's automobiles and motor trucks, 40.7% of the world's production of cereal, 71.2% of the world's production of cotton, 52.2% of the world's production of pig iron, 49.5% of the world's production of coal, and 63.8% of the world's production of petroleum.

Make a profit enough to live, some to spend and some to save, then you have commanded prosperity.

He who pitches high never finishes his song.

# Maldari's Insuperable Bronze Moulds with removable pins.

**QUALITY**

TRADE MARK  
Reg.  
U. S. Patent Office



**Workmanship**

**Service**

**SATISFACTION**

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

SEND FOR CATALOGUE

Established 1903

# SEMOLINA

**FOR QUALITY TRADE**

It's a Pleasure  
to Send Samples

**CROOKSTON MILLING CO.**

**CROOKSTON, MINNESOTA**

# PACKAGING MACHINERY

WHICH WILL

## REDUCE COSTS

They Will Handle

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

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

*30 to 35 Packages Per Minute if Greater Capacity Is Not Needed.*

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

Let us show you what we can do for you.

**Johnson Automatic Sealer Co., Ltd.**

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

Send for Catalogue

**Battle Creek, Michigan**

Send for Catalogue



## Toast Week in Chicago

Believing that through the increased use of toast for breakfast the consumption of wheat products will be greatly increased, interested bakers and representatives of allied trades have agreed to conduct a toast week in Chicago beginning Dec. 3. Interest in this proposed campaign was aroused by the activities of the Chicago officers of the Wheat Council of the United States at a meeting on Oct. 15, 1923, in the Hotel Sherman called by Vice President Harrison Fuller.

Preliminary arrangements for putting over a toast week were made at a unique luncheon attended by 89 representatives of 43 food and allied trades. At this luncheon all food was served on toast of various kinds and various forms, which served to impress the variety of ways toast may be consumed and appreciated.

The proposed toast week met with practically unanimous favor. Praises were sung by flour men, bakers, butter and cream makers, manufacturers of toasting equipment, representatives of electrical firms and officers of various trade organizations interested in increased use of grain products.

Hotel and restaurant representatives promised to feature toast on their menus during the week, and delivery concerns agreed to carry banners suggesting that "Toast and—" be used during that week.

The decision of practically all those present to submerge their own products in the general advertising was easily the most pleasing feature of the meeting.

Comparative advertising has been found more harmful than good and for it will be substituted advertising of products as companion of other foods. This kind of publicity will undoubtedly create a much better feeling with other food trades. The proposed toast campaign in Chicago is being watched with extraordinary interest not only by the bakers of the country but by all of the food trades, who are hopeful that toast week in Chicago will have the desired beneficial results.

## Canadian Flour Competition

Canadian flour is giving American flour sharp competition in the German market partly because of its quality but also because Canadian mills are satisfied to accept payment in cash docu-

ments at Hamburg, whereas American mills will sell only against sight draft New York, says a report to the United States Department of Agriculture from its commissioner in Berlin. Flour importers in Germany, the report points out, are already handicapped by depreciation of the mark, and find payment of sight drafts in New York an additional burden as it means a percentage for the exchange brokers.

Better credit arrangements, it is declared, would be a great help in widening the market for American flour in Germany. Recently the German flour market has been active owing to unfavorable reports of the delayed German wheat crop. Another stimulating influence has been the desire of importers to get their foreign currency invested in flour so as to escape the effect of recent regulations governing the possession of foreign exchange. Moreover flour milling in Germany has been cut down by labor difficulties. If American millers wish to take full advantage of the opportunities thus opened it is suggested they will have to meet the Canadian competition in credit arrangements.

Canadian flour, the commissioner reports, has lately obtained higher prices in Germany than American flour. He says German consumers like the Canadian flour because of its sharpness. The demand for Canadian flour in Germany has surprised the trade, because it had been thought it could find a market only in Czecho-Slovakia and Poland. Recently the Czecho-Slovakian government, to protect the native wheat crop and flour mills, prohibited importation of flour into Czecho-Slovakia. Formerly Canadian flour passed into Czecho-Slovakia through German. The movement into Germany continued in such volume after the Czecho-Slovakian embargo went into effect as to prove that the German market too was a good one for Canadian flour.

## One Fourth of World's Milk

The great care given in the United States to the wholesomeness of milk and other dairy products is frequently commented upon by world travelers. That the people of this country appreciate the efforts made to protect the health of cattle and to keep milk sweet and clean from the farm to the consumer is shown by the quantities of dairy products they use. Figures compiled

by the United States Department of Agriculture show that in this country there are approximately 25,000,000 dairy cows, one fourth of all the milk cows in the world, and we consume all the product of this great herd, although we have only about one sixteenth of the world's population. Uncle Sam's best recommendation for the milk, butter, cheese, and condensed milk produced here is the fact that he uses them himself. Now and then we have exported 1 or 2% of our dairy products, but information now available indicates that this year imports will exceed exports. We are frequently urged to eat more cheese and drink more milk, but it looks as if our appetite for these products keeps up with the cows' capacity to gratify it.

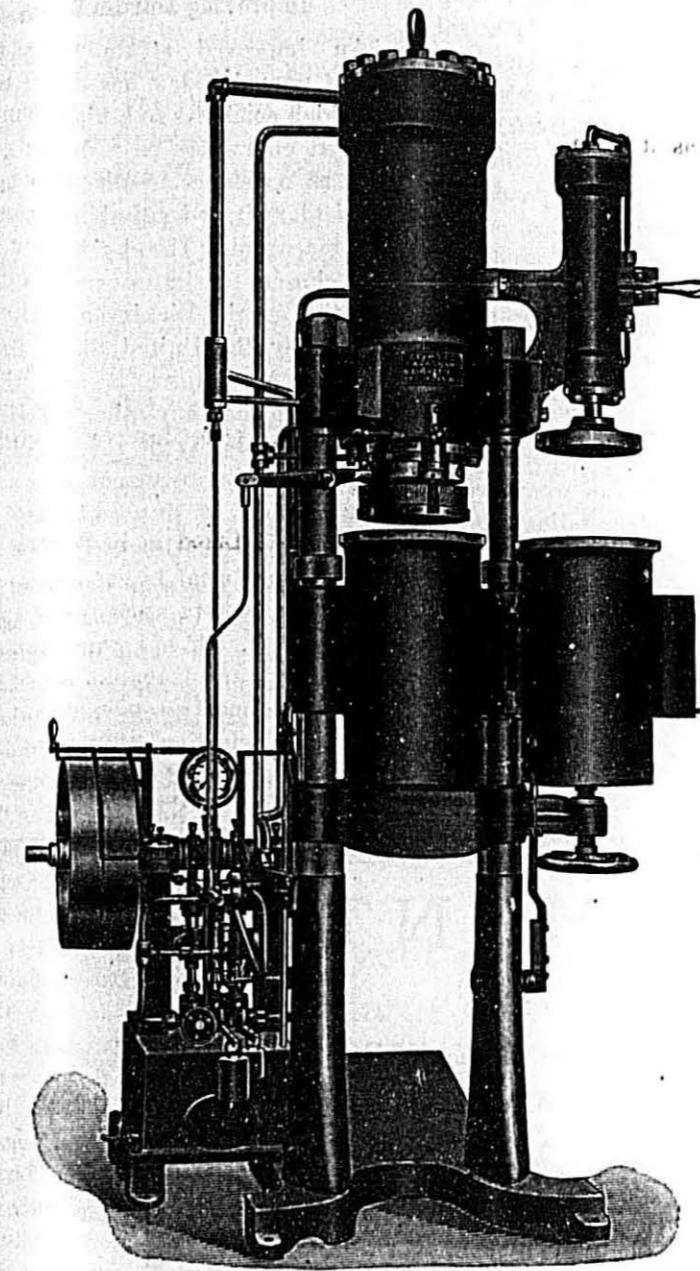
## Kota Well Liked in Rust Areas

A new wheat has been developed by the United States Department of Agriculture and the North Dakota agricultural experiment station which is finding considerable favor with wheat growers of the rust areas of North Dakota and adjoining states because of its ability to yield well, withstand the damaging effects of the black stem rust and meet the requirements of the miller. This new wheat, named Kota because of its origin in North Dakota, is a hard red spring wheat developed from seed brought from Russia in 1903. Co-operative experiments have been conducted on an extensive scale at several stations in North Dakota, South Dakota, Minnesota, Nebraska, Kansas, Iowa, Wyoming, Colorado, and Texas. Results of the work with some interesting conclusions are given in a bulletin just issued as Department Circular 280, Kota Wheat. It is suggested that the new variety can be immediately useful in replacing durum wheat in eastern North Dakota where it is particularly well adapted and where durum wheat has been grown entirely out of proportion to market demands, with a consequent depressing effect on prices, durum wheat recently selling at a discount of from 20 to 40c a bushel below hard red spring wheat.

## Clean Wheat—Higher Prices

The value of cleaning wheat at threshing time is once more demonstrated in experiments conducted in Minnesota and the Dakotas by the United States Department of Agriculture.

# CEVASCO, CAVAGNARO & AMBRETTE, Incorporated



Type V-P Vertical Hydraulic Press.

Builders of High Grade  
Macaroni Machinery

Presses—

SCREW AND  
HYDRAULIC

VERTICAL AND  
HORIZONTAL

Kneaders

Mixers

Dough Brakes

Mostaccioli and  
Noodle Cutters

Bologna Fancy  
Paste Machines

Specialists in Everything  
Pertaining to the Alimentary  
Paste Industry.

Complete Plants Installed.

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

Send for Illustrated Catalog, containing full information.

Office and Works,  
156 Sixth Street,

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



Farmers cooperating in the experiments with the most successful re-cleaner gained an average of 7.3c per bushel on each bushel threshed. Various types of cleaning machines were operated in connection with threshers. The 7.3c gain per bushel includes the higher price received for the cleaned wheat, the value of the screenings for feed, and a small saving in transportation. No charge was made to cover the operation but it is pointed out that if a charge of as much as 2c per bushel had been made, the gain would have averaged 5.3c per bushel net. The simple and efficient disc re-cleaner designed by department technologists received the hearty endorsement of spring wheat farmers because the new method not only gives them a premium for their wheat but also permits them to make valuable use of their dockage which had previously been a total loss.

**Italy's Wheat Consumption**

Roughly estimated the per capita consumption of wheat in Italy is about 6 3/4 bus. annually. On this basis and figuring the population of 40 million Italy would require for home consumption and seed, approximately 270,000,

000 bus. of wheat. Italy's annual wheat crop has never been sufficient to meet its home requirements. There has been a general increase in the wheat production of the country the past 5 years. In 1919 the home production was 170,000,000 bus. This dropped to 141,000,000 bus. in 1920. The 1921 crop reached the high figure of 194,000,000 bus. but in 1922 it again dropped to about 162,000,000 bus. This year's crop is figured at slightly under 200,000,000 bus. That would indicate that the import requirements of wheat would be approximately 70,000,000 bus. more than this year's harvest. A study of the figures would indicate that Italy consumed wheat in the form of bread, macaroni and spaghetti more freely in years of good home crops than when the crops were poor. As the home crops increase so do the imports. In 1920 when the home crop was lowest the imports were also exceedingly low, being only 78,000,000 bus., while in 1922 with a large home grown crop the imports were 118,000,000 bus.

**Argentine Grain Crops**

Argentine wheat production this year is forecast at 248,752,000 bus. as com-

pared with 189,046,000 bus. last year according to a cable received by the United States Department of Agriculture from the International Institute at Rome. Average production during the 1909-13 period was 157,347,000.

**Improving Durum Wheat**

An improved strain of durum wheat named nodak has been developed which combines to a high degree desired characters of a durum wheat such as resistance to stem rust, ability to yield well and suitability for making macaroni. The kubanka variety was chosen for improvement through selection at the Dickinson, N. D., station by the United States Department of Agriculture, because this variety more than any other possessed a considerable extent the qualities desired. The improvement of durum wheat by pure-line selection described in Department Bulletin 111 by the department in cooperation with the North Dakota agricultural experiment station. Of 144 pure-line strains tested for years, Kubanka No. 98 (nodak) is the most promising as it combines high yielding ability with resistance and good quality for mak-

macaroni. It is an amber durum of the kubanka type but has heads slightly longer than the average for that variety. It also differs from the original kubanka in being more resistant to stem rust. Because of these characters, setting off the selection from the parent variety, it is named nodak. Under this name it will be further tested, increased, and distributed for commercial growing in North Dakota.

**From the Trade Press**

**Macaroni Is ALL Food**

Macaroni and spaghetti are foods that stand the housewife in good stead at least one meal every day. Macaroni combines flavors so deliciously with many other foods that it can be used as steadily as potatoes. Cooked with mushrooms, oysters, eggs or chicken, macaroni produces dishes of tantalizing flavor. With sausages, scrapple or bacon, with cheese, tomatoes and a score of other things it is equally delicious and satisfying. Macaroni is all food—no trouble to prepare and no waste.—Chattanooga Times.

One door never shuts but another opens.

**Noodle Makers Attention**

We offer you in original packages of 200 lbs. net guaranteed Spring Crop, 1923 production,

**Spray Hen Egg Yolk**

or

**Granulated Hen Egg Yolk**

These yolks may be blended by yourselves with our Powdered Hen Albumen, thus making a Spray or Granulated Whole Hen Egg, at a great saving in cost to you, and of a quality which cannot be surpassed. These goods are high in color and yield, and should not be compared with the cheaper Summer produced qualities.

Write for Samples and Instructions

We are Importers Solely

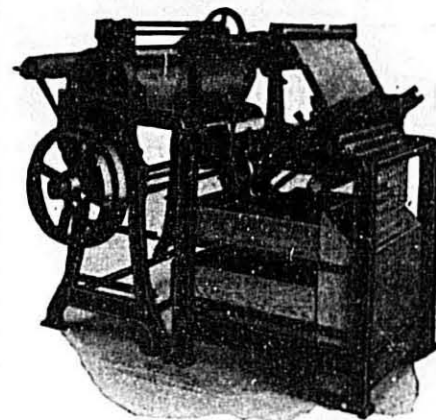
**Sturges Egg Products Co.**

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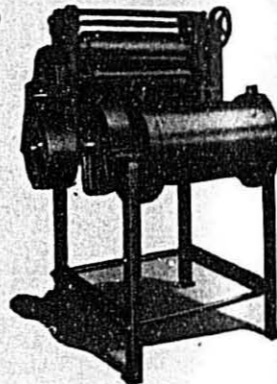
Stocks in all large Cities.

Dried Egg Specialists for 27 years.

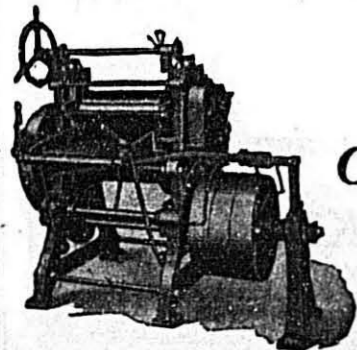


**"CLERMONT"**

DOUGH BREAKERS  
CALIBRATING DOUGH BREAKERS  
NOODLE CUTTING MACHINES  
FANCY STAMPING MACHINES  
FOR  
BOLOGNA STYLE NOODLES  
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All Labor Saving Machines of the Highest  
Grade and  
The Cheapest in the End



**CLERMONT MACHINE CO.**

77 - 79 Washington Avenue  
Brooklyn, New York



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

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

**WOOD BOX SHOOKS**

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

**Anderson-Tully Co.**  
MEMPHIS, TENN.



Accidents Do Happen!



## Sister Mary Recommends Macaroni

Macaroni is an excellent starchy food, states the author of "Sister Mary's Kitchen" in a syndicated article that has been going the rounds of the press during the past month. It states that macaroni, spaghetti and noodles are a food that is easily digested, very appetizing and cheap. Considering the number of calories per pound as purchased macaroni is cheaper than bread or potatoes.

It suggests that the housewife keep in mind that macaroni is a starch food, classed under cereals. When serving it plain potatoes should not be served at the same meal. Macaroni combined with milk and cheese provides the same nourishment as meat and potatoes. Cheese is concentrated food, somewhat lacking in iron but rich in lime. The iron can be supplied by vegetables or by cranberries as sauce or jelly. The author further suggests that macaroni and cheese be served in the several ways in which they can be appetizingly prepared and recommends that a mild cheese be used in preference to a strong one. An excellent menu and two recipes are suggested—

A nourishing, well balanced menu of which a dish of macaroni is a part might be worked out something like this:

### Menu

Tomato Bouillon  
Toasted Bread Sticks  
Macaroni and Cheese  
Baked Onions  
Lettuce and Tomato Salad  
Bran Bread  
Grapes Coffee

### Macaroni and Cheese I

One cup macaroni broken in inch pieces, 8 cups boiling water, 1 teaspoon salt, 2-3 cup chopped cheese, milk, paprika.

The water should be boiling rapidly when the macaroni is added. Add salt and cook 20 minutes or until the macaroni is tender. Drain and dip in cold water. Drain. Put a layer of macaroni in a buttered baking dish, add a layer of cheese. Continue layer for layer until all is used. The last layer should be of cheese. Pour over milk to almost cover macaroni. The milk should show through the pieces of macaroni. Sprinkle with paprika and bake 20 to 30 minutes in a moderate oven.

### Macaroni and Cheese II

One cup broken macaroni, 2 tablespoons butter, 1 tablespoon flour, 1½ cups milk, ½ teaspoon salt, ¼ teaspoon pepper, tiny "pinch" mustard, 2-3 cup chopped cheese.

Cook macaroni in boiling water as in preceding rule. Melt butter, stir in flour and slowly add milk, stirring constantly. Mix mustard, salt and pepper and stir into sauce. Add cheese and cook until cheese is melted. Add macaroni and mix thoroughly. Turn into a buttered baking dish and bake 20 minutes in a hot oven. The top can be covered with buttered crumbs or a tablespoon of cheese can be sprinkled over.

There is no more nourishment in the second dish of macaroni than in the first, but the thickened sauce is nicer to serve.

### School Board Recipes

There are 164 recipes in the new cook book issued by the board of education of New York city to be distributed to pupils in the public schools who have reached an age which takes cognizance of the necessity of knowing something about the art of the kitchen. The appearance of this complete compendium is evidence that the time has passed when pupils were forbidden by their parents to learn anything about cooking. Knowledge of that subject was prohibited although such decided views about other kinds of lessons were never expressed.

This opposition was the result of a fear that domestic service might be an eventual result of such learning combined with a conviction that although the wife's place might be the home it was certainly not going to be the kitchen, if a defective education could prevent such a fate.

Evidently these opinions have broken down under the rule of the delicatessen. The sway of home cooking was no longer to be disputed. The department of cooking in the public schools has met with such interested cooperation from its students that the disappearance of all prejudice against its mission can no longer be doubted.

The recipes in the new book cover a wide range. Possibly the cooking might be scheduled as plain in any gastronomic catalog, but in the opinion of many experts plain cooking that is

also good is one of the distinguishing marks of a really good kitchen. From the homely gruel through the low hash the list rises to such heights of the cook's task as chartreuse of rice and fish. Also to be found in the list are national dishes like "spaghetti, Italian style," with such a useful direction collecting its ingredients as the advice "Buy lard, cheese and tomato paste Italian stores."

The recipes which are to be passed on to the cooking classes in the high grades have been invented in some cases and in all cases tried out by the teachers. Yet they suggest nothing academic in the appetizing combination of ingredients. No critic of education in its highest forms could doubt that any young woman who had made herself mistress of all the domestic art which this book teaches would be better prepared for life. She could grapple more effectively and she could help others to success in dealing with them.—New York Herald.

### Italy Thrives on America's Labor

The Italian immigrant is an asset upon which his native country counts. The savings he sends back to his family in Italy form a considerable increase in the national resources, according to the Italian point of view. In the year before the war, the average receipts Italy from immigrants who had come to the United States were about 65,000,000 lire, or approximately \$13,000,000. This year receipts are expected to reach 320,000,000 lire or around \$16,000,000 in our money. To the Italian recipients, however, the increase in receipts will be much more than the difference in dollars; because the domestic purchasing power of the lira is greater than its value in foreign exchange. These increases are being made in the face of restrictions imposed on immigration by the United States which did not exist in 1914. One conclusion is that the present immigrant is much better at savings than his predecessor of prewar times.—The National Business.

The National Macaroni Manufacturers association, your trade organization, is meeting with success, more and more, from time to time. Stabilize it by giving it your support. The National association deserves it and you owe

## Discriminating Manufacturers

Use



# Hourglass

# Brand

PURE DURUM SEMOLINA AND FLOUR  
RUNS BRIGHT, SHARP AND UNIFORM

Quality and Service Guaranteed

Write or Wire for Samples and Prices

## DULUTH-SUPERIOR MILLING CO.

Main Office DULUTH, MINN.

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F 7 Produce Exchange

PHILADELPHIA OFFICE: 458 Bourse Bldg.

BUFFALO OFFICE:

31 Dun Building

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

BOSTON OFFICE:

88 Broad Street

PORT HURON, MICH. OFFICE, 19 White Block

## Cheraw Box Company, Inc.

Seventh and Byrd Streets,  
Richmond, Virginia

## SATISFACTORY

Wooden Macaroni Box-Shooks

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

## NOODLES

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

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

### Special Noodle Whole Egg—

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

### Special Noodle Egg Yolk—

Selected bright fresh yolk—entirely Soluble.

Samples on Request

## JOE LOWE CO. Inc.

"THE EGG HOUSE"  
New York

CHICAGO BOSTON LOS ANGELES TORONTO  
Warehouses  
Norfolk Atlanta Cincinnati Detroit Pittsburgh



<p><b>OUR PURPOSE:</b></p> <p>Educate Elevate</p> <hr/> <p>Organize Harmonize</p>	<p><b>ASSOCIATION NEWS</b></p> <p><i>National Macaroni Manufacturers Association</i></p> <p><i>Local and Sectional Macaroni Clubs</i></p>	<p><b>OUR MOTTO:</b></p> <p>First— The Industry</p> <hr/> <p>Then— The Manufacturer</p>
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F. X. Moosbrugger, Minnesota Macaroni Co., St. Paul, Minn.  
Wm. A. Tharinger, Tharinger Macaroni Co., Milwaukee, Wis.

**Committee on Association Financing**  
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**Committee on Macaroni Journal Publications**  
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M. J. Donna, Secretary and Editor, Braidwood, Ill.

**Seeks Law Enforcement**

A special meeting of the American Macaroni Manufacturers association was held on Saturday, Oct. 27, in New York city for encouraging the food law enforcement in the east, particularly with reference to macaroni products. Fifteen manufacturers representing 10 firms situated between Boston and Philadelphia were in attendance and helped prepare the policies of the eastern organization on the various matters of interest to the industry.

According to Dr. B. R. Jacobs of Washington, D. C., executive secretary of the eastern association, the meeting was a great success. Its prime purpose was that of endeavoring to obtain the cooperation of the state officials in the enforcement of the law. Encouraging assistance has already been received from New York, Ohio and Pennsylvania on this subject.

Another matter that was given serious attention by the eastern manufacturers is the proposed reduction in freight rates on macaroni products. According to Secretary Jacobs it appears that the middle west transportation bureau is seeking to obtain reduction in freight rates on macaroni products from central points, east. This, eastern manufacturers believe, is detrimental to their interests as considerable dumping is being done even at the present time and at the present high freight rates. It is stated that even the Pacific coast manufacturers of alimentary pastes find it profitable to ship their products by way of the Panama canal and offer them at prices certain to demoralize the freight on other Atlantic coast markets.

Among those in attendance were the following: Messrs. Toomey and Croc-

co of the De Martini Macaroni company of Jersey City; Cowan and Cohn of A. Goodman & Sons, New York city; Hubbard of Prince Macaroni Manufacturing Co., Boston; Culman of Atlantic Macaroni Co., Long Island City; Yaeger of the A. C. Krumm & Son Macaroni Co., Philadelphia; Nicolari and Avitadile of the New Haven Bread Co., New Haven; Tachnilla of Franco-Italian Grocery and Macaroni Co., New Haven; Campanella of Campanella & Favaro Macaroni Co., Jersey City; Ronzoni of the Ronzoni Macaroni Co., Long Island City; Lambrosa of Lambrosa Macaroni company, Brooklyn; Zerega of A. Zerega & Sons, Brooklyn; Dr. B. R. Jacobs, executive secretary, Washington, D. C.

**Careful Packing**

In the distribution of alimentary paste products by the macaroni manufacturer there is one fundamental thing and that is: Pack and ship the goods so that they will reach the consignee in perfect condition. If the manufacturer desires to make satisfied customers he cannot afford to have his products reach the purchaser in a damaged condition. Damage claims are a negligible factor in this consideration; it is the lost good will that is the important one.—Boxes.

**Personal Notes**

Frank W. Foulds, president of the Foulds Milling company of Libertyville, Ill., and well known macaroni manufacturer, is a patient at the Victory Memorial hospital, Waukegan, Ill. Mr. Foulds has been ill several weeks and an operation may be necessary to effect a permanent cure. His friends

in the industry at a special meeting held Nov. 9 in Chicago evidenced respect and esteem by sending him a beautiful bouquet of American Begonias and pom poms last week.

Joseph Freschi of Ravarino & Freschi Manufacturing and Importing company of St. Louis is enjoying a trip to his home country, Italy, where he had his family, who had gone home on an extended visit early in the year. Freschi expects to spend several months taking things easy, but will enjoy improve himself by visiting many of the most modern macaroni plants in Italy and Switzerland.

M. J. Donna, secretary of the national association, attended 2 important meetings last month in the Drake Hotel, Chicago. The first was a cost conference under the auspices of the fabricated production department of the Chamber of Commerce of U. S. A. and the other was the annual convention of the American Trade Executives Association, of which Mr. Donna is a member.

President Henry Mueller of the national association traveled all the way from Jersey City to attend the meeting of the manufacturers of Zone 1 who are interested in the proposed educational or publicity campaign to bring about a needful increase in the consumption of macaroni products.

A good buying policy: Always get your trade discounts and you'll get the best.

A good selling policy: Get the goods when it's due, or know why.

# An Opportunity

is being offered the Macaroni Manufacturers of this country by  
**Golden Rule Sunday, December 2, 1923**

# MACARONI

will be especially featured as one of the nutritious foods that helped transform, under most adverse conditions, thousands of starving orphans into healthy, vigorous and happy children.

Menus, Recipes, Facts and Figures will be convincingly used in advertising this unique move for charitable purposes.

## 50,000 STORE WINDOWS

throughout the country will display the Six Foods that were found so satisfactory in the relief work in the Near East.

**MACARONI will be one of these foods.**  
**Hundreds of BILL BOARDS will carry the story.**

## WHY NOT

1. Arrange to have YOUR BRAND placed in the store windows in your logical territories?
2. Promote general observance of GOLDEN RULE SUNDAY by joining heartily with the Near East Relief organization in this wonderful promotional work?
3. Donate some newspaper, billboard and magazine advertising space to this worthy cause that offers you a real merchandising opportunity?
4. Join other food manufacturers and through cooperation get for Macaroni Products some beneficial publicity?

The National Macaroni Manufacturers Association heartily endorses the plan to bring about the general observance of Golden Rule Sunday along the lines suggested by its promoters and will join enthusiastically with other trade associations in promoting the move.

Read the article on this subject in this issue. Further information may be obtained from Near East Relief, 151 Fifth Av., New York City.

## "CASH IN"

on the many commercial advantages offered by this drive.



# International Golden Rule Sunday

The long and oft hoped for opportunity to educate the consumers as to the value of macaroni products and to introduce their use in thousands of households, is presented the macaroni manufacturers of this country through the observation of a Golden Rule Sunday, Dec. 2, 1923.

At a meeting recently held in Geneva, Switzerland, representatives from 32 countries determined to bring to the attention of the world the suffering, poverty and privation of children and adults in many European and Asiatic sectors as the result of the World war. To do so effectively it was agreed to set aside one day when the whole world would be asked to partake, during its principal meal, of a menu consisting of foods used in the orphanages and refugee stations in the Near East.

The International Golden Rule Sunday has a dual purpose:

First, to bring about a better feeling of international fellowship by having all the people of every civilized country break bread together by participating in a dinner of the same kinds of food—the kinds that are fed to the orphan children in the Near East.

Secondly, to give to the Near East Relief the difference in the cost of this dinner and the cost of the regular Sunday dinner, to help feed those thousands of starving children committed to their care.

So, by observing this day, the people of the United States will be promoting international good will and at the same time give without sacrifice to save the lives of helpless thousands.

The American committee will be headed by the Honorable Woodrow Wilson as honorary chairman. Will Hays will be active chairman and R. J. Cuddihy, editor of the Literary Digest, will be chairman of the executive committee.

All religious and fraternal organizations, churches of all denominations and the press of the country have pledged their cooperation.

We should like to ask you for your special support and assistance at this time.

The foods which we have successfully fed to the children in the Near East for the past 5 years are as follows:

- Daily:
- Macaroni
  - Syrup (corn)
  - Two vegetables (starchless)
  - Bread
  - Cocoa

Sweetened condensed milk used in cocoa, on rice and macaroni, and diluted as a beverage.

Special:

Mutton—three times a week is served, cooked as some part of the soup or in some other palatable form.

The establishment of the Golden Rule Sunday has the approval of the leading people of the country. In a letter made public early in the month, President Calvin Coolidge endorses the plan and urges all to join in the proper observance of that day. His letter to Charles V. Vickery, general secretary of the Near East Relief, follows:

THE WHITE HOUSE  
WASHINGTON

October 26, 1923

Near East Relief,  
151 Fifth Avenue,  
New York, N. Y.

Gentlemen:-

It is with a good deal of satisfaction that I commend your proposal to observe an International Golden Rule Dinner Sunday, on the second of December, 1923. I feel sure that your suggestion will meet with very widespread approval and will bring more closely to mind the charitable requirements of those who are prosperous to those who are in adversity. It suggests not only a practical method for help, the highest expression of sympathy, by sharing for a time the privations of others.

Cordially yours,



The manufacturers of cocoa, rice and condensed milk are joining heartily in a campaign to make the observation of the Golden Rule Sunday general in this

country. The Corn Products Refining company, the Borden Sales company which is the leading dealer in milk supplies, and the Cocoa Manufacturers Association have arranged for decorations of 50,000 store windows from Nov. 30 to Dec. 2. Each window will contain a play of the six above named foods found so beneficial in relief work. The large signs to be used at the

# Macaroni

One of the staple foods used by the

NEAR EAST RELIEF

in transforming half-starved orphans into healthy, happy children

's good for Them—It's good for You!

In addition to this "visual" publicity given these foods in decorated windows, leading newspapers and trade journals will be asked to carry full display ads on several occasions during the campaign. Very attractive boards have been donated throughout the country and \$30,000 worth of advertising in foreign language magazines and newspapers has been placed at the disposal of the Near East Relief for its purpose.

Menus and recipes will be the principal form of advertising. It will be that macaroni is being given considerable prominence in the suggested management of foods for that day.

## FAMILY MENU FOR GOLDEN RULE SUNDAY

Arranged by  
Mrs. Christine Frederick  
Household Efficiency Expert; Director Home Experiment Station, Greenlawn, Long Island; Lecturer, Author, "New Housekeeping," "Household Engineering," etc.

### GOLDEN RULE DINNER

- Beans Baked with Corn Syrup
  - Macaroni with Crumb and Onion Sauce
  - Cabbage Claw with Oil Dressing
  - Stewed Dried Apricots
  - Bread
  - Cocoa
- Serves 6 adults (if less in family, divide as accordingly).  
Total cost, \$1.25. Per portion, 20c.

### Macaroni with Crumb and Onion Sauce

- 1 lb. macaroni or spaghetti
- ½ cup oil
- 6 medium onions, thinly sliced
- 1½ cups fine bread crumbs.

Cook macaroni in rapidly boiling salted water until tender, then drain and lay on hot platter. Heat large skillet and add oil. Lay in the sliced onions, cover with lid and cook over moderate flame 20 minutes, turning frequently until golden brown. Remove onions and arrange on top of hot macaroni. Add 2 additional tablespoons oil to skillet and brown crumbs quickly. Sprinkle hot crumbs over onions and macaroni and serve at once.

The advantages which the general observance of the Golden Rule Sunday offers the macaroni manufacturers of this country are nicely enumerated in a short article on this subject prepared by the Near East Relief publicity department which we quote, in part, as follows:

Inasmuch as the rations served the children in Near East Relief orphanages have the widest approval of American health experts, it is interesting to know that macaroni forms an important part of the diet of these homeless children of the Levant.

So it behooves all manufacturers of this food product to bring to the attention of grocers throughout the United States the need for having quantities on hand to meet the demand for International Golden Rule Sunday, December second. On this day every household is asked to serve in place of the usual Sunday dinner a simple meal such

as the children in the Near East under American care eat every day in the year and give the difference in cost to the Near East Relief, the organization chartered by Congress to look out for them.

This sacrifice of chicken, ice cream and cake, and all the other good things one usually associates with a Sunday dinner for a simple, although no less nourishing fare, has the commendation of President Coolidge, many governors, senators and others controlling the affairs of state. The observance of Golden Rule Sunday is intended as a tangible expression of international good will and good fellowship and as a source of food supply for the homeless and starving.

There are about 60,000 children, the remnants of wars, deportations and famine in Near East Relief institutions, and almost twice as many partially orphaned children among the refugees in Greece, who are homeless because of the evacuation of non-Moslem people from Turkey. So the need for additional funds is very great.

The Near East children under American care receive a maximum amount of nourishment from a minimum amount of food. The rapidity with which they are restored to health and strength after their years of undernourishment is proof of the success of their diet, which includes stew, beans, rice, and other cereals, macaroni, condensed milk and cocoa. This fare is varied with fresh fruits and vegetables when they are obtainable.

The National Macaroni Manufacturers Association is cooperating with the Borden Condensed Milk Co., the Corn Products Refining company and the Association of Cocoa and Chocolate Manufacturers in putting window displays of orphanage food in



50,000 grocery stores. Several groups of chain stores have consented to give out Near East Relief literature explaining the object of the dinner.

A booklet with recipes by Oscar of the Waldorf, Mrs. Christine Terhune Herrick, Mrs. Christine Frederick, Miss Bradley and other culinary experts has been prepared containing information about how orphanage food may be made palatable for American households. It also includes a number of menus. The dishes mentioned are nutritious and economical. They offer many suggestions to the housewife. This booklet may be had on application to the National Headquarters, Near East Relief, 151 Fifth Av., New York City.

## World Potato Crop in 1923

With the 1923 potato crop of the United States reported 10% below that of last year and the European crop of the current year 20% below last year, the eyes of the world are naturally turning toward the potato bin.

But the potato situation, says the Trade Record of The National City Bank of New York, is not after all so serious because it happens that the 1922 crop with which we are comparing the prospective outturn of 1923 was abnormally large and this shortage of 10 or 20% in the outturn of America and Europe still leaves the 1923 crop quite up to the average of recent years.

In the case of the United States the average crop in the decade ending with 1922 was 378,000,000 bus. while the estimate of the Department of Agriculture is for 390,000,000 in the calendar year 1923. Our crop of 1922, 450,000,000 bus., was the "biggest ever."

In Europe, exclusive of Russia for which no figures are yet available, the crop of 1922, according to figures of the Rome International Institute of Agriculture, was 4,682,000,000 bus. against a little less than 3,000,000,000 in 1921,

It is particularly urged that macaroni manufacturers cooperate with representatives of other food organizations, offering for window display purposes, ample supplies of their particular brand of macaroni and their regular advertising space to urge a general observance of the Golden Rule Sunday. The publicity department of the Near East Relief will be glad to advise as to the ways and means by which the greatest benefit will accrue to the advertiser and to charity through sensible cooperation in promoting this great event.

and while the partial reports from the principal European countries in 1923 show a slight reduction, it is quite apparent that the European total for 1923 will be materially greater than that of 1921, even though it should fall 20% below the abnormally high year 1922.

The term "abnormally high year" applies only to that section of Europe for which official figures are available, for the world is still lacking information about the crop of Russia, which was prior to the war a very large producer of potatoes.

Curiously, adds the Trade Record, the birthplace of the potato, South America, is now one of the world's smallest producers of that important factor in world food supply. Prior to the war the world's biggest producers were, in the order of magnitude of production, Germany, Russia, France, Austria, and the United States, and even at the present time despite the postwar boundary changes in Europe, the relation as to the production of the respective countries stands about the same, the latest figures putting the 1922 outturn of Germany at 1,494,000,000

bus., Poland 1,220,000,000, France 1,000,000,000, the United States 451,000,000 with no available figures for Russia any year later than 1916.

The big potato production of northern Europe is due to the fact that it supplies a larger amount of food acre than do wheat or corn. The war potato crop of Europe was exceeded in both quantity and value by the recorded wheat crop of the world.

Of course the world's potato was materially reduced during the war in view of the fact that the chief potato producing section of Europe was supplied in normal times considerably more than three fourths of the potato of the world.

The world's record of potato outturn fell from 5,872,000,000 bus. in 1912 to less than 3,000,000,000 bus. during the most active period of the war again crossed the 5 billion line in 1922, the total world outturn of that year exclusive of Russia, having been 5 billion bus. against the world's high record, that of 1912, 5,573,000,000 bus.

The world's potato crop slightly exceeds, in quantity, that of any other starch food, the high records of outturn having been: potatoes, in 1912, 5,872,000,000 bus.; corn, in 1912, 371,000,000 bus.; and wheat, in 1912, 4,193,000,000 bus.

Our own production of potatoes is almost exclusively for home consumption. We export a few million bushels but only a small percentage of the total crop, and our imports are also comparatively small. The exports in the high record year, were about 6 million bushels, and the imports in 1920 were 6 millions. The exports go chiefly to Cuba and smaller quantities to Canada and Mexico, and the imports are from Canada.

# Made to Satisfy Packer, Jobber and the Retailer.



Solid Fibre

or

Corrugated Fibre  
Shipping Containers

Made by

## ATLAS BOX Co.

1385 No. Branch St. CHICAGO

## The W. K. Jahn Co.

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

Importers of

**RICO**  
GUARANTEED

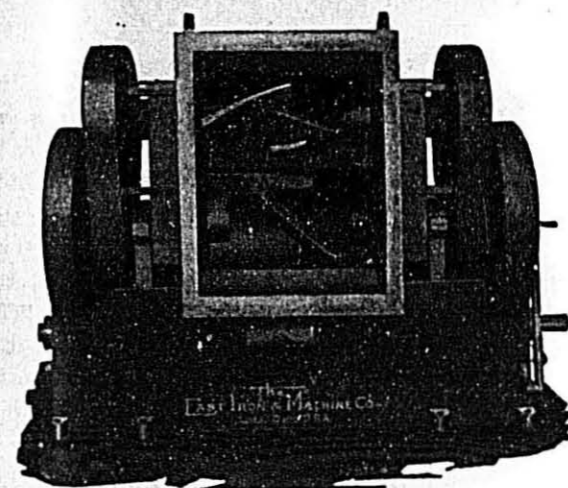
SPRAY PROCESS  
EGG YOLK  
WHOLE EGG

Smooth, Velvety—No Grit

New, fresh importation, Entirely Soluble—Good Color. Complies with U. S. P. and U. S. F. requirements.

CONTRACTING NOW FOR 1923

Samples and Prices on Request



# "EIMCO"

## Mixers and Kneaders

Insure Uniformity, Color and Finish

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

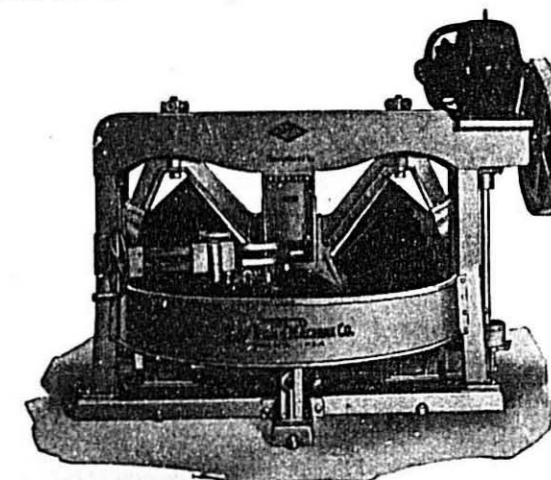
"Eimco" kneaders knead the lumps of dough, as they come from the mixer, into one solid ribbon and give it uniform texture and they do it quicker and better than ordinary kneaders. They are equipped with plow and have scrapers on rolls to prevent dough from clinging. All gears are fully enclosed.

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.



## International Macaroni Moulds Co.

252 Hoyt St.

Brooklyn N. Y.

## Macaroni Die Manufacturers

Ask For Our Price List.



### The New Macaroni Journal

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

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#### SUBSCRIPTION RATES

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#### SPECIAL NOTICE

COMMUNICATIONS:—The Editor solicits news and articles of interest to the Macaroni Industry. All matters intended for publication must reach the Editorial Office, Braidwood, Ill., no later than Fifth Day of Month.

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

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

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

#### ADVERTISING RATES

Display Advertising - - - Rates on Application  
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Vol. V November 15, 1923 No. 7

#### HARD NUTS TO CRACK

"Sleep Disturbers" that monthly confront the Association Secretary and Journal Editor.

#### Seeks Brand Owners

From a New Jersey firm:

"Could you give us names of the manufacturers of the following brands of macaroni and spaghetti? 'Roma' brand and the 'Preferita' brand.

The owners of these brands will favor the secretary of the National association by advising him thereof.

#### All Are Eligible

From a bulk manufacturer:

Is the campaign now being contemplated by the National Macaroni Manufacturers association to be

1—Confined to association members only?

2—To promote package goods only?

Reply: The proposed educational campaign will aim to teach the people of this country the merits of ALL good

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macaroni whether in package of bulk form. The object will be to create a demand sufficient to consume present overproduction. While the campaign is sponsored by the National Macaroni Manufacturers association it will help EVERY ONE in the business and everybody concerned will be invited to contribute the small amount of 10 cents per 100 lbs. to finance the important move.

### Camembert Cheese in U. S.

A considerable industry in making camembert cheese has grown up in New York, Illinois, Michigan, and California in recent years as a result of trade conditions during the war which cut off our imports and forced American manufacturers to supply the demand in this country. At least 10 factories now are making camembert cheese, and the larger ones are successfully producing from 12,000 to 35,000 lbs. a month during the flush season in January and February. Some cheese is made, however, throughout the fall, winter, and spring months.

Studies made by the United States Department of Agriculture show that little if any camembert cheese is made on farms; yet this is a common practice in France, where the industry started. Workers in the dairy division of the

department believe that there are many who, if they would take the necessary pains, could develop a fairly satisfactory product on the average farm without great expense for equipment. Cheese suitable for local trade as well as home consumption might profitably be made in this way although the local demand would have to be developed gradually, due to our unfamiliarity with a nation with the camembert type cheese.

#### TRADE MARKS APPLIED FOR

The Keystone Macaroni Manufacturing company of Lebanon, Pa., filed application with the U. S. patent office right to use the following trade marks: Clean-Made, Pot-Pie, Rolletts, Soft Gems, Dainty Cup. The company claims to have used the trade marks since March 1, 1922, on its macaroni products for which use this application was made. All notices of opposition, if any, must be filed within 30 days of date of publication, Oct. 16, 1923.

#### TRADE MARK GRANTED

##### Gondola

La Cie. C. H. Catelli, Ltd., Montreal, Que., was granted the right to use trade mark Gondola on macaroni products. The application was filed July 1, 1922, and was given Serial 166,348.

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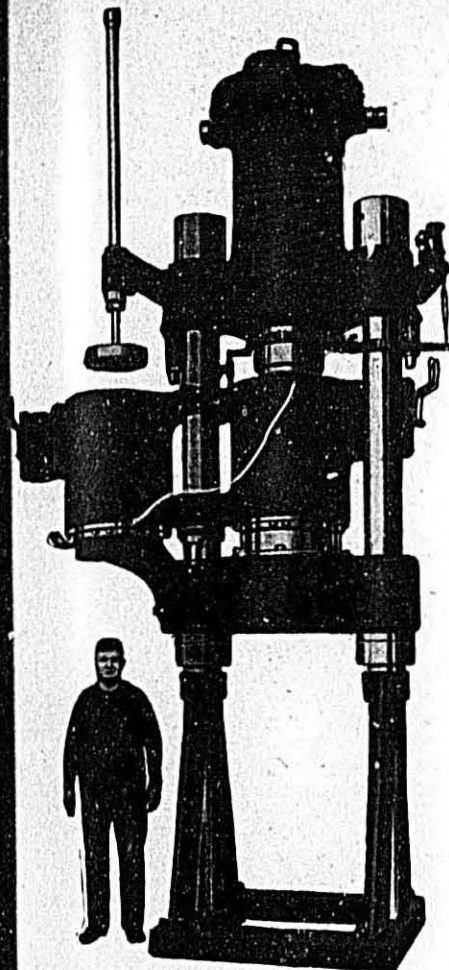
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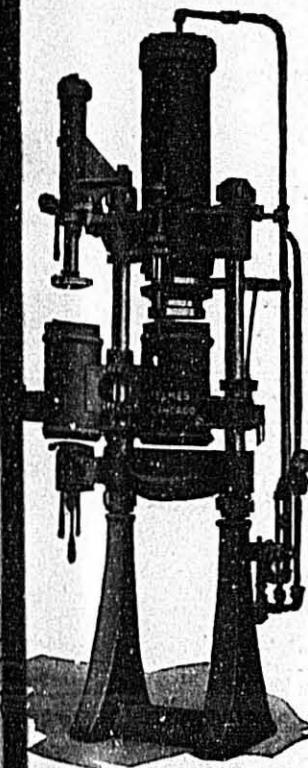
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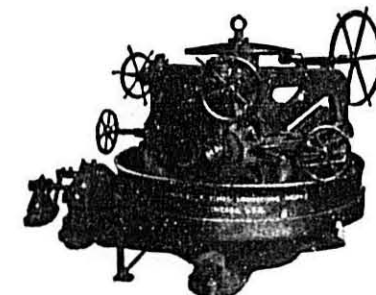
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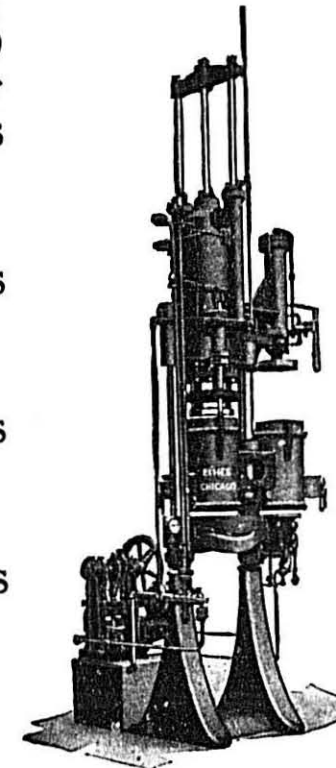
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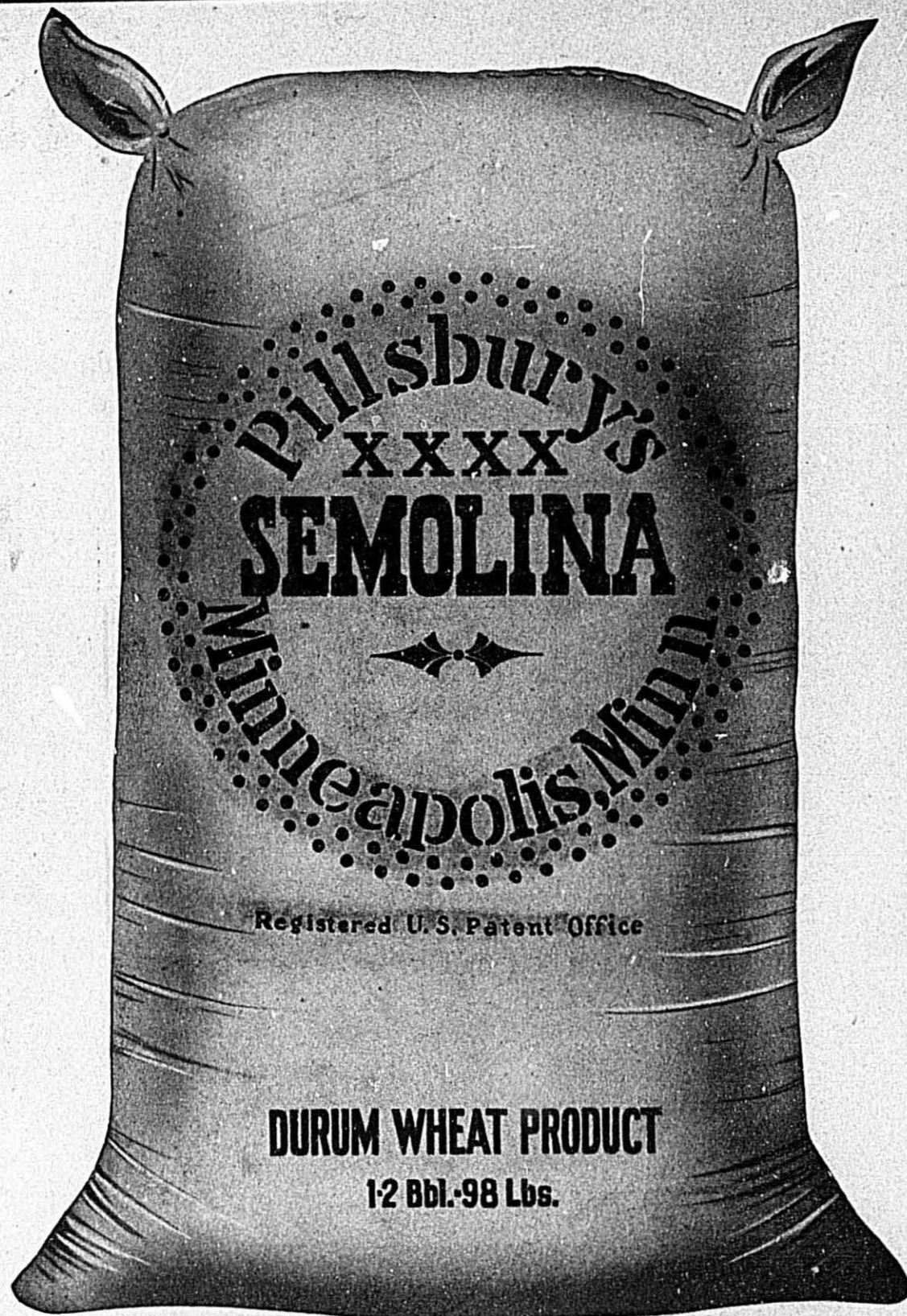


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