

**THE
MACARONI
JOURNAL**

Vol. 6, No. 11

**March 15,
1925**

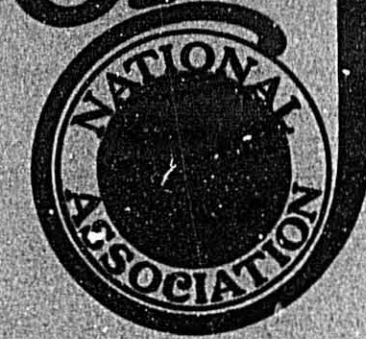
The
Macaroni Journal

Minneapolis, Minn.

March 15, 1925

Volume VI

Number 11



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

A Wise Man Sayeth

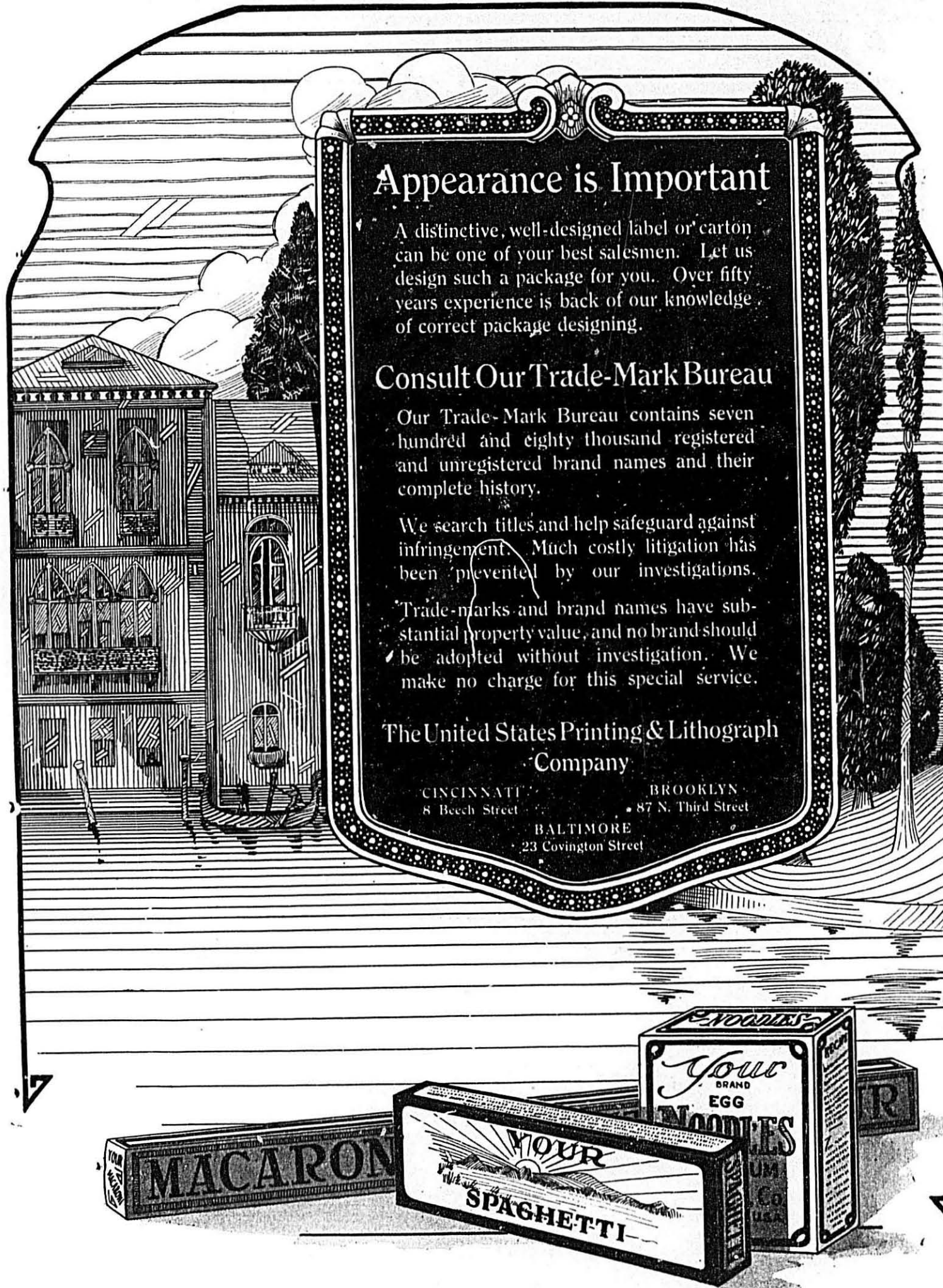
"A Man will be a credit to himself and to his line of business if he thinks seriously, but unselfishly, of his future in connection with that of his business fellows."

. . .

With the ever present thought of your future progress, practice cooperation with your trade association.

Your trade association will be YOU if you will actively interest yourself in it to make it reflect your thoughts, your ideas and your views.

National Macaroni Manufacturers Association



Appearance is Important

A distinctive, well-designed label or carton can be one of your best salesmen. Let us design such a package for you. Over fifty years experience is back of our knowledge of correct package designing.

Consult Our Trade-Mark Bureau

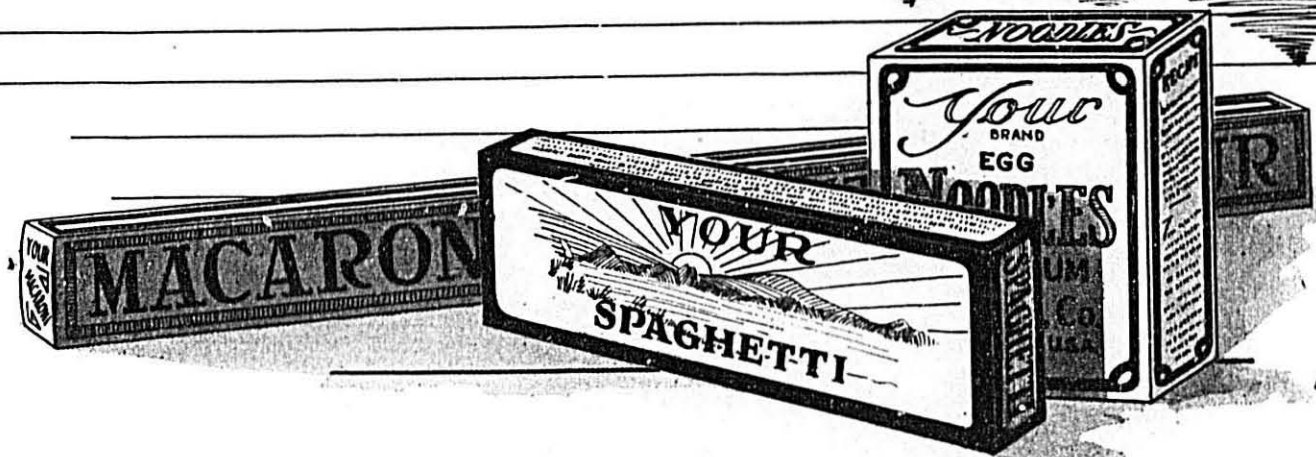
Our Trade-Mark Bureau contains seven hundred and eighty thousand registered and unregistered brand names and their complete history.

We search titles and help safeguard against infringement. Much costly litigation has been prevented by our investigations.

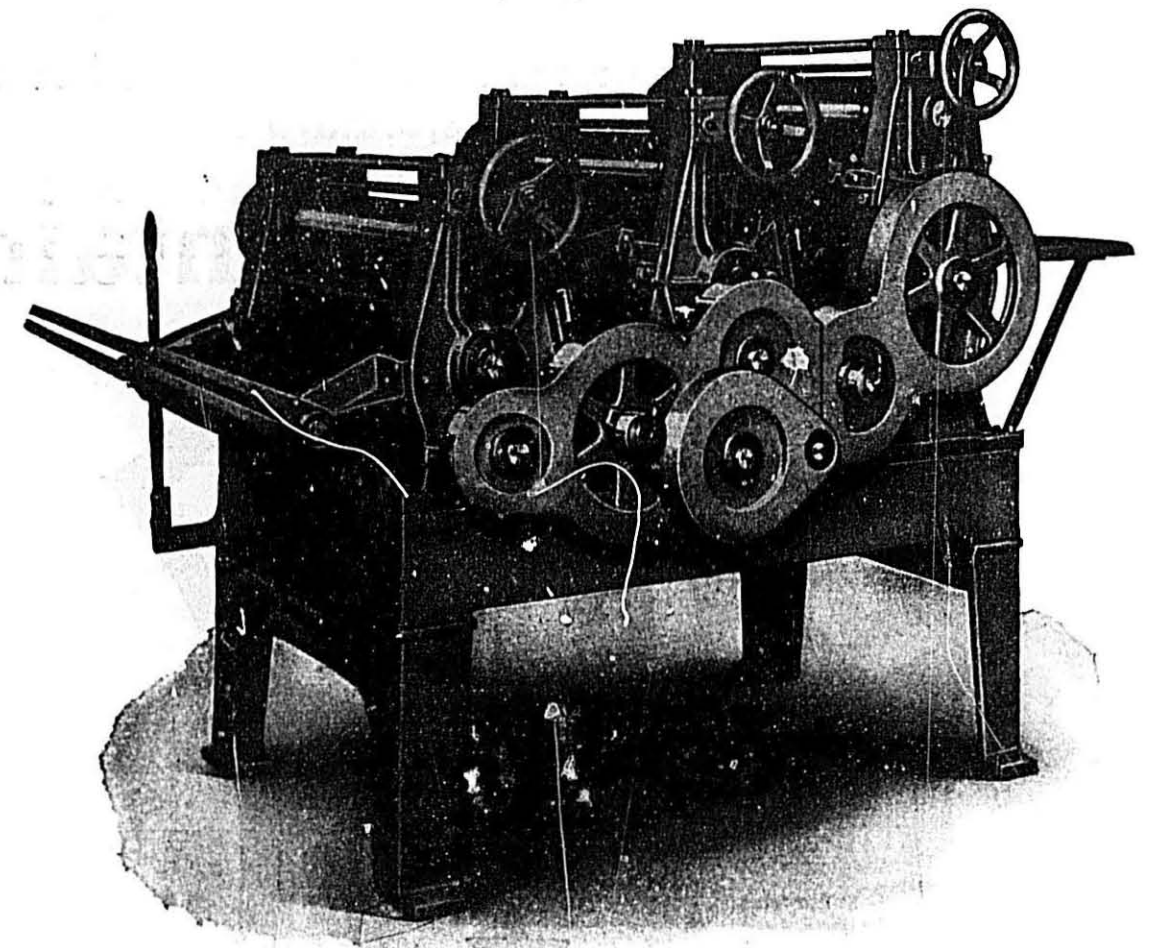
Trade-marks and brand names have substantial property value, and no brand should be adopted without investigation. We make no charge for this special service.

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One of the latest and best improved calibrating dough breakers. By actual test this machine is able to flatten 50 lbs. of dough per minute. Works absolutely automatic. No skilled labor required.

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Fancy Stamping Machines for the
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which have always won out in competitive tests, and are used by the largest and most well known manufacturers in this country.

A successful machine from the user's standpoint must not only produce a quality noodle, but must also give real production. It must be dependable, economical and capable of it's best production when in the hands of an unskilled laborer.

All these points are embodied in our machines, and their value in your plant will be determined by the amount of work you can credit to them, not in one day; but every day; and the low cost of operation.

The most reliable and impartial opinion of an equipment can only be obtained from the users. We would be glad to furnish a list of customers for reference.

Your inquiries are appreciated. Write today for descriptive catalogue.

CLERMONT MACHINE COMPANY
77 WASHINGTON AVENUE BROOKLYN, NEW YORK

We Should Now Be Thinking

That more than half of the crop year has now gone by—nearly ninety per cent of the Durum Wheat has left the farms—each day it becomes more difficult to secure amber durum of the high quality necessary for the right kind of Semolina

But

Our splendid elevator stocks of highest grade amber durum wheat are your guarantee that *the same old high quality standard of*

Tustar Will Be Maintained



QUALITY

SERVICE

Eat More Macaroni—the

Best and Cheapest Food

MINNEAPOLIS MILLING CO.

MINNEAPOLIS, MINN.

THE MACARONI JOURNAL

Volume VI

MARCH 15, 1925

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Consumption and Capacity

When fear and uncertainty over the future give way to over confidence there is a likelihood that serious mistakes will be made which will require years to undo. Just so long as an industry is a little timid, caution will prevail and steady, firmly founded progress will be made.

In the macaroni manufacturing industry today business is brisk. After many years of mere existence some manufacturers are enjoying some hard earned prosperity. Because of this should caution give way to over confidence? That is the very thing that the industry must avoid if the present prosperity is long to be maintained.

Confidence in the future of one's affairs is a fine thing; it is stimulating. But if it stimulates to too great a degree irreparable harm follows. This is particularly true when over confidence in the future leads to over expansion in plant capacities.

The most profitable business is that which results when a plant is being operated close to its full capacity as then the cost per case or unit will be lowest. A plant with a big capacity and not operated to its limit will show a greater cost per case or unit than a smaller factory producing to its limit. This is an irrefutable argument and it is the point of undue expansion of plant capacity that we hope to bring home to the macaroni industry at this time.

Business experts sound this warning to all industries. In our particular industry a survey shows that the production capacity of the existing macaroni plants has increased 100% within the past ten years. This is a conservative estimate though not based on tangible figures, as figures about macaroni production are very scarce. Has this increased capacity been fully developed? We think not.

With the advent of the world war the source of supply for almost half of the yearly consumption of macaroni products was cut off. To supply the heavy demands of the element whose wants were supplied by foreign manufacturers the American plants produced to capacity. This cut operation costs and profits resulted. Then there naturally followed a period of expansion from which the industry was later to suffer. Added equipment was installed in old plants and new factories of unheard of capacities were erected. Everybody seemed to be making money.

Then came peace and a natural reaction from the war stimulated business. Those hardest hit were the lines that had shown the greatest activities and had made the greatest expansion. Unfortunately the macaroni industry was found in this group. When the crash came many failed and others survived only after strictly following a policy of business retrenchment.

Within the past two years business has again become normal. Happily the American macaroni manufacturers have been able to gain and hold a goodly share of the

lucrative market formerly supplied by the foreigners, because of the high quality of the products offered and the better knowledge of doing business at home. The domestic manufacturer has been aided by general business conditions which have not been such as to encourage a development of American markets by foreigners.

Those who prospered since 1920 attribute it to their wisdom of producing only in quantities to meet the natural demands plus the normal expansion that resulted from intensive and convincing advertising campaigns carried out in a small way by the leading firms in the business.

The brisk demand for macaroni products that has featured the past few months is not considered as permanent prosperity by the students of the general trend of business in our industry. That is almost too much to be expected. They rather attribute it to the general American trait of seeking or desiring whatever is scarce, whether it be food or anything else.

That is the very point that we wish to make. As long as there is an apparent scarcity of macaroni it will command a much better general price and a reasonable profit than when a market is glutted and the manufacturers are fighting each other to death for distribution.

Prosperity affects different people differently. Some will accept it as a just recompense for long, weary days spent in building up their business. Others will permit to go to their heads and immediately plan to ensnare the business in their line through increased production and augmented plant capacity. To those who are planning extensive expansions of their present facilities and to others who seek to go into the macaroni manufacturing business we urge that they proceed cautiously.

Among the questions that are to be considered are: Is the present demand normal and permanent? How will business be affected by the resumption of business with countries that are the heaviest producers of macaroni products and whose foods are recognized as almost standards? What is the plant capacity of the industry as compared with production?

Frankly there is room for development in the macaroni manufacturing business. It should not be attempted through the construction of new or enlarged plants but rather in the amalgamation of the many small plants into larger units that will make for lowered production costs and goods manufactured under more approved sanitary conditions.

Let development be normal but sufficient to take care of the normal increase in consumption of our products that are daily becoming better and better known for their high qualities.

Experience is the best teacher. May the known experiences of the recent past in our industry be a guide to those who at this time have under contemplation an extensive expansion of plant capacity. Make haste slowly.

Minimum Weight Bill Opposed

Strong opposition against the proposed law in California to regulate the size of packages and boxes of macaroni products has been manifested not only in California but in every section of the country where legislation of this nature is viewed with alarm.

The bill has the backing of a group of macaroni manufacturers in California who hope thereby to obtain some regulatory legislation and gain public confidence in their willingness to be fair to purchasers. Some of the leading firms of that state take the reverse attitude and look upon the legislation as harmful, particularly that part of the industry which is engaged in the manufacture and distribution of noodles.

The secretary of the National Macaroni Manufacturers association has been appealed to for a presentation of facts concerning the effects that the passage of the bill would have on the macaroni industry in that state and in the nation. In a bulletin issued from the National office, he points out the defects and makes suggestions for amendment that every macaroni manufacturer should urge the California legislators to seriously consider before taking final action on the bill.

The offending measure is known as California Assembly Bill No. 116, introduced Jan. 14, 1925, by Mr. Dodge and is now in the hands of the committee on manufactures to which it was referred. It reads:

CALIFORNIA ASSEMBLY BILL NUMBER 116

An act to regulate the packing and labeling of macaroni and macaroni pastes; and to provide a penalty for the violation thereof.

The people of the State of California do enact as follows:

- 1 Section 1. Packaged macaroni and macaroni pastes must
- 2 be packed in packages of not less than one half pound and
- 3 larger units must be in multiples thereof.
- 4 Section 2. Bulk macaroni and macaroni pastes must be packed
- 5 in boxes of not less than five pounds and larger units must be
- 6 in multiples thereof.
- 7 Section 3. Macaroni or macaroni pastes must not be packed in
- 8 used boxes or packages nor in unlaundered flour sacks.
- 9 Section 4. The trade label or name of the producer must be
- 10 plainly placed on every package or sack of macaroni or
- 11 macaroni pastes.
- 12 Section 5. Any person, firm or corporation who or which
- 13 violates any of the provisions of this act is guilty of a
- 14 misdemeanor.

NOTE—This is the ORIGINAL BILL. An AMENDMENT has been offered that will equally govern the sale of macaroni manufactured anywhere and offered for sale within the confines of the state of California.—Editor.

The bulletin to members reads: CALIFORNIA ASSEMBLY BILL No. 116

In further reference to our bulletin of Feb. 11, 1925, concerning the proposed California Assembly Bill No. 116 (copy inclosed), we are pleased to submit the following ARGUMENTS prepared for one of that state's leading manufacturers who is opposing the passage of the bill.

This argument was also advanced by

the National association against the bill in its present form and urging suitable amendment thereof.

Please advise us of what action you are taking or have taken toward it.

Arguments

Members of Committee on Manufacturers, California Assembly, Sacramento, Calif.

Honorable Sirs:—Believing that as wise legislators, you seek all possible opinions, views and general information before acting on proposed legislation, and feeling that as directly interested parties we are in a position to speak knowingly for the Macaroni and Noodle Manufacturing Industry, permit us to submit the following with reference to Assembly Bill No. 116 which aims—"To regulate the packing and labeling of Macaroni and Macaroni Pastes."

NO OBJECTION is made to Section No. 3 which makes it illegal to pack these products in USED Boxes or Packages or in UNLAUNDERED FLOUR SACKS.

NO OBJECTION is made to Section No. 4 which requires proper labeling.

OBJECTIONS are principally voiced against the "MINIMUM" and the "MULTIPLES OF THE MINIMUM" required in Sections No. 1 and No. 2.

Granting that for purposes of standardization there may be some good reasons for making an 8-oz. minimum package for MACARONI and SPAGHETTI to make this minimum appli-

cable to EGG NOODLES would be detrimental.

First—Egg Noodles are usually packed in packages of 4 or 5 ozs. To require that 8 oz. be placed in a package, would make said package too bulky.

Second—Egg Noodles are required by Federal and State Laws to contain at least 5% eggs. This adds to their cost. To require Egg Noodles to be packed in 8-oz. car-

tons which necessitate their being sold at comparatively DOUBLE that asked for Macaroni and this would be a discrimination against EGG NOODLES.

Third—The housewife is accustomed to buying Egg Noodles in packages of 4 or 5 ounces. To compel her to buy twice her usual requirements would be unfair to her and consequently detrimental to the sale and consumption of Egg Noodles.

OBJECTIONS are generally voiced against the bill in that it savors of CLASS LEGISLATION. It permits the sale of 3 oz., 5 oz., 7 oz., 9 oz., or any quantity of BULK Macaroni, etc., thus favoring the manufacturer of Macaroni Products in Bulk form, while it confines the sale in packages to EIGHT OUNCES or MULTIPLES. Why such discrimination between selling in bulk and in packages?

BULK MANUFACTURERS on the other hand OBJECT to the elimination of the 22 pounds box, the well known weight of the boxes in which imported macaroni are packed and which is so popular with certain heavy consumers of these goods.

Most food manufacturers enjoy the privilege of packing their products to suit their trade requirements. We prefer to do this also.

Some macaroni firms prefer to differentiate the package contents to meet a PRICE, while others choose to differentiate the price to the package. In short, some firms aim to pack a package to sell at say 10c or 15c, while others hold to a certain weight in their package and fluctuate the price to suit manufacturing and selling conditions.

This is true also of the consumers. Some housewives are "Package Buyers"; other are "Weight Buyers." Proposed bill would disrupt this freedom in buying and selling that manufacturers and consumers have long enjoyed and still cherish.

Recommendations

Bill should be amended to make minimum weight for NOODLES—4 oz.

Bill should differentiate between "PACKAGES" as used in Section No. 1 and "BOXES" as used in Section No. 2. For instance, a 3-lb. package would be a multiple of 8-oz. as required in Section No. 1, yet it may be construed as being illegal as a package under Section No. 2.

Generally, the proposed bill verges on CLASS LEGISLATION. Why select MACARONI out of the many foods offered for sale in packages and bulk?

The Bill No. 116 if passed would curtail that freedom which manufacturers should have and enjoy of producing and marketing their goods to the best advantage, consistent with conscientious consideration of the rights and liberties of consumers to buy how and in the manner that suits their tastes.

Finally,—IS SUCH A LAW CONSTITUTIONAL? We think not.

"Macaroni" or "Noodles", Unqualified, as Standard

What does a housewife want when she orders macaroni or noodles? What does she get? What should she expect to get? The answer to all of these questions is wholly dependent on a proper and recognized definition of the products and a determination of their standard of quality.

These are some of the problems that confronted the members of the joint committee on definitions and standards during its quarterly meeting held the last week in February in Washington, D. C. In fact macaroni and noodles was the sole topic of discussion during a whole session of the week's conference.

The committee, which is composed of 9 members, 3 from the bureau of chemistry of the Department of Agriculture, 3 from the Association of Food and Drug Officials and 3 from the Association of Official Agricultural Chemists, sought to concisely define just what constitutes "alimentary pastes" and each of its leading forms, such as macaroni, spaghetti, vermicelli, and noodles, and, further, to establish a standard for each which the authorities can enforce.

Representing the macaroni manufacturing industry of America, Dr. B. R. Jacobs, the Washington representative of the National Macaroni Manufacturers association, was invited into the conference and he proposed what appears to be the most logical solution of the problem that has long puzzled manufacturers, distributors and consumers of macaroni products.

He suggests, first, that the committee adopt a fair standard for macaroni products and then to define them to be such food products that the term "macaroni" or "noodles," UNQUALIFIED will mean only the standard product and that all other similar products of a lower standard be distinguished by a qualifying term that will readily classify them as a product inferior to the standard.

In reporting his recommendation to the joint committee, particularly this phase of the important hearing, Dr. Jacobs says:

The committee asked me if macaroni should be made from flour, and if not, what was a product made out of ordinary flour but in the shape of macaroni? I replied that it should be called FLOUR MACARONI, but this did not answer the question as I had to admit that it was "macaroni" qualified by the word "flour." That the committee states is the difficulty it has always had in enforcing a standard of this kind. The committee says it is impossible on cross examination to get any manufacturer to state that a product made from flour is not macaroni, qualified of course as to grade.

I then recommended that the word "Macaroni," UNQUALIFIED, just as the word "Noodles," UNQUALIFIED, should be ap-

plied strictly to the standard products and, further, that these products should NOT be penalized by requiring the manufacturer to label them "Semolina Macaroni" or "Egg Noodles," but that the requirement of a descriptive term should be made of the substandard product. The penalty should be attached to the inferior grade of the product and the housewife protected by requiring the manufacturer to describe his product in such a way as to give her notice that she is getting a substandard product.

If Dr. Jacobs' suggestion and recommendation is finally adopted by the committee and approved by their various associations and the Secretary of Agriculture, it will have taken a decided step forward in adopting an enforceable standard of these products. This sensible suggestion apparently made a favorable impression on the committee, as it surely deserves. It is pointed out that when the housewife goes to a store and asks for macaroni or noodles, she does not call for "semolina macaroni," "durum spaghetti" or "egg noodles," but she does nevertheless expect to get a standard article in each case. Under the proposed regulations should she want a substandard product she should be taught to use a qualifying term in placing her order, say "flour macaroni" or "plain noodles" as the case might be. In this way the burden of marketing the inferior or substandard article will be on the manufacturer and not on the consumer.

Added Coloring

The committee gave serious consideration to the proposal that the use of "added" coloring be entirely eliminated. It was agreed that under the present laws and regulations coloring of macaroni products was permissible unless its use was intended to "hide inferiority." The bureau of chemistry has always found it most difficult to obtain competent trade witnesses in the prosecution of all cases of this kind who would willingly testify and help the department to enforce the law insofar as the use of artificial coloring in low grade products is concerned.

Dr. Jacobs very properly made the point that if the use of added coloring were restricted to the highest grade products, then there would be no concealment of inferiority, but that in every other case where color was used it gives the products the appearance of having been made from a better grade of raw materials than is actually the case, and when excessive coloring is used it masks the actual grade of the raw materials used. He further suggested that the industry's problems would be practically eliminated if artificial coloring were entirely prohibited.

The committee conceded that color-

ing should be absolutely eliminated from all egg products and that the use of the word "egg" should be restricted to those products containing at least 5% of egg solids. This is the present ruling on these products.

What Are Alimentary Pastes?

During the hearing, the committee proposed a general definition of alimentary pastes which would be broad enough to include thereunder all products of this class, regardless of the raw materials used in their manufacture. The proposed definition would read something like this:

Alimentary Pastes are products made from flour or semolina, with or without eggs, and shall contain not more than 13% of moisture.

Then would follow a special definition of each of the various kinds of alimentary pastes; first, those of the macaroni, spaghetti, vermicelli type, and then those that contain eggs.

Dr. Jacobs suggested to the committee that it retain the existing, well known and generally followed standard for noodles, but that the old definition of macaroni standard be restored, which would require the latter to be made of a "semolina of hard wheat." This the committee could readily do by recommending that the bureau of chemistry rescind its announcement of a year ago covering the proper labeling of flour macaroni.

Throughout the whole hearing it was intended to impress on them the undesirability of lowering the present standards but rather to more clearly define them and thus make them enforceable. Next to the elimination of the use of coloring to hide inferiority, it was pointed out that it was most essential to standard or define flour or semolina insofar as it is used in manufacturing alimentary pastes and that until this is done the law enforcing officials will not be able to enforce any standard on macaroni products.

Moisture Contents

The question of establishing the maximum moisture content of macaroni products was seriously considered with some favoring a maximum as low as 12%. It was pointed out that by far the largest quantity of macaroni products offered for sale in this country averaged considerably less than 12% moisture. Dr. Jacobs countered with the argument that numerous experiments had proven conclusively that the keeping qualities of macaroni products were not materially affected even with 13% of moisture and that in a number of localities, particularly humid ones such as Savannah, New Orleans, Seattle and San Francisco, and Portland Ore., the tendency was for these prod-

ucts to absorb moisture up to about 13%. Therefore the maximum of not less than this percentage of moisture was recommended, this to be determined by the official methods heretofore used for this purpose. This argument evidently impressed the committee.

The committee did not indicate during the hearing just what its intentions were concerning the various matters under consideration, but any tentative standard formulated now will be subject to a hearing and revision before it is finally adopted.

Invites Expressions of Opinions

In order to know the wishes of the members of the National Macaroni Manufacturers association and of the entire macaroni manufacturing industry, all were asked to make known their own views and opinions on the various matters concerned by the joint committee on definitions and standards.

MR. MACARONI MANUFACTURER! WRITE US FULLY WHAT YOU THINK OF THE VARIOUS PROPOSALS. HELP US SOLIDIFY THE INDUSTRY'S VIEWS ON ANY OR ALL OF THEM. LET US HAVE A FREE AND FULL DISCUSSION OF EVERY PHASE OF THE PROBLEMS WHICH THE COMMITTEE IS TRYING TO SOLVE. THEY WANT TO KNOW YOUR ATTITUDE AND TO LEGIS-

LATE IN A MANNER THAT WILL CONSERVE YOUR BEST INTERESTS WHILE IN NOWISE HARMING THOSE OF COMPETITORS AND OF THE GENERAL PUBLIC.

BETTER ACT NOW THAN COMPLAIN LATER.

This information is sought by the LEGISLATIVE AND VIGILANCE COMMITTEE of the National Macaroni Manufacturers association under whose supervision the foregoing action was taken and which is constantly on the watch for the protection of the industry in keeping with its announced policy of "Quality Products, Fair Dealing, and Equitable Legislation."

Address your comments and suggestions to the Association Headquarters at Braidwood, Ill., or to Dr. B. R. Jacobs, Washington, D. C.

The Legislative and Vigilance Committee consists of A. C. Krumm, Jr., of A. C. Krumm & Son Macaroni Co., Philadelphia; John V. Canepa of John B. Canepa Co., Chicago; L. G. Tujague of Tujague Food Products, Inc., New Orleans; F. A. Ghiglione of A. F. Ghiglione & Sons, Seattle, Wash.; C. B. Schmidt of the Crescent Macaroni and Cracker Co., Davenport, Iowa; and Dr. B. R. Jacobs, Washington representative of the National Macaroni Manufacturers association with headquarters at 2026 Pennsylvania av. N.W.

Our Friends--The Advertisers

A week before the March issue of the Macaroni Journal entered the mails, the following bulletin went out to the leading Macaroni and Noodle Manufacturers of America calling their attention to the firms that are advertising their raw materials, machinery and useful ingredients to the macaroni industry. The bulletin which was signed by the Publication Committee of the National Macaroni Manufacturers Association appealed to the big and little buyers of the industry to recognize the allied firms whose advertising in this publication made it possible for it to carry a monthly message and words of encouragement and advice to the trade.

This is but another evidence of the interest that the publishers of the Macaroni Journal have for the welfare of those who make use of its advertising columns. It is a case of "each help the other, and all will profit."

THE BULLETIN

Gentlemen: Here are THREE BUSINESS FACTS—

- (1) As a Leader in this Industry you are and should be interested in the SUCCESS of our Trade Paper.
- (2) This Industry's only Trade Paper is THE MACARONI JOURNAL which covers our field 100% monthly.
- (3) Its SUCCESS depends on its

ADVERTISERS and YOU. The Advertisers, in turn, depend on YOU. Get Together.

Therefore, everything else being EQUAL, give PREFERENCE to OUR FRIENDS the ADVERTISERS whenever you need quality products which they sell.

Inclosed is a list of the ADVERTISERS in MARCH issue of our Journal.

Look them over. Consult them about your needs in their line. Give them a chance to bid on your requirements, NOW and in the FUTURE.

Note that they are all DEPENDABLE FIRMS, leaders in their line, ready and willing to conserve your interests and treat you squarely.

We thank you for your continued co-operation towards our SUCCESS and for any business you may give OUR FRIENDS, the ADVERTISERS.

Yours to Serve,

—M. J. DONNA,
Secretary and Editor.

Publication Committee:

Henry Mueller, Pres.
Jas. T. Williams, Past Pres.
M. J. Donna, Secy. and Editor.

THE MARCH ADVERTISERS

Semolina Millers:

Capital City Milling & Grain Co., St. Paul.
Commander Mill Co., Minneapolis.
Crookston Milling Co., Crookston.

Duluth-Superior Milling Co., Duluth.
Minneapolis Milling Co., Minneapolis.
Pillsbury Flour Mills Co., Minneapolis.
Washburn Crosby Company, Minneapolis.

Boxes

Anderson-Tully Co., Memphis.
Cheraw Box Company, Inc., Richmond.

Containers

Atlas Box Co., Chicago.
Consolidated Paper Co., Monroe.

Macaroni and Noodle Machinery

John J. Cavagnaro, Harrison.
Cevaseo, Cavagnaro & Ambrette, Inc., Brooklyn.
Champion Machinery Co., Joliet.
Clermont Machine Company, Brooklyn.
Dienelt & Eisenhardt, Inc., Philadelphia.

I. DeFrancisci & Son, Brooklyn.
The East Iron & Machine Co., Lima.
Charles F. Elmes Eng. Works, Inc., Chicago.
Th. H. Kappeler, New York.

Dies and Moulds

International Macaroni Moulds Co., Brooklyn.
F. Maldari & Bros., Inc., New York.
Frederick Penza & Company, Brooklyn.

Eggs

Joe Lowe Co., New York.
The W. K. Jahn Co., Chicago.
Stein, Hall Mfg. Co., New York and Chicago.

Packaging Machinery

Johnson Automatic Sealer Co., Ltd., Battle Creek.
National Packaging Machinery Co., Boston.
Peters Machinery Company, Chicago.

Drying Equipment

A. Rossi & Co., San Francisco.
Barozzi Drying Machine Co., Hoboken.
Karl Gammel, Joliet.

Labels and Lithographing

A. Rossotti Lithographing Co., New York.
United States Printing & Lithograph Co., Cincinnati.

(Macaroni and Noodle Manufacturers—BUY from these ADVERTISERS.)

One Step Further

Steward—"I thought I'd just bring you a little something to eat up here on deck, sir, and save you trouble."

Passenger—"Thanks, steward; save me a little more trouble and throw it over the rail."—London Opinion.

NO CHANCE

"After the wreck, when your husband was drowning, did all his past sins come up before him?"

"Good heavens, no! He wasn't in the water all that time!"—London Mail.

He leads a dog's life—growls all day—snores all night.

The "Just So" Story of Spaghetti

By MRS. CHRISTINA FREDERICK
in The Designer and Womans Magazine, January 1925

A food expert's opinion on the food value of macaroni products based on favorable impression and personal information gained through a long sojourn in Italy.

GRAIN—flour—the staff of life—this is the one requirement of human nutrition which cannot be omitted from the daily food ration. For wheat is truly the king of cereals because it contains such large amounts of the protein and starch necessary to supply building power and energy to the human organism. But why serve wheat constantly and almost exclusively in a baked or bread form?

Several countries have for ages relied on different forms of wheat as a daily staple, and instead of baking their dough they have fashioned it into countless dried pastes, tubes and flat ribbons which we know by the various names of macaroni, spaghetti, noodles, etc.

The wheat used in all these pastes is of a variety known as durum, which contains more than the average amount of gluten, a quality necessary to make the tubes hold their shape after drying. It is for this reason, too, that quite a considerable amount of starch is removed from the wheat known as "semolina," the light amber glutinous meal from which these flour foods are manufactured. It is perhaps a common impression that "macaroni is all starch" and that it is to be regarded practically as the equivalent of potatoes, rice or other purely starch food. On the contrary, these pastes are more nearly meat equivalents, owing to this very high amount of gluten (or protein) that they contain.

If any housewife stops to question how these fragile stalks (later enlarging into delicate dishes under the effect of boiling) are made, she can quite easily take a trip through one of our modern macaroni factories, which are models of sanitary cleanliness. Here she will see giant mixing basins where the ground semolina is mixed with just as little water as possible to form a dough. This mass is then pressed through huge cylinders having a perforated disk at the lower end. By means of great pressure the dough is pushed down the cylinder and out of the small holes in the disk just as we press mashed potatoes through a ricer. The size and shape of the holes determine the diameter and form of the tube or the noodle, and as the mass is forced out in thin strings it is cut off by automatic machinery into the desired length.

Next, these moist strings are stretched on cane racks in special drying rooms where electric fans rapidly dry them.

One can hardly believe that there

are over 100 varieties of these healthful wheat flour pastes! And yet we generally know and use at most a half dozen! It would take a small dictionary to list all the names by which the different shapes and sizes are known to the grocery trade, the name depending not only on the size of the tube or its diameter but also its shape or "cut," this last again derived from the city preferring this special "cut"! Some pastes are cut Genova style, others Napoli style, and so on, apparently each city having as distinctive a spaghetti as it has a peasant costume!

I gained my clearest idea of the extent and variety of this economical nutritious food when I recently visited a large grocery. Here were row after row of drawers having glass fronts in which the pastes were displayed, so that one could see at a glance exactly the kind and variety of the contents. I began with the first drawer holding tubes no thicker than a hairpin wire and moved along the end where were those of the diameter of a small rubber hose. Other showcases had as many widths of these pastes as any well stocked ribbon counter would have been proud to display! Round tubes and flat tubes, tiny sections like a small pill, all the way up to 3 inch "elbows."

And in this drawer, real ribbon?—impossible! Yet that is exactly what they were—ribbons of paste all made into neat bows, having a little "pinked" edge, if you please! These little edible bows are called "farfalloni," "farfalle" or "farfalline," depending on whether they are small, medium or large. In the adjoining drawer there are shells. The last drawer quite appropriately holds the alphabet, those small fascinating letters and numbers which children delight to fish out of their soup.

For what dishes in her home menu can the housewife vary and adapt these numerous flour foods? In my search for the "just so" story of spaghetti I recently interviewed the owner and chef of a restaurant widely renowned for its unusual spaghetti dinners. And in his picturesque way he told me: "All the pastes of any shape or size are used in but 2 main ways, either in soup or as the chief dish in a meal. For soup we use the tubes cut in small or large sections, the thin straight bands, what you call noodles, and also the twisted bunches, you know—the vermicelli, only we have this in every size, much smaller than the vermicelli you know, and much, much larger. Then there are the 'stelette,' the little stars, the 'melon seeds,' many, many kinds for soup.

"For the real dish, the macaroni, the spaghetti, it is cooked all the same, the

only thing different is the sauce. It is the sauce"—and here he paused for a dramatic moment as if he smelled the rare aroma of those his vision conjured up—"it is the sauce which makes the spaghetti! And you can tell your friends, these you write for, that there are only 4 real sauces, all the others only vary. There is, 1st, the chicken-and-liver sauce, what we call Caruso sauce, made of minced chicken livers in a rich, rich brown gravy. Second, there is what we call the mushroom sauce, also delicious and flavorful. Third, you may prefer a meat sauce of the beef, the ham, a little of any meat you have left, highly seasoned. Last, but best of all, is the Marinara sauce. Ah, that is a good sauce, what you say? Hot, with the tang, very good: it has the tomato, the spagnolini (our red pepper), the regano or dry parsley, the herbs, everything to make the sauce delicious. It is much better than what you call your tomato sauce with only tomatoes. Here I will show you," and with that this most obliging restaurateur went to his kitchen, returning to my table with little dishes of sauce, samples of peppers and the cheese without which any spaghetti is like Hamlet with Hamlet left out!

This typical cheese is the variety known as Parmesan, pale yellow and hard, and to be at its best it should be freshly grated and always served separately. While any other cheese may be used in developing these dishes, no more gastronomic crime is possible from the Italian viewpoint than to cook cheese in the sauce!

I hope I have made plain that any of these wholesome pastes in the large sizes can be used as the main dish of a meal accompanied and made flavorful by a rich sauce. And when I say "rich" I mean containing a quantity of butter, oil or some other fat. To this richness must be added piquant flavor and contrasting color, three essentials of a sauce for such soft and floury foods.

Another point or "tip" from my restaurateur friend is the proper cooking time necessary for the tubes to be tender but shapely. There are three methods: the "short" where exactly ten minutes in boiling water is all that is allowed: this is the time preferred by the spaghetti epicure since it permits the pastes to become tender but never mushy. The "medium" boiling is 15 minutes, the "long" and least desirable 20 minutes. It will be seen by this that perhaps most of us cook these pastes and flour tubes far too long! Of course any of them must always be dropped into rapidly boiling salted water, and cooked uncovered and unstirred. When done, they should be drained, but not treated to the

practice of holding under cold water, which results in wasting valuable nutriment.

Of course there are many uses in cooking for these foods. Delicious puddings result when such pastes, particularly the noodles, are combined with fruits like apples, prunes, etc., with eggs and milk, sugar and spice, after the manner of a fruit "Betty." Various wholesome dishes for children and of particular appeal to them can be made from the alphabets, shells, stars, etc. And even a child of two or three years old can eat these pastes, simply boiled and served with melted butter or milk, as its substantial or supper dish. Mention has been made of their use in soup, and it would be well if the housewife laid in a stock of the soup varieties for this special use, particularly during the winter when soups are the order of the day.

To sum up, for both economy and health's sake, the home manager should become acquainted with these nourishing flour foods which come to her in a sanitary package form or which she can buy equally well in a bulk if her family is large. A "spaghetti day" once a week will maintain the food value of the menu while lowering its cost.

Spaghetti au Gratin— $\frac{1}{2}$ lb. fine spaghetti, $\frac{1}{4}$ teaspoon salt, 4 tablespoons flour, 4 tablespoons butter or other fat, 2 cups milk, 1 cup grated cheese, few grains pepper, 2 teaspoons mustard salad dressing. Cook spaghetti in rapidly boiling salted water and drain. Make white sauce by blending fat, flour and milk. Add seasonings and stir in grated cheese until all is combined and smooth. Place layer of spaghetti in well greased baking dish, pour over sauce, add another layer, cover with more sauce and on top sprinkle buttered crumbs. Brown in moderate oven. (350 to 400 F.)

Vermicelli Chicken Broth— $\frac{1}{2}$ quarts rich chicken broth, 3 ounces vermicelli, 1 teaspoon minced parsley, 2 egg yolks, $\frac{1}{2}$ cup cream, juice of half lemon, 1 saltspoon nutmeg. Have well strained broth at boiling point, drop in broken vermicelli, and parsley, and let boil 15 minutes. Beat egg yolks, blend with cream, lemon juice and nutmeg. Remove broth from fire and cool slightly, add seasoned yolks and cream, stirring to thicken, then serve.

Noodles with Crumb-and-Onion Sauce—To package broad or medium noodles, 6 medium onions, a cup finely sifted bread crumbs, 4 tablespoons butter or other fat. Cook noodles in rapidly boiling salted water; slice onions thin and saute in fat until golden brown. Arrange hot drained noodles on platter and cover with the onions; add crumbs to remaining fat in skillet, stir with fork until crumbs have absorbed fat and are hot and brown. Then sprinkle on top of onions, and serve at once.

Noodle-and-Apple Pudding—1 package broad noodles, 4 tablespoons butter

or other fat, 6 sweet apples, $\frac{1}{2}$ cup sugar, $\frac{1}{4}$ teaspoon cinnamon. Pare and dice apples, cook noodles in rapidly boiling water; drain, then mix with 2 tablespoons of fat. Arrange layer of noodles in greased baking dish, cover with apples seasoned with sprinkling of sugar and cinnamon; repeat layers of noodles and of apples until dish is full. Dot remaining fat on top and bake in a moderate oven (350 to 400 F.) 40 minutes, or until pudding is richly brown. Serve hot with lemon sauce.

Minestra Milanaise (Soup)—2 lbs beef or veal shin or chicken bones, 3 quarts water, 1 tablespoon salt, $\frac{1}{2}$ teaspoon pepper, $\frac{1}{2}$ saltspoon saffron (optional), $\frac{1}{4}$ cup pea or navy beans, 1 teaspoon minced parsley, 2 tomatoes or $\frac{1}{2}$ small can, 2 ozs. cut macaroni (or other paste), a tablespoon fat, 1 carrot,

1 white turnip, 1 onion, 2 leeks, 1 stalk celery, Parmesan cheese. Cut vegetables into small dice and saute in fat in small saucepan over low fire until brown. Cover meat or chicken bones with water, and salt, pepper, saffron, beans and browned vegetables and boil about 1 hour, skimming as necessary. Remove bones and add to stock the macaroni, tomatoes and parsley. Cook gently an additional 30 minutes. Skim fat from surface, serve in tureen, passing grated cheese separately.

NOTE—For additional recipes, including directions for the 4 basic sauces, write to Mrs. Christine Frederick, in care of The Designer, 12-16 Vandam st., New York city, and ask for a copy of the leaflet, "Spaghetti Recipes."

Who Is Biggest Advertiser?

Campbell soups spent more money in magazines in 1923 than any other magazine advertiser in this country. They spent more in 1922, and in 1921.

What of it? Well, go into any grocer's and count the stack of Campbell cans. Then count the others.

Colgate was second in 1923, third in 1922, tenth in 1921. Go into any drug store, and you will find Colgates soaps and powders and perfumes.

Proctor & Gamble were third in 1923, second in 1922, third in 1921. And there isn't a grocer in this country, probably, who does not carry Ivory soap.

Congoleum rugs, fourth in 1923 and 1921, seventh in 1922. And Congoleum rugs are known today, though a few years back they had never been heard of.

Victor talking machines, fifth in 1923, fourth in 1922, second in 1921. And remember that Victor is still in the field, with a big business, that Victor sales held up during the 1921 depression, although some of the other phonographs have gone out of business.

Right on down the list of important magazine advertisers you will find those who rank high are, in the main, concerns which have ranked high for some years.

You will find, for example, that out of the first 25 advertisers of 1923, 19 were among the first 25 in 1922, 17 among the first 25 in 1921.

Some changes, of course. Bound to be, for many different reasons. But taken as a whole big advertisers are consistent advertisers.

They continue trying to hold the confidence of the ultimate consumer, on which the permanent success of any business depends.

Addresses Kiwanians

David E. Lindsey, the Indiana representative of the Tharinger Macaroni company of Milwaukee, Wis., appeared before the Kiwanis club of Findlay, O., on March 4, and addressed the mem-

bers on the food value of macaroni products. His appearance was by invitation.

Because of the interest that would naturally be taken in macaroni products and proper preparation, the women friends of the club members were invited to hear Mr. Lindsey. The speaker made an interesting talk, using as the basis of his arguments the information gathered from the booklet on "Food and Medical Authorities on Food Value of Macaroni Products" distributed by the National Macaroni Manufacturers association. At the close of his talk he passed to the ladies sets of macaroni recipes in two parts. One was headed "Dishes Men Like" and the other "Ladies' Choice."

It was natural that Mr. Lindsey would mention his particular brand during his discourse and this he did reluctantly but poetically. The idea, while not new, is good and the poem of free verse written by Mr. Lindsey is reproduced herewith as a suggestion of what others may do for their particular brands along this line.

IT'S ALL IN THE NAME

W—Stands for WHEAT, the best that can be grown.

H—For the HEALTH it brings to every home.

I—Means IDEAL conditions where it's made.

T—Means TESTED and found to be first grade.

E—Stands for ENERGY for all who eat.

P—Rare PURITY that sure is a treat.

E—ECONOMY and Oh! such good food.

A—For our AIM, the best is none too good.

R—For first RANK, it's second to no brand.

L—Its LABEL, which shows up simply grand.

M—Shows MILLIONS completely satisfied.

A—Always finds it on the rising tide.

C—CROWNS it KING above all other foods.

A—All digested, making no bad moods.

R—Just REPEATS its need in each repeat.

O—Gives ONLY quality that lasts.

N—Is for NOODLES mighty hard to beat.

I—Is IMPORTANT. YOU SHOULD EAT MORE WHEAT.

—David E. Lindsey.

TARIFF SITUATION

Macaroni People Should Get Busy With General Statistics to Justify Hearing by Federal Commission—
Sydney Anderson Gives Advice.

From Washington sources reports are current there will probably be no hearing on the macaroni manufacturers' appeal for an increased tariff on imported macaroni products. This will probably be the case unless the macaroni manufacturers will take active steps to convince the United States tariff commission of the need of the added protection appealed for last fall.

The various briefs by the macaroni manufacturers favoring a raise in the present rate from 2c to 3c per lb. together with the briefs of the big importing interests in opposition to the increase have been referred to the investigation division of the commission. Prompt action on the part of the macaroni manufacturers ably assisted by the durum millers and several members of congress from the durum growing states of the northwest succeeded in temporarily deferring a definite dismissal of the petition of the macaroni manufacturers who had in some manner learned that such action was to be recommended by the investigation division.

Evidently the claims of the importers had influenced the investigators if their recommendation was to be as reported. Macaroni manufacturers, durum millers and the durum wheat farmers of the northwest are at a loss to understand why their interests should not be given preference over those of people that are most directly concerned in the welfare of another country, though abiding in this one.

According to the same informant the investigator concluded that the quantity of imported macaroni products is now so small in comparison with the prewar importations, that such importations could not seriously affect market conditions for these products in this country.

They have hardly given proper consideration to the fact that the 3 million lbs. which were imported during 1924 succeeded in demoralizing the macaroni markets in the eastern seaports as the importer intended. The objection of the American industry is not so much against the quantity imported at this time as it is against the ruinous prices at which these products are offered where importation on a large scale is carried on.

The intended action of the investigators has stirred the macaroni manufacturers, the durum millers and the members of congress from the durum wheat states to new activities. Among those who have taken a very active interest in the movement to provide the American macaroni industry with

proper protection is Sydney Anderson of Minnesota whose term in congress expired March 4. At the close of his term as representative he voluntarily retired from public life, accepting the office of president of the Millers National Federation of the United States. Mr. Anderson made a special survey of the status of the appeal now in the hands of the tariff commission and urged prompt and intelligent action by all interested parties if the increase or a hearing is to be had on the appeal now pending. He made this survey at the request of one of the leading durum millers of the country and, because of his known connection with the wheat situation, his advice is timely and his suggestions worthy of the deepest consideration on the part of all those who are seeking the relief asked for.

Mr. Anderson conferred with Chairman Marvin of the tariff commission and was told that the appeal of the macaroni manufacturing industry for an increased tariff duty on macaroni products had been referred to the investigation division for a recommendation as to whether or not a formal investigation of this duty should be undertaken by the commission, and that the report of the investigators was adverse to the granting of further hearings on the ground that there was nothing in the situation justifying further consideration.

Mr. Anderson sought and obtained a hearing before the commission with particular reference to the application of the macaroni manufacturing industry and succeeded in temporarily deferring a definite dismissal of the petition. This saves the case for the time being and the macaroni manufacturers should grasp the opportunity that is offered them by Mr. Anderson's actions.

The facts reported by the investigators are these, says Mr. Anderson:

"Prior to the beginning of the World war the imports of macaroni had increased to a high point of 126,000,000 lbs. and an average of 100,000,000 lbs. for 6 or 7 years prior to 1914. 90% of this importation was from Italy. With the beginning of the war Italy's exports of macaroni dropped off very sharply almost to nothing, and coincidentally our imports of macaroni also dropped off until they were less than 1,000,000 lbs. Coincidentally with this drop in imports of macaroni the production of this commodity in this country began very materially to increase, until by 1920 it had absorbed all of the amount formerly imported from Italy plus an additional production of nearly 100,000,000 lbs.

"Since the war the imports of macaroni have increased from less than 1,000,000 lbs. to somewhat over 3,000,000 lbs. I should add in this connection that during this same period the exports of Italy have again assumed very considerable proportions, although a relatively small amount of them have been taken by this country. The present importation, I am informed, is less than 1% of the domes-

tic production and the commission is apparently disinclined to believe that this small importation indicates that the present rate of duty, which is 1c higher than the duty of 1913 and $\frac{1}{2}$ c higher than the duty of 1909, is so low as to adversely affect the American production.

"Unless it can be shown that this relatively small amount of importation indicates the ability of foreign competition to compete in this country and that we may expect increasingly large importations in the future, or unless it can be shown that this importation in some markets on some classes of macaroni, vermicelli, etc., has an effect upon the domestic price out of proportion to its apparent significance, the commission does not feel that it would be justified in taking the time or incurring the expense involved in ordering a further investigation of the matter. However, the commission has agreed to take no action on the application in order to give the macaroni people an opportunity to present whatever additional data they are able to present in support of their application for an increase.

"To be frank about it, if the macaroni people really want to do something with this matter they ought to get someone to get together the statistics both with reference to production, imports, exports, etc., here and in other importing or exporting countries, together with such other information relative to the industry as would indicate the importance and effect of the importations already coming in and the possibility of their increasing, and also including more definite figures than are so far available relative to cost of production here and abroad. In other words, if this matter is of sufficient importance to these people they have got to go to the trouble of making a case before the commission. Otherwise, am confident that the commission cannot be persuaded that the situation justifies it in undertaking the investigation which is necessary under the Tariff Act as a preliminary to final recommendations by them to the President.

"Perhaps I should explain, also, that the practice of the commission, when an application is filed, is to refer the matter to its examiners for a preliminary investigation. These investigators merely gather together the existing published data relative to production, imports, exports, etc., and make a recommendation to the commission as to whether or not the commission should order a preliminary hearing for the purpose of determining whether there shall be a further investigation of the commission on the subject. This preliminary hearing is had on notice of the applicant and its opponents are invited to appear and present whatever data they may have as a basis for the commission's decision as to whether it will go further or not. If it decides to go further then the commission proceeds with the investigation and a

it has investigated it orders a further hearing, at which arguments in support of the tentative conclusions reached, or opposed to them, are considered. If the commission as the result of all of these proceedings is of the opinion that an increase or reduction of the duty shall be made, it recommends an increase or reduction to the president and suggests the amount of increase or reduction.

"You will readily see that under such a procedure the macaroni people will not get very far with their application unless somebody makes it their business to present their case and to furnish the commission with the data which can be assembled on the subject. This compels me to say that unless the macaroni people feel that this matter is of sufficient importance to them to warrant them in putting somebody on the job to look after it, I don't see much chance of their getting anywhere with it. Outside cooperation may help, but after all, the commission has got to act on the facts, and it is up to the macaroni people to make out a case to justify the commission in proceeding."

Mr. Anderson has given a valuable service to the macaroni manufacturing interests of America and action will undoubtedly be taken along the lines suggested by him, in the sincere hope that the tariff commission will be con-

Who Are the Owners?

The tenth of a series of short articles on "The American Ways" prepared by Bank of the Manhattan company, New York, N. Y., dealing with America's troubles solving the tremendous transportation problem.

It was generally understood that the transportation act of 1920 returned the railroads to their owners.

But who are the owners?

The answer may startle the person who hears it for the first time; it is this:

We now have public ownership of the railroads.

This does not mean they are owned by the government. They are not owned by the nation as a nation; they are owned by more than 50 million separate individual Americans—about twice as many as have ever participated in any national election. At first blush this would seem quite incredible to the average person and he would be justified in asking for further explanations.

Who owns the railroads?

Not the officials of the railroads but the owners of the stocks and bonds.

Who owns the stocks and bonds?

There are listed about two million individual owners, the great proportion of whom are small investors, including many thousands of railway employees.

But two million people form less than two per cent of the American public; are there any others?

Yes, indeed. Two billion dollars worth of railroad securities is owned

vinced that this rapidly growing, and important American industry must have proper protection against the cheaply made competitive products from Europe and Asiatic countries where living conditions are such as to permit the laborer to live on a daily wage that would be considered as a pittance by American workmen whose scale of living is on such a higher plane. Importation figures alone should not decide this important matter. The question of the difference in labor conditions, the money exchanges, the evident intentions to demoralize certain markets, the welfare of the durum wheat farmers who must depend on this crop to profitably cultivate the semiarid regions on which the best durum wheat grows and a protection of the macaroni manufacturing industry that responded nobly to the call of the country during the war, expanded immensely to supply the call for more and more food for their armies, all of these should be considered, and carefully so, before the appeal for increased duty on macaroni products is finally disposed.

Let us fight for a hearing which we feel that the present situation warrants and then let us unite in convincing the tariff commission that this new American industry needs the added protection it is sincerely asking for and should have.

by the forty million people who compose the life insurance companies, because the members of this "greatest family in the world" are the actual owners as well as the policyholders of these companies. One quarter of the funds in the "family" reserve is invested in such securities, and these 40 millions are looking to this investment to secure themselves and their loved ones against want and suffering.

Furthermore the people of the United States have put \$17,300,000,000 into their savings banks. This vast sum represents the thrift and self-sacrifice of a quarter of our population. Over one billion of the savings bank fund is invested in railroad securities.

The fire insurance companies, with their 30 million policies protecting most of the property in the United States and sustaining the credit, and thereby the means for furnishing employment, of most of the nation's business houses, also are large owners. And there are many others.

Thus we find that more than 50,000,000 individuals are the actual owners—in short, that "Main Street" not "Wall Street" is the real owner of the railroads of America.

The average person may have a life insurance policy and a fire insurance policy; he may also have an account in a savings bank, but he is aware that there are no railroad securities in his strong-box, and therefore overlooks

the fact that he himself is one of the railroad owners. He would immediately realize it, however, if through confiscation by the government or some other great catastrophe the values of all railroads were suddenly and completely to be destroyed. Immediately, every railroad stock, bond or note would become a mere "scrap of paper." Suppose that some morning's newspapers should announce this to have happened. The afternoon papers would tell about the financial embarrassment or perhaps the crash of insurance companies and banks, including the collapse of credit in general and the incidental ruin of many forms of business.

Inasmuch as the actual owners of the railroads now constitute more than half of the people of the United States, it is perhaps not strange that the chief argument for government ownership and operation, that "the railroads should belong to the people," now has little point or force. Nor is it probable that an attempt to base railroad earnings on a valuation lower than the actual value as found by government authorities after an exhaustive investigation will meet with anything but vigorous protest from the 50,000,000 owners of railroad securities.

"It is becoming increasingly important," said one of the foremost administrators of the funds of the 40,000,000 members of "the greatest family in the world," at a meeting of the Association of Life Insurance Presidents in New York on December 6, 1923, "that all citizens, whose life insurance protection is based on the investment of their reserve funds by life insurance companies, should realize, not only the wide extent of their interest in the national transportation problem, but also the imperative necessity of securing to the railroads a fair opportunity to preserve and enhance the value and integrity of their securities."

Lloyd Skinner Married

The following announcement is of interest to the trade:

Mr. and Mrs. Samuel Angus Welborn announce the marriage of their daughter Louise

to

Mr. Lloyd Skinner

on Tuesday, February twenty-fourth Nineteen hundred and twenty-five Terrell, Texas.

At Home

Omaha, Nebraska.

Mr. Skinner is president of the Skinner Manufacturing company at Omaha, and is well known not only among macaroni manufacturers but among all distributors of food products. Mr. Skinner was formerly vice president of the National Macaroni Manufacturers association, which organization joins the Macaroni Journal and its large family of readers in wishing him and his bride many years of wedded happiness.

How else can you excel?



ONLY when the Semolina you use is the best the market affords can you give your ability as a macaroni manufacturer full sway. GOLD MEDAL SEMOLINA is a perfect base that brings out everything that is good in your macaroni, spaghetti or vermicelli.

**Buy Value
—Not Price**

*GOLD MEDAL Semolina
is the best value every day
in the year.*

**GOLD MEDAL
SEMOLINAS**

SEMOLINA No. 1—Coarse granulation
SEMOLINA No. 2—Med. granulation
SEMOLINA No. 3—Fine granulation
DURUM FANCY PATENT
DURUM FIRST CLEAR
MARELLA—blend 60% Fancy Patent
40% SPECIAL WHITE—First Clear

WASHBURN CROSBY COMPANY

MINNEAPOLIS, MINNESOTA

Solving of a Packaging Problem

By H. Kirke Becker, Vice President and General Manager Peters Machinery Company, Chicago.

Some of the smaller macaroni manufacturers have often wondered why they were unable to obtain a certain margin of profit per package on their package goods and invariably they have come to the conclusion that their hand methods of packaging was the prime cause.

Our engineers have been consulted on numerous occasions by small as well as the large producers of macaroni package goods and in practically every case we have been able to solve the problem of lower costs per package by means of the Peters automatic package machinery.

I recall a firm which had just started in the package macaroni business. This firm had established quite a reputation on bulk products and in a few months time the venture into the package business reached a point where daily sales required a production of about 5000 packages per day. At this point the 5000 package per day production showed a slight loss per package, although previously it had shown a small margin of profit per package. This condition caused an immediate check up and it was found that after a certain number of hand operators were employed the added cost for labor was not commensurate with the production and selling price. In other words it began to cost too much to produce package macaroni by hand after the demands increased to 5000 packages per day. There was one of two things to do—either cut down on the number of hand operators and decrease the production or obtain automatic equipment to replace the hand operators. No concern with foresight wishes to limit the amount of its sales by refusing to supply a customer with his package goods—the alternative is to increase and expand the facilities for procuring the production necessary not only for the immediate demand but also for future demand.

When our engineers explained the fact that the Peters package machinery could replace 7 of its hand operators on as small a production as 5000 packages per day, the officials of this concern were amazed. In fact we showed this firm how it could return the investment for our machinery in about 3 years time with only a 5000 package production and how it could reduce this period of investment return to less than one year, as the production increased to 19,000 packages per day, the firm at once placed an order with us for the necessary equipment to handle the automatic packaging of its macaroni. Five weeks after the installation a new cost accounting was made with special reference to the cost per package of the goods and it was a great surprise for the firm when it was shown that

in that short period each package cost $\frac{1}{2}$ ¢ less than it had ever produced the package goods before.

Many instances of this kind come to our attention each year. It is surprising how few macaroni packagers are aware of the great difference in cost between a hand packaged carton and a machine packaged carton.

The presentation of a clean, attractive sanitary package to the housewife is absolutely essential nowadays if a manufacturer expects to maintain his sales or increase them. There is no package like a lined and wrapped package for a macaroni product. In the Peters style package there is the added advantage of no glue being used in the setting up or lining of the carton. Furthermore the Peters style of carton is recognized as the least expensive procurable. The packaging materials represent a considerable saving but the labor saving features of the Peters machinery is the real solution to the macaroni packaging problem.

Another incident which comes to my mind regarding the immense saving and quick return of investment on our automatic packaging machinery is the promotion and sale of one pound lard cartons for one of the great packing institutions at the "Yards" in Chicago.

About 2 or 3 years ago the packer employed 31 hand operators to get out his daily production of one pound lard cartons. Finally our package machinery was installed and resulted in a saving of 25 hand operators on this same production basis. Think of what this means—say each operator received \$15 per week then the total saving of the 25 operators would amount to \$375 per week or \$18,750 per year (50 weeks). The unit of our machines which effected this saving cost the packer about \$11,500 so you can figure for yourself that he had a return of his investment for Peters machinery in about 7 months.

These cases which I have mentioned in this article are not the exception; on the contrary they are the rule. If you are wondering how your package problem can be solved to like advantage I am confident that the Peters Machinery company, of 4700 Ravenswood av., Chicago, Ill., can tell you.

Running on High?

Are you driving yourself as you drive your motor? Are you intoxicated with your business success to such an extent that you are constantly speeding ahead without a glance at the scenery along the way? (We quote an exchange.)

Do you ever look at the engine? Is it properly oiled with a bit of home life and an occasional evening at the theatre?

Do you ever stop to consider the pas-

sengers in the back seat—the members of your family—and that perhaps they would enjoy an occasional wayside picnic, or a few weeks vacation in the country?

Have you ever stopped to think that a change in speed is sometimes beneficial? Throw into intermediate or low gear once in a while. It will relieve the strain on the engine and you will overcome obstacles on your business road much easier and safer.

On a long journey it isn't necessary to pass every one on the road. Safe and sane driving gets you to your destination hours ahead of the speed man who is compelled to stop on account of tire and engine trouble.

Slow down at crossings and the sign of "Danger Ahead." Give your engine a drink of water at the spring of contentment. Oil it with the milk of human kindness. Fill your carbureter with a rich mixture of love for and devotion to children. Generate your spark from your contact with your fellow man and your love of nature and things beautiful.

Does Your Mirror Show—

A manufacturer in a nearby town told a Desloge Sun reporter not long ago that there was no business anyway, so why should he advertise?

And that reminds us of the hen who quit scratching because there was a scarcity of worms. It seemed to be a bad year for worms; the hen didn't see any of the wriggling varmint trying to make themselves an honest meal for a hungry chicken, and the hen soon began to have the appearance of a run down fowl.

The owner noticed the run down appearance, caught the hen, killed her and threw the carcass to the "haws"—and the moral is this:

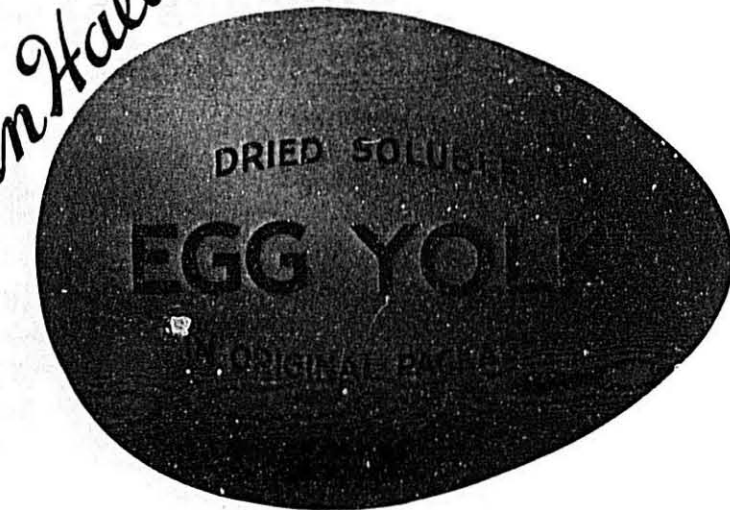
"Don't let your business get that run down appearance or some of your best customers might get it into their heads that you are ready for the financial graveyard and pass you up just as a pay car passes a tramp."

Let's keep advertising.—The Screw Driver.

Dennis Commissioner

President Calvin Coolidge has nominated Alfred P. Dennis, a democrat of Maryland, to be a member of the United tariff commission. Upon the ratification of his appointment by the senate. Mr. Dennis will become the seventh member of the tariff commission and will break the deadlock that has somewhat prevented progressive action by that body. Mr. Dennis succeeds David J. Lewis of the same state. In Washington circles it is reported there are other changes pending and that when these take place new appointments by the president will entirely change the lineup of this tariff making agency.

Stein Hall's



PURE
FRESH
SWEET
CLEAN
ECONOMICAL

Unexcelled for noodles

Stocks in principal cities
Write for Samples

ALSO ALBUMEN
AND WHOLE EGG

STEIN, HALL & CO., INC. STEIN, HALL MFG. CO.

61 BROADWAY, NEW YORK.

2841 SO. ASHLAND AVE. CHICAGO.

DIRECT IMPORTERS
ESTABLISHED 1866



Financing Cooperative Advertising Campaigns

By R. D. T. Hollowell, Secretary and Treasurer American Face Brick Association, Chicago

There are a few principles in financing cooperative advertising campaigns that may possibly be applied to all characters of such enterprises, although of course the details will vary with the nature of the campaign. Here are a few first essentials:

Determine the minimum amount of money needed per annum. An advertising campaign whether cooperative or otherwise, if under financed, is worse than no advertising campaign at all.

Determine the reasonable length of time that will be necessary before definite, tangible results may be expected.

DETERMINE the fair and square method of prorating the expense.

DETERMINE in advance to entrust full authority for the conduct of a campaign to a small committee, preferably not more than 3.

DETERMINE to see the campaign through to the end.

I have seen instances of very promising cooperative efforts go on the rocks on account of a whole board of directors arguing whether this publication or that publication, or whether this method or that method should be used. Full authority should be given to a very small committee. The committee should determine how the thing should be done and should run it without interference.

Contracts between members and the association definitely stipulating the obligation of both sides are highly desirable. Advertising must be planned several months in advance. Contracts for advertising space are usually necessary. The advertising agency pays for the space of its client and must depend upon the client for reimbursement. There are many first class advertising agencies which are not eager for association accounts because of the uncertainty of necessary funds.

Continuity of advertising is absolutely necessary for success. I see advertising campaigns that are worked pretty hard for a few months, then dropped, evidently because the funds are not there. Most efforts of that kind are worse than useless.

I suggest that all associations which are considering the spending of money for promotion purposes should contract between its members and the association for a reasonable period of time on account of the lack of understanding of the average member as to how an advertising campaign will work out. It seems to me that a contract is almost a necessity to hold the move-

ment together until results begin to show.

Contracts should run for a minimum length of time determined to be necessary to show tangible results. Results in advertising can be shown in different lengths of time according to the product to be advertised. In most cases it is figured that it will require at least 3 years before the objective of the campaign is reached.

It may be calculated that at the end of the 1st year, taken up largely in preparation for the campaign, that members will probably be unable to see anything definite; at the end of the second year we might see one or two instances of where results are beginning to show; at the end of the 3rd year, the results should be such as to justify the whole crowd going back into the endeavor again.

Successful financing of cooperative promotional advertising campaigns is utterly dependent on the wisdom exercised in execution. Assuming that the article is susceptible to being promoted, that definite plans are laid out in advance and are executed properly, that the calculations of the group as to the amount of money and the length of time needed to show results are fairly accurate, money for cooperative advertising in any trade association should not be hard to obtain.

There is no trouble in raising money for any legitimate purpose, always provided that it can be reasonably shown, in advance, that such expenditures may be expected to pay dividends.

SOME SALES ABILITY

The Judge: "This lady says you tried to speak to her at the station."

Salesman: "It was a mistake; I was looking for my friend's sister, whom I had never seen before, but who's been described to me as a handsome blonde with classic features, fine complexion,

perfect figure, beautifully dressed and—"

The Witness: "I don't care to prosecute the gentleman. Any one might have made the same mistake."—The Steering Column.

Macaroni and Milk

A leading milk concern has recently released several human interest articles that extol the value of milk and accompanying foods. In some of these articles the palatability and high food value of macaroni and milk is emphasized. One of the articles, in part, reads as follows:

"Hotels will never cease to appreciate the gustatory merits of macaroni, according to a prominent eastern chef. It is one of the oldest and most nutritious foods in the world. It has been used in one form or another for centuries and centuries, and succeeding ages and civilization have always recognized its superior sustaining qualities.

"In recent years, due partly to the zeal of physicians, food bureaus and schools of domestic science in extolling its food value, and partly to improved sanitary methods of manufacturing and packing, there has been a tremendous increase in the use of macaroni, spaghetti, and other forms of that food.

"Now that a way has been found to combine the nourishing properties of milk with this splendid, old fashioned food, it is becoming even more popular."

Snappy Repartee

Johnson was attending a temperance lecture.

"If I lead a donkey up to a pail of water and up to a pail of beer, which will he choose to drink?" queried the speaker.

"The water," said Johnson.

"Yes, and why?"

"Because he's an ass," was Johnson's reply.—Lightning Line.

A man should devote at least half of his time to minding his own business and the remainder to letting others alone.

A T-I-P

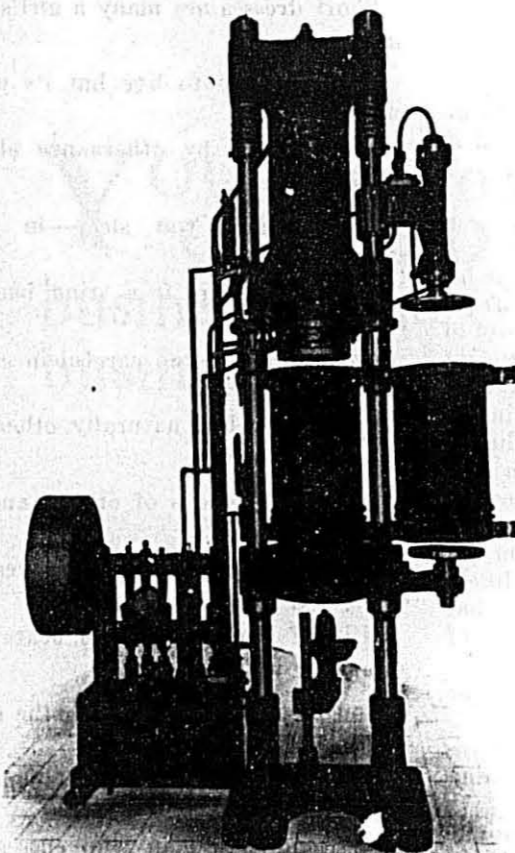
Here is a good tip given us by one who knows: Mrs. J. H. Johnston of Roundup, Mont., successful domestic science teacher, suggests that macaroni manufacturers and distributors use the following in their Housewife Educational Campaign to encourage a greater consumption of macaroni and to cultivate a taste for this product.

Macaroni and Eggs

Have you ever tried dipping the left over (cooked) macaroni in eggs and then frying it in butter? Or, try and fold it in an omelet and cook? Both make quite inviting dishes and appeal to the economical housewife.

This is a fine suggestion. To prove how good it is try it at home for yourself. Judge it, then boost it.

DEFRANCISCI

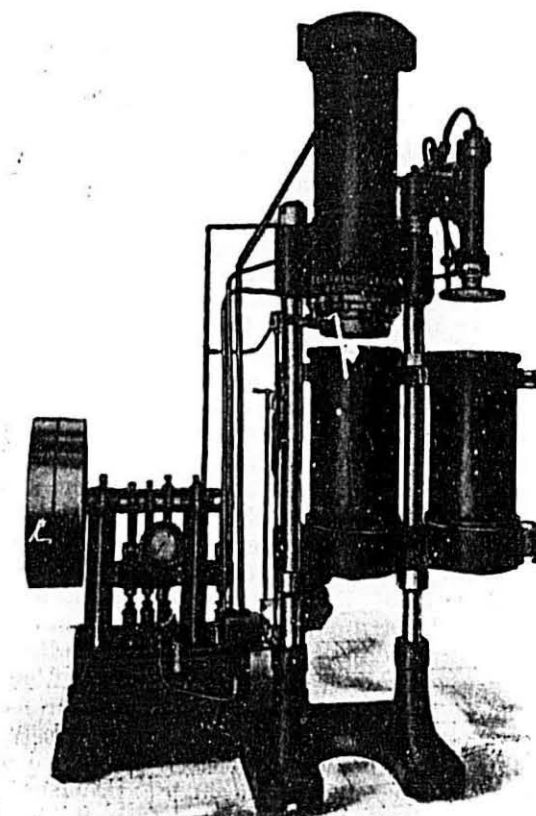


Hydraulic Presses

Kneaders

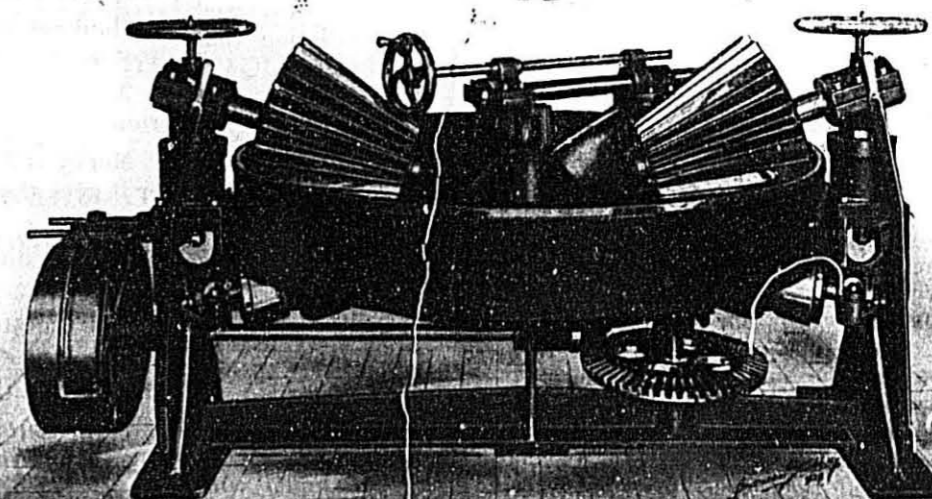
Mixers

Die Cleaner Machine



PRESS STYLE A

PRESS STYLE C
STATIONARY DIE TYPE



I. DeFRANCISCI & SON

219 MORGAN AVE.

BROOKLYN, N. Y.

Nature and Importance of Vitamins

Most of us know that an automobile engine consumes gasoline and we also know that without the electric spark gasoline is useless, says Dr. Walter H. Eddy, professor of physiological chemistry, Columbia university. The comparison is applicable to the relation between foodstuffs and vitamins. Food is the fuel that runs our human machines, but in the absence of vitamins it fails to function. The analogy can be carried still further. When the spark fails the consequences vary with the circumstances. So with vitamins. When they fail we may get in one case rickets, in another scurvy, but in all cases their omission means nutritional disorder and discomfort.

In brief, we have learned in the past two decades that the value of a food is only partially defined when we have calculated the energy it gives and the nutrients it contains in the form of nitrogenous matter, sugars, starches, and mineral salts.

I am often asked whether the vitamin theory has lessened interest in calories. Such a query evidences a misunderstanding of the relation of vitamin study to nutrition. When Stephenson watched the tea kettle lid rise with the steam he had not invented the steam engine. There were many other pieces of supplementary knowledge to secure before the engine was an accomplished fact, and we are not through with improvements yet. The subsequent knowledge did not vitiate the original observation; it supplemented it. So, when the vitamins were discovered, previous observations were not vitiated. We had merely made a step nearer to the goal of proper feeding.

At present we know that vitamins exist in certain foodstuffs and we know something of what their absence means in causing malnutrition. We do not yet know exactly what they are or how to make them. We believe that we are approaching the solution of that problem, and when we have it, we may be able to devise new methods of utilizing foodstuffs. Today we must obtain our vitamins as we do our calories, by purchase of foodstuffs known to contain them, from the grocer and the butcher (not from the drug store). We must also revise our preparation of foodstuffs to secure the conservation of these vitamins, for some of them are delicate and easily destroyed.

I feel personally that the work we are doing is a most important example of the value of laboratory research to the food manufacturer. The establishment of your laboratory at Washington shows that you are aware of this. There are some matters which must be tested out in your own laboratories. There are other investigations that can be advantageously done at the centers of research in our universities

and experiment stations. The present studies are a pertinent illustration of this point. You have given us a chance to advance human knowledge concerning the behavior of some of its essential food constituents. For this we are your debtors. The byproducts of our studies are a variety of unsolved problems whose solution will lead to a better conservation of the food supply of the universe, and prosperity to the industry in proportion as you succeed in their solution.

Thrift, and Thrift

Macaroni manufacturers as a rule belong to the thrifty class. Thrift in business, says an exchange, consists of prudent spending as well as prudent saving. In proof of this it makes a statement that applies to every industry, macaroni manufacturing included. "There is many a manufacturer who rejoices over the fact that he saves the \$10 or more that it would cost if he were to join his trade organization but who, on the other hand, more likely than not loses a hundred times that amount during the year for want of friendly exchange of experiences he might have with his fellow manufacturers, or for the want of real honest advice in case he finds himself in a business pinch or confronting a puzzling problem."

Mr. Macaroni Manufacturer, think! No! Thrift is not all saving. Sometimes it is more thrifty to spend.

Why is it that the most successful business men in every industry are always found to be the leaders of their trade organization? It sure must be a paying proposition to belong to and modestly support an association that promotes one's business welfare.

E. E. Franklin Dies

E. E. Franklin of Philadelphia, Pa., died in February following a brief illness.

Mr. Franklin was the Philadelphia representative of the Creamette Co., of Minneapolis, Minn., serving in that capacity for many years. Last fall he was quite prominent at the special meeting of the macaroni manufacturers and the board of directors of the National association held in Atlantic City in conjunction with the annual convention of the American Grocers Specialty Manufacturers association.

To the surviving members of the E. E. Franklin family go the sympathies of those in the macaroni industry and food distributing circles, who knew and held the deceased in the highest esteem.

OWNERSHIP DOUBTFUL

Traffic Cop—"Hey, you! Is that your car?"

"Well, officer, since you ask me, con-

sidering the fact that I still have 50 payments to make, owe three repair bills and haven't settled for the new tire, I really don't think it is."—Exchange.

Macaronigrams

Let's have lighter whines.

Short dresses are many a girl's long suit.

It costs more to live but its worth more.

Pearls worn by others are always imitations.

Look before you sleep—in some strange beds.

Too often there is a sting back of honeyed words.

You cannot be too careful in choosing your enemies.

Some girls blush naturally, others apply their coloring.

Multiply the joys of others, and divide their sorrows.

Advertise that you are a success by appearing cheerful.

Milk of human kindness beats cold cream for wrinkles.

You have no idea how big the other fellow's troubles are.

Energy used in fighting a competitor is usually wasted.

A friend is a man who cusses the same people you cuss.

Remember that two thirds of promotion consists of motion.

All things come quicker to the man who meets them half way.

Honking your horn isn't half as effectual as steering wisely.

A friend is like ivy—the greater the ruin, the closer he clings.

Money is like some men. The tighter it gets, the louder it talks.

Diamonds are only chunks of coal that have stuck to their job.

The fellow who is pulling on the oar hasn't time to rock the boat.

Preaching and practicing are twins that frequently get separated.

Train yourself to watch for an opening then dive in with both feet.

It isn't what you want that hurts, it's the fact that you can't get it.

There are as many ways to win a woman's heart as there are women.

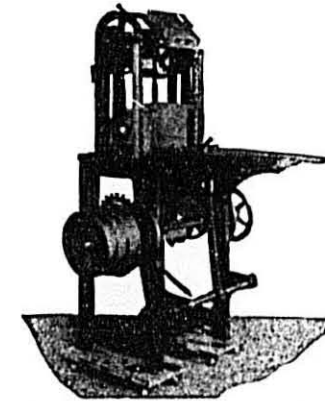
Better try to do something and fail than try to do nothing and succeed.

The wise man doesn't try to make a lot of friends. He tries to keep a few.

The optimist is the man who makes lemonade out of the lemons he has handed to him.



YOU can't come out once a year like the **GROUND HOG** and succeed in any business. The **GROUND HOG** knows his business but do you know yours?



Forming and Lining Machine

Our packaging machinery is known and used every working day in the year and produces the greatest percentage of macaroni packaged products in the United States.

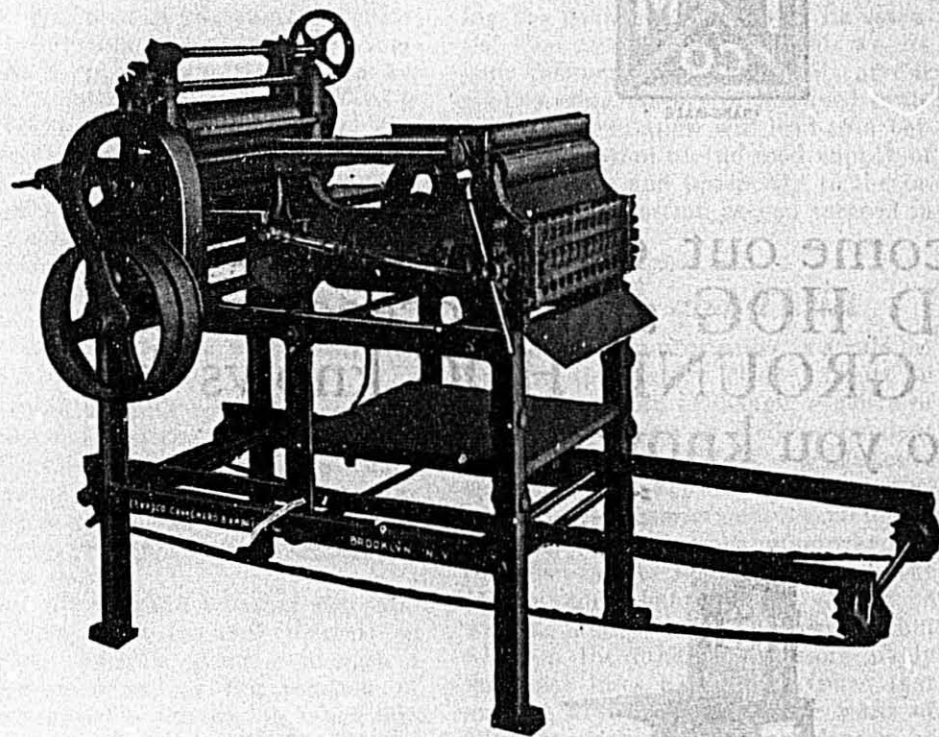
Our engineering department will give you any information you may want regarding your own particular requirements and will consider it a privilege rather than an obligation to serve you.

Write for catalog and other information.

Peters Machinery Company

4700 Ravenswood Avenue
CHICAGO, ILLINOIS

CEVASCO, CAVAGNARO & AMBRETTE, Inc.



Improved Bologna Paste Machine

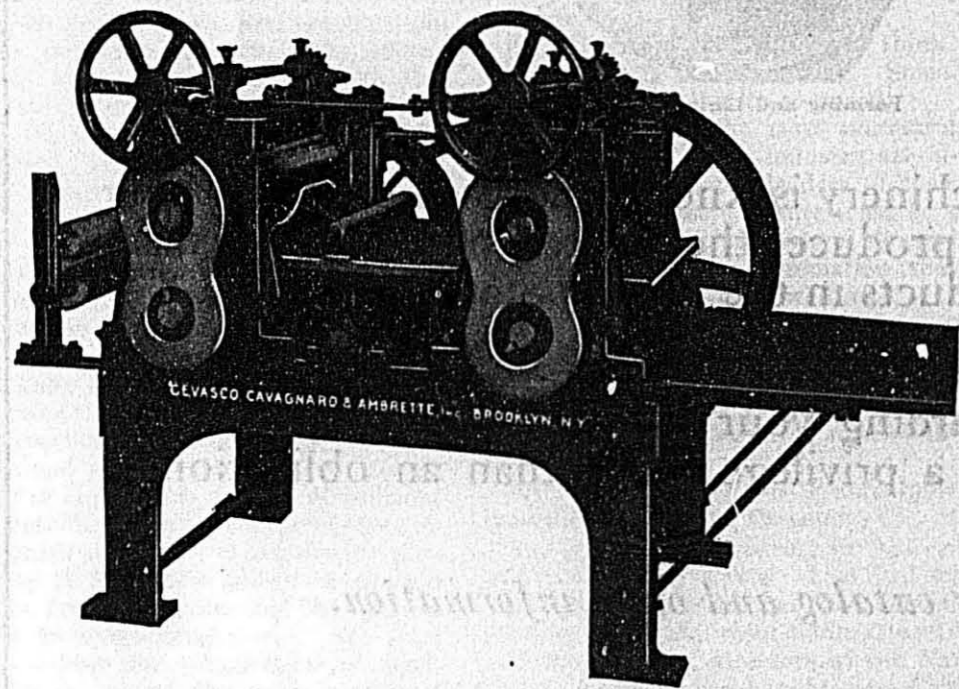
This illustration shows our Improved Bologna Paste Machine, which, like all other C. C. & A. products, is superior to all others on the market.

It does not require an expert or a mechanic to handle the same, but can be operated by any inexperienced person.

Both the punch and die can be removed or replaced without being separated.

Guaranteed to excel any other machine in quantity of production and simplicity of control.

Standard Machine 20 in. wide.



Latest Type Tamden Dough Brake

Another of our improved machines is the Tamden Dough Brake shown herewith.

By arranging the two pair of rolls at different levels, the work is speeded up and a considerable saving in labor results.

Does in one operation what requires several on other machines.

Heavy and solidly constructed throughout.

Standard machine is 20 inches wide, but can be built in other widths, if desired.

Full Particulars Regarding these Machines on Request.

156-166 Sixth Street

Brooklyn, N. Y., U. S. A.

CEVASCO, CAVAGNARO & AMBRETTE, Inc.

**Builders of High Grade
Macaroni Machinery**

**Presses—
SCREW AND
HYDRAULIC**

**VERTICAL AND
HORIZONTAL**

Kneaders

Mixers

Dough Brakes

**Mostaccioli and
Noodle Cutters**

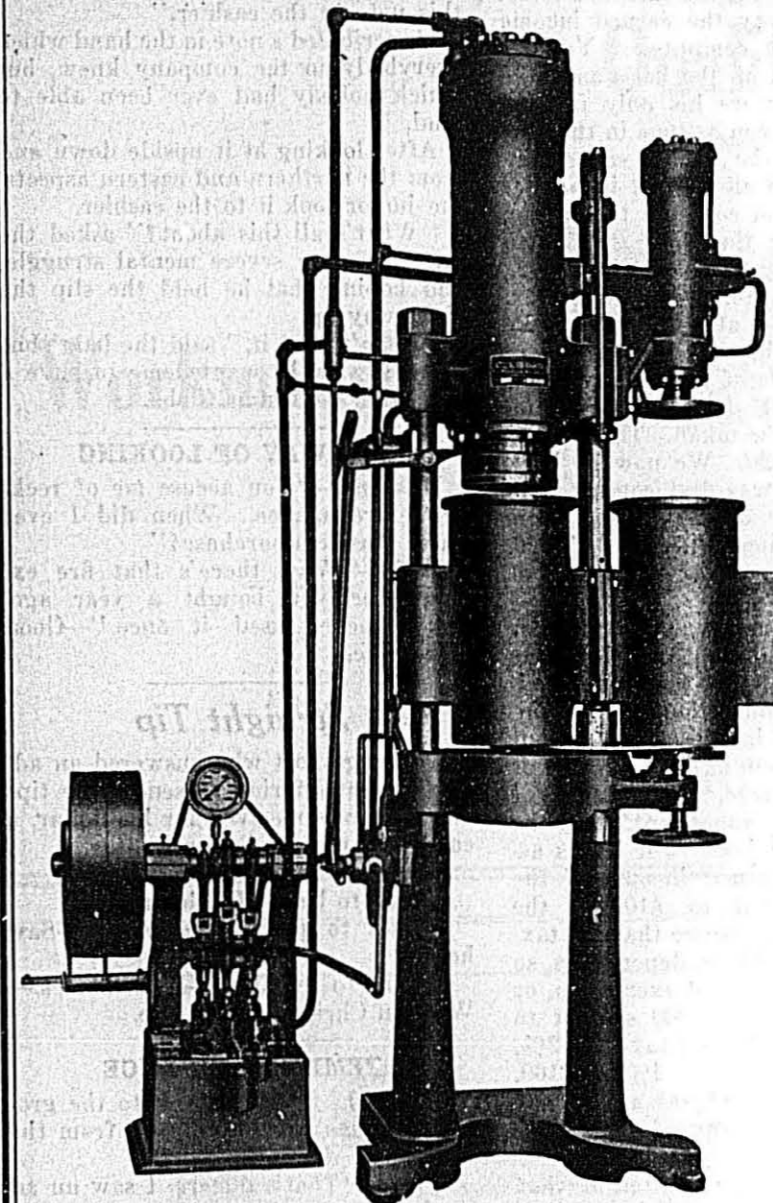
**Bologna Fancy
Paste Machines**

Die Cleaners

Specialists in everything pertaining to the Alimentary Paste Industry.

Complete plants installed.

We do not build all the Macaroni Machinery, but we Build the Best.



Vertical Hydraulic Press with Stationary Die

At Last! The press without a fault. Simple and economical in operation; compact and durable in construction. No unnecessary parts, but everything absolutely essential to the making of a first class machine. Only two controls on entire machine. One valve controls the main plunger and raises cylinders to allow swinging. Another valve controls the hydraulic packer. No mechanical movements, all parts operated hydraulically.

Guaranteed production in excess of 25 bbls. per day. Reduces waste to one third the usual quantity.

Do you want to increase your production with less expense for power and labor? Let us install one of these presses in your plant on 30 days' trial. If it does not meet all our claims, we will remove the machine without any expense to you.

Our new catalogue is now ready for distribution, describing in detail the above machine and many others manufactured by us. If you have not received your copy, let us know and we will send it to you.

156-166 Sixth St.

Brooklyn, N. Y., U. S. A.

159-171 Seventh St.

Address all communications to 156 Sixth Street.

Income Tax Department

Earned Income Credit

By M. L. Seidman of Seidman & Seidman, Certified Public Accountants, New York City

The provision giving special consideration to earned income appears this year for the first time in our income tax laws. Its name makes its purpose self explanatory. It seeks to impose a smaller tax on income derived from the sweat of the brow than on income derived from clipping coupons.

While the purpose is noble, the credit that is allowed for earned income is at best nominal. Before going into this phase, however, let us first see what is meant by "earned income." The law defines it as the income derived from personal services rendered. It therefore includes wages, salaries, professional fees, etc. The man who is engaged in business on his own account can consider as his earned income a reasonable allowance for salary. However, this amount cannot exceed 20% of his share of the profits of the business.

The effect of the earned income credit as a means of reducing the tax, however, is greatly restricted, for the law says that in no case can the amount of earned income be regarded as more than \$10,000. But this does not mean that a person is not allowed a larger salary than \$10,000. It only means that the purpose of computing the earned income credit, not more than \$10,000 can be considered as earned income.

On the other hand, the law also says that everyone has the right to consider at least \$5,000 of his income as earned income, whether or not it is in fact earned income. In other words, if the income of an individual were \$10,000, and all of it came from interest on bonds, or profits on stocks, while there would be no earned income in fact, that individual would be able to compute his tax as if \$5,000 of his income were earned income.

Now let us see just how this earned income credit works out. We already know how to compute the normal tax and the surtax. The law provides that the total so arrived at shall be credited with 25% of the tax that would be payable if all of the individual's income were only his earned income.

An actual case will perhaps serve to clarify the principle. Let us assume that a married man with no dependents has a net income for the year 1924 of \$10,000, of which \$6,500 is from salaries, and \$3,500 from profits on stocks. In other words, his earned income is \$6,500, and his total income \$10,000. The tax would first be computed in the regular way, on his total income. His total income being \$10,000, he would deduct his exemption of \$2,500, leaving \$7,500 subject to tax. The normal tax would be 2% on the first \$4,000, or

\$80; and 4% on the remaining \$3,500, or \$140, making a total normal tax of \$220. Since his total income was only \$10,000, there would be no surtaxes, so that his total tax would be \$220 before the credit for the earned income.

Here is the way the earned income credit would be computed: You recompute the tax on the basis as if the earned income were his only income. In other words, you assume in the case supposed, that the \$6,500 earned income constituted all the net income of the taxpayer, and compute the tax on that basis. We therefore start with \$6,500; deducting the exemption of \$2,500, which leaves \$4,000 subject to tax. This is all taxable at 2%, or \$80. We thus see that if the earned income were the entire income of the taxpayer, his tax would be \$80. Now the earned income credit can be taken. This is 25% of this \$80, or \$20. We now go back to the tax that was first computed in the ordinary way, of \$220, deduct from it the earned income credit of \$20, which leaves the net tax to be paid of \$200.

Because of the manner prescribed for the computation of the earned income credit, and the \$10,000 maximum limitation on the amount that can be considered as earned income, it is apparent that the reduction in tax through it cannot be very large. As a matter of fact, the credit cannot ordinarily be more than \$75 at best. For let us assume that the earned income of the taxpayer amounted to \$10,000, the maximum. Let us assume that the taxpayer is single, with no dependents, so as to deduct the smallest exemption, or \$1,000. This leaves \$9,000 subject to tax, the first \$4,000 being taxed at 2%, or \$80, the next \$4,000 at 4%, or \$160, and the remaining \$1,000 at 6%, or \$60, making a total tax of \$300, 25% of which is \$75.

There is a further limitation that might be pointed out, and that is that in no event can the earned income credit exceed 25% of the tax computed in the ordinary manner. This limitation most usually applies in those cases where the entire net income is less than \$5,000. In such cases, the simplest way of computing the tax is to first compute it in the ordinary manner, and then deduct one quarter of the tax so arrived at, for the earned income credit, the difference representing the net tax payable by the taxpayer.

It is obvious that from its nature and purpose the earned income provision is only applicable to individuals, for it has as its background the element of personal services. Corporations, therefore, cannot take any allowance for an earned income credit.

NO SNUBBERS

"Have you any snubbers here?" asked the car owner.

"No, sir! Our men are all trained to be polite," was the reply.—Balimore Sun.

Fair Enough

The commercial magnate paid a surprise visit to a branch office and discovered a junior slacking.

"You're fired!" he shouted. "Take this note to the cashier."

He scribbled a note in the hand which everybody in the company knew, but which nobody had ever been able to read.

After looking at it upside down and from the northern and eastern aspects, the junior took it to the cashier.

"What's all this about?" asked the latter, after a severe mental struggle, and hoping that he held the slip the right way up.

"I can't read it," said the lad, "but the boss said he wanted me to have a \$10 raise."—Boston Globe.

HER WAY OF LOOKING

Husband—"You accuse me of reckless extravagance. When did I ever make a useless purchase?"

Wife—"Why, there's that fire extinguisher you bought a year ago. We've never used it once."—Good Hardware.

Straight Tip

A young sport who answered an advertisement offering to send some tips on the horses received for his dollar, a card with this advice on it:

Horses to follow—Hearse horses.
Horses to back—Hobby horses.
Horses to put something on—Saw horses.
Horses to let alone—Race horses.—Western Christian Advocate.

FEMININE FINANCE

Husband: "Your check to the groceryman has just come back from the bank marked 'No Funds.'"

Wife: "That's queer. I saw an ad in the paper only yesterday that the bank has a surplus of over \$3,000,000."—Wall Street Journal.

Couldn't Understand

"The streets were slippery, your honor, and there was quite a bit of traffic. He was bucking the crowd at 35 miles an hour."

"I was just hurrying a little, your honor, but I kept within the limit. I can't understand why the officer charged me with speeding."

"Neither can I. Reckless driving would have been better. \$25."—The American Motorist.

HAD GOOD TEETH

Binks—"The under crust to that chicken pie you brought me was abominably tough."

Waiter—"There wasn't any under crust to that pie, sir; it was served on a paper plate and you've eaten it."—Exchange.

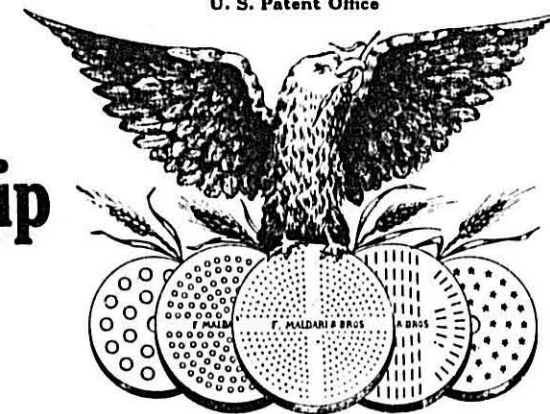
Smile and Forget It.

MALDARI'S INSUPERABLE MACARONI BRONZE DIES

with removable pins

Quality

Trade Mark
Reg.
U. S. Patent Office



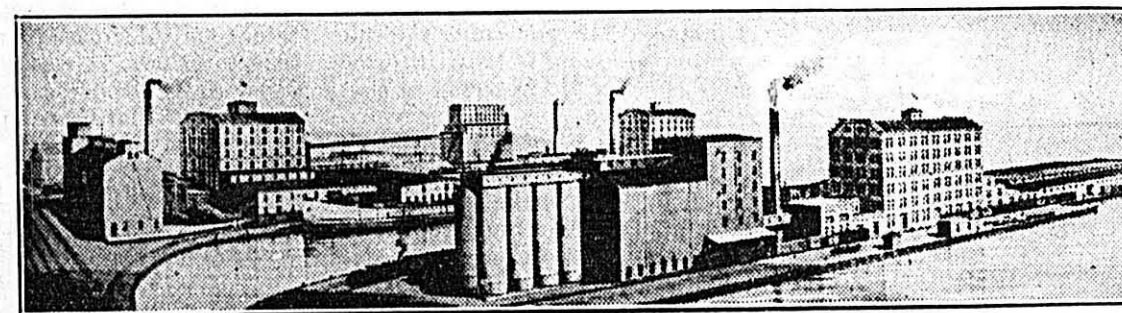
Workmanship

Service

Satisfaction

F. MALDARI & BROS., Inc., 127-31 Baxter St.,
NEW YORK CITY
SEND FOR CATALOGUE

Established 1903



THE UP-TO-DATE HOME OF

HOURGLASS BRAND

PURE DURUM SEMOLINA AND FLOUR

QUALITY OF DEPENDABLE VALUE

Location Enables Prompt Shipment.

We Solicit Your Inquiries.

DULUTH-SUPERIOR MILLING CO.

Main Office DULUTH, MINN.

NEW YORK OFFICE: F 7 Produce Exchange

PHILADELPHIA OFFICE: 458 Bourse Bldg.

BOSTON OFFICE: 88 Broad Street

CHICAGO OFFICE: 14 E. Jackson Blvd.

Macaroni Is Bread and Meat

"We don't half appreciate the place and power of grains in our daily food, because we seldom stop to think about them," states C. Houston Goudiss, publisher of "The Forecast, America's leading food magazine," in his article on "Food Wealth from Grains" last December.

"We accept bread as a matter of course, just as we accept water. Cereal dishes of all sorts are so commonplace as to excite no attention or comment. Yet take those 2 forms of grain-food from our tables for 10 days and there would arise the greatest hue and cry the world has ever known."

"It is the wheat which supplies most of our flour for bread—the first staff of life—and for macaroni—often called the second staff of life because of its great nutritive value and its wide use."

"Macaroni is both bread and meat,

for in addition to its large content of bread nutrients, it is far richer in body building gluten than the indispensable loaf. It is an effective flesh forming food and many persons find it easier to digest than beef, mutton or pork. In view of the fact that nearly everyone eats too much meat and the further fact that the world's meat supply will continue short for many years, macaroni must be viewed as a meat substitute of the highest value.

"A few years ago it was used in American homes only as a side dish, a sort of vegetable adjunct. Today we consume nearly a half billion lbs. yearly, and its popularity is on the increase. Macaroni is made from a special grade of hard wheat containing an unusually high percentage of gluten. This gives it its peculiar meat-and-bread food value and makes it a dependable first aid to health and strength."

Patents and Trade Marks

TRADE MARKS APPLIED FOR

Velvet

Albert Musher, doing business as Musher & Company of Washington, D. C., has applied for the registration of the trade mark "Velvet" for use on his alimentary products. Application was filed on Jan. 6, 1925, and published March 3, 1925. Objections thereto must be filed within 30 days.

The trade mark consists simply of the word "Velvet" in heavy black type letters. Owner claims use of it since Jan. 5, 1925.

TRADE MARKS GRANTED

Eg-Noo's

Ida L. Ginsburg of St. Paul, Minn., doing business as the Eg-Noo's company, was granted the right to use of the trade mark "Eg-Noo's," on March 3, 1925. Application for registration was filed Oct. 28, 1924, and published Dec. 16, 1924.

The trade mark carries the word "Eg-Noo's" in heavy type in a background of an egg in outline. Applicant claims use of this trade mark since Sept. 1, 1923.

Campbell's

The drawings intending to show the particular or distinctive manner in which the name "Campbell's," also the applicant's name is written in manuscript letters bordered in black and filled in in white, was the basis of the claim for registration of the trade name "Campbell's" by the Joseph Campbell company of Camden, N. J., assignor to Campbell Soup company of Camden, N. J., a corporation of New Jersey, filed on April 20, 1922, and granted March 3, 1925.

Claimant states that trade mark has been used since April 8, 1922. It was

published for opposition on Dec. 16, 1924, and on being registered was given serial number 162,608.

Food Legislation

This is the law making season as nearly every state legislature is now in session busily grinding out laws of every nature. Food, its preparation, packaging and selling, naturally draws its share of attention. About the only direct proposed law governing the sale of macaroni products is the California Assembly Bill No. 116, referred to elsewhere in this issue.

In the West Virginia legislature there has been proposed a bill that would automatically make federal food standards apply within the jurisdiction of that state. In addition it provides that food is misbranded if in package form the label does not carry the name of the producer or manufacturer and the name of the place wherein the food was produced and manufactured. If passed, this regulation would require that the name of the producer or manufacturer must appear upon the package and would naturally prevent the use of private brands. The bill further provides that the word "imitation" must also appear where the character of the food is an imitation of that which it attempts to simulate.

The California House Bill No. 638 would outlaw such expressions upon the label as "net weight when packed," "net weight when wrapped," etc.

Nebraska Senate Bill No. 230 would permit the enclosure of prizes in packaged food if said prizes are in a sanitary wrapper.

Pennsylvania House Bill No. 567 would prohibit the sale of an article at a price in excess of that declared on the label.

Macaroni manufacturers are urged

to be on the lookout for many innocent looking bills that are now in the making and to urge action that will conserve their interests as well as those of the consumer of these products. Count on the National Macaroni Manufacturers association to help in this effort.

Macaroni Exports Gain

Figures recently released by the department of commerce covering the exportation of edible grain products show that macaroni and similar foods are steadily gaining in favor among foreign buyers. The figures cover the month of January 1925 and the 5-month period ending Jan. 31, 1925, as compared with similar periods in 1924.

Last January the total exports of macaroni products reached the high figure of 705,000 lbs. valued at \$58,000, as compared with only 444,000 lbs. worth \$35,000 in January 1924.

For the 7-month period ending Jan. 31, 1925, the total exportations of this foodstuff had reached 4,604,000 lbs. that brought to the shipping firms \$367,000, as compared with 4,118,000 lbs. for the same period a year ago that brought \$335,000. This shows an increase of \$32,000 in the value of the macaroni exports over that of a year ago.

While the total quantity and value of the macaroni exports show a desirable increase, the unit value has decreased. During the 7-month period referred to the average per pound value had decreased from .0813 in 1924 to .0796. It was one of the few edible grain products reviewed by the government that show an increased exportation at a greatly reduced unit value.

The values of exports of grains and of edible grain products during January 1925 as compared to January 1924 showed an increase of about \$10,000,000. The bulk of this increase was in the exports of wheat, rye, and barley. Notable increases were likewise reported in the exports of malt, oats, macaroni, biscuits and oatmeal. The export unit value of grains and edible preparations thereof also increased, with the exception of macaroni and some feedstuffs.

Britain Against Color

Dispatch from London conveys the message that the British ministry of health has issued draft proposals restricting the use of preservatives in foods to certain named ingredients. These proposals also greatly restrict the use of coloring matter in all foodstuffs and provide new regulations for covering label use on food products. Exporters should especially study the effects of these new regulations on their particular products.

Defeat is often a spur to victory.



For Better Results and
More Uniform Products

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PENZA'S ^{Bronze} Macaroni MOULDS
With Patented "Kleen-E-Z"
Removable Pins

A trial will convince you of
their superiority.


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788 Union St. BROOKLYN, N. Y.



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An Attractive and Convincing Label
on your Macaroni Package or Case is
an effective and permanent salesman.
Our staff of Artists is at your Service.
Designs and Prices at your request.

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Capital City Milling & Grain Co.

DURUM WHEAT MILLERS

St. Paul - Minn.

Capacity 1500 Barrels



CHEROKEE SEMOLINA

Uniform Quality
manufactured from
Best Grades of
Durum Wheat

CAPITAL CITY MILLING & GRAIN CO., St. Paul, Minn.

Tested Macaroni Recipes

FOUR WAYS TO COOK MACARONI

To cook macaroni and spaghetti successfully, or any other similar paste, directions must be followed accurately. The sticks of paste may be broken into the desired lengths and then they should be dropped into fast boiling water which has been slightly salted and had a teaspoonful of butter added to the water. Cook till tender, drain, blanch in cold water if it is to be kept for several hours or if it is to be served cold as in salads, etc.

The hot water drained off may be set aside as a soup foundation, as there is a great deal of nourishment in it, and it is wasteful to throw it away.

Macaroni is made of wheat, rich in gluten and milk, so it is a highly nutritious food. Some brands require a little longer cooking than others, but by careful watching the extra time can be judged in one trial. The best known ways of serving macaroni are cooked in soup and baked with cheese.

Macaroni Cakes

Chop enough freshly cooked macaroni to make 3 cups. Add 1/4 cup of grated cheese, the juice of a large onion, 2 tablespoons of dry crumbs, pepper, salt and a teaspoon of sugar. Mold into cakes, moisten the fingers in milk, dip into egg, roll in crumbs and lay on a buttered baking pan. Bake a delicate brown and serve with smooth tomato or cream sauce.

Macaroni in Brown Sauce

Boil, drain and blanch 1/2 pound of macaroni. It may be broken or left in the long pieces. Have ready a rich, smooth, brown sauce made from the best beef stock, well seasoned and thickened with browned flour. Wipe the dish in which it is to be served with a bud of garlic, very lightly, pour in the macaroni, cover with the sauce and sprinkle a little chopped parsley on top.

Macaroni and Oyster Bake

Boil, after breaking in short pieces, half a pound of macaroni in the usual way. Butter a pudding dish and put in a layer of macaroni, cover with a

layer of oysters, dot with butter, pepper, salt and the juice of an onion. Add another layer of macaroni and proceed as before, making oysters the top layer, then cover them with a thin layer of crumbs, dot thickly with butter, dust with pepper, salt, a teaspoon of sugar and add a cup of cream. Bake until a delicate brown and serve hot.

Spaghetti and Lobster Curry

Boil, drain and blanch the spaghetti as already described. Pick the meat from one good size lobster, freshly boiled, and cut it into pieces. Take a can of tomatoes and add to it a chopped onion, a chopped pepper and a small bunch of soup greens. Add salt, pepper, a tablespoon sugar, a heaping teaspoon of curry powder and cook gently for 40 minutes. Drain over the spaghetti and add the lobster. Reheat, but do not cook any more, and add a quarter of a cupful of hot cream. Serve with toasted croutons. The dish should be quite peppery to be at its best.

9 WAYS TO FIX NOODLES

Fried Noodles

1/4 lb. of bacon or a little butter.
2 cups boiled egg noodles.
Fry bacon until crisp; remove from pan and fry noodles in the bacon fat. Serve with bacon.

Creamed Cheese Noodles

2 cups boiled egg noodles.
1 cup milk.
1 tablespoon flour.
1 tablespoon butter.
Pinch salt.
1 cup grated cheese.

Melt butter, adding flour and stirring to a paste. Then add milk and cook until creamy, stirring in the boiled noodles. When thoroughly heated, remove from fire and add grated cheese.

Noodles With Ham or Bacon

Dice the meat; fry until tender; add boiled egg noodles and fry about 5 minutes. (Excellent).

Noodles and Tomatoes

1/2 can tomatoes.
1 lb. of steak or more, chopped fine.
4 or 5 good sized onions, chopped fine.

Cook together until tender, then

add 2 cups of egg noodles (after having been boiled). Cook 5 to 10 minutes, seasoning to taste with salt, pepper and about a tablespoon of butter. (Very good).

Cream Salmon Noodles

2 cups boiled egg noodles.
1 cup milk.
1 tablespoon flour.
Mix flour and butter; add milk (hot) and cook until creamy. Have small can of salmon broken up fine, and add to milk, flour and butter. Fill baking dish with layers of noodles, and the creamed salmon alternately; sprinkle with bread or cracker crumbs and bake fifteen minutes.

Escalloped Oysters With Noodles

Place in baking dish alternate layers of oysters and egg noodles, seasoning each layer of oysters with salt, pepper and butter. Pour over this a cup of milk and bake until oysters are cooked.

Noodles With Cream Sauce

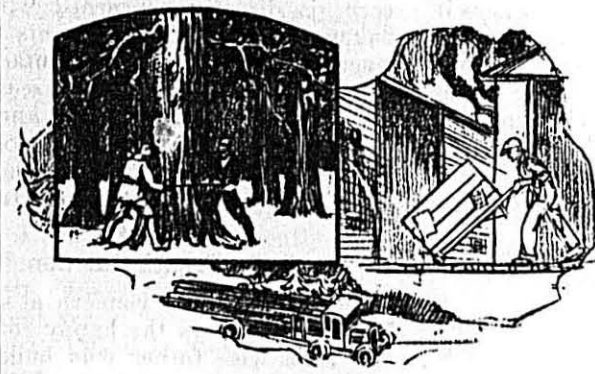
To 1 pt. of cream sauce, curry sauce or celery sauce add a quarter package of egg noodles which have been cooked 10 minutes in just enough salted water to cover, and the water well cooked out. Cut stale bread in 1/2 inch cubes, brown in oven, pour the noodles and sauce over and serve for a luncheon dish.

Egg Noodles Lyonnaise

Prepare 1 cup of egg noodles. In the meantime chop 1 medium sized onion and cook in 3 tablespoons of butter or some bacon fat, until a golden brown; add to it a few chopped capers or chopped pickles, season nicely with salt and pepper to taste, and add the cooked noodles, moistening with a little butter. Mix well, turn out on a hot platter and sprinkle buttered bread crumbs over the top.

Buttered Egg Noodles

Prepare 2 cups of egg noodles and place in a hot dish. Melt 4 tablespoons of butter and add 1 cup of soft bread crumbs. Stir until butter is absorbed and browned slightly. Sprinkle this over the noodles, then add a little more butter, to run among the noodles in the dish. Serve with cheese, with some dish having a good gravy.



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ANDERSON-TULLY boxes are the products of an organization that controls every factor that enters into their making from the time the timber is cut until they are delivered at your plant. One organization does the whole job from raw material to the finished product.

Start to finish manufacturing means that expensive lost motion is eliminated. It means economy all along the line. It means certainty of deliveries and uniform high quality of product. And that means better values for you.

Back of the Anderson-Tully organization is thirty-five years of experience and thirty-five years of satisfied customers. Your packing problems placed in our hands will be handled certainly, efficiently and economically. Let us quote you on your needs and show you that our prices are cheapest in the long run.

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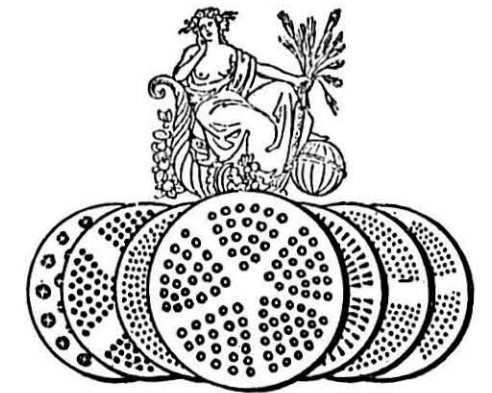
Good Wood Boxes

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The House
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Perfection

Always at
Your
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Where Others Have Failed,
We Have Succeeded.



Why not deal with a reliable house?

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That will dry your macaroni
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Stop all the waste—acidity—
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Save labor 75%

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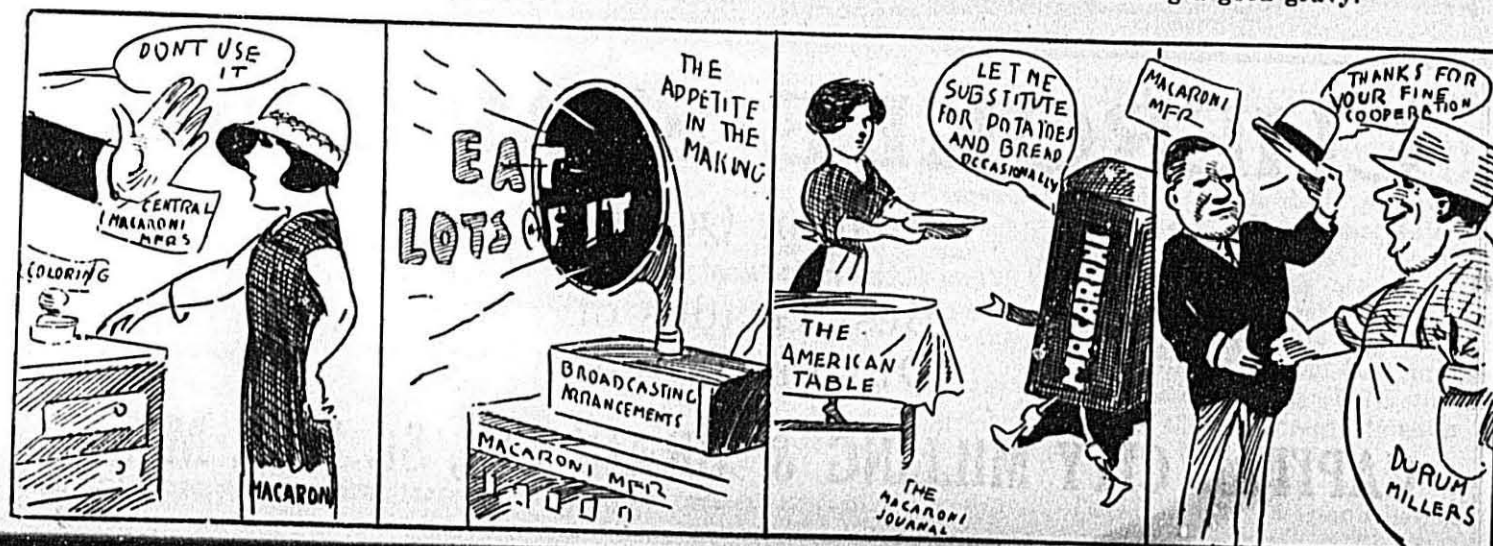
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616-620 Clinton Street

HOBOKEN, N. J.

New York City District

Make money and better macaroni



WITH THE MACHINE BUILDERS

Elmes Catalog Ready

The Charles F. Elmes Engineering Works of Morgan and Fulton sts., Chicago, have announced to the trade that their new catalog is ready for distribution to present and prospective macaroni manufacturers. The catalog is arranged in loose leaf form that will permit changes being made as improvements in the various machines are developed.

The new catalog specializes in hydraulic machinery. A special page is devoted to the photographic history of the organization, showing the insignificant plant operated by Carleton D. Elmes at Bath, Me., and erected in 1851, the somewhat enlarged plant erected in Chicago opposite the Chicago & North Western railroad depot in 1861 and its present new plant at Morgan and Fulton sts., Chicago, that was completed in 1895.

In announcing its new catalog, the company states: "Our printed matter, consisting of hundreds of illustrations and covering hydraulic machinery for every purpose, is too varied for general distribution. We have, therefore, adopted 2 and 4 page, 8½ inches by 11 inches, classified loose leaf bulletins, serving the double purpose of letter enclosure and catalog insert. The arrangement obviates burdening the recipient with uninteresting data, and confines our enclosures directly to the essential information."

Aside from the full line of vertical and horizontal hydraulic presses, the catalog shows kneaders and mixers of every description and cuts of various dies supplied through F. Maldari & Bros. of New York city. There are also several pages showing the various forms and kinds of macaroni products capable of being made with the presses shown, including over 120 shapes and sizes of "long goods" and twice that number of the "short cuts."

The catalog further shows a full line of the hydraulic equipment and replacement parts necessary to keep this kind of machinery in perfect running order. Interested macaroni manufacturers may obtain this up-to-the-minute catalog by writing the firm for it.

Cavagnaro at Harrison

John J. Cavagnaro at Harrison, N. J., reports that his plant is in a better position than ever to care for the needs of the macaroni industry in this country which he has been supplying since 1881. He qualifies as an engineer and machinist and makes a full line of dependable machinery for alimentary paste manufacture.

Gammel Equipment

Karl Gammel, one of the expert engineers in the macaroni manufacturing industry with over 20 years experience with some of the leading plants in the country, has developed his "efficient

drying equipment" to a point where it is available to any plant that is using or planning to use artificial drying methods to properly cure their macaroni products. Mr. Gammel is now situated in Joliet, Ill. Full information of his system may be obtained either by mail or through a personal interview.

Barozzi at Hoboken

The Barozzi Drying Machine company, formerly of San Francisco, has removed its offices to Hoboken, N. J., where it has developed its drying apparatus until it has become one of the most efficient of the many dryers for long goods.

The company holds patent rights for many of its innovations and will be glad to hear from manufacturers who are planning either a remodeling or extension of their plants. They are situated at 616-622 Clinton st., Hoboken.

C. C. & A. Busy

The Cevaseco, Cavagnaro & Ambrette, Inc., plant at Brooklyn, N. Y., is busy building machinery of various kinds for old and new plants throughout the country. Practically every department of its greatly increased plant is busy but, in spite of this, deliveries are made within a reasonably short time.

This company enjoys a business that includes not only the macaroni firms of this country, but those of Mexico, Central America, the West Indies and South America, where machines are shipped with constant regularity.

The firm specializes in hydraulic presses, screw presses, kneaders, mixers, noodle cutters and dough brakes.

Improved Noodle Machines

Carmino Surico of the Clermont Machine company of Brooklyn announces many improvements in its complete line of noodle machines. This firm specializes in noodle machine equipment including noodle cutters, cutters with calibrators, rollers, dough brakes, stamping machines for bologna style and mostaccioli cutters; in fact machines for all the popular fancy pastes so greatly in demand by a large factor of the macaroni consumers.

Champions in Quality

Claiming to be champions in quality of its products, the Champion Machinery company of Joliet, Ill., has been consistently offering to the macaroni industry its efficient "Champion Mixers" at very reasonable prices yet fully guaranteed to respond easily to the heavy requirements demanded of this class of machinery. This firm also makes an efficient noodle brake which the noodle manufacturing industry has found most satisfactory.

William E. Fay, president of the con-

cern, is directly concerned with the bakery trade, while the wants of the macaroni and noodle manufacturers are cared for by the efficient secretary, Frank A. Motta, who is well known to the trade, being a regular representative of the company at the annual conventions of the macaroni industry.

I. De Francisci & Son

The De Francisci concern at Brooklyn, N. Y., enjoys the happy combination of a wise father who builds efficient macaroni machinery based on long years of experience and a shrewd son, Joseph, whose duty it is to sell and direct the plant's output. I. De Francisci & Son of 219 Morgan av., Brooklyn, manufacture and distribute a full line of presses and kneaders and have recently prepared an interesting catalog which was freely distributed to the trade.

Kappeler Represents Buhler

Theodore H. Kappeler of 44 Whitehall st., New York city, who has recently become the sole distributor for the Buhler machinery in this country, is in a position to supply macaroni manufacturers who prefer the foreign made machines. The Buhler Brothers of Uzwil, Switzerland, are known the world around for their macaroni machinery and drying equipment. Catalogs and descriptive materials may be obtained from the American representative, at the address above mentioned.

D. & E. Are Expanding

Having purchased the many patents on macaroni machinery formerly made by the Walton company, Dienelt & Eisenhardt, Inc., of 1304 N. Howard st., Philadelphia, are in a position not only to supply new macaroni equipment but to make repairs in the hundreds of Walton machines in daily use in this country.

They specialize in properly guarded machinery that will greatly reduce the hazard, and have otherwise made improvements in their full line that will greatly increase the efficiency of their machines.

Reorganize for Improvement

To improve its service to the macaroni industry the East Iron & Machine company of Lima, O., has recently undergone a complete reorganization of its affairs, including plant adjustments that will enable it to turn out better machinery in a shorter time. This company supplies well built mixers and kneaders, capable of caring for the heavy demands on machines of this kind in mixing and kneading. Practically all the expert machine builders on its force are retained in the organization policy which will in nowise affect its regularity of production.

Cevaseco, Cavagnaro & Ambrette, Inc., of Brooklyn, N. Y., builders of modern macaroni machinery, report a steady increase in sales and are looking forward to a very busy year during 1925.

They also report that several of the well established macaroni manufacturers are continually increasing their production, and many of these firms which have heretofore used old style machinery are replacing it with modern equipment. Among the firms recently placing orders with Cevaseco, Cavagnaro & Ambrette, Inc., for new up-to-date equipment are:

A & P Products Corp., replacing equipment.

Jefferson Macaroni company, Reynoldsville, Pa., replacing equipment.

Keystone Macaroni Co., Lebanon, Pa., increasing production.

Kurtz Brothers, Philadelphia, Pa., increasing production.

Ronzoni Macaroni company, Long Island City, N. Y., building new plant and installing all up-to-date machinery.

David Kerr, Baltimore, Md., installing new equipment.

Columbus Macaroni Co., Cleveland, Ohio, installing all new equipment.

NEWER VERSION

"I regret," said the rumrunner, whose automobile had just been seized by government agents, "that I have

but one car to give for my country."—Detroit Motor News.

Good Name for It

"Down in Texas they call golf the hoof and mouth disease," related the visitor from Dallas.

"How come?" asked the oldest member of the club.

"Because they hoof all day and mouth all night."—Life.

The joy that surpasseth all understanding is the thrill that comes to a Ford owner when he buys a real horn and sees a Rolls-Royce get out of his way.—The Carolina Motorist.

For
EFFICIENT DRYING EQUIPMENT

FOR SHORT OR LONG GOODS

Write

KARL GAMMEL, M. E.,

For 20 Years a Builder and Creator of Drying Equipment.

P. O. Box 1248 JOLIET, ILL.

BUHLER BROTHERS' for

Works at Uzwil, Switzerland

"Quality"

The **BUHLER**
Preliminary
Dryer

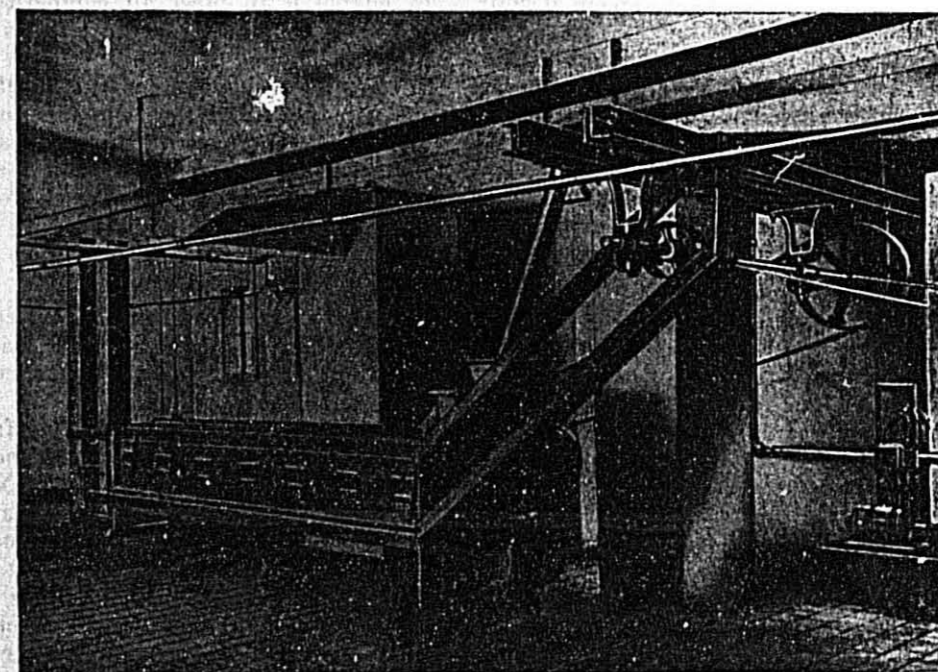
in connection with the Horizontal Press is a great **Time Saver** in the drying process of short goods.

Nicer and better quality goods.

Safer and easier handling either with elevator or pneumatic.

SAVE TIME
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By Installing
Buhler Preliminary Dryers



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Sole Distributor for Buhler Machinery

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NEW YORK

Notes of the Macaroni Industry

Moves to New Plant

Peter Spina, president of the Milwaukee Macaroni company of Milwaukee, Wis., writes that his firm is "sitting pretty" in its new plant at North Pierce st. and Arrow av. The plant is a 5 story brick building situated in a growing industrial section of the city. It is constructed along the most approved lines of food manufacturing plants and is equipped with modern machinery throughout. The plant has a capacity of about 150 bbls. daily and has drying room equipment capable of handling the capacity output.

Lassoing Cowboys

At a recent conference of macaroni manufacturers in Chicago the popular Rocco Sarli, president of the Kansas City Macaroni company, told of his success in educating people to become consumers of macaroni products. "Why," said he, "we have even succeeded in teaching the cowboys of the west to like macaroni."

J. E. Hubbard of the Prince Macaroni Manufacturing Co. of Boston, Mass., interrupted him at this point to ask, "How did you go about lassoing the cowboys with spaghetti?"

The humor of the situation served to give Mr. Sarli an opportunity to make this pleasing reply: "We succeeded in teaching westerners through constant and efficient advertising followed by the sale of high quality products that made and held for us thousands of consumers in that section of the country."

Bulk Men Meet

The leading manufacturers of bulk macaroni held an interesting conference on Feb. 14 and 15, in Hotel Sherman, Chicago, during which many of their peculiar problems were considered both from a personal angle and the general welfare of the industry. About 25 of the progressive manufacturers from Boston, New York, Pennsylvania, St. Louis, Milwaukee, Kansas City and Chicago were in attendance.

The meeting was presided over by L. E. Cuneo of the Connellsville Macaroni company of Connellsville, Pa. With his able handling of the open meeting he succeeded in bringing out many points of common interest and a convergence of opinions thereon.

The question of standardizing semolina was discussed and a resolution adopted favoring a government ruling, on just what constitutes a No. 2 semolina. It further favored a change in the present ruling to require macaroni to be made of nothing inferior to No. 2 grade of semolina when so determined.

The meeting voted strongly in favor of continued advertising of macaroni in order to popularize it with the American people and a committee was ap-

pointed to cooperate with one now functioning for the National Macaroni Manufacturers association, which has this matter up with the durum millers.

In a closed meeting during the evening questions of a personal nature were considered, as were problems that particularly apply to the bulk manufacturers. It was agreed to cooperate with the National association in making the 1925 conference of the Macaroni Manufacturing Industry on July 7, 8 and 9, at Atlantic City, New Jersey, the biggest convention ever held by macaroni men.

Spaghetti Party for Bozo Company

The members of the Bozo Snyder company which played last month at the Gayety theater in Rochester, N. Y., were treated to a spaghetti party by the GOAT CLUB, reports the Quality Macaroni company of that city whose product was the principal dish of the meal served. After having eaten their fill of delicious spaghetti prepared in true Italian style by some of the leading chefs of the city, members of the company entertained with specialties. The whole delightful affair wound up with a dance to the music of one of Rochester's leading orchestras. The press reports that the spaghetti made as big a hit with the actors as the actors did with the others in entertaining the large gathering.

Prudence Penny's Favorite

Miss Prudence Penny, home economist and well known authority on foods and their preparation, highly favors a dish of "Macaroni" and "Cheese." Her recommended recipe is as follows: "Boil the macaroni in salted water 15 minutes. Take 1 tablespoon of flour, dissolve in water and add to 1 large can evaporated milk which has been diluted one half with water. Slice 1/2 lb. American cheese in this, add 1 teaspoon salt, 1/2 teaspoon paprika and 1/8 teaspoon black pepper. Melt cheese and pour over the macaroni and bake in oven for 15 minutes. This can be eaten without baking if more convenient—just heat the sauce with the macaroni."

Dirigible Engineers Eat Spaghetti

A pioneer in what may soon be a daily service between the United States and Bermuda, the dirigible Los Angeles, made a most successful ocean trip last month from the airport at Lakehurst, N. J., to Bermuda and return. The Zeppelin built ship was entirely in charge of an American crew of flying experts that were studying the possibilities of air navigation as an activity of peace.

While the flight was of general interest to all Americans it was especially so to macaroni manufacturers when it became known that in the larder of the airship was a bounteous supply of spaghetti. This foodstuff was selected as

particularly suitable because of its exceedingly high food value and the ease with which it can be carried in airships where bulky foods are taboo.

Meals were served on small tables rigged between the seats in the passenger car and consisted of roast beef, spaghetti, navy beans, bread, butter, coffee, cake and fruit. None of the refuse from the food was thrown overboard, as any weight lost to the ship would increase its buoyancy.

The trip of nearly 700 miles to Bermuda was made in less than 12 hours. The fastest steamships between these 2 lands require 40 hours for the trip.

New Business Arrangements

Two macaroni manufacturing firms in Los Angeles, Calif., have found a way to correlate their activities in a profitable manner. One of them has agreed to concentrate all its effort in more efficient manufacture while the other will devote all its energies to promote the sales end of the game.

The Western Macaroni company and the Columbus Macaroni company are the 2 Los Angeles concerns that have agreed on this happy solution of their troubles. The latter has abandoned its plant at 1792 N. Main st. in that city and has established its sales organization at 827 Naomi st., which is also the address of the manufacturing concern.

The Columbus Macaroni company has contracted to sell the output of Western Macaroni company, taking a certain percentage of the total sales as its share of the profits. The Western Macaroni company has made some important improvements in its plant with the object of providing the sales company with the highest quality products to enable it to meet all competition. The manufacturing concern will do no direct selling.

The plan seems to be working out to the satisfaction of the companies concerned, one company existing as a selling and marketing organization and the other as a producing concern, working only under contract.

European Competition

As an example of the kind of competition that the Atlantic coast manufacturers of macaroni products must meet, an eastern producer gave the following illustrations as a provable fact. Almost every week there is unloaded from ships on the wharves in the New York metropolitan districts, large quantities of macaroni products made in Italy and shipped to this country unsold. Upon being unloaded it is offered to the highest bidder. This manufacturer further vouches for the truth of statement that the best quality of this foreign made macaroni seldom brings over \$1.15 per box of 22 lbs.

If the story is true and if the prices are as reported it is no wonder that eastern manufacturers are so strongly

advocating a higher protective tariff against imported goods.

Williams Entertains Grocers

Delegate retail grocers from St. Paul and Duluth, Minn., and Superior, Wis., who attended the annual convention of the Minnesota Retail Grocers and General Merchants association, were the guests of James T. Williams of the Creamette Co., Minneapolis, at a dinner in Hotel Ryan, St. Paul, Sunday evening, Feb. 15. Mrs. J. T. Williams assisted in entertaining the guests.

Following the dinner there were appropriate talks by the officials of the various local associations represented and by several state and national of-

ficers of the grocery trade in attendance. Miss Marie Hickey added the musical touch to the occasion by singing several solos while dinner was being served.

Over 300 grocers from Minnesota and neighboring states attended the convention during the week of Feb. 16 in the Hotel Ryan.

Italian Pastes Higher

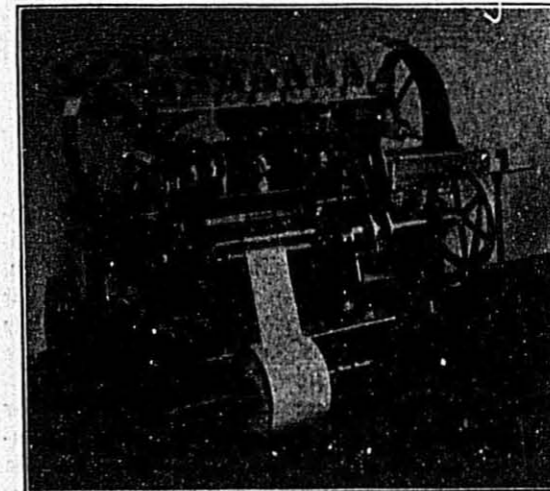
A macaroni distributor advises that prices quoted in the January number under the heading "Imported Macaroni Cheap" do not apply to the present prices asked for imported goods. According to a survey made by him the distributors of macaroni of the Naples

and Genoa style have been demanding from \$2.25 to \$2.30 for a 22 lb. box on the present basis of exchange. The price quoted in Italy are Lire 36 to 38 per box f. o. b. Italian ports

The distributor is of the opinion that the figure mentioned last month covered a shipment of 20 lb. boxes that reached Boston from Italy about a year ago and which was quoted at from 22 to 24 Lire per box, f. o. b. Italy.

New Ronzoni Plant

Having disposed of its present food plant at 612 Jackson av., Long Island City, N. Y., the Ronzoni Macaroni company has purchased a more suitable site at Jackson and Hulst avs., in the



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The National Wax Wrapping Machine

which heat-seals the wrapper—under a printed label or over a printed carton—one a second.

Two models—adjustable to many sizes.

National Packaging Machinery Company
170 Green Street, Jamaica Pl. in, BOSTON, MASS.

THE CHAMPION'S POLICY

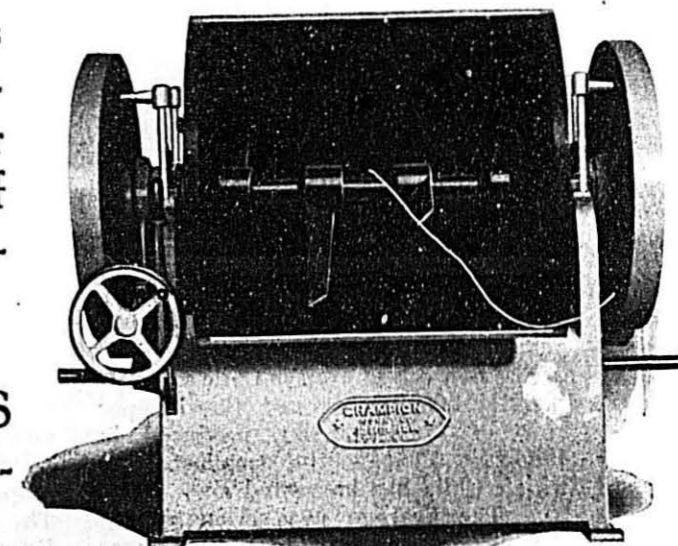
"BEST MACHINES AT FAIREST PRICES"

Special for Macaroni and Noodle Manufacturers

1 bbl. Champion Mixer B. D.	\$485.00	With 3 h. p. Motor connected	\$595.00
1 1/2 bbl. Champion Mixer B. D.	\$515.00	With 3 h. p. Motor connected	\$625.00
2 bbl. Champion Mixer B. D.	\$555.00	With 5 h. p. Motor connected	\$680.00
2 1/2 bbl. Champion Mixer B. D.	\$585.00	With 5 h. p. Motor connected	\$710.00

Champion Mixers in continuous service 25 years or more. Names of long users supplied on request.

Try our MIXERS once you'll always use one.



The Cheapest and Best mixer offered to Macaroni and Noodle manufacturers.

Write for particulars

Champion Machinery Co.
Joliet, Ill.

same city and will erect a modern plant. According to plans the new food factory will be a 5 story and basement affair, 85x180 ft. The approximate cost will be \$350,000. It will be equipped with the latest mechanical developments and the machinery will be arranged to permit an increase in the production capacity of the plant to meet business developments.

The new plant will have direct service with the Long Island railroad, a siding having been constructed to provide shipping facilities for the plant now under construction. The Ronzoni Macaroni company has made splendid progress under the able management of Emanuel Ronzoni, president of the progressive concern.

From Macaroni to Paint

The Nelson Paint company of Oma-

ha, Neb., has purchased the plant formerly used by the Sun Manufacturing company of Council Bluffs, Ia., and will reconstruct its macaroni factory there, so as to make it suitable for the manufacture of paints and varnishes. The new owner will erect 2 large varnish stacks which will give it one of the best equipped plants for the manufacture of this product in the west.

The Sun Manufacturing company that constructed this modern macaroni plant about 4 years ago was unable to succeed in the macaroni manufacturing business owing to the strong competition that developed through over production, and 2 years ago decided to discontinue manufacturing, taking a heavy loss, which it charged to experience.

Schroeder Macaroni Show

Showing a variety of macaroni, spa-

ghetti and noodles such as is seldom seen in any grocery display, Fred Schroeder & Sons of Evansville, Ind., last month launched what was termed a real macaroni show at the store.

In a well decorated booth almost every form, size and shape of macaroni, spaghetti and noodles were shown. Judicious advertising with the macaroni booth as a drawing card brought thousands of visitors to witness the display. The affair virtually become a convention of macaroni lovers and many new customers were created through the timely distribution of macaroni recipes and helpful literature.

This innovation is interesting to the macaroni manufacturers, who should encourage the leading grocers in their territory to put on similar shows for the general publicity it will give this food.

Grain, Trade and Food Notes

Italian Wheat Area

The area sown to wheat in Italy for the 1925 harvest is estimated to be 11,664,000 acres, the largest in the last 4 years, according to a cable from the International Institute of Agriculture to the United States Department of Agriculture. The final report of wheat acreage last year is 11,281,000 acres, the preceding year 11,554,000 acres and for the 1921 harvest 11,489,000 acres. Practically the total wheat crop of Italy is fall sown.

Harvesting results in Australia generally confirm the preliminary production forecast of 162,000,000 bu., although rain has been hurting the late crop in New South Wales, according to the International.

Durum Receipts October 1924

During October 1924, Duluth continued to be the greatest trading center for durum wheat. Heavy movement to market that started in September continued unabated through October, due to the high cash offerings by buyers for high grade durum and to a desire to market crops before the severe winter weather set in.

Amber Durum

During October 1924 a total of 267 carloads of amber durum was graded as No. 1 by the government officials who made the inspections at the various points of arrival. Of this shipment 152 carloads were reported from Duluth, and 104 from Minneapolis. The No. 2 grade totaled 961 carloads with Duluth reporting 386, Minneapolis 199, Philadelphia 179 and New York 165. Over one third of this grade went into export, probably to be made into macaroni products later to be offered in this country in competition with American made goods. The No. 3 grade totaled 381 carloads with Duluth reporting two

thirds of the entire quantity shipped that month.

The October inspection of amber durum was 1996 carloads as compared with 2377 carloads in September. The crop movement from July 1, to Oct. 3, 1924, has been less than one half the quantity marketed during the same period in 1923.

Durum

Of the ordinary durum grades, Duluth and Minneapolis were the best markets though the seaport cities reported a goodly quantity that evidently went into export. The movement to date shows that durum is as plentiful as amber durum is scarce in this crop.

A total of 278 carloads was graded No. 1 with Duluth reporting 191 to 85 by Minneapolis. The No. 2 variety equaled more than one half the total receipt of this variety. Duluth received 1095 carloads, Minneapolis 223, New York 259 and Philadelphia 85. The No. 3 grade was proportionally large, 755 carloads being reported. Duluth again leads with 555 cars, followed by New York with 96 and Minneapolis 79 carloads.

Grain Crops Short

General reductions in grain crops in southern South America are reported in cables received by the United States Department of Agriculture from the International Institute.

The aggregate wheat production for Argentina, Chile and Uruguay for 1924-25 is estimated at 224,000,000 bu. as compared with 288,000,000 bu. last year, a decrease of 22%.

The new wheat crop in Chile amounts to 21,421,000 as against the bumper crop of 27,521,000 bu. produced in 1923-24. This is the smallest crop which Chile has harvested since 1919-20. The average production during the 5 years 1918-19 to 1922-23 was

about 23,000,000 bu. Home consumption and seed requirements are estimated at approximately 21,000,000 bu. The current crop will therefore be just about sufficient to cover domestic needs without leaving any surplus available for export, the department says.

Wheat production in Uruguay for 1924-25 amounts to 11,354,000 bu. compared with 13,345,000 bu. harvested in 1923-24. An unofficial report indicates that the quality of the crop this year is considerably lower than in 1923-24.

Russian Grain Shortage

Department of Agriculture officials confirm press dispatches that Russia is suffering from a shortage of bread grains, and will have to import considerable quantities of wheat. Large purchases of wheat and flour on Russian account in both England and the United States have already been reported.

"Most of the proposed imports of from 6,000,000 to 9,000,000 bu. of wheat with a possible maximum of 12,000,000 bu. will be in the form of flour," the department said.

"In order to purchase this wheat and flour together with much needed supplies of cotton, textiles, machinery, rubber and other commodities, Russia must build up a trade balance by exports of other commodities. In the first 6 months of 1924, Soviet Russia had a large favorable balance of trade, but in this balance bread grains constituted the largest item. It seems probable therefore that during 1925 the soviet government will make a great effort to increase exports of other products such as butter and eggs, forest products, furs, bristles, petroleum products and minerals.

"Reports of prospects for grain crops in Russia in 1925 are conflicting. The International Institute reports that Russian fall seedings are not larger

S I M M O N I N A

FOR QUALITY TRADE

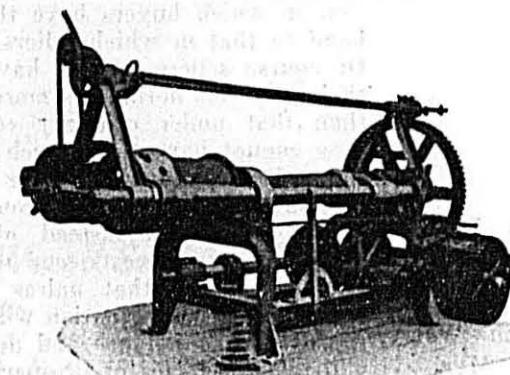
It's a Pleasure
to Send Samples

CROOKSTON MILLING CO.

CROOKSTON, MINNESOTA

"CROOKSTON MEANS-FIRST QUALITY"

D. & E. Cutting Press



STYLE H—DOUBLE OR SINGLE CYLINDER

Cylinder 9 or 10 in.	Floor Space 5 x 10 ft.	Weight 5000 lbs.	Driving Pulleys 20 in. dia. x 3 in. face
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This press is complete and compact, is entirely self contained and is arranged to cut all lengths of short macaroni. Shipped ready for belts. Steam or gas connection as desired. ALL GEARS GUARDED.

Repairs to Walton Machinery.

DIENELT & EISENHARDT, Inc.

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Established Over 50 Years

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Importers of

GOKL EGG YOLK

FOR

NOODLES

SPRAY or GRANULAR

Entirely Soluble

Fine Golden Color

Prices and Samples on Request

CONTRACT NOW FOR 1925-1926!

than last year. In the Ukraine wheat seedings are larger than last year but rye seedings are smaller.

"Weather conditions in Russia have not been generally favorable for winter cereals, and it is probable that winter killing will be heavy. In the important winter wheat areas of the southwest, however, weather conditions were more favorable than elsewhere.

"The soviet government is urging the peasants to increase spring seedings to make good the losses from winter killing, and it is reported that some of the foreign grain purchases will be distributed to the peasants for seed."

Italy Bread Prices Increase

The measure adopted by the government last October on account of the short wheat crop to protect the consumer delegated to special provincial commissions the right to fix flour prices. In December, when the price of wheat was about lire 162 per quintal (1.87 per bu.), the Rome commission reached an understanding with the millers that the price of the popular type of flour should be 184 lire per quintal (\$7.03 per bbl.), and that of the best quality, 196 lire (\$7.50 per bbl.) until Jan. 15, and on this basis, the city authorities arranged with the bakers that the bread made with these 2 qualities of flour should be sold at lire 1.95 and lire 2.20 per kilo (3.8 and 4.3c per lb.), respectively, prices which already represented a considerable increase over those in effect a few months before. During the past month the price of wheat has continued to rise having reached about 195 lire per quintal (\$2.28 per bu.), and, consequently, a revision of the former prices was necessary and a meeting has just been held for this purpose. In view of the existence of stocks of wheat bought at more favorable prices the commission was unwilling to allow an increase in the price of flour equivalent to that shown by the price of wheat and allowed an increase of only 20 lire per quintal in the case of the popular type of flour and of 22 lire in the case of the best quality, on which basis an increase of lire 0.15 per kilo (0.3c per lb.) in the price of both qualities of bread was proposed.

Since July 1924 there has been an increase of lire 0.65 in the price of the popular type of bread, and since July 1920, when bread cost only lire 0.85 per kilo, an increase of lire 1.25 per kilo. Furthermore, if the price of wheat continues to go up a further increase will soon be necessary. The standard weekly budget for the workman's family of 5 persons, on the basis of which the index numbers of the cost of living are compiled by all of the principal cities, provides for 11.9 kilos (26 lbs.) of bread, which, at lire 2.10 per kilo (4.1c per lb.) represents a weekly outlay of 25 lire (\$1.08) or over 10% of the estimated total expenditure. Thus it is easy to see how important a

place bread occupies in the domestic economy of the working classes, and why serious efforts are being made to keep the price of bread down to the lowest possible level, according to Commercial Attache MacLean, Rome.

Marquis and Mindum Favored

Production of new and better varieties of small grains is one of the plant breeding projects carried on by the Minnesota experiment stations. Before a new variety is introduced to the farmers it is first tested in carefully controlled experiments conducted at the central station at University farm and at the outlying stations at Waseca, Morris, Crookston, Grand Rapids, and Duluth. Every winter station men particularly interested in farm crops meet to determine which varieties shall be recommended on the basis of actual performance trials.

For the 1925 planting the station men recommend Marquis for a bread wheat and Mindum for a durum or macaroni wheat.

"Marquis is on the average the best performer yet available," says H. K. Hays, plant breeder at the central station. "Kota, a new variety from North Dakota, has rust resistant qualities but a very weak straw. It is undesirable for central and southern Minnesota and is not as yet recommended. Quality, a Burbank selection, matures at least a week earlier than Marquis, but when rust is not a factor appears to yield less than Marquis. Ruby, a Canadian production, has been grown to some extent. It also matures earlier than Marquis.

"When Marquis was first introduced it frequently escaped rust attacks which injured Bluestem which matured much later. Marquis is as severely injured now as Bluestem ever was. If Quality or Ruby predominated the natural assumption is that they would be severely injured by rust."

ORDERS SLOWING UP

Analysis of Condition Which Was Rather Unexpected—Mac Men Regarded Situation Only Temporary—Confidence in Good Times.

The heavy placing of orders on the comparatively low prices prevailing late last fall enabled most of the macaroni firms in the country to produce almost to capacity before the depressing effects of the holiday lull. Repeat orders placed by distributors early in the year kept most of the presses running at normal during January and the early part of February. This spurt in business was the annual one that precedes the heavy buying for the Lenten season.

Manufacturers from the different parts of the country report a slackening

in business, a condition that is not unusual but which had not been expected this year.

Repeat orders for supplying the Lenten demands are not as plentiful as the industry would like, nor do they call for quantities up to the standard of previous years.

While every section of the country has felt the effects of this temporary lull in business, the most distressing reports come from the seaboard cities where domestic conditions are augmented by arrivals of cargoes of imported macaroni that are usually sold at auction to the highest bidder.

With the business in the country being generally prosperous the macaroni men look upon the conditions that now exist in this trade as merely temporary.

Taken generally the macaroni manufacturing business has kept step with the normal business activities of the country which were reported as progressing satisfactorily during February by officials of the National City bank of New York, who make a specialty of an exhaustive monthly business survey. There are reports from here and there of disappointment that orders are not flowing in a larger stream, that industry is not operating at capacity and that margins of profit are small.

"Such complaints always are heard except in boom times, when the pressure of abnormal demands gives enough business for everybody," says the bank. "The ordinary state of business is that in which competition exists, with capacity a little ahead of consumption requirements and marginal producers having a rather difficult time."

The profit margins change very readily as the markets swing from the position in which buyers have the upper hand to that in which sellers have it. Of course sellers like to have things their way but nothing is more certain than that under ordinary conditions they cannot have them much to their liking for very long. If there is a congestion of orders, so that competition exists for orders instead of goods, prices go up and costs tend to follow, with the result that unless business soon falls off the situation will get seriously out of balance and depression will take the place of prosperity.

The confidence in good times which has been displayed of late is generally based upon the belief that conditions are more nearly right for a free, full, exchange of goods and services than they have been for a long time. The principal condition for such exchanges is that the price relations shall be approximately those to which the people are accustomed; in other words, that what everybody has to sell shall command about the usual quantity of other things.

"When this is the case there will be employment for all and the products will move into consumption. That situation does not exist completely but great improvement has taken place in the last year and more is going on."

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

SATISFACTORY

Wooden Macaroni Box-Shooks

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

NOODLES

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

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

Special Noodle Whole Egg—

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

Special Noodle Egg Yolk—

Selected bright fresh yolk—entirely Soluble.

Samples on Request

JOE LOWE CO. INC.

"THE EGG HOUSE"
New York

CHICAGO BOSTON LOS ANGELES TORONTO
Warehouses
Norfolk Atlanta Cincinnati Detroit Pittsburgh

From The Macaroni Journal—
June, 1924

Weevil Season--Beware!

Weevil warnings are being sent to every wholesale grocer in the country by the American Specialty Manufacturers association, which has led a consistent fight against this pest. Macaroni manufacturers should cooperate in every way possible to impress upon the wholesaler and retailer the need of caution and judgment in handling foodstuffs in the summer that are particularly attractive to weevils

THE ANNUAL WARNING

Wrapping Machines—For Waxed or Glassine Paper

JOHNSON

MACHINE

Wax Wrapped Packages

Are Insurance Against Weevil, Bugs and Worms

A LETTER DATED FEB. 19, '24
READS

"The writer has in his possession a Package of Our Brand Macaroni wax wrapped in August, 1917. This Package was opened and rewrapped on Nov. 16, 1923. The contents were found to be in absolute sound condition, no signs of weevil; The Macaroni was as Palatable and Fresh as any packed in our Plant that day."
(Name of this manufacturer and brand paper used on request)

Order Now—For Spring Delivery

JOHNSON

AUTOMATIC SEALER CO.

Battle Creek, Mich.

New York
30 Church Street

Chicago
208 S. LaSalle Street

Los Angeles
Marsh-Strong Bldg.

The Macaroni Journal

(Successor to 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 JAS. T. WILLIAMS
M. J. DONNA, Editor

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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 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 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. VI March 15, 1925 No. 11

Questions and Answers

General Questions Upon Spaghetti Industry and Sales

We submit to the whole industry the questions propounded by an advertising agency that seeks reliable and dependable information on the "spaghetti phase" of our business.

We know of no statistics compiled anywhere on which to base information it sees. It is admittedly the kind of statistics that the macaroni industry should help to compile.

Any aid in answering any of the questions will be appreciated. Send your replies to the editor. These questions follow.

1. What class of people in the United States now is the greatest consumer of spaghetti?

- (a) The better class trade or poorer class trade?
(b) Do poor families consume much spaghetti?

2. Do you think that the immigration to this country affects the sales of imported spaghetti greatly? Would this be a local problem in the larger cities only, or are its effects country-wide?

3. What is the proportion of American families today eating spaghetti?

4. Is there a greater demand for spaghetti in the urban districts over the rural districts? If so, what do you think is the cause?

5. What are the leading brands sold today? If possible list in order of their sales.

6. How much of a factor is price in the buying of spaghetti? Does it take precedence over a brand name?

7. What is the scope of distribution and sales of the majority of spaghetti manufacturers? Are there any who have national distribution?

8. What is the attitude of the trade toward spaghetti?

9. Is spaghetti becoming a staple in trade?

10. How many different brands do most dealers stock?

11. About what percentage of the spaghetti business is done over manufacturers' brands and what percentage over private brands for larger jobbers and chain stores?

12. What percentage of the spaghetti business today is done on

- (a) Bulk goods?
(b) Package goods?
(c) Canned goods?

13. What is the margin of profit to the jobber on

- (a) Domestic spaghetti?
(b) Imported spaghetti?

14. What is the margin of profit to the retail dealer on

- (a) Domestic spaghetti?
(b) Imported spaghetti?

15. Which show the greatest profit to the dealers and jobbers,

Foreign Domestic

- (a) Bulk spaghetti?
(b) Package spaghetti?
(c) Canned spaghetti?

16. Do you find the sale of spaghetti to be increasing or decreasing? Can you give the reason for it?

17. What per cent of the consumers ask for spaghetti by a brand name?

18. What is the percentage of sales between American and foreign spaghetti?

19. In what form is the majority of foreign spaghetti sold in this country—bulk, package or canned?

20. In what form is the majority of American made spaghetti sold in this country?

Egg Pastes Artificially Colored

Query—We have recently confronted competition from a brand that purports to be "Egg" macaroni or noodles and whose producer claims to be within his legal rights because his products are labeled "Egg Pastes Artificially Colored." We are anxious to know whether or not this is permissible under the present rules and regulations governing distribution of these food products.—An Eastern Macaroni Salesman.

Reply—The enforcement officials of the bureau of chemistry have ruled that the use of the term "Egg" is not permissible on any macaroni or noodle product unless that product complies with the existing standard for egg noodles. Neither will they permit the use of any artificial color when eggs are used, even though this be declared on the label.

Query—So-called noodles are causing much trouble in our market. There is one brand in particular that to my mind is misleading the buyers into the belief that they are getting egg noodles when in fact they are getting noodles deficient in eggs. Several samples submitted for analysis show about 2½ to 3% of eggs instead of the ordinary 5% required by law.

The particular brand referred to is packed in an attractive package with the words arranged as follows on the outside:

NOODLES
with added
EGGS

Both the word "Noodles" and "Eggs" are in large letters while the words "with added" are in small type. Is this considered proper and legal labeling?

Reply—From your description of the label the evident intention is to deceive. They are noodles, all right, as that term now applies to any of the egg products that contain less than 5% of egg solids, but on complaint to the government officials this can be stopped as the intent is palpable.

Eggless Noodles

Query—Why not have the government modify the existing laws and regulations governing egg noodles to require manufacturers of noodles which are deficient in egg content to label them "Eggless Noodles"? That in our opinion would entirely eliminate deception of the buyer.

Reply—That sounds good. Why not propose it to the committee on definitions and standards or to the bureau of chemistry? Again let us ask, in what class would noodles containing, say 3% of eggs, be placed, when government requires that they must contain 5% of egg solids or more to be called "Egg Noodles"?

WANT ADVERTISEMENTS

Five cents per word each insertion.

FOR SALE—Established Macaroni Factory in Middlewest City of 200,000. Doing nice business on Special and Stock Brands, package and bulk. Interesting proposition to make as present owners are engaged in other industries. Address EOP, c/o Macaroni Journal, Braidwood, Illinois.

FOR SALE—One 66 in. Werner and Pfeleiderer Dough Kneader with Plow. Manufacturers Number 302.

One 66 in. East Iron & Machine Co. Dough Kneader.

Both in good condition. Prices reasonable.

Address—O. C. Y. P. O. Box 259
Pittsburgh, Pa.

A. ROSSI & CO.

Macaroni Machinery Manufacturer

Macaroni Drying Machines

That Fool The Weather

387 Broadway - San Francisco, Calif.

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

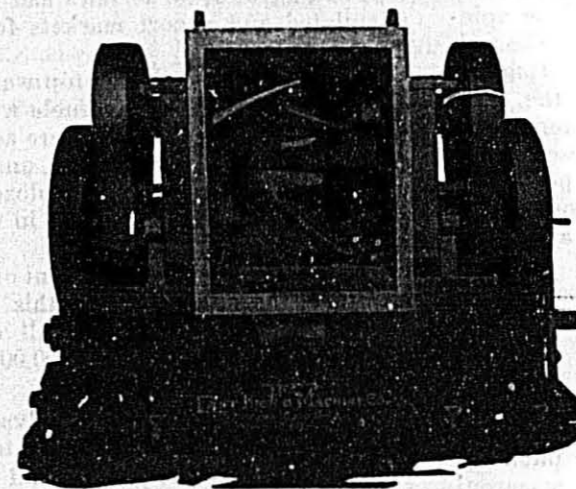
Made to Satisfy
Packer, Jobber
and the Retailer.



Solid Fibre
or
Corrugated Fibre
Shipping Containers

Made by

ATLAS BOX CO.
1385 No. Branch St. CHICAGO



"EIMCO"

Mixers and Kneaders

Insure Uniformity, Color and Finish

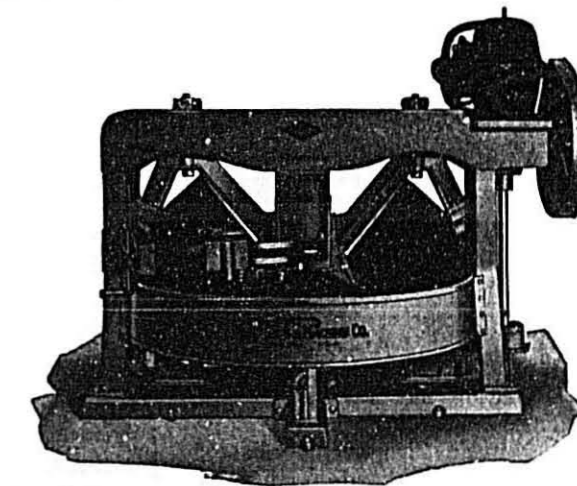
"Eimco" mixers develop the full strength of the flour and produce perfect doughs, absolutely uniform in color, temperature and finish, just like an expert would do it by hand but they do it many, many times quicker—also much quicker than ordinary machines—because they are scientifically designed and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



OUR PURPOSE:

Educate
Elevate
Organize
Harmonize

ASSOCIATION NEWS
National Macaroni Manufacturers Association
Local and Sectional Macaroni Clubs

OUR MOTTO:

First—
The Industry
Then—
The Manufacturer

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GIVE FIVE MINUTES

Tip Off Secretary Donna Your Ideas
About Atlantic City Convention—
Program Suggestions Sought
—Better Hurry!

The 1925 conference of the leading macaroni manufacturers of America scheduled to be held in Atlanta City, N. J., promises to be one of the largest and most forward looking gathering of its kind ever held. This is indicated by the advance interest shown in the program arrangements now under way.

The 1925 convention will be held July 7, 8 and 9, in Hotel Traymore. The season will be ideal at this summer resort when to be at the seaside will be the aim of all lovers of a restful vacation from business duties.

Those who have in hand the convention program will welcome any suggestion from any macaroni and noodle manufacturer in the country. In fact they are anxious to hear just what the industry would like in the way of convention speakers and other attractions. Drop a line to Secretary M. J. Donna of the National Macaroni Manufacturers association, who will make known your wishes to the committee in charge.

Do not depend on others to make the suggestions that you have in mind and which you feel will make the coming convention more attractive and helpful. They may be thinking like you are and leave it to you. If neither writes, then no tip of your suggestions will reach the committee.

Give this 5 minutes of your valuable time. Write fully your ideas of an attractive and helpful program, and suggest a plan whereby the biggest number of interested macaroni men may be attracted.

Don't hesitate. Write right now.

Personal Notes

A. E. Swanson has been appointed western salesmanager of the Keystone Macaroni Manufacturing company of Lebanon, Pa., with headquarters in Chicago. Mr. Swanson was associated

with the Foulds Milling company and the Red Cross Macaroni company of Chicago according to J. P. Weidenhamer, salesmanager of the Keystone company.

O. O. Barnes, assistant salesmanager of the Keystone Macaroni Manufacturing company of Lebanon, Pa., was an interested guest at the National Canners convention last month in Cincinnati.

How Others Do It

While the macaroni manufacturers dream pleasant dreams instead of fighting for what they are justly entitled to, or while they are quibbling over little things and nibbling at one another's markets, other trades are forging ahead and making for their members some worthwhile profits. That is the opinion of one vitally interested in the welfare of the industry in submitting the following account of what the fruit growers cooperatives of California are doing. "When it was proposed to assess One Cent or Two Cents per barrel on semolina used for macaroni manufacture in order to provide a fund to properly advertise the food value of these products so much opposition developed that those behind the movement dropped it in disgust. Here we find that the citrus fruit growers willingly assess themselves 4.5 cents for each box of oranges and grapefruit and 7 cents a box on lemons for publicity purposes. I hope that every macaroni manufacturer will read what others are doing and see how far behind the times he will be if he continues to disregard the opportunity which his excellent product offers him through proper educational advertising."

How the pioneer fruit grower cooperatives of California are sold on modern salesmanship may be seen from the following figures.

In one year the California Fruit Growers exchange shipped 44,266 cars of citrus fruit, valued f. o. b. at more than \$50,000,000.

Salesmanship is selling goods that do not come back to people who do.

This was 14,800,000 boxes of oranges and grape fruit and 4,588,211 boxes of lemons, constituting 72.9% of the shipments from the state.

California citrus meets increasing competition of the same products of other states, and all fruit is more or less competitive.

To get their share of the business and to create new demand for their products the fruit growers devoted \$900,000 to advertising, raised by an assessment of 4.5 cents on each box of oranges and grapefruit and 7 cents on each box of lemons. Lemons, it may be remembered, compete with vinegar and other condiments in the preparation of salads and cooking.

The lemon crop was over 53% in excess of that of 1923, so sales had to be stimulated and export markets found. They were.

As much of the orange crop was undersized because of unfavorable weather, unusual selling methods were adopted. Special sales were put on, and the unit of sale changed from the dozen to the peck for the smaller sizes in some selling districts.

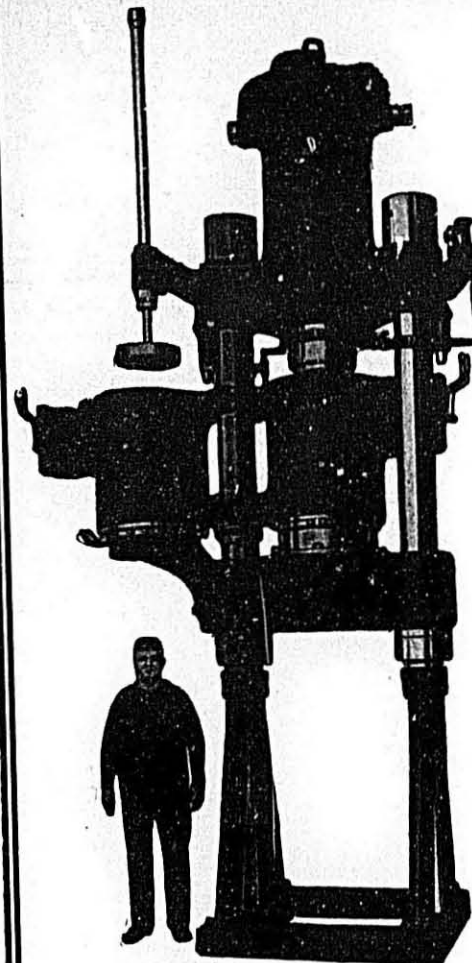
As reported by the Department of Agriculture, the advertising of this association included 53,000,000 full color pages in magazines and 175,000,000 insertions in daily newspapers.

Window displays and other advanced systems of publicity were worked to the limit among the 3,000 jobbers and 400,000 retailers.

Service men of the association visited 44,000 retail stores and assisted in display, demonstration, and sales.

The association is developing by products. A drive is on to popularize fresh fruit drinks at the soda fountain, and the association sells its own extractors. This has created a demand for 2,500 carloads per year. The association's by product plant operated on a twenty-four hour schedule throughout the year. Over 2,000 carloads of lemons were processed, producing 30,000 pounds of pectin, 60,000 pounds of lemon oil, and 1,000,000 pounds of crystallized citric acid.

These are only a few items of the activity of this organization.



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.



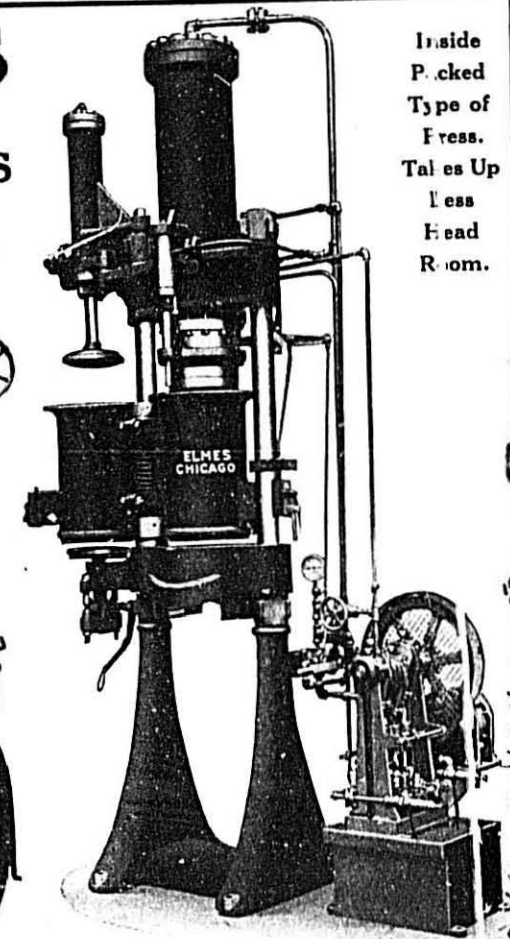
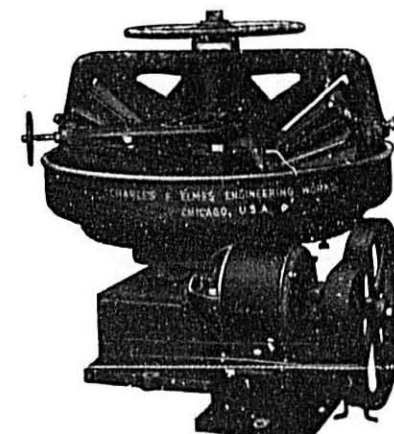
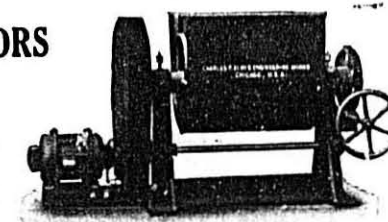
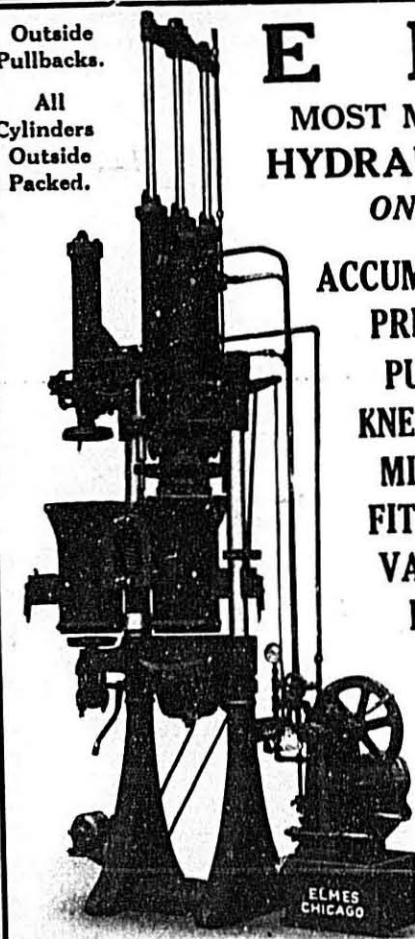
Outside
Pullbacks.
All
Cylinders
Outside
Packed.

E L M E S

**MOST MODERN STATIONARY TYPE
HYDRAULIC MACARONI PRESSES
ONE DIE ONLY REQUIRED**

ACCUMULATORS
PRESSES
PUMPS
KNEADERS
MIXERS
FITTINGS
VALVES
DIES

S
I
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C
E
1
8
5
1



Inside
P. cked
Type of
Press.
Takes Up
Less
Head
Room.

CHARLES F. ELMES ENGINEERING WORKS, Inc., 213 N. Morgan St., Chicago, U.S.A.



As the oldest millers of durum wheat, we have had the longest experience in supplying products for macaroni making. This experience is reflected in the exceptional quality of Pillsbury's Semolina No. 2 and Pillsbury's Durum Fancy Patent.

Pillsbury Flour Mills Company
 "Oldest Millers of Durum Wheat"

Minneapolis, U. S. A.

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