

**THE
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The Macaroni Journal

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

FEATURES In This Issue

Friday--Macaroni Day

Newspapers' views on the proposal that a general campaign be launched to popularize macaroni products for Friday meals.

Industry's Problems From Manufacturers' Viewpoints

The "high spots" in convention discussions by leading men in 1925 gathering.

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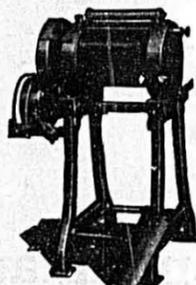
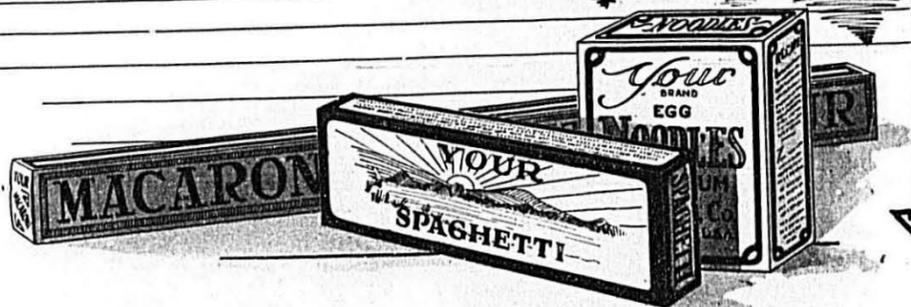
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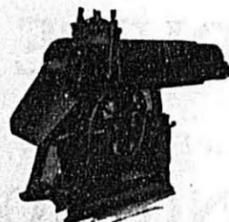
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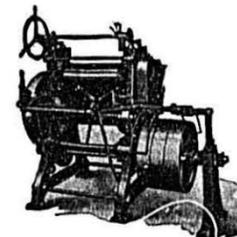
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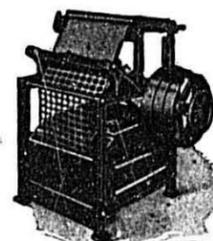
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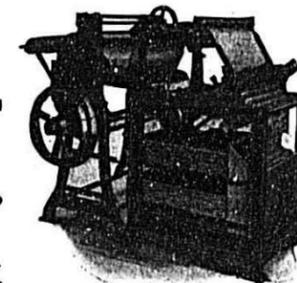
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THE MACARONI JOURNAL

Volume VII

SEPTEMBER 15, 1925

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For Steadier Business

Like many other industries the macaroni manufacturing business has its dull and its busy seasons. In some way the business could be averaged up so as to bring about a steady production throughout the year the benefit to the owners and the employes would be almost incalculable.

This is a timely subject. The industry has just recovered from a very long dull period and is now happily on its way to enjoy the seasonable spurt that the late summer months encourage.

The dull period during 1925 started in much earlier than usual. Though various reasons have been given for this early start none of them was new. They applied to almost every slump that the industry has experienced since its inception in this country a century ago, more or less.

Many years ago macaroni manufacturers lacking the alertness of the progressive men of this day permitted the broadcasting of the idea that macaroni products were essentially a cold weather food. So long has this prevailed and so thoroughly have the masses been educated to this erroneous idea that it is now a colossal problem for macaroni men to tackle.

Seasonable production in our line of business results in a waste in industry that is tremendous. Its reduction would be reflected not only in bigger profits to the manufacturers but in better health to the entire community, and more economical living conditions for the working people.

How can the industry help itself along this line? Herbert Hoover, Secretary of Commerce, in his steady fight to eliminate waste in industry has suggested that the solution of all problems common to an industry lies in the establishment of a "clearing house for information." Briefly, that means that industrial problems may more readily be solved by industrial organization and cooperation.

Fortunately the macaroni manufacturing industry has an efficient "clearing house for information" in the National Macaroni Manufacturers Association, which has been established for over twenty years and which should be better used by the industry in bringing about the elimination of waste with which Secretary Hoover deals.

Times have changed. In the olden days macaroni, spaghetti and noodles were served only in hot meals. They are now highly recommended in cold form, such as in salads and similar preparations. If through some means the idea could be disseminated to prospective consumers that macaroni products may be served as an ideal summer food and if this could be impressed on the public as convincingly as was the old theory that ours was a cold weather food, the problem of steadier business throughout the year might be satisfactorily solved.

What it took generations to teach consumers about our products as a cold weather food could be taught in a very short period of time if the men most directly interested could concentrate their effort behind a timely, well balanced educational campaign that would teach housewives how to prepare macaroni dishes that would be most appetizing and satisfying even during the "dog days" of August. The National Association, though lacking the financial means for launching a campaign for steadier business in the macaroni manufacturing industry, does provide the organization that could carry out a campaign of this kind if properly supported by those whom it would ultimately benefit.

The National Association seeks to give every member equally satisfactory service and unselfishly offers this same degree of service to the whole industry. It would be interested in knowing how it could more adequately serve the macaroni manufacturing industry in America. If the industry generally believes that steadier business would result from a campaign to popularize macaroni products as a hot weather food the National Association stands ready to serve the industry in this matter as it has in other affairs during the past twenty years.

Mr. Macaroni Manufacturer, remember we are working for you in this and all other affairs. We pledge unfailing service, seeking only your good will and cooperation. If through any effort of ours we succeed in steadying our business so as to eliminate the dull seasons with their usual outbreak of unethical business practices all of you will have a reason to be proud and our business will profit.

MAKING OUR OWN MACARONI

By Frederick J. Haskin, Washington Director of Newspaper Information Bureau

Macaroni makers of Italy and China who have long dominated the world market in this food product have lost their best customer. Uncle Sam is now making his own macaroni. Moreover he is going after foreign business, also, and now exports more than he imports.

This is one of the developments resulting from the World War which gave so many infant industries in the United States an opportunity to expand to a degree sufficient to meet postwar competition in the home market and to convert the country from an import to an export basis.

Prior to European conflagration the United States purchased on an average more than 110,000,000 lbs. of macaroni annually from other countries. Italy had the big end of this desirable business and supplied 96% of our imports.

Italy still furnishes the bulk of our imported macaroni, 80% being her quota last year, but our receipts from abroad have dropped to such a point that Italy sold us only 3,625,000 lbs. as compared with an average of 109,000,000 lbs. before the war. Our foreign sales total only about 7,500,000 lbs. annually at present, but they are materially in excess of our imports, and American manufacturers are making a drive to capture a much larger share of the world's business.

Exports of macaroni from the 6 principal export countries averaged in prewar years about 178,000,000 lbs., of which Italy supplied 140,000,000 lbs., or 79%, and China 33,000,000 lbs., or 19%. Shipments from France amounted to 3,000,000 lbs., and from Germany and Spain less than a million pounds each. At that time the foreign business of the United States in this product was so significant that separate statistics were kept of it by the department of commerce.

These same 6 countries are now exporting less than half as much macaroni as before the war, due to the heavily decreased shipments to the United States. Since the war Italy's exports to this country have not exceeded during any one year 4% of the prewar total, but she is practically holding her own in other markets. Her shipments last year to countries other than the United States totaling 37,000,000 lbs. as against a prewar average of 39,000,000.

Most of the macaroni factories in this country are situated in or near New York, which is the principal port through which the food is shipped in our export trade, with 33%, while New Orleans ranks second with 30%. Pacific ports, notably San Francisco and Seattle, handled about 13%, or practically the same amount that was shipped through the combined Canadian border ports. Very little macaroni is as a rule shipped from Philadel-

phia, Baltimore, Norfolk, Mobile, Galveston, and other minor ports.

Macaroni, a peculiar paste or dough prepared from wheat flour and manufactured into tubes or ribbons, is an Italian invention, and although made by a simple process had never been produced with so great success by any other country until the United States decided to go into the business. The grain grown in the more southern countries of Europe is said to possess a greater amount of gluten, and therefore to be better adapted to this manufacture, but the statistics show that Uncle Sam is now able to do fairly well with his grain.

In the process of manufacture the wheat, after being washed, is freed from the husks and ground in water mills, when hot water is added until it is of the consistency of stiff dough. Five different qualities of flour are obtained by an equal number of siftings, the last being the finest or most delicate that can be made.

To reduce the dough to tubes or ribbons a hollow cylindrical cast iron vessel is used, the bottom being perforated with holes or slits. When this die is filled with the dough a heavy iron plunger is forced in by a powerful press, which squeezes the paste through the perforations and gives it their shape, the workmen clipping off the pieces in the desired length as they come through. During this process it is partially baked by a fire under the cylinder. Sometimes the flat pieces are formed into tubes by uniting the edges before they are thoroughly dry. The largest tubes are called, in Italy, maccheroni, the smaller vermicelli, and the smallest fedelini.

The use of macaroni on a large scale in the United States dates from about 1880, and where it was once consumed largely by Italians resident here it is now eaten by all classes of people.

Traveling Salesmen Report Business Good

A favorable turn in the tide of business was reported by the salesmen from almost every section of the country at the 11th annual convention of the National Council of Traveling Salesmen associations the first week in September, in Hotel Pennsylvania, New York city. In fact, business was reported so good in certain lines that some salesmen were unable to leave the road to attend the convention.

The general feeling among the delegates that the early summer months were the turning point and that the fall business would be even better than anticipated, since there is a general tendency to discontinue the hand-to-mouth buying that prevailed in the past. The

concensus of opinion expressed at this convention is that business has now reached a point where it has become a seller instead of a buyer market.

President A. N. Loeb retired after 4 years of service. In his report he hinted that drastic action would be taken to eliminate the surcharge on pullman tickets, which is working a hardship on salesmen who are compelled to use pullmans at nights to thoroughly cover their territory each season. He attacked the railroads for their opposition to the rate of the mileage ticket book privilege.

Frank L. Armstrong, president of the Root and Shoe Travelers association, traveling out of Rochester, N. Y., was chosen president for the coming year.

Connellsville Business

The Connellsville Macaroni company, Connellsville, Pa., is enjoying a good run of business, according to the Connellsville News report. The plant is running full capacity to meet demands. This is exceptionally noticeable at this time of the year when in the macaroni business there is usually in a slump.

The Connellsville company has developed a special department which wholesales flour. Its distribution has increased rapidly. Over 2 carloads are now distributed weekly as against 2 cars a month, its former record.

GEMS FROM THE PRESS

Two Things to Know

There are two important things for the housewife to know if she is to make the best use of that delightful food called macaroni or spaghetti. In the first place, the macaroni should not be washed in cold water after boiling and, secondly, it should be made of the peculiar spring wheat called "durum" grown in the arid lands of central Europe and now also in cold semiarid parts of Canada and the United States. Then it is best to sit at the feet of the Italian chefs in its preparation, for the Italians know best how to cook this highly nutritious food. Over 90 per cent of the macaroni made here is from this sweet nutty spring wheat and should never be washed in cold water after boiling.

The difference between the famed Italian macaroni and the too often poorly prepared dish that comes to our tables is almost wholly in the cooking. Macaroni is highly nutritious and should form a part of the main dinner and not be served as an extra dish. According to the United States Department of Agriculture a pound of macaroni has 1625 calories while a pound of medium fat beef has only 1005.—South Bend (Ind.) Standard, Aug. 13, 1925.

Cultivate a look of determination and then live up to the look.

Industry's Problems From Manufacturers' Viewpoints

Macaroni Convention Fountain of Information

The high spots are generally touched by the convention orators but it is left to the friendly discussions that follow to bring out the real facts, the various opinions and the general attitude of the individuals and groups toward any of the problems confronting the industry.

In our July and August issues the papers and addresses by experts in various lines were given. In this issue we present a brief abstract of the various discussions that took place on the convention floor. The discussions will be treated generally, though authors will be mentioned wherever it is deemed practical.

Macaroni Importation and Tariff Needs

It was generally agreed and proved by government statistics that while the importation of foreign made macaroni products did not reach the enormous prewar figures the recent yearly gains in this business have been such as to direct the attention of the industry to the serious competition and might be expected macaroni importations. Several sea coast manufacturers presented evidence of ruinous competition by importers who sold products in eastern cities at prices lower than production cost in American plants.

An adequate increase in tariff protection was the only solution according to many who discussed this problem. It was quite generally conceded that if the American macaroni industry is to obtain adequate tariff protection, a 50% increase in the present duty, our arguments before the United States tariff commission should not be based altogether on present conditions but rather on what the future promises when conditions abroad are right. If even the low scale of importation from Italy during the past year, when macaroni men there manufactured under the most adverse conditions, succeeded in seriously affecting the eastern sea coast markets, what can be expected from that source alone when conditions there become normal!

In Dr. LeClerc's graph it was shown that macaroni importation reached its highest point since the war in January 1925. One manufacturer made the point that in January 1925 Italy for the first time since 1913 was in a favorable raw material market and able to increase its macaroni exportation enormously. American wheat had risen rapidly in price because of excessive speculation. American manufacturers had attempted to follow the wheat market. A favorable situation for importers was thus created. Macaroni was rushed across the ocean. Hence the high lines on the import graph. He further pointed out that Italy is merely awaiting a favorable crop situation in Russia to flood this country with macaroni

products in the hope of regaining this lucrative market. If that country was able to disturb conditions here in January 1925, as shown in the graph and at a time when conditions were subnormal, a favorable crop situation over there would place many plants in this country at the mercy of importers.

Another manufacturer explained the high import figures of January 1925 by saying that Italian manufacturers had considerable wheat afloat and in port. That gave the Italian manufacturer quite an edge on the price of his raw materials and he rushed his surplus to the most promising market, America. When the wheat prices here broke in February and March imports decreased as the graph (Page 28 of July 1925 issue) shows. They had lost the advantage of the cheap wheat afloat and in port.

"When will we have to meet serious Italian competition?" asked a leading manufacturer. When Russia with its wheat, universally advertised to be superior to that grown in United States for macaroni purposes, begins to export on its prewar basis. The Italian macaroni manufacturers will then have the edge on wheat and the edge on what they consider better quality. They already have the edge on labor conditions and they have the government behind them, which gives the macaroni manufacturer a bonus or a refund on every pound of macaroni exported from Italy. Add to this their practice of selling c. i. f. United States on long letters of credit and you will readily realize that a 2c per lb. tariff will be no protection; 4c will hardly cover the requirements.

It has been the policy of the macaroni manufacturers in the interior of the country to let the fellows in New Orleans, New York or San Francisco worry about the tariff. They are making a mistake because, if the sea coast cities are going to have Italian competition, the sea coast manufacturers will naturally expand toward the center of the country where competition is not as keen. They will naturally go to Chicago, St. Louis and other markets and cutthroat practices will become more rampant as foreign competition increases. This is something that should interest the manufacturers of the interior. It comes before any other problem. There is lot of cooperation needed in our business and the sooner that all manufacturers will cooperate on the tariff proposition the sooner they will solve a very serious matter.

Another manufacturer called attention to our wheat tariff as an advan-

tage that foreign manufacturers enjoy. United States is both a food manufacturing and a wheat producing country. The high tariff on imported foreign wheat prevents macaroni manufacturers from importing Taganrok or Algerian wheats reputed to more adaptable for macaroni manufacturing. Italy on the other hand can buy from Russia, Algeria or Rumania, in addition to the durum wheat surplus which this country must export, giving her 3 times the advantage that America has as a wheat producing country when it comes to buying its raw materials for manufacturing macaroni products on a competitive basis.

In summing up the tariff situation President Henry Mueller of the National association opined that the industry unquestionably needs greater tariff protection, urgent now but more so against the danger that the future has in store for us when the macaroni wheat producing countries of Europe are able to produce on the prewar basis. Our object will be to show the President and Congress that present action must be taken to meet future competition that must surely be made sooner or later in a fight for the American macaroni market.

A durum miller who has been actively interested in the tariff increase asked by the macaroni manufacturers says that the matter is now before the tariff commission. Your hat is in the ring. The commission has the appeal of the industry before it. The commissioners will either drop it or continue it under advisement, but if they drop it now it may be a year or more before it will be revived by the tariff commission and then only under the greatest difficulty. The tariff commission is very busy and may like to shelve this matter. To get action now will require the combined influence of everyone interested in the industry and the use of every legitimate means to secure favorable action.

One manufacturer thought he saw a favorable trend in the tariff commission leanings in a recent press dispatch attributed to Thomas O. Marvin as favoring the substitution of wholesale prices of commodities as the basis for making tariff adjustments. "The proper basis for the operation of a flexible tariff," said the chairman, "is not only the element of difference in cost of production but the difference in the competitive conditions which would require ascertainment of invoice prices for competitive articles from foreign countries and wholesale prices of domestic articles packed and ready for delivery."

President Mueller then sized up the

whole situation by saying that the American macaroni manufacturers seek no advantage over manufacturers anywhere. They want only to be put on an equal basis. They want and should have the privilege of making a decent living in America, keeping the money in this country and supplying American macaroni to the American public. As tariff protection is needed to place the American industry on a par with foreigners whose advantages are above enumerated, then the macaroni industry, every single macaroni and noodle manufacturer anywhere, should join earnestly to gain the protection the U. S. government should be ready to extend a growing American business.

America's Logical Export Markets

Government officials pointed out that American manufacturers had a logical market for their products that even Italy did not and could not touch.

A manufacturer asked if the department sees a possibility of increasing macaroni exports in competition with Italian exporters who at this very moment are buying American wheat, manufacturing it into Italian macaroni, paying freight from Italy to America, plus an import duty of 2c a lb. and in many cases undersell the American manufacturer by 20% or so.

The official pointed that when Italy exported 140,000,000 lbs. of macaroni products in 1913, very little if any found its way to Central America, Cuba, Porto Rico, Haiti, San Domingo. While in that year our exports to this part of the world were nil, last year we shipped to San Domingo alone over 1,600,000 lbs. and to the other countries named, quantities in proportion. American macaroni manufacturers should never lose that market no matter what Italy does. She never had it before we became exporters. Why should we who have such a wonderfully established industry lose a market which we have developed and which Italy never had anyway?

He foresaw no possibility of capturing the market in Great Britain, Holland, Belgium, France or in the territories surrounding Italy. These are Italy's natural markets and with cheap wheat or semolina and cheap methods of manufacture she should retain her business there. However, American manufacturers also have a natural sphere of influence in which Italy cannot possibly compete because prewar she did not compete. The department of commerce official urged the development of America's natural export markets and suggested that macaroni manufacturers take advantage of that department's willingness to help American industry, which is the primary purpose of this government body.

Macaroni Consumption

In discussing the world's consumption of macaroni products Dr. J. A. LeClerc of the bureau of foreign and domestic commerce, Department of Commerce, Washington, D. C., pointed out that in foreign macaroni consum-

ing countries it ranged from 50 lbs. per capita in Italy to about 1½ lbs. per capita in Canada, in the year 1923.

Discussions elicited the information from this authority that there has been apparently no increase in consumption of macaroni products in Canada during recent years.

This same authority figures the American consumption at approximately 4½c per lb., which figures he gave out a year ago when he appeared at the Niagara Falls convention of the industry.

Asked how his department arrived at figures covering consumption in Canada, for instance, he stated that statistics there show just how much macaroni was produced in that country, how much was exported and how much was imported. From this it was easy to compute the home consumption.

An association officer stated that in this country it had been found almost impossible to obtain from macaroni manufacturers any reliable statistics on macaroni production. As a result macaroni consumption in America remains a zealously guarded secret. He questioned the consumption figures generally accepted by the trade. He sought advice as to what steps might be taken to compile more accurate data on American consumption and production.

Government authorities advised that the bureau of census of the department of commerce was the highest authority in statistical matters covering the manufacturing business in America and that if anybody could or should be trusted it at our government should. He emphasized the need of supplying prompt and accurate information by macaroni manufacturers in making their census reports on manufacture.

The general discussion brought out the fact that macaroni consumption in America has increased very little if any within the past few years. Two conditions are to blame: first, restrictions of immigration excluded many natural heavy consumers of our products, and second, a lack of appreciation of macaroni foods by Americans, the foodstuff seldom appearing on the American table. Macaroni consumption can be increased only by educational publicity.

Foreign Countries Increase Plant Capacities

In proof of the prevailing opinion that when the time and conditions are opportune the European countries plan a strenuous campaign to recapture the lucrative American market, C. F. Yaeger called attention to the capacity increases personally noted by him during his tour through France and Germany last December.

In December while I was in Strassburg I happened to go to the same factories which I visited the year before and I saw that they had increased their production by about 300%. That is the Societe Alimentaire Alsacienne—the Alsatian Macaroni Manufacturers Society. In other words it is a large company which operates factories at Strassburg and other places which are

now manufacturing under the French regime. Before this they were German factories. They get their wheat from Algiers. I still have the idea in mind that if they get an overproduction of well past 300%, it is not going to be consumed in France and if it is made from Algerian wheat it is going to come here. That is a thing that should be investigated. These facts and these statistics should be placed before the tariff commission by macaroni men who seek protection against the onslaught that threateningly casts its shadow before it.

That special information I got because I was sufficiently interested being in the business, and I went into the factories and found they had increased their production by 2 units which made them 300% greater.

Other manufacturers mentioned plant expansions in Italy and France that had come under their personal observation in the past 2 years. What is the ultimate object of this increased capacity abroad? Did they anticipate an increase in home consumption or as a means of paying off those countries' heavy war debts as many feared? American macaroni men are still of the opinion that these foreign countries are aiming to capture the lucrative American market.

Long Credits Favor Importers

Long terms of credit extended to importers by macaroni manufacturers in Italy was advanced by Thomas P. Toomey as one of the important reasons why imported goods were preferred by some American distributors.

During 1921 and 1922 and '23 Italy was not in a position to give the credits that she is giving today. There is a temptation for an importer to take in Italian macaroni today when he gets a 90 to 120 day acceptance draft. Those usually arrive on the same steamer as the macaroni. What does the unscrupulous importer do? He takes that Italian macaroni, sells it at cost or near cost, and he has cash in hand to gamble or buy other products. It is that long credit that is against us, too. We can't do that in this country although I might say some of our customers sometimes take longer than that.

There is still another thing that we have to consider. Italian exporters sell c. i. f. the United States ports. They will sell 60, 90, or even 120 days. The usual custom is the letter of credit. He might have 90 or 120 days to pay for it but the Italian manufacturer pays no attention to that. The local importer is given time in which to pay and there is no question or responsibility concerned.

Macaroni Standards

The question of a proper standard for macaroni products was discussed at length by many manufacturers, and supported by the durum millers who are as vitally interested in the proposal to bring about government regulations that will enable products to sell for what they really are. One of the leaders of discussions on this point was J. B. Hubbard of the Prince Macaroni

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Manufacturing company of Boston. He said:

I made a few notes coming down on the train this morning on standardization. While they are a little rough in spots, I am going to read them as my ideas covering the benefits of standardization to the entire industry.

From a price list I picked up a few months ago there is now over 40c a case difference in cost in macaroni manufactured out of number 2 semolina and that made out of durum clear flour. That brings up the question as to what is our duty to the consumer, and, in order to illustrate that point that I wish to bring out, I would like to ask any of you men here how you would feel if you found your miller was shipping you durum clear flour on orders calling for number 2 semolina and at the same price. How do you think the macaroni consumer feels when he buys a pound of macaroni which he finds on cooking becomes a sodden sticky mass? And further does this hurt the general consumption of macaroni? It seriously does.

Yet our delay in getting any suitable government standards for macaroni after several years of discussion leads to but one conclusion, which I am positive is erroneous, but here is the conclusion: That the various associations of macaroni manufacturers are lacking in desire or cooperation to protect the consumers. I don't believe that the macaroni manufacturers of the United States wish to continue without standards indefinitely. As far as the importers go I feel positive that the less of standards we have the better they like it.

In order to voice the sentiment of this convention as to standard labeling of macaroni products, and in accordance with standards established and in operation between the millers and the macaroni manufacturers, I make the following suggestion:

That this association take immediate action in presenting to the proper government authorities their desire to compel by government regulation that every package of macaroni, of every size, style and description, whether domestic or imported, must have distinctly printed upon the label the trade name of the cereal product contained in the macaroni, and where blended mixtures are used the percentage of each product in that blend.

For example macaroni made from number 2 durum patent, macaroni made from number 2 durum semolina, macaroni made from spring wheat farina, etc.

And to provide penalties strong enough to enable enforcement and cause obedience to this regulation.

It is intended in the above regulation to protect the consumer from the many deceptive practices of the present and at the same time not to interfere with the business of any manufacturer of macaroni. Those making high grade semolina products are protected from the unfair trade competition of manu-

facturers selling cheap products labeled as high grade, and inversely, the manufacturer of low priced products is fully protected by a label that gives an honest statement of the quality contained therein.

During the discussion the fact was brought out that there is now under consideration a new ruling by the joint committee on definitions and standards on just what constitutes alimentary pastes and noodles. This ruling, however, is a tentative one. Macaroni manufacturers have been invited to give their views on the proposed standard and recommendations for changes therein. In order to take concerted action on this very important matter the convention resolved to place this matter in the hands of an efficient committee to consider the question of standards and recommend some basis on which the entire industry can agree as being fair alike to manufacturer, distributor and consumer.

Another manufacturer argued that the only way in which the industry can advance is to keep up a high standard of quality in our products. He felt that the question of coloring was of primary importance and that only through the prohibition of the use of added coloring matter would macaroni products sell on their merits.

An eastern bulk manufacturer hit a popular chord when he argued as follows:

We talk so much about standards but every time we get here to do something color comes in the way. We have got to sacrifice either one or the other. To my knowledge our plant hasn't used any coloring for the last 10 years. We don't meet any trouble anywhere. Our goods are known for what they are. It isn't the color that appeals to the people but the appeal is after the goods are cooked and in the dish and eaten. I would be in favor of discarding color: do away with color in the Naples style macaroni entirely. If we keep on talking color for certain brands, for certain sizes, why we are not going to get anywhere.

As I say we were using color the same as anyone else, but then when we began to use nothing but semolina and the heat that we could buy from any of the mills, we found it wasn't necessary to use color even during off seasons, when the color is a little bit off. The color that we get from the finished product even at that time is not so bad but what it will pass the eye of the most critical.

Therefore I would be in favor of taking the color matter up, but if it is necessary to avoid color let's do it once and forever.

Dr. R. R. Jacobs brought out the point that under the national food laws and practically all state food laws there isn't any requirement for compelling a manufacturer to tell what his products are made of or to make certain positive statements concerning them. There is a requirement prohibiting him from making any false statements and

there is a very great deal of difference between these two.

Under the law and the general attitude of the regulatory officials a macaroni manufacturer cannot be compelled to say that his macaroni is made from semolina if he doesn't want to say so. It would prevent him from calling it a semolina macaroni if it were made of flour. The law merely compels the manufacturer to tell the truth about his product. It prevents him from saying that it is made from either flour or semolina when such is not the case.

Under the present ruling any product made in the form of our foodstuff with proper moisture content may be called macaroni. It is suggested that the various grades be designated by a qualifying term. "Flour macaroni" might be used in designating macaroni made from flour, while "semolina macaroni" would mean macaroni made from semolina. This again brings us against the barrier of "What constitutes semolina?" So far, the Department of Agriculture has failed to rule on just what semolina really is.

A prominent manufacturer from the east argued that the department has made rulings on labels and various other things and feels that it is within the province of this government body to make rules on standards that will be enforceable.

The whole argument was predicated on the fact that an agreement should be reached by the interested parties as to just what constitutes a good semolina from which can be made macaroni products of recognized high standings, both in appearance and in quality of contents. The special committee appointed to confer with the government officials on this matter will be glad to have the opinions and suggestions of any member in the industry before its conference the latter part of September.

SOMETHING TO REMEMBER

A bad rumor about a firm always starts from some one who doesn't like it; remember that and still the rumor.

He is happy whose circumstances suit his temper; but he is more excellent who can suit his temper to any circumstances.

Some salesmen are very independent. They seldom take orders from anyone.

The fact that we are employed by one party does not invalidate our obligation to respect the rights of the other.

FLIES SOON

Do angels have wings, mummy?
Yes, darling.
Can they fly?
Yes, dear.
Then when is nurse going to fly, cause daddy called her an angel last night?
Tomorrow morning, darling.

Stein Hall's



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Friday--Macaroni Day

The wise men of old attempted to forecast the future by "reading the stars." The successful men in modern business now do this in a dependable, scientific manner, by studying the popular trend of opinions among buyers and by creating a favorable "state of mind."

Old sayings are usually good and sometimes true. There is one that "There is a time and place for everything." In business however there is a place only for that which is timely and promising.

Macaroni making and selling in America has developed into a most important business. Eating has been termed a habit. In this country we can hardly be accused of having the macaroni eating habit. It is and should be the business of those who are engaged in manufacturing and distributing macaroni products to encourage and promote this habit of macaroni eating among such natural consumers as the versatile Americans should prove to be because of their love for variety.

Reasoning along this line many manufacturers have maintained that any movement that will make macaroni eating a habit among Americans, rather than a fad only rarely indulged in, should and will have the full support of all wise and farseeing business men whose millions are invested in this industry.

The Italians and Germans may have become heavy consumers of macaroni and noodle products through necessity or during those old habit forming days when there did not exist the choice of food varieties that is ours. Americans, however, blessed with variety and abundance, can be encouraged to eat more macaroni only through education as to its wonderful food value and its proper preparation for the table.

Recently the macaroni industry in this country has reached an almost spontaneous understanding that macaroni consumption can be increased gradually by wisely recommending that this food be served occasionally as a change rather than as a substitution. Many feel that this can best be done through the establishment of a certain day each week as Macaroni Day through proper advertising and education. From these opinions culminated what appears to be a very general demand that FRIDAY be boosted as a suitable day during which these products should be used as the principal dish of the meals.

Friday is chosen by these promoters with no intention of competing with fishermen or fish distributors, but rather because the nature of the product makes it an ideal food to serve as a substitute for fish when the consumer so desires, or in sections where fish are not plentiful.

Sensing the prevailing opinion among macaroni manufacturers and realizing that the time was opportune for

a movement of this kind Secretary M. J. Donna in his annual report to the National Macaroni Manufacturers association at Atlantic City in July urged the manufacturers and distributors of the country to concentrate their efforts behind the movement to make FRIDAY--MACARONI DAY.

He claims no credit for originating the idea which has crystallized gradually in the minds of the thinkers in the industry, but his report served to place the plan prominently before the industry, the grocery trade channels and the consumers. The suggestion was favorably commented upon by the newspaper and trade papers of the country. The natural conclusion is that the plan to make FRIDAY--MACARONI DAY is well founded and that this is the right time for launching the movement.

In proof of this, quotations from many papers are submitted. In addition many letters have been received commending the move. Some of the newspapers treated the suggestion rather humorously, as seems to be their habit when macaroni products are considered, but all of them appreciate that our products have wonderful food qualities and that an educational campaign of the kind suggested would establish a "weekly day" when our food can be served regularly, economically and with the assurance that the change will serve to promote better health among old and young.

If the newspaper comments express the frame of mind among consumers, as is most frequently the case, then the movement is opportune and its success is assured even if only half heartedly supported. What will it be if all give it the help and attention it deserves!

The Macaroni Journal and every macaroni and noodle maker in the country is anxious to know your views on the proposal to establish by educational advertising a day each week when dishes of their products are prepared properly and appetizingly. Write your views either for publication or for private reading. In this way we hope to get an even better perspective of the industry on this question of utmost importance to us all. Here are comments chosen from several hundred clippings submitted since the idea was broadcast at the macaroni manufacturers conference early in July:

PHILADELPHIA INQUIRER--JULY 11, 1925

Millions of Miles of Macaroni

"Stuck a feather in his hat And called it Macaroni." has been taken literally, apparently by the National Macaroni Manufacturers association in solemn conclave assembled in Atlantic City in commenting on the suggestion that the industry combine in promoting "Friday--Macaroni Day."

No longer will Yankee Doodle have to resort to base substitutes. He can stick a macaroni in his hat and call it by its

right name without fear of any counter claims from across the sea. The statistician of the association is authority for the statement that America is the macaroni manufacturer par excellence to the world. Italy, he says, has been outdone. This nation exported 7,500,000 lbs. of macaroni last year. The sticks placed end to end, would extend for a linear distance of a million odd statute miles.

Macaroni Islands

The Anderson (S. C.) Mail of July 16, after quoting the editorial of the Philadelphia Inquirer above reproduced, is reminded of the following story that emphasizes the need of a wide educational advertising campaign to teach the people of the country just what macaroni in its many forms really is.

And this reminds us of a story that John Lyons down at the Orr Cotton Mills used to tell. He says that way back some steen years ago a delegation of Odd Fellows from Piedmont attended a fraternal blow out of some kind in Anderson and at the table to which he happened to be delegated macaroni proved to be the most popular thing in sight, won out hands down. One old fellow, he said, who had consumed several miles of macaroni and was quite talkative (this incident having taken place in P. V. days), became rather boisterous in a demand that some one enlighten him as to what macaroni really consisted of.

"Why, you darned fool," said a fellow who sat beside him, "macaroni is a vegetable and is grown only on the Macaroni Islands."

"This explanation," said Mr. Lyons, "seemed to satisfy the old gentleman, who kept on consuming macaroni, punctuating his enjoyment of the performance occasionally with the statement that no matter what his friend thought he was going to get some seed and see if he could not grow it in Piedmont."

BOSTON ITALIAN NEWS--JULY 25, 1925

Vote Friday As "Macaroni Day"

We have Mother's Day, Father's Day, Apple Week, and so on. Why not a Macaroni Day every week of the year. Macaroni is a good change from potatoes and a wonderful anti-diabetes tonic.

At Atlantic City, the National Macaroni Manufacturers association, which had a session of 3 days there, voted to declare Friday Macaroni Day.

OMAHA (NEB.) NEWS--JULY 23, 1925

Macaroni

If all the macaroni sticks exported from the United States in 1924 had been placed end to end and boiled a bit, it could have been wrapped around the earth at the equator nearly 6 times. Say 5 times around and the sixth time as far as Columbus or perhaps Grand Island. This information comes from the convention of the National Macaroni association at Atlantic City.

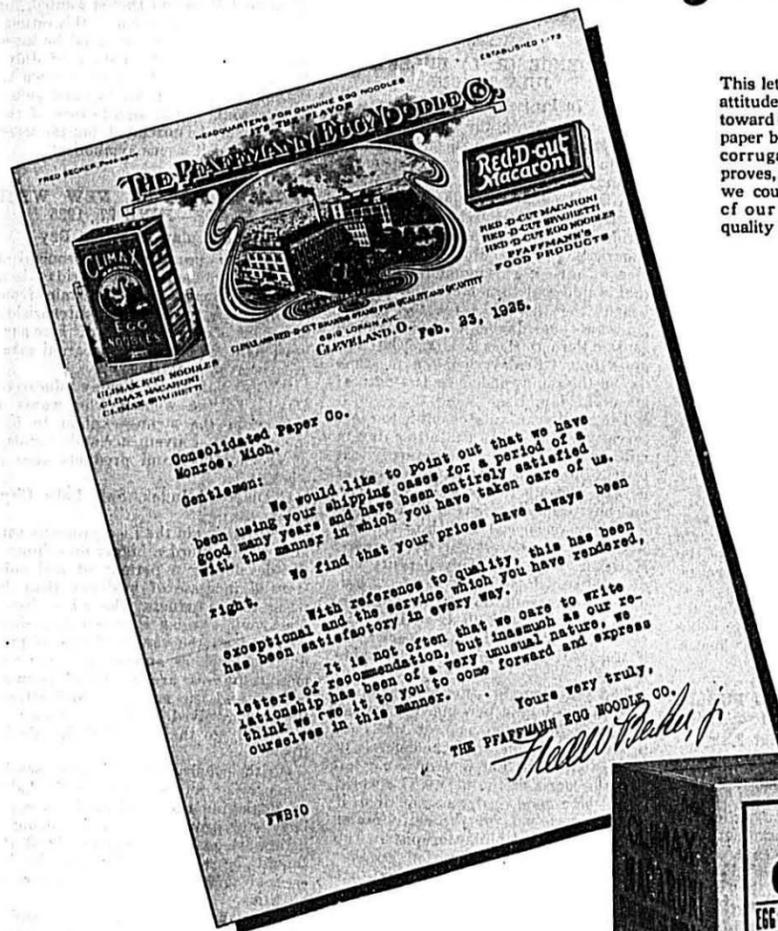
As we understand it, the macaroni was not wrapped around the earth at the equator at all. Not even once. The thing was somewhat mismanaged, and through lack of cooperative effort, the entire supply of exportable macaroni

September 15, 1925

THE MACARONI JOURNAL

13

Years of Satisfactory Service



This letter is typical of the attitude of our customers toward Consolidated folding paper boxes, solid fibre and corrugated Containers. It proves, better than anything we could say, the quality of our product and the quality of our service.



We make Consolidated folding paper boxes, corrugated and solid fibre containers for some of the largest firms in this country. The selection of Consolidated containers by firms doing millions of dollars' worth of business annually is proof of Consolidated quality and delivery service.

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CHICAGO
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CLEVELAND
205 Phoenix Bldg.
INDIANAPOLIS
508 Fidelity Trust Bldg.

KANSAS CITY
1401 E. 76th St. Terrace
NEW YORK
39 Cortlandt Street

GLENFIELD, PA.—A suburb of Pittsburgh

was just eaten up, like any other macaroni.

AMERICAN MILLER—AUG. 1, 1925
Macaroni Day Urged

In a proposed effort to boost the per capita macaroni consumption in this country up nearer to Italy's high mark of 50 lbs. per capita annually, M. J. Donna, secretary of the National Macaroni Manufacturers, advocates a campaign to establish Friday of each week as "macaroni day." Per capita consumption of the durum wheat product in the United States, he points out, is only 4½ lbs. yearly.

Macaroni and noodles from Europe are flooding the sea coast markets of this country and the American industry should be protected by a higher tariff, according to speakers at the 22nd annual convention of the National Macaroni Manufacturers association recently held in Atlantic City. About 525,000 lbs. of macaroni per month are imported.

NEW YORK (N. Y.) MORNING WORLD—JULY 8, 1925
Why Not Macaroni Day?

Efforts to have macaroni more generally recognized for food value were urged by M. J. Donna, secretary of the National Macaroni Manufacturers association, which opened a 3 day session today. He suggested: "Why not have a Macaroni Day? Friday, being a meatless day in thousands of homes, is a natural macaroni day."

PHILADELPHIA EVENING PUBLIC LEDGER—JULY 8, 1925
Macaroni Day May Rout Fish

Friday, long famous for its fish menus, will take on new glory as "Macaroni Day" if plans announced yesterday before the annual convention of the National Macaroni Manufacturers association at the Traymore are carried out.

The proposal came from M. J. Donna, secretary, who declared that it would be the biggest accomplishment of the organization if such a "day" were added to the calendar.

"Other industries have found it profitable to concentrate their efforts in sponsoring special days and weeks. Why not Macaroni Day? Friday, being a meatless day in thousands of homes, is a natural day for it."

PRINTERS' INK—JULY 23, 1925
Macaroni to Compete with Fish

If plans announced before the annual convention of the National Macaroni Manufacturers association, at Atlantic City, N. J., are put into effect, fish will have to compete with macaroni for a place on the Friday menu. It is proposed that Friday be advertised as "macaroni day" so as to increase consumption of this food product. The proposal was made by M. J. Donna, secretary of the association, who declared that it would be the biggest accomplishment of the organiza-

tion if such a day were added to the calendar. Friday, he said, being a meatless day in thousands of homes, is a natural day to push the use of macaroni.

PROVIDENCE (R. I.) BULLETIN—JULY 21, 1925
In Praise of Macaroni

The secretary of the National Macaroni Manufacturers association, which has just been holding a convention at Atlantic City, suggests that a Macaroni Day be added to the thousand and one Days and Weeks which are already seriously observed each year by the American people. But it is not his idea to have it an annual festival, for that would fail to achieve the dietary benefit that he seeks for the public. He wants one day a week recognized as the Formal Occasion, and he suggests that "Friday, being a meatless day in thousands of homes, is a natural macaroni day."

The gentleman's statement is too conservative. Friday is a meatless day in millions of homes, theoretically, at least. But Friday, as long as most of us can remember, has been Fish Day, and any proposal to change it to Macaroni Day seems calculated to stir the justifiable anger of the fishmongers. However, there are many persons who do not like fish, and they can have Friday for Macaroni Day if they choose. Any other day will do as well for the rest of the world. In fact, it seems as if Macaroni Day ought to be a movable feast.

The proponent of this idea is probably inspired by a personal motive; he wants to boost the sale of the food product in which he is commercially interested. But that fact does not impair the merit of the idea. The world would be a good deal worse off than it is if it were not for the activities of these commercial philanthropists. The sole point for consideration is that macaroni is an admirable food and that there might well be one macaroni day a week in every home. Of course "macaroni" as here used is a generic term, including spaghetti and all the pastes of Italian origin. There is, perhaps, no other known foodstuff so simple which makes so satisfying a meal by itself.

There are a hundred ways of preparing and serving it, and possibly one reason why it is not more popular than it is in this country is the fact that there is so much ignorance as to the better ways of cooking it. Many American cooks know only two forms, stewed macaroni in milk and baked macaroni and cheese, either of which is an insipid dish in comparison with any of the products of an enlightened macaroni cook. The Italians invented it, and the only good recipes are of Italian origin.

People who know not the flavor of "spaghetti Milanais" as prepared by an expert have missed one of the gastronomic delights of civilization. Truly there ought to be more macaroni edu-

cation. Then a weekly Macaroni Day would surely be more popular than Boiled Dinner Day in America. And if an annual Macaroni Day is wanted, for the especial glorification of this estimable food, what occasion could be more appropriate than the Fourth of July? When Yankee Doodle came to town he "stuck a feather in his cap and called it macaroni." The significance of the allusion may be unrelated, but the word is there and it seems symbolical.

SPOKANE (WASH.) NEW WEST TRADE—JUNE 27, 1925
Make Friday Macaroni Day

Macaroni products are economical and high in food value. Friday is a day when many people abstain from eating flesh foods. The enterprising merchant may make much of these suggestions. A prominent macaroni manufacturer puts it thusly:

"Why Not Make Friday Macaroni Day? To the woman who wants a change in the menu—explain to her the goodness, convenience and economy of serving macaroni products once a week."

Commercial Index, Salt Lake City, comments:

"Few items in the food products catalog really afford a bigger opportunity for developing a permanent and substantial increase of business, than do paste food products. The whole list—macaroni, spaghetti, vermicelli, shell and all the various forms of production, such as animals and the numerous figures, are good and popular sellers, and the art work and attractiveness involved in their packing add materially to the ease of their salability."

On the whole, it would seem merely a matter of retailers getting the habit of displaying macaroni products regularly and prominently, and putting a little push on Friday, when their efforts should be rewarded by greatly increased sales of these profitable commodities.

Almost no food product will stand a more severe test for household economy—that is, cheapness to your customer, than will the macaroni products. And economy for the consumer always has a great meaning to the merchant."

BUFFALO (N. Y.) STAR—JULY 10, 1925
Macaroni Day

Every little while we set apart a day to glorify somebody or something.

Gravely comes the suggestion to designate some Friday in the course of the year as Macaroni Day. The purpose is "to have macaroni more generally recognized for food value."

That the author of this proposition is M. J. Donna, secretary of the National Macaroni Manufacturers association, and the place of proposal the convention of macaroni makers should not prejudice us against the idea. Macaroni Day would doubtless benefit the macaroni business, but commercial in-



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NEW YORK OFFICE: 110 East 42nd Street

terest is not the only reason for educating our hundred millions to the merits of macaroni, and thereby increasing consumption.

Macaroni is a favorite item of food of a great nation. It seems as worthy a day as the apple or any other article of consumption that has been so honored. Establishing Macaroni Day might move the Scotch to come forward with an Oatmeal Day proposition, but that would not be bad either. Judgment confirms impulse in casting a vote for Macaroni Day.

NEW YORK COMMERCIAL—JUNE 25, 1925

To Make Friday Macaroni Day

The Macaroni Journal is espousing the idea of making every Friday "Macaroni Day." The Pacific coast has taken to the plan and jobbers and retail distributors are cooperating with manufacturers to make it a success. The suggestion is susceptible of profit, as it would not conflict with dietary rules in any class of our people.

The above comments taken from several hundred newspaper and magazine clippings from every section of the country suffice to express the sentiment of the news gathering agencies of the nation toward the proposal.

The question now is, "Are we ready and willing as an industry to promote and popularize FRIDAY—MACARONI DAY?"

Frankly, we feel that the Macaroni Industry is equal to the occasion. All that is needed is a start. Who will be the ones to suggest a workable plan or the right basis for launching this move? We invite correspondence. Through it we hope to solidify favorable sentiment and put over a movement that will be appreciated by consumers, supported by distributors and promoted by manufacturers.

This is the affair of the industry, not of any group or association. The National association is unselfishly interested and offers its organized force in bringing the leading and enterprising manufacturers solidly behind this promising movement, which is deserving of the loyal support of members and nonmembers alike.

Speak freely. Write us your views now. Suggest a plan. Point out any apparent defects. Show that you are interested in any plan that will promote the welfare of our industry.

If we can agree on a promising plan launched under favorable auspices we will one day have the extreme pleasure of having our products grace the tables of millions of American homes, at least weekly, and through educational publicity create a liking for our food that will insure its being served on other days than Friday.

Let us make a start by putting over FRIDAY—MACARONI DAY.

MACARONI IN SUMMER

Is macaroni the winter vegetable and spaghetti the summer one? This sounds like foolish question number one hundred and forty-seven, doesn't it? And then who said that either one was a vegetable anyway?

These are some of the questions asked by Lucille Ralston, home economics editor, in one of her popular and widely read releases on foods. Here is her answer:

Her "Story"

Macaroni belongs to the vegetable kingdom just as bread does and shredded wheat and puffed rice and if it is not as good a vegetable as the Irish potato in these United States then it must be because its Italian sponsors are not as good publicity managers for these Italian pastes have their good points.

In the chemistry laboratory they do not have an alkaline reaction as potatoes do but what could be a better recommendation of foods found in Italian markets than the sturdy Italian himself and the well nourished bambino?

When you list Italian foods what do you have? Gorgonzola and parmesan cheese, all kinds of greens, artichokes, tomatoes, and savories such as pimentos, olives, nuts, lovely fruits and the hundred spaghettis.

Proteins Are Needed

If the merchant looks at his stock of macaroni that sells so well in the winter and his spaghetti that disappears so quickly in the summer he may have good reasons for being of the opinion that macaroni is the winter favorite and spaghetti the summer.

And the dietitian might be expected to bring in another opinion. A well rounded diet calls for some good proteins, minerals, vitamins, bulk, it is true, and however much the dieting brigade is told to ignore starch and sugar foods there must be a certain amount of them for metabolism to function properly. An unused supply of these energy foods is the dietetic crime. And a summer form of Italian starches might be worth investigating.

Potato Salad Popular

Cereals and potatoes are the starch foods. Perhaps both of them are an imposition for grown people who take little exercise. For the summer diet when the cook wishes to avoid as much cooking as she can for the evening meal potato salad is about the only presentable cold method of preparing potatoes. It is either potato salad or potato chips and however appetizing these may be they are not good for return engagements every other dinner in the week.

Perhaps you have heard of macaroni

salad and did not rate it very high. On the other hand these Italian pastes in salad form would be another possibility of providing a balanced dinner that could be prepared in the early morning.

Have you ever seen a real collection of Italian pastes, the hundred spaghettis? Long, short, straight, twisted, curled, spiral, flower shaped, bowknots and seashell patterns.

If you think you might not care for a macaroni salad perhaps a seashell salad or a bowknot salad would be an entirely different sort of thing.

Spaghetti Easily Cooked

All of these hundred spaghettis are cooked just as you would macaroni, 35 minutes in boiling salted water, drained in a collander and blanched with cold water.

For salad add one fourth cup of chopped green peppers and one fourth cup of chopped pimento to one cup of cooked seashells. Serve very cold with mayonnaise or cooked salad dressing.

There are other combinations for the cup of seashells such as a cup of chopped celery raw or cooked, or one half cup of chopped celery with one tablespoon of minced onion, and one fourth cup of chopped peppers or one cup of sliced cucumber, one half cup of chopped celery and one cup of chopped tomato.

For the rest of the dinner there might be cheese, canned spinach or asparagus heated with butter and paprika, iced tea and chilled fruit, plums, peaches, or melon for dessert.

Like American Crackers

The liking for American made crackers and biscuits is evidently on the increase, particularly in countries lying south of the United States. This opinion is based on the report recently made by the department of commerce which shows that the total exports of biscuits and crackers for the 11 months ending May 31, 1925, amounted to 13,000,000 lbs., an increase of 1,600,000 over last year. The May exports exceeded 1,000,000 lbs., mostly to Cuba, Mexico, Canada and South America.

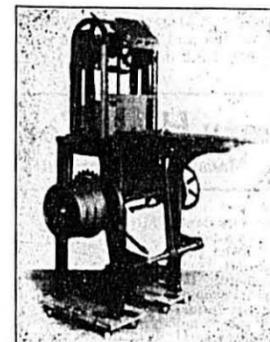
SAFETY THIRST!

"Look here!" bellowed the irate customer in the general store at Four Corners. "You say you won't sell me a shovel unless I get a permit from the authorities and sign my name in that book. What's the big idea?"

"We ain't takin' chances," answered Proprietor Countyjake firmly. "Government's mighty keeful these days. You fellers buy a shovel, dig in the ground, plant barley, make it into malt, and then,—there you are. No, si-ree!"



Peters Automatic Package Machinery



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Our Package Machinery also pleases the manufacturer of package macaroni, because it enables him to produce package goods economically

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MACARONI MACHINERY AT SESQUICENTENNIAL EXPO

The Sesquicentennial Exposition to be held in Philadelphia during 1926 affords an opportunity to all users of flour that has seldom been paralleled in this country, as exhibits of the most improved type of machinery adapted to the baking and kindred grain using industries will be shown.

The scientific treatment of the grain from its original state to the many finished products will also be demonstrated through the exhibits of many firms specializing in this type of machinery in order to show the progress made during the time from the colonial period when the early settlers threshed wheat by hand, to the modern equipment with attendant labor saving devices now being utilized.

In addition to the thousands of exhibitors from all sections of this country and abroad who have already contracted for space, participation by 5 foreign countries is now assured. Captain Asher Carter Baker, director of foreign exhibits and emissary of Colonel D. C. Collier, director general of the exposition, is at present in Europe, visiting all of the principal nations.

France and Belgium, the first 2 countries he visited, have signified their intention of sending exhibits, while Panama, Haiti, and Nicaragua have also arranged to accept President Coolidge's invitation to participate in the celebration of this great event in our national history.

Practically every foreign country has already sent a representative to the Sesquicentennial headquarters in Philadelphia to get information regarding the forthcoming exposition as well as to inspect the site set apart for foreign buildings, and nearly all of these officials have sent home glowing reports of the location selected.

The foreign buildings will be placed in a beautiful municipal park on which Philadelphia spent over a million dollars before the exposition was determined on and little is left to do but the con-

struction of the buildings and additional landscaping. This park, which is known as League Island park, adjoins the navy yard of the same name and can be reached by trolley or bus from the city hall in 15 minutes. Both the city and the transit companies involved are improving the streets and avenues leading to the site and upward of \$7,000,000 is being expended for this and other civic improvements.

As to the exposition itself—work on the huge stadium, which when completed will be the largest in the world, is well advanced and the concrete is now being poured for the tiers of seats. The

engineers in charge are confident the work will be completed without overtime by April 15, 1926.

The edifice will have seats for 100,000 persons and standing room for 150,000 more. It is a horseshoe and will be the scene of practically all the important amateur and professional athletic events held in the east from the beginning of June to the end of November 1926.

Construction on the first of the exposition buildings was begun June 21. This will be known as the Administration building and the offices which are now located near the historical group of buildings in Independence Square will be shortly moved to the new location.

Work on the first unit of the 6 acre 1 story exhibit palace was begun in August, and other contracts for the other 5 let. In this connection it might

Cookery Hints For The Housewife

Making Macaroni and Spaghetti Real Features of the Menu

THERE are two important things for the housewife to know if she is to make the best use of that delightful food called macaroni or spaghetti. In the first place, the macaroni should not be washed in cold water after boiling and, secondly, it should be made of the peculiar spring wheat called "durum" grown in the arid lands of Central Europe and now also in cold semi-arid parts of Canada and the United States. Then it is best to sit at the feet of the Italian chefs in its preparation, for the Italians know best how to cook this highly nutritious food. Over 90 per cent of the macaroni made here is from this sweet nutty



spring wheat and should never be washed in cold water after boiling.

The difference between the famed Italian macaroni and the too often poorly prepared dish that comes to our tables is almost wholly in the cooking. Macaroni is highly nutritious and should form a part of the main dinner and not be served as an extra dish. According to the U. S. Dept. of Agriculture a pound of macaroni has 1625 calories while a pound of medium fat beef has only 1005.

Here is the proper way to cook spaghetti in the Italian style. It is from the recipe book of the Italian Connoisseur Sig. Tozzi:

ITALIAN SPAGHETTI
1½ pounds or 6 cups spaghetti
1 small can tomato paste
3 cups water 4 tbs. butter
1 medium sized onion



2 tbs. chopped parsley
4 tbs. chopped cooked ham
¼ lb. chicken liver
Salt and pepper
Parmesan or Roman cheese

Method
Chop the onion fine and brown in butter. Add chopped ham, chopped chicken liver, parsley, salt, and pepper. Cook slowly for ten minutes. Add tomato paste which has been thinned with the water. This should be added very slowly, a tablespoon at a time. The process will take about twenty minutes. The sauce should be simmering slowly all the time. In meantime cook the spaghetti in 6 quarts of boiling salted water until tender. Drain. Have platter buttered and sprinkled with grated Parmesan or Roman cheese. Pile the spaghetti on the platter and pour over it the sauce. Sprinkle with more grated cheese and serve hot. Amount: 12 servings, for a one-dish meal.

MACARONI SALAD
3 cups cooked macaroni
1 cup celery, chopped
1 green pepper, chopped
1 pimento, chopped
1 onion, chopped
1 apple, chopped

Method
Marinate the macaroni with French Dressing. Toss ingredients together in salad bowl. Serve with mayonnaise dressing. This salad is attractive if molded. Amount: 6 servings.

MACARONI LOAF
¼ lb. or 1 cup macaroni broken in inch pieces
1 cup milk 1 tbs. butter
1 cup bread crumbs
2 tbs. chopped green pepper
1 tbs. chopped onion
1 tbs. chopped parsley
2 eggs
1 cup grated cheese
2 tsp. salt Pepper

Method
Cook macaroni in 8 cups boiling salted water until tender. Drain. Mix macaroni with bread crumbs, cheese, and seasonings. Add well beaten egg, milk, and melted butter. Place in baking dish or a loaf pan. Bake in moderate oven until mixture is firm. Turn out of baking dish, slice, and serve hot. Hot tomato sauce may be served with the loaf. Amount: 6 servings. Time: Bake about 30 minutes. Temperature: 350° F. moderate oven.
—Gold Medal Foods Home Service Dept., Minneapolis.

CEVASCO, CAVAGNARO & AMBRETTE, Inc.

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Presses—
SCREW AND VERTICAL AND
HYDRAULIC HORIZONTAL

Kneaders

Mixers

Dough Brakes

Mostaccioli and
Noodle Cutters

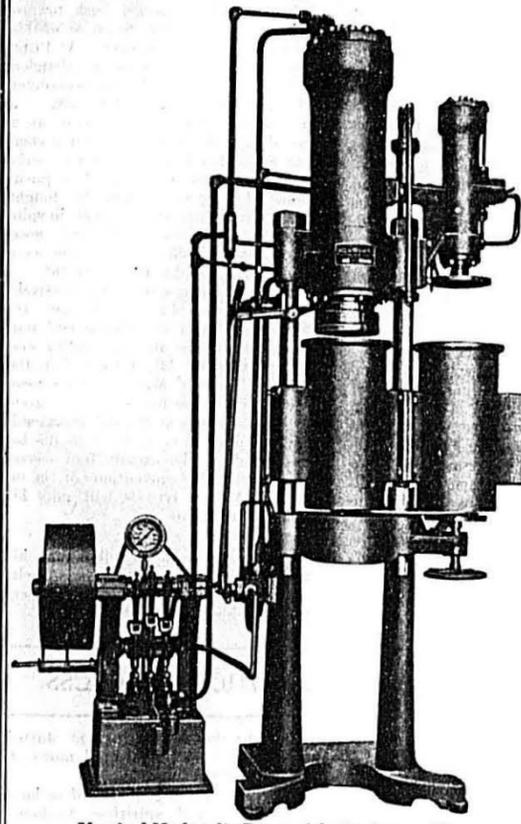
Bologna Fancy
Paste Machines

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.

be mentioned that over 500,000 square feet of exhibit space has already been reserved and it is expected more than 3,000,000 square feet of space will be sold in the next few months. This will necessitate construction of 3 additional exhibit palaces.

During the 6 month term of the exposition over 90 national conventions of national organizations, comprising fraternal, social, civic, scientific and commercial bodies, will be held in the City of Brotherly Love.

Various pageants of patriotic and historical nature have been arranged, most of them centering on the incidents leading up and immediately subsequent to the Signing of the Declaration of Independence. The exploits of Leif Erickson and Columbus will be extolled as well as the 300th anniversary of the formation of the Great South company.

The exposition will sound a new note in affairs of this kind as it will be the first time that exhibitors have been required to pay for space at an international exposition.

Colonel D. C. Collier of San Diego, Cal., appointed director general of the exposition on Feb. 1 last, has accomplished wonders in reviving interest, and it is due to his unremitting efforts that the exposition is a live and flourishing prospect today. It was due to his genius that the Panama-California exposition was organized and remains today as the most beautiful group of public buildings ever erected.

In 1922 when President Harding was looking about the country for a man to represent the United States at Brazil's Centennial exposition Colonel Collier was chosen. His success in that exposition is a matter of history. Suffice to say that of all the 14 other foreign commissioners general he alone was officially recognized and feted by the Brazilian government.

During his 6 months stay in Philadelphia Colonel Collier has managed to weld the various factions into one working combination for the celebration of America's 150th birthday.

It was recently announced that President Coolidge would officially open the exposition on June 1 of next year and that the governors of all of the states as well as the diplomatic and consular representatives of the foreign countries will be invited to attend the ceremonies.

Ulysses S. Grant, son of President U. S. Grant, during whose term of office the Centennial exposition was held in Philadelphia, and who opened that event in person, has been especially invited to attend the ceremonies as guest of the city.

At least 2 and possibly 3 foreign potentates are expected to attend the exposition representing their governments. Rumor has it that these dignitaries are the Duke of York and the Crown Princes of Sweden and Italy.

An optimist is a man who is happy when he is miserable; a pessimist is a man who is miserable when he is happy.

C. F. Yaeger Passes On

"Be ready! for ye know not the day or the hour."

Once more was the truth of this old saying impressed upon the many friends of Carl F. Yaeger who died suddenly the morning of Aug. 25, 1925, in Michael Reese hospital, Chicago.

To those who knew him as the very picture of good health, news of his death came as a great shock. Macaroni and noodle manufacturers recall his vivacity during the last 3 or 4 national conventions of the industry where he was an indefatigable worker for the advancement of the business of his adoption. At Atlantic City last July, however, it was evident to his friends that something was wrong, but who little realized that he was on the verge of a general breakdown as it afterward proved.

In this industry he will be remembered as one of the leading members of A. C. Krumm and Son Macaroni company, Philadelphia, from which he retired a year ago to assume the management of the Badex department of Stein-Hall company of Chicago. He continued his friendly relations with the big men in the macaroni industry.

Always active in the convention of the macaroni industry, he made a determined effort this year to attend, motoring with his wife from Kansas City to Atlantic City, about 1200 miles in less

than 4 days. The journey proved too much for him. He attended the sessions but hardly showed the "poppy" spirit that he usually manifested in past gatherings. He was ill during the convention but continued to look after his affairs, and then hurried back toward Chicago to direct the business of his rapidly growing department. At Pittsburgh, Pa., he was forced to abandon his motor trip and make the remainder of his journey to Chicago by train.

Physicians diagnosed his case as a general breakdown and ordered a complete rest. He was progressing nicely in Michael Reese hospital when pneumonia set in and, though he fought bravely for his life, the end came in spite of all an attentive wife and good physicians could do. The remains were taken to Philadelphia for interment.

Carl F. Yaeger was a comparatively young man, only 40 years of age. He had a wide business training and possessed a happy faculty of making and holding friends. All of these join the National Macaroni Manufacturers association in expressing sincere regrets over his untimely death and in extending their deepest sympathies to the bereaved widow, who usually had accompanied him to the conventions of the industry. All his friends will miss his genial comradeship.

Honor compels us to tell a man his faults to his face, but the law of self-preservation makes it safer to tell them to his neighbor.

Seven Factors in Business Success

No. 1—Home

It is the rare business man indeed who can surmount the obstacle of the wrong sort of a Home background.

On the other hand, the fortunate individual who has a wife and possibly a family who appreciate Dad's work and can talk with him intelligently about it and help him entertain his business friends satisfactorily, is a mighty lucky chap.

To be sure, Dad may wish to leave business behind when he locks up but just the same it means a lot to have firm faith in the moral support of the home folks. After all, we are working for them and a little appreciation and understanding go a long way to keep the fires of enthusiasm burning.

Long ago the National Cash Register company of Dayton, O., recognized how much the wife of the business man could do to help him win success. And with that in mind it held a finely planned Get-Together meeting for salesmen's wives and put up to them the importance of regular meals, well cooked food, cheerful conversation at meals, regular hours of sleep, a reasonable balance between work and recreation, the importance of good reading; and the responsibility of the wife

in getting the day's program started on time so everything would move off smoothly and promptly.

The wife who nags is bound to have a dispirited and spiritless husband. The wife who cultivates the right social contacts can bring her husband many suggestions and even constructive criticisms, which will be of great value. It is the duty of husband and wife to keep step with each other in all their interests—otherwise there is trouble ahead somewhere down the line. Each should be responsible for the right sort of home environment to the end that business may prosper so that the home may be supported adequately and the future taken care of.

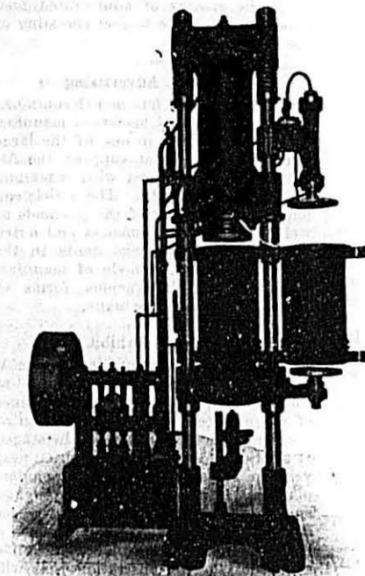
If things are going wrong it is best to talk matters over frankly and to help the other one to understand that this is a partnership and must be conducted on that sort of a basis if the best results are to be had.

HEALTH NOTES

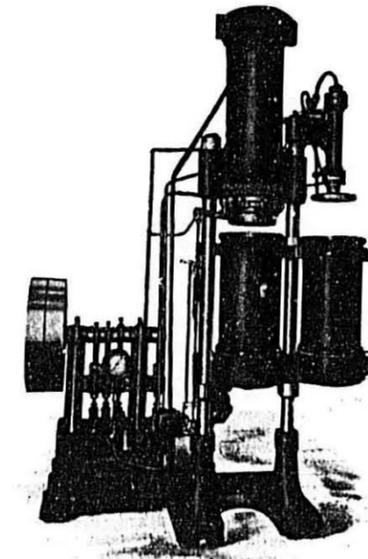
To the thin: "Don't eat fast."
To the fat: "Don't eat. Fast."

If the printing of crime news makes criminals, why doesn't the printing of recipes make good cooks?

DEFRANCISCI



PRESS STYLE C
STATIONARY DIE TYPE



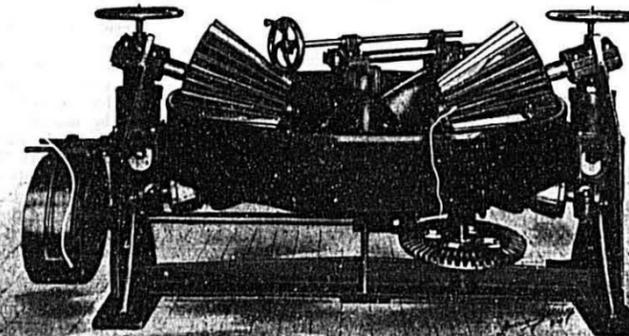
PRESS STYLE A

Hydraulic
Presses

Kneaders

Mixers

Die
Cleaner
Machine



I. DeFRANCISCI & SON

219 MORGAN AVE.

BROOKLYN, N. Y.

Notes of the Macaroni Industry

June Exports and Imports

According to figures by the department of commerce the exports of macaroni, spaghetti and noodles continue to show a decided increase over that of last year. For June 1925, the exports were 595,925 lbs. worth \$50,961, as compared with 575,033 lbs. valued at \$45,932 exported in June 1924.

For the fiscal year ending June 30, 1925, the total exports of these products were 8,446,520 lbs. valued at \$685,836. An idea of the increase is gained by comparison with the exports of the fiscal year 1924, which in total was 7,260,328 lbs. bringing to American macaroni manufacturers \$580,623.

The unit value of macaroni, spaghetti and noodles exported in June this year was 8½¢ per lb. as compared with 8¢ per lb. for the food exported the year previous.

The importation of macaroni products almost doubled during the fiscal year ending June 30, 1925, which shows a total of 6,191,358 lbs. of foreign made macaroni products shipped to America. These imports were valued at \$422,510. An idea of the increase in this business is gained by comparing the present imports with those of the fiscal year 1924, which total only 3,869,541 lbs. worth \$254,162.

The month of June 1925 shows a decided increase in importation, when a total of 448,136 lbs. was received at a value of \$34,452. For the same month in 1924 the imports were only 368,109 lbs. valued at \$23,187.

Firm Buys New Plant

The Windsor Locks Macaroni Manufacturing company now situated on Main st., Springfield, Mass., has purchased the Buick building at 650-54 Main st. in that city and will move to that location as soon as the building is fitted for macaroni manufacturing. The building was purchased by Leonard Colapietro, president of the concern, who is supervising the changes.

According to plans the macaroni manufacturing process will be conducted right in the show window for the information of the public. A portion of the front of the building will be rented for store purposes, though most of it will be given over to this display of the manufacturing process.

Before going to Springfield Mr. Colapietro conducted a similar business in Windsor Locks, Conn., and on moving to his present situation continued the name Windsor Locks for his firm. He is a native of Bari, Italy, and was trained in the plant conducted by his father on the shores of the beautiful Adriatic.

Del Rossi Plant Expands

The C. D. Del Rossi company with its modern plant at 240 India st., Providence, R. I., has grown to be the largest and most important plant in that city,

according to the Providence News of Aug. 1, 1925. The firm has been in business since 1919 and enjoys a good local business, besides distributing to the natural markets of southeastern New England. Under the able direction of G. D. Rossi, plant manager, much progress has been made by the firm in recent years.

Scarpelli Plant Enlarges

By tripling its business in 16 years the Scarpelli Brothers Macaroni Manufacturing company has developed until it is now one of the leading factors of its kind in the northwest, according to the Spokane Chronicle of Aug. 8, 1925. G. E. Scarpelli is president of the concern that now enjoys a very good business in Washington, Idaho, Montana, Oregon, and southwestern Canada.

The company started business in 1919 with an equipment that handled about 10 sacks of flour daily. Consistent expansion has increased this now to a capacity of about 40 bbls. a day. Instead of the ordinary flour which was first used, because conditions then warranted it, the company now manufactures its products out of the highest grade semolina. Its leading brand is "Lisci," which is used on the 25 or more forms and shapes manufactured by the company in its plant at East 2012 Sprague av., Spokane, Wash.

Business Change

Vincent Iuliano of Manchester, Conn., has purchased the small macaroni factory on Spruce st. of that city from Vincent Garvasi, former owner. The purchaser is a baker by trade and will continue to operate his bakery on Oak st. as well as the newly acquired macaroni plant. Some changes in plant equipment will be made.

Noodle Cutting Machine Company

The Midwest Noodle Cutting Machine company was incorporated in Dayton, O., early in August with a capital stock of \$10,000. The incorporators of the new concern are Joseph Ratz, Frank Beer, Herman Stier, Julius Kurtz and Louis Marks. Very little is known about the machine which this company plans to manufacture on a large scale.

They're Still Doing It

Macaroni manufacturers and distributors are often accused of improper trade practices for which the retailers are entirely to blame. A case of this kind is reported from Detroit. A well known noodle manufacturer supplies the grocers with a caddy for his various products. One caddy has an attractive label showing egg noodles in their proper shape and color. When the representative of that firm called on certain grocers knowing that their supply of egg noodles must have been sold, he inspected the caddies and found them full of inferior plain

noodles as nicely painted as any Indian that ever summoned a war whoop. The grocer was accused of wilful intent to misrepresent and given 24 hours in which to remove the painted goods from the caddies. Misrepresentation of this kind will never be eliminated until the makers of adulterated food products are made to feel the sting of the law.

A. and P. Advertising

The newspapers last month contained a little story about macaroni manufacture as carried on in one of the large Brooklyn plants that supplies the Atlantic & Pacific stores with macaroni, spaghetti and noodles. The article emphasized the purity of the products as well as their wholesomeness and nutrition. An attempt was made in the story to tell of the mode of manufacture whereby the various forms of macaroni products are made.

Krumm Heads Exhibit Board

A. C. Krumm, Jr., president of the A. C. Krumm and Sons Macaroni Co., of Philadelphia, has been made manager of the macaroni and noodle section of the cereal food exhibition to be staged at the Sesquicentennial Exposition next year in Philadelphia. The promoters plan this to be one of the largest and most comprehensive food exhibits ever staged. According to present plans a Philadelphian will be placed in active charge of the demonstration that will show the visitors how each type of food is prepared. Mr. Krumm will be assisted by other macaroni and noodle manufacturers during the exposition period.

It is planned to erect a working model of the most modern and efficient macaroni and noodle manufacturing machinery and to show the entire process from mixing to kneading to press and drying, every detail of which will be visible to visitors.

The macaroni and noodle manufacturers of the country will be asked to cooperate with Mr. Krumm and the exposition officials in planning this educational display that will mean much toward making the thousands of visitors acquainted with the manufacture and incidentally the food value of our products.

Foulds Company Expanding

The Foulds company of New York city has purchased the Lion Brand Products company in San Antonio, Tex., as part of its plan to expand nationally. The transaction involves approximately \$100,000.

The Lion Brand Products company, formerly the San Antonio Macaroni factory, owned one of the most progressive plants in the south, having been in operation for over 30 years. Under the able general management of G. Byrnes it recently enjoyed a greatly

September 15, 1925

THE MACARONI JOURNAL

23

increased business in its natural territory.

According to an announcement reported by the Chamber of Commerce of that city C. S. Foulds, president of the corporation, will add new machinery to the present plant to triple its output and add a new equipment for the manufacturing of ice cream cones. When completed the plant will represent an investment of about a quarter of a million dollars and give employment to more than 100.

Crescent Salesmen Meet

The annual meeting of the salesmen of the Crescent Macaroni & Cracker company, Davenport, Ia., was held the last week in August. Salesmen from the Mississippi valley states were in attendance. In addition to exchanging experiences plans for the fall and winter were discussed, the object being to increase the present large distribution of Crescent quality product.

In addition to the business conferences during the 2 days the firm arranged for a variety of pleasure. There was an outing, a banquet, and special music by the WOC orchestra that sent broadcast news of the salesmen.

More Land for Macaroni Plant

Requiring more yardage space and increased room for switching the Kansas City Macaroni & Importing company of Kansas City, Mo., recently bought a piece of property 100x142 feet

facing its large plant on Pacific and Charlotte sts. The deal cost the company \$6,500. This new frontage on the Kansas City Southern railroad will enable the company to fully develop its very large plant that ranks among the largest in this country.

Improvements in the land purchased and the general expansion of the firm's business is being carried on under the direction of Rocco Sarli, president and general manager of this progressive firm.

Macaroni Exports Larger

According to statistics compiled by the department of commerce, the total quantity of various kinds of macaroni products exported from the country for the fiscal year ending June 30, 1925, was 8,450,000 lbs. This is an increase of 1,180,000 lbs. over 1924. The West Indies, South America and Canada, were the principal importing countries.

Spaghetti Housekeepers Bazaar

The Housekeepers Bazaar held in New Orleans, La., in August at the Maison Blanche, attracted all classes of women and many food experts from New Orleans and vicinity. Miss Rosa Michaelis had charge of demonstrations during the bazaar.

Thursday, Aug. 13, was designated spaghetti day. There was a very interesting talk on spaghetti manufacture and its food value and then a vivid demonstration of the proper preparation of a tasty dish of Italian spa-

ghetti. Miss Michaelis' recipe for Italian spaghetti is as follows:

Brown onion, add a can of tomatoes, a can of Italian tomato paste and seasoning; cook thoroughly. Boil spaghetti in the usual way until done; drain thoroughly. Pour a liberal amount of the sauce over the boiled spaghetti and sprinkle with some good grated Italian cheese.

If meat is to be served with spaghetti the meat should be boiled with the spaghetti. This makes almost a complete meal.

The Coal Strike

The anthracite coal strike has been under way about 2 weeks with no known effects except for the stiffening of the bituminous market. Heavy advanced buying provided hard coal enough to fill most of the bins in the nearby districts and to some extent even those in distant states.

Steam coal should be plentiful because of the reopening of so many soft coal mines that have been closed down since last spring and the full operation of those that have been running on part time.

It is too early to predict the effect of the strike on the country. Many experts feel that the supply on hand is sufficient to meet all demands for the next 6 weeks or 2 months. Some foreign coal will find a ready American market, especially in sections where domestic supplies are low.

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

RESPONSIBILITY FOR INFERIOR PRODUCTS

Differences in opinions prevail as to just who is to be held responsible for products of sublegal qualities, whether it be the retailer who sold it to the consumer, the manufacturer who produced the product or any one of the several distributors through whose hands it has passed.

Not being legally inclined the ordinary manufacturer is hardly able to satisfy himself as to just where the responsibility lies in a case of this kind. A Pennsylvania judge has expressed a view on the point in question. Dealing with macaroni products that contain artificial coloring of coal tar dye ingredients, which are strictly prohibited in his state, he concludes that the retailer, while answerable to the law for a violation of this kind, seems to have the moral right to demand and expect to get due reimbursement of the fine imposed from the person or firm that sold him the inferior products.

Here is an opinion that may be used to clear the industry of discriminate and palpable substitution of low grades for quality goods. If the merchant, innocent or otherwise, were prosecuted and fined and he in turn passed on the guilt to the distributor and manufacturer, this unfair practice may be stopped much quicker than is possible through resolutions made only to be ignored under certain conditions or even through action taken by any vigilance committee unless such action would encourage the passing of the buck as above suggested.

It would be interesting to know just what the legal stand is on the practice above considered.

Discussions are welcomed.

"Eggless" Noodles in Pennsy

Through James W. Kellogg, director and chief chemist of the bureau of foods and chemistry of the Commonwealth of Pennsylvania, it is learned that that state has not adopted any fixed standard for eggs solids which egg noodles, sold as such, should contain, except that egg noodles should contain eggs. The Vigilance committee through Dr. B. R. Jacobs has been studying the laws of different states with the object of bringing about uniform legislation on just what is considered a "noodle" or an "egg noodle."

In many states where this condition exists the federal law is usually invoked, especially where the products enter into interstate business. This however leaves all intrastate business outside the influence of all laws except local ones.

In the cases referred to "noodles" and "egg noodles" are generally considered as synonymous terms under most conditions, though liable to a

somewhat different interpretation depending on the manner of the sale.

A state like Pennsylvania with its big Germanic and Dutch stock where noodles of the "grandmother kind" have been known for a century should have more definite legislation on this point. It is hoped to have this brought about through sound argument presented in behalf of and by honest and well meaning manufacturers within the state. Under present conditions these producers are at the mercy of the "wild cat" noodles that are offered for what they are painted up to be and not for what they really are.

Patents and Trade Marks

PATENTS

A patent entitled "Art of Drying Macaroni," carrying registration No. 1,551,818, was granted to Chas. T. Garnsey, Joliet, Ill., assignor to Joliet Macaroni company, Joliet, Ill., a corporation of Delaware, according to announcement by the patent office Sept. 1, 1925. Application was filed Oct. 29, 1923, and was given serial No. 671,291.

The patent is officially explained as follows: The improvement in the art of drying macaroni which consists in exposing the green goods for at least 30 minutes to a drying atmosphere at a temperature high enough to remove at least 25% of the removable moisture within 2 hours, agitating the goods during the treatment and subsequently continuing the drying at such temperature and under such conditions that the rate of evaporation is reduced to less than one half of the initial rate.

LABELS

The label "Tomatina Spaghetti" for use on spaghetti products was duly registered in the patent office Aug. 25, 1925, as the property of the Tomatina Alimentary Paste company of New York city. Application was published June 8, 1925.

TRADE MARKS GRANTED

"Kunoo"

The trade mark "Kunoo" for use on bottled spaghetti sauce by its owner, Louise R. Cuneo, doing business with John B. Cuneo & Sons of Boston, Mass., was duly registered as per announcement Aug. 11, 1925. The application was filed Feb. 14, 1925, published May 19, 1925, with the claim that it had been in use since Feb. 1, 1924.

"Hercullias"

The trade mark "Hercullias" becomes the property of the Italian American Paste Co., Inc., of San Francisco, Cal., according to announcement made Aug. 11, 1925. It will be used on various forms of alimentary pastes manufactured by that company. The

application for registration was filed March 25, 1925, and was published May 19, 1925. The owner claims it has been in use since 1919.

"Golden Meadow"

The trade mark "Golden Meadow" was duly registered in the patent office as the property of Meador-Grant Macaroni Co., Inc., of Mobile, Ala., according to the announcement Aug. 11. The application for registration was filed April 7, 1925, published May 26, 1925. The company claims use since Oct. 1, 1924.

The trade mark shows a wheat field during the harvest season in an oval in the center, with the word "Golden" to the left and the word "Meadow" to the right.

"Big 3"

The trade mark "Big 3" filed by the Chicago Macaroni company of Chicago, Ill., April 25, 1925, and published by the patent office June 9, 1925, was duly registered Aug. 26, 1925. The company claims use of the trade mark since Feb. 2, 1925.

The trade mark consists of the figure 3, outlined in heavy black type with the word "Big" in lighter type placed vertically in the figure "3," and to be used on alimentary paste products manufactured by that concern.

TRADE MARKS APPLIED FOR

"Rival"

On May 4, 1925, was published the application of the Haskell-Adams company, Boston, Mass., for registration of its brand "Rival," for use on alimentary pastes and other food products. Application was filed May 5, 1924, the company claiming use since 1875.

The trade mark consists of the word "Rival" in heavy black script type. To the right appears the words "Those Appetizing Foods." The company makes no claim for the use of these words.

"Alto'o"

The trade mark "Alto'o," of Otto Haucke, doing business as Haucke & Sohn, Altona, Germany, was filed for registration in the patent office March 11, 1925, and published Sept. 1, 1925. Opposition thereto, if any, must be made within 30 days. The owners will use this trade mark on a variety of food products including macaroni, noodles, etc. They claim use of the trade mark since Nov. 29, 1905.

Trade mark contains the word "Alto'o" in outlined type with a very large "A." All is enclosed in a double circle, a plain one on the outside and serrated on the inside.

TRADE MARKS RENEWED

The Maull Brothers of St. Louis, Mo., were permitted to renew their trade mark, "Italian Paste," as per announcement Aug. 15, 1925. The trade mark was first registered Aug. 15, 1905, and action this year was taken because of expiration of the first period of registration. Renewals were granted on 2 trade marks and given Nos. 45,310 and 45,343.

Fix Macaroni Price

Following the reimposition of grain and flour duties effective July 24, 1925, the provincial food commissions which set the price on bread and macaroni in various parts of Italy allowed the prices of these articles to be advanced accordingly. The revised prices became effective Aug. 1, 1925, according to the Commercial Attache at Rome, W. R. Osborne.

The revised prices at Rome are typical of the prices that prevail throughout the country. Macaroni was advanced about 1c per lb.; flour of common grade was advanced approximately \$1.03 per bbl. and that of better quality \$1.13 per bbl. These figures are based on the exchange value of \$0.0375 per lira.

Fire Damage Slight

Fire was discovered in the plant of the Seattle Macaroni Manufacturing company, 1416 Dearborn st., Seattle, Wash., the night of Aug. 27, but prompt work by the fire department confined the flames to one portion of the plant and reduced the loss to a minimum. The building is the property of W. O. Merlino. Stephen Piergrosse, president of the macaroni firm, estimates the loss at less than \$1,000. He has ordered immediate repairs and does not expect to have production greatly affected by the fire damage.

LABELS TELL THE STORY

We are fully equipped to supply you with high class Labels that will prove the most efficient salesmen for your alimentary pastes.

Forty Years Experience in Label Making

Rossotti Lithographing Co.
65-67 West Houston Street
New York City



Cherokee Semolina

Made from the best selection of Amber Durum Wheat is most economical for the Macaroni Manufacturer.

Our wheat cleaning process eliminates and destroys any insect eggs that might be on the wheat berry, as well as removing all dirt. This insures Macaroni of the best keeping quality.

We have a good supply of No. 1 Amber Wheat.

CAPITAL FLOUR MILLS, INCORPORATED
SAINT PAUL MINNESOTA

RESEARCH AS SALES HELP

Several salesmanagers of macaroni firms have found much valuable and helpful material in the report of the research work on macaroni and spaghetti prepared by J. George Frederick for the Business Bourse, International, of New York city, referred to on Page 46 of the July issue of this publication. To give you an idea of the scope of this survey we submit a table of contents.

The survey was privately financed and is for sale to those who desire to know the macaroni markets of the country, the macaroni selling methods, possibilities for expansion, and other features that will enable the wise salesman to lay his plans for a successful sales campaign in various territories. The survey can be purchased from The Business Bourse, 15 West 37th st., New York city.

Contents of the report are:

MACARONI INDUSTRY

1. Present manufacture in United States.
 - (a) Record of growth of volume.
 - (b) Rates of imports to domestic manufacture.
 - (c) Manufacturers in United States.
 - (d) Volume of present United States manufacture.
 - (e) War effects on production.
 - (f) Raw materials.
 - (g) Cost and profits.
 - (h) Average capitalization.
 - (i) Mortality of concerns in the field.
 - (j) Improvement of macaroni machinery and seasonal variations.
2. Distribution conditions.
 - (a) Number and types of dealers selling macaroni.
 - (b) Jobbing conditions.
 - (c) Map showing grocery jobbing zones and zone centers.
 - (d) Bulk and brand goods.
 - (e) Prices and margins to dealers.
3. Sales methods and organization.
 - (a) Trade conditions in United States.
 - (b) Individual companies.
 - (c) Advertising methods.
 - (d) Special sales work.
4. Future consumption.
 - (a) Study of present per capita consumption.
 - (b) Ratio of past growth projected 8 years ahead (illustrated with chart).
 - (c) Analysis of status of macaroni in average family.

LICENSED BOXCRAFTERS

Term Indicates Selected Group of Markers—Trade Follows Other Lines in Adopting Distinctive Name—Reasons Therefor.

The coining of new words to suit changed conditions has become a modern movement especially in America. Even American industries and trades have found it practical to coin words that are strictly applicable to their line of business. One of the latest to attempt this is the "paper box," men who hereafter will be known as "boxcrafters" if they are members of the national organizations of that industry.

We quote from the monthly bulletin for August 1925 of that organization.

National Members Are Boxcrafters

Members of the National Paper Box Manufacturers association represent the best manufacturers in the setup paper box industry. In the past the box manufacturer has described himself and been described as a "box maker" or "box manufacturer." The little back alley shop, with its unsanitary conditions, its lack of equipment, had equal right to the name box maker or box manufacturer with the concern operating thousands of dollars worth of equipment and providing safe and wholesome working conditions for its employes.

He who made boxes here today and there tomorrow; he who was the cause of the supply men because of his financing methods; he who habitually gypped his customers and cut the throats of his competitors without regard to honor or decency, has had equal right to the descriptive term box manufacturer and box maker.

With the best concerns in the industry joined together in a national organization, pledged to conduct their individual businesses on the highest plane of business honor; with those manufacturers contributing to such organization for the purpose of obtaining definite upbuilding service, it is entirely fitting that they should adopt a term or name describing themselves as units of an industry by separating themselves and holding themselves out to the public, to their customers and to all coming in contact with them as a selected group. Investigation into the matter led the officers of the National association to believe that a method identifying such selected group was possible, feasible and desirable.

Investigation was made of the experience of the National Real Estate board, which coined the word "realtor" and licensed only members of the affiliated bodies to use it in describing themselves and protecting their right to the use of the term. Time after time the courts of competent jurisdiction upheld the right of the realtors to the descriptive name.

Officers of the National association, after consultation with legal representatives, felt that a descriptive term could be coined to describe a member of the National association. After a great deal of thought and discussion, the term "boxcrafter" was arrived at. This term conveys the idea of the industry and suggests the artistic craftsmanship of the box manufacturer. It also has a tie-in with the National association's publicity organ, "Boxcraft," which has received such unusual recognition throughout the business world. Henceforth, members of the National association are urged to describe themselves as "boxcrafters." All members are licensed to use this term during the

period of their membership in the association. The license of the term is revoked upon the resignation or expulsion of a member from the National Paper Box Manufacturers association. The National association will endeavor to protect its members in the exclusive right of using the term.

WHOLESALE MERGER

Committee Conference Assured Deal Will Go Through in 1926—One Big Grocer Jobber Association of 3000 Members.

Judging from the results of the St. Louis conference of the merger committees of the 2 great wholesale grocery trade associations last month, there is every assurance that the long discussed merger will be perfected early next year. The leaders of the 2 associations, the National Wholesale Grocers association and the American Wholesale Grocers association, who have fought consistently to bring about their amalgamation report unexpectedly favorable progress at the first session of the committees which have this matter in hand.

A resolution unanimously adopted by the joint committee favors the merger of the 2 big jobbing associations into a large one that will take in the whole country, and favoring the title, "United States Wholesale Grocers association." Only the details need to be worked out to bring about what many wholesalers have long dreamed of.

The merger, when effected, will embrace about 3000 members, representing the distribution of about 95% of the staple grocery products of the United States. The joint committee adjourned until Dec. 1 to permit details of the merger to be completed. Both associations have voted in favor of the merger and it is hoped between now and Jan. 1, 1926, to remove any small obstacles that might stand in the way of long discussed one big association idea.

To macaroni manufacturers will naturally occur the thought that if a merger of large and numerous interests like the wholesalers is feasible how much more should this be true in the macaroni industry of a few hundred manufacturers!

Savages eat one another; civilized men merely eat at the expense of one another.

Home made bread and pies, like home maids, are things of the past.

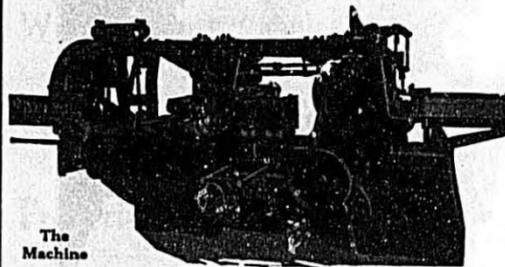
The ox that arrives first at the pool drinks the cleanest water.

Even the thirst for glory may have its direful after effects.

Meets Every Requirement of "The Ideal Container"



THE STOKES & SMITH TIGHT-WRAPPED PACKAGE



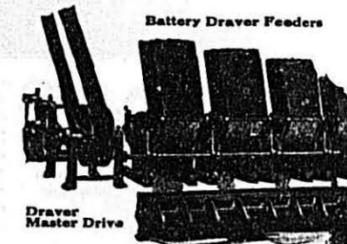
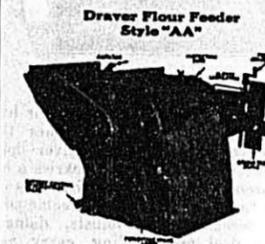
The Tight Wrapped Package, which has long been used for Flour, Cereals and other products, is now coming into use for Macaroni, Spaghetti, Noodles, etc. The many advantages of the Tight Wrapped Package, as wrapped on the Stokes & Smith Package Wrapping Machine, make it the ideal container for food products.

Let us tell you about the latest package and the machine for wrapping it. We will send samples if you desire. No obligation on your part whatever.

STOKES & SMITH COMPANY
Summerdale Station PHILADELPHIA

Flour Blending and Mixing Equipment

Draver Feeders will feed the exact quantity, for which you adjust them, of each one of the different grades of flour needed for blending, mixing and making into Macaroni flour.



Ideal Ball Bearing Elevators

Up to and including 14 foot, shipped crated and assembled, ready for use. Longer, in sections ready to assemble. Provided with clean-out and inspection doors, take-up adjustment, removable head-cap, Ball Bearing Head and Boot, Pulley.

Complete Elevators, any type or style on orders promptly. Write for prices and full information.

Draver Feeders driven with Draver One-Belt Master Drives, used for operating them in batteries of two or more, driven with one belt, is regarded as the most perfect and economical equipment for automatic feeding, blending and mixing different grades or kinds of flour, powders, starch, sugar, cereal or grain. Feeders can be adjusted individually or collectively while in motion or idle. The quantity fed is as accurately measured as if it were weighed.

Send for Book No. 41 showing installations and a Draver Feeder For Every Feeding, Blending and Mixing Purpose.

427-449 South Clinton Street

B.F. GUMP & CO.

Established 1872

Specialists in Manufacturing, Feeding, Blending and Mixing, Grinding, Sifting, Conveying and Elevating Machinery.

CHICAGO, ILLINOIS

ADVERTISING MACARONI TO THE ITALIANS

Macaroni manufacturers, particularly bulk men, have always hesitated over spending money for advertising macaroni, spaghetti and noodles to Italians and Germans, who are heavy consumers. The food habits of foreigners are interesting to Americans and sometimes mystifying. The mystery lies in the fact that the specialty restaurants in the foreign sections of our large cities are seldom patronized by the nationals these eating places are supposed to represent.

Joseph Ellner in an interesting article entitled "What Are the Food Habits of Our Foreign Population?" which appeared in the July 1, 1925, "Advertising and Selling Fortnightly," gives an excellent account of the investigation conducted by a representative of the merchandising department of a large advertising agency. The study covers the advertisements inserted by local grocers in various foreign language newspapers with a view of getting a more accurate picture of the food habits of foreigners.

"The grocer in a foreign language neighborhood is usually a countryman of his customers. He speaks their language, knows the way they live, what and how they spend, what they buy and what they eat. In his daily and twice weekly announcements in the local foreign language newspapers he naturally features the goods that are in demand. A careful collation of 150 of these advertisements throws a light on the food and buying habit of these people that is of utmost importance to the American manufacturer and advertiser of food and grocery articles of any nature whatsoever."

The inquiry covered grocers in 25 large and small cities. The advertisements appeared in papers printed in 10 languages, going to at least 8 million possible consumers. Speaking of the products of this industry the writer says:

"Spaghetti, macaroni and noodles may be termed American products only by courtesy, yet American manufacturers of these foods have not paid as much attention to this natural market as the enormous consumption possibilities justified. Six brands of spaghetti and macaroni are featured in the foreign language advertisements, 2 of which are nationally advertised brands. It is curious, however, that 2 of the best known brands, both nationally advertised, are conspicuous by their absence from these grocer announcements.

"It is also an interesting fact that neither of these products are even mentioned where one would expect them most—in the Italian advertisements. The reason for this apparent vagary is that the consumption of spaghetti and macaroni is so large and steady among

Italians, and their preferences in matters of flavor and taste are so different that there has developed a flourishing local industry in almost all Italian communities for the supply of the native product in all its traditional qualities. Somewhat similar is the case of noodles among Germans and Jews, the

virtual originators of this food. The older housewives prefer the home made article, and it is only the younger generation that takes to package noodles.

"Another important problem that has to be solved in this market is the one of bulk goods—the evil manufacturers have fought and all but conquered in the regular American field. The only argument that will count in this fight is quality—and that, in matters of food, constitutes the strongest appeal to the foreign language market."

SPAGHETTI GUILTY



—Acme Newspictures.

She's Only 6 Years Old

Angeline Catanzarite of Milwaukee is only 6 years old, but she weighs 170 lbs. and is still gaining. She is shown above at the right beside Viola Newman, 8 years old. Angeline never misses her 3 meals a day and says her favorite is SPAGHETTI and meat balls.

Here is another case where spaghetti, a macaroni product, scores heavily. Viola might well try spaghetti as a means of keeping pace with her younger friend, who apparently outweighs her 3 to 1.

Fragile Dollar Bill

Few people in the United States realize that the life of a dollar bill is but 6 months, at the most. They are very fragile, and in some instances, when a greenback is put in circulation, and used hard, it lasts only a few days, af-

ter it has left the government or bank printing office. Several times they have tried to force the silver dollar on the public, but if one carries a half a dozen of these he knows it. It is said that the paper dollar has become popular because, automobilists, doing a great deal of traveling, carry more money, and thus a few paper bank notes will go a long way.

One may carry several hundred dollars and not be so annoyed, as if he had 5 silver dollars in his pocket. It is a question if the silver will ever be as universally used as it was a few years ago.

An apple a day keeps the doctor away; an onion a day keeps everybody away.

Seven days without food makes one weak.

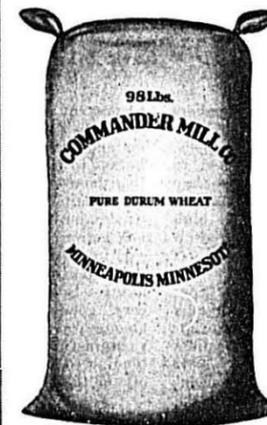


For Better Results and
More Uniform Products

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

A trial will convince you of
their superiority.

Frederick Penza & Company
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Commander
Semolina

Always
Gives
Excellent
Satisfaction

YOU CAN MAKE BETTER MACARONI
WITH COMMANDER SEMOLINA

All Granulations
Milled Scientifically From Selected Durum Wheat

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COMMANDER MILL COMPANY
MINNEAPOLIS, MINNESOTA

SEMOLINA

FOR QUALITY TRADE

It's a Pleasure
to Send Samples

CROOKSTON MILLING CO.

CROOKSTON, MINNESOTA

"CROOKSTON MEANS-FIRST QUALITY"

SPAGHETTI A LA ADVERTISING CLUB

Because of their business members of the Advertising club of New York city believe in eating advertised foods. Recently their fancy has inclined to spaghetti prepared in a way that they especially like it. At least that is what Steward Henry Schulz of the club states in an article that appeared in "Advertising Club News," the house organ of that organization.

Speaking of the now popular "Spaghetti a la Advertising Club" recipe he said: "This dish, which was originated as a new combination some time ago at the Advertising club of New York, made quite a hit with our membership, proof of which came to me the other day when 2 prominent clubs of New York, the Uptown club and the Yale club, called me on the telephone. They wanted to know what that famous "Spaghetti a la Advertising Club" was that their members were raving about, as in both clubs the demand for this particular dish had become so insistent that the chefs of both places felt compelled to put it on their bill of fare to satisfy their members."

Through the Federal Advertising agency, a prominent member of the Advertising club, we have obtained a copy of the famous recipe and recommend it to scrutiny of the macaroni and spaghetti experts. If it proved so popular with the advertisers, it should prove equally popular with most men in any business, and indirectly to the women, as it seems still to be their duty to please the men.

Recipe

SPAGHETTI: Have 2 quarts boiling water in sauce pan, add 1 tablespoon salt, put on range. Break $\frac{3}{4}$ of a pound of spaghetti into pieces of 1 $\frac{1}{2}$ inches each; put into water and boil for about 25 minutes. Drain well through a sieve.

SAUCE: Put in sauce pan 1 oz. of butter, some finely chopped bacon and about 6 fresh mushrooms, sliced, fry till brown; then add 2 gills tomato sauce or canned tomato puree, to this add some finely sliced or chopped cooked chicken; stir well and bring to a boil.

Put spaghetti in small brown casserole dish and pour the mixture just made on top, covering the entire surface and serve with grated cheese.

Commission Cites Jobbers

The North Dakota Wholesale Grocers association with headquarters at Grand Forks has been ordered by the federal trade commission to discontinue certain business practices alleged to be unfair methods of competition. The association is composed of most of the leading wholesale grocers of that state. It was organized about 15 years ago and is unincorporated.

The commission charges that the wholesalers were "cooperating with each other to fix and maintain wholesale prices; to prevent competitors from selling at less than the price so fixed;

to prevent manufacturers of wholesale products from selling direct to retailers and to confine the wholesale distribution to the self styled 'regular' and 'legitimate' channels of trade which they claim is from manufacturer to wholesaler to retailer to consumer."

Macaroni was found by the commission to be one of the products used by the organization as a medium of price fixing. Sugar, cereals and other grocery goods were likewise included among products that prevented other manufacturers from competing, thus tending to create grocery trade monopoly in their territory.

Macaroni and Macaroni ---Cheeses and Cheeses

In casting around for reasons why certain home prepared macaroni dishes are not as tasty and as pleasing as those eaten in other places, some women have finally decided that the fault may possibly lie with the quality of the products used.

One syndicate writer for the magazine sections of several hundred papers said recently that so much depends upon the brand of macaroni used that almost any macaroni recipe contains an element of uncertainty, and that almost every one who uses this most convenient staple often will have a favorite brand. Another uncertain element as to the outcome, when it is combined with cheese, is due to the fact that there are so many different kinds of cheese, only a few of which are really adaptable for use with macaroni.

Macaroni differs little from any other food; quality counts. The only difference seems to be that it blends easily with other foods and if the resultant dish is not as good as it should be, the blame may be on the other ingredient. American made macaroni has proven exceptionally high in quality. There are some inferior grades but in most cases they are offered to buyers who know what they are getting. In the matter of cheese for instance, the ordinary kind will make the highest quality macaroni or spaghetti insipid, lacking the "kick" which so many like to find in a dish of this food. Good cheese will naturally make a better dish than will the inferior kind, as will good butter, good tomatoes and other necessary ingredients.

Use only the best to get the best results.

Macaroni in Hawaii

The state of Washington enjoying a good trade with the Hawaiian islands through its chambers of commerce and steamship lines is seeking to greatly expand that business. Annually the state erects a suitable building at the

Hawaiian territorial fair in which to display Washington made products.

This year the state will erect 2 buildings and will exhibit such well known Washington food products as eggs, potatoes, candy, crackers, milk, flour and macaroni. It is hoped that by this year's exhibit the water borne commerce out of the Washington ports will exceed even the record of last year, which was the greatest in the history of that state.

Tariff Basis Change

The basis for the payment of tariff duty on imported goods as now calculated is entirely wrong, according to officials of the American Protective Tariff league. Under the law the duty is based on the production value of imported goods. The better basis would be the "American Import Value" system.

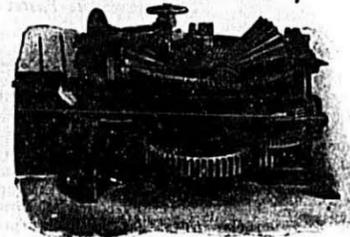
Foreign governments and manufacturers resent the activities of officials representing our treasury department who are abroad seeking from the books of exporters and manufacturers data upon which to base the dutiable value of merchandise offered for entry into the United States. These men seek exact information, covering foreign production costs, foreign market values and export values. It is contended that American manufacturers would strongly resent similar inquiries by foreigners seeking production costs, selling prices, trade secrets, and general examination of their books. The Trade league further argues:

"The competition which our producers meet is not for foreign market value, nor yet production costs, but selling prices. It is the competition which they are compelled to meet against foreign goods right here in the United States that concerns American business men. It would be much simpler for congress to adopt the 'American Import Value' system or the landed value of food goods in bond, insurance and transportation charges paid.

This system would avoid friction with foreign nations, manufacturers and exporters and would more nearly protect our product against foreign competition. The league charges that the present system is out of date and calls upon American manufacturers and American business men generally to urge a change in the basis of figuring the tariff duty to the real import value of products at the time they reach American ports.

Statements in support of this contention have recently been made by several macaroni manufacturers who contend that prices shown on a manifest seldom reflect the true value of the goods. Government drawbacks and extensions of credits all serve to affect the real value of the imported article at the time when it is offered in competition against American made goods, at which point it becomes of direct interest to American manufacturers.

D. & E. Kneaders



To The Trade:-

We wish to announce that we are building a complete line of Presses (both screw and hydraulic) Kneaders, Mixers, etc., also that we can furnish any repairs to Walton machinery now in use.

Your inquiries are solicited and will be given careful and prompt attention.

Yours very truly,
DIENELT & EISENHARDT, Inc.
R. F. BOGGS, Sales Manager

DIENELT & EISENHARDT, Inc.

1384-18 N. Howard Street
PHILADELPHIA, PA.

Established Over 50 Years

DRYERS

That will dry your macaroni perfectly

Stop all the waste—acidity—
cracked and moulded goods

Save labor 75%

USING

BAROZZI DRYING SYSTEM

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New York City District

Make money and better macaroni

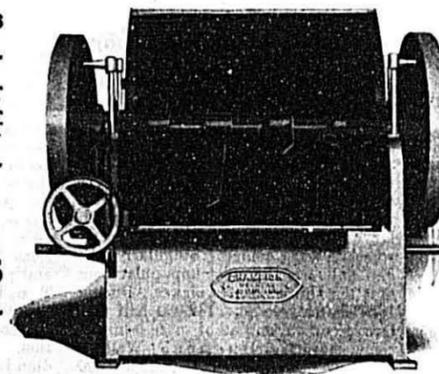
THE CHAMPION'S POLICY "BEST MACHINES AT FAIREST PRICES"

Special for Macaroni and Noodle Manufacturers

1 bbl. Champion Mixer B. D.	\$485.00	With 3 h. p. Motor connected	\$595.00
1½ 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
2½ 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.

HOME NOODLE MAKING

Replaced by Machine Product That Matches 'Grandmother's Noodles'
—Several Advantages Too—
Example of Publicity.

The prevailing tendency in the modern home is to avoid as much kitchen work as possible in preparing meals. With that end in view manufacturers of foodstuff have been putting up their products in small, easily handled containers with contents so prepared as to require very little attention before serving. Along this line the noodle makers are interested. For many years noodle making was confined to the homes, particularly among the German housewives. The product varied in thickness, taste and general appearance so that seldom was it served twice with the same results.

Recently noodle making on a large commercial scale was undertaken by those whose early training made them fully acquainted with the excellence of this product when properly concocted. The result is there are many modern noodle plants and large departments in macaroni plants where noodles are now considered an essential line. Every year there is noted a decrease in the home manufacture of noodles and the machine made food has found almost unexpected favor, even among those who "just loved grandmother's noodles."

There has been a consistent propaganda favorable to commercial noodles from the viewpoint of cleanliness, similarity and generally improved taste. Much still remains to be done along this line, though the noodle makers are alive to the possibilities that good publicity along this line offers this tasty and well liked product.

We are pleased to submit a little article taken from the women's page of the San Francisco Examiner of last month, showing what the Fontana Products company of that California city is doing along this line. Many others could profitably follow its example in their local papers, and encourage the consumption of factory made noodles.

Modern Conveniences

"It is indeed a task to make home made egg noodles. It requires a good deal of time, and really a scientific knowledge of the blending of the ingredients. However, it is unnecessary to bother making these pastes as long as we may buy FONTANA'S. These delicious egg noodles are made by expert chefs, who have spent years perfecting this delicate, tender paste. The wise housewife keeps a dozen packages of them on her pantry shelf so that she is never without the makings of either a main dish or to supplement a side dish. They lend themselves to every meal in the day, breakfast,

luncheon or dinner, and one can make really delightful supper dishes with them too, if one likes to serve something warm, because they blend with all shell fish, eggs, tomatoes, meats, chicken, cheese, etc. Just try FONTANA'S egg noodles and see for yourself how very superior they are. Why don't you serve them this coming Friday!"

Discounts Worth Money

Cash discounts are more important than many people think. It is not a mere 2% or 3% now and again for the business man, but a steady margin of extra profit which can be had without any question of doubt or risk. It is merely a matter of prompt payment and it is much better business if necessary, to borrow the money and to pay 6% than to pass these discounts by.

Figures have been carefully tabulated by the National Association of Credit Men to show just what these discounts amount to when figured in terms of one year. We are inclined to think that a discount of 1/2% in 10 days isn't worth bothering with, and yet it amounts to 9% a year, which is twice what the average bank pays on deposits.

Study the table printed below and see what you are losing or making as the case may be. Notice the fine discount possible of 54% on a 3% discount for the 10 day period. This table should be pasted up above every business man's desk and referred to frequently:

1 1/2%	in 10 days—net 30 days—equals 27% a year.
1%	in 10 days—net 30 days—equals 18% a year.
2%	in 30 days—net 4 months—equals 8% a year.
2%	in 10 days—net 60 days—equals 14% a year.
2%	in 30 days—net 60 days—equals 24% a year.
2%	in 10 days—net 30 days—equals 36% a year.
3%	in 10 days—net 4 months—equals 10% a year.
3%	in 30 days—net 60 days—equals 36% a year.
3%	in 10 days—net 36 days—equals 54% a year.

SUPPLYING NATION'S CHANGE

Supplying the wealthiest nation in the world with change is a job of tremendous proportions. During 1924 the United States mints struck off \$9,394,000 cent pieces and 28,815,000 nickels. The small change of the nation was enlarged by 37,940,000 dimes and 16,892,000 quarters. While a drive was started to popularize the silver dollar, only 13,539,000 of the "silver wheels" were coined. Singularly, the half dollar is the most unpopular coin that the United States makes. During 1925 there were just 142,080 half dollars struck off, and all of these were the commemorative Huguenot-Walloon coins. The mints coined 10,300,500 double eagles.

MACARONI, POTATOES

High Prices of Latter Due to Crop Shortage—Will Lead to Switch by Consumers to Pastes Products.

While farmers who have potatoes to sell will find comfort in the recent assurances of the Department of Agriculture at Washington that prices are likely to remain high because of the practical shortage in the 1925 potato crop, macaroni manufacturers may also be rightfully elated over the report. It is quite generally conceded throughout the industry that the potato prices affect macaroni consumption; when potatoes are scarce and the prices high macaroni in its various forms is more frequently substituted for potatoes.

There seems to be no relief for the potato consumer through imported stocks from other potato growing countries because the 50c per 100 lbs. tariff on potatoes is a barrier against heavy importations unless potato prices go sufficiently high to warrant importation in the face of this heavy duty.

Government officials have estimated the crop in the United States at 353,266,000 bu. as compared with 450,000,000 bu. in 1924. This means a general decrease in the potato crop of slightly more than 22%. Though the 1924 crop was a bumper one the 1925 production is considerably below the 10 year average.

With durum wheat plentiful and of unusually high quality and with a large market for macaroni products among the heavy potato consumers, macaroni manufacturers are in a position to profit from a natural situation thus created. It should result in a heavier demand throughout the fall and winter at prices that will mean profits to the industry.

Specialty Men Organize

The leading food specialty manufacturers of Canada have organized what is known as the grocery specialty section of the Canadian Manufacturers association, which will work along the lines of the American Grocer Specialty Manufacturers' association that has been so successful in this country.

It was found practical to continue as a unit in a larger organization though its staff of officers is striving to improve business policies between specialty manufacturers and the jobbers. Among the problems which the new organization will tackle this year are standardization of food containers, uniform invoice forms, better hotel accommodations for traveling salesmen, and general policies of trade with distributors. T. B. Dundas, salesmanager of the Dominion Glass company of Toronto, was chosen chairman of the new organization, and W. R. Drynan of the Canadian Ltd., of Hamilton, Ont., is the new secretary-treasurer.



Know a Workman by his Tools

IT MAY be that a clever man could build a Swiss watch with a Ford tool kit. But no one would expect him to do a good job,—to save money or to satisfy his customers. Modern manufacture is a question of good tools and sound methods. A single machine does the work today that took the time of a dozen men last year.

And the factory with the best tools and the soundest methods will do the best work at the lowest price.

Good tools and good methods are a feature of the Anderson-Tully plant. Saws are kept sharp, machines in expert running order. Equipment is up to the minute.

The result is that Anderson-Tully boxes fit your product, deliver it to your customers unfailingly and are supplied to you on the minute. Manufacturing economies mean that you get a quality product at a "cheapest in the long run" price. Let us quote you.

ANDERSON-TULLY CO.
Good Wood Boxes
Memphis

Buhler Brothers'

for Quality

The BUHLER PASTE GOODS PRESSES

Combined with the Chassis-Drying System is the most economical method for manufacturing Macaroni.

No Handling by Hand

No Sticking Together

No Waste From Cutting

Finest Quality Goods

Highest Efficiency

Greatest Economy



For information and catalogues please ask

Th. H. Kappeler

Sole Distributor for Buhler Machinery
NEW YORK OFFICE, 44 Whitehall St.

Grain, Trade and Food Notes

Promoting Wheat Cultivation

The Italian press has been occupied with controversial discussion as to the possibility of the country's supplying its cereal needs in the near future, as reported by the office of the American consul at Rome. Some experts are of the opinion that Italy should raise enough wheat to feed her people; others hold that all the land suitable to cultivation of wheat is already devoted to that purpose and that per acre yields could never be made sufficiently high in southern Italy, where the climate is a particularly difficult one for wheat raising, to bring the total yield up to an amount which would make the country self supporting in this respect. Mr. Mussolini is quoted by the press as saying that "Italy can and must feed herself" and is reported to have constituted himself the leader of what he terms the "battle of the wheat." To this end outline of a bill was approved by the cabinet providing for the constitution of a permanent committee to increase wheat production in Italy. The committee will be composed of 9 members, those for the 3 year period 1925-1928 having already been appointed. The committee will make a detail study of the means most adapted for increasing wheat yields, which will be referred to the government. The necessary funds for the work of the committee will be duly appropriated from the national budget.

Reimposes Duty on Macaroni

A. A. Osborne, assistant commercial attache, Rome, says that on July 24 the Italian cabinet approved the decree imposing the following duties per quintal (220.4 lbs.) in gold lire (.193 cents): wheat, 0.75; rye, 0.045; oats, 0.04; corn, not white, 0.015; wheat flour, 0.115; rye flour, 0.065; oatmeal, 0.06; yellow cornmeal, 0.0315; semolina, 0.155; bread, hardtack and macaroni, 0.15; and bran, 0.02. This is the first imposition of a duty on wheat since Feb. 1, 1915, the date of the original temporary suspension. The cabinet also approved other measures for encouragement of grain growing, including organization of provincial propaganda commissions and special associations for production and distribution of selected seeds, awarding of prizes to growers, etc.

Egyptian Wheat Crop Larger Than in 1924

The Egyptian wheat crop was estimated to be 36,633,000 bu. as compared with 34,186,000 bu. last year, according to August figures from the International Institute of Agriculture at Rome. This estimate completes the total for the North African countries which are important sources of supply for hard wheat in the markets of the Mediterranean countries. In these markets North African wheat enters into competition with American durum

wheat and will no doubt be an important factor in the market situation.

The aggregate production of Morocco, Algeria, Tunis and Egypt amounts to 105,000,000 bu. against 30,000,000 bu. last year, an increase of 25,000,000 bu. or more than 25%. Most of this increase has occurred in Algeria and Tunis which are the principal exporters of this region. The combined production of these 2 countries is about 19,000,000 bu. greater than last year and a large part of this increase will probably be available for export.

The Egyptian estimate brings wheat production in 18 countries of the northern hemisphere to 2,147,000,000 bu. against 2,098,000,000 bu. produced by the same countries last year. These countries represent more than three fourths of the northern hemisphere crop outside of Russia and China and about two thirds of the world crop excluding Russia and China.

England and Wales Crops Decrease

Production of cereal crops in England and Wales is slightly below that of last year, according to a cablegram to the United States Department of Agriculture from its agricultural commissioner in London. This is the first European country to report decreased wheat production this season as compared with last year. The wheat crop of England and Wales for this season is estimated at 48,000,000 bus. against 50,000,000 bus. last year; barley 43,225,000 bus. against 44,142,000 bus.; oats 87,766,000 against 102,629,000 bus.

Latest World Wheat Estimates

Late estimates received by the Department of Agriculture on world wheat production bring the total for 18 countries up to 2,148,000,000 bus. compared with 2,098,000,000 bus. for the same countries last year. Wheat production in French Morocco, included in these figures, is estimated at 21,091,000 bus. against 23,884,000 bus. last year, and an earlier forecast of 19,584,000 bus. for this season, according to a cablegram from the International Institute of Agriculture in Rome.

Durum is 6 1/2%

Of the entire wheat crop in the United States for 1925 durum wheat equals about 6 1/2%. North Dakota, South Dakota, Montana and Minnesota produces about 90% of the durum wheat crop. Altogether too large a percentage of this year's crop is mixed with other wheats making the grain impractical for macaroni purposes. The 1925 durum crop is rather light in weight, though quite uniform in quality in sections where care was exercised in selection of seed.

Indian Wheat Estimate

The final estimate of the Indian wheat crop for this year is 324,651,000 bus., compared with a previous estimate of

323,415,000 bus., according to a cablegram from the Indian department of statistics in Calcutta. Final estimate of the harvest last year was 363,888,000 bus.

The crop harvest this season, the department says, is only slightly above the domestic requirement, which is roughly calculated at 320,000,000 bus. Assuming domestic needs during the coming season to be near this requirement, the surplus available for export and carry-over from the new crop would be about 5,000,000 bus.

Official estimates of exports from the new crop are not yet available but reports from private sources indicate that from the beginning of the crop year April 1, exports to Aug. 1 have already amounted to 5,000,000 bus. or about the same as the estimated surplus.

Consumption of wheat in India, however, varies considerably, not only with domestic production of wheat but also with production of other food grains such as millet and rice. Good harvests of these crops may result in smaller domestic consumption of wheat and some increase in the amount available for export.

Paste on Garage Wall

Here is some wise counsel William H. Stewart automobile school of New York city gives to drivers in the American magazine:

- Don't try to pass another car on a curve; you'll get hurt sooner or later.
- Don't speed; only amateurs do it.
- Don't drive in trolley car tracks; they'll get you into trouble.
- Don't splash mud on innocent bystanders; it's a thoughtless, cruel trick.
- Don't lock your brakes when you start to skid; you'll lose control of your car.
- Don't drive fast on wet pavements; you're bound to regret it.
- Don't cut across the inside of a curve; sometime you'll meet another car head on.
- Don't seek to pass another car without first giving a warning toot of your horn; you may get sideswiped.
- Don't back your car without looking behind you; there's always something there.
- Don't ride in the middle of the road; another road hog will tangle with you eventually.
- Don't race your motor, slam your doors or sound your horn late at night; the neighbors may wake up and shoot you.

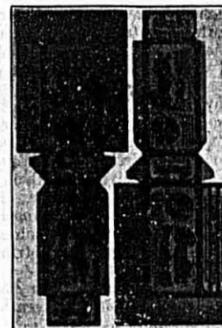
Necessity may be the mother of invention but more often than not she is childless.

Most people neglect doing tomorrow what they have put off today.

September 15, 1925

THE MACARONI JOURNAL

3



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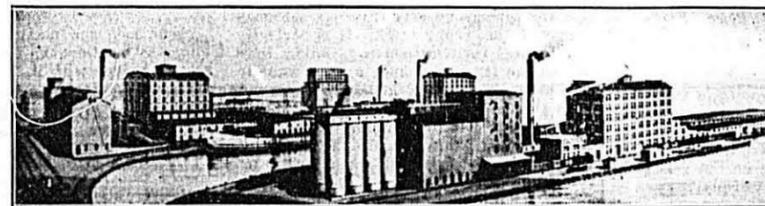
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The Macaroni Journal

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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.

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Display Advertising . . . Rates c. Application
Want Ads Five Cents Per Word

Vol. VII September 15, 1925 No. 5

SCHEMING BUYERS VERSUS WEAK SALESMEN

Former Ply Letter With Stories of "Too High Prices" and Non-existent Competition—Three Corned Price Fight Case in Point.

Weak salesmanship causes nine tenths of the troubles in the macaroni manufacturing industry, according to a leading macaroni manufacturer whose products enjoy a wide distribution, commenting on the general practice among buyers of playing one macaroni manufacturer against another for the purpose of beating down prices on macaroni products. The buyers of macaroni have proven themselves better salesmen than are the macaroni manufacturers and their sales forces. As a result the industry merely exists with little prospect of prospering, unless macaroni manufacturers show a little more backbone.

The object of the average buyer is to get the products he wants at as low a price as possible and to do this he tries to sell the salesman on the proposition that his price is too high. Too many macaroni salesmen go in to sell a buyer, but instead of selling the buyer on the basis that their price is right, they come out "sold" on the proposition that their quotation is too high and that the price which the buyer offers is an equitable one in spite of the fact that it rarely covers the cost of manufacture and, in very few cases, covers the cost of production plus sales expense. Macaroni manufacturers pay

their salesmen to sell macaroni and not to give it away.

The pet scheme of buyers is to make our salesmen meet competition that does not really exist. This is done by quoting a hearsay statement as to offerings of goods at a lower price or special deals. Not usually to be outdone by competitors we too frequently fall for this scheme to the detriment of ourselves and the entire industry.

It seems that there is too great a tendency on the part of the industry to believe anything that is said about competitors and to forget that the buyer is seldom interested in the actual manufacturing cost of the article he is buying.

Cognizance should be taken of the vitally interesting fact that a manufacturer will naturally quote a price that includes a legitimate profit, and when figures are quoted below the cost of manufacture it is either a matter of ignorance or because that manufacturer feels that he is prompted to quote these low figures because of unfair competition.

A case comes to mind where 3 manufacturers in a certain territory are now quoting a price that does not give them a chance to make a dollar of profit. They practically dominate that territory and the 3 alone are quoting the low prices, each blaming the other for his acts. A comparison of notes would prove to the heads of these 3 concerns that this ruinous fight is caused by their own salesmen, each reporting against the other. A macaroni manufacturer that tries to run a business on the reports he gets from his salesmen is on the wrong track. It is perfectly natural for a salesman to follow lines of the least resistance and to want to meet competition at every turn. A salesman in touch with the trade all day and being continually pounded by alert, sharp buyers with the statement that his price is too high naturally inclines to this belief.

The foundation of these statements of buyers is frequently found in territories where macaroni manufacturers, not content with supplying their own particular territories at a profitable figure, quote low prices for the mere purpose of picking up some stray business. These manufacturers overlook the fact that when they start in the way of concessions in any special territory, sooner or later they will spread to his own territory and that there is no manufacturer that can name a price so low but what someone else can name a lower one.

Information Wanted

A progressive firm in New England is making an exhaustive research of our industry, particularly with reference to the progress being made in America by the general trend from selling in bulk to packages. Statistics on this phase of the business are asked. It is generally recognized there is a scarcity

of dependable data on macaroni production in this country and hardly any at all on the question of package goods.

Some of the questions are submitted herewith, and anyone able to throw light on any of them will give valuable information, not only to the inquirer but to the whole industry. Other firms have conducted researches and it would be a pleasure to receive from them a compilation of figures, data, etc., derived therefrom so that a composite table of information on this subject may be prepared for general distribution to the industry.

Send in any information you may have on any of the questions given below.

1—How much macaroni (approximately) was produced in the United States in 1924?

2—What percentage was bulk? What percentage package?

3—Have you figures showing increase or decrease in macaroni production in this country, also relative increase or decrease in bulk and package goods?

4—What are the most popular sizes in package goods?

5—Has the machine method of packaging goods proven superior to the hand packaging methods? (Machine men, please answer.)

6—Do you know whether package goods manufacturers on the whole use the machine or hand packaging process?

It's always safe
To swat a fly
Unless he's on
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LEGISLATIVE AND VIGILANCE COMMITTEE

M. J. Donna, Secretary
Braidwood, Ill.

Dr. B. R. Jacobs, Representative
2026 I st. N.W., Washington, D. C.

VIGILANCE COMMITTEE ACTIVE

The reorganized vigilance committee of the National association has been quite active since the Atlantic City convention. It has interested itself more in corrective work rather than the prosecution of offenders, though it has not hesitated to do the latter in necessary cases.

To avoid accusations that macaroni manufacturers are perhaps personally interested in the activities of the vigilance committee, the 1925 conference of macaroni manufacturers wisely suggested that this work be put in the hands of non-manufacturers. Seeing the wisdom of this suggestion the National association placed this work in the hands of its Washington representative, Dr. B. R. Jacobs, 2026 I st. N.W., Washington, D. C., and Secretary M. J. Donna, P. O. drawer No. 1, Braidwood, Ill.

Some efficient work is being done through the health commissioners of various states and large cities. Here is an instance of its effective propaganda.

A sample of noodles was submitted to the municipal chemist of a large upstate city in New York for analysis. The chemist's findings were as follows: "These noodles are artificially colored but the amount of color is so small that I am not able to identify it." The health commissioner was of the opinion that the noodles examined could hardly be termed "adulterated" and hesitated to prosecute the distributor. The vigilance committee was of the opinion that this commissioner did not fully understand the provisions of the laws governing noodle manufacture. He gained an entirely different viewpoint on receiving the explanation of the law from Dr. B. R. Jacobs of the vigilance committee as follows:

"Under the federal standards, noodles and egg noodles are synonymous and are required to contain a minimum of 5.5% of egg solids and the use of artificial color is strictly prohibited regardless of whether or not a declaration of color is made on the label. Five per cent of egg solids imparts a distinct yellow color to a product of this type

but this color is no more perceptible than minute quantities of artificial color. These minute quantities of added color give the finished product the appearance of containing eggs and therefore tend to deceive the consumer more than larger quantities of added color which are obviously that and not added eggs. We feel therefore that it is more essential to prohibit the addition of minute quantities of color even where identification of the color is not possible."

Another case that shows the good work being done by this vigilance committee which volunteers to handle any worthy case, whether a complainant, a defendant, or the innocent public may seek to file it, recently took place on the other side of the continent.

A macaroni manufacturer sought advice as to what the law provides in the matter of blends of flour and semolina for macaroni manufacture. The vigilance committee advised that there was no provision in the law excepting the general regulation which required that every statement made on the label of the package containing food product must be true.

Macaroni manufactured from flour and semolina blended must be labeled as of the raw material that predominates in the blend. This is the general rule followed by the food officials of the country. If flour and semolina are blended and the blend contains more semolina than flour the manufacturer may properly term his product "Semolina and Flour Macaroni." If the flour in the blend exceeds the semolina then the label should be "Flour and Semolina Macaroni." In brief the predominant ingredient should be named first on the label of contents.

The vigilance committee invites correspondence on any questions that are puzzling manufacturers as to the laws governing the products manufactured or marketed, and will welcome the submission of samples of products suspected to be improperly labeled and unfairly represented to the consumers. Complaints and samples should be sent either to the headquarters at Braid-

wood, or to the office of the Washington representative.

Why an Association?

By A. C. Pike, Secretary Canadian Wholesale Grocers Association

All of us know more than any of us; few of us realize how little most of us know about the daily business of each of us until we begin to meet the rest of us and talk things over among the lot of us.

More or less wise old Ben Franklin said, "We must hang together or hang separately."

We are all in the same boat—very few ever advance much in profits and prosperity unless the trade as a whole advances. Pull together for the good of all and bring prosperity to you much quicker.

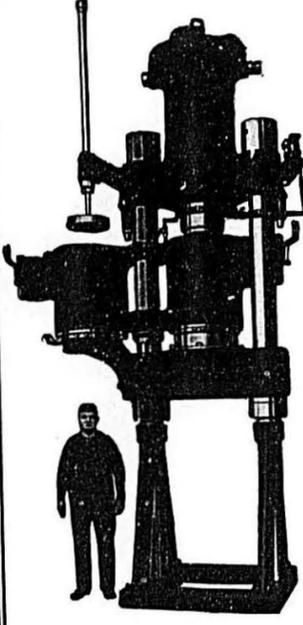
Macaroni manufacturers who are not members of their trade association should read the "3 WHYS!", digest them and make up their mind right now that they will be.

Real Expansion Through Cooperation

"No man is smart enough to work out his problems alone." That is the opinion expressed by E. D. Gibbs, advertising director of the National Cash Register company, Dayton, O., in a discussion of what is a positive assurance of success in business. Throughout his talk he leaves the impression that only small men know it all; the real big fellow is willing to listen and learn. He said:

"It is interesting to observe how the really big men who are holding down big jobs ask for suggestions. They go about with open minds. They are not hampered by precedents; they are willing to change their minds if better ideas are found.

"This is the true test of the really great man—his willingness to take advice from others, even though that advice may be opposed to his own views and ideas. Train your men (and yourself) to cooperate with others. Teach them to have open minds. Give them the benefit of frequent consultations, of meetings, of helpful books and other literature. Expansion goes with cooperation."



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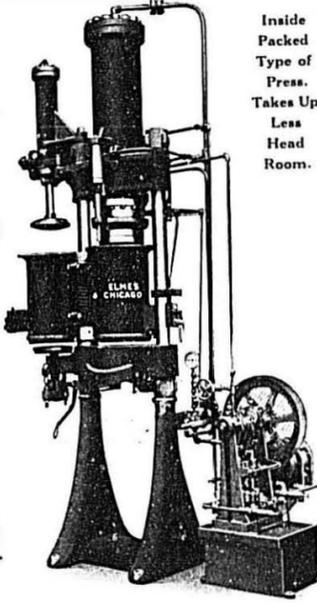
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