

**THE NEW  
MACARONI  
JOURNAL**

**Vol. 5, No. 4**

**August 15,  
1923**



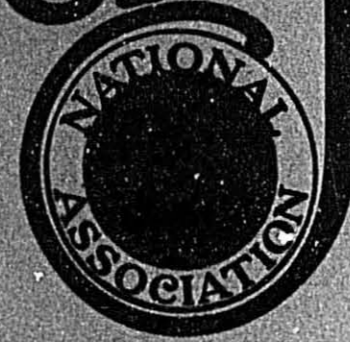
*The New*  
**Macaroni Journal**

Minneapolis, Minn.

August 15, 1923

Volume V

Number 4



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

### Help Educate the Consumer

Educational advertising will help any industry. None, perhaps, needs this more than the macaroni manufacturer of this country.

Producing, as we do, a food of the highest merit, a product that food authorities and dietitians agree to be most nutritious, satisfying and economical, yet capable of so many pleasing ways of preparation and combination, it rests with us to make these plain facts generally known to the American buyers and consumers.

Such an educational campaign is being planned. Some funds will be needed to finance it. It is proposed to have macaroni manufacturers pledge monthly contributions of a fraction of a cent per pound for this worthy purpose.

Will there be any among us who will turn down this equitable proposition? We hope not. It should and will have the undivided support of large and small manufacturers, package and bulk producers alike.

Educate the consumer to eat and relish macaroni products, thus enlarging our home market, insuring profitable returns and a contented industry.





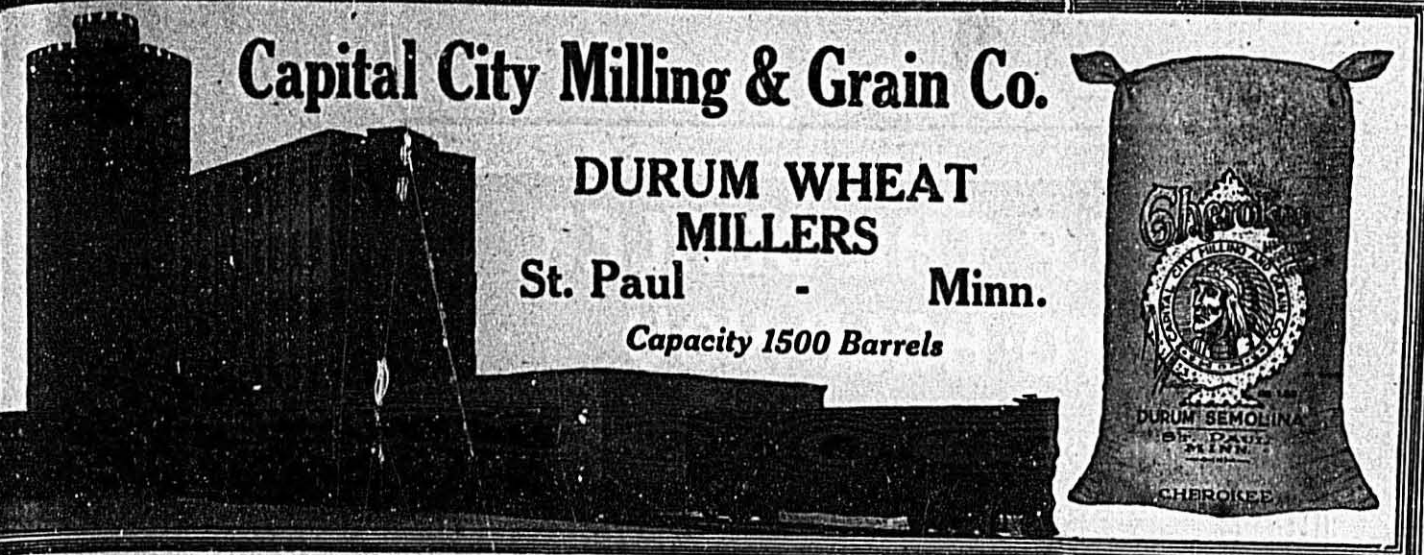
*Sell more*  
**MACARONI**

**HOW TO DO IT**

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

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

**CHICAGO MILL AND LUMBER COMPANY**  
 CHICAGO



**Capital City Milling & Grain Co.**

**DURUM WHEAT MILLERS**  
 St. Paul - Minn.  
 Capacity 1500 Barrels

**EXCLUSIVE MILLERS OF**

*High Quality  
 Durum Wheat*

**SEMOLINAS**

**All Granulations.**

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

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

*We want your business on the basis of satisfactory quality and square business dealing.*

**Capital City Milling & Grain Company**  
 ST. PAUL, MINNESOTA



# HELP THE DEALER TO HELP YOU

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

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

### BRAND NAMES AND TRADE-MARKS

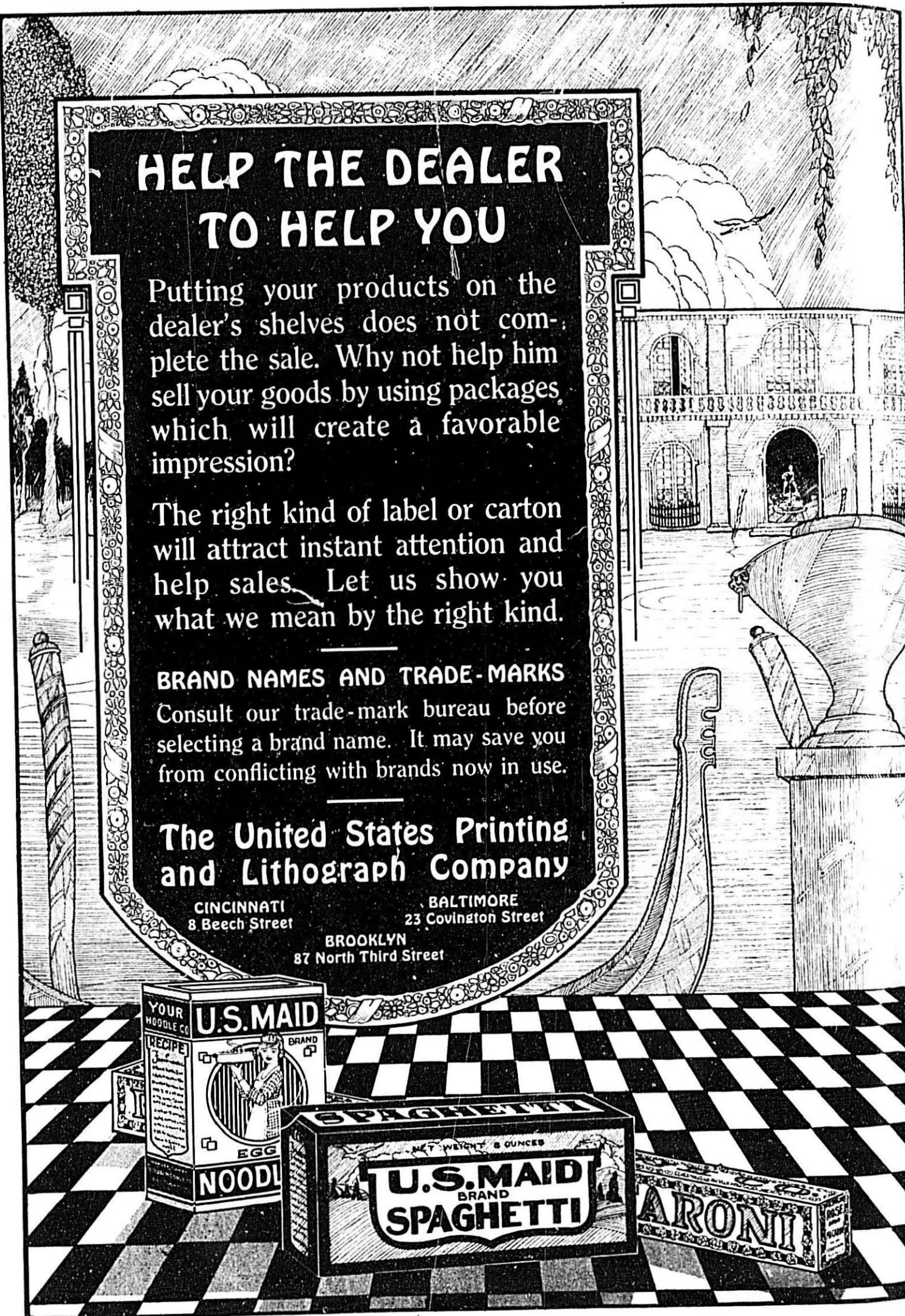
Consult our trade-mark bureau before selecting a brand name. It may save you from conflicting with brands now in use.

**The United States Printing and Lithograph Company**

CINCINNATI  
8 Beech Street

BALTIMORE  
23 Covington Street

BROOKLYN  
87 North Third Street



# 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



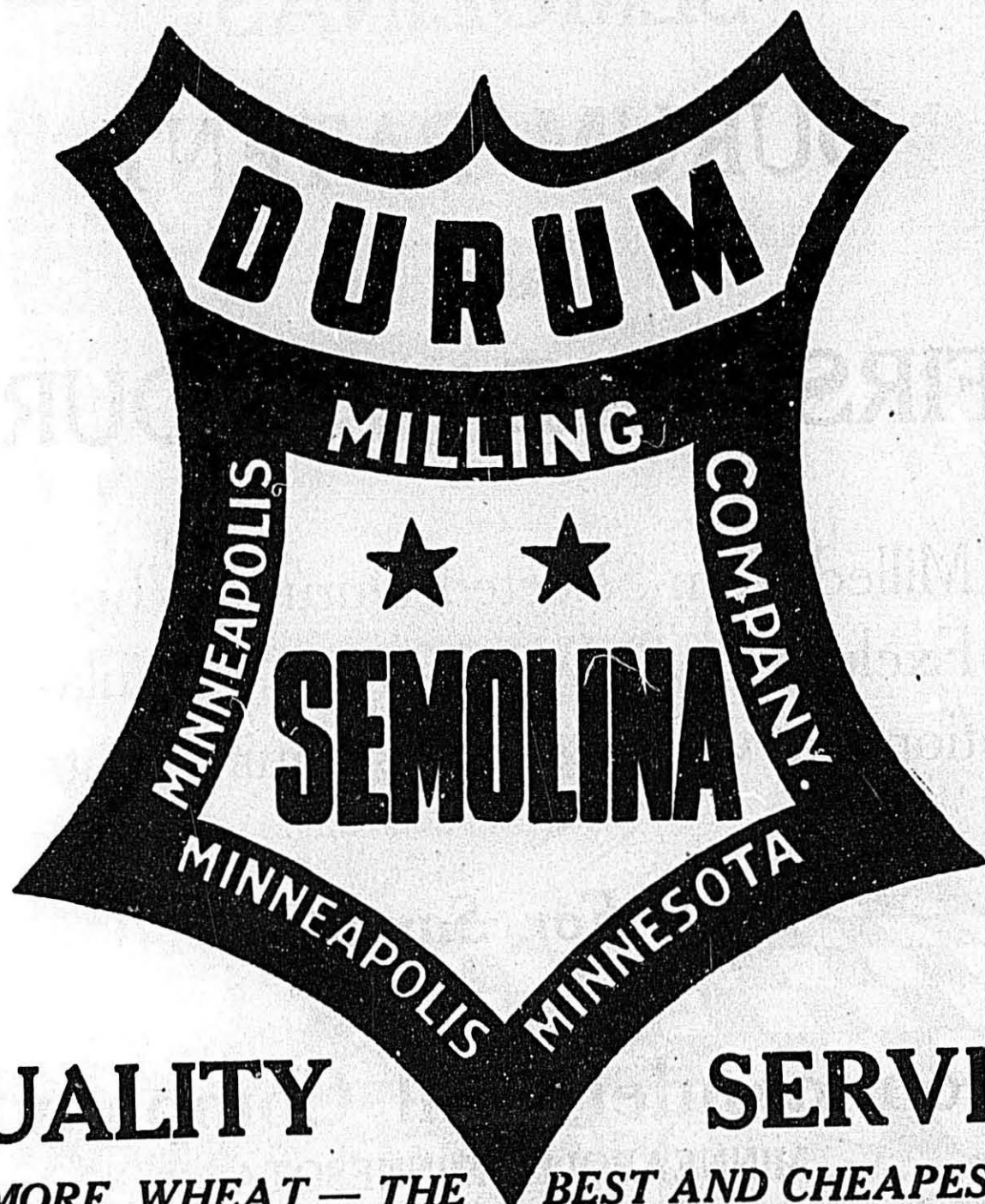
They say most stars shine brightest in the cold clear air of winter

But Remember

There is no Star like Two-Star ★ ★

And it shines brightest all year round

We are almost glad we didn't go fishing, 'cuz—



We got pretty nearly caught up in our shipments, and now we are all ready for your new crop business.

QUALITY

SERVICE

EAT MORE WHEAT — THE BEST AND CHEAPEST FOOD

MINNEAPOLIS MILLING CO.

MINNEAPOLIS, MINN.

Hitting the Right Trail

After years of costly trials and helpful experiences, business has come to recognize some well established trails as sure roads to success if followed with only ordinary caution and keen interestedness. Every line of business has its own peculiar trail along which one may proceed successfully.

Following the natural instinct business men usually proceed along the lines of least resistance in normal times. As a result of their inattention they gain little or no knowledge of which is the right road to take when conditions become subnormal and their business suffers greatly.

This is quite true of the macaroni manufacturing business in this country. So long as a firm is enjoying a fair share of the existing business little or no thought is given to the future. Planning for a "rainy day" is fine advice but it's only for the other fellow. Let a slump come, as it surely will in due time, and immediate and concerted attention is then given to temporary means of adjusting their affairs pending the return of normalcy.

If contentment is to be the lot of the big majority of those whose money is invested in this business something must be done to bring about needed stabilization in every line of the industry—production, distribution and consumption. To accomplish this the very best minds in the industry must coordinate willingly and unselfishly.

Those who have been in closest touch with good and bad conditions affecting this particular industry are about agreed that the only means sure to bring the hoped for results is that suggested and adopted at the Cedar Point conference of the macaroni manufacturing industry last June, judicious and consistent publicity.

That the consumption of macaroni products can and will be greatly increased through a reasonable educational advertising campaign none will deny. Furthermore, that this work should be financed by those who will ultimately profit therefrom is likewise considered fair and just.

Whenever the big majority are agreed there must be considerable worthiness to the plan. In fact it appears to be about the only effective means through which ideal conditions can be aimed at and attained.

Publicity is a vehicle certain to carry the macaroni manufacturing industry out of its present troubled waters. It will help to placate the uncertain market conditions that annually worry large and small manufacturers. It should serve to bring about a more uniform consumption of products throughout the year and increase the number of consumers through this educational work of which there is a pressing need and a great necessity.

A special committee composed of some of the leaders of the industry, not all members of the National Macaroni Manufacturers Association, Inc., has been appointed and its members are tackling the problem with a determination that success. Believing that judicious publicity is the

"sure cure" for the industry's present ailment they are concentrating their efforts to obtain funds with which to finance and underwrite such a campaign.

This special committee has concluded that a fair and just distribution of this expense would be a voluntary contribution of a certain amount per dozen packages or box of bulk goods. What could be fairer? The publicity committee is actuated by no selfish purpose. It gives of its time and experience. Should you not furnish it the means, especially when its demands are so insignificant?

Nothing more appropriate has ever been considered or recommended. In the language of one of the most successful macaroni men in the country: "I will merely place the publicity committee on my pay roll and figure it as one or more extra employes per day. I will not charge it to overhead or to advertising or to anything else. I will virtually have one or more workers on my staff, a very important and necessary employe who will work for me day and night and under the very best guidance."

The educational program tentatively outlined proposes to advertise macaroni, spaghetti and noodles as a wholesome and nutritious food, rather than particular brands. It is not proposed to use the most expensive mediums at the beginning but to adjust the advertising campaign to conform with the funds available for this purpose.

This special publicity committee is desirous of getting the views and opinions of every macaroni manufacturer in the country. It may be that your suggestion will be the one most suitable. It hopes to sift them thoughtfully and to cull therefrom such feasible and practical ideas as will be both safe and economical and most certain to lead to the end at which we aim.

The only drawback to the whole proposition is the apparent timidity of some manufacturers and the selfish willingness of a few others who are always content to let their fellow businessmen carry the load in every undertaking. The possibilities are so wonderful and the cost so insignificant that it is hoped that for once at least the class above referred to will be most conspicuous by entire absence. Let this be a unanimous affair, backed by words, actions, deeds and dollars.

Opportunity does not come often but here is one that is knocking at your door that you should not ignore. While it is true that opportunity may "open the door" for you, it rests entirely with you whether or not you remain long on the inside.

Do a man's share in this good work. Make your position known to the publicity committee. Tie up your individual advertising with the proposed educational campaign, and let's all pull together for a greatly increased consumption of the foodstuff which we agree is the very best and most economical food offered today on the American market.



NATIONAL  
MACARONI MANUFACTURERS  
ASSOCIATION  
INCORPORATED

TROPHY

*Awarded to Grower of Best*  
**DURUM OR MACARONI WHEAT**

**NORTH DAKOTA  
STATE and INTERSTATE FAIR  
1923**



**DURUM OR MACARONI WHEAT**

WON BY

**SEBENS BROTHERS**  
MILNOR, NORTH DAKOTA

**SEBENS BROS. WIN NATIONAL CUP**

The silver trophy in the form of a loving cup offered by the National Macaroni Manufacturers Association, Inc., to the grower of the best grade of amber durum or macaroni wheat exhibited at the Interstate fair at Fargo, N. D., has been awarded to the Sebens Brothers of Milnor, N. D.

The Interstate fair, which was held July 9-14, 1923, brought out a large display of durum wheat for which this state is noted. In a lively contest for first honors the Sebens Brothers got the coveted blue ribbon. The sample of wheat displayed was grown on their farm, known as the Clover Leaf farm, and is a sample of the seed wheat which they used in planting the crop which they are now busy harvesting.

At the International Grain and Hay show last December in Chicago the Sebens Brothers were given thirteenth place. Profiting by their experience at that exhibition they exercised greater care in the selection of the grain which they exhibited at their own state fair and thus gained premier honors.

The award made by the National Macaroni Manufacturers association is a silver trophy cup appropriately engraved with the names of the donor and the winner, enclosed in sheaves of durum wheat for the growing of which it was offered.

In this connection we show a cut of the winners standing in the field of durum wheat which was harvested the last week of July and the first week in August. From the yield, which is of

exceptionally high grade, it is hoped to obtain samples for submittal to the International Grain and Hay show to be held in December in Chicago. The National Macaroni Manufacturers Association, Inc., has also offered a much more valuable trophy to the exhibitor

It hopes to encourage the durum wheat farmers in the careful selection of seed wheat with the hopes of bettering durum wheat crops generally throughout the northwest section where conditions are most adapted to its growth.

The Sebens Brothers, who are to be congratulated on their winning of the North Dakota cup, are exceedingly proud of the award. They report that



A view of a durum wheat field on the farm of Sebens Brothers, winners of the National association silver trophy for high class durum. This gives a sweeping view of a durum field with a sea of waving grain for a long distance to the rear. The immensity of a North Dakota grain farm may be estimated here.

who submits the highest grade sample of amber durum wheat there. To become permanent possessors of this international cup the exhibitor must win it for the third time.

The National association is selfishly interested in this promotional work.

the 1923 crop while not so plentiful is apparently of a much higher quality. This is to the liking of the macaroni manufacturers, who find the quantity ample but the quality sometimes lacking in the offerings made to the mills.

**Spaghetti Supper**

As a headliner and special feature at the big church social to be held at the rectory of the church, Our Lady of Mount Carmel in Schenectady, N. Y., a spaghetti supper is announced by the committee in charge. The Rev. James Matturo, pastor, states that the women of the parish will serve this popular food in true Italian style on Sept. 2 and 3, day and evening. Nicholas Yacovitt will have charge of the supper arrangements.

Canadian farmers are importing wasps to fight the corn borer. Macaroni manufacturers are on the lookout for a wasp or something that will cure the "p-ice" borer.

Each day brings new and wonderful chances to every live one.



This is a photograph of Sebens Brothers, winners of the national durum trophy. Left to right William F. Sebens and Edward F. Sebens are standing in a field of growing durum wheat. At the rear may be seen some of the typical North Dakota farm buildings.



## Successful Convention

At the sixth annual meeting of the American Macaroni Manufacturers association, July 26, in the McAlpin hotel, New York city, members present were: President Frank L. Zerega, E. Ronzoni, P. Nicolari, William Culman, T. H. Toomey, Erich Cohen, Henry Mueller, Fred Hansen, E. H. Walker, John Buscemi, Peter Marchesotto, Charles Titone, P. Campanella and B. R. Jacobs.

The report of Treasurer Toomey showed \$1,154.15 had been taken in by the association last year and that added to the balance of \$787.08, gave a total of \$1,941.23. Disbursements for the year were \$1,760.54, leaving a balance of \$180.69.

Under new business Henry Mueller made an able presentation of national publicity for macaroni. He urged the association to join the "Eat More Wheat" movement and thus increase the consumption of macaroni. Mr. Mueller emphasized the fact that there is a large amount of advertising being done by manufacturers of other food products and that unless the macaroni manufacturers keep abreast of this advertising the consumption of macaroni will be reduced.

Artificial color, enforcement of local sanitary regulations and appointment of a vigilance committee to police the industry and prevent violations of the food law were discussed. B. R. Jacobs of Washington was designated as the neutral person best qualified to enforce observance.

All officers were reelected except that William Culman of the Atlantic Macaroni company of Long Island City was elected vice president in place of F. A. Tommaso.

## RESUME OF PRESIDENT'S ADDRESS

**SIMPLIFICATION OF CONTAINERS:** Through the aid of our Washington office we have been instrumental in a preliminary survey of containers and types of products in the macaroni industry, which showed there is a large waste in unnecessary sizes of containers, as well as useless types of product. These evils could very profitably be corrected by eliminating them, or by placing a burden on them which would compensate for their extra cost and labor.

The fewer kinds of product that are

made the greater the efficiency of the plant and therefore the lower the cost per unit. It is also true that a reduced number of containers will result in greater efficiency in packing as well as reduced inventories in packing material.

**UNIFORM COST SYSTEM:** The extent to which this takes place can only be found when we know our true costs. We are cooperating with the National association through our office in Washington which has been diligently engaged in formulating a uniform system of cost accounting. This system will require careful study and scrutiny by every firm contemplating its use, that it may be adapted to the particular wants of each member. I ask you to cooperate with our laboratory in Washington in an effort to evolve from this work the best and simplest uniform method of keeping costs. Forms will be sent on request to any manufacturer desiring to cooperate in this work.

**TARIFF:** Under the special provisions of the tariff act, which authorizes the president to reduce the rates of duty on imported products, the tariff commission is holding hearings on request from interested parties, but there is no telling when those interested in reduction in the duty of macaroni will request a hearing on this product.

The difference in cost of production between here and importing countries is the only justification for retaining the present rate of duty. The cost of production can be ascertained only through a uniform cost accounting system and the system that is now being worked out is our strongest card in maintaining the present rate.

**SANITARY CODE:** Last year we adopted a sanitary code which was later adopted by the National association. This code follows along the lines of the sanitary code of the state of New York. In this state macaroni plants are classified as bakeries. Their licenses are renewed annually and plants are subject to inspection with a consequent revocation of the licenses where the sanitary requirements are not observed.

**COLORING MATTER:** Within the past few months the board of health of New York was considering a ruling which would prohibit use of coloring matter in macaroni products in the city of New York. This ruling was killed by your association officials after a conference with the city health officials on the ground that it applied only to those manufacturers within the city and did

not prevent the shipment in of colored goods.

**CODE OF ETHICS:** At our last meeting a committee was appointed to draft a code of ethics for presentation to the National association at its annual meeting. This code was drafted and presented and referred to the board of directors for their recommendation. It was thought possible to condense it somewhat before adoption. As we are anxious to work with the national and have uniformity of procedure, I would suggest that we wait until the necessary changes have been made and it has been adopted by the national before we adopt it as our own.

## What to Eat and How to Cook It

By Jane Tyler

From wheat we obtain many different forms of food, principally our daily bread.

Macaroni is a product of wheat. It is both nutritious and economical. Since the boiling water when strained off it, will remove any particles of foreign matter, it is unnecessary to wash it before cooking. As soon as it is tender, drain quickly through a colander and pour cold water over it. This will prevent the pieces from adhering together.

Spaghetti is smaller in size than macaroni, but very similar. It is an interesting experience to go through a factory and see the huge mixers preparing the flour and other ingredients, and then to see it forced through the different machines until the finished product is carried into large dust proof drying rooms, there to remain until properly dried out and ready to be packed and distributed to the four quarters of the globe.

One enormous plant, famous for the quality of its many products, entertains thousands of visitors every year, and welcomes an inspection of its work-rooms. The men and women employed there are capped and aproned and gloved, and visitors must stand within a glass inclosure to see the operations, thus avoiding the slightest chance of bringing unnecessary dust or disturbance into the room where these food products are being made.

If pains are taken in the cooking, many palatable dishes can be prepared either with macaroni or spaghetti, and it is not every food which is both nourishing and low in cost. Macaroni baked with cheese forms a well balanced ration, and is delicious.

# THAT NATIONAL MACARONI SLOGAN

"He who seeks, shall find."

On that theory, the macaroni manufacturers of the country are still diligently seeking a slogan that is befitting food of such highly nutritive value and great economy as macaroni, spaghetti and noodles, now fast coming to its own. That we have not yet been successful in our hunt seems to be the opinion of many who have been giving all the suggestions the thoughtful consideration that every contribution deserves.

Early in this slogan seeking game our good friend, F. X. Moosbrugger of St. Paul, exclaimed, "Oh! for the inspiration of that poetical mind that coined that undying slogan 'Say It With Flowers.'"

## How it Happened

It is perhaps interesting to learn that this slogan that has been or is being

used by every florist in the country was first suggested less than 6 years ago by P. F. O'Keefe, head of a Boston advertising agency. Mr. O'Keefe first suggested the slogan to the publicity committee of the Society of American Florists in December 1917 in Cleveland. In connection with its origin, he relates the following story:

## Spring Fever Impulse

"It was evident that a slogan so worded as to induce people to use flowers more generally—to buy more flowers—was needed," said Mr. O'Keefe in describing the birth of a slogan which, incidentally, was recently claimed by another. "In a great mass of quotations which I gathered from the rhapsodic utterances of poets, working under the impetus of spring fever, I came across this:

'Flowers are words  
'Which even a babe may understand.'

From Bishop Coxes 'The Singing of Birds.'

## A New Germ

"There," I said, "is the germ of a slogan. There is a language of flowers. They do speak. Even a babe can understand. Now to work that into a twentieth century phrase that conveys the meaning that flowers do have a language. Then and there the slogan 'SAY IT WITH FLOWERS' was created."

It's a most wonderfully suggestive slogan and in point of popularity it outranks perhaps every other known advertising motto.

## Analyze These

Here are some new ones recently offered. We pass them on without comment. We are curiously interested in knowing just what the readers think of these, particularly just what there is about any of them that appeals to you:

For Nutrition, Health and Economy,—Macaroni.

By O. Detweiler, Philadelphia representative of Tharinger Macaroni Co., Milwaukee

You'll Like it Better Day by Day—Macaroni.

Wheat at Its Best, Easy to Digest—Macaroni.

The Dish That Made Cooks Famous—Macaroni.

The Last Word in Food Perfection—Macaroni.

Eat Macaroni—Nature's Best Body Builder.

Eat Wheat in Its Most Nourishing Form—Macaroni.

The Meat of Wheat 's What You Should Eat—Macaroni.

The Nation's Natural Nourishment—Macaroni.

By P. F. Higgins, Philadelphia representative of Tharinger Macaroni Co., Milwaukee.

The Manna of Today—Macaroni.

The Master National Health Maker—Macaroni.

By E. J. Moeschl, Cincinnati representative of C. M. Mueller Co., Jersey City.

STATE It With Macaroni.

By J. A. Blatchford of Boston, New England representative of C. F. Mueller Co., Jersey City.

It's Good, the Holey Food—Macaroni.

By J. B. Myers, Philadelphia representative of C. F. Mueller, Co., Jersey City.

A Wheat to Eat—Spaghetti (Macaroni or Noodles).

By P. R. Crooker, Beech-Nut Packing Co., Canajoharie, N. Y.

Eat More Wheat and Eggs—Noodles.

A Food of High Value at Low Cost—Spaghetti.

By A. Goodman & Sons, Inc., New York city.

EAT the EAT Out of wheAT—Macaroni, suggested by Mrs. Harry W. Wibracht, wife of the president of Gandolfo-Ghio Manufacturing Co. of St. Louis, for use in connection with macaroni products, bread, cakes or any other wheat foods.

The Economical Wheat Food,—

Good for all meals,

All for good meals.

Macaroni—Spaghetti—Noodles.

By J. D. Eyre, Baltimore representative of The United States Printing & Lithograph Co., Cincinnati.

A Ace for Any Race—M-a-c-a-r-o-n-i!

For All Walks of Life—Macaroni.

Stay Well! Eat Macaroni!

Have You Had Your Wheat Today? Eat Macaroni.

M A C N O O S P A G

(A Wheat for Everybody. Now for All Americans.)

Next to Your Daily Bread—Eat Macaroni.

The Foundation for a GOOD Meal—Macaroni.

By K. R. Keam, Cincinnati representative of C. F. Mueller Co., Jersey City.

## Write Slogan Editor

How do these strike you! Some very good ones among them, are there not? the RIGHT ONE there?

Do not let the race lag. Some big men are giving this important matter much thought and consideration. Get into the game! Out of your "noodle" may come the very thing we are all

hoping for. Submit your slogan to the SLOGAN EDITOR, c/o New Macaroni Journal, Braidwood, Ill.

Now altogether for that proper slogan we hope to uncover!



# CONVINCING SLOGAN--- HOW IT ORIGINATED

There naturally exists a certain amount of curiosity among macaroni manufacturers concerning the origin of any successful slogan used in popularizing a food product or brand. Each manufacturer naturally seeks a strong suggestive slogan for his own products, and, in order to obtain one to his liking, studies the leading slogans in the trade.

To manufacturers of noodles the slogan, "The Kind That Made Mother Stop Making Her Own," successfully used by the C. F. Mueller company of Jersey City, is extremely interesting. The story of how it originated is given below, with the permission of the company that has found this slogan an effective salesman.

The history of this slogan is unusual. A young man who subsequently became advertising manager for the C. F. Mueller company, while rummaging around in his mother's pantry, was surprised to find a package of Mueller's Egg Noodles. He knew that his maternal ancestors for generations back had taken a vast pride in their homemade egg noodles, and his mother's departure from the family traditions needed explanation.

The explanation was interesting.

To his great surprise he learned that the whole family had been enjoying Mueller's Egg Noodles for over a year.

The lady had made a similar discovery in the pantry of an old friend—a typical German housewife with all the racial pride in her superior cookery and disbelief in the merits of the new fangled methods. This woman had for some reason or other experimented with Mueller's Egg Noodles and never again had she made them herself.

Our friend's mother, duly impressed with this circumstance, also tried Mueller's and was so delighted with them that she, too, stopped "making her own." The slogan thus took form unconsciously in the young man's mind and when, later on, he became associated with the Mueller company he naturally dragged it out of the back of his head and set it to work.

A slogan which owes its existence to actual experience and is not manufactured out of thin air is always a good slogan, and a slogan which expresses a demonstrable fact is the best kind of advertising.

Mueller's Egg Noodles are "The Kind That Made Mother Stop Making Her Own" is a good slogan.

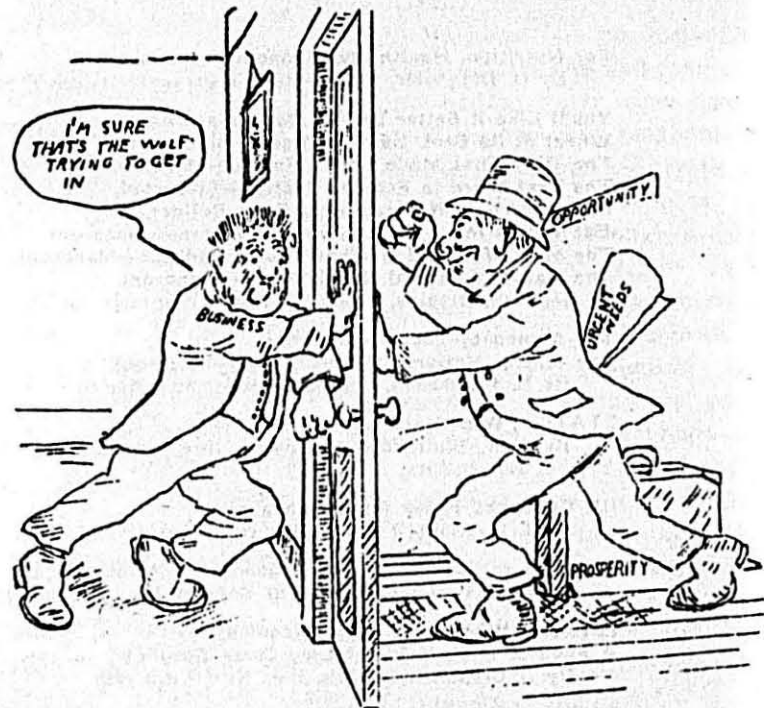
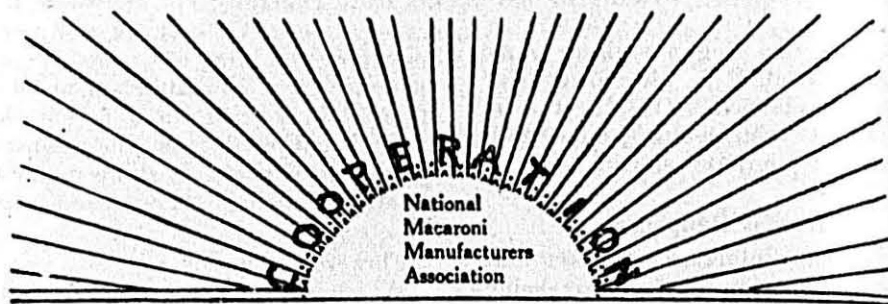
### AIN'T WHAT USTER BE

In a western hotel the other day there was a reunion of World War heroes, when the head clerk, who was a first

lieutenant, called the porter, who was his captain, and the head waiter, who was lieutenant colonel, and had them throw out a former general who was cluttering up the chairs in the lobby. Richmond Times-Dispatch.

### ANSWER IT YOURSELF

If all Association Members were just like me—  
What kind of an association, would this association be!



OPEN THE DOOR AND LET OPPORTUNITY ENTER.

Quit bucking against the wind.

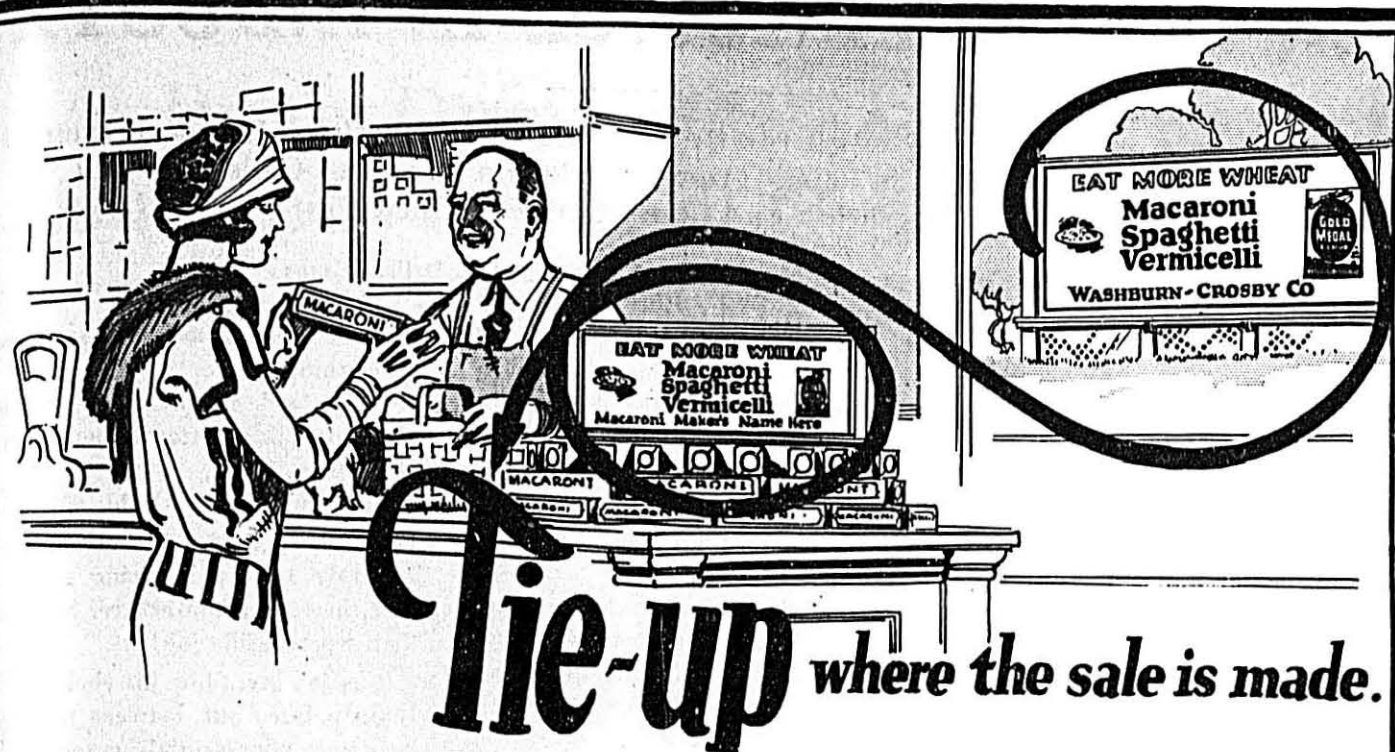
Business is good and getting better.

Stop the "hollering", drop the complaining, sit back, laugh, be pleasant and

Let business flow all over you.

The most promising "Opportunity" now awaiting your bid to enter is the proposed Educational Advertising Campaign being promoted by the real "thinkers" in the macaroni industry.

Welcome this Opportunity and get behind the movement with the proper spirit.



**Tie-up** where the sale is made.

THE Washburn-Crosby Company is putting out another advertising help for macaroni manufacturers. It is a reproduction of one of the wall board designs by which we are urging people to Eat More Wheat—macaroni, spaghetti and vermicelli.

These miniature signs are designed to feature the name of your product and the name of your factory. They are for your use as counter display cards in grocery stores.

One of these miniature signs, with boxes of your product well displayed where they will attract attention, will identify you and your product with this great national campaign.

Macaroni is a wheat food—one of the most nutritious of wheat foods, the use of which is only in its infancy. Tie-up—tell people—and benefit accordingly.

Write our Eat More Wheat Department if you are interested in the above signs. Tell us what you are doing and ask for suggestions—or ask the Gold Medal man about our macaroni advertising helps.

# WASHBURN-CROSBY Co

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





# PERNICIOUS PRACTICE IN INDUSTRY

Texas Resents Being Dumping Ground for Over Stocks From Northern Firms—Prevents Domestic Sales and Profits, So Deters From Association Support—Calls Halt and Urges Cooperation and Constructive Competition.

By Frank S. Bonno, President National Macaroni Co., Dallas, Texas

A most pernicious practice has been carried on by some of the macaroni firms in the United States for the past few years.

This practice has caused considerable trouble in the macaroni industry and has also caused the industry to be kept back, and has also been the cause of not putting it on the high plane that macaroni should be.

For the past several years a few factories have carried on the policy of working their plants at capacity and when they find themselves overloaded or overstocked then they will dump their surplus in some faraway territory; making sure at the time though that they will not get any of the goods back in their own territory, where the plants work continually.

This has been the practice carried on and now being carried on by some of the middle west and northern firms. They will unload or dump their surplus stocks in Texas, which seems to have been a very good field for all of the firms doing this kind of business.

There have been more different brands of macaroni in this state than in any other state for the short period that macaroni has been known in the state.

Just at this time each year it is easy to find 3 or more brands of off goods in the state, being dumped—sold at ridiculously low prices, or being simply given away. At this time we know of 2 different brands of goods being sold in the state, where I know the manufacturers are not getting the flour and carton money out of the proceeds from the sale. Macaroni being sold at \$1.60 per case, one case free with one case of 24 8-oz. packages each. It is easily seen what the manufacturer can get out of a price like this, after deducting freight and jobbers' profits.

### Explains Many Things

This is why the Texas and southern factories have not been able to do their share toward helping the National association and the national undertakings in the macaroni industry. Right at this time, when the Eat-More-Wheat campaign is on and the macaroni men

are trying to tie up with it in order to increase the consumption of macaroni, in place of helping the industry by maintaining a high level of business policy, there come along some firms and quote these kinds of prices, completely upsetting any good that could come to the industry.

The factories in this state are unable to help out in the national movements when they must fight this pernicious practice of some factories, because it is impossible to sell goods at cost, let alone making a profit in order to help out the national movements.

It is high time that some common business courtesy be shown in the macaroni industry. It is time to eliminate this bad policy. It is time that we macaroni men put macaroni business on a basis that it is respected by the jobbing and retail trade.

Let us eliminate this unloading and dumping policy that has caused considerable trouble and disrespect to the macaroni business.

### Responsibilities of Food Manufacturer

The timeliness of the point made by Charles Wesley Dunn, leading trade association counsel, at the June convention of the macaroni manufacturers, when he succeeded in impressing upon those present the really important position which food manufacturers occupy in relation to the public, is commented on editorially by the American Food Journal, a national magazine of the food trades.

The need for realizing our responsibility to the consumer is so great that we quote this leading editorial, feeling that through repetition those who have thoughtlessly or carelessly overlooked this important responsibility may be brought to a realization of what they owe themselves, their employes, and the consumer.

### Food Journal Editorial

Speaking at the recent convention of the National Macaroni Manufacturers association, Charles Wesley Dunn, counsel for the American Specialty

Manufacturers association, said, among other things:

"The food manufacturer can sometimes preach a better sermon than the clergyman."

Examined in the light of business facts where does this statement lead? Surely to the inspiring realization that the food manufacturer has a more than worth while job!

This job gives him his choice, as Mr. Dunn pointed out, between keeping so busy with nonessentials as to lose sight of the broad questions involved in the manufacture and distribution of food or of becoming a dominant and stabilizing figure in the economic world; this means a contribution likely to prove of inestimable value in these days of readjustment.

The food manufacturer's job gives him the power to set the keynote of one third of the lives of as many individuals as he has employes. He can in large measure lay the foundations for their physical health and consequent efficiency and happiness; he can create conditions for their working hours that may exert a large influence over their mental and spiritual attitudes toward life, and by the same token send them out into the world sane and forceful citizens.

The food manufacturer can set his face so determinedly against any conspiracy likely to cut off other men's business that he who runs may read and profit by the open book of this man's life.

"Business fails," said Mr. Dunn, "unless it pays 2 dividends, one to the stockholders on the money invested, the other on the character values represented by the high minded manufacturer."

To assist in building the larger conception of values, to reinterpret the responsibilities and opportunities of citizenship, to carry the banner of good health both of body and mind over to the country of greed and graft, carelessness and craft, all these, and more, does it mean to be a food manufacturer!

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



# KING MIDAS MILLING CO.

MINNEAPOLIS

No. 2 SEMOLINA  
No. 3 SEMOLINA

DURUM PATENT  
DURUM FLOUR



## "TIPPING" TO ORDER--DOES IT PAY?

Are Italian Hotel Keepers Anesthetizing Goose That Lays the Golden Egg?  
—American Revolt Manifesting in Reduced Travel—Amusing  
Satire on Bonifical Custom.

American tourists in Italy are confronted with a "tipping" situation that at first appears ludicrous but which soon becomes most annoying because one soon discovers that the service for which a tip is bestowed may or may not be given. The American traveler, usually very free with his money, is beginning to realize that the present tax system is somewhat of a holdup game and complaints are so numerous that there is hope for the elimination of the present obnoxious "tourist tax," says a New York Times correspondent who has been making a personal study of the exasperating situation.

### Correspondent's Survey

The Italian servant is saving his self respect. No longer does he stand with ingratiating smile and wave of the hand for the departing American tourist. Tipping is now done to order in Italy. It is the hotel manager who orders and the tourist who pays. For a macaroni luncheon one pays 20% on the bill. For a week stay in a hotel 15% of the entire bill. For more than a week stay 12%. Some hotels demand only 10%, but even at these the departing guest is lucky if he has enough lire left to pay the porter who puts his luggage on the train.

It is a remarkable system which the Italian servants have started and which they solemnly assure the tourist is to "save their self respect." On its face it seems an excellent way out of an ancient curse. And the arriving traveler who gets his first supply of depreciated lire at the bargain price of 5c each sets out with his face wreathed in smiles to bestow the little bits of crumpled paper on any one who asks for them. By the next day he has changed his tune, and many an American has sat on a sunny Italian terrace this summer fingering 100-lire notes and wondering whether he has enough to get to the next town.

### Ups, No Downs

You may be leaving a hotel where the lift is plainly marked "to use only for those going up." No, it is no use thinking you will ring the bell and explain when the lift man arrives that you did not see the sign. The Italians are a wonderful people. There is no bell. You walk down 4 flights to the

terrace beneath the old stone arches and look at the wistaria. Or you sit for an hour in the yellow brocaded drawing room decorated for the queen who spent a few unfortunate years as the wife of a king. You think you will go back up. You hunt for the lift man. Upstairs, downstairs, in every chamber. There is no lift man.

Are you to take it calmly when you know that the lift man is to receive 3% of the 15% which the hotel manager will add to your bill? Remember your bill means not only room and restaurant. Oh, no! It includes every sheet of paper and envelope on which you have written for reservations in the next hotels. It includes the mineral water—or something—which you drink. It includes your bath. It includes the 30 lire charged you for riding in the hotel bus from the station. Altogether it is rather a staggering sum, and to it must be added the service charge, the tourist tax and the luxury tax, almost 25% more than the bill itself.

### "Percentage for House"

Perhaps you mailed no letters. But the postman gets 6% of your service charge, the same amount that he gets from the man who receives a dozen letters a day and sends 2 dozen.

Your waiters get 32% of the bill. And all competition is over. The workers of the world can all afford to work now. There is no greater sum for the waiter who remembers to bring your ice water with the dessert than for him who disregards the pleadings of your parched throat altogether. The waiter who declines to bring you a soup spoon and leaves you to eat your soup with a fork has 32% as well as the waiter who folds your napkin into a lily and asks you if you'd prefer an omelet to gnocchi.

### All Forgetters

No longer does the maid pick up your dusty shoes and put them outside the door. You do that, and she gets her 9% just the same. The valet de chambre does not put in an appearance half an hour before you leave and tenderly convey your luggage to the bus, watching assiduously to see if you have left behind an umbrella or

dropped a handkerchief. No! Today you ring and ring. Then you plead with the manager for 15 minutes. And presently there strolls into view the valet de chambre. He argues with the sommelier, who is about to receive 12% for the breakfasts he has brought you in bed, and finally decides that it is his duty to pick up your baggage. Languidly he conveys it to the bus and collects his 9%. He is saving his self respect.

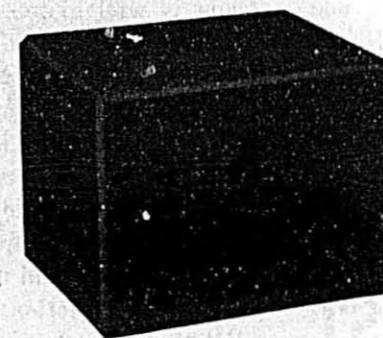
The porter may have forgotten to tell you when the person to whom you had delivered a valuable letter of introduction invited you to share his box at the opera. He may have lost your packages and mislaid your mail and let the hotel bus go off without you when you were planning to take the train. All the same he gets 11% of your tips. The little boys in the hall get 8%. The conductor who meets you at the trains for the hotel receives 4%. It is an amazing system, this tipping to order. But is it saving the self respect of the servants?

### All in the Right

And why should they not do it? Isn't Italy poor, and is not every American a millionaire? And, besides, while the tourists may tell their troubles to each other do they write them home. They do not. The postman has a pile of cards every day to show his comrades. They all begin alike, those cards, with the sentence, "I wish you were here." And then they invite the recipient to share the beauty of the wistaria bridge, or the chairs whose upholstery is marked with an "X" for Napoleon, who once sat in them, or the crumbling tombs on the Appian way. No Italian servant needs to have a crumbling tomb. He can set himself up a neat marble one, and he can insure it against vandals for 100,000 years. That is if Americans continue their zest for living in old palaces, even liftless palaces and coffee-without-cream palaces.

### Who Laughs Last?

That is the question. The Italian waiter may laugh up his sleeve today at the portly American who, when asked if he wants a large or a small cup of coffee after dinner, replies in a painful attempt at ease: "Just a medium size one." The portly gentleman probably pays his bill for the cup of coffee and for every other cup of coffee he has with its consequent service charge in which the lift man and the conductor and the postman share



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

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



## Hummel & Downing Co.

Manufacturers of

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

Milwaukee, Wisconsin.

Service Offices—Chicago, Denver, Minneapolis.





Americans are like that. They are good sports. They, too, have their self respect. But there is a certain point beyond which it is not wise to push Americans. The Italian servants do not realize it. They are busy saving their self respect. But perhaps the hotel managers do. Anyway, the news comes that the tourist tax is to be lifted. But in the meantime the American tourist is getting a stiffer and stiffer upper lip.

#### Businesslike But Mayhap Foolish

The gray stone arches and the wistaria bridges, the very white roads and the very blue lakes, the formal walks

between the hedges and the magnolias and the cedars, the peeling brocades and the crumbling panelings have been beholding a strange sight. Italy the artistic become Italy the businesslike. But has it after all been good business? Who is there to answer whether there will be the same crowds next year before the lovely Diana turning into a tree at the Villa Borghese in Rome, the grave face of Scipio in black marble at the National Museum in Naples, the beautiful Canova Venere at the Pinti Palace in Florence—looking at them and helping to save the self respect of the Italian servants?

## COOPERATIVE CONSUMER ORGANIZATION PROTEST

Grocers and other business people are vigorously protesting against the governmental subsidy of the consumers' cooperative scheme proposed June 28 by the late President Warren Harding in his speech at Idaho Falls, Idaho, and will unitedly oppose any proposed legislation that will single out this factor of distribution in the fight to reduce the cost of living. The basis of the protest is not against the natural formation of cooperative consumer organizations but against their being subsidized by government authority.

#### The President's Idea

"There is need to have working and practical cooperative associations of producers in the country and at the same time to have equally effective cooperation among the consuming communities of the cities and towns, and finally to link these two sets of co-operators together in a coordination for mutual advantage to both. I believe it is possible and altogether desirable that systems of finance and credit should be developed, under public auspices, to encourage both these kinds of cooperation and to draw them together into a harmonious working scheme of widespread distribution at the lowest possible expense.

"I hope to be able, as a result of studies and investigations, to recommend for the consideration of the congress measures which shall represent a beginning along this line. It is a big and pregnant subject to which no man or woman can deny the fullest and most careful consideration. I am convinced that its discussion would be

fruitful of good results and a reminder to some who are disposed to take tolls from both the consuming public and the producing public that this public has the right, the power, and the ability to devise means to protect itself."

#### Likes Editorial... Suggests Remedy

The durum millers are in agreement with the macaroni manufacturers when the latter say that there is an overproduction of macaroni products in this country and a total equipment capable of supplying almost the whole world demand for this product. No

other outside agency is so well acquainted with the real conditions affecting this industry.

Our leading editorial in the July number, "The Macaroni Industry is no Financial Paradise," brought forth many favorable comments from business interests throughout the country and from the durum millers in particular. The general sentiment in that trade is well expressed by comments made by the Washburn-Crosby Co. which we quote.

"Wish to compliment you on your article in the July issue of the New Macaroni Journal, subsequently quoted with comment by the New York Journal of Commerce, emphasizing the position of the macaroni industry as one of great overproduction, and stressed the point that a market must be developed among the American consumers.

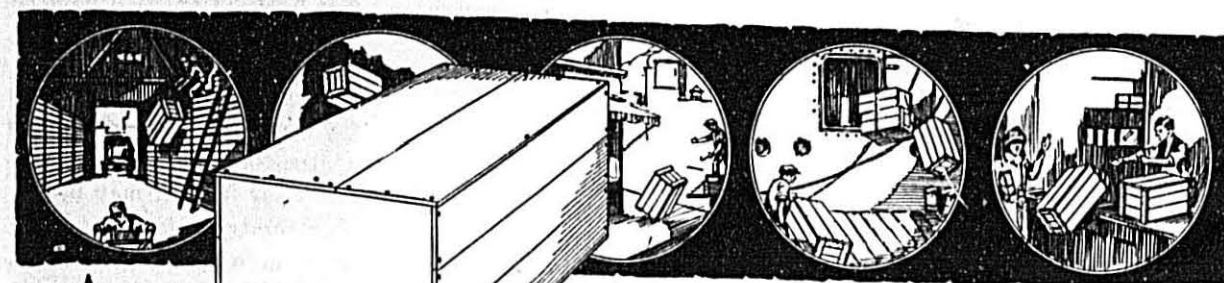
"It is a fact that Italian immigration to this country has greatly decreased and is practically offset by the thousands returning annually to Italy; therefore, the Italian market for macaroni is not enlarging, whereas macaroni production has been greatly increased.

"It is very generally conceded that macaroni is an almost unknown dish on the average American table, and it is authoritatively stated that the fundamental reasons for this condition are two—Lack of knowledge of how to prepare and serve this food, and a woeful ignorance of the exceptional nutritive values possessed by it.

(Continued on page 22.)



Vision of recent occurrence at association headquarters in Braidwood, Ill., when Secretary M. J. Donna put up the national and international trophies for prize durum producers to give the official photographer a slant at them with his camera. Secretary Donna didn't get away in time, so he gives the false impression of being permanent holder of these cups, which he ain't.



# Accidents Do Happen!

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

## USE Wood Box Shooks

The TRIED-AND-TRUE Shipping Insurance

"A Request Will Bring a Quotation"

# Anderson-Tully Company

Memphis, Tenn.



## WORLD'S BEST DURUM GROWER

Will Be Awarded Cup by National Manufacturers at International Hay Show in December—Association Motive Is to Spur Farmers to Improve Durum Wheat Grades—Permanent Possession to Three-time Winner.

It is generally conceded that with a high grade raw material high quality goods will more probably result. A recognized leading durum miller at the Cedar Point convention rightfully stated "better durum, better macaroni products—perhaps."

The point he desired to impress on all present was that aside from high grade raw materials, experience in manufacture is an essential qualification. However, everything being equal,



it helps if through concentrated efforts the macaroni manufacturer can bring about the production of a more uniform grade of durum, and macaroni products manufactured therefrom should meet with the most exacting requirements by the lovers of a real good dish of this food.

Appreciating this responsibility, which rests on the macaroni manufacturer, to encourage the growing of a better quality of amber durum, the National Macaroni Manufacturers association has offered a trophy in the form of a silver loving cup to the grower who exhibits the highest quality durum or macaroni wheat at the National Grain and Hay show to be held in December in Chicago.

The grain exhibited at this national exposition will come from every country on the globe. Should the winner of

the first honors in the durum class be an American farmer, the macaroni manufacturers association will be all the more proud of having offered this trophy as an inducement.

Our prime interest is to encourage the growing of high quality grains by Americans in America and it is hoped that, in an effort to win the trophy awarded by the association, the durum farmer will exercise extraordinary care in the selection of seed and in preparation of the finished grain for market, to insure the highest quality possible being offered.

To obtain permanent possession of this trophy it must be won 3 times by the same individual. The winner of the first place in the durum or macaroni contest will be in possession of the cup until the 1924 exposition, when it will be again put up for competition. In this manner does the macaroni industry strive to encourage the production of a grade of wheat that will meet every requirement for macaroni and spaghetti manufacture.

### Marketing of Wheat

As contrasted with the system of wheat marketing in this country, described in previous articles, it is interesting to note the methods in vogue in Argentina, says a bulletin issued by the Pillsbury Flour Mills Co. There is no highly organized system for handling farm products in the republic and until that great country awakens to the necessity which it has faced for 50 years, and completely revolutionizes its antiquated methods of handling grain, there will be a few who will continue to become immensely wealthy in handling the cereal products of the farm, but the great masses of the producers will remain in poverty and in want of even those ordinary necessities and conveniences which make life worth living on the farm. Argentina is fourth among the nations of the world in the exportation of wheat, and yet it has no modern system of handling and distribution. Country elevators so common in our own country are practically unknown. Grain is bagged at the

thresher, the tenant farmer paying for the bags, upon which he gets a slight rebate when the grain is sold, as they are weighed in as wheat, corn, oats—as the case may be. In other words no deduction is made for the weight of the sacks. The grain is sold either to the representatives of some of the large dealers in Buenos Aires, who pay currency for it, or it may be purchased by the country middleman who, in conjunction with his general merchandise establishment, operates a warehouse. It is usual for the person to suffer from the antiquated system of marketing grain, because he must pay for his sacks, he must accept the weight and grade as established by the middleman who buys according to his own imperial judgment, and if the grain is not of a quality to suit him he may not buy at all.

### Standardize Alimentary Pastes

The division of weights and measures of California has entered upon a campaign of standardization, according to press notices from that state. Several announcements have already been made, the latest being with reference to the standardization of alimentary paste products such as macaroni, spaghetti, vermicelli, noodles, etc. It is proposed to have manufacturers agree upon certain weights of packages with the result that all paste products of the country not sold in bulk will be required to conform or agree as to weight. At present these products are sold in packages of various sizes and weights, generally lacking uniformity, and as a result misunderstanding exists on the part of the buying public. The outcome of this movement for standardization in that state is being awaited with much interest by macaroni manufacturers everywhere.

### Surplus Wheat in Argentina

Argentina's exportable surplus of wheat on July 3 was about 36,000,000 bus., according to a cable received by the United States Department of Agriculture from Buenos Aires on July 18 through the Argentine embassy at Washington. Last month the estimated Argentine surplus was about 49,000,000, according to the same authority.

The air is full of many plans—many plans are full of air.

# BADEX

## The Macaroni Improver

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

Badex gives you an increased yield, materially reduces breakage or checking and gives your macaroni uniform color and a transparent, glossy finish.

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

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

**Stein Hall & Co.**  
New York

**Stein Hall Mfg. Co.**  
Chicago

*Manufacturers of Pure Food Products Since 1866*



## A VERY GOOD BOOST, DOCTOR

The editor of Baking Technology, published by the American Institute of Baking at Chicago, pays a high tribute to the wonderful program outlined by the macaroni manufacturers, and incidentally he boosts the splendid work done for the macaroni industry by the New Macaroni Journal in the issue of July 15, 1923, from which we quote freely and with some pride, its article on "Macaroni Men's Discoveries":

### The Quotation

Macaroni men are finding what every group of men find who try to organize to "glorify" their product and forget each "brand." Prophets of disaster have arisen in their ranks who assure the "little man" that the "big man" will eat him up. Certain men have adopted a "Let George do it" attitude, similar to that of the western pioneer who lagged a day's journey behind the overland company. When those that worked in front digging a road came back to ask him to do his share, he replied that they COULD NOT ROLL THEIR ROAD UP AFTER THEM so he would ride along prettily a day in the rear.

He did, but in the end the story of his selfishness lived longer than he did and he died in shame with every neighbor's hand against him.

The macaroni preachers of cooperation may one day come to the American Institute of Baking or to the American Wheat Institute that may come into existence to fulfill greater needs of greater cooperative units.

At the present stage of affairs they use these points of appeal, which should arouse a sympathetic response in the heart of every baker as well as every maker of macaroni—

1. We should promote the "EAT MORE WHEAT" movement, and add to the wheat slogan "MACARONI—A GOOD WHEAT FOOD."
2. We should enter into a program of educational advertising.
3. We should introduce a uniform cost system.
4. We should eliminate, entirely, ALL COLORING MATTER in macaroni products.
5. We should reconcile differences—lend a hand—and then see how different things will look to us.
6. No matter how big or how small you are, Mr. Macaroni Manufacturer, ORGANIZATION is what you need.

7. We must quit finding fault and advance constructive ideas.

8. We must confine our worrying to our own business. Then we must build up a STRONG NATIONAL ORGANIZATION and let it do the worrying about our industry in general WHILE WE BACK IT UP at home.

9. We must all be big enough to rise above petty strifes and personalities that have in the past prevented us from doing our duty to our industry. Then we must build up from the inside and not tear down from the outside.

10. We must think of our affairs in terms of "THE INDUSTRY FIRST, then the manufacturer."

The macaroni men are splendidly backed up by their industry's organ, The New Macaroni Journal. With such an organ, and a program as outlined above, the country's organizing bakers, of course, will watch them through rapid strides of growth.

### Quick, Satisfying Meals

During the summer season housewives desire to enjoy the greater part of the day in a more pleasing way than in the preparation of big meals requiring hours of planning and cooking. Experts agree that much time can be saved by serving a "one dish" meal for luncheon in the form of spaghetti or macaroni, sure to please the palates of even the most discriminating if properly concocted. Here are a few simple though tasty and satisfying luncheons highly recommended for frequent use throughout the summer months.

#### Genoa Spaghetti

Boil until tender in salted water half a package of spaghetti, then drain, rinse in cold water and drain again. Chop finely ¼ of a pound of fat, raw ham, turn into frying pan with tablespoon of minced onion and shake and cook over a moderate heat until slightly browned. Add the spaghetti, 1 pint of highly seasoned tomato sauce, and simmer together for 10 minutes. Turn into a heated vegetable dish and sprinkle with grated parmesan cheese.

#### Spaghetti Sorrento

To prepare the spaghetti a la Sorrento cook the slender sticks in the manner prescribed, using seasoned stock instead of water. Melt (for 2 cups of the cooked spaghetti) 2 tablespoons of butter and blend in 1½ tablespoons of browned flour. Stir until blended and pour in gradually 1 large cup of the stock in which the macaroni has cooked. Add also 1 minced green pepper and ¼ pound of sautéed mushroom caps that have been cooked together in 3 tablespoons of hot bacon dripping. Stir constantly until

the sauce thickens and boils, add the macaroni, salt, and celery salt to taste and turn into a buttered baking dish. Cover the top with buttered crumbs and bake in a hot oven until the sauce bubbles through the crumbs.

#### Macaroni, Garden Style

Fry 1 large minced onion in 3 tablespoons of vegetable oil, add 4 tablespoons of butter and when melted 1 carrot, ½ turnip and 2 stalks of celery, all finely diced. Cook for 2 minutes, stirring constantly, and pour in 1 cup of canned tomato juice. Simmer until the vegetables are tender and stir in ¼ of a pound of cooked, drained macaroni salt and paprika to taste, 1 cup each of canned string beans and peas (drained) and a tablespoon of chopped parsley. Remove from the fire as soon as the mixture boils and dust with grated American cheese. This is excellent to serve in the place of meat for luncheon or supper.

The generally accepted manner for boiling spaghetti or macaroni is to bring the water to a boil, then add macaroni or spaghetti slowly so as not to reduce below boiling point, and when tender to drain and rinse in cold water to prevent it becoming sticky or pasty. Dry, and keep cool till needed.

#### Likes Editorial—Suggests Remedy

(Continued from page 18.)

"The Shredded Wheat company, Postum Cereal company, Kellogg company have found 'free sample to consumer' campaigns most effective in making known the merits of their several food products.

"A similar trial campaign is easily available to every macaroni manufacturer with 25 to 50 American families in the neighborhood of each factory. We would suggest that each family be sent a small package of spaghetti with a small can of tomato paste and sufficient good cheese,—like Parmesano Romano; accompany this free sample with a personal letter with good recipe explaining how to boil the spaghetti and to prepare the suitable sauce in some simple way.

"The first cost is trifling, but results should warrant continued and extended efforts along this line as a sure means of increasing consumption of macaroni products, something most essential to be overcome."

This is but one of many good suggestions that have been made to meet the deplorable condition now affecting the industry. The article referred to was freely commented on by the national and trade press of the country and should have the desired effect, that warning capitalists to steer clear of this field.

## The Best Boxes You Can Buy for Your Shipments

H & D SHIPPING BOXES are the ideal containers for alimentary paste products. They seal up so as to make a practically air-tight and dust-tight container. They are waterproofed to keep out ruinous damp when in transit or storage. They safeguard perfectly the quality and freshness of your goods insuring a perfect food product to your consumer-customers.

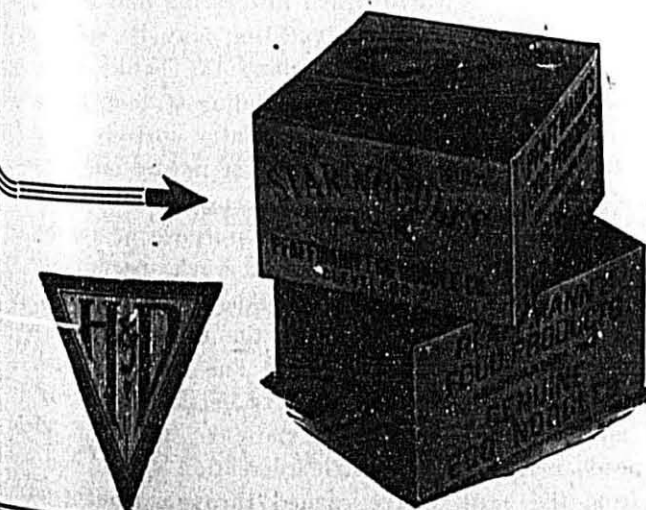
And H & D Boxes are surprisingly LOW-COST—the most economical, and at the same time most practical shipping containers ever made.

H & D Boxes come to you folded flat for space-saving storage, yet are easily and instantly assembled for packing. They are supreme in safety, economy and convenience.

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

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

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



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

## SATISFACTORY

Wooden Macaroni Box-Shooks

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

## Made to Satisfy Packer, Jobber and the Retailer.



Solid Fibre  
or  
Corrugated Fibre  
Shipping Containers

Made by  
**ATLAS BOX CO.**  
1385 No. Branch St. CHICAGO



## CREDIT OR APPROVAL

Poor Basis for One Who Wishes to  
Conduct Cash Business—  
Worthless to Meet  
Competition.

Selling goods on approval and selling goods on credit are indefensible practices ordinarily and inevitably result in higher prices, Alvin E. Dodd, manager of the domestic distribution department of the Chamber of Commerce of the United States, declared before the recent annual meeting of the National Retail Hardware association at Richmond.

"The merchant who cannot collect payment when the goods are handed to the purchaser," he said, "is lacking in strength if he wishes really to conduct a cash business. As devices for meeting competition they are worthless, because if all competitors adopt them the result is negative in any advantage which may be obtained and the public is taught an injurious habit—injurious both to the merchant and to his customer, since both of these practices lead inevitably to higher and higher prices to cover the inescapable losses."

Mr. Dodd explained that he was not attempting to discuss the right or wrong, the advisability or the inadvisability of a strictly credit business.

"This has its successful exponents," he continued, "but it is a distinct branch of trade and cannot be conducted successfully within the walls of an otherwise strictly cash business without the installation of a special department. Any attempt to merge the two will injure one or the other practice, if not both."

Taking up the question of the cost of doing business, Mr. Dodd said that a recent survey in retail hardware establishments gives a common figure of 21.56% on the retail price. This is about an average of the cost of doing business in all retail establishments in all lines of trade as far as can be judged. Chain groceries are said to reach a figure less than 15% while department stores exceed 25%.

"You, therefore, seem to be in a safe position which indicates also that your costs can be reduced materially by a more careful study of simplification and turnover," he said. "This is another way merely of stating that you should make a study constantly of your stock in the interest of close buying.

## Macaroni to the Relief

To ALL Macaroni Manufacturers:

A most touching and heartrending appeal comes to this Industry for food to feed thousands of starving women and children in Greece who are being cared for by the NEAR EAST RELIEF COMMITTEE.

According to Dr. John C. Curran, Associate Director of the relief organization, FIFTY TONS OF MACARONI will be needed as the main sustenance of life in that stricken country.

Macaroni generously donated by this Industry when Smyrna was destroyed, is credited with saving THOUSANDS of women and children.

In one instance, alone, in Sivas, Asia Minor, over 1000 people lived for 6 weeks on macaroni and condensed milk only, and quoting the same medical authorities,—"At the end of that period, when other foodstuffs became available, those people were absolutely normal and healthy."

That's a fine boost for our products! Have you any Macaroni or Spaghetti (broken will do), to donate to this worthy cause?

If so, please notify National Macaroni Manufacturers association at Braidwood, Ill., as to approximate quantity, and label your shipment in BARRELS, as follows:

NEAR EAST RELIEF—U. S. Army Base  
Foot of 59th St., Brooklyn, N. Y. (Long Is. Delivery).

Place your shipment in hands of the railroad which will transport it FREE to the above named point.

Here is a DOUBLE OPPORTUNITY—Help feed these unfortunates and through your philanthropy get some welcomed publicity for the MOST WHOLESOME and NUTRITIOUS FOOD.

Trusting that you are in a position to profit by this opportunity while doing a most charitable act, and awaiting notice of a most generous response to this worthy appeal, we are

Very truly yours,

—NATIONAL MACARONI MFRS. ASSN., INC.,

By M. J. Donna, Secretary.

P. S.—Nonmembers need not hesitate to join this charitable group who will give succor to the needy. The National Association will be glad to serve as a Clearing House for all macaroni manufacturers.

Your average stock turn of 2.23% is so low that it gives even further encouragement to believe that a careful study of your business will repay the effort many fold."

### Had Your Vacation Yet?

#### VACATION ODE

Little bank roll, ere we part,  
Let me press you to my heart,  
All the year I've worked for you,  
I've been faithful, you've been true.  
Little bank roll, in a day,  
You and I will go away  
To some gay and festive spot,  
I'll return, but you will not.

Vacations, like manufacturing, selling, advertising and distributing, are expensive but they are none the less necessary for business men whose minds have been concentrated on one line of effort throughout the year.

Factory cleansing and repairing are also expensive operations but a good business man will not neglect these because of the expense. In the same degree that plants need an occasional overhauling, the mind needs rest and the body recuperation from the hard task repeated 360 times a year.

If you have not yet taken a vacation from your duties plan it right now. You may not think that you need rest but a little vacation period will prove to you that you do need this annual relaxation.

You will return filled with renewed "pep," ready and anxious to tackle problems that have been worrying you and from your contact with nature or with people of other vacations you will have a broader view of things that will prove interesting and beneficial.

Your vacation may be spent at the seashore, along the banks of a quiet lake or a bounding stream, in a restful tour of the country entirely aloof from your business, or in any one of several ways that you may choose; but all will serve the one purpose of taking your mind off your work, permitting you to see the world in a new light.

August is the real vacation month. September is fine for this same purpose. Plan to get away if only for a week and note the beneficial effect of this little recreation which you surely have earned through months of continuous contact with your business.

## CEVASCO, CAVAGNARO & AMBRETTE, Incorporated

Builders of High Grade  
Macaroni Machinery

Presses—

SCREW AND  
HYDRAULIC

VERTICAL AND  
HORIZONTAL

Kneaders

Mixers

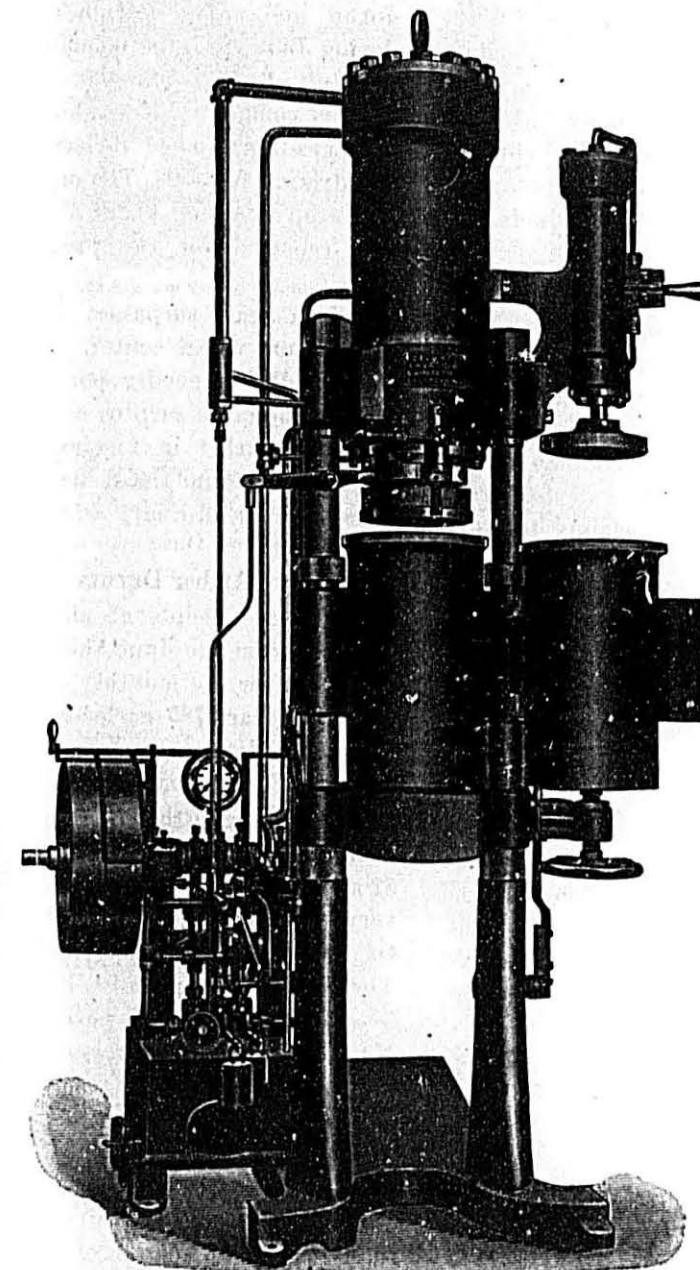
Dough Brakes

Mostaccioli and  
Noodle Cutters

Bologna Fancy  
Paste Machines

Specialists in Everything  
Pertaining to the Alimentary  
Paste Industry.

Complete Plants Installed.



Type V-P Vertical Hydraulic Press.

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

Send for Illustrated Catalog, containing full information.

Office and Works,  
156 Sixth Street,

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



## Patents and Trade Marks

### PATENT GRANTED Macaroni Die

On July 10, 1923, Guido Tanzi of Long Island City was awarded patent rights on a macaroni die, plans of which were filed with the patent office on June 12, 1922, and given Serial No. 567,997. An official description of the die follows:

A macaroni die comprising a plurality of plates secured together, one said plate being provided with a plurality of receiving orifices arranged in pairs and the other said plate being provided with a plurality of discharge orifices each discharge orifice communicating with a pair of receiving orifices and an irregularly shaped passage connecting each pair of receiving orifices with its coacting discharge orifices.

A macaroni die comprising a plurality of plates secured together, one said plate being provided with a plurality of receiving orifices and the other said plate being provided with a plurality of discharge orifices, each said discharge orifice communicating with a plurality of receiving orifices and each said receiving orifice being provided with a discharge aperture in the wall thereof, all said discharge apertures of each associated group communicating with a single discharge passage, arranged in the nearest adjacent side of the plate, wherein the receiving orifices are produced.

### TRADE MARKS GRANTED Venezia

The U. S. patent office on July 24, 1923, granted the Seattle Macaroni Manufacturing Co., Inc., of Seattle the exclusive right to use the word "Venezia" on its alimentary pastes. Application was made Dec. 1, 1922, and given Serial No. 172,773.

### Glorus

Kurtz Bros. of Philadelphia filed on July 17, 1922, an application for use of the trade mark "Glorus" which they claim to have used since February,

1920 on their macaroni products. This application was granted July 17, 1923, and given Serial No. 167,002.

### Fontana's

Application for use of the trade mark "Fontana's" on macaroni products which was filed with the patent office on Dec. 4, 1922, by the Fontana Food Products company of San Francisco was duly registered and given serial No. 172,872. This company has been using this trade mark since February 1922 on a line of foods it puts out, which includes macaroni products.

### TRADE MARK APPLIED FOR Goodman's Spaghetti

A. Goodman & Sons, Inc., of New York city filed with the patent office Sept. 16, 1922, application for the use of the trade mark "Goodman's Spaghetti" on their alimentary paste products. This company claims to have used this trade mark since Aug. 26, 1922. The trade mark consists of a small circle within a larger one, between the circumferences of which are printed the words "Goodman's Spaghetti" in heavy black type. Cutting across the center of the circles are two horizontal lines between which is written the following words (no claim being made to these): "100% Whole Wheat." In the background of the small circle appears a sheaf of wheat. All notices of opposition must be filed within 30 days of date of publication, which was July 24, 1923.

### LABELS REGISTERED

#### Romolo

No. 26,161. Registered July 10, 1923, for use on macaroni products by Romeo C. Ajello of Brooklyn. Published May 26, 1923.

#### Fortune Shells

No. 26,166. Registered July 10, 1923,

for use on macaroni products by the Fortune Products company of Chicago. Published Jan. 13, 1923.

### Durum Receipts for June

Including figures given out by the department of commerce covering the durum and amber durum inspection during June 1923, the official record of the July 1, 1922-June 30, 1923, crop year is complete. The abundance of high grade or amber variety is one of the striking features. The ordinary durum crop was only about a quarter of that reported for the previous crop year.

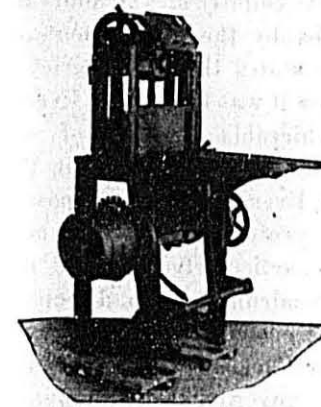
Duluth again surpasses Minneapolis as a durum wheat center. New York also handled a goodly portion of the crop as the large surplus of this wheat finds its market in foreign countries where it is found most desirable for blending with ordinary wheat in flour manufacture.

#### Amber Durum

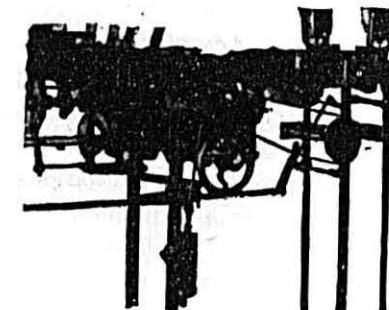
The total receipts of all grades of amber durum for June shows a slight increase over the monthly average for the crop year, 785 carloads being reported for June as compared with 680 carloads for the month of May. Of these 146 were of the No. 1 grade, Minneapolis receiving 52 carloads, Duluth 82 and Chicago 4. The No. 2 grade was very plentiful there being 507 carloads. Of these Duluth received 255, New York 131, Minneapolis 91, Philadelphia 17 and Chicago 3. 95 carloads of the No. 3 variety were reported during the month showing an increase of one carload over May receipts. The low grades were scarce, only 37 being inspected.

For the crop year July 1, 1922, to June 30, 1923, a total of 15,030 carloads of all grades was reported, showing a decrease from the receipts recorded last year.

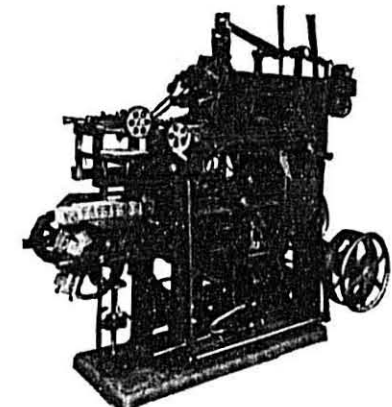
(Continued on page 35.)



Forming and Lining Machine



Folding and Closing Machine



Wrapping and Labeling Machine

# Peters Machinery Company

231 W. Illinois Street

CHICAGO, ILLINOIS

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

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

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

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



## International Macaroni Moulds Co.

252 Hoyt St.

Brooklyn N. Y.

## Macaroni Die Manufacturers

### Ask For Our Price List.





# NOTES OF THE MACARONI INDUSTRY

## The Foulds Company

Plans for the organization of the large macaroni concern to be known as the Foulds company are progressing slowly under the wise direction of those directly interested. The Foulds company is the result of a merger of 3 large macaroni plants and a sauce manufacturing concern, including the Foulds Milling company of Libertyville, Ill., the Woodcock Macaroni company of Rochester, the Warner Macaroni company of Syracuse and the Palisades Manufacturing company of West Hoboken, N. J.

The Foulds Milling company is the largest firm involved in the deal. Arrangements were completed last month for handling the stock of the various companies involved. The ownership of the Foulds Milling company stock was mostly in the hands of investors in Cincinnati where the company first originated, and among employes of the concern, who were permitted to obtain stock when the reorganization took place in January 1922.

The Foulds Milling company had 2000 shares of preferred stock of par value of \$100 per share and 6650 shares of common stock of no par value. Under the agreement entered into the owners of the preferred stock will be paid \$105 a share; while the common stock owners will receive \$65, or an equivalent in the stock in the new company formed on the foundation of the purchase of 3 additional factories.

Robert M. McMullan of New York and B. L. Cumber of Detroit are handling the financial transfer. Just what arrangements have been made with the other firms involved has not yet been divulged.

The Foulds company, whose head office is in New York, will be capitalized with 50,000 shares of 7% cumulative preferred stock with a par value of \$1,000; 5500 shares of second preferred stock with a value of \$100; 19,572 shares of Class A common stock no par value; and 30,000 shares of Class B common stock no par value.

Frank W. Foulds of Chicago is to be the president of the new Foulds company at New York and his son, Colburn S. Foulds, is to act as general sales manager. According to statement attributed to Otto Armleder of Cincinnati the newly organized firm is to sup- the east and central west and a later

to acquire plants in the south and on the Pacific coast to facilitate the handling of business from those sections.

## Red Cross Advertising

The Thos. E. Basham company, advertising agency of Louisville, has been selected by the John B. Canepa company of Chicago to handle the national advertising now being conducted to popularize the Red Cross brand. The advertising concern is particularly proud of being awarded this business, which is probably the largest advertising contract ever given a southern agent by a firm in or out of the south. While the amount involved in this contract is large the advertising agency in its announcement does not state sum. The John B. Canepa company is a large and well established firm that has been continuously in business since 1860, according to announcement by the Basham company.

## Probe Factory Blaze

Fire of unknown origin wrecked a section of a macaroni plant on Weaver st. near Broadway, Schenectady, N. Y., in the early morning hours of July 19. According to press notices suspicion of the authorities has been aroused because of the waste, rags and paper found scattered throughout the building. Flames spurted from various sections of the building and kept the firemen busy preventing not only destruction of the plant but communication of fire to the nearby property. No estimate is made of the damage to the stock or machinery and the police are puzzled even as to the proper ownership of the plant. It was formerly owned by G. D'Loretto. The building was mortgaged, but it is not known just what insurance was carried thereon.

## Liver and Macaroni

The meat packers have been carrying on a most consistent propaganda in favor of a larger increase in the use of meat products either as individual dishes or in pleasing combinations. In their effort to reestablish meat consumption on the prewar basis the packers have had the help of the Department of Agriculture which became interested in this movement and helped it along by judicious publicity showing the value of meats as food. Liver has attained high estimation as a food in

many countries. A bulletin recently issued by the Department of Agriculture states that in a series of experiments it was found that liver contains considerable amount of antineuritic vitamin, so called Vitamin B. In addition liver tissue is composed of valuable protein material and mineral matter, particularly iron and phosphorus. Dr. Gudrum Carlson, director bureau home economics, Institute of American Meat Packers, has taken advantage of this governmental announcement to urge the greater use of liver as a food. He states that for a great many years the value of cod liver oil as a potent agent in the cure of rickets and malnutrition in infants and children has been known, and that within recent years its potency has been discovered as due to its fat soluble vitamin content. In the bulletin of the packers macaroni with liver is among the first dishes recommended. Chicken livers are especially favored for use with spaghetti, and numerous recipes have from time to time been published calling for this excellent combination of these two most nutritious foods.

## Explosion Wrecks Plant

Fire following what is believed have been a gas explosion of some kind wrecked the building occupied by the Sharon Macaroni Manufacturing company at Sharon, Pa., on July 25. The huge plate glass windows were blown into the streets by the force of the explosion. Much damage was done to the machinery, equipment and stock. The macaroni factory occupied the story brick structure. Fire destroyed the drying rooms and other wood structures within. Water spoiled much of the raw materials and finished stock on hand. The proprietors of the macaroni plant were Frank Maley, Charles Jofrey and Anthony Donato, who had already prepared plans for rebuilding the plant.

## Child Killed by Machine

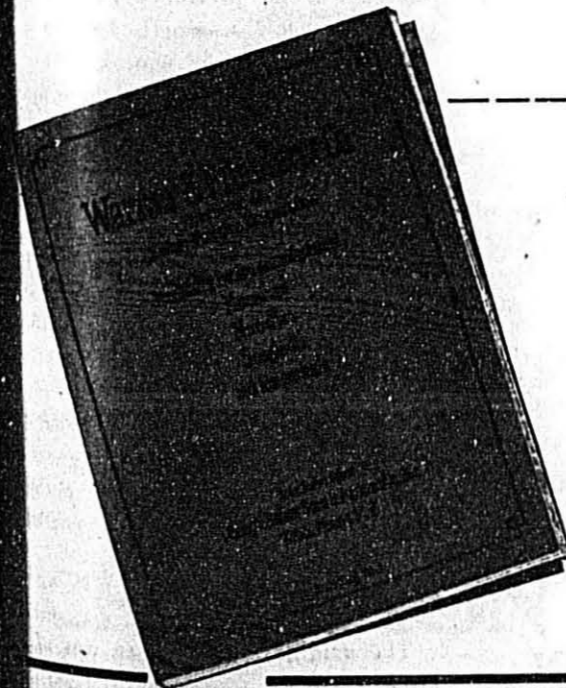
While inspecting and admiring a macaroni plant opened the day before by his father, Sebastian Papappalaris, Michael, his 11-year old son, was horribly mutilated when his clothing and right arm were caught in a revolutionary kneading machine. The unfortunate youth shouted to his father, who arrived in time to see the mutilated boy



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



just fill out the coupon & mail



joseph baker sons & perkins co inc  
baker-perkins building, white plains, n y

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

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



thrown to the floor. The boy was immediately rushed to the hospital, but died a few minutes after arrival. The plant, which is a small one, is at 26 Broad st., New Britain, Conn., and had begun operations the previous day.

#### Bankrupt Firm's Small Assets

According to schedules filed in court by Vincent Bonomo, on Third av., Utica, N. Y., who was thrown into bankruptcy by action of creditors last month, the assets of the firm are roughly estimated at \$20,000, while the liabilities are listed at \$50,523. The showing made before a large gathering of creditors in federal court was displeasing since it was expected that there would be realized a far greater percentage on the assets. There are 75 creditors hailing from cities in many states, including machinery firms, flour mills, paper factories and box concerns. Among the assets are listed stock on hand, \$3,000; machinery, \$10,000; fixtures, \$700; accounts, \$8,500, and a breach of contract claim against a milling company of Oklahoma, \$6,000.

#### Macaroni Foreman Bankrupt

Following financial reverses that caused the closing of the Iowa Macaroni Manufacturing company of Des Moines, Ia., and the offering of that plant for sale, Charles E. Bova, foreman of the plant and one of the principal owners, has filed a voluntary petition in bankruptcy in the federal court. In his petition he lists liabilities at \$4,550 representing claims of creditors, most of whom live in Des Moines. In this same petition he frankly admits that his assets are "Nothing." Creditors realize that the liabilities so far as this individual are concerned are unsecured.

#### Overheated Motor Causes Fire

Damages to building, machinery and equipment estimated at approximately \$25,000 was sustained by the Birmingham Macaroni company at 400 S. 14th st., Birmingham, Ala., the last week in July through fire caused by an overheated motor. The flames were discovered in one of the drying rooms on the second floor and had spread rapidly through the 3 floors of the plant before it was checked by the fire department, which was called after the employees had made a vain attempt to subdue the flames.

Much of the equipment and stock stored in the 3-story brick building was

damaged by fire, smoke and the water, though the building remained intact. The damage is estimated at \$15,000 to walls and \$10,000 to stock and equipment.

Repairs to the plant were immediately ordered by the officials, which were completed within 2 weeks. In the meantime, orders were filled from branch warehouses at Asheville, N. C., and Nashville, Tenn., where proportionately large stocks were carried pending the heavy demands expected during the fall months. Most of the loss was covered by insurance.

#### Order Ruins Disinfected

The Westchester Macaroni company plant at 28 Stevens av., Mt. Vernon, N. Y., was recently destroyed by fire and the stock made useless by water. The decomposing stock caused complaints to be made by nearby residents and the board of health ordered the owners, Weisel & Kelin, to disinfect the ruins and remove all the offensive material. The owners have not as yet decided just what they will do in the way of reestablishing their plant.

#### Imports and Exports

While the importation of macaroni products is steadily progressing, exportation of American made products shows a gradual falling off in quantity and value, according to figures by the department of commerce covering April and May 1923. In spite of the differential due to the 2c per lb. tariff imposed under the revenue act, foreign made macaroni, spaghetti and noodles find a ready market among a class of consumers, who are perhaps guided in their choice not by quality but rather by prejudice or sentiment.

#### Imports for April

The total importation of all grades of macaroni products for April was 287,560 lbs. at a scheduled value of \$22,329, comparing this with 180,221 lbs. at a value of \$15,209, the importation for April a year ago, the extent of the increase is noted.

For the 10 months of the fiscal year beginning July 1, 1922, a total of 3,321,671 lbs. of imported goods reached our shores valued at \$199,285. The quantity so far imported is more than double the importations for the same period ending April 30, 1922, when the total was 1,517,793 lbs.

#### Imports for May

The heavy importation continued

throughout May 1923 when a total of 283,755 lbs. worth \$23,395 was reported by government inspectors. For the same month in 1922 the total importation was 241,846 lbs. valued at \$21,356. These figures indicate a decrease of 1/2 per lb. value on the various grades imported.

The total importations for the 11-month period ending May 31 is reported as 3,604,426 lbs. worth \$222,680. For the same period a year ago the total was 1,759,639 lbs. worth \$155,610. It will be judged from these figures that the importations of 1923 easily doubled those of 1922.

#### Exports for April

The exportation of macaroni, spaghetti and noodles for April, as reported from various shipping centers totaled 699,410 lbs. at a value of \$52,055, compared with 843,538 lbs. worth \$70,532 for April 1922. These figures indicate that the American macaroni manufacturer has been contented with the much smaller per pound price this year than last. The prevailing per lb. value price in April 1922 was 8 1/2c while the average for the same month in 1923 was less than 7 1/2c.

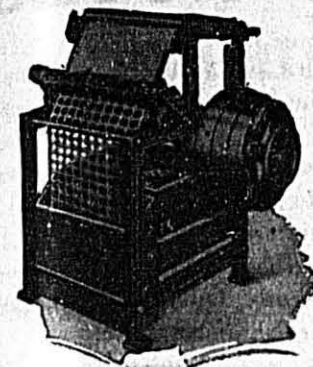
The total exportation for the 4 months ending April 30, 1923, was 150,953 lbs. at a value of \$414,105. Figures on the exportation of macaroni products are available only since Jan. 1, 1922. During the 4 months of the year, Jan. 1 to April 30, a total of 213,196 lbs. was exported bringing \$255,947.

#### Exports for May

Figures covering May again show a decrease in the quantity and value of the macaroni products exported, only 614,062 lbs. worth \$44,439 were shipped to foreign shores. The decrease will be noted when these figures are compared with those for May 1922 or 701,894 lbs. worth \$53,979. The approximate decrease in the per pound value is 1/2c.

The total quantity of these goods exported for the 11-month period ending May 31, 1923, now equals 5,365,015 lbs. worth \$458,544. This is not greatly in excess of the amount and value of the exportation for the 5-month period Jan. 1 to May 31, 1923, on which figures are available. During the short period a total of 3,915,890 lbs. was exported at a value of \$309,926.

The original family tree was of the apple variety.



## "CLERMONT"

DOUGH BREAKERS  
CALIBRATING DOUGH BREAKERS  
NOODLE CUTTING MACHINES  
FANCY STAMPING MACHINES

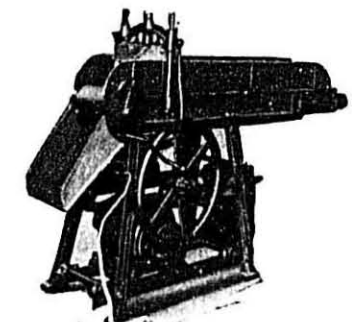
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BOLOGNA STYLE NOODLES  
MOSTACCIOLI CUTTERS

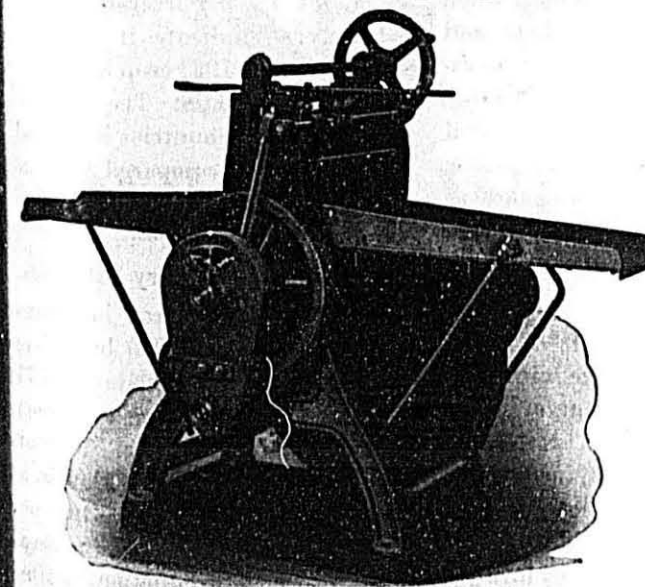
*All Labor Saving Machines of  
the Highest Grade and the  
Cheapest in the End.*

**CLERMONT MACHINE CO.**

77-79 Washington Avenue  
Brooklyn, N. Y.



## CHAMPION PRODUCTS MACARONI MIXERS NOODLE BRAKES



CHAMPION NOODLE BRAKE

The Champion noodle brake for noodles and Macaroni used in some of the largest Noodle factories in the U. S. A.

It takes a minimum of space

It will save labor

It will increase production

It is either belt or motor drive

Gears machine cut, bearings carefully bored and of bronze bush

Rolls of ground, polished steel, with scrapers on both sides, adjustable up or down.

*We are builders of flour sifting  
outfits as well.*

**CHAMPION MACHINERY CO.**  
JOLIET, ILLINOIS



# GRAIN, TRADE AND FOOD NOTES

## Canned Grapefruit

The National Grapefruit Canners association, covering practically 95% of the output of canned grapefruit of Florida and Porto Rico, was formed at a meeting last month in Washington. This new trade organization is affiliated with the National Canners association, maintaining a section therein. The canning of grapefruit is a comparatively new industry, in fact was begun only a few years ago, but the sales demand has been such that within the short period the pack is well over 8,000,000 cans.

The organization appointed a committee of 7 members to consider the matter of inspection and standardization of the product. The prime object of the association is to conduct a nation wide advertising campaign. A committee for this purpose will study the situation and, if conditions are right and funds assured, it is expected a start will be made within the next few months.

Ralph Polk of the Polk Co., Miami, was chosen chairman of the association, Edmund Rushmore of the Spanish-American Fruit Co. of New York city vice chairman, and C. E. Street of the Florida Grapefruit canning company of Bradentown, Fla., as secretary.

## Durum Acreage Small

A survey of the 4 northwestern states naturally adapted for growing durum wheat shows there has been a slight decrease in the durum acreage this year. In addition an inspection of the wheat fields leads to a belief that the production will be under the average. As a consequence a decrease in the production of durum wheat is looked for in the 1923 harvest. The quality of grain now being harvested is exceptionally good. The decrease in production will have little effect on the domestic market since there is grown annually many million bushels in excess of the domestic demands. About the only effect will be to reduce the amount of exportable surplus. John H. Rich of Minneapolis, federal reserve agent for the ninth district, advises that of the acreage cut in North Dakota practically all was in durum wheat, which must look to export for a large part of its market. A big movement is on among the macaroni and wheat men for the production of a bet-

ter durum wheat which is most adaptable for macaroni manufacture. While it is probable many farmers have lost money on the durum wheat because of the excessive yield of last year and the price differential, it is likely that there is to be a revival of the popularity of this wheat as the production of a good seed is evolved. North Dakota especially is preparing to cash in on the peculiar combination of sun, soil and good durum seed in that state. This wheat is the nearest to rust proof and seems to be best fitted to stand any objectionable features of the great plains climate. Soft wheat macaroni is now taboo and durum wheat growers who carefully select their seed and produce only high quality of amber durum wheat are expected to profit by the increase in demand for American made macaroni products.

## Like It? Recommend It

It is more natural for a person to recommend a food that he likes. Recognizing this fact the Washburn-Crosby company is urging its salesforce of approximately 500 men, 90% of whom are married and maintain homes, to read carefully copies of booklet on macaroni and try out recipes recommended therein. The company is vitally interested in the successful development of macaroni as a national food in the United States and is confident that its salesmen will cooperate fully toward this end. Macaroni products are justly termed a wonderful food and when properly prepared are delicious and satisfying. It is hoped that each salesman will be convinced of the food value of these products after a fair trial and that he will become a potential factor in creating the national demand at which macaroni manufacturers, durum growers, and millers are aiming.

## Rumanian Grain to Italy

The past few months have witnessed a large increase in shipment of grain from Rumania to Italy. This is particularly interesting to the durum millers and macaroni manufacturers because much of the grain made into semolina for macaroni purposes formerly used in Italy came from that country and Russia. With the resumption of importation from the Balkan region, it is expected that there will be a great falling off in American purchases. Dur-

ing April port authorities figure over one half of the grain receipts Venice came from Rumania. So serious are the Italian users of Rumanian wheat to get that grain that the steamship service between Venice and Rumanian Black sea ports has been greatly enlarged to furnish necessary shipping space.

## Will Edit Cereal Journal

Dr. C. H. Bailey of the Minnesota university farm, professor of agricultural biochemistry, has been selected editor-in-chief of the official publication of the American Association of Cereal Chemists, which will be known as "Journal of American Association of Cereal Chemists." Dr. Bailey will edit the Journal from his office at university farm in St. Anthony Park. It is planned to publish the Journal monthly at the beginning, each issue will be approximately 50 pages. Chemists from all over the country, particularly those associated with grain and flour lines, will contribute to this new publication.

## Larger Foreign Crops

The forecasts of wheat production in 16 countries of the northern hemisphere is about 1,878,000,000 bus. compared to 1,754,000,000 bus. for 1922, according to a cablegram received by the Department of Agriculture from the International Institute of Agriculture at Rome. This is an increase of 124,000,000 bus. or about 7%. Forecasts of the wheat crop indicate it will be more than twice the 1922 crop in Switzerland, Algeria and Tunis. The total production in these 3 countries is estimated at 52,837,000 bus. compared to 24,269,000 bus. last year.

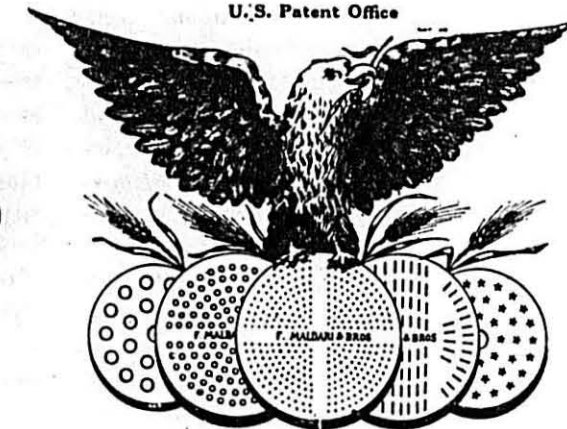
## Revised Hungary Estimates

The 1923 wheat crop in Hungary is estimated at 60,737,000 bus. compared with the revised estimate of 54,711,000 bus. for 1922, according to a cablegram from the International Institute of Agriculture at Rome. This is an increase of about 14,000,000 bus. or over last year's crop. The revised estimate of wheat production in Hungary for 1922 indicates there were 9,000,000 bus. more wheat last year than at first supposed, hence the November estimate of 45,000,000 bus. has been increased accordingly.

## Maldari's Insuperable Bronze Moulds with removable pins.

QUALITY

TRADE MARK  
Reg.  
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Workmanship

Service

SATISFACTION

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

SEND FOR CATALOGUE

Established 1903

Dependable  
Quality

For Complete  
"Semolina Satisfaction"

Prompt  
Service

USE

# NOMCO

## DURUM WHEAT PRODUCTS

FARINA  
SEMINOLA  
(one, two, three)

FANCY PATENT FLOUR  
FIRST CLEAR FLOUR

Ask today for samples and quotations  
**NORTHERN MILLING COMPANY**  
Wausau, Wisconsin



### Government Book on Trade Associations

After years of study as to just what composes a legal trade organization and after many months of serious consideration of this matter from every angle by governmental agencies, the department of commerce has finally issued a book entitled "Trade Association Activities" which describes the functions of trade associations and their place in the economic fabric of the nation. The book is a comprehensive one and contains a directory of all of the known trade associations in America and in the world, with a synopsis of the working arrangements of the leading individual business agencies.

The government took the various business organizations into its confidence while making this survey and permitted them to cooperate with the bureaus of foreign and domestic commerce, census, and standards, each of which conducted a survey from its own angle.

This book of 368 pages records some of the notable achievements of trade associations in this country, among which might be mentioned establish-

ment of business standards, improvement of methods of production and distribution, utilization of a wider variety of raw materials, general elimination of waste through simplification, and development of a higher code of business ethics for any line of business.

Among the main chapter headings found in the book is definition of trade associations, discussion of statistics, legislative activities, simplification and standardization, cost accounting, credit and collection activities, trade disputes and ethics, employe relations, insurance, public relations, traffic and transportation, commercial research, industrial research, and research of governmental interest to business organizations of this character.

The National Macaroni Manufacturers Association, Inc., representing the macaroni manufacturing industry of this country, was invited to cooperate in gathering facts and statistics insofar as the industry was concerned and the result is that a book full of interesting information is now offered through the superintendent of documents, government printing office at Washington, D. C.; where orders for the book should be placed.

### BLOWERS AND SUCKERS

Every speaker at the dinner boosted the town, which was inland some 800 miles from the coast. The speakers all said that had the city been on the coast it would have been world's finest city. The visiting speaker was called on next and said:

"Gentlemen, I am impressed with your city as much as you are and believe that I can suggest a way in which you can get your wish."

All leaned forward. The speaker said: "This is what you should do. Obtain a large pipe, run it from center of your city into the ocean, and if you can suck as hard as you can blow, the ocean will soon be in your city."

Cost Accountant Herbert Thaddeus was quite busy completing the model system which the National association is to offer the macaroni industry for its use in arriving at proper cost of manufacture. According to present plans it is being submitted to several firms, large and small, for a thorough trial before final acceptance. The work is in the hands of the right man and the system should become popular when finally adopted and tried.

### Durum Receipts for June

(Continued from page 26.)

for the same period of the previous year, when a total of 20,599 carloads were inspected.

#### Durums

The total receipts of durum for June showed a little change from that of last month but it was nearly twice as plentiful as the amber variety. There were 18 carloads as compared with 1296 the previous month. Of these 72 of the No. 1 grade, 38 reported at Duluth, 22 at Minneapolis and remainder scattering. The No. 2 variety was plentiful, 646 carloads reported, Duluth receiving 412, Minneapolis 103, New York 65, Philadelphia 36 and the remainder to various cities. A total of 288 carloads was graded No. 3. Of these Duluth received 215, Minneapolis Philadelphia 15 and New York 14. There was a total of 202 carloads of the inferior grades inspected.

The receipts of durum for the crop from July 1, 1922, to June 30, 1923, were nearly 4 times the receipts for the same period of the previous year, a total of 24,511 carloads of all grades compared with 6923 carloads for the period ending June 1922.

## 1923 Crop Guaranteed

Our new importations of

**Flake Whole Egg**  
**Spray Egg Yolk**  
**Granulated Egg Yolk**

Contracts made now at lowest prices of the year.

**Sepco Spray Whole Egg**  
For Egg Noodles

Stocks in all principal cities from coast to coast.

ASK FOR LIBERAL SAMPLES

**Sturges Egg Products Co.**

50 E. 42nd St.,  
New York

317 No. Wells St.,  
Chicago

Dried Egg Specialists

## Discriminating Manufacturers

Use

Hourglass



Brand

PURE DURUM SEMOLINA AND FLOUR  
RUNS BRIGHT, SHARP AND UNIFORM

Quality and Service Guaranteed

Write or Wire for Samples and Prices

**DULUTH-SUPERIOR MILLING CO.**

Main Office DULUTH, MINN.

NEW YORK OFFICE:  
F 7 Produce Exchange

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.

## PACKAGING MACHINERY

WHICH WILL

# REDUCE COSTS

They Will Handle

90 Packages Short Cuts Per Minute

SEALED AND WEIGHED

100 Packages Long Cuts Per Minute

SEALED—BOTH ENDS

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

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

Let us show you what we can do for you.

## Johnson Automatic Sealer Co., Ltd.

Chicago Office, 605 Chamber of Commerce Bldg., Chicago, Illinois

New York Office, 30 Church St., New York City

Send for Catalogue

Battle Creek, Michigan

Send for Catalogue



### The New Macaroni Journal

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

**PUBLICATION COMMITTEE**  
HENRY MUELLER - - - - - President  
M. J. DONNA - - - - - Secretary

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

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

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

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

Vol. V August 15, 1923 No. 4

### Among Machinery Men

Machinery builders are invited to notify us of any new installation of machines in old or new plants. They will be mentioned in these columns as a matter of news.—Editor.

Conrad Ambrette, president of Cevasco, Cavagnaro & Ambrette, announces installation of modern macaroni presses in the following plants during the past month: 13½-in. vertical hydraulic press, special type, in the Prince Macaroni Manufacturing Co. plant at Boston; 12½-in. regular type cylinder press in the Rochester Macaroni Co. plant in Rochester, N. Y. In both cases this is extra equipment necessary to meet business demands.

### Are You an Advertiser?

The past decade has witnessed a great change in the attitude of the ordinary macaroni manufacturer toward advertising until today over half the worthwhile plants are advertising their products more or less. That advertising pays, all who have attempted it judiciously will vouch for it.

There are still those who doubt the wisdom of telling the public about their goods, though this class is happily decreasing. For their particular benefit we give below an interesting statement recently read, in answer to the question "Does advertising pay?"

"AINT IT FUNNY?—A man gets up in the morning after sleeping on an advertised mattress: uses an advertised

soap for his bath: puts on an advertised collar: laces up his well advertised shoes: eats a breakfast food that is nationally known: looks to see what day of the week it is on an advertising calendar: smokes an advertised cigar or cigaret: times his departure from home by an advertised watch: rides to his work in an advertised automobile: and when the advertising man calls to show him that it pays to advertise, he exclaims, 'I don't believe in Advertising.' CAN YOU BEAT IT?"

### Journal in Salesmen's Hands

Every day in every way the New Macaroni Journal is being recognized as a valuable and timely publication that should be in the hands of every one interested in the macaroni manufacturing industry.

The Pfaffmann Egg Noodle company of Cleveland, through its efficient president, Fred Becker, who is also the trustworthy treasurer of the National association, is the latest company to desire that this trade paper be sent regularly to all its salesmen, and subscriptions accordingly have been ordered.

The policy of the publication committee has always been to make every number of the New Macaroni Journal interesting and instructive to all the

various groups interested and commendatory letters have been received from salesmen acknowledging the use of this publication as a helpful assistant.

Every macaroni salesman should receive and read the New Macaroni Journal regularly. Firms that have not subscribed for their complete should earnestly consider doing so immediately.

Who will be the next?

You can never ride on the wave came in and went out yesterday.

### WANT ADVERTISEMENTS

Five cents per word each insertion.

**PRODUCTION MAN**—We have an opening for an experienced engineer who is capable of taking charge of production in a modern macaroni plant. Big opportunity for man. State age and detail fully your qualifications. Name all your past connections, salary, etc. All applicants treated confidential. Address W. S., Macaroni Journal, Braidwood, Ill.

**For Sale**—Machinery for complete macaroni plant, including Bologna style. Write Cumberland Mfg. Company, Cumberland, Md.

Twenty years Macaroni and Noodle manufacturer and sales executive. Are you looking for a real man with widely diversified knowledge of manufacturing, reducing overhead and devising systems of departmental operations? Exceptional proved ability as a manager. My record will stand the closest scrutiny. I am 38 years old. Only the New York and vicinity will be considered. Address 202, care Macaroni Journal, Braidwood, Ill.

**BARGAIN for Sale**—One 13½-inch double roller Walton vertical screw press, one horizontal short cutting Walton press, 1-barrel flour mixer. Also several dies in good condition. F. P. C. O., Macaroni Journal.

## BUSINESS CARDS

### GEO. B. BREON

Specializing in Macaroni Shooks. Prompt Local or Carload Shipments.

314 Liberty Bldg., Philadelphia  
Filbert 3899 Telephones Race 4072

### GEO. A. ZABRISKIE

123 Produce Exchange  
NEW YORK CITY  
Telephone 6617 Broad

DISTRIBUTER OF  
**Pillsbury's Durum Products**  
in Greater New York and vicinity.

### A. ROSSI & CO

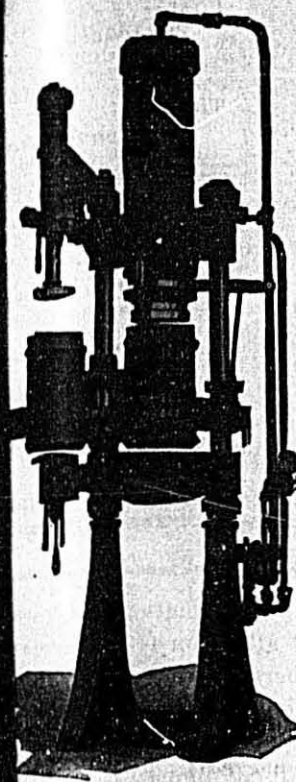
Macaroni Machinery Manufacturers  
Macaroni Drying Machines  
That Fool The Weather

387 Broadway -- San Francisco, Calif.

### RICHARD GRIESSENER

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

Write for information and estimates before building and save money.  
64 West Randolph Street  
Suite 1702 Garrick Bldg. Chicago.



## E L M E S

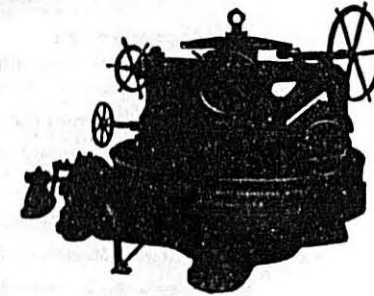
### HYDRAULIC MACHINERY

ACCUMULATORS — — — KNEADERS

PRESSES

PUMPS

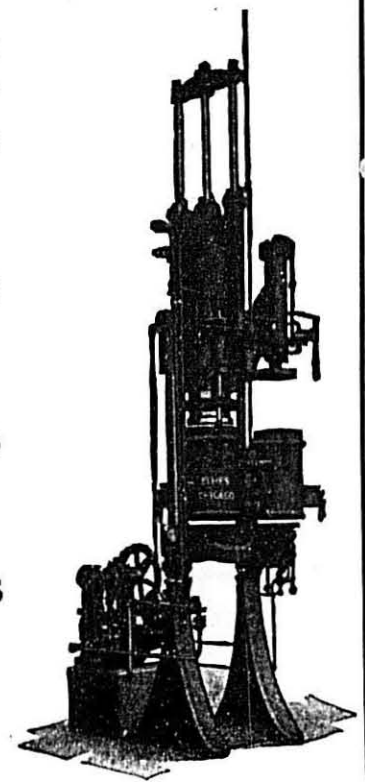
VALVES



MIXERS

DIES

FITTINGS



COMPLETE PLANTS INSTALLED  
THE MOST MODERN STATIONARY DIE TYPE PRESSES  
REQUIRES ONE DIE ONLY

Vertical or horizontal with 10 in., 13½ in. or 15 in. Dough Cylinders to operate from Pump or Accumulator System.

## CHARLES F. ELMES ENGINEERING WORKS, Inc.

213 N. Morgan St. "SINCE 1851" CHICAGO, U. S. A.

## NOODLES

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

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

### Special Noodle Whole Egg—

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

### Special Noodle Egg Yolk—

Selected bright fresh yolk—entirely Soluble.

Samples on Request

## JOE LOWE CO. Inc.

"THE EGG HOUSE"  
New York

CHICAGO BOSTON LOS ANGELES TORONTO  
Warehouses  
Norfolk Atlanta Cincinnati Detroit Pittsburgh

## The W. K. Jahn Co.

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

Importers of



SPRAY PROCESS  
**EGG YOLK  
WHOLE EGG**

Smooth, Velvety—No Grit

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

CONTRACTING NOW FOR 1923

Samples and Prices on Request



**OUR PURPOSE:**

Educate  
Elevate  
Organize  
Harmonize

**ASSOCIATION NEWS**  
*National Macaroni Manufacturers Association*  
*Local and Sectional Macaroni Clubs*

**OUR MOTTO:**

First—  
The Industry  
Then—  
The Manufacturer

**OFFICERS, 1922-1923**

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**H. D. ROSSI**, Braidwood, Ill. Second Vice President  
**FRED BECKER**, 6919 Lorain av., Cleveland, O. Treasurer  
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**WILLIAM A. THARINGER**, 1458 Holton st., Milwaukee, Wis. Director  
**M. J. DONNA**, P. O. Drawer No. 1, Braidwood, Ill. Secretary

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F. X. Moosbrugger, Minnesota Macaroni Co., St. Paul, Minn.  
Wm. A. Tharinger, Tharinger Macaroni Co., Milwaukee, Wis.  
**Committee on Association Financing**  
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Wm. A. Tharinger, Tharinger Macaroni Co., Milwaukee, Wis.  
E. Z. Vermyley, A. Zerega's Sons, Brooklyn, N. Y.  
James T. Williams, The Creamette Co., Minneapolis, Minn.  
Joseph Guerisi, Keystone Macaroni Co., Lebanon, Pa.

**Committee on Cost System**

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H. D. Read, Macaroni Foods Corporation, Omaha, Neb.  
Dr. B. R. Jacobs, National Cereal Product Laboratories, Washington, D. C.  
**Committee on Macaroni Journal Publication**  
Henry Mueller, C. F. Mueller Co., Jersey N. J.  
M. J. Donna, Secretary and Editor, Braidwood, Ill.

**New Association Director**

We wish to felicitate A. C. Krumm, jr., president of the A. C. Krumm & Son Macaroni Co., Philadelphia, on his election as a director of our association. Mr. Krumm was raised in Philadelphia and has a vast knowledge of the noodle and macaroni business, having devoted 30 consecutive years to the industry. Upon entering his career he worked at the various operations neces-

will be looked forward to with great interest at our board meetings. His wide knowledge of macaroni affairs will make him a most valuable member of the board of directors.

**Personal Notes**

While enjoying an annual outing with her husband at their summer lodge in the Adirondack mountains, Mrs. J. Garrett Hotaling, wife of the president of the Home corporation of Syracuse, sustained very serious burns. Full particulars are not available from the husband, a well known macaroni manufacturer, who is attending his mate in her sufferings.

Headquarters of the National Macaroni Manufacturers Association, Inc., at Braidwood, Ill., was treated to a pleasant surprise the latter part of July when Andrew Ross of the Armour Grain company and his good wife called to confer with Secretary M. J. Donna on the proposed publicity campaign being sponsored by the leading macaroni manufacturers of the country under the National association's guidance.

The plant of Peter Rossi & Sons of Braidwood, Ill., is being remodeled and enlarged to enable it to handle greatly increased business expected this fall. New machinery is being installed and other equipment rearranged to facilitate manufacture. The work is being done under the direction of Felix Rossi, plant superintendent.

E. Z. Vermyley, for many years secretary of the American Macaroni Manufacturers association of the metropolitan district of New York, was unable to attend its annual meeting last

month. In appreciation of his service and strict attention to the interests of the members of that organization was unanimously reelected.

James T. Williams, association rector and president of the Creamette company of Minneapolis, spent several weeks in the wilds of Minnesota during July. Fishing was the principal diversion, though a rest from exacting duties was the excuse given for vacation.

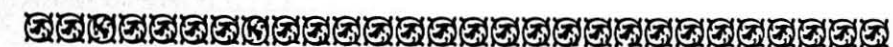
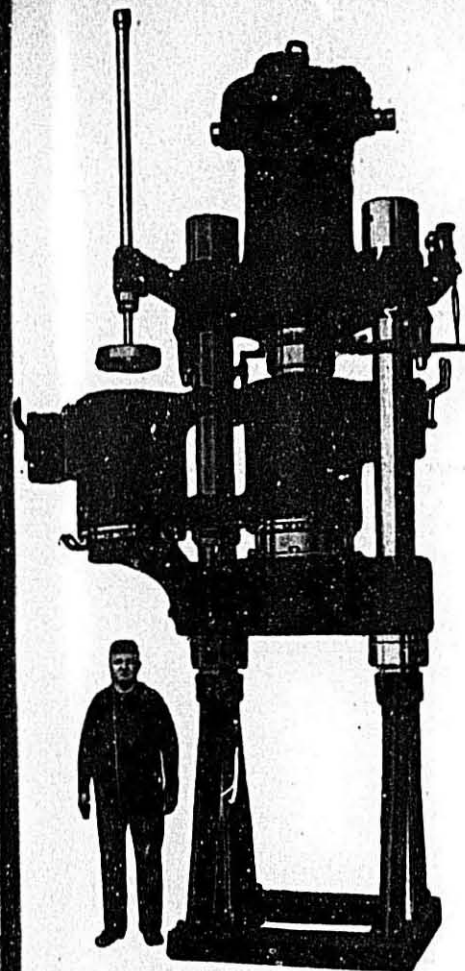
**Who Were Hit in 1922**

Three states paid almost exactly of the federal tax levied upon individual incomes for 1921. They are New York, Pennsylvania and Illinois. In fact residents of 8 states paid 100 per cent of the tax. The states and their percentages were:

- New York.....
- Pennsylvania.....
- Illinois.....
- Massachusetts.....
- California.....
- Ohio.....
- New Jersey.....
- Michigan.....

Conditions governing individual incomes were different in 1920 and 1921. The business depression in 1921 had an even greater effect upon the tax upon incomes. It accounted for a part of the decrease of 30% in the tax collected upon all personal returns in 1921 over the tax collected for 1920. With this average of 30% decrease in tax for the whole country are compared the decreases in tax on personal returns in some states—Nation's Business.

People who buy oil stock invest in it then investigate.



**John J. Cavagnaro**

*Engineer and Machinist*

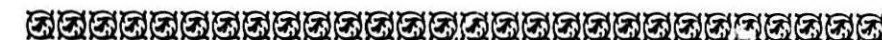
Harrison, N. J. - - U. S. A.

Specialty of

**MACARONI MACHINERY**

Since 1881

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

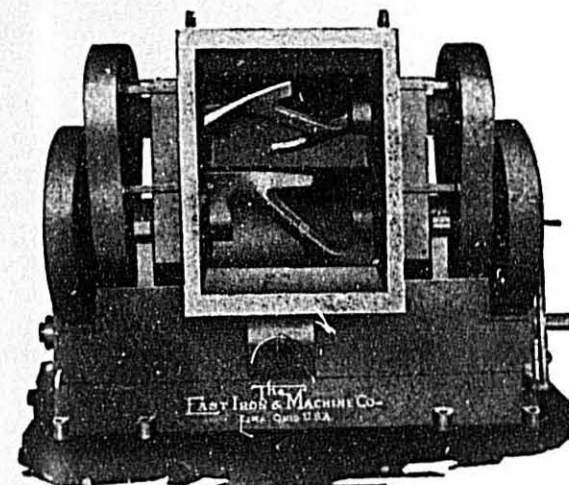


A. C. Krumm, new member board of directors of National Macaroni Manufacturers Association, Inc

sary in the production of noodles and macaroni, and when he had mastered these went out to sell.

At the time Mr. Krumm started all mixing was done by hand and his first ambition was to install a machine to do this work. With great determination to make the business grow he has developed the large, modern equipped plant which the A. C. Krumm & Son Macaroni Co. occupies today.

Mr. Krumm is a good business man and a born diplomat and his presence



**"EIMCO"**

**Mixers and Kneaders**

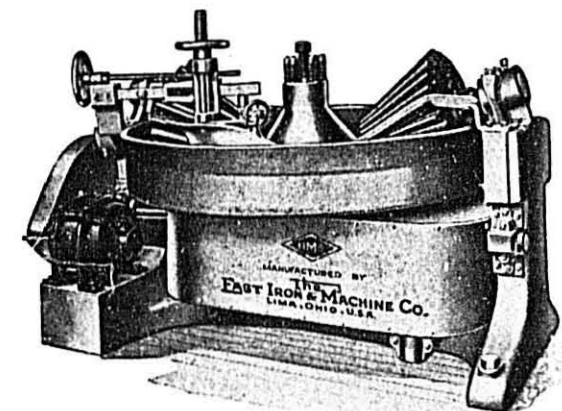
**Insure Uniformity, Color and Finish**

"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.





**Eat More Wheat**

In the Form of

**Macaroni  
Spaghetti  
and Noodles**

MACARONI is made from Durum wheat, a hard, flinty variety very rich in gluten. Macaroni, therefore, contains the proteins necessary for building bone and muscle. Macaroni is easily digested and very nourishing. It can be prepared in a large variety of tempting dishes. *Eat More Macaroni*—it is wholesome, delicious and economical.

**Pillsbury Flour Mills Company**  
DURUM DEPARTMENT  
Minneapolis, Minnesota

# EAT MORE WHEAT EAT MORE MACARONI

We are distributing the above envelope stuffer nationally. It calls attention to the nourishing deliciousness of good macaroni and to its value in the diet.

We will be glad to furnish you a supply of these stuffers with your name imprinted in the space where ours now appears. Take it up with the Pillsbury salesman, or write our nearest office.

**Pillsbury Flour Mills Company**  
Minneapolis, Minnesota

BRANCH OFFICES:

Albany  
Atlanta  
Baltimore  
Boston  
Buffalo

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