

**THE
MACARONI
JOURNAL**

**Volume 7,
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**January 15,
1926**

The Macaroni Journal

Minneapolis, Minn.

January 15, 1926


Volume VII

Number 9



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

Wish and Resolution

 WITH the continued good will and confidence of the Macaroni Manufacturing Industry of America, the friendly cooperation of the varied allied trades, and with the support of the advertisers in this, our official organ, the Year 1926 should be for us one of Happiness, Prosperity and Good Cheer.

In appreciation of all this, we hope that the New Year may be successful likewise for our many friends to whom we pledge Service and unflinching Loyalty.

National Macaroni Manufacturers Association



Stein Hall's



PURE
FRESH
SWEET
CLEAN
ECONOMICAL

Unexcelled for noodles

Stocks in principal cities
Write for Samples

ALSO ALBUMEN
AND WHOLE EGG

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January 15, 1926

THE MACARONI JOURNAL

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YOU MUST MOVE, TOO--OR TAKE DUST

By Ernest V. Madison



In the business life of today the man who does not keep in close touch with the progress of his field, will find himself in the dust raised by those who have done so.

For business life in America moves ahead. What is modern today may be antiquated tomorrow.

The Macaroni and Noodle Manufacturer must keep up with the procession. He must appreciate and utilize the knowledge of others in his field, because no one man ever knew more than all of his co-laborers. This knowledge is available to him in the editorial pages of The Macaroni Journal.

He must know Machines, Methods, Materials; their special adaptability and where they can be purchased. This knowledge is available to him in the advertising pages of The Macaroni Journal.

The advertising pages of this publication record the progress in this field. There in picture and paragraph, produced by trained advertising minds, the advertisements tell you in an interesting and educational way what the manufacturers in this field, are accomplishing.

And, we know, from letters they have written, that many of our readers turn to these advertising pages every issue. Do you—?

Good Friends-- We Thank You!

at this time

For all the many courtesies you have shown us in the year just closed.
For the splendid increase in business which you have given us.
For the many generous compliments you have seen fit to pay us on the quality of our products,—and in return—

We Pledge Ourselves to Keep Faith

with you by maintaining throughout the New Year the same high standard of **QUALITY AND SERVICE** which have pleased and helped you in building up your own business in 1925.



QUALITY

SERVICE

Eat More Macaroni—the

Best and Cheapest Food

MINNEAPOLIS MILLING CO.
MINNEAPOLIS, MINN.

THE MACARONI JOURNAL

Volume VII

JANUARY 15, 1926

Number 9

Prosperity for 1926

We have entered the New Year. What has it in store for the business of the country? What will it bring to the macaroni manufacturing business, in particular?

Conditions and circumstances that affect any of the main lines of business will similarly affect practically all other lines. Therefore a survey of the possibilities in 1926 will show the general trend of business, even in our industry.

Economists and business experts who spend their time studying the past, present and future seem to be generally agreed with regard to the exceptionally favorable prospects for business in the New Year. Some even predict that it will prove to be one of the most prosperous periods in the history of the country. All of these prophecies and predictions are based on the prevailing favorable aspects in practically every phase of business, industry and commerce.

Among the encouraging conditions considered in the survey may be mentioned the following:

The country is generally prosperous now and the people are riding on a wave of prosperity that should reach its greatest height during the New Year.

The record breaking savings deposits in the banks of the country and the steadily increasing volume of the daily bank clearings are dependable barometers.

Another good barometer is the business of the mail order firms—a most certain indicator of prosperity or the reverse. Practically all of the firms in this class report a steadily increasing business, which leads to the logical conclusion that the people throughout the country are buying more freely.

Unemployment at the present time is less than at any period since the 1920 slump, and if the consistent and steady industrial expansion of the past year continues, as most leaders predict will be the case, unemployment in 1926 will be reduced to those who "love not work."

Wages are unusually high and in some lines have reached their peak. Readjustments may be necessary in several lines of business to bring about the promised prosperity, but these will be accomplished with very slight business disturbances.

The government leaders frown upon any changes in the present tariff laws except those absolutely necessary to cover immediate needs. This will free the country of the periodical fear that usually attends tariff meddlings.

The present administration's economy program will have

a salutary effect on business. The year 1926 will find a lower federal income tax and a general reduction in taxation from which every class will benefit.

The farmer's position is daily becoming more satisfactory. His fine 1925 crops are selling at fair prices. Improvements in future crops and the corresponding increased income for 1926 will tend to make the position of the farmer even more favorable than at present.

The per capita earnings of the American people have exceeded all past records. This enables them to live better, buy more freely and to be more contented.

Export trade is receding in lines that were abnormally expanded during and since the war, but is showing a natural and healthy increase in other lines, the general tendency being to establish a more satisfactory trade level.

• • •

In our own industry conditions are satisfactory, though there is room for improvement in many sections and along certain lines. The leaders look for at least a continuation of the present favorable trend.

Semolina prices are high, in sympathy with wheat. This serves to curb the practice of selling the manufactured products at ridiculous prices. On the other hand it encourages substitution in raw materials from which the whole industry suffers.

Admitting the need of greater tariff protection, macaroni men everywhere concede that there is little possibility of relief along this line in the immediate future. The fight on imported goods will be along the line of better quality of American macaroni products, cleanly made and honestly sold.

The macaroni men stand to benefit from any legislation or conditions that help any other line, but the greatest needs of this business to insure the 1926 promised prosperity are—Closer cooperation between manufacturers in a general (or in individual) campaign to educate the millions of Americans as to the true food value of macaroni products.

Indications are that the year 1926 will be a prosperous one. Good business judgment will make it so. Upon your actions and those of other Macaroni Manufacturers depends the Prosperity that all are hoping for in the New Year.

COLORFUL RUMANIA

Fad Extends Even to Foods—Prefers Yellow Alimentary Pastes—Milling Development in Danube Basin.

The people of Rumania, like their neighbors in other Balkan countries, have a natural love for colors which they manifest in their picturesque costumes. This love for color also extends to the foods of Rumanians, judged by the preference shown for yellow alimentary pastes as stated in an interesting article on "Braila As a Milling Center" by Dr. Ing. Wladimir V. Mendl in the Dec. 16 issue of the Northwestern Miller.

The article is well illustrated and contains a complete history of the flour milling development in the Danube river basin. As is frequently the case in Europe millers are often bakers and macaroni makers. Mr. Mendl tells of two alimentary paste manufacturers in Rumania, the Verona plant and the Valerianos and Lychiardiopoulos factory. The author's reference to macaroni manufacturing plants is quoted herewith, in part:

"The Verona mill destroyed by fire in 1914 was rather a complex of industries. It included a paste factory for 10 tons in 14 hours, a systematic pearl barley plant, husking machinery for peas and a barley clipper. Mr. Verona erected the paste factory after noting the considerable export of macaroni from Italy. Although he brought specialists from that country and gave them any kind of raw material they wanted, he found out that he could not compete with the Italian pastes.

"The cause is to be sought in the subvention which the Italian government is according to this particular kind of export, whereas the Rumanian government was not disposed to take the same protective measure. Nevertheless the factory succeeded in getting a market in the interior of the country. The peasants did not want to buy vermicelli for their soup unless it was colored yellow. Upon learning this Mr. Verona had a small quantity of dye added to his pastes, and soon had a satisfactory sale. People were wondering how he could sell at so low a price, 'as eggs alone (which it was supposed to contain) were worth much more.'

"Lychiardiopoulos Brothers have founded 2 auxiliary industries in connection with their milling plant. The

first and older of these is the macaroni and paste factory of Ambatis and Lychiardiopoulos. Its capacity is 5 tons of pastes in 8 hours, the works using 7 rotating macaroni driers of 2 tons capacity each. The machinery is of French and Italian make. The second industry is a biscuit factory. It is capable of an output of 2 to 2½ tons of biscuits per day of 8 hours. The machinery is of German manufacture."

Ten Commandments for Success in Life

By Charles M. Schwab

1. Work hard. Hard work is the best investment a man can make.
2. Study hard. Knowledge enables a man to work more intelligently and effectively.
3. Have initiative. Ruts often deepen into graves.
4. Love your work. Then you will find pleasure in mastering it.
5. Be exact. Slipshod methods bring only slipshod results.
6. Have the spirit of conquest. Thus you can successfully battle and overcome difficulties.
7. Cultivate personality. Personality is to a man what perfume is to a flower.
8. Help and share with others. The real test of business greatness lies in giving opportunity to others.
9. Be democratic. Unless you feel right toward your fellow men you can never be a successful leader of men.
10. In all things do your best. The man who has done his best has done everything. The man who has done less than his best has done nothing.

Pursuit of Happiness

Ernst Jonson, in Atlantic Monthly

American democracy was dedicated to the pursuit of happiness. The aim has been realized to an extent which is astounding. We have ninety per cent of the motors of the world, and control seventy five per cent of its oil; we produce sixty per cent of the world's steel, seventy per cent of its copper and eighty per cent of its telephones and typewriters. No other people in the world is so free to devote itself to the quest of a good time as we are; nowhere else can the masses of the people so abandon themselves to the enjoyment of thrills.

Don't strain too hard—tell a good story and leave the rest to the prospect.

PUBLIC OWNERSHIP

Federal Regulation Involves Red Tape and Wasteful Results—Incident of Loss From Long Distance Management—Dangers.

The America of today is the result of an accumulation of successful individual efforts unhampered by the annoying regulation of government-supervised business. Illustrating this point the Forbes Magazine quotes a story concerning Robert Dollar, America's most renowned ship owner.

"When the Dollar Steamship Line took over certain ships owned and operated by the government the veteran head of the line, Robert Dollar, took a ride on one of them. In making his rounds he found the ship's supply of brass entirely unprotected.

"Don't you have a lot of this brass stolen?" he asked the captain. "Yes, we get cleaned out on almost every trip." "Then, why on earth don't you put up a wire screen to protect it?" asked Dollar. The captain explained that he had repeatedly urged Washington to allow him to do this, but always without results. In a few hours the job was done.

"This throws a flood of light on how government ownership does not work. Yet there are still some misguided citizens who are obsessed by the delusion that the government should own and operate all sorts of industries. America has not been raised to the very front rank among modern nations by its political office holders, but by its industrial, financial, transportation and scientific leaders."

A Perilous Undertaking

Many of the leading business men of the country agree that the government has no right to interfere unduly in business. This same view is held by many government officials. On this subject we quote President Calvin Coolidge as follows:

"They have government ownership abroad. It takes 23 men in Germany to move a ton of freight one mile, 24 men in Italy, and 31 in Switzerland. In the United States it takes only 5 men. It is interesting to note also that reduced terms of bread and butter railroad employes in these countries show weekly earnings of about one third those in this country. Measured by our experience, by inefficiency of service, by rate of wages paid, we have everything to lose and nothing to gain by public ownership. It would be most perilous."

Business Opportunity in Value of Macaroni as Substitute for Potatoes

The shortage of the American potato crop and the resultant high price of this most common of foods presents an opportunity for greatly increasing the consumption of macaroni as a substitute.

While a national campaign spreading the propaganda of macaroni in place of potatoes would have an everlasting benefit, time will hardly permit the organization of the industry behind this movement this season.

THE WISE MACARONI MEN WILL LAUNCH A MOVEMENT AND SUPPORT ANY ACTIVITY THROUGH HIS SALES FORCE AND CUSTOMERS TOWARD THIS END.

Potatoes at 6c a lb. are almost classified as luxuries by housewives who ordinarily pay less than one fifth of this price. Macaroni products at 3 times this cost offer many times the returns in food value.

The present high price of potatoes is due to the crop failure of the past year. This situation will redound to the good of the macaroni industry only if the macaroni manufacturers will take advantage of it.

Has it occurred to you that this common vegetable is a "spud" at "6 bits" a sack, but a kingly potato at \$3 or \$4? Also that as it takes on the superior quality of high-pricedness it becomes more palatable and more sought after?

Now, more than ever, the industry needs well planned individual or group sales campaigns to show the American housewives the advantages to be gained by substituting our products for the expensive potato.

Many firms are already in the midst of a campaign toward this end. Some of them are repeating with added force their potato substitution campaigns they have proved so successful in the past. Among these have been mentioned the C. F. Mueller Co. of Jersey City, N. J.

Last November Lloyd M. Skinner of the Skinner Manufacturing Co. circularized the industry urging macaroni manufacturers to carry on an active campaign through their sales forces to increase the use of macaroni products in substitution for potatoes. Some very convincing facts were presented and distributed to the domestic science teachers, the trade press and newspapers. He personally offered a prize

Cause of Potato Shortage

This story may disclose the cause of the potato shortage that is confronting the people of the country. The scene is laid in the southland, the so-called home of the hook worm.

A tourist spying a native sitting on a tree stump inquired how things were with him. "Stranger," replied the old fellow, "things are doing powerful well. I had a pile of brush to burn and the lightning set it on fire, thus saving me the trouble of burning it up. I had several trees to cut down but a cyclone came along and leveled them for me thus saving me the trouble of cutting them."

"Remarkable," said the tourist, "but what are you waiting for now?"

"Waiting for an earthquake to come along and shake the potatoes out of the ground. Otherwise I have nary a complaint to make about things generally."

for the ten best recipes for use of macaroni products in place of potatoes and urged the macaroni manufacturers to join with him in this work.

Macaroni products are much superior in relative food value to potatoes and adapt themselves to so wide a variety of preparation as to please all palates and make them natural substitutes. There can be recommended "Macaroni au Gratin" for the principal meal, "fried egg noodles" for breakfast, "spaghetti" for soups, "Elbow Macaroni" for salads and other combinations too numerous to mention, but unheard of unfortunately in many American homes.

Seven Comparisons

To assist manufacturers in planning their sales arguments we present the following facts, leaving them to be developed according to the ideas of the individuals:

1.—As a comparison in food values we offer the following table taken from Farmers Bulletin No. 142, issued by the Department of Agriculture (1910) and compiled by W. O. Atwater, nutrition expert of that bureau:

	Macaroni	Potatoes
Water	10.3	62.6
Protein	13.4	1.8
Fat	.9	.1
Carbohydrates	74.1	14.7
Ash	1.3	.8
Calories per lb.	1645	295

2.—Another strong argument in favor of macaroni is the fact that in cooking it increases in volume while the opposite is true of potatoes.

3.—A great percentage of the mineral in potatoes is lost in peeling. Macaroni is practically 100% digestible, while the refuse in potatoes is approximately 20%.

4.—Macaroni products costing very little more than potatoes furnish the consumer with many times more calories, pound for pound. Macaroni is exceedingly more rich in carbohydrates and many times richer in proteins, particularly when accompanied with tomatoes and cheese as required in most recipes.

5.—When served with milk macaroni becomes a balanced food with all the required calcium and phosphate ingredients.

6.—Potatoes at 6c a lb. are more expensive than macaroni—the better balanced food at 20c a lb. when considered from the food value alone.

7.—To all the foregoing may be added savings in labor, cleanliness in handling and pleasure the consumer gets from having a variety or a change. There, then, we have a convincing argument for the more frequent substitution of macaroni products.

Per Capita Shortage

Every man, woman and child in the United States is short about one bushel of his or her allowance of potatoes this year, according to late official figures. The government bureau of agricultural economics estimates that the 1925 potato crop is equal to only 2.8 bus. per capita for the entire population of the country as against 3.75 bus. per capita in 1924.

The 1925 Canadian potato crop is reported at slightly in excess of 74,000,000 bu., about 21% short of the 1924 crop. The 1925 crop in that country is the smallest since 1916. The average yearly consumption of potatoes in Canada is approximately 90,000,000 bu. In that country there needs be considerable

(Continued on page 11.)

Notes of the Macaroni Industry

200 Years in the Trade

In a well illustrated article, 3 columns wide, the Dec. 20, 1925, issue of the Boston Morning Globe gave a history of the Torregrossa family's macaroni manufacturing career that extends over a period of almost 200 years. Starting with the grandfather and continued by the father in Italy, the business has continued and is now represented by a small but modern plant in the north end of Boston.

The article refers to the historic neighborhood in which the plant is situated. "Close by it is the old Charter House with its gambrel roof, said to have been built about 1696, and also said to have hidden the charter sent the Massachusetts colony by William and Mary. Across the street once stood the mansion of the royal governor, Sir William Phipps. Aroundabout were the homes of the gentry of that day. Into them, some years later, were brought the wounded British and Americans from the Battle of Bunker Hill. Facing the factory is the end of Salem street with the Old North Church of Paul Revere fame, just a few doors down. In this classic atmosphere is modern macaroni made. The plant is in the Italian section, approximately 35,000 of the race living in that neighborhood. Italians tend the machines, the shop, and are the principal customers, forming a homelike connection between maker and consumer."

Remodeled Plant in Operation

The old macaroni plant of the Keystone Macaroni company, 6th and Spring sts., Lebanon, Pa., has been remodeled, entirely equipped with modern machines, and was placed in operation last month to help supply the demands for the products of this leading Pennsylvania firm. While the remodeled addition is fitted to manufacture all kinds of paste it will specialize in spaghetti production, the equipment being such as to more economically manufacture, dry and pack this form of paste. The main plant of the firm is at 8th and Water sts. of the same city.

Incorporates Macaroni Firm

The Adriatic Macaroni company of 2 Stone st., New York, through Attorneys Borowsky & Burroughs has filed articles of incorporation, showing a capital stock of \$100,000. The incorporators are A. Adler, A. Fishberg and

J. Cioeco. This firm has operated a plant several years and with the financing now under way will make plant improvements that will considerably increase the output.

Incorporates Long Island Co.

Through Attorney S. Engel of Brooklyn the Long Island City Macaroni company, Long Island City, N. Y., was incorporated Dec. 3. The capital stock is placed at \$50,000. The incorporators are G. T. Marchese, V. H. Marchese and G. Zirpolo. The plant is at Camelia st. and Astoria Blvd. It has been in operation several years under its present able management.

Prices Soar in Italy

Restricted rations of spaghetti, macaroni and ravioli, those pillars of the Cisalpine "Cucina" is apparently the order of the day because of the wheat scarcity in Italy. The condition referred to is augmented by the attempt of that nation to rid itself of the need of wheat importation and the erection of tariff walls, by order of Premier Mussolini. The domestic supply has been so short of the needs that prices of spaghetti and other food pastes have soared to almost prohibitive heights for these national Italian dishes.

Open Los Angeles Branch

The Foulds company of New York city and Libertyville, Ill., has established a Los Angeles office to look after Pacific coast distribution. The branch which was opened Dec. 1, 1925, is in charge of J. H. Murray, who is well known to the distributing trade in that section.

Recommended by Chefs

Products of 3 macaroni firms in Seattle, Wash., are recommended to be served by the chefs of the Seattle Culinary association in its organ, the Pacific Coast Chef of December. The recommendation is made after a careful test to ascertain the quality of the foods which the favored firms manufacture. In the directory of the Buyers Guide for December 1925 appear the names of the following: A. F. Ghiglione & Sons (macaroni, spaghetti and vermicelli); Rubenstein's Fresh Egg Noodles and Seattle Macaroni Manufacturing company (macaroni products).

This organization of chefs who feed

millions on the northwest Pacific coast annually is making special effort to promote serving of the highest quality of products in the various lines used by them in preparing the hotel and restaurant meals. Wise manufacturers are cooperating with them in their good work.

Sell Plant on Judgment

The Massaro company plant at Fulton, N. Y., was sold by the sheriff of the county to satisfy the creditors of the embarrassed firm. The purchaser is George M. Fanning whose bid of approximately \$4,300 was accepted. The sale took place on a judgment of \$3,717 obtained by Charles R. Lee and Herman Jaffe at the last term of supreme court in that district. While no announcement of intention has been made by the purchaser, it is believed an organization will be formed to supervise the operation of the macaroni plant.

New Plant at Alliance

A spaghetti manufacturing plant has been put into operation at Alliance, O. It is owned and operated by Caruso Brothers of that city. The new plant is on E. Patterson st. and is equipped with modern machinery and labor saving devices for the production of goods in bulk, box and package. The plant is a small one with a daily capacity of about a ton, though the layout is such as to permit the erection of additional units as business expansion demands.

Quantity Buyers

Diverting from the usual policy of attempting to "load up" the distributor, some manufacturers are now carrying on campaigns directly aimed at the consumers by suggesting that they buy in larger quantities. This idea was well treated in an article entitled "Increasing the Size of the Consumer's Purchase" by Thomas F. Walsh in the December 1925 issue of Printers Ink.

Reference is made therein to the increased sale of various products through the campaign referred to. Though macaroni does not lend itself readily to this policy, the author tells of the success that one firm has made in increasing the quantity purchases by consumers. That part of the article is reproduced here-with:—

An offer of The Foulds company, manufacturer of Foulds macaroni products, is also interesting from the point

The sweet nutty flavor women demand in Macaroni Products

—The flavor that only Durum Wheat can give

■ S you know, the flavor that Durum Wheat puts into macaroni products is entirely different from that any other wheat will yield.

To most consumers today, Durum flavor stands for all that is best in macaroni; because more than 90% of all macaroni products in this country are now made from Durum Semolina. Thus more than 90% of the consumers of macaroni have developed a taste for its unique, sweet, nutty flavor.

In fact you might almost say that the Durum flavor is macaroni now to most people. To attempt to change such a confirmed "taste-habit" of the public would be like trying to push over a mountain. That is why the near future is likely to see 100% of macaroni products in this country made from Durum Semolina.

Note: many macaroni manufacturers now print the sentence, "Made of Durum Semolina", on each one of their packages. It is the consumer's assurance of quality.



Eventually Why Not Now ?

GOLD MEDAL SEMOLINA

WASHBURN CROSBY COMPANY, Dept. 210
Millers of Gold Medal Flour
Minneapolis, Minn.

of view of enlarging the consumer's purchase. This company offers a combination macaroni and vegetable cooker to the consumer who buys four of the Foulds company's products and sends in \$1.89 and a grocer's slip confirming the sale. This at once introduces the consumer to the entire Foulds line, shows her the quality of the products and introduces the idea of buying in quantity. The cooker which the company offers is not on the market and can be obtained only through this offer, since The Foulds company has had it patented. It is obvious that the woman who sends for one of these cookers will constantly have a reminder before her of the Foulds company.

The company tells the consumer that, in case the grocer does not carry the Foulds line, to send the grocer's name and \$2.49 and the cooker and four products will be sent to her. This offer, which gives the housewife a cooker at about half the regular price, were there such a cooker on the open market, has been extremely popular. More than 150,000 cookers have been distributed to date.

Macaroni Rate Cases

An editorial taken from the Traffic World of Chicago will be of interest to all shippers of macaroni products in the sections affected, reading:

Macaroni Rate Cases

Rates on macaroni products on the basis of 75% of the 5th class rates from Omaha to the southwest have been recommended by Examiner Harris Fleming in No. 15590, Skinner Manufacturing Co. vs. Atlanta & West Point et al., No. 15737, Fortune Products Co. et al. vs. Atchison, Topeka & Santa Fe et al.; and No. 16211, Mapl-Flake Mill, Inc., vs. Atchison, Topeka & Santa Fe, et al. He said the commission should find the rates on macaroni products, in carloads, from Omaha, Chicago, Libertyville and Joliet, Ill., Milwaukee, Cleveland and Battle Creek, to various destinations in Official, Western and Southern Classification territories, not unduly prejudicial and not unreasonable, except that for the future, such of the rates as applied from Omaha to destinations in the southwest, exceeded 75% of the contemporaneous 5th class rates. That finding extends also to the rate components from the Mississippi river basing points used in constructing rates from origin to points other than Omaha, the minimum to be 30,000 lbs.

Attorney-Examiner Arthur R. Mackley, in No. 15866, Skinner Manufacturing company vs. Arizona Eastern, et al., another Macaroni products case revolving around commodity rates, said the commission should dismiss the complaint on a finding that the commodity rates on macaroni products from Omaha, to destinations in Arizona, Montana, Utah, California, Oregon and Washington were not, as alleged, unreasonable,

to the extent they exceeded the contemporaneous rates on uncooked cereals, as listed in the applicable tariffs, including oatmeal and cream of wheat, or to the extent they exceeded some appropriate percentage in excess of the contemporaneous rates on flour. The nature of the complaint and the prayer is indicated by the words employed by Mackley in stating the recommendation made by him.

Denver Manufacturer Dead

Raffaele Mazza Albi, 74, passed away Dec. 16, 1925, following an attack of pneumonia at his home in Denver, Colo. For 46 years he was a resident of Denver where he enjoyed a long and successful career as a macaroni manufacturer.

In 1879 he established the Colorado Macaroni Manufacturing company which was later absorbed by the American Beauty Macaroni company, now the largest firm in the macaroni manufacturing industry in the Rocky Mountain states. Mr. Albi retained his connections with the latter firm until his retirement several years ago.

This well known macaroni man was born in Italy on June 10, 1851. He first immigrated to New Mexico and entered the railroad construction work, and reached Denver during the building of the first railroad that entered that metropolis.

He is survived by his widow, 4 sons and 2 daughters. The funeral services were Dec. 18, with burial in Riverside cemetery, Denver.

Dr. Cumming Recommends Macaroni

"Macaroni is a breadstuff high in popular favor," says Dr. Hugh S. Cumming, surgeon general, United States public health service, in a release to the press. "Macaroni to be digestible should be baked or cooked thoroughly until it loses its toughness."

Macaroni and many prepared cereals are nutritious and convenient foods. They not only reach the consumer's table in a clean state and are labor savers and time savers. Over-concentrated foods designed to supply high food values should be used sparingly. The more acceptable foods recommended are those that require a certain amount of chewing to excite the salivary glands and insure the proper mixing of foods with their valuable secretion.

Why You Made That Sale

You showed the merchandise in an interesting and efficient manner. You know what was advertised. You sensed the customer's wants.

You gave intelligent answers to inquiries made.

You made statements that rang true.

You showed real interest in the transaction.

You were fresh and full of pep when the customer approached.

You smiled and made yourself pleasant.

You let your customer take her time.

You let your customer feel that she knew quite a bit about the goods.

You presented your best businesslike appearance.

You knew your customer.

You saw the day's display in the windows.

You stood during the entire sale.

You understand the customer's buying power and showed goods about right in price.

You allowed nothing to interfere with your selling.

You confined yourself to the things she knew of.

You chose a middle path of friendliness with your customer.

You left the impression that you were happy to serve, and contented in your work.—Shepard News.

O, Wonderful Day!

Down in Missouri we have an animal that is famed the world over—the Missouri mule. They say 2 of these Missouri mules once said:

Two fool jackasses—say, got this dope—Were tied together with a piece of rope. Said one to the other, "You come my way. While I take a nibble from this new mown hay."

"I won't," said the other: "You come with me,

For I, too, have some hay, you see." So they got nowhere, just pawed up dirt. And Oh, by golly! that rope did hurt.

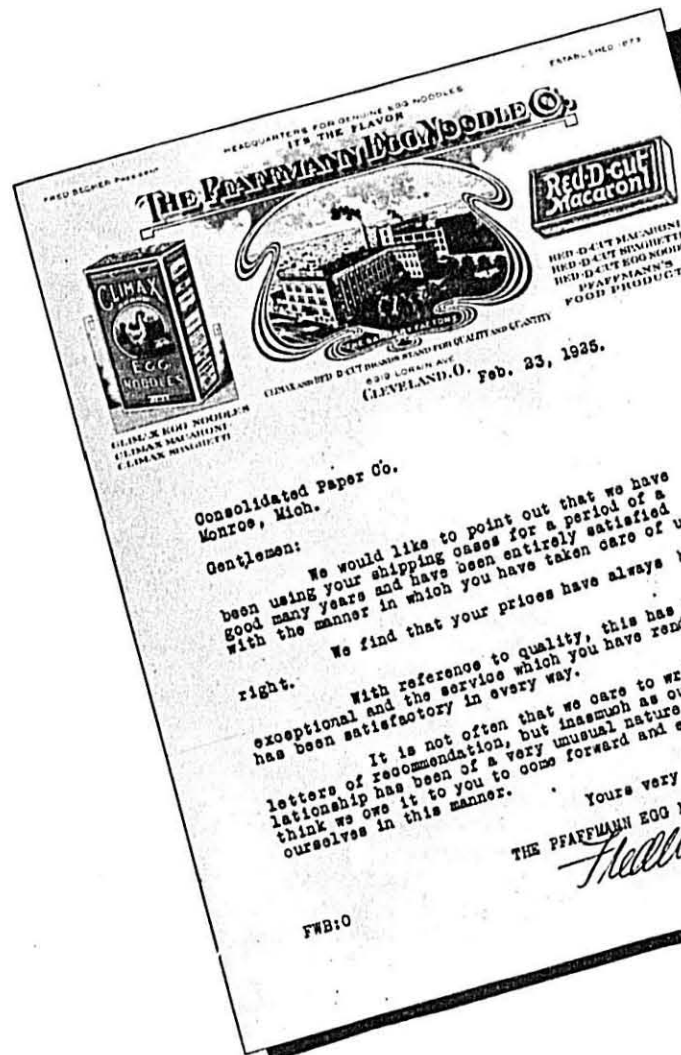
Then they faced about, these stubborn mules. And said: "We're acting like human fools. Let's pull together. I'll go your way. Then come with me and we'll both eat hay."

Well, they ate their hay and liked it, too. And swore to be comrades good and true. As the sun went down they were heard to bray:

"Ah! 'This is the End of a Perfect Day.'"

The moral: Business men, macaroni manufacturers included, will enjoy the "End of a Perfect Day" when they fully realize the futility of fighting one another. With the consumption possibilities almost unscratched macaroni men might hasten the "Perfect Day" by fighting unitedly for increased consumption.

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.

CONSOLIDATED PAPER COMPANY

MONROE, MICHIGAN

Branch Sales Offices

BALTIMORE
502 Garrett Bldg.
BOSTON
80 Boylston Street

BUFFALO
811 White Bldg.
CHICAGO
Room 462 Wrigley Bldg.

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

What Do Vitamins Do for Us?

"Vitamins should be sought in the garden, or in the market, and not in the drug store," says Dr. D. Breese Jones, of the U. S. bureau of chemistry. "In cases of suspected vitamin deficiency in the diet corrective measures should be taken through the use of suitable natural foodstuffs, and not through commercial vitamin preparations, many, if not most of which, are worthless."

Vitamins play a very different role in nutrition from the other food constituents. They are essential to growth, health and life, but they contribute neither energy nor tissue building material. Their function has been likened to that of the spark plug in a gas engine.

People and animals are unable to provide vitamins within their bodies. Lack of sufficient vitamins in the diet is soon followed by serious consequences. Young animals will fail to grow normally, and adults will rapidly decline in weight and develop certain characteristic affections known as deficiency diseases. It is now known that there are at least 5 vitamins, designated as A, B, C, D and E, and it is probable that others will be discovered. The absence from the diet of any one of the 5 will produce certain characteristic effects.

Vitamin A, for instance, is essential to growth and health. Young animals on a diet devoid of it soon stop growing and lose weight. Their vitality becomes lowered and they are less able to resist disease and infections, particularly of the respiratory tract. In many animals, as rats, dogs, rabbits and poultry, and also in man, a characteristic affliction of the eyes results. The administration of vitamin A presents or promptly cures this affliction.

Growing animals require more of it than do adults. It is abundant in butter, cream, cheese, whole milk, egg yolk, the liver, heart and kidneys of animals, in spinach, lettuce, cabbage, tomatoes, carrots, sweet potatoes, parsnips and green peas, and is present in varying quantities in many other foods. Cod liver oil is rich in this vitamin.

Vitamin B is also necessary for the maintenance of life and health at all ages. Lack of it promptly results in loss of appetite and arrest of growth, followed by various functional disorders and, finally, death. This is the

most widely distributed of all the vitamins. It is abundant in green plant tissues. Cereals and seeds contain it, the germ of the seed being an exceptionally good source. Yeast and wheat germ are standard sources of this vitamin in experimental work. Roots and tubers as a class are good sources of it, and it is especially abundant in tomatoes. Most fruits and nuts are well supplied with it. Meat is reported to contain vitamin B. The heart appears to be the richest in this vitamin, and the liver and kidney have only slightly lower values. The flesh of the chicken, turkey, duck and guinea, however, are deficient in it.

Notwithstanding the wide distribution of vitamin B in foodstuffs, certain classes of people, as soldiers, sailors, travelers, infants, and others, living on restricted artificial diets, have suffered serious consequences because of a lack of it. Beriberi, one of the diseases produced by the absence of this vitamin, is most commonly found among those living chiefly on polished rice. Removal of the germ and seed coats or bran of cereals takes away practically all the vitamins.

Vitamin C is sometimes known as the "antiscorbutic vitamin," because a lack of it in the diet causes scurvy, a disease which has been prevalent among sailors, soldiers, explorers and others compelled to live for long periods on dried and preserved food. Even in the World War, according to Dr. Wilcox, there were more than 11,000 cases of scurvy in the British colonial troops in Mesopotamia during the last half of 1916. Farm animals are not very susceptible to scurvy and it is considered that chickens and pigs are not harmed by a lack of vitamin C in their diet.

The best sources of vitamin C are lemons, oranges, tomatoes, cabbage, lettuce, spinach, green beans and peas, and

A FOOD TESTIMONIAL

Here is a "strong" one reported and vouched for by a prominent eastern macaroni manufacturer: "Your macaroni is surely a wonderful food, much better even than your modesty permits you to acclaim!" wrote a most grateful woman without solicitation. "A few weeks ago I could not spank the baby, but now after eating regularly of your product I am able to thrash my husband."

turnips. Most green vegetables, fruits, roots and tubers contain this vitamin in varying quantities. Meat, excepting the internal organs, is a poor source. It has been reported that oysters contain it in abundance. Milk contains it to some extent, but is an uncertain source. This vitamin is easily destroyed by the processes used in preparing many foods. Orange juice or tomato juice is sometimes given babies reared on artificially prepared food as a precaution against scurvy.

Vitamin D seems to control to a large extent the utilization of lime and phosphorus in the formation of bone by the animal organism. Its absence in the diet will cause rickets, a disease characterized by enlargement of the joints, softening of the bones and subsequent bending. Dr. Hess states that "rickets is the most common nutritional disease occurring among children of the temperate zone, fully three fourths of the infants in the great cities, such as New York, showing rachitic signs in some degree."

This disease can be prevented by a proper diet. It can also be prevented or cured by administering cod liver oil, which contains vitamin D in abundance, or by exposure to the ultra violet rays of sunlight or the mercury lamps, if the diet contains the other necessary food elements in adequate quantity. This vitamin has been found in egg yolk and to some extent in milk. Coconut oil contains it in slight amount. As yet but little has been learned of the vitamin D in the plant world.

Vitamin E, the antisterility vitamin, was originally referred to as vitamin X, because of the uncertainty as to whether or not it should be classed as vitamin at all. Most of the knowledge concerning it has been obtained within the last two years. It has been shown that rats reared on synthetic food mixtures containing fat, carbohydrate, protein, salts, and vitamins A and B, grow well and have every appearance of health but exhibit complete sterility, affecting both males and females. When small quantities of natural food stuff were added to the ration of these same rats, there resulted in many cases normal sized litters of vigorous young. An excess of vitamin E cannot increase fertility beyond normal limits.

There's inspiration in good work.



SOLID FIBRE SHIPPING CASES

Manufactured by
PHILADELPHIA PAPER MFG. CO.
Fibre Container Co. Division

MANAYUNK, PHILADELPHIA, PA.

NEW YORK OFFICE · 110 EAST 42ND STREET.

Macaroni Hearing and Meeting Jan. 18

A hearing will be given the macaroni manufacturers of the country on the proposed definitions and standards for macaroni products as tentatively published several months ago. This hearing is scheduled to be held Jan. 18 in the offices of the bureau of chemistry, Department of Agriculture, Washington, D. C.

A general meeting of the interested manufacturers of the country has been called for that morning in the new Willard hotel, Washington, to advise the Industry's Standards committee of just what are the views of the macaroni men and if possible to agree on some standards to be recommended to the Department of Agriculture as acceptable.

Officers of the various associations, macaroni group clubs and different groups of manufacturers have been invited to cooperate in carrying out the intent and purpose of the meeting and it is hoped that the attendance will be in keeping with the importance of the meeting under consideration.

The call issued by Secretary M. J. Donna to the industry at large at the request of President Henry Mueller is as follows:

Government Hearing on Macaroni Definitions and Standards

The Macaroni Industry will be given a hearing before the Committee on Definitions and Standards, U. S. Dept. of Agriculture, Washington, D. C., at 2 p. m., Monday, Jan. 18, 1926.

This Government Body wants your cooperation in formulating an acceptable Definition and Standard for our products. It would like us to agree on a ruling that will be fair to all.

Our industry should present a UNITED FRONT at this hearing. The views and opinions of every one should first be considered among ourselves and arguments prepared beforehand for presentation to the Department of Agriculture.

A General Meeting open to EVERY interested Manufacturer will be held in HOTEL WILLARD, WASHINGTON, D. C., Monday, January 18, 1926, at NINE (9:00 a. m.) O'CLOCK to study the rulings.

YOU and EVERY Manufacturer are invited and should attend. It's a question of utmost importance. It interests and will affect all of us.

Please arrange to be in Washington, D. C., on Monday, Jan. 18, 1926, to cooperate with your fellow manufacturers and the government. Harmony is what is wanted and needed.

Let's make this the BIGGEST and BEST CONFERENCE of our industry ever held. We have a problem before us. Let's solve it harmoniously at the OPEN MEETING in

the Willard Hotel, Washington, D. C., Monday, January 18, 1926.

Cooled Heels

Most salesmen have had the pleasure of waiting in an outer office until the buyer was good and ready to be seen.

In some cases it is unavoidable to keep a man waiting. The experienced salesman recognizes this and never shows he is peeved, as he cannot and should not expect the buyer to drop the work he is doing.

In not a few instances, however, a man is intentionally made to wait, the idea being to impress the waitee with the importance of the person he wishes to see. Some do it as a show of indifference, feeling that if the salesman were ushered in immediately it might be construed as anxiety to buy.

The head of a substantial concern was cured of the habit of keeping callers waiting when he made a call himself. He handed his card to the pert switchboard operator expecting instant admittance to the inner portal, but to his chagrin he was asked to wait.

And while he cooled his heels on the not too comfortable bench he saw that the apparent lack of consideration for his time was simply the Golden Rule spelled backwards.

The point is that we all pay for cooled heels. The more that salesmen's time is wasted, the fewer calls they can make. This increases the selling expense and the price to the buyer. And, since we are all buyers as well as sellers, we all pay the bill.

"BY GUM."

Business Opportunity in Value of Macaroni as Substitute for Potatoes

(Continued from page 7.)

substitution for potatoes to make up the shortage.

The world's production of potatoes, however, shows an increase. Europe enjoys a good potato crop. From very few of these countries can potatoes be imported profitably, and no relief can be expected from the increased yields on other continents.

The Vital Wherefore

Macaroni manufacturers, therefore, are urged to take advantage of the conditions that so strongly favor their products. It is a known truth that no

matter how good or how nourishing a product may be, we get tired of eating the same article of food day in and day out. Even our old friend potato loses its welcome. It becomes a common thing in America, as it has long been abroad, to supply the table with a substitute for the potato. What better substitute than macaroni!

A well known food authority sums it up by saying that:

Macaroni is a substantial, wholesome, economical and a nourishing food. The housewife makes no mistake when she uses it freely. She is catering in a splendid way to the needs of the bodies of those whom she feeds. Macaroni manufacturers should not hesitate to recommend a more general use of macaroni products in the American home, not only as a substitution for potatoes because of the latter's high price but also because of the variety his products offers and the high food quality they contain.

Some well prepared propaganda carefully spread from coast to coast and from border to border will introduce into the homes of Americans a food that might well replace potatoes at any time irrespective of its selling price.

Let us gain the foothold now offered us.

Stein, Hall & Co. Salesmen

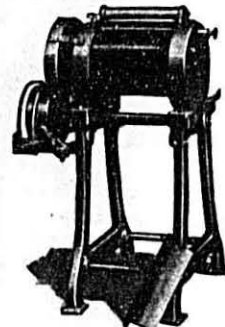
The annual convention of the salesmen and representatives of Stein, Hall & Co., Inc., was held Dec. 16 to 19 in the old offices of the company at 61 Broadway, New York. After a thorough discussion of business plans and problems the men were the guests of the company at a theatre party the night of the 18th. Representatives were present from Boston, Providence, Troy, New York, Philadelphia, Charlotte, Greenville, Atlanta and Detroit.

On Jan. 9, 1926, the New York offices of the company were removed to the new Murray Hill building, 285 Madison av., where the entire 21st floor will be occupied. The new quarters will enable the firm to better house the large force of employes that are kept busy looking after the company's steadily increasing and expanding business.

Wins Macaroni Prize

Fletcher Grove of Mercer county, Mo., captured third prize in the Tall Corn Contest at Davenport, Ia., conducted by the Crescent Macaroni & Cracker company. He won in competition against the exhibits of many farmers in the great corn states of Iowa and Illinois. The contest was most popular and gained for the macaroni firm wide and favorable publicity.

"CLERMONT" Noodle Machine Equipment



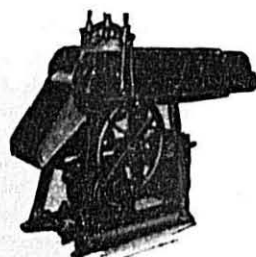
Roller Noodle Cutter



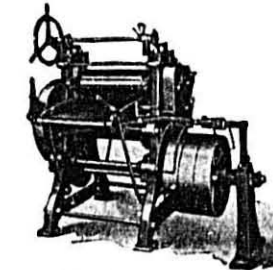
Roller Noodle Cutter With Light Calibrator Attachment.



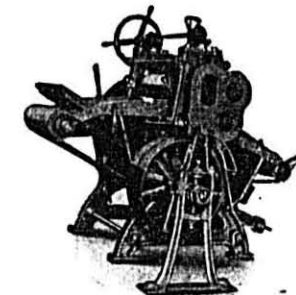
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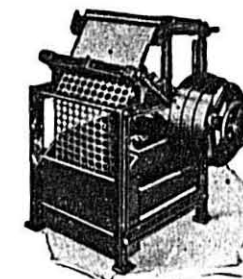
Mostaccioli Cutter



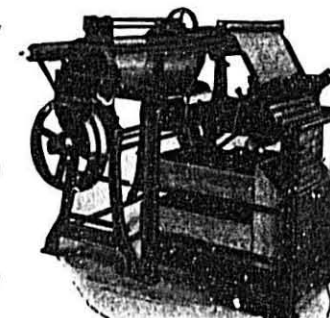
Reversible Dough Breaker



Roughening Non-Reversible Dough Breaker



Fancy Stamping Machine for Bologna Style Noodles



Fancy Stamping Machine With Calibrator Attached

From the standpoint of the industry, a successful machinery equipment should be determined not only by the kind of product it turns out, but by the amount of work which the user can credit to them, not only in one day, but every day at the lowest operating cost.

The machines must be reliable, economical and capable of producing the largest amount and best quality of finished product when operated by an unskilled laborer. A new man on the job must do just as well as an old.

We claim that the Clermont Machines do that.

The users of the Clermont Machinery Equipment have endorsed that statement and we will allow you to verify same if you care to investigate.

We will gladly furnish their names upon your request, and also catalog and any detail information you may desire.

This will not obligate you in any manner.

CLERMONT MACHINE CO.

77 Washington Avenue
BROOKLYN, NEW YORK

Macaroni One of Best Foods--- Fine Substitute for Meat

By Dr. Daniel R. Hodgdon

Dr. Hodgdon, formerly president of Hahnemann Medical college and hospital of Chicago, director Industrial Educational Bureau, president College of Technology and director School of Technology, Newark; lecturer Newark Institute of Arts and Sciences and member of the faculty of New York university and New Jersey Normal school.

Macaroni is an excellent substitute for meat and has other merits as a food that are not sufficiently realized by the general public.

It is desirable for frequent use—not semioccasionally—but several times a week, if not daily. For people who are more or less inactive, who have, that is, sedentary habits, macaroni is especially good; for them it forms an ideal food and can hardly be eaten too often during the week in place of meat. In these cases it should not be a side dish proposition but a part of the main meal.

Macaroni is rich in gluten and is easily digested. Less than 11% of it is lost in process of digestion and assimilation. Because it is easily digested and quickly assimilated into the system, it is desirable for general use. Another special merit that it has is that it contains no injurious substances which will harm either the blood vessels or liver.

Since it does not produce any uric acid it is an excellent food in case of kidney and liver troubles and for those who may be suffering from gout, or arteriosclerosis, rheumatism, lumbago or diabetes. Macaroni appears to have a beneficial effect upon intestinal putrefaction.

It appears that macaroni is a valuable food in case of hardening of the arteries and should be eaten freely by people who have a tendency to suffer in this respect. And for those who suffer from Bright's disease macaroni has been found a beneficial and useful part of the diet. Macaroni seems also to be of assistance in cases of gastric and intestinal dyspepsia.

Because of its digestibility and nourishing qualities, even babies are kept healthy on macaroni.

Again because of its easy digestibility, macaroni makes an excellent main dish for the evening meal. People who find heavy food impossible in the evening will have no difficulty with macaroni on that score.

Macaroni gives vigor and energy to

the human system and builds muscles and strength. The best type of macaroni and the type that one should buy is made of a wheat rich in proteins, such as nourish muscles, brain, nerves and tendons.

Egg noodles are especially nourishing because they contain eggs. For young people macaroni is highly desirable because it gives them the kind of quick nourishment and the energy needed for the activity of their bodies.

Macaroni contains about twice as much muscle building food, that is protein, as potatoes, and 9 times as much fat; also between 5 and 6 times as much carbohydrate or heat producing food. Macaroni contains then more than 4 times as much food value as potatoes, weight for weight.

An advantage of macaroni is that it combines excellently with other foods, thus giving opportunity for variety and adding to the nutritive values of the macaroni dish. Tomatoes and macaroni make a favorite combination. Fish and meat and cheese also combine well with macaroni and all are high in food values.

Combining cheese with macaroni offers an especially attractive way of introducing protein into the system. If tomato is also added, with its high vitamin value, an almost ideal food dish is the result—ideal in the sense of be-

TRUE SUCCESS

You will attain true success when your efforts confer a direct and lasting benefit on your fellow men as well as on yourself; when you are actuated by a sincere desire to help others; when your standard of success is based on self interest plus the interest of others; the greatest individual successes are always found to be those noble characters who have labored that others would benefit.

Again, true success is achieved when you have made the best use of your time for a worthy purpose, when you have studied, cultivated and developed your physical and mental equipment to the highest possible degree of efficiency. Health, contentment and happiness are the rewards of the right use of your equipment.—Dr. Hamilton Cameron.

ing pretty complete in itself for a balanced meal.

The macaroni itself contributes the minerals of which our bodies are in constant need and in fact must have in order to remain healthy. The heart, lungs, liver and all other organs suffer if they are deprived of the proper amount of mineral matter.

Calcium, magnesium, potassium, sodium, phosphorus, chlorine, sulphur and iron are the minerals particularly needed.

Macaroni has more than twice as much phosphorus as potatoes, 1½ times as much calcium, a little more magnesium, nearly twice as much chlorine, about the same amount of iron, and almost 6 times as much sulphur.

Therefore macaroni gives all the advantages of potatoes and in a larger degree. As a side dish, served along with meat, macaroni offers a welcome variety from potatoes.

In purchasing macaroni one should be careful to choose the kind that has the high food values—the kind made of the right type of wheat, and made with eggs. One's safety in getting these values lies in buying only from a well established firm that is not afraid to display its name conspicuously upon the goods. The wrong kind of wheat cannot be detected by the eye, and the yellowness imparted by eggs may be imitated by using a cheap yellow dye.

The Time Element

When James A. Garfield was president of Hiram college a man brought up his son to be entered as a student. He wanted the boy to take a course shorter than the regular one.

"My son can never take all those studies," said the father. "He wants to get through more quickly. Can't you arrange it for him?"

"Oh, yes," said Mr. Garfield. "He can take a short course; it all depends on what you want to make of him. When God wants to make an oak, He takes a hundred years, but He takes only two months to make a squash."

Speaking of autosuggestion, the man driving the family car usually gets more than enough from the rear seat.

January 15, 1926

THE MACARONI JOURNAL

17

CEVASCO, CAVAGNARO & AMBRETTE, Inc.

Builders of High Grade
Macaroni Machinery

Presses—
SCREW AND HYDRAULIC VERTICAL AND HORIZONTAL

Kneaders

Mixers

Dough Brakes

Mostaccioli and
Noodle Cutters

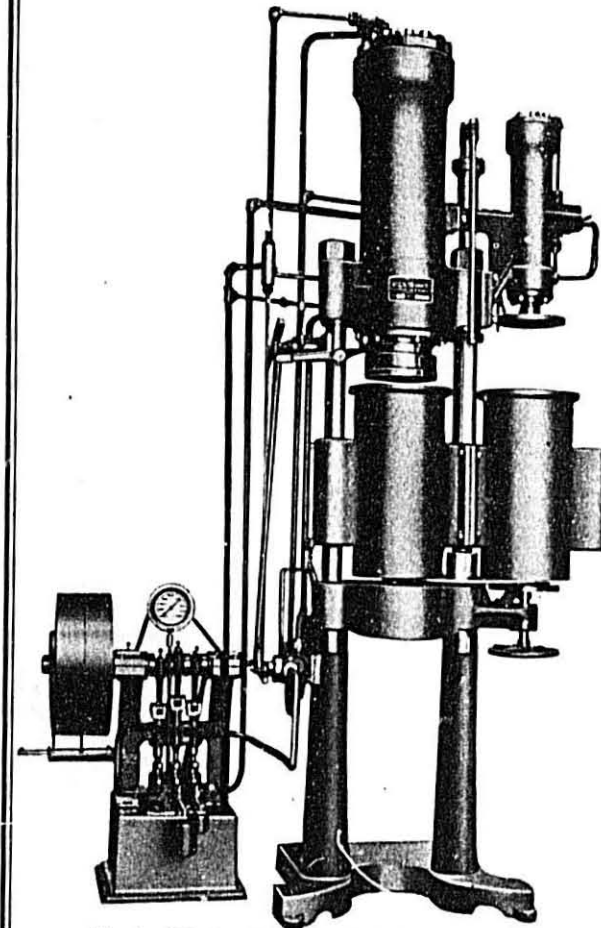
Bologna Fancy
Paste Machines

Die Cleaners

Specialists in everything pertaining
to the Alimentary Paste Industry.

Complete plants installed.

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



Vertical Hydraulic Press with Stationary Die

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

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

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

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

156-166 Sixth St.

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

159-171 Seventh St.

Address all communications to 156 Sixth Street.

Nationally Known Products

A variety of products there are that might be credited with a national reputation. Among the goods on a grocer's shelves that might be termed "nationally known" may be mentioned some varieties of soaps, sugar, teas, coffee, crackers, fruits and canned articles. It is a debatable question whether or not any brand of macaroni has a national distribution.

This, however, is beside the question dealt with in this article.

It must be admitted that all "nationally known" products gained that reputation and distribution through the medium of advertising. Take, for instance, Fleischmann's yeast. A generation ago it was hardly known. This is a small cake costing the public only a few cents, yet over a million dollars is spent every year in telling the public to eat it for health. Six years ago Fleischmann's yeast was known as a bread ingredient only. Through national advertising it has become nationally known and nationally distributed. Thousands of people now go to the corner grocery instead of to the drug store when they feel rundown.

What has been done for other products can be done for macaroni or for any particular brand thereof through proper advertising. This is the opinion of the trade papers and of the Retailers Journal from which the following is quoted:

Advertising Does It

"When we were first told to 'read, mark, learn and inwardly digest' this did not include advertisements because at that time it had not been demonstrated what an important part they play in our daily lives.

"But today practically everybody reads the advertising columns of their newspapers and magazines and marks, learns, and asks for the products advertised. This is because people have discovered that advertised goods make their homes more comfortable and more attractive places in which to live; that advertised goods put delicious and nourishing things on their table; that advertised goods put fine clothes on their backs. In other words people have discovered that advertised goods are the best goods because a firm cannot advertise a first class article and produce an inferior one and 'get away with it.'

"Years ago almost everything in a grocery store was sold in bulk. There were usually barrels of sugar, molasses,

coffee, crackers, etc., standing near the door and we bought 5, 10, or 15 cents worth.

"But today a grocer sells goods that are done up in attractive packages. This change has been brought about, of course, through national advertising, the medium that has not only made these attractive packages possible but the medium that sends customers to the store to buy these products."

WHO Reads Advertisements NOT How MANY

By C. C. Winningham

Advertising must do more than be read.

It must sell goods.

You can collect a crowd by shouting. To get reader attention is easy.

But do you care for such attention?

Whatever you sell is bought only by specific classes or groups of people.

The advertisement must select the people who buy your kind of goods.

So speak directly to the imminent buyer.

The average reader as such isn't the reader you want. It doesn't matter if he never sees your advertisement.

Advertising success requires experience, judgment, imagination and resourcefulness, as well as knowledge of publications, illustrations, type and ability to write. To know what to write is most important.

Price Cutting

"The price cutter is worse than a criminal. He is a fool. He not only pulls down the standing of his goods; he not only pulls down his competitors; he pulls down himself and his whole

LOOK IN THE MIRROR

—And thank God for every friend you have.

—And congratulate yourself on all the things the public does not know.

—And honestly compare your accomplishments with your opportunities.

—And reflect for a few minutes on the patience of God.

—And consider how patient your mother must have been.

—And ask yourself, "Am I the man my wife married?"

—And be glad your boss gave you another chance.

—National Grocers Bulletin.

trade. He scuttles the ship in which he himself, is afloat.

"Nothing is so easy as to cut prices; and nothing is so hard as to get them back when once they have been pulled down.

"Any child can throw a glass of water on the floor, but all the wisest scientists in the world can't pick that water up.

"Who gets the benefit of price cutting? NOBODY.

"The man who sells makes no net profit; and the man who buys soon finds himself getting an inferior article.

"No manufacturer can permanently keep up the standard of his goods if the price is persistently cut. Pretty soon he is compelled to use cheaper materials, and to cut down the wages of his workers.

"The man who cuts prices puts up the sign: 'This way to the junk heap.'

"He admits his own failure as a salesman. He admits he has been defeated according to the Marquis of Queensbury rules of business. He admits he can not win by fighting fair.

"He brands himself as a hitter below the belt.

"If the business world were dominated by price cutters, there would be no business at all.

"Price cutting, in fact, is not business any more than smallpox is health."—National Grocers Bulletin.

New Chicago Manager

J. J. Cagney, Jr., has been appointed salesmanager in the Chicago district for the General Adhesive Manufacturing Co., Inc., New York city. Offices have been established at 711-19 W. Monroe st.

This firm manufactures a complete line of glues, gums and pastes for every conceivable purpose. The demand for its high standard products has necessitated establishment of this new distribution center. Stocks of the various materials will be carried in Chicago to more expeditiously fill orders.

Mr. Cagney will act under the direct orders of George M. Simmons, president of this firm, which supplies a large portion of the glues and pastes used in the macaroni manufacturing industry.

SUCCESS

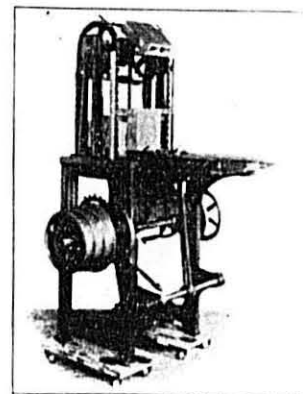
The heights by great men reached and kept

Were not attained by sudden flight, But they, while their companions slept,

Were toiling upward in the night.—Henry W. Longfellow in "The Ladder of St. Augustine."



WITH the New Year we are still abreast of the time with our constantly Improved Automatic Packaging Machinery. For a quarter of a century Peters Packages and Peters Package Machinery have been used in the leading food packaging establishments.



☞ We have an accumulation of facts and figures which would interest you. Our engineers will help you solve your Packaging Problems without obligation.

Catalog and quotations are yours for the asking

PETERS MACHINERY COMPANY

4700 Ravenswood Avenue
CHICAGO, ILLINOIS

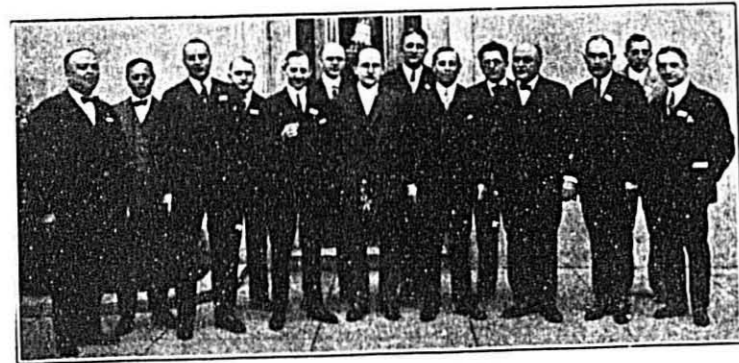
Macaroni Men Meet President

The annual meeting of the National Macaroni Manufacturers Association was held in Washington, D. C., on December 29th and 30th. The meeting was held at the Hotel Hamilton and was attended by approximately 100 representatives from various macaroni manufacturing plants across the United States.

The meeting was presided over by Henry Muller, president of the National Macaroni Manufacturers Association. He opened the meeting with a prayer and a message of welcome to all the delegates. He then presented a report on the activities of the association during the past year, which was well received by the delegates.

The delegates then proceeded to discuss various matters of interest to the industry, including the proposed tariff on macaroni, the quality of macaroni, and the methods of manufacturing macaroni. The delegates also discussed the proposed changes in the tariff on macaroni, which was a major item on the agenda.

The meeting was adjourned on the 30th of December. The delegates then proceeded to the annual dinner, which was held at the Hotel Hamilton. The dinner was a very successful one and was attended by all the delegates. The dinner was a very enjoyable one and was a great success.



HAPPY BUSINESS IS FINE

Picture on page 2 shows Macaroni Men who met in Washington, D. C., at the Hotel Hamilton, December 29th and 30th. The American Grocers' Specialty Manufacturers Association, Inc., 1111 Broadway, New York, N. Y., is the sponsor of the meeting. The delegates are: Mr. J. J. Taylor, Dr. J. E. Jacobs, Frank J. Thurnauer, S. Bonds, Dr. R. H. Howard, Henry Mueller, Lee J. Wilgus, C. H. Bunnell, J. W. Krohn, M. E. Mohr, and E. M. Shultz. Dr. R. H. Jacobs, J. C. Westphaler, O. O. Barnes.

Henry Muller, president of the National Macaroni Manufacturers Association, who explained just before the meeting of business for containing the association's work and thanked the macaroni manufacturers generally for the generous response made to their appeal for funds. The object of the explanation was to an excess of production over receipts the past 4-5 years. He urged all association members and distributors to contribute to the fund seeking to wipe out this deficit.

Henry Muller is a resident of a small city in the West and after starting of the small work was of the heart of this group to which many men belong. In this work he was agreed to carry on a total of 200,000 pounds of macaroni in the proper handling of this class of business in the future. He urged that the industry be given to make the 200,000 pounds of macaroni the first priority. His policy of selling 200,000 pounds of macaroni in the first year will accomplish much in the way of abolishing the work of the industry.

The Officers

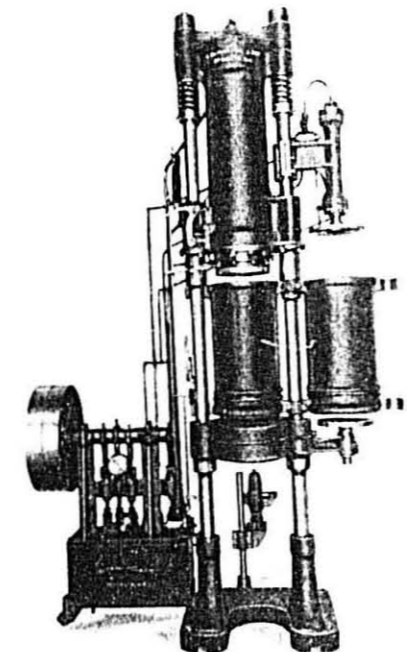
The officers of the Association for 1920 are: President, Henry Muller, New York; Vice-President, Frank J. Thurnauer, New York; Secretary, Dr. J. E. Jacobs, New York; Treasurer, Dr. R. H. Howard, New York; Executive Committee, Dr. J. E. Jacobs, New York; Dr. R. H. Howard, New York; Dr. J. W. Krohn, New York; Dr. J. C. Westphaler, New York; Dr. O. O. Barnes, New York; Dr. J. M. Shultz, New York; Dr. J. E. Jacobs, New York; Dr. R. H. Howard, New York; Dr. J. W. Krohn, New York; Dr. J. C. Westphaler, New York; Dr. O. O. Barnes, New York; Dr. J. M. Shultz, New York.

NATURE OF THE BEAST

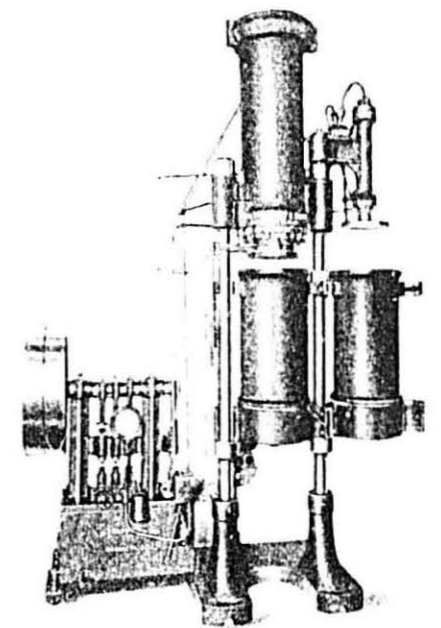
Mr. Bacon: Do you mean those things that are doing this morning? Mrs. Bacon: Yes, dear. Mr. Bacon: I wonder what on earth you want to do that for? Mrs. Bacon: Why don't you put that dear, you get up one hour early and you showed about it the work?

Assemble all available facts, ate your food, then tell them to the consumers.

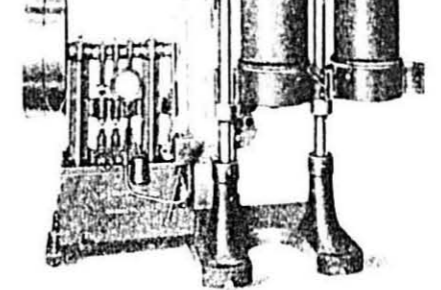
DE FRANCISCI



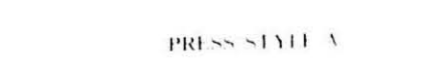
Hydraulic Presses



Kneaders



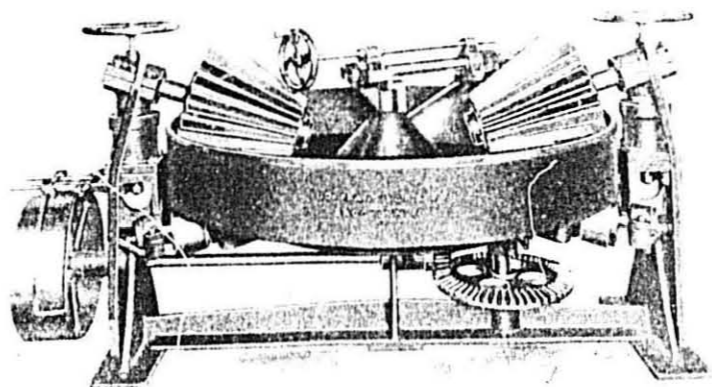
Mixers



Die Cleaner Machine

PRESS STYLE C STATIONARY DIE TYPE

PRESS STYLE A



I. DeFRANCISCI & SON
219 MORGAN AVE. BROOKLYN, N. Y.

Regular Employment

Desirous as it might be from the worker's standpoint, to be guaranteed steady employment, conditions will not warrant any such policy on the part of the employers of the country. In certain sections and among certain classes there seems to be an insistent demand that labor be guaranteed period of work every week or month or year. Recently this has been demanded by the garment workers in the eastern part of the country.

The Cloak, Suit and Shirt Manufacturers association has pointed out to the workers the unfeasibility of their granting the request that the workers be guaranteed at least thirty two weeks of steady employment annually. The objections voiced by the president of the association, while particularly applying to that trade, are on a par of objections that may be made in any industry.

First, there is the danger that stocks will pile up in the hands of manufacturers, especially stocks that are of the slow selling classes.

Second, the possibility that retailers will take advantage of the situation and withhold buying till manufacturer is forced to unload.

Third, the credit of the firms will be weakened and risks involved that would be altogether incommensurate with the one sided advantages which the proposed plan offers.

The proposal is an experiment which this country is hardly in a position to try out. Results in European countries where it is being tried out are not encouraging. Manufacturers cannot guarantee employment unless there is some guarantee that their products will be profitably marketed.

Hot Dog!

At the ball park, at the seashore, on hot plates in lunch counters and on roadside stands everywhere—hot dogs. Millions of hot dogs! Did you ever stop to think of the vast proportions this unique industry has assumed in America in recent years? You probably haven't. Well, here's something to talk about the next time you eat hot dog.

American meat packers chopped 707,322,588 lbs. of meat for sausage last year, according to the bureau of animal industry of the United States Department of Agriculture. The American Institute of Meat Packers estimates that 400,000,000 lbs. of this meat went into frankfurters, or hot dogs. Think of it! Estimating eight 6 inch links of sausage to the pound, that's about 32,000,000

hot dogs; enough if laid end to end to go around the earth 13 times and then some; enough, indeed, to throw a life line to the Dog Star—as far as life lines usually go.

What is hot dog? Well, it is mostly bull; bull meat mixed with pork, highly spiced, steam cooked and smoked over hickory smoke. It originated in Bologna, Spain, so long ago that only the main facts may be recalled. They used to slaughter an enormous number of bulls in the arenas of Spain in those days when bull fighting was more popular and more brutal than it is today.

It looked like a great economic crime to see so much prize beef wasted. But nobody wanted bull beef just so; bulls are tough and not so delicious as cows and steers are. A butcher in Bologna had an idea and bought bulls that were killed in the bull ring and made the meat into a sausage, mixed with pork and highly seasoned. Bologna sausage appealed to the popular taste.

Germans borrowed the formula, put the same sausage mixture into small casings and Bologna became "Frankfurter" in Frankfort and "Weenie" in Vienna. Coney Island gave it the name of hot dog and popularized it.

One stand in Coney Island that has been selling hot dogs for half a century is reputed to have a sale of 5 to 10 tons of frankfurters a day in the busy season. Somebody has to sell a lot of 'em to get rid of that 400,000,000 lbs. a year.

The Pleasure of Eating

A real meal looks good, smells good, tastes good and "feels" good.

A dish pleasing to the eyes makes our mouth water and produces a happy moment of expectation.

The highly agreeable odor improves our appetite.

Its delicate flavor stimulates us to a delightful mood.

Only a simple meal skillfully prepared from pure foods will give us genuine satisfaction and maintain us in cheerful disposition.

Of course, we just naturally will take our time to truly enjoy it.

Alcohol From Bread

Marios Andrusiani, an Italian engineer and the son of a baker, has patented an apparatus which he claims will extract beverage alcohol from the vapors given off in bread baking. This should make bakeries very popular.

Tests of the apparatus have been car-

ried out in Italy and Germany. It is reported that approximately one gallon of 75% grain alcohol can be recovered in this manner from every 4 barrels of flour used in bread baking. Bakers have long realized that the vapors produced in their ovens contain large quantities of grain alcohol but it is only recently that a way was found to profitably extract the alcohol without in any way affecting the proper baking of bread. American bakers are watching with interest the experiment work now under way in Europe.

The Measure of a Man

Not—
"How did he die?"
But—
"How did he live?"
Not—
"What did he gain?"
But—
"What did he give?"
These are the units
To measure the worth
Of a man, as a man,
Regardless of birth.
Not—
"What was his station?"
But—
"Had he a heart?"
And—
"How did he play
His God-given part?
Was he ever ready
With a word of good cheer,
To bring back a smile,
To banish a tear?"
Not—
"What was his church?"
Nor—
"What was his creed?"
But—
"Had he befriended
Those really in need?"
Not—
"What did the sketch
In the newspaper say?"
But—
"How many were sorry
When he passed away?"
—Kansas City Times.

TERSE SAYINGS BY SUCCESSFUL MEN

"Lose without squealing; win without bragging."—John N. Willys of Willys-Overland, Inc.

"I believe in advertising. I spend about 6 million dollars a year telling the world about the goods I sell. Making good products and telling the people about it is the best rule of success I know of."—Wm. Wrigley of Wrigley Co.

One of the best fellows in the world upon whom you can always depend can be seen in any mirror.

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

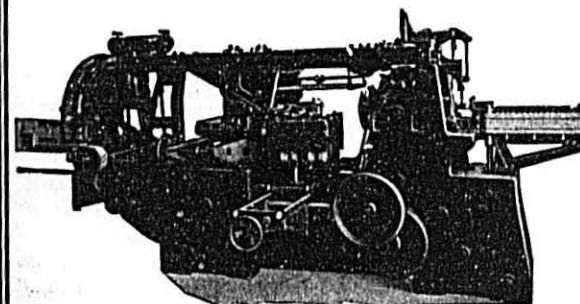
Established 1903

Meets Every Requirement of "The Ideal Container"

The Stokes & Smith
Tight Wrapped Package



The Package
Stokes & Smith Automatic Package
Wrapping Machine.
Capacity, 48-60 tight-wrapped packages
per minute.



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
Sumnerdale Avenue and Roosevelt Boulevard
PHILADELPHIA, U. S. A.
British Office: 23 Goswell Road, E. C. 1, London

Fight Check Forgers

Legitimate business in the United States annually sustains a loss averaging \$250,000,000, much of it due to carelessness in check writing and handling. A campaign has been launched by the national honesty bureau of the National Surety company of New York to check this heavy loss by forgery. It is educational in character and is aimed at every individual or firm doing business by checks.

O. J. Perkins, a manager of the forgery department of the organization behind the educational movement, has a collection of forged checks representing every kind of forgery in the category. He says that forgery is no longer a simple matter of signing someone else's name to a check, but that it has grown into a gigantic system of elaborate scheming in which the actual signature is a mere detail. Forgers are organized, have established quarters and strong financial backing. "Spotters" discover the victim and tip off the forgers who find ways and means for getting what they are after.

Protective Methods Cited

He enumerated the precautions that business men should take to safeguard funds against forgery as follows:

1. Never cash a check for a stranger. It is better to lose a small sale now and then than to take chances cashing checks for strangers.
2. Never accept a check because it looks businesslike. Crooks are now counterfeiting checks of well known concerns.
3. Never assume that a bank certification stamp makes a check safe. These certifications are being counterfeited by crooks.
4. Never do what a stranger suggests in order to identify him. He probably has an accomplice at the other end of the line to give you the information you desire.
5. Never sign a check in blank or make it out payable to "cash" or "bearer."
6. Never leave your check book or cancelled vouchers where anybody else can get hold of them.
7. Always write your checks carefully with ink, typewriter or check-writer. Begin each line at the left hand side and leave no space between your words.
8. Be sure to have a safe place for delivery of your mail. Do not depend on the type of box that can be easily opened by a crook.

9. Never let anyone else check up your bank book with cancelled vouchers returned from the bank. This is the one job that every business man should do personally.

Stars in Play and Cookery

Nana Bryant, one of the leading actresses of the day, stars in an Italian play as well as in Italian cookery. This star, who as the Duchess of Florence plays the leading role in *The Firebrand*, admits to a fondness for Italian dishes.

But at times she finds it most inconvenient to go to the out of the way little Italian restaurants, where these highly flavored dishes are to be found, so being an extremely clever young person she turned her talents in another direction and added to her laurels as an actress, other laurels as a cook of no mean ability. Her specialty is food of a distinct Italian flavor which she prepares to perfection in her own little kitchen and which invariably wins new admirers of the gastronomic art of Italy. Her special spaghetti sauce is given below.

Spaghetti Sauce

Slice 2 large onions—place in bottom of iron spider—add 2 heaping tablespoonfuls crisco. When softened add ½ lb. ground beef. Stir continually until meat has browned and crumbled apart. Add 1 large can strained tomatoes, clove, grated garlic, add salt, pepper, paprika, dash of red pepper. Place over slow fire, cover pan, allow to simmer 1 hour. If thin sauce is desired add juice from tomatoes. Fifteen minutes before serving place 4 large bay leaves in sauce; remove them before serving.

As soon as boiled spaghetti is removed from water, cover with grated Italian cheese before sauce is added.

She Had Him Down Pat

The fresh young traveling salesman put on his most seductive smile as the pretty waitress glided up to his table in the hotel dining room to get his order, and remarked:

"Nice day, little one."

"Yes, it is," she replied. "And so was yesterday, and my name is Ella, and I know I'm a pretty girl and have lovely blue eyes, and I've been here quite a while, and I like the place, and don't think I'm too nice a girl to be working here. My wages are satisfactory and I don't think there's a show or dance in town tonight, and if there was I wouldn't go with you. I'm from

the country and I'm a respectable girl, and my brother is the cook in this hotel, and he was a college football player and weighs three hundred pounds; last week he pretty nearly ruined a \$25-a-week traveling man who tried to make a date with me; now, what'll you have—roast beef, roast pork, Irish stew, hamburger or fried liver."—Everybody's Magazine.

Tomato Spaghetti

The Tomatina Alimentary Paste company of New York city, distributor of alimentary paste products, is placing on the New York market an attractive product of tomatoes and wheat. A fair amount of advertising is being carried on to popularize the combination.

It consists of ordinary spaghetti or macaroni with tomatoes added during the mixing process. The result is a pink spaghetti. The producers are convinced that their product will make a hit with housewives of the country since it will not be necessary to bother about tomatoes in the preparation of this food for the table. All that will be needed is the addition of cheese to suit the taste of the diner.

The product is marketed in an 8 oz. package, the color of the label closely resembling the color of the contents. This is not a new idea but its progress will be watched with interest by other macaroni manufacturers.

Annual Food Budget \$600

According to report based on survey made by a New York magazine the national food budget per family averages \$611.44. The city dwellers spend annually \$825 for each family per year, while in the rural districts the cost of the food consumed is only \$375 per family per year. The apparent discrepancy is due to the fact that many rural families produce a considerable portion of what they consume.

This same report shows that the annual consumption of food in United States amounts to over 23 billion dollars, of which 15 billion is consumed in the home, 4 billion in hotels and restaurants and the other 4 billion by the producing family. This report attempts to show that eating is the nation's big business, food production equaling 35% of the nation's business last year.

"Thrift" is the son of "Good Business Judgment." Both have well filled pockets.



Commander Semolina

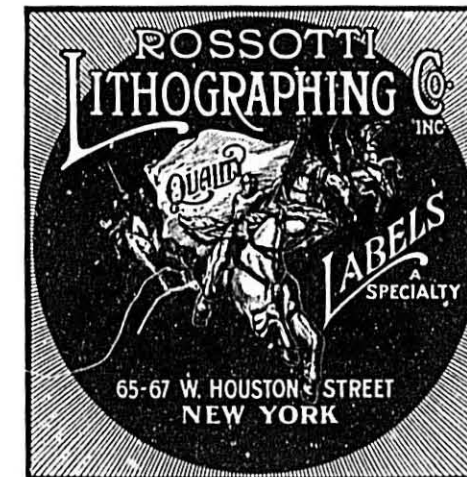
Always
Gives
Excellent
Satisfaction

YOU CAN MAKE BETTER MACARONI
WITH COMMANDER SEMOLINA

All Granulations
Milled Scientifically From Selected Durum Wheat

ASK FOR SAMPLES

COMMANDER MILL COMPANY
MINNEAPOLIS, MINNESOTA



DO YOU LIKE
THE

Macaroni Journal?

It Costs Only a Dollar and a Half a Year.

It is devoted exclusively to the up-building of the Industry in which you are vitally interested.

If you are not already a *regular paid subscriber*, why not prove that you are a *booster* for anything that will benefit the Industry by filling in the order opposite and have it come to you regularly for One Year?

THE MACARONI JOURNAL,
Braidwood, Illinois.

Please send The New Macaroni Journal for One Year to the address given below, for which we enclose check for One Dollar and Fifty Cents.

Name

Address

City

St.

GEMS FROM THE PRESS

Americanizing Macaroni

Macaroni manufactured from a flour with the proper glutinous qualities that will help it retain its shape in cooking becomes a well balanced meal when the proper cheese is added. This is the opinion of the Sandusky (Ohio) Register from which is quoted, in part, the following:

At the end of the fourteenth century, the Italians were the only people who habitually used macaroni but during the next century a Frenchman obtained the secret and introduced this food to his countrymen. Since then the manufacture of macaroni has been as important an industry in France as in Italy.

In 1914, just before the beginning of the war, the United States imported more than 126 million pounds of macaroni products but in 1921 we imported only a million and a half pounds. The war taught us that the durum wheat of North and South Dakota, Montana and Minnesota could be made into as good a product as that which had formerly been imported. We have over 500 factories of paste products in our country today.

Macaroni cannot take the place of meat or other protein food entirely but it is a valuable food especially when combined with foods which add the nutritive value which it lacks.

The Italian cooks it with plenty of butter and adds a tomato sauce for flavor. With cheese, which adds both fat and protein, it makes a very well balanced meal.

Spaghetti Famine

The newspapers commented quite freely last month on the message from Italy which told of an attempt being being made to rid that country of the need of imported wheat. Most of them were of the opinion that the alimentary paste manufacturing business would suffer. Nearly all suggested that the Italians might find some delectable macaroni products of American make that would fill any shortage in this foodstuff that might confront the consumers because of the governmental action.

Some of the papers treated the dispatch seriously, others dealt with it in a more humorous vein. The Bridgeport (Conn.) Telegram commented as follows:

It has been said that if England were to be deprived of her beer rations the people would stage a revolution that would make the French affair look like the preliminaries at a championship bout.

The same argument might be applied to the hot tamale of Mexico, the date of the Sahara, the litchi nut of China, and the humble prune of the boarding house—dishes inseparably linked with nationality, custom and environment.

Italy is undergoing a severe test of patriotism right now. Wheat paste is so expensive that spaghetti, with its older brother macaroni and its younger sister vermicelli is getting scarce. Hence the maledictions of the unfortunate Italian poor.

Wounds of war scarcely could be more painful than wounds of peace in this instance. With Italy making an effort to rid itself of the need of wheat importations by the erection of tariff walls, the domestic supply is as yet insufficient.

Par consequence, up goes the price of spaghetti, ravioli, vermicelli, macaroni and those delightful dishes which mingle so well with Chianti, Vermouth or Chablis.

Italy has stood every test of patriotism so far and her people will rise to this crisis and overwhelm it in their ardor. But it is a severe strain, doubtless.

Selling Hints

Getting an order by making an offer to BEAT your lowest competitor is not the test of salesmanship. Any d—n fool can give something away, but it takes a smart man to sell something.

If you haven't anything in your head to start with, your sales story is bound to have a hollow ring.

Don't tell the buyer you "just happened to be in the neighborhood and dropped in." Make him think that you walked 10 miles to bring him something that he really needs.

Avoid arguments with your prospect. There are two sides to everything, but it's often like listening to a bass drum—after having heard both sides you haven't heard much.

The top notch salesman is not a yachtsman—he doesn't depend on wind to fill his sales.

—Opportunity Magazine.

Saffron vs. Eggs

A macaroni manufacturer in Boston was recently quoted as opposed to the use of eggs in macaroni products. His views were thus expressed when questioned as to why his goods looked as if they contained eggs:

"Eggs? No," said the maker. "We could not use eggs. The macaroni is not cooked; in 2-3 days the eggs they would be—" he sniffed disparagingly. You gather from the gesture, said Katherine Crosby, the author, that time would not deal gently with eggs in macaroni. The combination would be unfortunate. But if not eggs why was some of it so yellow while some was white? O, that—a trade secret, per-

haps. But saffron was mentioned. "Make it look more rich, like the brown egg look better than the white." So by all means, saffron. As a man thinketh, so he is. If he thinks yellow is a more healthful color than white, give him yellow."

How unfortunate for the macaroni manufacturing industry that this deception should be permitted! The better class of manufacturers has consistently fought this practice. Egg noodles and egg macaroni properly manufactured have been kept years without even a sign of any deterioration. Yet here is a manufacturer who publicly slurs this nourishing food, egg macaroni and noodles. Perhaps the day will come when it will be illegal to camouflage these products with "saffron" or any other coloring agency and when the goods will be sold for what they really are. Eggs used in macaroni and noodle making are dried thoroughly before or after manufacture, meet every requirement of the federal bureau of standards and will keep for years. Therefore nutritious eggs and macaroni products made therefrom are not deserving of the condemnation thus publicly administered. Perhaps the manufacturer was misquoted. "We hope so!"

BEGGING-LETTER WRITERS

They beg to inquire and they beg to state,
They beg to advise and they beg to relate;
They beg to observe and they beg to mention,
They beg to call your kind attention;
They beg to remark and they beg to remind,
They beg to inform and you will herein find;
They beg to announce and they beg to intrude,
They beg to explain and they beg to include;
They beg to acknowledge and they beg to reply,
They beg to apologize, beg to deny;
They reluctantly beg for a moment of time.
They beg to submit you an offer sublime:
Till I wish I could put the annoying array
Of beggars on horseback and send them away.

Industries with common problems should solve them in common.

When sure you're wrong back up.

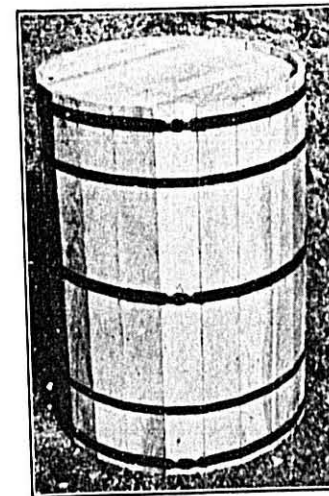
New Cylindrical Container

A recently developed barrel with straight sides has been placed on the market by the Flat Stave Corporation of New York city. This company has purchased 12½ million feet of standing timber in northern New York and has erected a complete plant at Colton, N. Y., covering 20 acres. At this plant the company has a modern saw mill, heat treating units and a complete mill for fabrication of this new barrel.

Construction of this barrel is such that the most exhaustive tests have shown that it is much stronger than the regular slack barrel. The lumber after being fully stabilized is made into uniform strips 2¼ inches wide. These staves are then automatically head grooved and notched then nailed together with steel bands; these mats are then bundled flat and shipped to the customer together with the necessary heads.

Assembling of this barrel consists merely of rolling the mat around the lower head and placing the lower hoop on, next the middle hoops are put on, the barrel is now ready for loading. The top head and hoops are then put on as in an ordinary barrel. This barrel

stores in just one tenth the space an ordinary barrel requires; is assembled with one fifth the operations; wastes no space in shipment; packs better, and is readily opened, can be returned to the



shipper in a knocked down condition and can be reused time and time again. These barrels are well adapted for the use of foodstuffs, especially where the company ships in bulk to regular

distributors where the reuseable feature is so important. The barrel has exceeded in laboratory tests the traffic requirements from 15 to 20 times.

These barrels are cheaper to the user in storage, assembling, packing, protection to contents, ease in opening and their reuseable feature. Only hard wood is used, and, because the multiple units are interlocked, it is impossible to damage the container or its contents.

A Sales Tip
BEN FRANKLIN BELIEVED
THAT HONESTY WAS THE
BEST POLICY

We still believe that Honesty is the Best Policy in Business now and for that reason we offer for sale only honest quality products, honestly represent them to our customers and are as honest in our dealings with others as we expect them to be with us.

(Use this Sales Tip.)

The manufacturer who only half tries a well planned selling campaign doesn't even half make good.

BUHLER BROTHERS' for

Works at Uzwil, Switzerland



The Cut Goods Dryers Mod. QN-6 & 7
Capacity 1360 and 1600 lbs.

For information please ask:

Th. H. Kappeler

Sole Distributor for Buhler Machinery
NEW YORK OFFICE, 44 Whitehall Street

"Quality"

The BUHLER
Cut Goods Dryers
are the best known in U.S.A.
and the most efficient
dryers wherever

Elbows and
Soup-Pastes, etc.
have to be dried

Low power for driving
Small floor-space required
No heated air
Little attention
Very short Drying Time.

Nutritional Education Fund

The most noteworthy feature of the 28th annual convention of American Bakers association held Sept. 15-18, in Buffalo, was the announcement of the organization of a department of nutritional education in American Institute of Baking, and the subscription of \$100,000 in 5 installments of \$20,000 a year toward financing the work of the department.

The formation of such a department of nutritional education has been the subject of earnest discussion and careful thought for some time. The need has long been felt to impress more closely not only the baking industry itself but also housewives, teachers of home economics, child welfare workers, and indeed the medical and dental professions, with the increasing importance of the nutritional value of food-stuffs.

The work of the Institute of Baking in the certification of the wholesomeness of ingredients going into baked stuffs, in laboratory research, in stimulating the greater use of milk in the manufacture of bread, the training of the students, has gone a long way toward strengthening appreciation of such nutritional values, but the full benefit of this work can come only as its benefits and potentialities are brought home to the consumers themselves. The baking industry has definitely set itself to meet the highest test which may be applied to its product in terms of nutrition, and to that end this department of nutritional education has been established.

The potentialities of such a department cannot be overestimated. The value of its work to the baking industry itself will be very great, but far greater will be the contribution of this department in building a stronger race of better nourished children. In its every detail the project fits intimately into the ambitious plans of American Child Health association, into the program of American Public Health association, and into the well organized work of the departments of public health in cities and states.

In order to give immediate realization of these purposes and enable the department to function the Robert Boyd Ward Fund, Inc., has with fine appreciation and large generosity made a contribution of \$100,000, payable in 5 annual installments of \$20,000. This contribution is without any conditions,

the particular use of the money being left to the determination entirely of the directors of the institute. In the letter of W. B. Ward, president of the Robert Boyd Ward Fund, Inc., transmitting the first installment of \$20,000, he expresses the hope that the idea of such a department may appeal to others in the industry and its allied trades so as to result in its further expansion and "that the work in the education and science of nutrition will redound to the credit of the industry as a whole."

No finer contribution has been made, since the establishment of the institute itself, to the cause of preventive medicine.

Color Makes Selling Easier

"COLOR is a plus salesman that is worthy of a place on the pay roll of any firm," says the United States Printing & Lithograph Co., Cincinnati, O., America's Color Printing Headquarters. "A folding box in striking color, a unique package, a beautifully designed cutout, an attention getting counter card—are all plus salesmen. But color is most effective when intelligently applied. Package, wrap, window displays and other allied sales helps should be designed in harmony—each should reflect and remind the observer of its common relationship.

"Nationally known concerns manufacturing a variety of products have proved the sales value of a family resemblance in their packaged output. Either in color scheme, label or other distinctive insignia, is the identification of that product made certain at a glance. Such is the work of Color Printing Headquarters, to so design and execute any color printing order entrusted to us that the result will create

Impressions Count

Try this. Walk down a crowded street in a sneaky, apologetic way and you'll be surprised how people will bump into you. The second block, throw back your shoulders, lift up your chin and swing along at a good brisk pace. You'll be surprised this time how quickly people will get out of your way. Slink up the steps to a house and you'll find the door banged in your face. Look as if you had a right to be there and you'll find yourself in the parlor. Confidence in one's self begets confidence and respect in others, and that means success.—Opportunity.

a favorable prestige for the client for whom we produce it.

"We have produced millions of folding boxes of all kinds, labels, cartons, cutouts, streamers, posters, hangers, window displays, calendars and all the color helps that make for easier selling. In the production of many thousands of orders a parallel of your own needs probably has been successfully met."

Advertising Does

Create good will.
Help sell merchandise.
Guarantee sales.
Create quality demand and quality reputation.

Create public confidence in merchandise and confidence in the manufacture of it.

Better quality.
Establish and standardize manufacturing, trade and consumer practice.
Help solve production problems.
Help solve buying problems.
Have inspirational effect on organizations.

Compel competition to meet your standards of business and serve you.—Anon.

THE SMILE HELPS

You may always expect some disagreeable surprises and should never be surprised when they come. With this thought in mind, you will be better fitted to face trouble with a smile.

And the smile is necessary, for when you scowl you advertise your fear or perplexity, and this you do not want others to know about.

By a smile, I do not mean a grin—I mean a smile that turns the curves on your lips—up.

The smile helps you and often halts the trouble. Nothing can stop the man with a smile.

When you look peeved or act cross over some disappointment, your countenance is pretty good proof that you are licked.

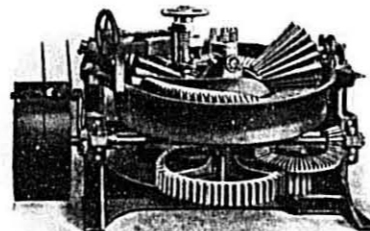
The most serious, persevering and successful salesman I have ever met, always smiles when things go wrong; and of course, he always smiles when things go right.

Scowling is the habit of the hybrid, smiling the successful man's mask.—The Silent Partner.

Give the merchant a reason for displaying your goods.

There's plenty of business for those who go after it.

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 Walter 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.

1304-18 N. Howard Street
PHILADELPHIA, PA.

Established Over 50 Years

Advice Worth Heeding

When the question of building a New Macaroni or Egg Noodle plant comes up for consideration, the advice of a practical man is well worth considering.

There are many things to think about before building a Noodle or Macaroni Plant, adopted especially for Package purposes.

Naturally you don't want your factory to cost too much. Every dollar invested in a plant is a permanent overhead. Even more costly however is investing in a plant inefficiently constructed. Rapid depreciation, shut down for repairs and other evils impose burdensome charges against production cost.

My system of operation and preliminary studies followed by design and most efficient methods have saved owners considerable money because from start to finish their interest and mine are identical.

Write for further information to

THE M. A. SYSTEM
2822 West 29th. St. C. I.
Brooklyn, N. Y.



Patrick Henry Said—

"I KNOW of no way of judging the future except by the past." The sound business man of today knows that that maxim was as valid as it ever was. More and more he bases his judgment of future promise on past performance.

Behind the Anderson-Tully organization is thirty-five years of successful box making, thirty-five years of satisfied customers. That record is your best guarantee that when your packing problems are placed in our hands they will be handled properly and economically. Our long experience will save you time, trouble and money.

The economy of using Anderson-Tully boxes has proven itself to users year after year. If you are not acquainted with what we can do in the manufacture of shipping containers, a postal or a letter will bring you some interesting information without the slightest obligation on your part.

ANDERSON-TULLY CO.

Good Wood Boxes

Memphis

Food Prescriptions Next?

Discussing the tendency now common in America to offer to consumers foods in a state that require the minimum amount of preparation, Dr. Milo Hastings, director physical Culture Food Research laboratory, is of the opinion that there might develop a profession of "food practicing" along the lines of the medical practice now carried on by physicians. To illustrate this point he speaks of the food, "Tomato Spaghetti", which has recently been marketed in some of our large eastern centers.

With the view of showing us how and seeing that we get the combination right with the least labor, an ingenious gentleman (he happens to be French, not Italian) has worked out a very clever trick and put the tomatoes into the spaghetti for us. I don't mean that he sells us canned spaghetti with tomato sauce, but that he actually makes the spaghetti out of a combination of wheat and tomatoes. Like most clever ideas, it is simple enough after the other fellow thinks of it. Your spaghetti is dry when you buy it, but moist when mixed up preparatory to making your artificial straws by forcing the dough through a perforated plate. So where the ordinary spaghetti manufacturer mixes his dry "semolina" with water, this inventor mixes it with the moist groundup tomatoes. The spaghetti being then dried (it is not cooked before you buy it), has the tomato substance right in it, color and all. The finished product keeps perfectly, so when you want spaghetti with tomatoes instead of buying a box of spaghetti and a can of tomatoes you need only to buy the Tomato Spaghetti and get your vitamins and minerals of the tomato right in with your "spaghet."

If the inventors and manufacturers keep on doing our thinking and making our food combinations for us, all the future household cook will have to do is to call up the grocery store and say, "We have decided to take Diet X. How much will that be for a man and a woman and 3 children, ages 3, 5 and 8?" . . . \$27.50 a week, ma'am." . . . "All right, send it over; but if it isn't any better than the last one we tried we'll go back to the restaurant service."

That will be bad enough, but if the scientists don't quit finding out so much about the relation of food to health and disease, maybe there will come a time

when the doctors will have laws passed and require all the grocery clerks to be graduate food chemists and forbid them to sell foods except on a doctor's prescription. Then I suppose I will be locked up for "practicing food" without a license, and the rest of you will be imagining new kinds of aches and paying the doctor to write you out special food prescriptions with an extra portion of porterhouse or mushrooms.

600 Barrel Plants

Contrary to the general impression that macaroni manufacture in Italy is a haphazard process travelers learn that there are in that country several plants that rank among the largest and most modern in the country. When the per capita consumption of macaroni in Italy is recalled one soon realizes the need of the many large manufacturing establishments in that country.

Northern Italy boasts of several very large plants with equipment capable of converting over 600 bbls. of semolina daily into various forms of alimentary pastes. One is known as the Agresia plant at Oneglia, whose output is distributed through the provinces of Liguria and Piedmont. Another immense plant is the Baroni plant of Milan. Its enormous output is widely distributed through the new province of Trieste, and Venice and Lombardy. Another concern is the Pastificio Triestino of Trieste: Its output is consumed in the Mediterranean countries and in the 2 Americas. In addition there is found in this section of the country 2 other large plants, the Tommasino factory at Milan and the V. Tommasino company at Mendrisio.

WHAT IS WRONG?

The macaroni industry has not made satisfactory progress in the opinion of many. Just what is the reason for this? It would be interesting to have the opinions of all who are concerned in this business. Here are some of the reasons advanced:

1—The industry needs more "DOERS" and fewer "LOOKERS-ON."
2—Cut out Suspicion and substitute Confidence in one another.

3—Too many small, irresponsible plants that open and close as conditions demand.

4—Too much attention to competitors and too little to our own business.

What is your opinion as to What is Wrong?

Tell it to us briefly. We'll publish it anonymously.

Adam and Eve and That Apple

How many apples did Adam and Eve eat?

Some say Eve 8 and Adam 2—a total of 10 only. Now we figure the thing out far differently. Eve 8 and Adam 8 also—total 16, and yet the above figures are entirely wrong. If Eve 8 and Adam 82, certainly the total will be 90. Scientific men, however, on the strength of the theory that the antediluvians were a race of giants, reason something like this: Eve 81 and Adam 82—total, 163.

Wrong again: what could be clearer than if Eve 81 and Adam 812; the total was 893. If Eve 811st and Adam 812 would not the total be 1623?

We believe the following to be a fair solution: Eve 814 Adam, Adam 8124 Eve—total, 8938.

Still another calculation is as follows: If Eve 814 Adam, Adam 81242 oblige Eve, total 82,056. We think this, however, not a sufficient quantity. For though we admit that Eve 814 Adam, Adam if he 8181242 keep Eve company—total 8,182,056.

All wrong. Eve, when she 81812 many and probably she felt sorry for it, but her companion in order to relieve her grief, 812. Therefore when Adam 81814240fy Eve's depressed spirits. Hence, both ate 81,896,864 apples.

A GOOD INVESTMENT

Without attempting to recite the many and important accomplishments during the past two or three years of the vigilance work of the Better Business bureaus affiliated with the Associated Advertising clubs we should like to point out that it has developed into an exceedingly influential department of advertising. Its work merits the increasing support of the business world and the active support and cooperation of business men. Every dollar invested in well directed vigilance work is an investment not merely in truth in advertising, but in the effectiveness of all advertising.—Advertising and Selling Fortnightly.

THE BEST WAY

Traveler: "Will I have time to get a drink before the train leaves?"
Conductor: "Yes, plenty of time."
Traveler: "How do I know the train won't leave without me?"
Conductor: "Well, I'll go along and have a drink with you."

NOODLES

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

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

Special Noodle Whole Egg—

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

Special Noodle Egg Yolk—

Selected bright fresh yolk—entirely Soluble.

Samples on Request

JOE LOWE CO. INC.

"THE EGG HOUSE"
New York

CHICAGO BOSTON LOS ANGELES TORONTO
Warehouses
Norfolk Atlanta Cincinnati Detroit Pittsburgh



COLD GLUES

FOR ALL PURPOSES
on F-2 and F-5 Machines

Table Glue "H"

AND
Glue "XS"

Now being used by:
C. F. Mueller Company
A. Goodman & Sons, Inc.
National Biscuit Co.
Lesse-Wiles Biscuit Co.
and many others.

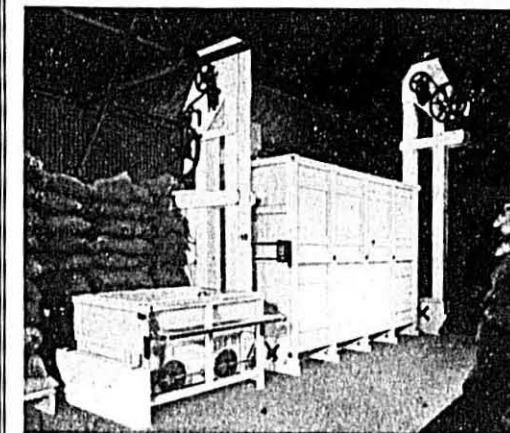
Free Samples on Request

NATIONAL GUM & MICA CO.

Main Office: 820 Greenwich Street, N. Y. C.

CHAMPION

IN NAME and IN SERVICE



One of our Blending, Sifting and Storing Outfits of 100 barrels capacity. Will be built to meet the requirements of any size plant—from 10 barrels to 1,000 barrels daily capacity.

Modernize Your Plant

by installing this

Dependable, Efficient, Time-Saving,
Clean-Handling and Guaranteed

CHAMPION FLOUR HANDLING OUTFIT

You eliminate all guess work thereby insuring a uniform product.

Champion Flour Outfits

now in daily service in numerous macaroni and noodle plants in America.

For More Detailed Information Write

Champion Machinery Company
JOLIET - - - ILLINOIS

Manufacturers of
Mixers - Noodle Brakes - Flour Handlers

Macaroni Exports for November

There was a slight falling off in the total exportation of macaroni products for November 1925 as compared with October and with November of last year. The total receded to 652,000 lbs., nearly 10,000 lbs. less than in October. However, the total for the 11 months of 1925 shows an increase of nearly a million pounds over the same period of last year. Great Britain, or the Unit-

ed Kingdom, continues to be our best foreign market for macaroni products, the quantity shipped to that nation last November being over 144,000 lbs. Canada was second with 95,000 lbs.; then came the Dominican Republic which purchased 83,000 lbs., Mexico with 82,000 lbs., Australia with 54,000, Panama with 39,000 lbs., and China with 32,000 lbs.

MACARONI EXPORTS BY PORTS AND COUNTRIES OF DESTINATION FOR NOVEMBER 1925

	New York	Baltimore	New Orleans	San Francisco	Washington	Buffalo	Other	Total
Netherlands	16	...	13	29
United Kingdom	143	1	144
Canada	1	10	12	72	95
Br. Honduras	1	1
Costa Rica	2	2
Guatemala	1	2
Honduras	5	5
Nicaragua	3	3
Panama	1	...	38	39
Mexico	15	...	3	9	55	82
Newfoundland
Jamaica	1	...	1	2
Other Br. W. I.	30
Cuba	8	...	20	2	83
Dom. Republic	14	...	68	6
Haiti	2	...	4	1
Virgin Ids.	10
Columbia	2	...	7
Ecuador	4
Peru	4	1
Venezuela	1	1
India	1	1
Ceylon	1
Straits	1	32
China	11	21	7
Japan	7	10
Philippines	1	9	54
Australia	53	1	3
New Zealand	3	1
Dr. S. Africa	1	4
All other	4
TOTAL	279		158	38	31	12	133	652

*Less than 500 lbs.

Larger Grain Crops Have Lower Values

Despite increased production of grain crops in the United States the past year the gross value of these crops was \$708,000,000 less than in 1924, based on Dec. 1 farm prices, according to estimates by the Department of Agriculture.

The gross value of grain crops for 1925 is placed at \$3,810,713,000 compared with \$4,518,716,000 in 1924. The largest deficit is in corn, of which 2,900,581,000 bus. was produced the past year compared with 2,312,745,000 bus. in 1924, but the gross value of which is estimated at \$1,956,323,000 for 1925

compared with \$2,270,564,000 in 1924. Winter wheat production was nearly 200,000,000 bus. less than in 1924, and although the Dec. 1 price was somewhat higher the past year than in 1924, the gross value of the crop was \$589,504,000 compared with \$776,227,000 the preceding year. Spring wheat, on the other hand, shows an increase in gross value, being estimated at \$358,489,000 for 1925 compared with \$344,560,000 in 1924.

All the other grain crops including oats, barley, rye, buckwheat, and flax, but not including rice, show decreases in gross value, ranging from a decrease of \$515,000 on buckwheat to \$155,000-

000 on oats. The rice crop shows an increased value of \$6,290,000 over 1924.

Of the crops other than grain, potatoes were the outstanding exception where values were greatly above 1924. The potato crop was 100,000,000 bus. less than in 1924, but its value based on Dec. 1 prices is estimated at \$605,327,000 compared with \$266,047,000 in 1924. Other crops which show increased values include clover seed, dry beans, sweet potatoes, hops, apples, pears, oranges, and cotton seed.

Is Mince Pie a Beverage?

"Had any breakfast, Bill?" asked the man in the old story. "Not a drop" was the reply. The venerable anecdote, in a somewhat new version, is suggested by a series of questions submitted to the prohibition authorities at Washington. They are: "Is mince pie a beverage? If so, is plum pudding a beverage? If not, is it a conspiracy against the Constitution to sell or eat any of these articles, even if they are made with a small alcoholic kick? And is it criminal to obtain alcohol for the purpose of putting in that little kick?"

These were reasonable queries in view of the near approach of the hospitable holidays. There have been rulings under the Volstead law permitting the use of alcohol for flavoring in the cooking of food. The precise percentage permitted remains in some doubt. There is a theory that however much alcohol is employed it is robbed of its stimulating principle in the culinary process, but it is only a theory. "Wine sauce" still appears on many of our restaurant menus as an accomplishment of certain desserts without attracting the attention of the enforcement officials.

It is hardly to be expected, therefore, that the authorities would raid private residences with search warrants about Christmas on the hunt for illicit mince pies and plum puddings. The 18th amendment prohibits the manufacture, sale or transportation of intoxicating liquors "for beverage purposes." A beverage is "that which is drunk." Enough said.

ON A FAT MAN

While I am not a bit sensitive about my size I must admit that at times I get a little peeved at the manner in which some people call my attention to myself.

Today I went into a restaurant and I said to the waiter:

"Do you feed people here?" just like that.

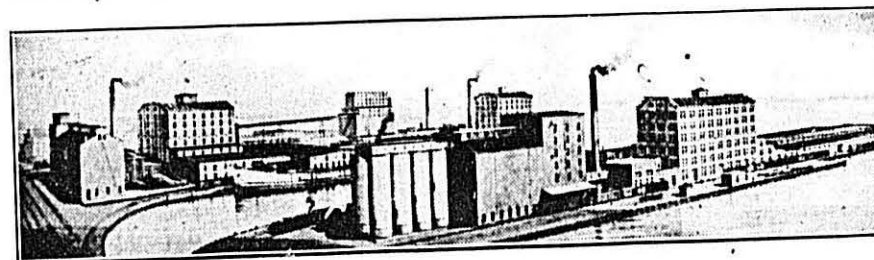
"Yes, sir," he said, as he looked me over, "but we don't fill silos."

2/A SEMOLINA



This is a short extraction of medium granulation for making special high quality macaroni. If interested in furnishing macaroni noticeably better in quality, try a carload of 2/A.

CAPITAL FLOUR MILLS, Inc.
MINNEAPOLIS MINNESOTA SAINT PAUL



THE UP-TO-DATE HOME OF HOURGLASS BRAND SEMOLINA AND FLOUR

Made From Pure, Selected DURUM WHEAT, Which Requisite To Assure all the Essentials of a Highly Nutritious, Palatable Macaroni.

DULUTH-SUPERIOR MILLING CO.

Main Office DULUTH, MINN.

NEW YORK OFFICE: F 7 Produce Exchange
PHILADELPHIA OFFICE: 458 Bourse Bldg.

BOSTON OFFICE: 88 Broad Street
CHICAGO OFFICE: 14 E. Jackson Blvd.

Grain, Trade and Food Notes

Dry Ice for Ice Cream

The Popular Science Monthly of New York comments on the recent invention of a method whereby "dry ice" may be manufactured and used under conditions that with the ordinary ice would be impractical.

Ice cream may now be shipped across the country and delivered in its original well frozen condition without the use of ordinary ice. The magazine explains the method as follows:

"The wonderful material that makes this remarkable feat possible is called 'dry ice.' It cannot melt. It is perfectly dry to the touch, and yet it is so cold that it will make a thermometer go down to 110 degrees below zero.

"You have noticed the small bubbles that form and rise to the surface in a soda pop bottle when you pry off the cap. This new ice is made out of the same gas that forms these bubbles. In other words, it is carbon dioxide gas cooled down and compressed until it finally forms a solid, frozen mass.

"Solidified carbon dioxide has been produced on a laboratory scale several times, but this is the first application of this queer freezing agent to the preservation of ice cream. Its use is the result of a long search by a New York ice cream manufacturer for a method of packing his product in small packages so that customers can take it home and keep it in perfect condition for hours afterward.

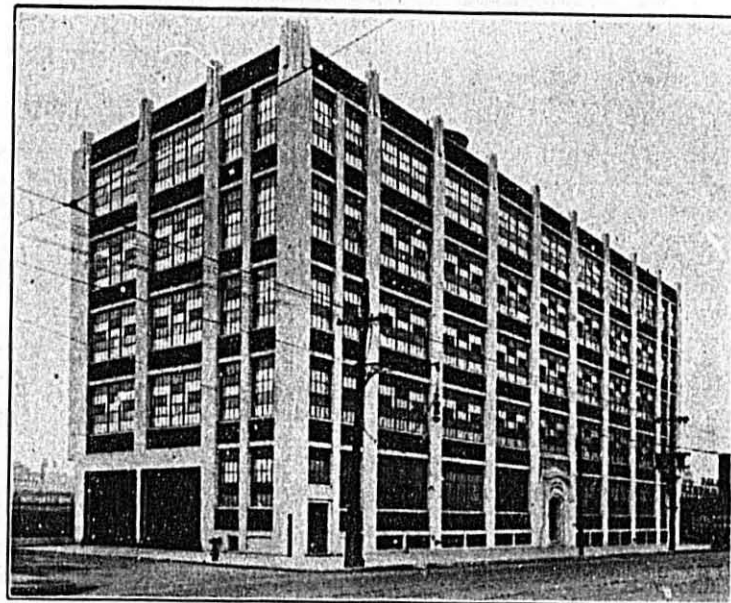
"Although the temperature of dry ice is colder than the North Pole in winter time, it may be handled with the bare hands, provided the skin of the fingers is not allowed to touch the solid lumps for more than a second or two at a time. In the ice cream plant lumps of dry ice are sent to the packing room, where a workman places a cylindrical piece in a large carton, which also holds a smaller container filled with ice cream.

"The outside container, as well as the one that holds the ice cream, is made of paraffined cardboard and is, itself, a fair heat insulator, so that the warmth from the outside air penetrates slowly. Instead of heating and melting the ice cream, the air warms the surface of the block of frozen carbon dioxide and gradually converts the latter back into a gas again.

"The gas then passes away through a small hole in the outer container, and

when it is all evaporated no trace remains to show that there was anything in the larger container except the package of ice cream."

Ronzoni's New Factory



A plant constructed in accordance with ideas gained through 45 years of close application to the business of macaroni manufacture is now the proud possession of Emanuele Ronzoni, head officer of the Ronzoni Macaroni Co., Inc.

This modern plant, costing approximately one half million dollars, is situated in Long Island City, N. Y.

The modern, 5 story, fire proof building which was recently completed is now fully equipped with the latest type machinery for manufacturing, drying and packing its product.

With an eye toward the future, Mr. Ronzoni has arranged his plant for the expeditious handling of both bulk and package goods.

This new food factory has about 85,000 square feet of floor space and is exceptionally well lighted by windows that serve the added purpose of properly ventilating the plant, affording the happy combination of natural and artificial drying to meet all weather conditions.

The plant was designed by J. P. De Laux of New York city and Hop Bottom, Pa., who has been most successful in planning food plants of the highest

grade in the eastern part of the country.

Late in 1925 the Ronzoni Macaroni Co., Inc., transferred operations from its old plant at 612 Jackson av. to its new home at 660 Jackson av.

The plant is the property of the Ronzoni family.

The manufacturing is personally superintended by Emanuele Ronzoni, who for 45 years has been recognized as a manufacturer of high quality goods. He is assisted by a daughter and 3 sons, all of whom have been schooled in the business since childhood. Every member is thoroughly familiar with every phase of this food manufacturing business.

The plant is the pride of the family and is a fitting monument to the successful career of one of the industry's leaders.

"Eating too much is bound to shorten your life," observed the doctor.

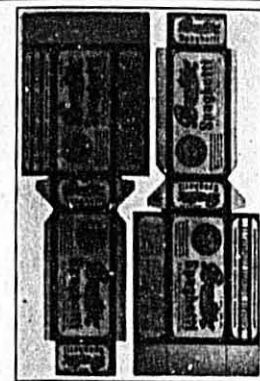
"That's right," agreed the farmer. "Pigs would live a good deal longer if they didn't make hogs of themselves."

The man who goes through life hunting for a soft thing can find it right under his hat.

January 15, 1926

THE MACARONI JOURNAL

35



KNOWING THE DIFFERENCE—IN COST of materials and labor processes has been part of "National" service for many years.

We Manufacture Sealing Machines for Both

flat sheets and knock-down cartons and can therefore advise you without bias.

We also manufacture both *lining* and *wrapping* machines as well as both *net* and *gross* weighers of *thirty* (30) and *sixty* (60) per minute capacities.

National Packaging Machinery Co.
170 Green Street, Jamaica Plain, Boston, Mass.



For
EFFICIENT DRYING EQUIPMENT
FOR SHORT OR LONG GOODS
Write
KARL GAMMEL, M. E.,
For 20 Years a Builder and Creator of Drying Equipment. P. O. Box 1248 JOLIET, ILL.

CROOKSTON

FOR QUALITY TRADE

It's a Pleasure
to Send Samples

CROOKSTON MILLING CO.
CROOKSTON, MINNESOTA

"CROOKSTON MEANS-FIRST QUALITY"

The Macaroni Journal

Trade Mark Registered U. S. Patent Office
(Successor to the Old Journal—Founded by Fred Becker
of Cleveland, O., in 1903)
A Publication to Advance the American Macaroni
Industry.
Published Monthly by the National Macaroni
Manufacturers Association.
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ADVERTISING RATES
Display Advertising . . . Rates on Application
Want Ads Five Cents Per Word

Vol. VII January 15, 1926 No. 9

Patents and Trade Marks

APPLIED FOR White Way

A private brand trade mark used by Charles Hewitt & Sons company of Des Moines, Ia., on grocery products including macaroni, spaghetti and noodles. Application was filed Sept. 18, 1925, and published Dec. 1, 1925, the company claiming use since Jan. 1, 1915.

The trade mark consists solely of the words WHITE WAY in large letters, outlined in black, with white centers.

Linko

A private brand trade mark used by Grainger Brothers company of Lincoln, Neb., on assorted food products including macaroni and spaghetti. It was filed Sept. 21, 1925, and published Dec. 1, 1925, the company claiming use since Jan. 1925.

The trade mark consists of the cut of the capitol building above the dome of which appears the word LINKO in heavy black type.

Noodle Grips

A private brand trade mark used by the Law Canning company of Portland, Ore., on its fried egg noodles. Application was filed Sept. 21, 1925, and published Dec. 1, 1925, the company claiming use since July 16, 1925.

The trade mark consists merely of the words NOODLE CRISPS in heavy black type but the word "Noodle" is

disclaimed apart from the mark shown on the drawing.

The Missing Rib

A private brand trade mark used by William Benner, Bridgeport, Conn., on various grocery products including macaroni, spaghetti and noodles. It was filed Aug. 16, 1923, published Dec. 8, 1925, the company claiming use since March 23, 1921.

The trade mark shows the ribs in the chest with the name appearing in the triangle below the breast bone.

Six Star

The brand name of the macaroni products manufactured by Guiseppe Oliveri doing business as the New York Macaroni Manufacturing Co., New York city. It was filed July 30, 1925, and published Dec. 8, 1925, the company claiming use since March 1919.

The trade mark shows a large 5 pointed star in the upper portion of a circle with 5 smaller stars between the points of the larger one. From this "star-y" center radiates a large number of triangles that end in the perimeter of the circle. On either side of the stars from the circle outward is placed the trade name SIX STAR, the word "Six" to the left and the word "Star" to the right.

Clover Hill

A private brand trade mark used by the Durand-McNeil-Horner company, Chicago, on its various products, including spaghetti. It was filed Feb. 5, 1924, and published Dec. 15, 1925. The company claims use of the trade mark since 1911.

The trade mark consists of the trade name in heavy black type arranged in the form of a short arc with an outlined body of white around the letters.

Goodman's

In Hebrew characters the trade mark of A. Goodman & Sons, Inc., New York city, was filed Oct. 28, 1924, and published Dec. 22, 1925, the company claiming use of this trade mark on its alimentary paste products, matzoths, etc., since Sept. 1, 1924.

The trade mark consists of the Hebrew characters, which translated in English means "Goodman's," placed in an outlined box in the center of which appears a sheaf of wheat.

A. & P.

The private brand trade mark of the Great Atlantic & Pacific Tea company, Jersey City, N. J., used on its various grocery products including egg noodles, spaghetti and elbow macaroni. It was

filed Sept. 11, 1924, published Dec. 29, 1925, the company claiming use since Sept. 1919.

The trade mark consists of the large letters "A. & P." within a circle having a heavy black border, the whole circle being separated with lines running from top to bottom.

REGISTERED

American Maid

The trade mark of the Union Macaroni company of Beaumont, Tex. The company claims to have used this trade mark since June 28, 1924. It applied for registration Nov. 28, 1924, the application was published Oct. 13, 1925, and duly registered Dec. 29, 1925.

AN OLD AGE RECIPE

Methuselah ate what he found on his plate.
And never, as people do now,
Did he note the amount of the calorie count—

He ate it because it was chov.
He wasn't disturbed, as at dinner he sat,
Destroying a roast or a pie,
To think it was lacking in granular fat,
Or a couple of vitamins shy.
He cheerfully chewed every species of food,
Untroubled by worries or fears
Lest his health be hurt by some fancy
dessert
And he lived over nine hundred years!
—Galt Evening Reporter.

— Good advertising makes them STOP,
LOOK and BUY.

WANT ADVERTISEMENTS

Five cents per word each insertion.
FOR SALE—One Johnson Top and Bottom
Sealer. Peter Rossi & Sons, Braidwood, Ill.

FOR SALE

1 Werner & Pfeleiderer 12" Reversible
Noodle Brake, belt or motor driven.
1 Werner & Pfeleiderer 12" Noodle Cutter.
1 Belt Conveyor (16 ft.) to carry Noodles
from Cutter.

Machines in first class running condition.
Will sell all or separate.

F. L. Klein Noodle Co.
4565 S. State St., Chicago, Ill.

A. ROSSI & CO.

Macaroni Machinery Manufacturer

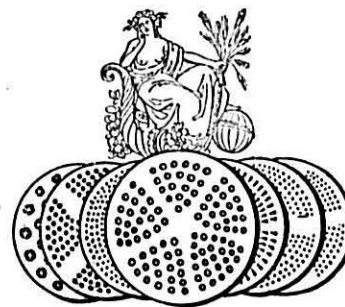
Macaroni Drying Machines
That Fool The Weather

387 Broadway -- San Francisco, Calif.

The House
of
Perfection

Always at
Your
Service

Where Others Have Failed,
We Have Succeeded.



Why not deal with a reliable house?

INTERNATIONAL
MACARONI MOULDS CO.
252 Hoyt St. Brooklyn, N. Y.

DRYERS

That will dry your macaroni
perfectly

Stop all the waste—acidity—
cracked and moulded goods

Save labor 75%

USING

BAROZZI DRYING SYSTEM

616-620 Clinton Street HOBOKEN, N. J.
New York City District

Make money and better macaroni

SUCCESS

in producing and marketing a useful Product in Cartons can be traced to two causes,—

Low Production Cost and Means of Protection

to preserve the Product from the Factory to the Consumer.

JOHNSON

PACKAGING MACHINERY

for Lining, Weighing, Filling, Sealing and Wrapping Cartons—not only offers the most ECONOMIC method of Packaging in Cartons, extremely LOW cost of maintenance and repairs but—the Lining and Wax Wrapping methods of protection guarantee the delivery of your Product to the Consumer in

PERFECT CONDITION

JOHNSON

Automatic Sealer Co., Ltd., Battle Creek, Michigan

NEW YORK, 20 Church St., CHICAGO, 208 S. LaSalle St., LOS ANGELES, CAL., 607 Marsh-Strong Bldg.

<p>OUR PURPOSE:</p> <p>Educate Elevate</p> <hr/> <p>Organize Harmonize</p>	<p>ASSOCIATION NEWS</p> <p><i>National Macaroni Manufacturers Association</i></p> <p><i>Local and Sectional Macaroni Clubs</i></p>	<p>OUR MOTTO:</p> <p>First— The Industry</p> <hr/> <p>Then— The Manufacturer</p>
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H. D. ROSSI.....Second Vice President Braidwood, Ill.	M. J. DONNA.....Secretary P. O. Drawer No. 1, Braidwood, Ill.	Legislative and Vigilance Committee
FRED BECKER.....Treasurer 6919 Lorain av., Cleveland, O.	ASSOCIATION COMMITTEES	
WILLIAM A. THARINGER.....Director 1458 Holton st., Milwaukee, Wis.	Committee on Cooperation with Durum Millers James T. Williams, The Creamette Co., Minneapolis, Minn.	

FIRM FOUNDER DIES

Christian F. Mueller, the First, Passes On — Leading Manufacturer Built Business on Enduring Foundation.

Christian F. Mueller the First, founder of the well known C. F. Mueller company of Jersey City, N. J., passed away on Friday night, Jan. 8, 1926, at his home at 30 Peadley Terrace, Irvington, N. J. Death followed an illness of less than a week duration. Deceased had passed his 85th year and for over one half a century was actively engaged in the manufacture of alimentary pastes, specializing in noodles.

He is survived by one daughter, Mrs. Sophie Burrows, and two sons, Samuel who is president of the C. F. Mueller company and Henry, general manager of that concern, and also president of the National Macaroni Manufacturers association. An elder son Christian, Junior, passed away in 1922. The latter gave long and faithful service to the National association, being president of that organization at his death.

C. F. Mueller the First was one of the pioneer manufacturers of the country. He started with a small hand noodle machine in his home, distributing from house to house the fresh noodles made with the help of his wife. From a neighborhood distribution he spread his territory to include the district of Newark and Jersey City. It was soon found necessary to rent suitable quarters, and there was laid the foundation of one of the biggest alimentary paste manufacturing concerns in America.

Business expanded rapidly and he found it necessary to call upon his growing family for help. In 1895 the eldest son, C. F. Mueller the Second, joined the firm as general manager. At the latter's insistence macaroni and

spaghetti manufacture was begun. In 1899 the second son, Samuel, became a member of the firm and in 1903 Henry, the youngest son, joined the organization.

The founder remained in active charge of the business until a few years ago when age necessitated his retirement from active management. He was exceedingly proud of the business organization that he helped to develop from so small a beginning.

Messages of sympathy were received from macaroni manufacturers in every section of the country as well as from food distributors who have long enjoyed a business connection with the firm which he founded.

Funeral services took place from the German H. E. church at 3 p. m., Sunday, Jan. 10, and burial Monday morning, Jan. 11, in Fairmont cemetery, Newark.

Greetings and Gifts

The fine spirit shown by the many friends of this publication and of the National association during the Christmas season is sincerely appreciated. In humble acknowledgement a list of those who remembered the working force at headquarters is given.

The Commander Mill company of Minneapolis sent Editor M. J. Donna a leather letter file, engraved with his name and the reminder, "For Today's Mail."

The Crookston Milling company of Crookston, Minn., supplied a handy filler for the desk calendar kindly sent us last year.

The Keystone Macaroni Manufacturing company of Lebanon, Pa., presented the editor with a beautiful leather bill fold and expressed the hope that it may always be filled with bills of the kind Uncle Sam alone makes.

Beautiful Christmas and New Year greetings were received from the following: Mr. and Mrs. Henry Mueller

of Jersey City; Mr. and Mrs. Henry D. Rossi of Braidwood, Ill.; Mr. and Mrs. James T. Williams of Minneapolis; the Chicago Macaroni Co. of Chicago through its vice president, Joseph Matalone; Rossotti Lithographing Co. of New York city; B. R. Jacobs of Washington, D. C.; E. Z. Vermyle of Brooklyn; Frank J. Tharinger of Milwaukee; Peter Rossi & Sons of Braidwood, Ill.; Crookston Milling Co. of Crookston, Minn.; Commander Mill Co. of Minneapolis; John B. Canepa Co. of Chicago; Ravarino & Freschi Importing and Manufacturing Co. of St. Louis; J. P. Weidenhamer of Keystone Macaroni Manufacturing Co., Lebanon, Pa.; Charles L. Miller, Chicago representative of Washburn Crosby Co.; Attorney Charles Wesley Dunn of New York city; Ellis Baum of Joe Lowe Co., New York city; Guido Rossi of Chicago; and C. W. Griffin, Toronto, Canada, representative of the Creamette Co.

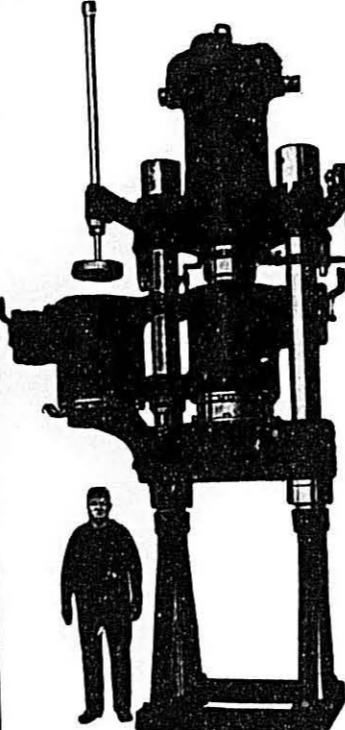
M. H. Fitzgerald, Illinois representative of the Lincoln Mills of Lincoln, Neb., was a caller at the headquarters of the National Macaroni Manufacturers association last month.

Benefits of Advertising

Advertising reduces the cost of selling BECAUSE: First, it reduces the time taken to make the sale; second, it reduces the time taken by the retailer to make the sale to the consumer; third, it reduces the time taken by the wholesaler to make the sale to the retailer; fourth, it reduces the time taken by the manufacturer to make the sale to the wholesaler.

It is oil on the wheels of distribution. It makes them revolve more smoothly and more rapidly. It removes some of the obstacles to selling which always exist in the mind of every purchaser.

When things go wrong usually it is because we have done wrong.



John J. Cavagnaro
Engineer and Machinist


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

Specialty of
MACARONI MACHINERY
Since 1881

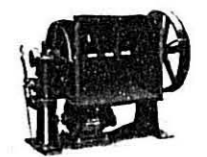
N. Y. Office & Shop 255-57 Centre Street, N. Y.

ELMES
SINCE 1851


HYDRAULIC MACARONI MACHINERY




2-2 1/2 bbl. Mixer
Delt Driven.



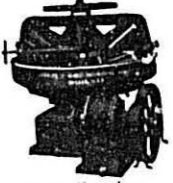
1 1/2 bbl. Mixer
Hydraulically Tilted.



91-inch Kneader.
Capacity 2-3 bbls.

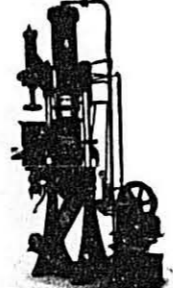


75 Years Ago
Way Back in '51




5-6 ft. Kneader.
Capacity 1 1/2 bbls.


Our house esteems the friendship of Grandpa, Dad and Son,
So Greet All Friends from '26 Way Back to '51.
With Our Best Wishes for
A Happy and Prosperous New Year



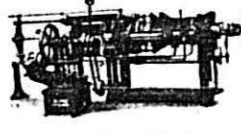
Inside Packed
Vertical Press.



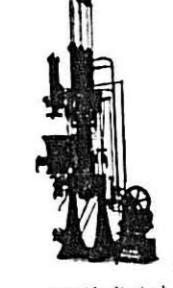
Inside Packed Short-cut
Press for Accumulator System.



Die Washer.



Outside Packed Short-cut
Press and Pump.



Outside Packed
Vertical Press.

SOLD WITH THE ELMES GUARANTEE—FIRST CLASS MATERIAL AND WORKMANSHIP

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



MACARONI
made from
DURUM WHEAT
IS BEST

Because—

It has the best flavor—the best natural color—a high gluten content and will not become pasty when cooked. It is highly nourishing and easily digested.

Durum wheat is ideally suited by nature for the manufacture of the best macaroni.

Eat Macaroni
made from
Durum Wheat

Pillsbury Flour Mills Company

"Oldest Millers of Durum Wheat"
Minneapolis, U. S. A.