

**THE NEW
MACARONI
JOURNAL**

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**June 15,
1922**

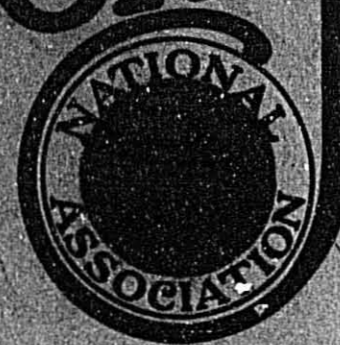
The New
Macaroni Journal

Minneapolis, Minn.

June 15, 1922

Volume IV

Number 2



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

Do Your Duty!

Attend the 1922 convention of the National Macaroni Manufacturers Association, a gathering of greatest interest to every macaroni and noodle manufacturer in the country, all of whom are cordially invited to attend and participate.

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June 22, 23 and 24 for
Niagara Falls Convention.

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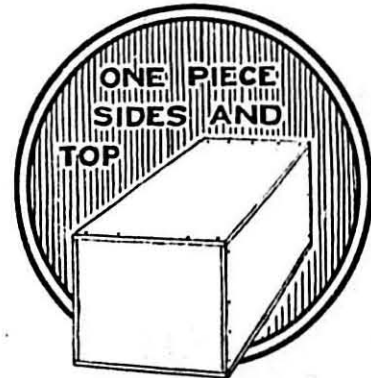
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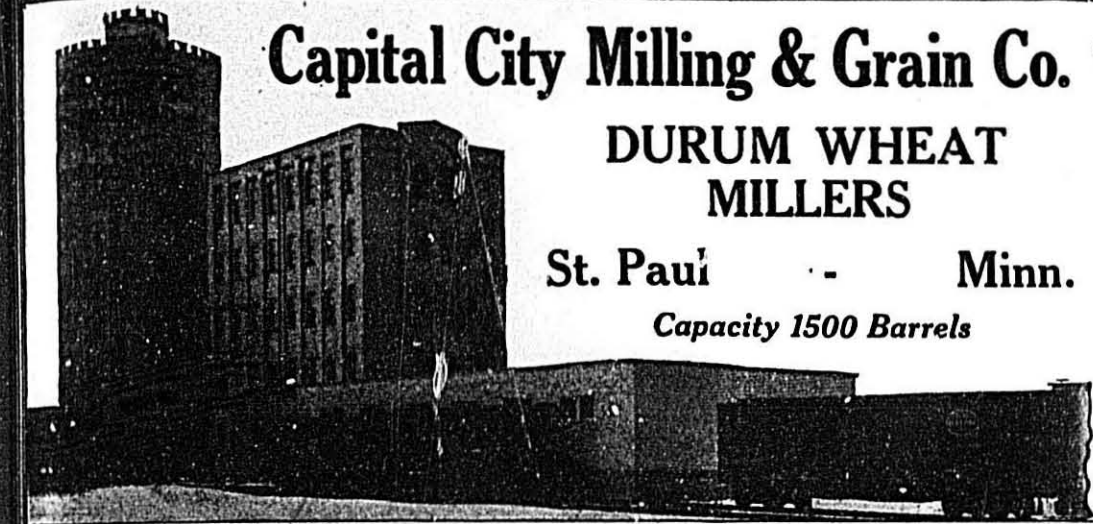


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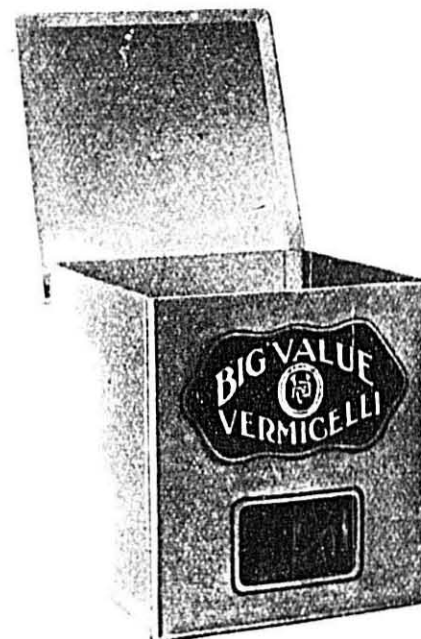
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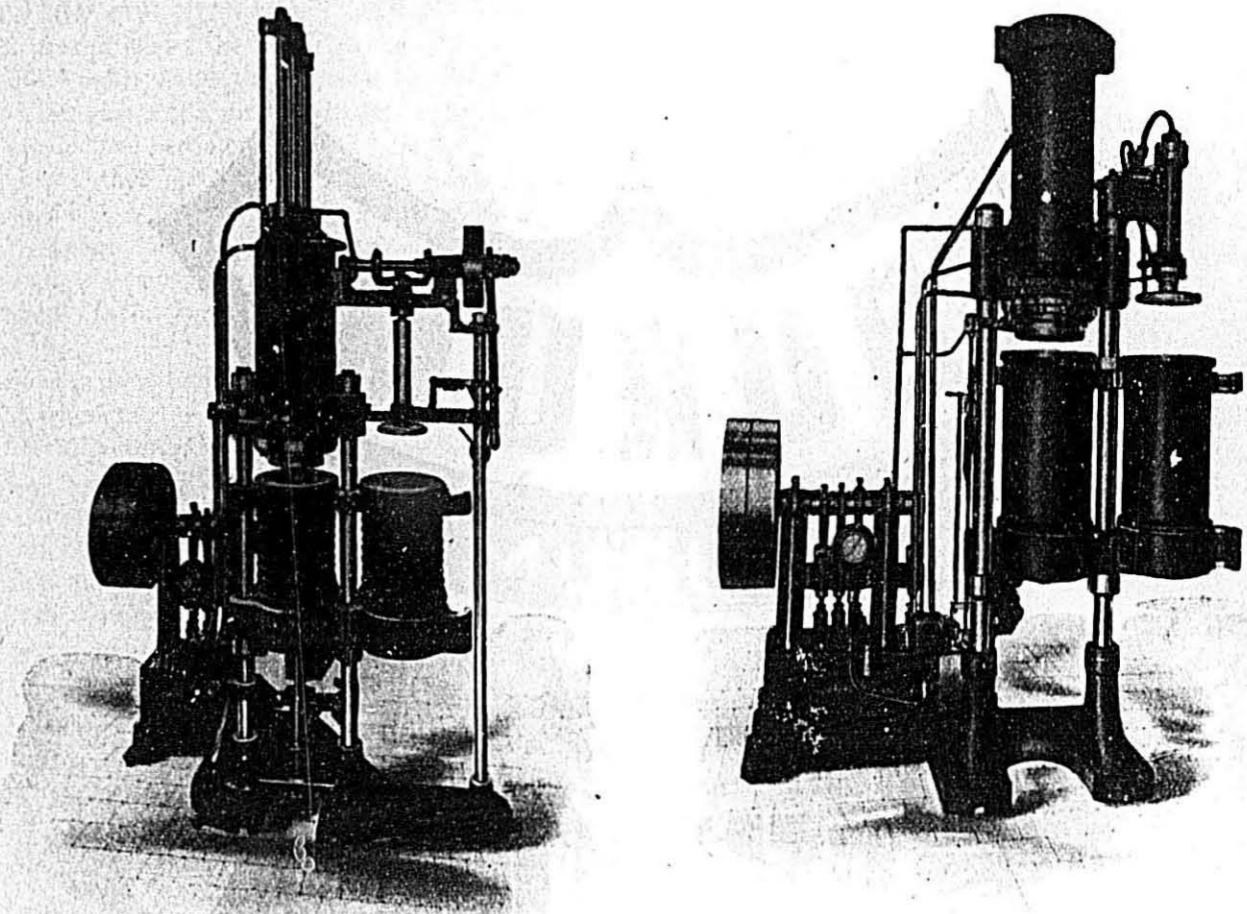
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DURUM SEMOLINAS MACARONI JOURNAL

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QUALITY

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MINNEAPOLIS DURUM PRODUCTS COMPANY
MINNEAPOLIS, MINN.

MACARONI JOURNAL

Attend Your Convention

ALL ABOARD FOR NIAGARA FALLS!

The 1922 convention of the macaroni manufacturing industry of this country and Canada will be held at The Clifton Hotel, Niagara Falls, June 22-23-24, on the Canadian side of the famous and turbulent river.

This annual gathering of the alimentary paste makers of this continent is usually held under the auspices of the National Macaroni Manufacturers Association. BUT, whether you are a member of this progressive group or not, you are urgently and earnestly invited and requested to attend.

This gathering is national in scope in that it will give due consideration to the serious problems of manufacturers in every section and it is national in character since it is always open to all who are in any way interested in the production and distribution of all kinds of alimentary pastes.

The general conditions affecting our too frequently neglected industry, particularly those of production and distribution, are unquestionably the acute problems facing all of us today. The constant changes in our relations with distributors and the shifting demands of the consumers, present worries and troubles which can be overcome only at a time when the best minds in the industry can be brought to bear on them collectively.

Individually no manufacturer can accomplish much in the way of changing the situation. Only through constructive and concerted efforts can the impeding obstacles be overcome.

Unity of action alone lies the one hope for relief from the stagnating conditions that have proved so disastrous to our industry the past year or two.

The condition, with all its attending discouraging features, is with us. What are you doing to bring about changes for which there is a crying need? What is your fellow craftsman doing along the same lines? Come to the convention, compare notes, agree on some definite activity and help roll back the black clouds of uncertainty that are threatening the very existence of many of our firms.

With such an array of momentous matters to be presented the 1922 convention becomes at once the most important ever held to promote the industry's welfare. Do your duty by attending.

For this reason the opinion and advice of all who are in any way connected with this industry is welcome and members and nonmembers alike are urged to attend in order to

give the convention the benefit of their experience in dealing with the serious problems under consideration. May our convention at Niagara Falls attract many new faces.

The 1922 convention should prove to you a double attraction. Besides providing a welcomed opportunity to become more intimately acquainted with your fellow craftsmen and of considering questions peculiarly our own, the nationally known scenic beauty of Niagara Falls offers a lure that should make the convention attendance this year both profitable and pleasant to the individual and pleasing to those promoting this annual get-together event.

Alimentary paste manufacturers and representatives of the durum millers, macaroni machinery builders, and all associated allied trades, should choose the week of June 22-24 for their vacation, thus combining business and pleasure, at once educational and restful.

A program of merit has been arranged. Leading men in the industry and in actual touch with every department of manufacture and distribution will address the convention in company with other successful men in various lines of commerce and with influential gov-

ernment officials who are scheduled for talks or papers carrying messages of inestimable value.

Aside from the concrete advantages offered by so meritorious a program the social features arranged are worthy of consideration. No effort or expense will be spared to entertain the visitors, their families and their friends, who attend the convention in this scenic spot of world round fame.

Let us put "pep" in the convention of the industry this year by attending in greater numbers than ever and by taking a more active part than heretofore in the progressive work for which the industry is in crying need at this time.

There are matters in which you are particularly interested. Other manufacturers will be there. Why not you? Failure to do your part by attending and cooperating may cause the convention to neglect to do the very thing that your heart is set upon.

This is a convention of the entire industry. It is your convention. Upon you devolves a responsibility that one can ill afford to shirk. Attendance at the annual gatherings of your craft is a solemn duty that you owe to your own self, to your own business and to your fellow manufacturers.

The industry has its problems, the individuals have their

'1922 CONVENTION'

OF MACARONI INDUSTRY

Date—June 22-24, 1922

Place—Niagara Falls, Canada.

Hotel—Clifton Hotel.

Greet your friends at Niagara Falls
and join with them in solving the
problems of the whole industry.

troubles, little and big, and we all have our worries. All of these will be given due consideration in the "give-and-take" arrangements under the present program. Don't forget that the success of the industry depends on the success of the individuals, and successful macaroni manufacturers are ever interested in the success of the industry as a whole.

Membership in the National Macaroni Manufacturers Association, however advisable this relation may be, is not a requirement for attendance at its conventions, which are always open to all who are in any way connected with or interested in the production of a food that we justly feel

is unsurpassed by any other food product made or reported.

Money spent in attending conventions is merely investment not wasted. A wise investment now may produce unexpected returns in the future. Prepare now for the future by attending the 1922 convention of the macaroni industry at Niagara Falls, June 22, 23, 24, 1922.

Do your duty to yourself. Be fair to others.

Make reservations for this 1922 gathering.

Meet us at Niagara Falls on dates mentioned for you and the industry's sake.

SMALLER EUROPEAN WINTER WHEAT ACREAGE REPORTED

Washington, D. C.—The area of winter wheat for 1921-22 in European countries for which figures are available is 31,397,000 acres, or 1,399,000 acres less than last year, countries covered being Belgium, Bulgaria, Spain, Finland, France, Poland, Rumania and Czecho Slovakia.

The total area sown to rye for the season 1921-22 in the same countries is 18,808,000 acres as compared with 15,067,000 last year. The increase is mainly in Poland where the area sown to rye is 11,940,000 acres, as compared with 6,872,000 acres last year. Other countries show small decreases.

Corn

Planting of corn is progressing rapidly in central Europe, although there is complaint of excessive rain in some sections. The quality of the corn crop in Argentina is good, and fine weather is favoring harvesting, but the yield is reported not up to early expectations. The corn crop in Uruguay is reported as fair. In the Union of South Africa the corn crop has suffered from drought and the yield will probably be considerably less than that of last year.

It is reported that the cold, wet spring is unfavorable for the spring seeding of cereals in western Europe. Fall sown wheat and rye are making slow growth but are generally up to the average, except in France where the condition is below average. Prospects for the spring cereal crop in Russia are more favorable than in recent years.

Wheat

Great Britain and Ireland: Condition of the winter wheat crop about average but is beginning to show effects of the wet weather. Spring sowings were several weeks later than usual and

due to the cold unfavorable spring are below average.

Denmark, Belgium and France: Winter wheat condition reported as average in Denmark and Belgium and spring sowings have made good progress. Cold weather has been unfavorable to growth in France and the condition of winter wheat is below average. Excessive rains have made spring seeding difficult but the work is progressing actively where possible. It is possible that the harvest will be later than usual.

Germany, Austria, Czecho Slovakia and Yugo Slavia: Weather still cold and unfavorable in Germany and the wheat crop is making only slow growth. Spring seeding very late. Recent rains have benefited the crop in Austria and the condition is reported as average. Unfavorable growing conditions being reported from Czecho Slovakia. Area sown to winter wheat is 1,407,000 acres which is 99.8% of 1920-21. Rains have been plentiful in Yugo Slavia and the situation is generally satisfactory. The spring cereals are receiving a favorable start.

Bulgaria, Rumania, Poland and Russia: Spring seeding progressing under favorable conditions in Bulgaria and a large acreage sown especially on land prepared for autumn sowings but not planted because of unfavorable weather. Fall sown wheat making good growth in Rumania due to abundant moisture and absence of frosts. Reports of the growing crop in Poland continue favorable. Area for 1921-22 2,434,000 acres compared with 1,569,000 acres in 1920-21. Condition of wheat crop average in Italy: Prospects reported more favorable for a spring crop in Russia than in recent years; considerable winter wheat sown in

famine area. Commissioner of agriculture estimates grain production of 1922 may be about half that of the previous average.

Canada: Moisture conditions reported very good and large acreage of spring wheat being sown. Autumn sown wheat crop has wintered well making good growth.

British India: Reports of wheat crop generally continue favorable although some damage from rust and hot winds reported in United Provinces. Moisture supply for country as a whole has been good. Yield greatly exceeds that of last year and also shows considerable increase compared with 5-year average. First estimate of production for 1921-22, 365,235,000 bus. compared with 250,045,000 bus. the corresponding estimate for 1920-21. Final estimate of production for 1920-21 was 250,469,000 bus. and that of the 5-year average 1915-20 was 346,737,000 bus. Latest estimate of area is 28,403,000 acres compared with 23,653,000 for the same date for 1920-21. Final revised acreage for 1920-21 was 25,722,000 acres and that of the 5-year average 30,499,000 acres.

Argentina: Weather conditions favorable for preparation of soil and beginning of sowing for 1922-23 crop. Production for 1921-22 early in season estimated at 154,873,000 bus., compared with 169,756,000 bus. in 1920-21 and 170,871,000 for the 5-year average 1916 to 1919-20. Production generally larger than expected however and the early estimate for 1921-22 will probably be revised upward.

Australia: Beneficial rains have occurred in most of country and greatly facilitated tillage for new crop. Expected an average area will be sown. Early official estimate of 1921-22 crop 134,184,000 bus. compared with 149,965,000 bus. in 1920-21 and 117,129,000 bus. for 5-year average 1915-16 to 1919-20. Generally reported however that production has not come up to expectations and will not equal this early estimate.

Controlling Weevils in Factories

Easier to Keep Them Out Than to Get Rid of Them.

By Royal N. Chapman, University of Minnesota Agricultural Experiment Station

Weevils have caused heavy losses to macaroni manufacturers in the past few years. They appear to be on the increase and action on the part of the manufacturers is necessary to check them. An article in a previous number of this Journal showed that weevils and their eggs are killed by the press and that there are no living insects in macaroni as it comes from the press, but weevils may lay their eggs in the macaroni soon after it is made if they can get at it. It is a case where a little work in preventing the weevils from getting into the factory will save a great deal of work in getting them out if they once get in.

What are Weevils?

Weevils are dark brown or blackish beetles about a sixth of an inch in length. They can be distinguished from flour beetles by the fact that they have a long snout while the flour beetles do not. By using these long snouts weevils are able to eat holes into the macaroni while the flour beetles cannot. The larval or "worm" stage of the weevil feeds inside of the macaroni making a little white appearing tunnel. The larva or "worm" of the flour beetle cannot eat its way into the macaroni and as a result it can feed only on flour or dust made by sawing the macaroni.

It is very important to distinguish between flour beetles and weevils because the flour beetle can do no damage to macaroni other than eating small dust particles or perhaps getting into packages and causing the trade to think that the macaroni is weevily.

How the Weevils Live

The female weevil drills holes in the macaroni with her long beak and lays one egg in each hole and then seals it. One weevil may lay several hundred eggs each of which will hatch into tiny grub or larva. This grub will take about itself forming a tunnel. It grows as it eats until it is full size when it passes through a resting stage during which it is transformed into an adult weevil which may live as long as a year. This life cycle is lengthened when the weather is cool or the food is dry and may be greatly shortened

when the temperature is high and the food is moist.

During the summer the whole life cycle may be passed through in about four weeks, and a small piece of macaroni or other allied paste about the size of a kernel of wheat will furnish all the food that is necessary. It has been estimated that a single pair of weevils may give rise to over five thousand weevils in a year's time. This shows how important it is to keep the weevils from getting into a factory where they can hide in the small pieces of broken macaroni.

How Weevils Get Into Factories

All weevils come from eggs and all weevil eggs come from weevils. There will be no weevils in a factory unless the weevils or their eggs are brought in in some way. Usually there are only about two ways in which weevils may come in: with the flour and semolina or in returned goods. As was shown in the previous number of this Journal the weevils do not lay their eggs in flour or semolina. Their presence in flour is more or less accidental. Flour beetles are much more often found in flour and semolina and they are commonly mistaken for weevils because they are about the same size and color. A clean factory shouldn't have flour beetles in it, but the weevil is the dangerous one so far as the macaroni is concerned.

The flour and semolina should be watched and stored in a clean well swept room. So far as the macaroni is concerned anything that is in the flour or semolina will be killed in the press but the factory itself may get infested from some flour.

The returned goods are far more dangerous than the flour. Macaroni may be stored in a weevily warehouse or retail grocery and eggs may be laid in it with the result that it will be rejected by the trade. This macaroni which was sound when it left the factory will be returned with weevils in it. As soon as the weevily goods get into the factory the weevils will crawl out and start laying eggs in the newly made macaroni. Most of the factories that are bothered with weevils got them in this way. The reason why the weevils are on the increase is be-

cause more and more stores and warehouses are becoming weevily, with the result that more and more goods are being sent back to the factories, with weevils in them.

How to Keep Weevils out of Factory

If no insects come in with the flour and no returned goods are permitted in the factory there will never be any weevils in the place. If necessary a small shed should be built outside where all returned goods should be placed and heated to a temperature of 130 degrees F to kill the weevils.

If there are no broken pieces of macaroni on the floors of the drying rooms or in other places where the weevils may breed they will not have a chance to increase even if they do get in. It is impossible to over emphasize the importance of keeping the factory clean so that there will be no chance for insects to breed in cracks or in piles or uncleaned sacks. These dirty sacks are often crawling with insects, mostly flour beetles, when they have been left uncleaned for a long time. Broken goods should be disposed of regularly and not allowed to accumulate.

How to Get Weevils Out if They Get In

A factory can be entirely freed from weevils even though it is badly infested with them but it is not easy to do it. First of all it must be thoroughly cleaned and all broken scraps of paste and all flour and dust must be disposed of by burning or in some other way. When this has been done the entire place must be either heated or fumigated.

Fumigation is the more dangerous than heating and should be done only when full directions are at hand or an expert is present. The hydrocyanic acid gas which is used in fumigation is generated by putting sodium or potassium cyanide in sulphuric acid and water. The gas is very poisonous and must be used in a tight building. If there are other buildings near by they should be vacated during the process.

Heating is the best and safest method when it can be used. Ordinarily a building which can be heated to 70 degrees F in the winter can be heated to 130 degrees F during the hottest part of the summer. However, it is neces-

sary to get the coldest part of the factory up to a temperature well above 120 degrees F. This means that the building must be tightly closed and all the heat turned on. Thermometers should be placed near the floor in various parts of each floor of the building and carefully watched until the desired temperature has been reached. Then this temperature should be held for several hours in order to let the heat penetrate all of the cracks. Ordinarily the heating may start Saturday noon on a still hot day and the desired temperature may be reached by Sunday night or Monday morning. This makes

ARE YOU CAREFUL IN THESE THINGS?

1. When tools or necessary working apparatus are loaned to some one outside of the business, are you careful that a note is made of the fact, and tools and apparatus are followed up until they are returned? It is astonishing how thoughtless and careless borrowers can be. They mean to bring back what has been lent to them, but all too often the article, whether it is something as big as a ladder or as small as a hammer, will be laid aside and overlooked. **Then it is up to the owner when he wants to use the article to hunt it up or to go and buy new.**

Make the individual employe who does the lending responsible until the belonging, whatever it is, is back in its place.

2. When tools and equipment are used about the business, is there a fixed rule that each worker must put what he has taken from its place back where it belongs, when he is done with it? If this regulation is not enforced great inconvenience and frequent losses are incurred; and disorderly habits are encouraged, which is worse. **Disorderly habits in the handling of supplies and equipment mean disorderly habits of mind. Both are dangerous.**

3. There are some men who are scrupulously particular about keeping their cash credit good, priding themselves on paying just what they owe to a penny; yet who will not hesitate to overstate or to misrepresent quality or to promise deliveries which they know perfectly well are doubtful. **This is really a distinction without a difference. The man who is four square regards**

it possible to start to work again on Monday.

In connection with the ordinary sweeping and cleaning the troublesome cracks may be sprayed either with carbon tetrachloride or with some of the commercial sprays which are on the market.

SUMMARY

Keep the factory clean.

Watch for weevils, they are far more dangerous than flour beetles.

Do not let returned goods come into the factory.

If you find weevils in the factory clean up and heat or fumigate at once.

his word in point of truth and reliability as seriously as he does his money.

4. It is all right to be **bound to win, to succeed, to make a splendid showing in one's business affairs.** But what counts most,—yes, vastly more than money and position, is to be true and upright and steadfast in integrity. **The man who is true, and who cannot be bought, need have no fear,** for the best kind of success will be his, and money will be part of it. There may be testing times, but those who pass the examinations will receive the rewards.

5. It is good business to **keep one's stock investment at the minimum.** Many a man has been terribly handicapped because he has permitted too much of his capital to be tied up in stock which was slow moving. Far better a limited investment and rapid turnover, than larger investment and slow turnover.

6. Human engineering is the art which the executive must learn to practice. If he is the only man in the organization, then he must engineer his own time so as to make every minute of it count to good purpose. If the executive has others associated with him, **he must learn to call forth their good will, to inspire them to produce results, and direct them to correlate time and efforts to good purpose.** The human engineer is a very important part of any business today. The executive, in the last analysis, is the real production manager.

7. One of the most serious losses

met by business men today is the irregular rhythm of busy times and times. When an establishment is busy there is strain, nervous tension and hurried work. When the business is slack there is waste, lowered morale and inadequate returns upon the investment. **Sound business demands that effort shall be put forth toward equalization of business,—that is a reasonably even distribution throughout all parts of the day and all seasons of the year. It can be done, because others have done it.**

The individual problem is yours. Concentration and intelligent management together with anticipation of what ahead will solve the problem. **And a full measure of success is to be realized the problem must be solved and the load evenly distributed.**

8. One of the secrets of successful business is **finding out** exactly what people want and then taking trouble and pains to supply just that! Many business miscarries because it does not hit the bull's-eye. To know what people want one must have a clear comprehension of the **needs and fads** of one's clients or customers.

Southern Wholesalers Change Name

At the annual convention of the Southern Wholesale Grocers association held last month in St. Louis, the group voted to change its name to the American Wholesale Grocers association. The change was recommended by President J. H. McLaurin because of the rapid strides being made by the organization to states in other sections of the country and that a more descriptive name would be justifiable.

About 600 delegates and visitors attended this convention that went on record as favoring adoption of legislation approved by the wholesalers of the country, reaffirmed its stand relative to the packers consent decree and endorsed a policy of education for the retailer with the view of increasing efficiency.

President J. H. McLaurin was re-elected for his thirteenth term, which places the stamp of approval on his work for the association's welfare though many interests which he has steadily opposed would have been pleased with a change.

A baseball fan is seldom cool.

Read Our Advertisements

They represent real news—that special information that serves as a guide to the careful and prudent—for the head of the concern,—for the plant superintendent,—for the production manager, who, by keeping posted on the particular advantages which may be got from time to time from the different sources of supply, broaden the scope of their usefulness and perform important economies at a time when good raw materials, efficient machinery are most needed.

Our advertisements are interesting, instructive and the advertisers most worthy of your patronage.

NEW FIELDS YET FOR OUR AMERICAN FOOD INDUSTRY

By Alfred Fries, The Culinary Progress

The people of America are fortunate in possessing a whole continent where all climates exist.

All vegetable, animal and maritime life on the western hemisphere can be cultivated to insure a manifold and rich selection of foodstuffs for the table of the American Family.

There is hardly a table delicacy which could not be raised and brought forth in this immense country. Different parts produce specialties of their own and are justly famous for them. California, Florida and Michigan are noted for their fruits and berries; Colorado and Arizona for their melons; Idaho and Minnesota for their potatoes; New York, and in particular Long Island, for poultry; Texas for its onions; Oregon apples, and Wisconsin sweet corn, the prairie states for their wealth of grain, etc.

Strictly American products such as potatoes, corn, tomatoes, cocoa and turkeys are nowhere on earth raised better than in their original home—AMERICA.

But even on imported products of the soil American genius has improved. Before Luther Burbank's time no seedless, luscious oranges and raisins were known although these fruits were raised, many centuries before Columbus was born, by the people in southern Europe and the near Orient, yet they never thought of improving them.

Apples, peaches, apricots, cherries, plums, strawberries, a multitude of other berries, asparagus, celery and a long list of other welcome and indispensable ticklers of the palate have all been improved upon since being transplanted here—to God's own country.

But coming back to the caption of this article there are still fields left to conquer by our enterprising American food industry. Think of the various quantities of all the imported table sauces, relishes and spices which are shipped to our shores annually; mainly from the English isles and colonies. During the late war when we were partly cut off from the sources of supply we noticed perhaps for the first time that there are still big opportunities for the development of our own resources.

Foods Needing Our Attention

Beginning with Worcestershire sauce as the leader of the imports down to pickled English walnuts, and all other kinds of pickles and savory concoctions, there are none which could not in time be at least equally well produced here by American labor and with improved American mechanical devices. Given a start we would very likely improve upon the old standbys and very likely introduce new creations in the field of ready sauces and other table incidentals, thus saving a lot of import taxes and creating new opportunities for the investment of American capital and labor at home.

We would not even have to change the names as we all know that when we buy Frankfurters they don't have to be imported from the famous city of the Rothschilds. The packers in the Chicago stockyards with their equipment could undoubtedly make more sausage in one week than all that the European sausage manufacturers could produce in a month.

Swiss cheese is now made excellently in Wisconsin as is Roquefort, Camembert, Edam, and other dairy products.

American made macaroni and spaghetti produced from the semolina of the excellent durum wheats grown in our northwestern states is not excelled even by the famous producers of Italy. The nutlike flavor of these products when properly manufactured in our spotlessly clean American factories and sealed in dustproof cartons and containers makes not only a good substitute but a preferable food when prepared in one of the numerous appetizing and approved ways by those who know how.

Lately California was succeeding in raising the most succulent grapes which rivaled the best that France, Italy, the Rhine and Moselle valleys, Spain and Uruguay ever produced, when Mr. Volstead succeeded in having the eighteenth amendment to our constitution passed.

A Recipe Contest

To encourage and foster new lines and products in our American food industry the writer would suggest a country-wide contest of recipes to appear in all trade papers simultaneously.

For instance, how to preserve pickled English walnuts, how to prepare the various kinds of bottled and canned relishes and other products which are almost wholly supplied to the hotels, restaurants and all other caterers by importers.

This recipe contest, as we could call it, should be engineered and directed by interested parties such as wholesale grocery houses, with substantial cash prizes to attract every man and woman engaged in the honorable and ancient art of preparing food. The prizes to be paid after a successful and complete test by the firm which wants to utilize the valuable formulae.

In due time we would be altogether independent of foreign food imports and soon enough export those products ourselves.

Macaroni's Popularity Widespread

By W. Boehm of W. Boehm Company, Pittsburgh

Macaroni from a sectional or racial food is rapidly becoming a world food. No greater evidence of this need exist than the rapid growth of manufacture and consumption of this the most sanitary, the most healthful and the most palatable and economical every day food in our country. All foods have their historical interest, some quite romantic, and this is true of macaroni and similar preparations.

Egypt, if sacred and profane histories may be regarded as credible, at one time fed the world with its corn. The Israelites, through famine, were compelled to buy their supplies from Egypt and the crop failures in other regions tributary to the Mediterranean and its important influents away up in Asia, southeastern Europe and far up the Nile and its sources, sent the agents of these regions scurrying into the "market of the world" for that "without which we perish." This corn was the wheat of the present. Other countries had their distinctive foods. Climate has had everything to do with all articles of diet from pole to pole and above and below the equator.

A Modern Food

This brings us to the text "Macaroni." It is, as the centuries count, not an old food, being, according to its historians, not much over a century old. The Italians claim it, while that other Latin user, the Frenchman, also sets up a tentative claim. It is very true that it has in its varieties been the food of the Italian common people, the peasants, for many decades, the same being true measurably of the Gaul. The Italian immigrant brought with him to the United States this reliable nourishing food and has had it follow him ever since. It soon became one of the principal of the minor importations from Italy into America and is of varying but stable importance today among the many food imports.

However, there is an important development of American history relative to the foundation of the manufacture of macaroni in the United States. Macaroni is made from "durum", a wheat grown in the rigorous Russian climate and for uncounted years has been the simple food of the peasants and even the wealthy classes alike. The grain is of great hardness and the flour, when properly prepared, of great food

value. Some of the grain found its way into the Canadian country late in the last century where more or less successful efforts were made to domesticate it. T. N. Oium, a resident and agriculturist of Lisbon, N. D., in 1894 procured some of the durum seed and began experimenting with it near his home. He found that the Canadian durum had been brought to Canada by Russian immigrants who had been invited to settle in the Dominion. These took up land in the Arnautka valley. Mr. Oium continued his experiments and about 1900 there was grown by him and other farmers in the Dakotas about 100,000 bus. The intention was not so much to stimulate the manufacture of macaroni in the United States as to grow a grain that would more readily adapt itself to the climate of the great northwest.

Excels in Food Calories

But the annual increase in production of durum attracted the attention of several enterprising gentlemen to its possibilities and very soon American attempts to manufacture macaroni from domestic durum began. Therein was the start of an important branch of American food products. The area of production of durum was extended from the Dakotas to Minnesota, Montana and Utah and other northwestern states are gradually trying its culture.

Presto, the Italian food has become an approved food of the United States and, as it is better understood and gets into better sales relations, its popularity will become as general as that of American bread and the American potato. The Department of Agriculture of the United States estimates its value in calories as follows:

	Per lb.
Macaroni	1,645
Flour	1,635
Steak	975
Eggs	635
Beef shank	575
Potatoes	295
Cabbage	115

So much for its history and comparative development. The government in its interest in the analysis it made of the grain, durum, was intent upon finding what claim it had to popularity as a national food. The growers of the grain, the miller who ground it and the manufacturer of macaroni, instanced the chemical exhibit, the values sub-

mitted by the pioneer countries that had used it as to nutriment and resultant health advantages, and there was no obstacle raised to its general introduction as an entity in the list of national foods.

The imported product has obvious drawbacks. For years we ate it because of the dearth of domestic products, but since Americans began the manufacture of macaroni, spaghetti, vermicelli and egg noodles in their own factories and along lines of cleanliness and processes of manufacture not peculiar to the Italians, they are beginning to commend themselves very intimately to the general public and annually the domestic products are coming into greater use. We really think and believe that we are making as good, if not much better, durum specialties than any country in the world.

Popular Food for the Masses

Durum is responsive to the climate of the states in which its culture has been tried and yearly improvements in this culture are making for better products. The reports for the year 1921 show a production of 50,000,000 of bushels of this grain. Already quite a little is exported to Europe for the manufacture of food paste specialties, and these are sent back to us. We are sure that they are not as carefully prepared, not as healthfully made, and very sure they lack that very essential element so insistently demanded by American eaters—cleanliness.

More than \$17,000,000 is invested in the manufacture of these specialties in the United States, which shows that we are busily engaged in making this food, and also that we are not afraid to invest our money in its production and sale. More than 500,000 acres in the hands of 25,000 farmers in Minnesota, North and South Dakota, Montana, Utah and one or two other states, are being used in raising this grain. We employ in our various factories in the United States more than 15,000 men, women and children in the work of manufacturing our products. Our factories are clean and sanitary in every sense.

Sometimes the weather comes in like a bunch of bananas, and sometimes it's all strung out like spaghetti.

Quality

Service

Dependability

If you are not using
**GOLD MEDAL
SEMOLINA**
write for a sample



WASHBURN-CROSBY COMPANY
Minneapolis, Minn.

Rise in Durum Production Problem

Bread Wheat Producers, Alarmed at Increasing Production, Bring About Separation of Macaroni Wheat in Federal Crop Figures for Four States—1922 Durum Yield to Exceed Even 1921—Variety's Disease Resistance One Reason—Price Decline Results From Conditions—More Intensive War on Rust Offers Solution of Problem.

The rapid increase in the production of durum wheat in the northwest during the past decade, while most pleasing to macaroni manufacturers of the country, thus affording a choice of choicer grains, is causing considerable alarm to the promoters of soft wheat or bread wheat production. In order to give the people of the country some idea of the rapid increase in durum production it has been suggested that durum wheat be separated from other varieties and reported as an independent item in the government crop reports. This movement has the backing of the leading soft wheat millers and of the trade press of that group.

In an editorial in its issue of March 29 *The Northwestern Miller* urged upon the Department of Agriculture the importance of publishing estimates of the durum crop separately from those covering the varieties of spring wheat available for bread flour. This matter had likewise been taken up by *Farm, Stock and Home*, and was strongly urged by A. L. Goetzmann at the close of his term as president of the Millers National Federation.

On May 1 a letter was received from Leon M. Estabrook, associate chief of the bureau of markets and crop estimates of the Department of Agriculture, reading:

"In connection with your editorial on page 1388 of the March 29 issue of your publication you will be interested to know that the bureau proposes to issue, in connection with its regular estimates of acreage in June and production in October, separate figures for durum wheat in Montana, Minnesota and the Dakotas."

This is an important step in the right direction, for it means that the facts regarding the extraordinary increase of durum wheat production in recent years, which heretofore have been insufficiently realized, will receive the publicity always attaching to government crop estimates. In 1916 Minnesota and the Dakotas together raised less than 11,000,000 bus. of durum wheat, whereas in 1921 the total was nearly 46,000,000 bus., although there was actually a slight decrease in the aggregate spring wheat acreage. Pres-

ent indications are that the 1922 crop of durum wheat will be even larger than last year's.

The reason for this remarkable increase in the production of a variety of wheat which is not available for the manufacture of bread flour is, of course, the fact that durum wheat is practically rust resistant. The toll taken by rust from the farmers of the northwest in recent years has been so disastrous that the tendency to turn to any variety of wheat not subject to this plague is by no means surprising.

Durum Overproduction

The danger, both to the wheat growers themselves and to the spring wheat flour millers, is none the less serious. The possible consumption of durum wheat products in the United States is definitely limited, and there is likewise a limitation to the export demand. That there is already an overproduction of durum wheat is indicated by the discount at which it is now selling under the hard spring bread wheats. On May 5, for example, the basic contract grade of durum wheat, No. 2 amber, closed in Minneapolis 26½¢ below No. 1 northern spring, and for the highest grades of both types the spread was 36¢. In Duluth May durum was nearly 27¢ below May hard spring wheat.

On the corresponding date of 1916, when spring wheat was about 30¢ a bushel lower than it is now, the spread between durum and hard spring wheats was only 10¢; on May 4, 1917, durum wheat was actually selling at a 3-cent premium over the corresponding grades of spring wheat available for bread flour.

The argument of the spring wheat farmer is that it is better to accept a certain loss of 25¢, 30¢ or even 40¢ a bushel by growing durum wheat in place of marquis, rather than to face the danger of having his entire wheat crop destroyed by rust. If the eradication of black rust were impossible, this argument would be conclusive, but recent investigation by agricultural scientists has demonstrated that rust can be controlled and in time eliminated, provided sufficient funds are made available for the work.

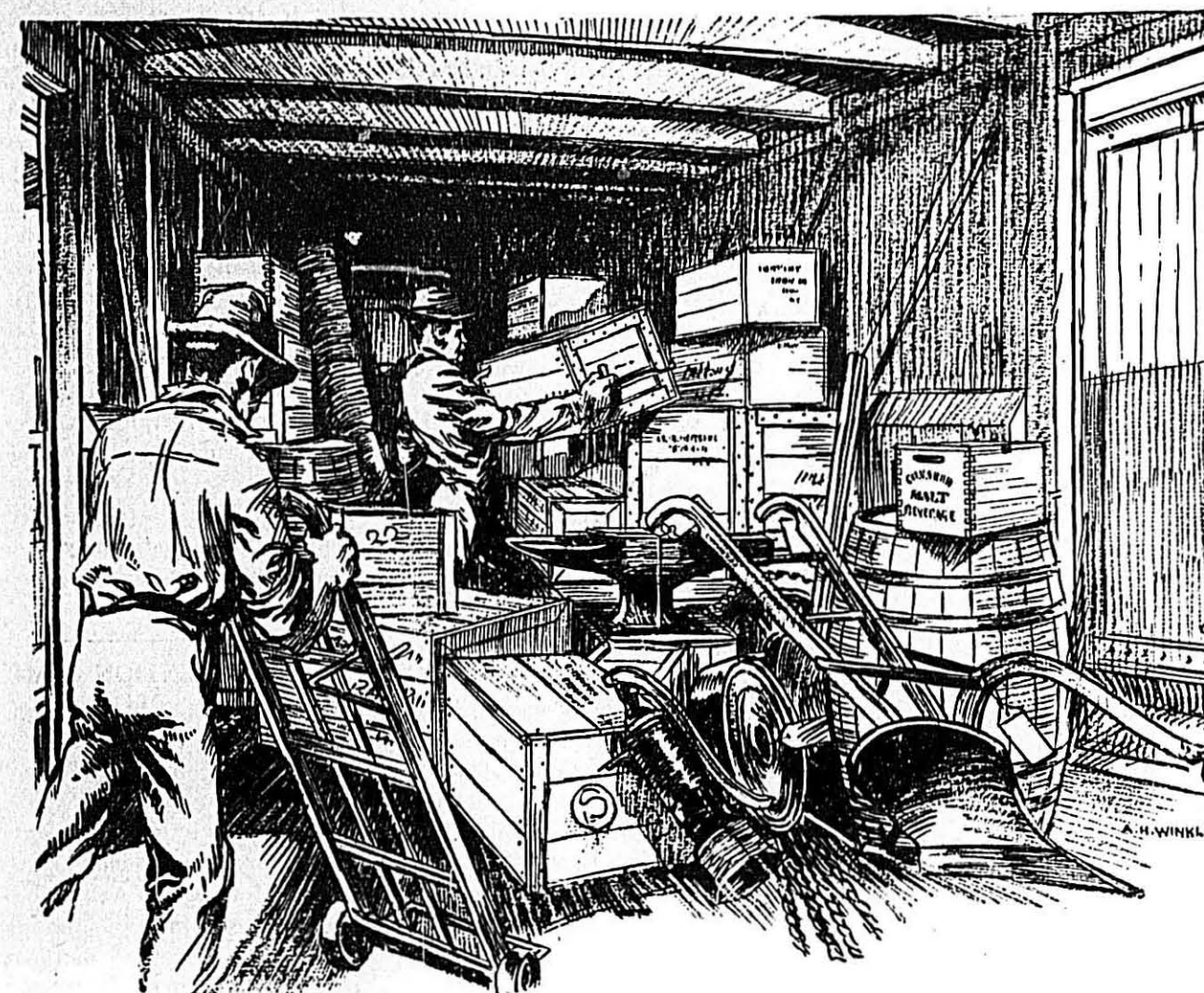
For the spring wheat millers, except

insofar as they are specializing in durum products, the situation is exceedingly serious. They have been among the leaders in urging a practically prohibitive tariff on the importation of Canadian flour, which, of course, carries with it as an inevitable corollary a corresponding duty on Canadian wheat. If the proposed duty of 30¢ a bushel is finally accepted by congress, and Canadian exchange maintains its present status practically a par, as it almost certainly will, the spring wheat millers of the United States will be able to draw very little, if at all, from the vast supplies of Manitoba wheat available north of the border. At the same time the quantity of United States spring wheat which can be used for bread flour is being steadily reduced by the increase in durum wheat production.

More Antitrust Militancy Urged

This will mean a still greater spread between durum and the other varieties of hard spring wheat, durum prices declining as the supply exceeds the demand, and other spring wheat prices being forced abnormally high on account of the relative scarcity of the grain.

The manifest answer, for the sake of both the spring wheat farmers and the millers, is to make a prompt and energetic campaign in both the national and the state legislatures for an increase in the funds devoted to the eradication of rust. The federal congress, in its profound wisdom, has already cut down its appropriation for this purpose, but there will be other opportunities in days to come. Government activity can be usefully supplemented by the work of private organizations, and the Spring Wheat Crop Improvement association has already shown the way. As a matter of specific investment, promising direct returns in dollars and cents, the millers, grain dealers, farmers and bankers of the northwest can well afford to give liberal support to this association, as they are likely to do when they realize the financial loss which is resulting from the efforts of the farmers themselves to eliminate the rust peril by an overproduction of durum wheat.



Good Packing Protects Goodwill

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

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

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

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Backed by the National Association of Box Manufacturers

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Boston, Mass.

GENERAL OFFICES
1553 CONWAY BUILDING, CHICAGO

Eastern:
433 CALVERT BUILDING
Baltimore, Md.

SEEKS RESISTANT BREAD WHEAT

While Not Joining in Fight Against Increase of Durum Production in Northwestern Fields Department of Agriculture Is Declared by Cerealist to Be Encouraging Growth of Better Domestic Grain in Friendly Soils of That Section.

The consistent fight being waged by grain men of the northwest and by the Northwestern Miller against the ever increasing production of durum wheat in the states of Minnesota, North and South Dakota, has finally gained the attention of the United States Department of Agriculture, which, through C. R. Ball, cerealist in charge of the bureau of plant industry, gives the views of the government on this widely discussed question.

Wrong on History

The letter points out the fallacious opinion prevailing in many minds that durum was first introduced by the government bureau, whereas it was really introduced by early Russian settlers in North Dakota. It is admitted, however, that the Department of Agriculture, through a former secretary, encouraged its production, buying its first supply of Arnautka wheat from a Russian farmer in the state mentioned. Even without this government encouragement it is believed that the culture of this wheat would have developed and spread to the area now occupied even though the department had not given it attention, because those Russian settlers appreciated that conditions existing there would make the production of this grade profitable.

Two Reasons for Durum

Two influences tending to promote early and present day production are mentioned by Mr. Ball. The drouth resisting qualities of durum made it a profitable crop in sections deficient in rainfall and its known rust resistance insured a more regular crop than the standard bread wheats. Investigations have shown definitely that farmers of that section found it profitable to grow durum even though its market value per bushel was frequently below the price of equal grades of common wheat, the larger and steadier production per acre bringing them more money for their crops.

The department is apparently much interested in the conditions affecting the spring wheat belt of the northwest and, while not doing anything definite to discourage durum production, it is

endeavoring to encourage the production of bread wheats in this area that is particularly for the growing of this valuable grain, realizing that sufficient durum for domestic use can be grown in the more arid sections where bread wheats do not prosper so well.

New Resistant Bread Wheat

Along this line the Department of Agriculture is conducting a consistent warfare against the obnoxious barberry weed that is a carrier of rust to the wheat fields. Experiments are also being made toward developing a bread wheat that will resist the drouth as well as the rust, and along this line some progress has been made. A new resistant variety has been discovered and has been developed sufficiently so as to permit its being sold commercially and planted quite extensively. This new grade is known as kota wheat.

The durum situation has affected only the northwestern states because it has been found unprofitable to grow durum in the Kansas section where ordinary wheats do so well. The department is alive to the conditions existing in the wheat growing sections and will do its utmost to relieve the conditions complained of by those directly affected.

Simple Method Determines Test Weight

To determine the "test weight per bushel" under the United States grain standards act the apparatus used must

NEW ASSOCIATION MEMBERS

Four firms have applied and were admitted to membership in the National Macaroni Manufacturers association in the month of May. During the drive now under way many more are expected to affiliate themselves in this national organization in which all macaroni and noodle manufacturers should be mutually interested. The new members are as follows:

The Atlantic Macaroni Company of Long Island City, N. Y., which will be represented in the association by Secretary Morgan C. Lombardi.

be extremely accurate. Inaccuracies making the determination may be the result of not adhering strictly to the method prescribed by the United States Department of Agriculture, or to defects in the standard apparatus. This due to the first cause may be eliminated only by care on the part of the person making the tests. To eliminate those due to apparatus that has become inaccurate the department has devised methods and equipment for testing the machine used for getting the "test weight per bushel."

In Department Bulletin 1065, Test Weight of Grain: A Simple Method of Determining the Accuracy of the Testing Apparatus, the method and the apparatus are clearly described. A copy of the bulletin may be obtained free upon application to the department at Washington, D. C.

CONVENTION TIME IS BUSINESS VACATION TIME

It affords you the welcome opportunity of improving your knowledge of your business by personal contact with the leaders in your industry while enjoying a few days of well earned leisure from the exacting duties of plant and office. Make the most of this Convention Vacation Time.

Bring along your family and share with them the many enjoyments that our 1922 convention affords. Show them the wonders of Niagara and introduce them to some of the best families in the land whose husbands and brothers are engaged in making good, appetizing and wholesome alimentary pastes.

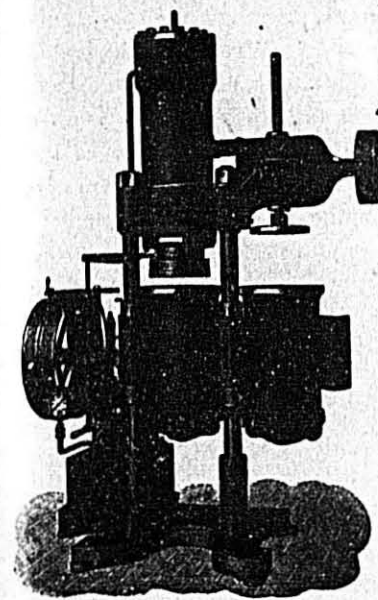
Remember! It's Niagara Falls, June 22-23-24, 1922.

The Woodcock Macaroni Company of Rochester, N. Y., which will be represented by President John G. Elbs.

Cevasco, Cavagnaro and Ambrette, Inc. of Brooklyn, N. Y., who will be represented by either N. J. Cavagnaro or Conrad Ambrette, both members of the firm.

F. Maldari & Bros. of New York City, who will be represented by Treasurer D. Maldari.

COME ON FELLOWS! GET INTO THE BAND WAGON! LET US RIDE TO SUCCESS ON THE BUS CALLED "COOPERATION."



Presses
Screw and Hydraulic

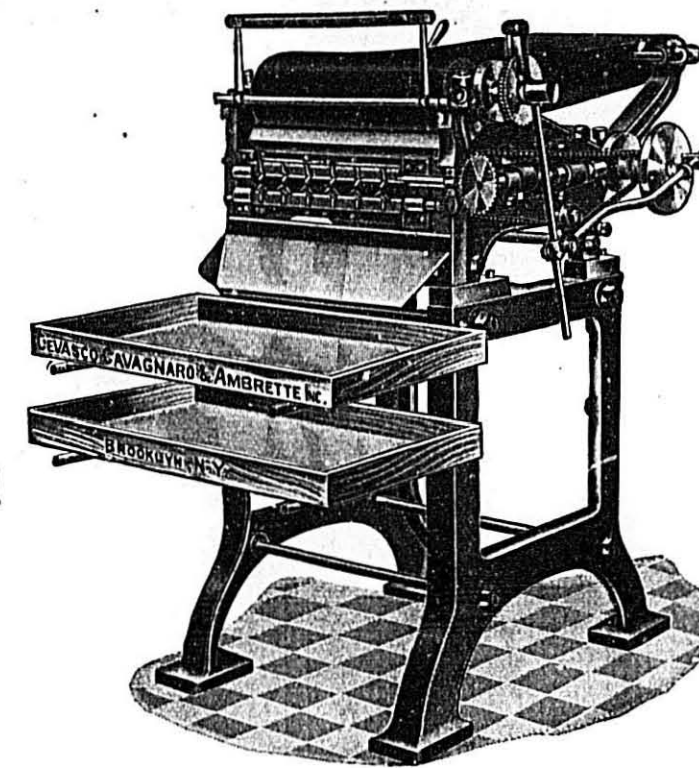
Kneaders

Mixers

Dough Brakes

Mostaccioli and Noodle Cutters

Fancy Paste Machines



Bologna Paste Machine

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

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

Send for our illustrated circular, containing full information.

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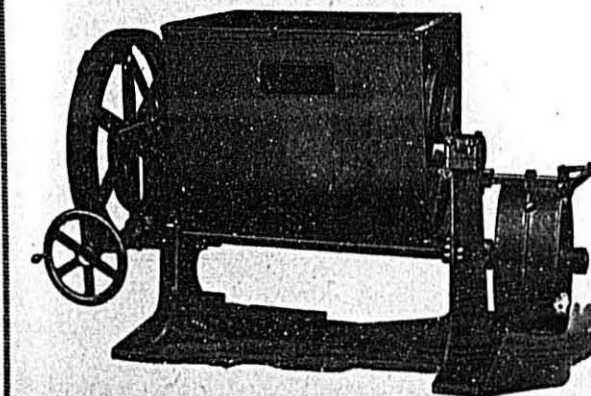
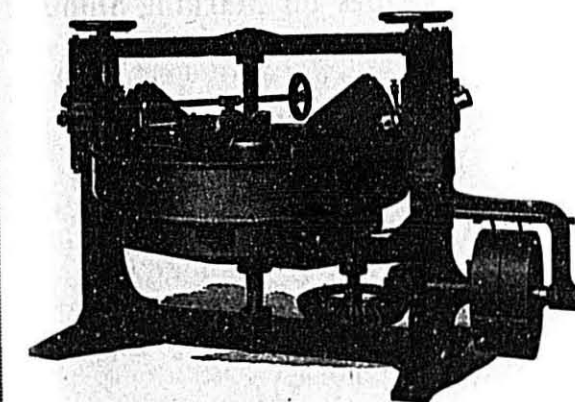
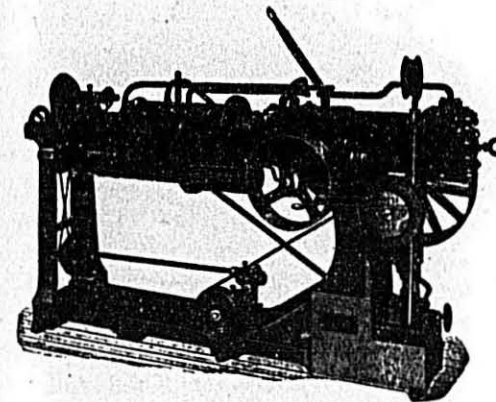
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WE CANNOT BUILD ALL THE MACARONI MACHINERY BUT WE BUILD THE BEST.

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DISTRIBUTION AND WASTE

Elimination of the One Will Result From Improvement in the Other—Seven Questions to Be Replied To as Step Toward Solution of Problem—Only Effective Guide.

Any improvement in distributive methods will have as its ultimate result the elimination of waste, in the opinion of Alvin E. Dodd, manager of the domestic distribution department of the Chamber of Commerce of the United States, as expressed before the editorial conference of the New York Business Publishers association at a recent meeting.

Mr. Dodd explained that his department is making a study of the waste in distribution and in doing so has outlined "seven questions," not unlike the seven deadly sins, which must be answered before the solution of the problem is found. The questions are:

"Seven Questions"

What are the stocks of certain selected commodities produced in each month of the year, by quantity?

What are these stocks in suspension at the end of each month, by quantity?

What are these stocks which enter into consumption each month, by quantity?

What is the average price received by the producer for each selected commodity each month?

What is the average price paid by the retailer for each of these commodities each month?

What is the average price paid by the consumer for each of these commodities each month?

What is the ratio between expenses and profits in each spread each month?

"There is at present no answer to any of these questions, except in a very few commodities, which can be relied upon as even approximately correct; and even in these few the answers are open to more or less doubt. Yet every one of these answers is of vital importance to business men who cannot expect stabilization in any material respect until the answers have been obtained and their significance understood," he said.

Value of Charts

"Little imagination is needed to know what benefits will accrue when the manufacturers of rubber boots can look at a chart which shows them the quantities produced, the prices paid and the quantities consumed, each month for a period of years. And what is true

of the manufacturers of the rubber boots industry is true of every other industry in the country.

"It is the only effective guide to balanced production and distribution. It is the only means for accomplishing constant production and uninterrupted employment. Its results would be felt by every human being in the country from the individual owner of the largest factory down to the humblest workman in the field."

EL PASO FIRM HÁNDICAP

Reasons for Contemplated Move Because of Local Conditions Form Basis for Sermonette—Inequitable Freight Rates, C. of C. Sentiment and Wrong Sales Methods, Is Situation—Plans Soon.

The reported removal of the Sharp-Elliott Manufacturing company plant from its present situation at El Paso, Texas, to some more suitable point in the southwest has not yet culminated though it has been under consideration for some time by the company officials. This is the information that comes from D. I. MacIvor, vice president of the concern, who announces reasons why such a move is contemplated.

Railroads and C of C.

"Among the many things that we have to contend with out here is inequitable freight rates, and a Chamber of Commerce that is controlled by a few interests with the result that nothing is done for the other industries, among which is ours," says Mr. MacIvor. "An instance of the rates existing here; the rate to Nara Visa, N. M., 332 miles from El Paso and in our trade territory, is \$2.23 per hundred while it is only \$2.04 to Boston. The other cities in Texas can ship through El Paso to the west coast of Mexico for \$1.25 per hundred C/L and for \$1.56½ per hundred L/C/L while we must pay \$2.05½.

Is Dump Ground

"Another thing is that this territory is being used as a dumping ground by eastern and middle west manufacturers. When stocks are large or when it is found necessary to keep up volume production, prices are quoted here considerably below cost of manufacture. Recently there was offered goods as low as 7c a pound f.o.b. El Paso and Arizona points. Another factory recently offered 8 oz. packages at a price sufficiently low to permit them being sold

at 5c per package or 10c per pound cartons.

Wrong Methods

"This may be good business but the writer fails to see it and frankly admits that if anyone wants the El Paso business bad enough to offer prices like these he is welcome to them. In the language of a leading macaroni manufacturer, we have been spending money to take business from one another rather than in creating new demands for our products. He is perfectly right. Selling goods without a fair profit is not only foolhardy but dangerous to the entire industry. The public cannot be encouraged to use macaroni more generally when we offer it at 5c per oz. package on the basis of flour selling at 5c per pound locally.

Must Show Profit

"Our business has been very good—that is our cry—we have been working 20 hours a day for quite some weeks and it looks as if conditions will be even better. But I will assure you that every pound of paste that goes out our shipping doors must show us a profit and I think that in the long run the manufacturer whose goods go over the counter at 5c a package is the one who will suffer not only a loss in prestige but in actual money. When plans for removal are completed, full details will be sent you."

Rules for Marking Shipments

1. Show full name of consignee, destination and state. Do not abbreviate.
2. Show county, where there are two or more towns of the same name in state.
3. Show street address at all times.
4. Show initials of destination road if certain delivery is desired.
5. Show "From" or "Manufactured By" preceding shipper's name and address.
6. Erase or obliterate old marks if second hand package is used, avoiding use of such as far as possible.
7. Name and address of shipper and consignee on inside of package will insure delivery if outside marks are lost or destroyed.
8. Use marking pot and brush for marking packages having uneven surfaces.

Fame knows no short cuts. The home run hitter must touch four bases.

It's easy to catch a man with whiskey if—you have the whiskey.

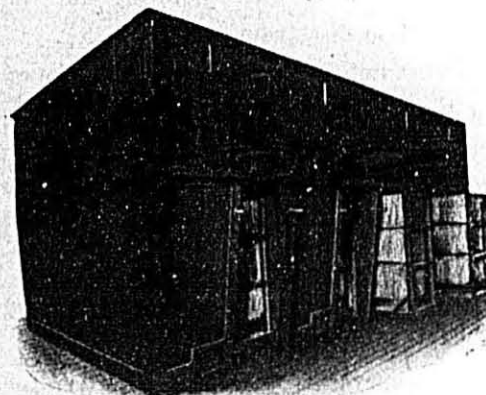
Barozzi Drying Machine Co.

400 Columbus Ave.

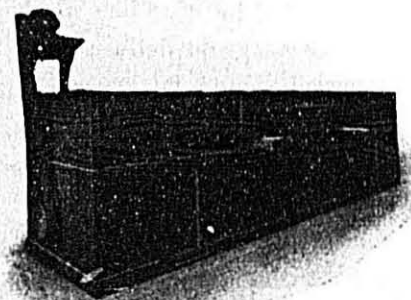
San Francisco, Calif.



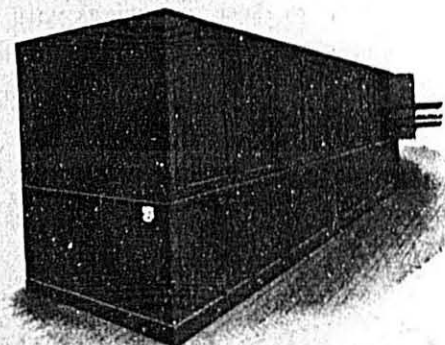
BAROZZI Preliminary Drier for Long Paste



BAROZZI Finishing Drier for Long Paste



BAROZZI Drier for Cut Goods



BAROZZI Drier for Curly Paste

The only firm that takes care of your Macaroni Drying in a scientific way.

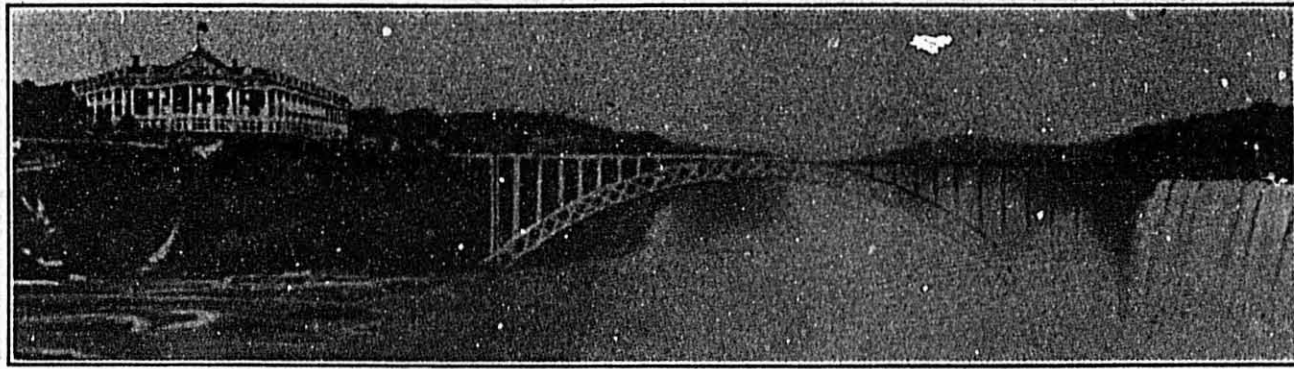
We Dry your Paste long or short in 60 hours

No Acidity—Mould or Waste

We install—operate and guarantee results

Catalogue and Information

New Branch Office
498 West Broadway
New York City



Why You Should Attend Your Trade Convention

A convention is merely one big, broad, cooperative way of expanding business.

Conventions as a rule are made up of successful and self sacrificing officers, and the most successful men, the real leaders, in a particular group.

Trade groups usually enjoy most successful conventions in spite of the fact that so small a percentage of those interested in any particular trade attend regularly.

The man who cannot afford to take off time to attend his trade convention is content with mere existence rather than a successful life.

A trip to a convention city is always worth the expense and every one who attends should leave richer in experience gained through learning the viewpoints of others. The profits in convention attendance come from the varied program, general feeling of good fellowship always prevalent in such gatherings and in making or renewing the acquaintances of men engaged in similar business.

Money spent in attending conventions of your trade group is not wasted money. In fact it is an investment that will bring returns in proportion to the imagination of those attending. Those promoting and attending trade conventions are usually broad minded and deep thinking leaders in the trade whose hospitality and good fellowship make others in attendance feel most welcome.

At a convention you meet builders of machinery of repute; men who are as seriously concerned in your shipping problems as is your shipping clerk himself; individuals whose life has been spent in experimenting with grains to produce a grade of raw material best suited for a particular

business, and speakers from outside the industry who advise, suggest and recommend plans that are being and have been successfully used in other lines, pointing out the pitfalls which have proven so disastrous to others.

Conventions are not for members only but are open to all interested in the industry. The head of the concern, the salesman who must dispose of the manufactured products if business is to continue; the manufacturer who must produce goods before sales or sales orders can be filled; in fact, the most humble employe in the plant will be welcome at the convention, their counsel solicited and suggestions thankfully received.

Convention speakers are selected, not because of their popularity but because of their knowledge of the subject assigned them. The long winded speaker who says nothing but pretty things has been forced to step aside in conventions to make room for the business-like speaker who has a pertinent and useful message to deliver.

A convention period should be a period of relaxation where the troubles of others minimize one's own. The intense interest of one's affairs is replaced by general interest in the worries of competitors.

Convention time could not really be called playtime though it affords those who attend an opportunity to enjoy a varied program of entertainment, scientifically interspersed with consideration of business problems.

Convention time can be made a vacation time and those doing so look forward to these gatherings with pleasurable anticipation, not only as a period of relaxation for themselves but for the pleasure of bringing their families, who are always welcome at these gatherings.

Cooperate With Leaders in the Industry

Meet With Them at Niagara Falls, Canada, Hotel Clifton,

June 22, 23 and 24, 1922

PROGRAM Nineteenth Annual Convention of the National Macaroni Manufacturers Association

June 22, 23 and 24, 1922
Clifton Hotel, Niagara Falls, Canada

FIRST DAY—THURSDAY, JUNE 22

9:30 A. M. (Local Time)

Registration of members and visitors.

10:00 A. M. (Local Time)

Opening of convention.

Call to order by President B. F. Huestis.

Welcome—Mayor Charles T. Newman of Niagara Falls, Ont.

Response—Edward Z. Vermyley, Brooklyn.

Annual address of president—B. F. Huestis, Harbor Beach.

Report of executive committee—James T. Williams, Minneapolis.

Report of treasurer—Fred Becker, Cleveland.

Report of secretary—M. J. Donna, Braidwood.

Appointment of committees.

Adjournment.

2:00 P. M. (Local Time)

Sight seeing trip around the FALLS and the GORGE. Guests of the National Macaroni Manufacturers Association.

Group photograph at Victoria park.

Baseball, Victoria park. Manufacturers vs. Allied Trades.

Other athletic sports.

7:30 P. M. (Local Time)

Closed session for regular members.

Leader of discussion—Dr. B. R. Jacobs, director of National Cereal Products Laboratories, Washington, D. C.

Topics to be considered and discussed:

1. Standards of macaroni, semolina and noodles.
2. Tariff.
3. Increasing macaroni consumption.
4. Association efficiency.
5. Progressive cooperation between miller and manufacturer.

SECOND DAY—FRIDAY, JUNE 23

10:00 A. M. (Local Time)

Reports of committees.

Address: "Milling Durum to Suit the Trade," Thomas Brown, Ashburn-Crosby Co., Minneapolis.

Discussion.

Address: "National Problems of Distribution," Alvin E. Dodd, manager domestic distribution department, Chamber of Commerce U. S. A., Washington, D. C.

Discussion.

Address: "Macaroni Wheat in Canada," Professor Robert Marcourt, Ontario Agriculture College, Guelph, Canada.

Discussion.

Address: "Benefits of Organization," James C. Andrews, Minneapolis.

Discussion.

Announcements.

2:00 P. M. (Local Time)

Reports of Committees.

Address: "Trade Association Benefits to Members," Fred Mason,



president American Specialty Manufacturers Association, New York city.

Discussion.

Address: "The Foodstuffs Division of Department of Commerce," E. G. Montgomery, chief foodstuffs division, Department of Commerce, Washington, D. C.

Discussion.

Address: "Effects of General Business Conditions on Food Manufacturers," Alexander J. Porter, president Shredded Wheat Co., Niagara Falls, N. Y.

Discussion.

Address: "Progress Made in Improving Macaroni Wheat," M. A. Gray, Pillsbury Flour Mills Co., Minneapolis.

Discussion.

Address: "A Model Macaroni Plant," Charles Johnson, Charles F. Elmes Engineering Works, Chicago.

Discussion.

Address: "The Business Outlook," George W. Coleman, president of Babson Institute, Wellesley Hills, Mass.

Discussion.

Adjournment.

7:00 P. M. (Local Time)

Banquet—The Clifton Hotel ball room. Guests of National Macaroni Manufacturers Association.

Reception and dancing.

THIRD DAY—SATURDAY, JUNE 24

10:00 A. M. (Local Time)

Reports of committees.

Address: "Noodles and Their Abuses," Wm. A. Tharinger, Tharinger Macaroni Company, Milwaukee.

Discussion.

Address: "The Semolina Market Trend," F. A. Hamilton, Minneapolis Durum Products Co., Minneapolis.

Discussion.

Address: "Durum Growers and Macaroni Manufacturers," Edwin F. Ladd, U. S. Senator, from North Dakota.

Discussion.

Review of Macaroni Business Conditions:

Practical and successful manufacturers from different sections of the country have been asked to present papers giving their views, pointing out the ills of the industry and suggesting remedies.

General discussion.

Announcements.

2:00 P. M. (Local Time)

Reports of committees.

Election of officers.

Selection of time and place of 1923 convention.

Adjournment.

AB-SO-LUTE-LY

You Can Do It If You Will Put the "Sell" Into Selling.

How fast the seasons wheel past! It doesn't seem possible that we are facing a fall and winter of business, but these are the facts nevertheless—Ab-so-lute-ly!

Back of us are some months of uncertainty and anxiety but happily liquidation has gone on faster than most of us realized, and we are falling into the swinging stride once more of progressive, energetic American business. We are beginning to see who the "fighters" were—and are. And there is no doubt about it that both 1922 and 1923 will reward them richly.

Just the same, we have left the easy going methods behind us and must buckle down to business with an earnestness which will be bound to bring business and success our way. If we do our part, the fates will do theirs—Ab-so-lute-ly!

But let's get away from generalities and draw our chairs up together and hold a real genuine-to-goodness conference which will leave us a little clearer mentally as to just how to put the "sell" in selling.

To begin with, it doesn't make a continental's difference whether we are offering a hundred or a thousand different small items for sale, or whether we are concentrating on a single big line. The fundamental principle underlying the marketing of all goods is identically the same. Get the idea. Here it is:

First, any article, product, or service which has a customer-reason for being sold, can be sold. In other words, just because you and I want to exchange what we have for the other fellow's money, is no reason why we should expect to sell. In fact, we have no right to offer anything in exchange for cash unless it is a product of merit and the best of its kind for the price.

If you will go over your stock in trade with this principle in mind, I guarantee that you will look at your goods in an entirely new light, and if you will subject all new lines to this searching test you will not be ready to buy of A, B, C, and D, and you will not load up your shelves and your showroom with competing lines. You will cut out much duplicate stock, and you will do yourself and the public a serv-

ice by handling only the very best for the money.

Now we are ready for the second principle which has to do with putting the "sell" in selling. We might grow humorous and speak of fake schemes, and how they prove a "sell" on buyer and seller—but we have no time for that, for the day has gone past when sharp practices and shady transactions are regarded as other than evidences of stupidity, ignorance, and shortsightedness. Today anything which has to do with "selling" is straightforward, honest, and soundly scientific. It will not be permanent unless this is the case.

So let us take it for granted that the article or line which we are offering is the best which can be procured for the money. How about it? How are we going to prove this to the public? And what will it mean when we do prove it to the public?

We will take the last question first. When we prove to the public that our

goods are in a class by themselves; that they are right in every way; that they are highly individualized; and that to get the best for their money they must buy this article or this line—then business becomes spontaneous, automatic and abundant. All that you and I need to do is to keep the right kind of publicity going, and the right sort of merchandising methods in operation, and the selling will take care of itself.

This brings us to the second principle, and there it is: **To be a large success in the selling field, any product, article, service, or line must be made highly individualized and established in the public mind as a noncompetitive product.**

If you grasp this second principle and apply it as it can and should be applied, your business troubles are solved. There never was a time in the history of business when people were so anxious, eager, and discriminating as to true values, as they are today. Give them true values and prove that they are true values and you have put the "sell" into selling—Ab-so-lute-ly!

Take, for example, the one product of Bon Ami which, as you know, is a mildly abrasive cleaning soap and sells

SPRAY WHOLE EGG

Original Cases

We are just receiving and paying duty on a direct importation of high quality Spray Whole Hen Egg, excellent color.

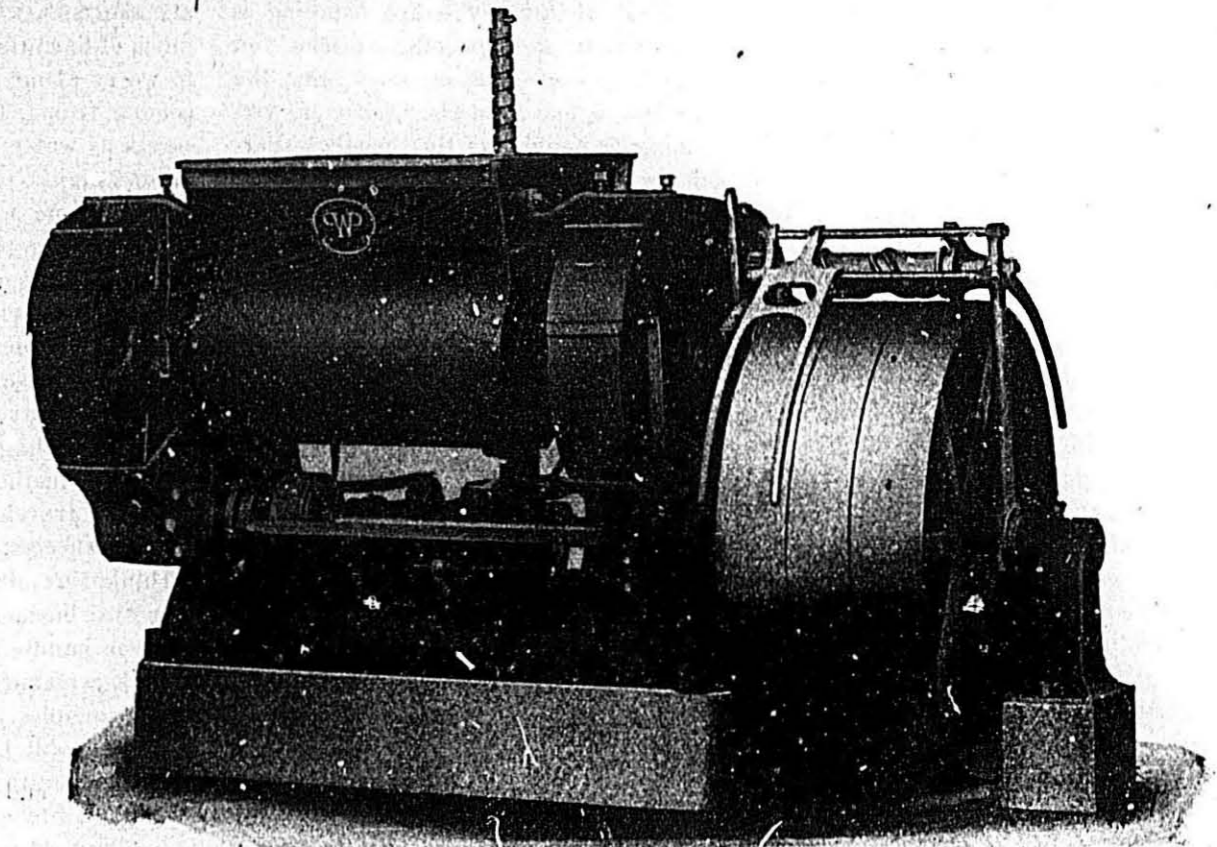
On account of our low import cost we can contract these goods on a spread delivery at less than half the replacement value.

Exclusive Egg Specialists.

THE STURGES EGG PRODUCTS CO.

New York Office
50 E. 42nd St.

Chicago Office
317 N. Wells St.



A uniform "mix"— a uniform product!

You can't make a macaroni of fine color and even finish unless your mixing and kneading methods are RIGHT.

The water is incorporated perfectly with the flour and other ingredients into a dough of uniform finish and texture.

The Universal Kneading and Mixing Machine assures a uniform mix. The mixing action is swift and thoro. No particle of material can escape the action of the blades.

Universals are at work in leading macaroni, spaghetti and noodle factories. Let us show you why.

Write our nearest office for full information.

Joseph Baker Sons & Perkins Co., Inc. - White Plains, N. Y.

Sole Sales Agents: WERNER & PFLEIDERER Machinery

NEW YORK PHILADELPHIA CLEVELAND CHICAGO SAN FRANCISCO



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

for ten cents a cake. Let us look at this for a moment as its history is recounted by W. H. Childs, the president of the company.

The product had been worked out by a soap company and a name and a trade mark chosen. Both name, "Good Friend," and trade mark were excellent. The trade mark identified and differentiated the goods from all other goods of this class on the market, and the article itself was, in the opinion of Mr. Childs, the best which was being offered. He was willing to give five thousand dollars for trade mark and formula, and the firm recently refused three million dollars for that same trade mark. Why? Simply because the trade mark has been the identifying and distinguishing means of describing the article, and educating the public to regard this abrasive soap as an individualized, noncompetitive product. Stop and think about it and you will see that it stands in a class by itself among abrasives, being of such a character that it can be used safely because "It Hasn't Scratched Yet."

Now it may be entirely possible, and doubtless is, that there are other soaps of which the abrasive quality is non-scratchable, but the size of the cake, the shape of it, the fineness of it, and the hardness of it so that it wears and does not break up in the hands of the user, all help to individualize it and to make talking points which have swelled this business to an enormous volume.

In the beginning it was seen distinctly that the product was a local one; consequently national advertising was not practical. It must be introduced locally until enough localities were saturated with the idea of the excellence of Bon Ami, that it would be profitable and practical to begin national publicity on a large scale.

Now whatever you are handling is not nearly so important as how you handle it,—granted, of course, that the article is one of merit. What are you doing to popularize this locally? Perhaps you have a line which is known nationally. If so, good and well. You have a lot to be thankful for, for a tremendous amount of money has been spent, and a lot of brains and work put in by someone who has gone ahead, and now you have the chance to cash in on this investment.

Just what is there about this product which is highly individualized, and how can you raise it into the noncompetitive field? Once you have worked this out you will have made a great stride forward. The commonplace, or even undistinguished article or class of materials, may be raised to an out-of-the-ordinary and distinguished manner of use.

Show people just where your goods are different and better, or what you sell in the way of service with the goods which will guarantee satisfaction and the best results in the use of these goods. It is the old-fashioned take-it-or-leave-it sort of a merchant who says:

"Here is what I have to offer. It's up to you whether you buy or not. If you buy, you do it at your own risk—Ab-so-lute-ly!"

People are not parting with their money on any such grounds nowadays. They will turn and walk out, or they will say courteously, "I will think the matter over"—and you don't see them any more. They want to do business with someone who will stand back of the business they do. This is what puts the "sell" into selling.

Just take the newspapers and magazines and read the advertising, and you will not be long in discovering that the firms which guarantee and offer something of outstanding excellence,

are the ones which have not felt a pinch of hard times, and have no reason to worry about where their business is coming from. Business comes just as surely as water runs down hill, or down follows night. Get that into your head.

There is no accident, chance or luck about putting the "sell" into selling. It is the result of doing what ought to be done in the right way. Lots of people blunder blindfolded along and grumble because they stumble and take the wrong path. Be wide awake; be alert; be willing to work,—and apply these two methods outlined, and you will have traveled a long way toward ultimate success.

Think this all out and apply it to your own business. Analyze the products you handle and discover just how far other manufacturers have applied these principles. Those who have seen the vision will have made it easy for you to cooperate—to cash in.

You can if you will, put the "sell" into selling—Ab-so-lute-ly!

"JUST A THOUGHT"

There is enough to know about a work there is to do to make the one who does that work an expert in his line.

To be expert means to do the work in hand the very best that it can be done.

There is pride and pleasure, as well as profit, in becoming expert in what ever we may do—and there is always room higher up for those who qualify by reaching the limit of efficiency in a given position.

The advancement and promotion which are solid and permanent, must come by degrees and those who realize their ambitions in life and business must exercise constant patience and perseverance in their endeavors.

Barnes Heads U. S. Chamber

Julius H. Barnes of Duluth, Minn., was elected president of the Chamber of Commerce of United States of America at the annual convention of that body held the middle of May in Washington, D. C. Recognized as a leader in business his successful career as head of the U. S. Grain Corporation makes him well qualified to fill this honored and responsible position as head officer of the leading businessmen's organization in the country. He succeeded Joseph H. Drefress of Chicago who was at the helm last year.

The National Macaroni Manufacturers association is a member of the Chamber of Commerce of U. S. A. and Dr. B. R. Jacobs of the Macaroni laboratory at Washington represented the alimentary paste makers as national councilor during the convention last month. Matters concerning the business interests of every section were under consideration. The happy thought, that the tide in the business depression had turned for the better, prevailed throughout the convention and the hundreds of representatives in attendance left with this feeling strongly and firm-

ly imbued in them, carrying it to their coworkers in every part of the country.

The other officers for the year just entered are: Vice president for the eastern states, A. C. Bedford of New York city; for the northern states, Thomas E. Wilson of Chicago; for the southern states, Harry Black of Galveston; for the western states, Thomas B. Stearns of Denver. Honorary vice presidents were chosen as follows: William Butterworth of Moline, Ill.; L. S. Gillette of Minneapolis; Charles Nagel of St. Louis, and A. B. Farquhar of York, Pa.

Swimming is a clean sport.

Nailing and Cleating Machines

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

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

Descriptive circulars and prices can be had for the asking.



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

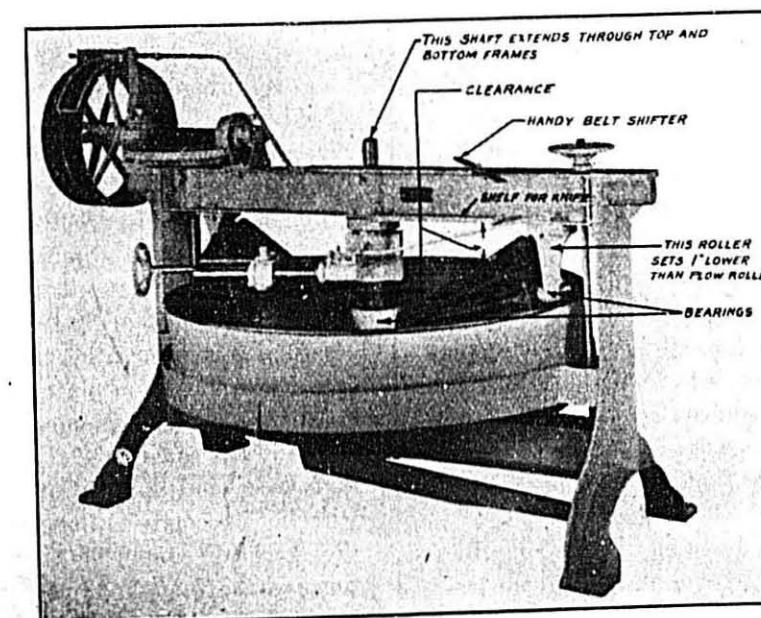
MACARONI DRYING MACHINES

Are in use all over the country.

Time of drying optional to the operator.

ROSSI MACHINES "Fool" the Weather

Do not require experience, any one can operate.



Double Action Kneader

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

Main pan shaft held at both ends will prevent giving.

Tooth of rollers partly omitted will prevent the dough clinging.

Clearance in top part of the rollers will prevent accident.

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

Knife shelf will prevent accidents.

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

A. ROSSI & COMPANY Macaroni Machinery Manufacturers 322 Broadway, San Francisco, Cal.

MID-WEST CORRUGATED WATERPROOF FIBRE BOXES

Ideal for export, for shipping commodities to wet weather districts, all goods which contain or absorb moisture or are shipped with ice.

General Offices:
18th Floor
Conway Building
Chicago

MID-WEST BOX COMPANY

Corrugated Fibre Board Products
Solid Fibre Containers



We Operate Our Own Box
Board and Strawboard Mills

Factories
Anderson, Indiana
Kokomo, Indiana
Cleveland
Fairmont, W. Va.
Chicago

FOR TRADE ASSOCIATIONS

Secretary Herbert Hoover at National Manufacturers Convention Gives Praise—Suggests Laws for Voluntary Regulation—Not "Trusts" in Any Sense—Simple System of Control Sufficient—Price Exchange to Be Avoided.

The trade association problem was the chief topic of discussion the closing day of the annual convention of the National Association of Manufacturers held early in May in Philadelphia and Secretary Herbert Hoover of the department of commerce, who led the discussion, praised the purposes of trade organizations in general, and suggested that laws be proposed and passed for their voluntary regulation. Mr. Hoover stated that he could not figure how legitimate trade bodies could come under the present trust acts which have been so beneficial in safeguarding the interests of the consuming public. He said in part:

Simple Regulation System

"Legitimate trade associations are different in many important ways from consolidations of capital. Their objects, unlike those of the 'trust,' are to lessen production and distribution costs as well as losses in industry, to increase the consumption of their special commodities, to facilitate and steady supply and to protect their rights in relation to other economic groups. A simple system of regulation and control should be devised that will promote a cordial working relationship between the group and the government. My suggestion is that there should be enacted a minor extension of the Clayton act to the effect that interstate trade associations should be permitted to file with some appropriate government authority the plan of their operations and the functions that they propose to carry on; that upon an approval of these functions as do not apparently contravene the restraint of trade acts, the associations may proceed with their operations.

Deserve Assurance of Legality

"All those who know the situation in trade associations will realize that in the main their membership comprises the smaller business and the more moderate sized business of the nation. Ninety-nine per cent of these members have but one anxiety and that is to so conduct their business that it may stand reputable in the community, as well as

before the law; and if these associations are to grow in the service that they can undoubtedly perform to our whole business and commercial fabric, the members of those associations deserve to have some assurance and confidence that they are acting within the intent and spirit of the law."

Representatives of trade associations present told of many cases where associations were of direct benefit to the public as well as the members. The

BACKBONE vs. WISHBONE

A wishbone has a suitable place in a chicken but a backbone is the more essential.

The wishbone in a man is noticeable only when he accidentally bumps his elbow, but backbone is evident in all successful men.

Wishing is a pleasant diversion but getting results is more dependant on backbone than on wishbone.

The world knows little of failures, and cares less. The world watches only the successes.

Few people care a continental for your failures. Few, if any, will help.

Don't worry over things that can't be helped but attempt things that can be done.

Don't sit around magnifying your mistakes, mourning over your blunders. Wishing, wailing and self pity will serve only to let you down lower.

Brace up. Brush up. Think up. And you will get up.

Think down. Look down. Act down. And you will stay down.

Paint your face with a SMILE. Advertise that you are a SUCCESS.

Forget failure. Think of achievement and work for it.

Whatever you THINK you are is the price the world will pay.

Believe in your own ability but be able to live or produce up to your belief.

Luck may be a factor but Backbone is the real basis to all success.

If you believe in luck, don't sit around and wait for it. Get up and go luck's way.

Notice that two thirds of Promotion consists of Motion.

Get a move on. Move your Backbone more and your Wishbone less.

Roll up your sleeves and get busy.

Success depends on Backbone, not on Wishbone.

prevailing opinion was that exchange of prices be avoided as something acceptable to illegitimate manipulation that will leave a wrong impression with government officials and with the public.

Opportunity Always at Door—Eskimo Pie Story Backs This

To the millions who are forever complaining that the world no longer affords opportunities there may be interest in the success attained by C. Nelson, son of an ordinary village confectioner of Onawa, Ia., who four years ago conceived the idea of presenting to the public the delectable tidbit known as "Eskimo Pie," a little oblong block of ice cream covered with chocolate in a process of his invention.

For four years he tried to sell the invention without success until finally he succeeded in interesting an Omaha ice cream manufacturer named Russ Stover, who recognized the great possibility in the Nelson idea, saw how he could improve the process of making chocolate adhere to ice cream, and organized a company whose success has been phenomenal.

This little sweet tooth innovation gained in popularity rapidly until today the inventor reaps approximately \$30,000 in royalty, the average royalty being 5c on every dozen cakes and the gross income from the royalties on the combination will amount to about \$500,000 in the next 12 months.

In the plant privileged to manufacture "Eskimo Pie," Nelson and his company employ men whose only duty are to check the exact number of bits manufactured and sold daily. "Eskimo Pie" is enjoying an enormous success in the central states and is similarly spreading to both coasts.

For many years Nelson had conceived the idea of dipping blocks of ice cream in chocolate, though his early experience could hardly be termed successful. When his father's candy plant failed he went from place to place endeavoring to sell his idea but everywhere it was considered ridiculous. Buffs were constant. "Cover ice cream with hot chocolate? Impossible!" was the general conclusion, even before time was given the inventor for explaining his views.

When Nelson succeeded in interesting Stover, the latter's experience taught him how to make chocolate

ice cream, and from combining their was the present popular "Eskimo Pie" is the result.

The process of manufacturing "Eskimo Pie" is apparently simple. The chocolate is heated to about 115 degrees and allowed to cool to about 90 degrees when a brick of ice cream cut into long bars is dipped into it. On first thought it would appear that the ice cream would melt and run before it could be placed in the hardened room, but contrary is the case, however. The ice cream causes the chocolate to harden. The bar is then wrapped in foil

and placed in the hardening room until ready for market.

The numerous doubters who bewail the fact that there is no further opportunity should consider the case of this obscure and youthful candy maker whose use of his father's long training in the candy business enabled him to produce the popular invention of ice cream and chocolate, that promises soon to place him and his fellow workers in the millionaire class.

Three may keep a secret if two of them are dead.

FROM "POOR RICHARD'S ALMANAC."

The family of fools is ancient. He that takes a wife takes care. Men and melons are hard to know. The sleeping fox catches no poultry. Visits should be short, like a winter's day.

God heals and the doctor takes the fee.

Let thy maid servant be faithful, strong and homely.

It's not enough plagues, wars and famines rise to lash our crimes, but must our wives be wise?



International Macaroni Moulds Co.

252 Hoyt St.

Brooklyn N. Y.

Macaroni Die Manufacturers

Ask For Our Price List.

Dependable Quality

For Complete "Semolina Satisfaction"

Prompt Service

USE

NOMCO

DURUM WHEAT PRODUCTS

FARINA
SEMOLINA
(one, two, three)

FANCY PATENT FLOUR
FIRST CLEAR FLOUR

Ask today for samples and quotations

NORTHERN MILLING COMPANY

Wausau, Wisconsin

DURUM RECEIPTS FOR APRIL

In substantiation of opinions freely expressed by most of the durum millers, that the greater portion of the 1921 crop of durum has already been marketed, the report of inspectors covering carload receipts of various grades of durum for April shows a remarkable decrease. Figures issued by the secretary of agriculture on reports made by inspectors licensed under the U. S. grain standards act would indicate that the spring rush occurred during the months of February and March, the April receipts being approximately half those of the previous month.

Amber Durum

Amber durum, which is in great demand among the macaroni manufacturers, was relatively scarce, only 775 carloads of all grades reaching the various primary markets in April as compared with 1344 carloads in March. An idea of the preponderance of amber durum in the 1921 crop over that of the crop of 1920 is obtained by comparing the receipts for the 10 months of the crop year beginning July 1. In the 10 months ending May 1, 1922, a total of 18,023 carloads was reported as against only 10,506 carloads for the 1920 crop.

Only 36 carloads of the April receipts grade No. 1. Of these 24 went to Minneapolis and 7 to Duluth, the remainder scattered. No. 2 amber was most plentiful, 422 carloads being reported for the month. Of these 151 carloads went to Duluth, 134 to Minneapolis, 65 to Philadelphia and 50 to New York. The reports show that 212 carloads graded No. 3, of which 90 were received at Duluth, 62 at Minneapolis and 34 at New York. A total of 105 carloads graded below No. 3.

Durum

The good grade of durum has practically all been marketed as we can judge from receipts for April when only 275 carloads were reported, mostly of inferior grades, as compared with 407 carloads in March. The total received for the 10 months of 1921 crop year was 6141 carloads as compared with 4803 for the same period in 1920 crop year.

Only 4 carloads of durum received graded No. 1 and were scattered among 4 shipping centers. Seventy-six carloads of the receipts graded No. 2, and of these 53 went to Duluth. A total of 77 carloads graded No. 3 and of these

51 went to Duluth. The lower grades of durum were very plentiful, a total 118 carloads grading under No. 3.

Fire Destroys Silver Creek Plant

Fire of unknown origin destroyed the plant of the United States Macaroni company, sometimes known as the Silver Creek Macaroni company, of Silver Creek, N. Y., the morning of May 14. Fire was discovered at 2:30 a. m. and had gained so much headway when the firemen arrived that little or nothing could be saved. Loss on the property was estimated at about \$7,000, not including the machinery, equipment, raw materials and finished stock on hand. Observers believe that fire was due to dust explosion or to combustion. It has not yet been definitely agreed whether the owners will rebuild.

Mill Wins Suit

In the case of Yerxa, Andrews & Thurston, Minneapolis, vs. the Randazzo Macaroni Mfg. Co., St. Louis, the plaintiffs were awarded the full amount sued for, plus interest for 1 year, amounting in all to \$7,034.69.

This was a case involving attempted repudiation of contract. The mill entered into a contract with the St. Louis concern on Oct. 5, 1920, for 3,000 bbls. No. 2 Star semolina. The buyers accepted 3 cars, or 970 bbls. in all. The buyers claimed that the flour in 2 out of the 3 cars shipped was not up to contract, and refused to order out the remainder. In the meantime the market had dropped 46½¢ bu.

The trial lasted 4 days, and the jury awarded verdict to the plaintiffs for the entire amount asked for. The flour

was sold under the Hoidale contract Northwestern Miller.

Wins Third Suit of Series

A verdict in favor of the Oneida County Macaroni company at Utica, N. Y., was returned by the jury in a general court against the Fire Association of Philadelphia, which had refused to pay insurance claimed to be due to the macaroni company because of the destruction of its plant 2 years ago. The award was \$5,190.80 and the verdict refutes the charges that fire was incendiary and known by owners to be or that there was any inefficiency in plant operation. Several other suits are pending in different courts. The insurance company in this suit asks for delay in execution of judgment pending appeal.

Sees Boom in Southwest

T. G. Smart of Muskogee, Okla., for 3 years acted as salesman for the Fassino Bros. Macaroni Factory at Allister, Okla., but who is no longer connected with the macaroni game, and, while subscribing for it, advanced indications are that the macaroni business in Arkansas, Kansas, and Oklahoma is due to spurt this summer and fall. He has found a wonderful increase in the demand for macaroni products among the families who have recently learned to use this food stuff daily. This optimistic report from that section should cheer the trade, if this is true of the southwest, and sincerely hope it is, the same would naturally be true of the entire country now slowly reaching normal conditions.

Take everybody's advice—then do your own.

HAVE YOU THE GOODS?

Reliable and dependable machinery, raw materials of quality, and all other supplies used by manufacturers of Alimentary Pastes, moderately priced, and given a reasonable amount of publicity through the Columns of THE NEW MACARONI JOURNAL will surely bring the buyer and the seller together in the most economical manner.

We have the circulation medium in an industry with abundant buyers. If you have the goods, let us help connect you with this big market.

ADVERTISE THEM NOW
THE MACARONI JOURNAL, BRAIDWOOD, ILL.

The Choice of the Macaroni Manufacturers for 1922.

The Annual Convention at Niagara Falls

June 22-23-24.

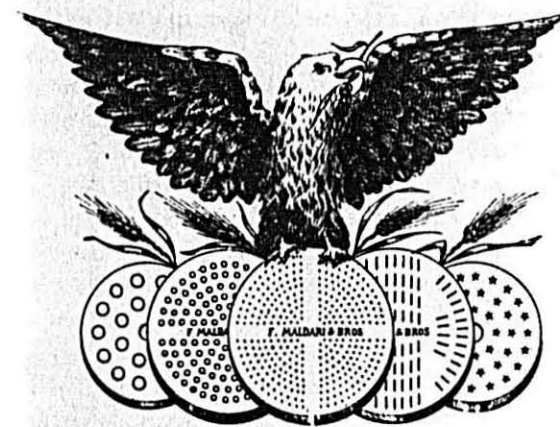
and

Maldari's Insuperable Bronze (Solid) Dies

with removable pins.

When you come to the convention, PACK UP your "DIE TROUBLES" and bring them with you.

We will help you get rid of them.



F. MALDARI & BROTHERS

Established 1903

127-29-31 Baxter Street

NEW YORK CITY

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"

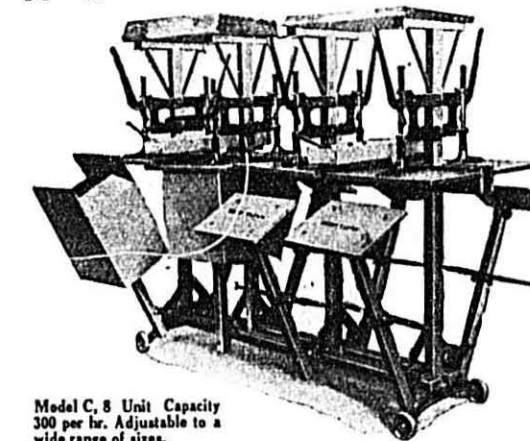
New York

CHICAGO BOSTON LOS ANGELES TORONTO
Norfolk Atlanta Cincinnati Detroit Pittsburgh
WAREHOUSES

LIGHTNING BOX SEALER

Patented Nov. 5—1918.

Most Efficient, Simple and Economical
Method of Sealing Corrugated and Solid Fibre
Shipping Containers.



Model C, 8 Unit Capacity
300 per hr. Adjustable to a
wide range of sizes.

Model C, 8 Units

\$180

Model C, 4 Units

\$100

Write us for Descriptive Literature, Etc.

McStay Machine Company

MANUFACTURERS

3040 East 5th. St. Los Angeles, U. S. A.
Or Ashtabula Corrugated Box Co., Ashtabula, Ohio

Grain, Trade and Food Notes

European Wheat Now in Good Condition

The condition of the winter wheat crop is generally fair in western Europe and good in central Europe, according to advices received by the United States Department of Agriculture. Warmer weather is needed to aid growth in France and Great Britain. The area sown in Italy is 288,000 acres less than last year but 510,000 acres more than the last 5-year average. The crop is up to the average in Egypt but rain is needed in Algeria, Tunis, and Morocco. Very little winter killing is reported in Canada. The first estimate of wheat production in British India is 365,235,000 bus. which is 140.4 per cent of the corresponding estimate for 1921, and also above the 5-year average (final estimates) which was 346,737,000 bus. It is expected that the Argentine production will exceed the original official estimate of 154,873,000 bus. Recent reports indicate that production in Australia will probably not equal the early official estimate of 134,184,000 bus. More detail information is contained elsewhere in this issue.

King Midas Milling Company

The Shane Bros. & Wilson company, Inc., of Minneapolis at a meeting of the stockholders last month decided upon a change of name and will henceforth be known as the King Midas Milling company. The action of the stockholders was prompted by two very good reasons: First, to avoid embarrassing confusion with a Philadelphia company of the same name with which the Shane Bros. & Wilson company, Inc., is in no way connected or affiliated. Second, to tie up the company with its leading brand of flour, the well known King Midas brand. Little or no change was made in the organization, William Fulton being reelected president of the firm whose business is now being conducted under the new name.

Study Wheat Rust in Europe

In an effort to save to the wheat growers of Minnesota an annual loss of approximately \$5,000,000, a thorough study is to be made of fights being made in foreign country against rusts that during the past 10 years have reduced the yield almost 20 per cent in the northwest. The survey is to be carried out under the supervision of the

federal department of agriculture. Professor E. C. Stakeman, plant pathologist for the University of Minnesota, will spend the summer months in Europe studying conditions in the various wheat fields on that continent in an effort to learn what is considered the best methods for prevention of rusts in spring wheats. He will note the fight being waged in different sections, reporting his observations to the government grain bureaus on his return next September. Durum, which is more rust resistant than the ordinary spring wheats, is being favored by many growers to the detriment of bread wheats for which Minnesota has ever been famous. Hence the intense interest manifested by the university of that state in this rust survey.

Alberta Wheat Acreage

Alberta's wheat acreage this season will be approximately 10 per cent larger than in 1921. A total wheat acreage of 3,875,800 is indicated, and with the ideal spring seeding weather which has prevailed for the past few weeks this figure may be increased when all reports are received. Farmers in the southern districts of Alberta are enjoying better prospects for a good crop this season than for many years, plenty of moisture being reported from almost every district which in the past few years knew little precipitation.

Larger Grain Crops in Chile

The production of wheat in Chile for 1921-22 is placed at 23,883,000 bus., according to a report from the American consul at Concepcion. This is an increase of about 4,000,000 bus. over the 1920-21 crop.

Sweden Increases Winter Wheat Crop

The production of winter wheat in Sweden for 1921 was 11,219,000 bus., compared with 9,284,000 bus. in 1920, according to the Swedish official crop publication. - The area planted was about the same in both years, but the yield per acre in 1921 was a little more than 38 bus. per acre compared with a yield of about 32 bus. in 1920.

No Grain Exports from Russia

Russia will not be in a position to export grain for at least 5 years, according to a report received from a special representative of the department of commerce in Milan, Italy. This report

emphasizes the fact that under the of prewar conditions, especially during the period from 1909 to 1913 when aggregate yields of wheat and rye were very good, the exports of these crops taken together did not exceed 10% of their total yields. In other words, approximately 90% of the total quantity of wheat and rye produced in Russia was required for home consumption. The occupation of the large estates by the peasants and the grain requisitioning policy followed is said to have resulted in a considerable reduction of the area devoted to the various crops. It has been conservatively estimated that it will require at least 3 years to restore live stock and farm equipment to prewar conditions. It should however, be remembered that before Russia can be in a position to export any considerable quantities of wheat and rye a surplus over and above the country's food and seed requirements will first have to be produced and accumulated.

Winter Wheat Forecast

About 584,793,000 bus. of wheat for the winter crop is the May 1 forecast of the crop report board of the U. S. Department of Agriculture. This figure is 0.4% less than the harvested winter wheat crop of 1921, 4.2% less than the crop of 1920, 23.1% less than the crop of 1919, but 9% more than the average crop of the past 10 years. The outlook of the crop will probably be above or below this forecast according to whether or not the change in conditions from May 1 to harvest time is above or below the average change. The abandonment of winter wheat acreage since the preliminary estimate of acreage, made as of Dec. 1, 1921, amounted to 6,446,000 acres, or 14% of the acreage planted last autumn. This reduction leaves 38,131,000 acres remaining to be harvested, according to the May 1 forecast, compared with the 42,702,000 acres harvested last year, a reduction of 4,571,000 acres, or 10%. The average harvested acreage for the past 10 years stands at 36,789,000 acres.

Production of Wheat in Switzerland

In 1921 amounted to 4,836,000 bus. from 157,000 acres. The production of rye amounted to 1,559,000 bus. from 49,000 acres. These figures are close to the average yearly production for the past 5 years.

ELMES

CHICAGO
"SINCE 1861"

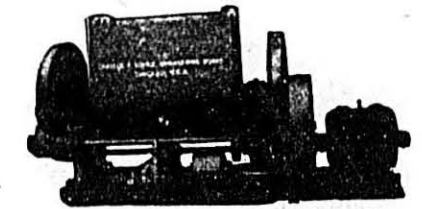
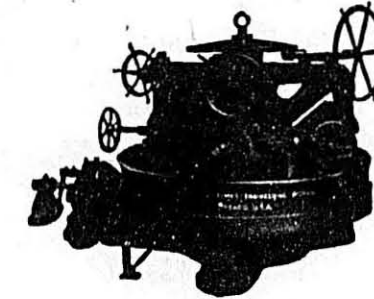
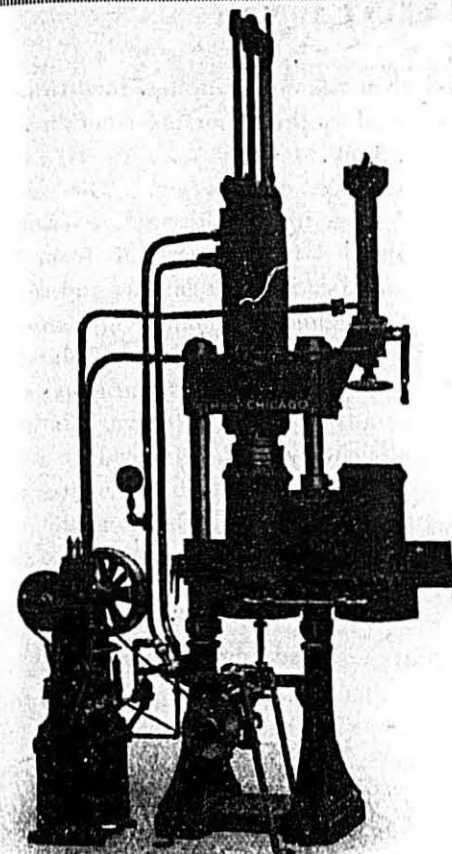
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FOR THE MANUFACTURE OF

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ADVANCED METHODS
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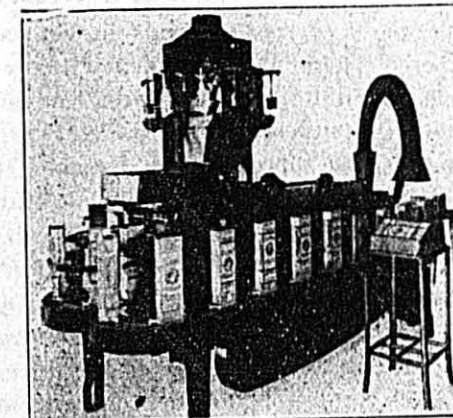
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CHICAGO, U. S. A.
INC. 1895

Ferguson Sealer

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



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

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

Mfg. by

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Joliet, Ill.

Our Specialty

Satisfactory
WOODEN MACARONI
BOX-SHOOKS

Cheraw Box Company, Inc.

7th and Byrd Streets
RICHMOND, VIRGINIA.

Notes of the Industry

Advertising Facts Well Worth Knowing

Can you use this in advertising? That is the query put by Dr. B. R. Jacobs, director of the National Cereal Products Laboratories at Washington, D. C.

Statistics show that the death rate more than doubles between the ages of 20 and 40 and that at 60 it is two and a half times what it is at 40. What actually causes this physical decline or rapid mounting of death rate? Primarily it is diet, excesses and deficiencies. (Have you the courage and intelligence to correct the conditions which prematurely age and impair your capacity to live, to be happy and to do your work.)

Supply your body with simple nutritious food in proper quantities.

Get the MACARONI habit. MACARONI gives the highest food value at smallest cost. It is always TEMPTING! SATISFYING! WHOLESOME! Ask your GROCER.

Making Just Ordinary Macaroni?

The standards established by the U. S. Department of Agriculture are minimum standards. Forget them. Make your product of the highest quality raw material available. Tell your customers that YOUR MACARONI is first of all, clean; second, nutritious; third, economical. Put it into a package where its superior qualities will be retained. Put your NAME on the PACKAGE and sell it as YOUR product. Stand behind it. Do not shirk responsibility either for the QUALITY or QUANTITY of the MACARONI you sell.

Now, as never before, profits must come from reduction of wastes and costs through improvements in management and through the direct efforts of the executives themselves.

Are you getting the most for your money in purchasing your raw material? Is the flour or semolina the highest grade obtainable for the price you pay? Are your egg products pure and unadulterated? Do you know that you are buying the best?

You should establish a regular system of purchasing and inspection. You should have rendered to you regularly reports of the grade and quality of the material entering into the composition of your product. You cannot talk

quality products unless you have quality raw material and regular inspection of your methods and premises.

These laboratories were established primarily for the purpose of helping you to determine these things in a most economical way. We have the equipment, the personnel, and the experience to render such service. Write to us and we will show you the way to have confidence in your product and to pass this on to your selling force and the ultimate consumer. Confidence begets confidence.

Permit Exportation of Pastes

That the Italian customs have been authorized to permit export of alimentary wheat pastes, whether or not prepared from imported grain, is verified by a radio message received at the Italian embassy. Under the regulation in force prior to this last order manufacturers of macaroni, spaghetti, etc., were permitted to export their products only if made from imported grains, the object being to provide employment not only for the alimentary paste manufacturers but for the millers also, as in most cases, especially with large producers, the miller is also the manufacturer.

Reexportation of Foreign Macaroni

The reexportation of macaroni, vermicelli and all similar preparations took on quite a spurt last March when a total of 3086 lbs., being valued at \$392, were reshipped from various ports of our country, according to monthly summary of foreign commerce issued by the United States department of commerce. This is a considerable increase over the quantity reshipped in March 1921, the total for that month being 1171 lbs. worth \$128. The decrease in the amount and value of these preparations entering into reexportation business is most notable when figures for the first 9 months of the year ending March 31, 1921, are compared with a similar period ending March 31, 1922. A total of 64,500 lbs. valued at \$8,338 was exported during the period in 1920-21 as against only 18,355 lbs. valued at \$2,268 for the same period ending March 31, 1922.

The reduction of this business is attributed to two causes: the filling of these orders with American made productions by our exporters and the bet-

terment of shipping facilities, which enables the exporting countries to ship direct to concerns formerly supplied through exportation. The foods referred to in this article were first shipped to this country from Europe and Asia in large cargoes and reshipped to neighboring countries in smaller shipments. At the close of March there remained in various warehouses of the country 14,797 lbs. of various kinds of alimentary paste invoiced at \$349, the records for the month showing that withdrawals had been made by importers from various warehouses at the ports of entry in that month.

Redding Paste Factory

The city of Redding, Calif., is to have a macaroni and spaghetti plant by early fall according to Joseph Mercieri of Redding and E. Venuti of San Francisco, who are to head a manufacturing company now under organization. The promoters have leased a 2-story brick building at Shasta and California streets and plan to remodel the building to make it suitable for the manufacture of this foodstuff so popular on the Pacific coast. New machinery and modern equipment are to be installed, an appropriation of about \$10,000 having been set aside to meet the expenditures for this purpose. The new enterprise is to be known as the Redding Macaroni Factory and production is expected to begin by late summer.

French Macaroni

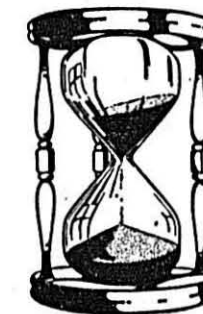
Prices of foods in France are still high owing to heavy taxes and high duties still collected for government purposes. Macaroni and spaghetti sold at approximately 1 franc, 50 centimes for a French pound on May 1. This price is nearly double the normal cost per pound of this foodstuff that the French people are so fond of and the common people of the country are most seriously affected by this continued high range of food prices.

Asks Bonus on Caruso Brand

Alleging that through his efforts the Atlantic Macaroni company of Long Island City, N. Y., obtained permission to use the name of the famous Italian tenor as a brand name for its macaroni and spaghetti, M. Sisca of New York city has started suit against the company to recover \$150,000, plus in-

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.

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NEW YORK OFFICE:
F 7 Produce Exchange

BUFFALO OFFICE:
31 Dun Building

BOSTON OFFICE:
88 Broad Street

PHILADELPHIA OFFICE: 458 Bourse Bldg.

PORT HURON, MICH. OFFICE, 19 White Block

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



WE ARE specialists in the making of Bronze and Copper Moulds, using nothing but the best materials and workmanship.

Our Bronze Moulds with Patented Kleen-E-Z removable pins are second to none now on the market. They turn out smooth, uniform, velvety products. Once tried you will use no other.

We are efficiency experts in repair work of every description in this line. Are your moulds and pins giving you entire satisfaction? If not, look them over and give us a chance to repair them and put them on an efficiency basis. The ultimate saving to you in costs of wastes, etc., will be immeasurable.

Let us hear from you today.

ALL WORK GUARANTEED.

Frederick Penza & Co.
285 Myrtle Ave., BROOKLYN, N. Y.

To Noodle Manufacturers:

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

WHOLE EGG POWDER—

Guaranteed to comply with Government regulations.

Manufactured by spray process, guaranteeing solubility.

Made from Spring laid egg, insuring dark sweet yolks.

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

terest from August 1917, as a fair compensation for his efforts. Sisea alleges that he was approached by officers of the firm with a proposition that he use his efforts to get the consent of the well known tenor, Enrico Caruso, for use of his name and that, because of his personal acquaintance, this consent was obtained. The macaroni company immediately started an extensive advertising campaign with the result that this particular brand became most popular and brought to its manufacturers some large profits. He figures that the amount being sued for fairly represents what he claims as his share of this good business. The company is putting up a strong defense and the outcome is being curiously watched by the macaroni industry.

Macaroni Maker Dies

Lorenzo Simonetti, president and chief owner of the Flower City Macaroni company at 429 State st., Rochester, N. Y., died suddenly the morning of May 2 following a short illness. Mr. Simonetti had gone to Clifton Springs, N. Y., in the hope that his health would be improved, but without success. Besides a wife, one son and one daughter are left to mourn his sudden loss. Deceased was 50 years old at time of death, most of his life having been spent in following his profession as an expert manufacturer of alimentary paste. For 27 years he was a resident of Rochester and for many years was the principal owner of the plant which he owned at the time of his death.

Oneida Company Wins Suit

The Oneida County Macaroni company of Utica, N. Y., was awarded \$2,048.33 in its suit against the Newark Fire Insurance company at Utica, N. Y., last month to recover loss sustained by fire in August 1919. Several similar cases are pending in the supreme court. All are based on losses claimed to have been sustained in the same fire and it is expected that the decision in this case will greatly influence others yet to be heard. The insurance companies contested the claim on the grounds that the fire was evidently of incendiary origin. The macaroni company does not deny that fire was probably set but its officers disclaim any attempt on their part to burn the plant, blaming it on unknown enemies of the concern. While the company sued for \$2,500 against this particular company it is

seeking to recover the entire amount of insurance, about \$70,000 on the building, equipment and stock. Nine other insurance companies are named in the various suits still on the calendar.

Keene to Manage Package Group

C. R. Keene, for 7 years advertising manager for the Calumet Baking Powder company of Chicago, has been appointed business manager for the newly formed group of macaroni manufacturers whose output is generally sold in packages. It is the purpose of this group to popularize macaroni, spaghetti and noodles in package form and the experience of Mr. Keene as an advertiser is expected to serve him well in this campaign. The new group will be known as the American Package Macaroni association and will have headquarters in Chicago. This group will consist of a limited number of members, the membership being based on quality of product, sanitary methods of manufacture and delivery of products in recognized standard sanitary packages.

Peculiar Natal Custom

In accordance with a recognized ancient custom among Chinese in every part of the world, a ceremony similar to baptism is conducted following the birth of every Chinese baby. In the ceremony all the hair of the child, who has attained the age of one month, is shorn and then all the friends come to pay homage to the little one. Feasting is a chief feature of the ceremony which usually last all day and long into the night. Such a ceremony was recently held at the Elite Noodle cafe in Spokane, Wash., the guests being so numerous as to require that they be entertained in parties. Chinese noodles was the principal foods served, being somewhat connected with the ancient ceremony.

New Plant for Pueblo

L. S. Bressler, manager for the Purity Bread company of Pueblo, Colo., has purchased machinery and equipment for his new macaroni and noodle plant to be erected in that city. He recently completed an inspection trip through the northern and eastern states during which he visited many of the leading plants of the country and also purchased a large hydraulic press for installation in his plant now in process

of erection under the supervision of William Stickney, Pueblo architect. Mr. Bressler expects to have his new plant in running order about August. As now planned about 8,000 square feet of space will be devoted to this industry, which he thinks will blend well with his bakery business.

Famous Singer Prefers Spaghetti

People are generally interested in the likes and dislikes of stage stars and many are influenced by the inclination of their favorites in the movies or the operas. Caruso's liking for macaroni did much to popularize that food among the ardent admirers of the world famous tenor. Now Alma Gluck, another leading star in the opera of the country, lets it be known that she prefers spaghetti and even offers her favorite recipe, which deals specifically with the preparation of the all essential proper sauce that makes this food appetizing and so satisfying when prepared in the good Italian way which Americans have not yet learned to imitate as generally as the manufacturers wish they would.

Alma Gluck's Spaghetti—This calls for onions, 1 quart of tomatoes, 1 pound of spaghetti, salt, pepper, and paprika.

Slice the onions and fry them slowly until they are tender and brown (not dry). Add the tomatoes, seasoned highly, and let them simmer slowly on the back of the stove for 3 to 4 hours, adding a little water occasionally. This makes a thick paste.

Three quarters of an hour before serving drop the spaghetti into boiling, salted water and cook 25 minutes, then strain. Into a round deep dish put several alternate layers of spaghetti, sauce and grated cheese, ending with the cheese.

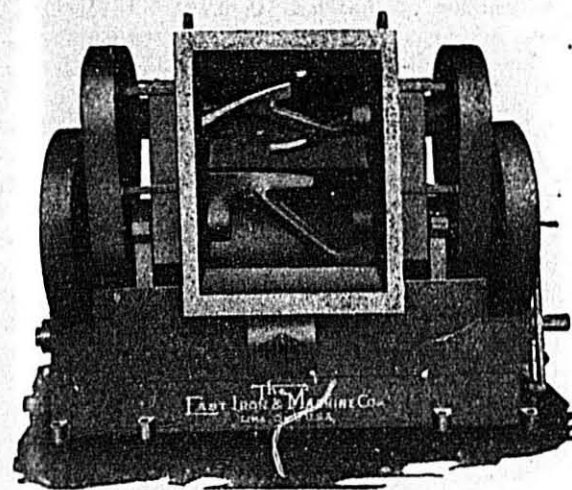
New Salesmanager for Noodle Firm

G. D. Crates of Lakewood, suburb of Cleveland, has accepted a position as salesmanager for the Pfaffmann Egg Noodle company of Cleveland, effective June 1. Mr. Crates was for 10 years district salesmanager for the Ohio Match company and his years of training in that position qualify him for his new duties. His genial and affable manner and his wide circle of business acquaintances will stand him in good stead in his new position.

None preaches better than the one who has been wronged and she says nothing.

If you would be revenged on your enemy, govern yourself.

Keep your eyes wide open before marriage and half shut afterwards.



"EIMCO"

Mixers and Kneaders

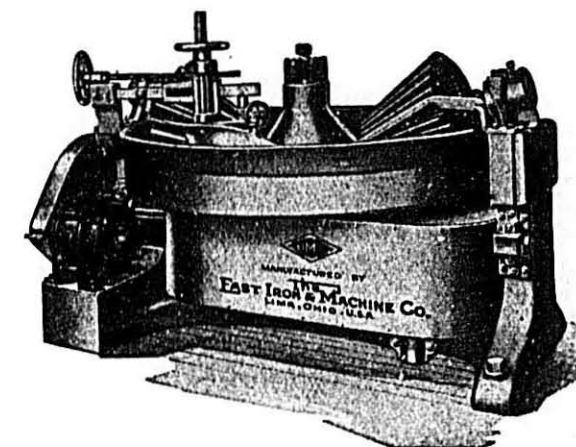
Insure Uniformity, Color and Finish

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

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

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

Ask us for bulletin and photos.



The East Iron & Machine Co.,

Main Office and Factory, Lima, Ohio.

Made to Satisfy Packer, Jobber and the Retailer.



Solid Fibre
or
Corrugated Fibre
Shipping Containers

Made by

ATLAS BOX CO.

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Walsh - Paper

Lining and Package
Papers for the
Macaroni trade.

When in the market ask us
for prices and samples, stating
sizes and quantities
usually ordered.

The Walsh Paper Company

Manufacturers

Cuyahoga Falls,

Ohio

Misbranding

10047. Misbranding of alimentary pastes. U. S. * * * v. 26 Cases and 189 Cases of Alimentary Pastes. Consent decrees of condemnation and forfeiture. Products released under bond. (F. & D. No. 14964. I. S. Nos. 10521-t, 10522-t. S. Nos. W-956, W-958.)

On June 7, 1921, the United States attorney for the District of Nevada, acting upon a report by the Secretary of Agriculture, filed in the District Court of the United States for said district libels for the seizure and condemnation of 26 cases and 189 cases of alimentary pastes, at Reno, Nev., alleging that the articles had been shipped by the Roma Macaroni Factory, San Francisco, Calif., on or about May 2 and 13, 1921, respectively, and transported from the State of California into the State of Nevada, and charging misbranding in violation of the Food and Drugs Act, as amended.

Misbranding of the articles was alleged in substance in the libels for the reason that they were food in package form, and the quantity of the contents was not plainly and conspicuously marked on the outside of the packages. Misbranding was alleged in substance for the further reason that the respective articles were imitations of, and were offered for sale under the distinctive names of, other articles, in that the said articles were alimentary pastes made from flour. Misbranding was alleged in substance with respect to certain lots of the articles for the further reason that the respective statements, "Net weight 50 pounds," "Net weight 40 pounds," "Net weight 25 pounds," or "Net weight 20 pounds," borne on the cases containing the said lots, deceived and misled the purchaser into the belief that each of the said cases contained 50 pounds, 40 pounds, 25 pounds, or 20 pounds, as the case might be, of the respective articles, whereas, in truth and in fact, each of the said cases did not contain the amount stated on the said cases but did contain a less amount. Misbranding was alleged in substance with respect to a portion of the said articles for the further reason that the statement on the label of the case containing the same, to wit, "Semolina," was false and misleading in that the contents of the said cases was not Semolina; but consisted in part of alimentary paste artificially colored.

On August 27, 1921, the Roma Macaroni Factory, San Francisco, Calif., claimant, having consented to a decree, judgments of condemnation and forfeiture were entered, and it was ordered by the court that the products be released to said claimant upon payment of the costs of the proceedings and the execution of bonds in the aggregate sum of \$1,500, in conformity with section 10 of the act.

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

10073. Adulteration and misbranding of egg noodles. U. S. * * * v. Masaichi Ishikawa (Denver Noodle Factory). Plea of guilty. Fine \$5 and costs. (F. & D. No. 14527. I. S. No. 10256-t.)

On May 31, 1921, the United States attorney for the District of Colorado, acting upon a report by the Secretary of Agricul-

ture, filed in the District Court of the United States for said district an information against Masaichi Ishikawa, trading as the Denver Noodle Factory, Denver, Colo., alleging shipment by said defendant, on or about July 27, 1920, in violation of the Food and Drugs Act, as amended, from the State of Colorado into the State of Utah, of a quantity of egg noodles which were adulterated and misbranded.

Analysis of a sample of the article by the Bureau of Chemistry of this department showed that it contained little or no egg.

Adulteration of the article was alleged in the information for the reason that a substance, to wit, an alimentary paste containing little or no egg, had been substituted for egg noodles, which the article purported to be.

Misbranding was alleged for the reason that the boxes containing the article bore a statement, to wit, "Egg Noodles," regarding the said article and the ingredients contained therein, which was false and misleading in that the said statement represented to the purchaser thereof that the article was egg noodles, whereas, in fact and in truth, it was not egg noodles, but was a product containing little or no egg. Misbranding was alleged for the further reason that the article was a product composed practically wholly of an alimentary paste, prepared in imitation of egg noodles, and was offered for sale under the distinctive name of another article, to wit, egg noodles. Misbranding was alleged for the further reason that the article was food in package form, and the quantity of the contents was not plainly and conspicuously marked on the outside of the package.

On July 5, 1921, the defendant entered a plea of guilty to the information and the court imposed a fine of \$5 and costs.

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

10134. Misbranding of alimentary paste. U. S. * * * v. Joseph Sciales and Marlon Costa (Sciales Grocery Co.) Dismissed as to Marlon Costa. Plea of guilty by Joseph Sciales. Fine, \$25 and costs. (F. & D. No. 14520. I. S. No. 3808-t.)

On May 26, 1921, the United States attorney for the Eastern District of Missouri, acting upon a report by the Secretary of Agriculture, filed in the District Court of the United States for said district an information against Joseph Sciales and Marlon Costa, copartners, trading as the Sciales Grocery Co., St. Louis, Mo., alleging shipment by said defendants, on or about May 21, 1920, in violation of the Food and Drugs Act, as amended, from the State of Missouri into the State of Illinois, of a quantity of alimentary paste which was misbranded.

Misbranding of the article was alleged in the information for the reason that it was food in package form, and the quantity of the contents was not plainly and conspicuously marked on the outside of the package.

On October 22, 1921, the action against Marlon Costa having been dismissed, Joseph Sciales entered a plea of guilty to the information, and the court imposed a fine of \$25 and costs.

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

10143. Adulteration and misbranding of noodles. U. S. * * * v. The American Beauty Macaroni Co., a Corporation. Plea of guilty. Fine, \$5 and costs. (F. & D. No. 14365. I. S. No. 2831-r.)

On May 31, 1921, the United States attorney for the District of Colorado, acting upon a report by the Secretary of Agriculture, filed in the District Court of the United States for said district an information against the American Beauty Macaroni Co., a corporation, Denver, Colo., alleging shipment by said company, on or about October 7, 1919, in violation of the Food and Drugs Act, as amended, from the State of Colorado into the State of New Mexico, of a quantity of egg noodles which were adulterated and misbranded. The article was labeled in part: "American Beauty High Grade Egg Noodles Manufactured and Guaranteed By The American Beauty Macaroni Co. * * *"

Analysis of a sample of the article by the Bureau of Chemistry of this department showed that it was an alimentary paste containing about 3 per cent of dried egg and that it was short weight.

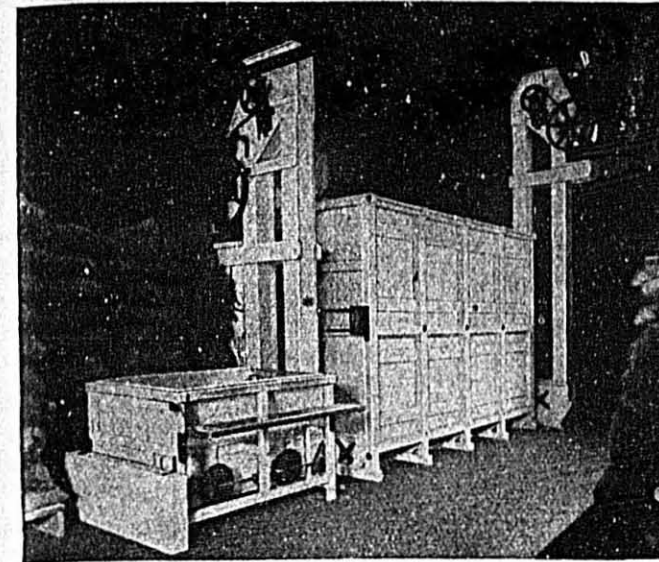
Adulteration of the article was alleged in the information for the reason that a substance, to wit, an alimentary paste containing little or an insufficient amount of egg, had been mixed and packed therein so as to reduce and lower and injure and affect its quality and strength; for the further reason that a substance, to wit, egg yolks, had been substituted wholly in part for whole egg noodles, which the article purported to be; and for the further reason that a valuable constituent of said article, namely, egg albumen, had been wholly or in part abstracted.

Misbranding was alleged for the reason that the statements, to wit, "High Grade Egg Noodles," and "Net Weight 40 pounds" borne on the cartons containing the article and the ingredients and substances contained therein, were false and misleading in that the said statements represented that the article consisted wholly of egg noodles and that the cartons contained four ounces net thereof, and for the further reason that the article was labeled as aforesaid so as to deceive and mislead the purchaser into the belief that it consisted wholly of egg noodles, whereas, in truth and in fact, the article did not consist wholly of egg noodles but did consist wholly or in part of an alimentary paste which contained little or no egg, and the said cartons did not contain four ounces net of the said article but did contain a less amount. Misbranding was alleged for the further reason that the article was food in package form, and the quantity of the contents was not plainly and conspicuously marked on the outside of the package.

On July 5, 1921, a plea of guilty to the information was entered on behalf of the defendant company, and the court imposed a fine of \$5 and costs.

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

He that want, should not play P



your flour, and thereby guarantees a dough that is free from all foreign matter.

With the Champion Automatic weighing hopper there is no guess work. It will weigh flour accurately.

We will cheerfully furnish Blue-prints or drawings of a layout for you requirements if you will send us a sketch of your building, giving the height of the ceiling, etc., also give the capacity desired.

CHAMPION MACHINERY CO.,

JOLIET, ILL.

COMMANDER

Semolinas Durum Patent and First Clear Flour

Milled from selected Durum Wheat exclusively. We have a granulation that will meet your requirements.

Ask For Samples

Commander Mill Company
MINNEAPOLIS, MINNESOTA

For Sale

Two (2) Elmes Horizontal Macaroni Presses for 15-inch dies. Complete with operating valves, variable speed drives, etc.

Two (2) Elmes Motor-Driven Kneaders with 91-inch pans, 11½-inches deep.

Two (2) Elmes Semolina Mixers.

These machines are new, having never been used and are offered at an attractive price.

Address "A. G." c-o Macaroni Journal,
Braidwood, Illinois.

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

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LET DATA NOT DISMAY

Wherein It Is Shown How Manufacturer Instead of Being Overwhelmed at an Array of Figures May Beat Them Into Line for His Own Use by Simple Method.

Discussing the Survey of Current Business in an article on statistical service for business men in Commerce Reports, Frank M. Surface, in charge, says that many successful business men are appalled at an array of statistics. In the past they have managed their affairs without recourse to such matters, while the recent period of depression has forced many of them to take account of these aids for the first time. There is nothing difficult about understanding ordinary business statistics. In the use of statistics there is no need for a knowledge of higher mathematics. In fact 15 minutes of careful study ought to be sufficient for any intelligent man to master all that he needs to know about the methods used in compiling ordinary business statistics.

Not Learned Use

On the other hand there are many men who understand what these figures

mean but who nevertheless have not learned to use them constructively in their business. The question of how to use statistics properly is one which needs to be brought home to more men. This subject can be only touched upon here, but it should be made clear that this is a matter which each business concern must work out for itself. The department of commerce is attempting to make the information available, but it cannot apply this information to an individual business.

Try Graph Method

One of the most satisfactory methods of making constructive use of statistics is by means of properly constructed graphs. Take for example the question of production. The curve of the total production of the industry should first be plotted on a suitable scale, and against this the manufacturer can plot his own production, using, if necessary, a different scale. A comparison of these two lines, if they are properly plotted, reveals to him at once whether his own production curve is following the trend shown by the industry as a whole. If his curve is increasing, while that of the industry is declining, and this is shown to be on a sound basis by the state of his order books, he may congratulate himself, but he will do well to study carefully those methods or those special conditions which have led to this fortunate result. Such information may be useful in the future. On the other hand, if his curve is steadily declining while the production of the industry is increasing, it suggests that his organization needs examining to discover where the trouble lies.

Distribution Comparison

If a similar comparison can be made with regard to distribution, especially distribution by districts, it affords him the very best check on the activity of his salesforce. Comparisons of this kind soon suggest others, such as stocks, orders, etc. Another step comes with the utilization of more figures from within his own organization. Curves showing changes in the cost of production, in the stocks of various kinds of raw materials, and in dozens of other items, soon lead to better knowledge of his own business, to the elimination of unnecessary waste, and to better profits.

Industry's Toll to Illness

Casual figures used in a special or isolated instance are rarely impressive. Even the most ardent statistical mind

will receive rather a languid impression from a statement of the percentage of illness among the employees of given industrial plant, or even of given industry.

But when these figures are massed the result is frequently so stupendous as to stagger the imagination. That we are hardly thrilled by the computation of a large western corporation employing continuously 1282 office workers that the average clerk loses 8.15 days a year through illness.

But when we are told that the 4,000,000 men and women workers employed in the United States probably on the average lose more than 8 days a year and that these massed losses total 937,808 years in a year, we get realization of the annual toll industry pays to illness.

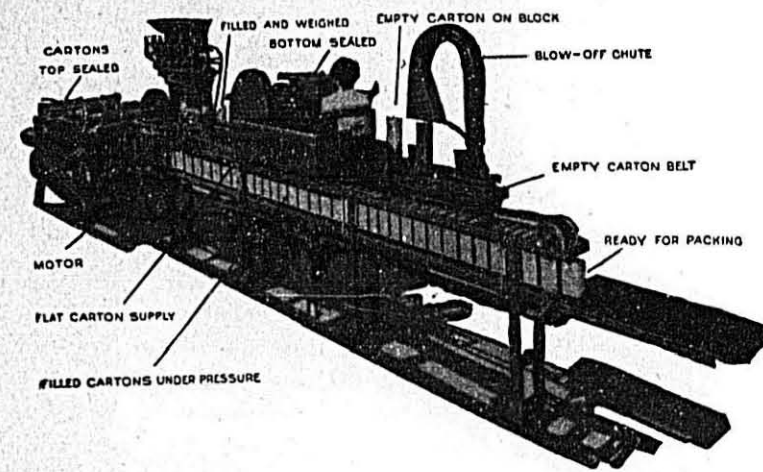
The estimate made by the Federal American Engineering Societies of total of 342,300,000 days lost annually by the 42,000,000 workers furnishes an interesting comparison with the estimated age of mankind, which, of course, varies according to the individual reading of the "record of the rocks" by scientists. The first type man appeared on the earth a quarter a million years ago according to the estimates of one scientist, a period of time only a small fraction of that lost each year to capital and labor, too.

Man has progressed a long way in 250,000 years but any situation where in a year he suffers through illness a loss of nearly 4 times that number of years, is in the nature of an indictment of his mastery of disease and his claim of efficiency.

However, it needs no statement of the situation in terms of comparative figures, interesting as they may be in a speculative way, to show that the annual loss through the workers' illness is stupendous, a loss that is laid on employer and employe, personal savings and on the national wealth.—American Industries.

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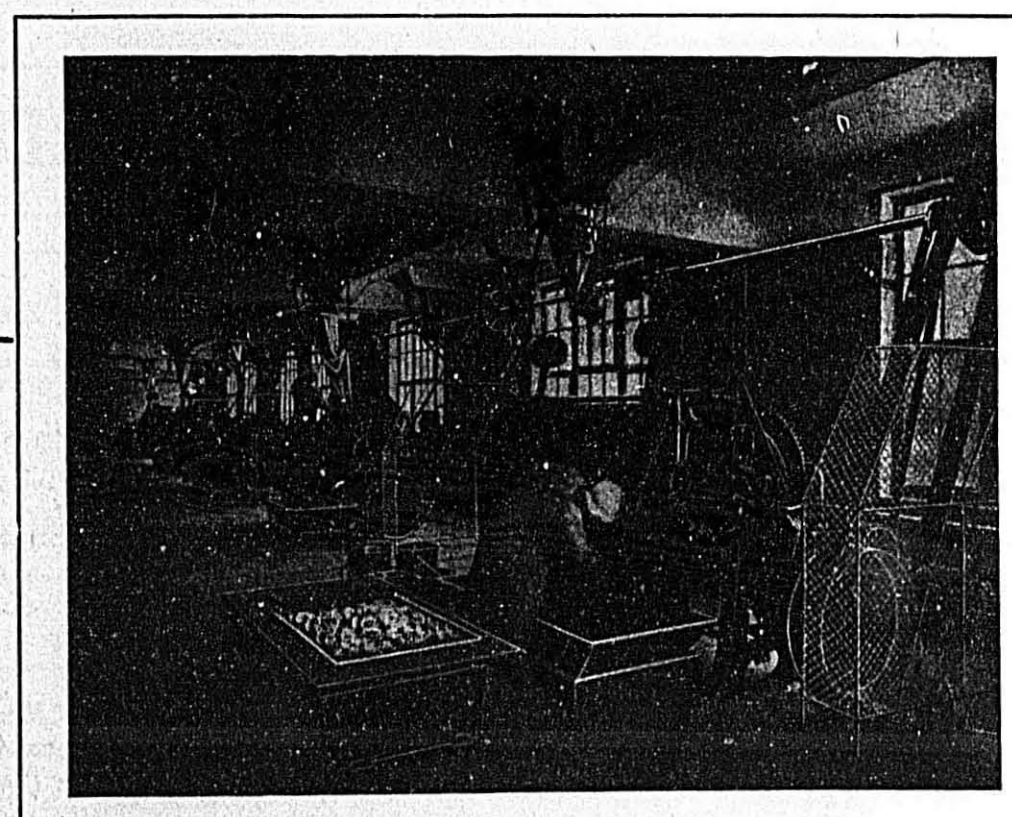


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Mushroom Soup With Macaroni Rings

One half cupful dry mushrooms, 3 cupfuls chicken stock, 2 teaspoonfuls beef extract, salt and pepper, 6 sticks macaroni. Wash mushrooms (they may be purchased in shops that sell Italian foods) and soak overnight in cold water to cover. Drain, chop, add to chicken stock, and simmer 30 minutes. Add extract and seasonings, and strain through cheesecloth. Cook macaroni, without breaking it, in boiling salted water until tender. Drain and cut in 1/4 inch rings. Add to soup, reheat, and serve.

Fish and Macaroni Scallop

Put into a buttered dish, in layers, equal parts of cold cooked fish and cold boiled macaroni cut up in pieces. For 1 pint of the mixture, make 1 cup of tomato sauce. Fry 1 teaspoon minced onion in 1 tablespoon butter. Add 1 tablespoon flour and 1 cup stewed tomatoes. Salt and pepper to taste. Strain it over fish. Cover with 3/4 cup cracker crumbs moistened in melted butter. Bake until crumbs are brown.

Tuna Fish With Spaghetti

Drain a small can of tuna fish, turn into sauce pan and fry in a little olive oil. Add 1/2 can of tomatoes, a bit of green pepper, finely chopped, and a teaspoonful of chopped parsley. Let this cool thoroughly. Add to this 1/2 pound of cooked spaghetti, mix thoroughly with the tuna fish, heat piping hot and serve.

Macaroni Cheese Custard

Scald 2 1/2 cups milk, add 1 tablespoon butter, 1 cup of chopped cheese, 1/2 teaspoon paprika and 1 teaspoon salt and gradually add to 2 slightly beaten eggs, stirring eggs constantly. Put 3 cups well cooked macaroni in a greased baking dish, pour the milk mixture over the macaroni, set in a pan of hot water and bake slowly until firm in the center.

Salmagundi

Cook 2 cups of macaroni until tender. Take any cold leftover meat, about 2 cups, and fry until brown, with 1

onion, season with 1 teaspoon of cloves, nutmeg and cinnamon, salt and pepper. Take and put in baking dish one layer of macaroni, 1 of meat and onion, then pour 1 can of tomatoes over this. Sprinkle with buttered bread crumbs and bake until brown. Makes a good hearty meal and inexpensive.

Good Sauce Necessary Ingredient

Macaroni and spaghetti when properly made of the right raw materials are all good, and provide the cook with a basis from which a dish can be made that will be tasty in the degree desired. The taste depends entirely upon the sauce used in the preparation. Here is one that has been tried and found most pleasing by epicureans in this country and in Europe.

"Put a can of tomatoes and a can of water into a saucepan with a few stalks of celery, a sliced onion, a little parsley, half a bay leaf, half a bud of garlic, a half teaspoonful of curry powder, salt, pepper and a tablespoonful of sugar. Simmer until the onion is cooked, or about a half hour, then strain into a bowl with a half cupful of butter in the bottom. Stir steadily until the butter is melted, and the sauce seems rich and thick, then turn it over

the spaghetti. Pass grated cheese over the dish."

DON'T GET BLUE

If the wares you have to sell Are not going very well, And the things that you must buy Go a-soaring in the sky; Keep your courage, see it through— Don't get blue.

If your purse is empty, quite, And moneyed friends have taken flight If your credit's getting low And your debtors mighty slow; Then is when it's up to you— Don't get blue.

If the day is dark and gray And fondest hopes have slipped away The burden more than you can bear, Remember, as you breathe a prayer, The sun still shines and God is true— Don't get blue.

—W. Brant Hughes

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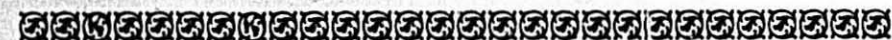
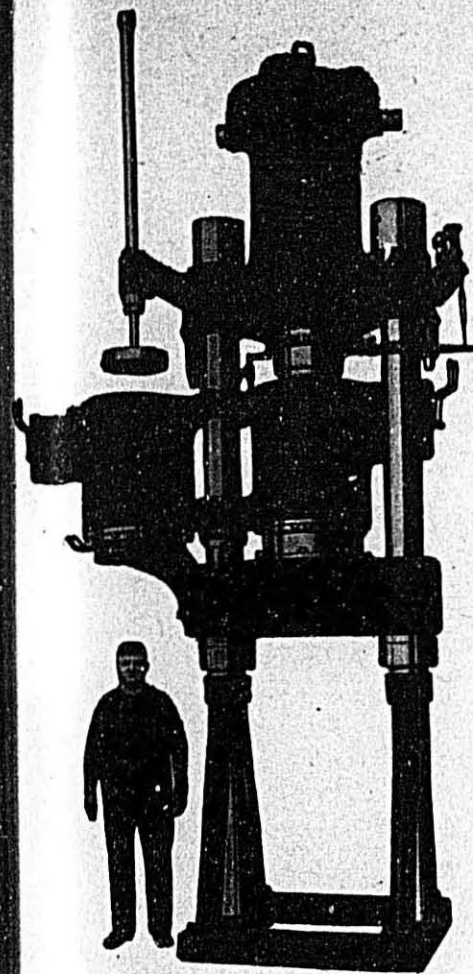
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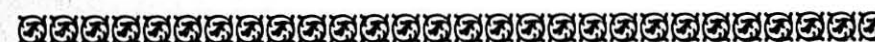
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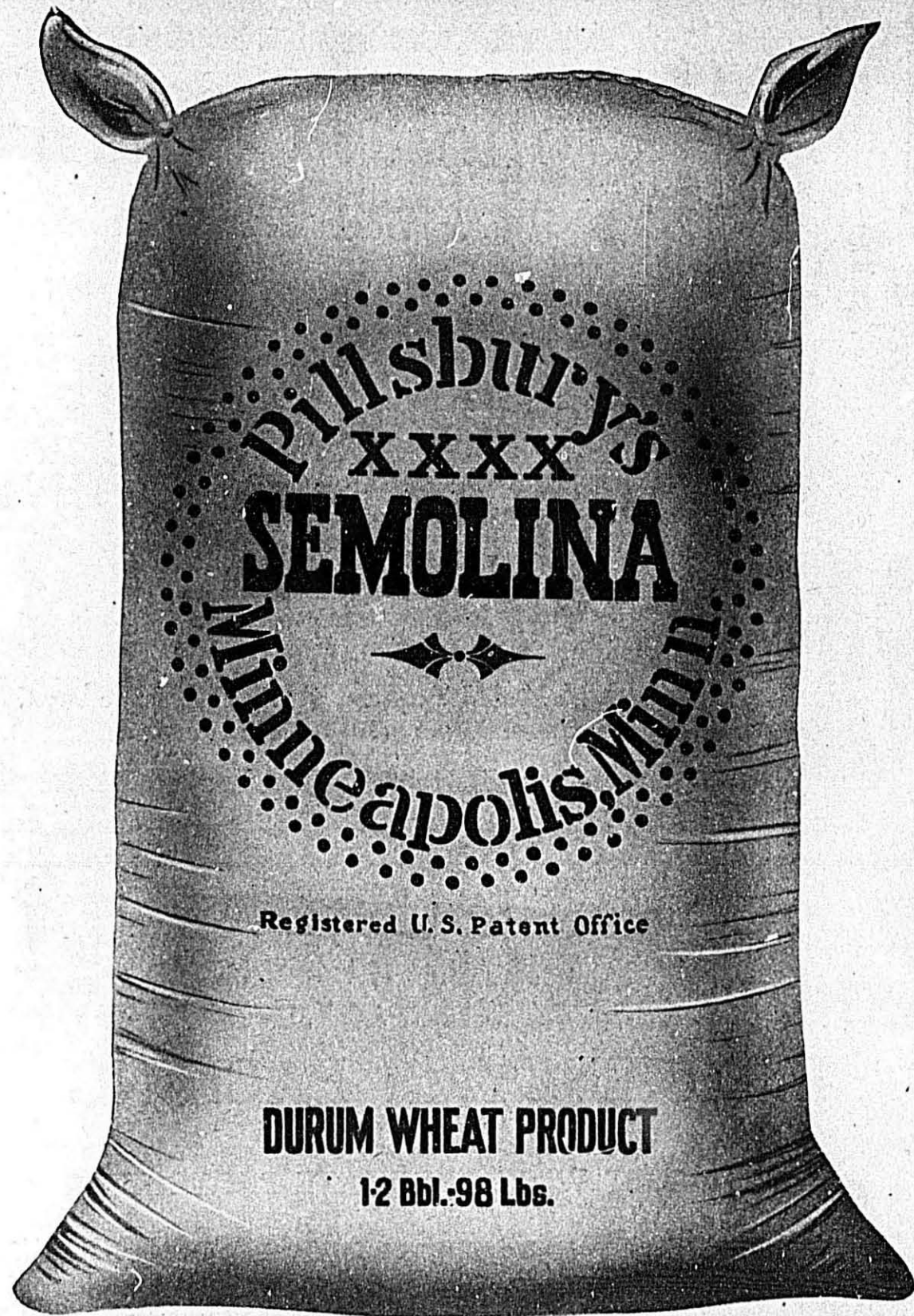
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