

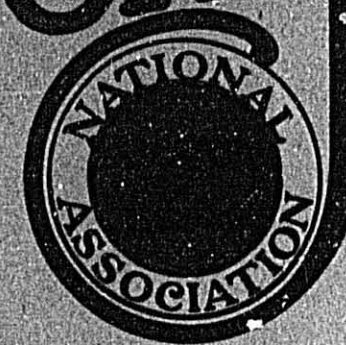
**THE
MACARONI
JOURNAL**

Vol. 5, No. 9

**January 15,
1924**

The

Macaroni Journal



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

Minneapolis, Minn.
January 15, 1924

Volume V

Number 9

A New Year Wish



ANOTHER milepost is in sight and a New Year beckons us with hopes and opportunities for SERVICE.

We pause a moment to reflect on the past, to note our enlarged circle of friends, and to peer hopefully into the future.

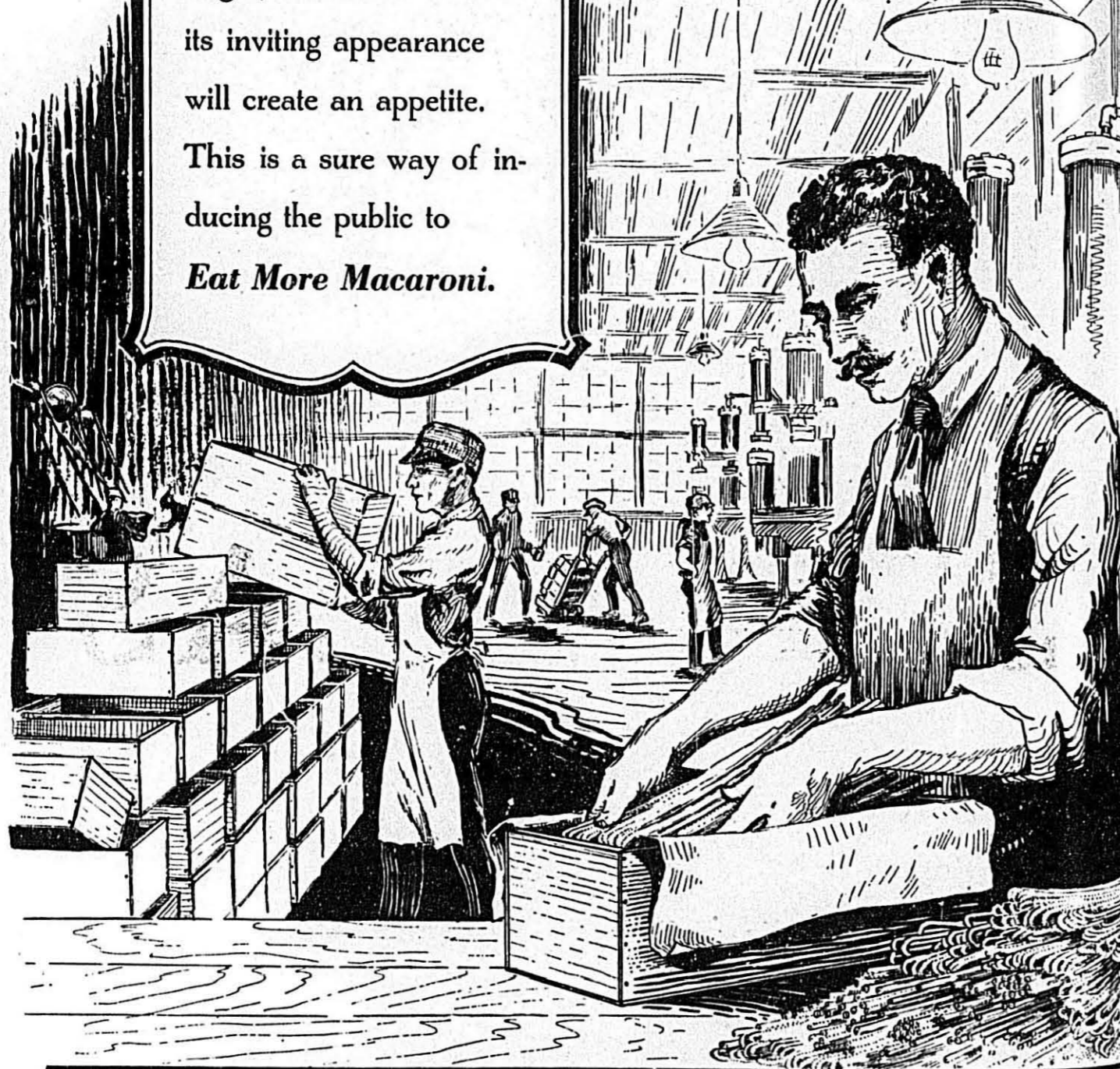
Before us are wonderful opportunities. Perhaps the brightest is,—“Increased Consumption of Macaroni Products through Cooperative Educational Publicity Work.”

To Serve you in this or any progressive work is not only our duty, but a pleasure.

May your New Year be filled with Happiness and Success attained through Unity of Purpose with the leaders in the Industry.

National
Macaroni Manufacturers
Association

Dress Up
 your Macaroni in clean,
 bright, odorless BOXES—
 its inviting appearance
 will create an appetite.
 This is a sure way of in-
 ducing the public to
Eat More Macaroni.



CHICAGO MILL AND LUMBER COMPANY
 510 N. DEARBORN ST.
CHICAGO

Capital City Milling & Grain Co.

**DURUM WHEAT
 MILLERS**

St. Paul - Minn.

Capacity 1500 Barrels



EXCLUSIVE MILLERS OF
*High Quality
 Durum Wheat*
SEMOLINAS

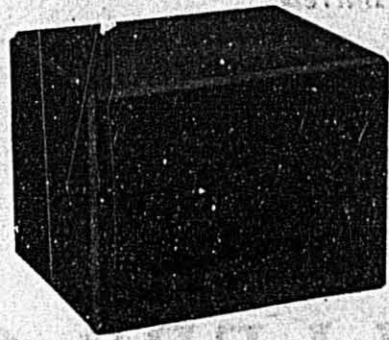
All Granulations.

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

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

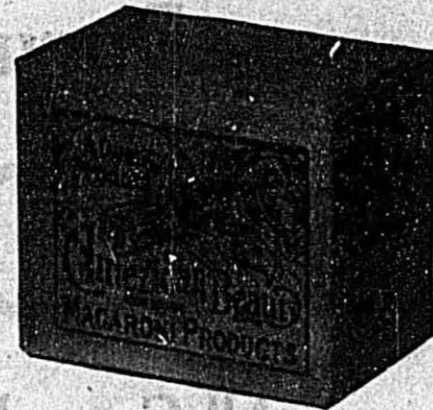
*We want your business on the basis of satis-
 factory quality and square business dealing.*

Capital City Milling & Grain Company
ST. PAUL, MINNESOTA



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

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



Hummel & Downing Co.

Manufacturers of

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

Milwaukee, Wisconsin.

Service Offices—Chicago, Denver, Minneapolis.



The rapidly growing demand for **COMMANDER SEMOLINA** has made it *imperative* to

Increase Our Capacity

We have installed the latest in improved purifiers, milling separators and other devices.

We are, therefore, in a better position to give you *real service* and *above all* the very

Finest Quality Semolina

modern milling science can produce.

Our productive record *proves* that Commander Semolina is "*Right*" in every respect.

Let us demonstrate and you will be convinced!

Wire today

Commander Mill Co. - Minneapolis

Millers of

Commander "Superior" Semolina

Good Friends--We Thank You

at this time

For all the many courtesies you have shown us in the year just close

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 building up your own business in 1923.



QUALITY

SERVICE

Eat More Macaroni—the

Best and Cheapest Food

MINNEAPOLIS MILLING CO

MINNEAPOLIS, MINN.

THE MACARONI JOURNAL

Volume V

JANUARY 15, 1924

Number 9

The High Road and the Low Road

The year 1923 is now history. Business may or may not have been satisfactory according to our viewpoint or the amount of effort put behind it. The year 1924 will bring to us just what we hope for only if we strive honestly and diligently to gain it.

At this season progressive business men will take stock of their assets and liabilities. The wise macaroni manufacturer will not stop in his inventory work when he has detected conclusive figures showing the amount of raw materials and finished goods on hand, but will review the past twelve months seeking to find what he should not have attempted and things that might have been done with profit.

Digging diligently into the past for facts and fundamental truths which enterprising men value even more than gold or profits, often brings to light sins of omission and commission that become valuable guides in planning continuing future activities.

Just as there were two roads that you might have followed in 1923, there will be a choice of thoroughfares in 1924. Of course, there is always the right road as against the wrong one but, even when the right road is chosen, there may be two distinct points that beckon you. Which one is more practical? Which will be easier traveled? Is the most convenient route always the most sensible one?

Automobile tourists have learned early to appreciate the choice of routes. Between the two stations of Aim and Success there lie two roads; a High Road that may be a little longer but which is dependable in all sorts of weather; a Low Road that is ordinarily satisfactory under favorable conditions.

Arriving at the fork of the road, which will we choose? If we are in a hurry and must reach a given point at a given time, we will wisely choose the High Road and reach our destination promptly. If, on the other hand, we are merely riding, we will probably choose the Low Road because it is usually shorter and more exciting. We may or may not reach our journey's end, but why worry.

On both of these business highways will be found macaroni manufacturers during the year 1924. Let's scan the session.

On the High Road, driving cautiously and within the legal speed limit, comes the successful manufacturer. He may not have made millions in profit, but his firm has prospered, has produced products of high quality and distributed them in all fairness to the distributing trade and has treated his employes and customers as he in turn would always to be treated.

On the High Road will be found those who believe that competitors have certain just rights which all are bound to respect. Here will be found those who realize their obligations to their business as well as to others and who strive to be eminently fair and courteous to fellow travelers en route.

On the High Road will be found representatives of firms

who love and appreciate the company of others of like interests, of manufacturers who believe in organization and who are active, interested and loyal members of the trade association of the macaroni industry.

On the High Road are found those who believe in honestly advertising their products, educating the American housewives, creating consumer demand to the end that there will be a greater and more frequent use of macaroni, spaghetti and noodles, not as a bird's portion on a side dish, but as the principal food of the meal.

On the High Road will be found those who aim to build up a permanent business; who look not for temporary gains but rather to the construction of a solid structure that will withstand all the obstacles that their business will confront in both lean and fat years.

On the High Road will be found all the Good Fellows, all the Mean-to-do-wells and all the worthwhile successful firms.

Now turn your gaze to the Low Road which altogether too many prefer to travel. The picture changes.

On the Low Road is the selfish road hog who, knowing it to be narrow and good only in spots, goes heedlessly forward, picking all the good "going" for himself and thoughtless of the welfare of those traveling the same route. He is blind, selfish and inconsiderate.

On the Low Road is the one who seeks progress only for himself caring not what might befall other fellow travelers. He prefers to go it alone. He is so arrogant that he will not even seek advice from those known to be in a position to wisely advise him. He shuns company, never gives way one inch or contributes a penny to any cause.

On this Low Road is he who thinks of the present only. His only concern is how can he gain a certain point with the least worry or trouble and with the least possible propelling force. He willingly lets the morrow take care of itself, is satisfied with conditions as he finds them, takes advantage of every improvement provided by others, never stops to remove an obstacle, fill a rut or lend a helping hand to fellow manufacturers who have become stalled.

Tearing down this Low Road comes the selfish and reckless driver who hesitates not to crowd the smaller fellow into the ditch. His eyes and mind are constantly on his own business; he sees no one, accommodates none and cares not how many wrecks he leaves behind him.

On this Low Road is the tight fellow, financially speaking, who journeys along in his "rattley" car, making a lot of noise, but covering very little business ground. He is the fellow who will not spend a cent on improvements unless he gets a dollar in return and who usually throws a sprag in any movement for general good.

On the Low Road is the fellow who practices deception, makes goods of questionable quality, uses coloring matter to simulate better grades and is an adept in all the unfair sales

practices. He usually rides a concern that is shaky at its best and has little reputation at stake. If you try to follow him, you not only get his dust but will probably ruin a perfectly good machine attempting it.

When you take your annual inventory, ask yourself this question: "Have I been on the High or the Low Road?" It deserves consideration.

The Low Road is always crowded with ne'er-do-wells

but the High Road is able to carry a greatly increased business traffic. The High Road is continually being improved while the Low Road remains neglected.

Route yourself in your trip through 1924 over the generally accepted business highway, the High Road, certain of good company and that when your tour of twelve months ends next Christmas season you will have gained the logical station at which we all aim, Business Success.

Tested Macaroni Recipes

Spaghetti a la Calabrese

Spaghetti a la Calabrese is one of the hundred different ways that Italians have of preparing their "staff of life." And it is a very delicious way when cooked in the style given herewith.

Chop 1 onion and fry in $\frac{1}{4}$ cup of olive oil. When it is a golden brown, add $\frac{1}{4}$ lb. of chopped ham, 2 leaves of garlic, 4 green peppers, chopped fine. Cook these together until brown and pour in 1 small can of tomatoes. Stew over a low fire for 1 hour, taking care to keep the saucepan covered. Have a kettle with 1 gallon of boiling, salted water and to this add a pound of spaghetti, cooking for 10 minutes. Serve at once with the sauce and grated cheese.

Macaroni Salad

Mix together $\frac{3}{4}$ cup of sugar, 1 teaspoon mustard, 1 teaspoon salt, 1 tablespoon flour, 1 well beaten egg and 1 cup of vinegar; cook this mixture till thick, then add a piece of butter the size of an egg. In the meantime cook macaroni in salted water till done, then rinse it in cold water; add to the macaroni at once either 1 small teaspoon celery, or a small quantity of celery-stalk cut into bits, 3 small chopped raw onions, 3 chopped pimentos. Mix well, then add the salad dressing while still warm. Let stand a few hours before serving. Just before putting on the table, add 1 cup of heavy cream which you have whipped stiff. This is a delicious salad.

Chop Suey (Macaroni)

Cook $\frac{1}{2}$ lb. of macaroni in salted water for 1 hour, using a double boiler. While it is cooking try out 3 slices of salt pork and cook 2 small onions peeled and sliced in fat until brown; then add a pound of Hamburg steak and cook 10 minutes, stirring all the time; add can of tomato soup and simmer for 1 hour on the back of the stove, flavoring with a dash of paprika and salt;

have $\frac{1}{4}$ lb. of cheese cut in small bits or grated. Butter a pudding dish; put in a layer of macaroni, then a layer of meat, tomatoes and cheese and repeat, having cheese on top. Dot with bits of butter and bake in a hot oven about 15 minutes. This is enough for 6 persons.

Spaghetti Bee-Hive

1 small package of spaghetti.
1 pint can tomatoes.
2 cups cooked beef, mutton or pork.
2 small onions.
2 tablespoons butter.
2 tablespoons flour.
2 canned peppers or 1 fresh pepper.
Salt, pepper and parsley.

Cook spaghetti without breaking it, in salty water for 20 minutes. Drain, saving water for soup stock. Grease bowl and when spaghetti has cooled, line bowl, putting 1 row carefully on top of the other. Melt 1 tablespoon of butter in skillet and brown in it one of

the onions sliced, then stir in 1 table spoon of flour and $\frac{1}{2}$ cup of water. When smooth, add the meat cut in small pieces, with some of the spaghetti. Add a little more water if necessary. Season with pepper and salt, and turn into the spaghetti lined bowl. Set in pan of hot water and bake in oven for 45 minutes. Meantime, brown the other onion, minced, in the other spoonful of butter, add the tomatoes and pepper cut up fine, and cook for 10 minutes. Season hot with pepper and add a little salt. When molded spaghetti is done, turn out carefully, sprinkle top with a little cheese, pour the tomato sauce around and decorate with parsley.

Skirt Steak and Spaghetti

A delicious dish from an inexpensive steak may readily be prepared. Spread a skirt steak with sharp cheese, roll and tie. Brown in Dutch oven as you would a pot roast. Then put in 1 can tomatoes, 2 chopped green peppers and 1 chopped onion. Cook 3 hours. Serve plain boiled spaghetti with the meat and the sauce will act as a dressing.

Real Italian Spaghetti

$2\frac{1}{2}$ lbs. pot roast.
 $\frac{1}{2}$ teaspoon pepper.
 $\frac{1}{2}$ teaspoon powdered sage.
Salt to taste.
1 small section or ear of garlic.
1 small onion.
1 quart tomatoes.
2 lbs. spaghetti.
1 lb. Switzer cheese to grate.

Put 1 tablespoon olive oil in kettle. Brown the meat well on both sides same as a pot roast. Then put in quantity of tomatoes and seasoning as given above and let simmer slowly until meat is well done.

Boil spaghetti until done, in salt water, and drain.

Take a bowl and sprinkle a little grated cheese on bottom, then put in layer of spaghetti and sprinkle with cheese; also some of the broth. Build up until you have used all the cheese and broth, then serve.

AS WITH THE BREAD BAKER— SO WITH MACARONI MAKER

MOST BAKERS READILY AGREE TO THE OLD SAYING THAT EVERYONE OWES SOMETHING TO THE INDUSTRY OF WHICH HE IS A PART, BUT UNFORTUNATELY THEY ARE WOEFULLY SLOW IN PAYING UP, STATES THE BAKERS' WEEKLY.

IT IS A MORAL OBLIGATION WHICH CANNOT BE FIGURED OUT IN DOLLARS AND CENTS FOR PRACTICAL PURPOSES, BUT THE BAKERS COULD EASILY DISCHARGE THEIR DEBT BY JUST JOINING THEIR TRADE ASSOCIATION, AND BY THEIR MORAL AND FINANCIAL SUPPORT KEEP THE WHEELS OF PROGRESS MOVING MERRILY IN THE TRADE.

THIS APPLIES JUST AS FORCIBLY TO THE MACARONI MANUFACTURERS. PAY YOUR OBLIGATION IN THE ACCEPTED WAY.

1924 Prospects in Macaroni Industry--- Favorable Elements Predominate--- Review and General Forecast

Forecasting the business prospects for any industry for any particular period is at best a "hazardous occupation," and one sure to place the forecaster in a tight place if attempted too minutely.

However, in the macaroni manufacturing industry there are some conditions, certain elements, that would seem to clearly indicate the trend of affairs in the near future and which each of us will interpret according to his own experience or viewpoint.

First of all 1924 is presidential year with its uncertainty as to which party will be voted into power. Caution will be the watchword of all big business. The general practice of the past has been, and will probably be again this year, to "sit tight" till the new administration "shows its hand." The election should not, however, greatly affect the macaroni manufacturing business this time and, if macaroni men will only cooperate in fighting for new markets instead of fighting competitors, even the presidential year should see some exceptionally good business in 1924.

Business has been surprisingly good generally throughout 1923 and the majority of macaroni manufacturers was able to show fair profits. One of the pleasing features of the past year was the shortness of the annual period of dullness in the trade. The fairer distribution of the business throughout the twelvemonth just completed is a welcome change and macaroni men are hopeful that this condition will become a permanent feature in the trade.

The industry experienced its usual periods of heavy and light demands but conditions have generally been such as to permit a fair accumulation of products on the factory floor with which to take care of all rush orders in a manner most satisfying to the distributing trade. Prices have not always been most favorable, the bulk goods market having suffered greatly last year from the price cutting evil that a few manufacturers have insisted in practicing. As the harmful effect of this profit robbing practice is becoming

more and more appreciated by those most directly concerned, it is hoped that cases of this kind will become less and less frequent as the new year progresses.

Another hopeful feature in the trade is the gradual but certain elimination of many of the smaller plants which find it impractical to continue in operation under the present conditions. During 1923 over half a hundred one-unit plants have discontinued business. This is the result of two probabilities; a more general and exacting enforcement of the sanitation laws in the larger centers where these one-man factories usually flourish, or it may be that operators are attracted to the larger plants by the higher wages now prevailing and where investment risks are no worry. If more of these "hole-in-the-wall" plants could be eliminated during the year 1924, the macaroni industry would take on a more general healthy tone as an important food-producing group.

The year 1924 with its proposed Educational Publicity Campaign should greatly increase the home market for macaroni and similar foods and the American plants will profit as a result. That there is a great need for such cooperative work among macaroni manufacturers and that the time for launching such a campaign is now opportune, practically all will agree. It remains only for all or a goodly number of the manufacturers to supply to the movement the necessary financial aid to place this promising advertising proposition to the crucial test. The year 1924 should see the realization of the industry's dream of many years.

Happily there has been little or no business inflation or over-expansion in the macaroni industry during the past year. This leaves practically all the firms on a good basis on which to build a prosperous and permanent business during 1924.

In the raw material market supplies of semolina are evidently sufficient to meet the needs of the industry during the crop year, though durum of the better grades are somewhat scarce and good semolina at a premium. Higher

prices will naturally prevail next spring.

The durum millers have striven to procure a more uniform high grade grain to enable them to offer macaroni manufacturers a more uniform and specially adapted semolina for macaroni purposes. Along this line they have encouraged the grain growers of the northwest to sow only the recognized high gluten varieties of amber durum and in this they have been ably seconded by the macaroni manufacturers themselves. The year 1924 should enable the industry to realize on this good work.

The macaroni machinery builders have been developing more practical and dependable machines for the industry and many operations that formerly were possible only by human hands are now performed even more accurately by specially developed machines. The machine hazards have been reduced to a minimum and ordinary caution will practically eliminate future accidents from that source.

The importation of foreign made pastes, though greatly increased during 1923, has not greatly disturbed the American market except in a few centers where a certain class naturally shows a preference for imported goods regardless of price or quality. Conditions abroad are such as to promise little or no trouble from that source in 1924. On the other hand the American macaroni manufacturer with his liberal supply of the very best home grown macaroni wheat, with his modern machinery incorporating all the latest improvements and with his ever widening reputation for quality products, will be in a fine position to dominate the American market and to fill all old and new demands.

Just as in 1923 there has been individual as well as associated effort looking toward correction of trade evils and abuses, even with its indefinite results, 1924 will see a continuance of this work because of the new interest aroused. The fight for fairness in business should be on an even greater scale as manufacturers are brought to a full realization of the bad effect such prac-

tices as price cutting, artificial coloring of products, dumping, free deals, etc., naturally have on all concerned.

Summing up the whole situation, the favorable elements apparently predominate in the prospects for the macaroni industry for 1924. Apparently there are no good reasons why the new year should not only bring increased business and prosperity but, if the manufacturers will exercise only ordinary prudence and take advantage of the opportunity to bring about increased consumption of macaroni products among an element of our population that really counts, the progress in 1924 should be such as to fulfill even our most sanguine hopes.

Better Grocers Bureau

The National Association of Retail Grocers has organized a new department to be known as the Better Grocers Bureau, which is explained to be "a comprehensive effort to develop and maintain a fundamental as well as advanced and specialized educational service for the retail distributing business." Membership in this bureau is being solicited from among the grocers of the country, dues being based on annual gross business and ranging from \$5 to \$50 a year.

The leaders of the food industry, representing those factors which use the retail grocer as a distributor, will be asked and expected to cooperate in the works of the bureau with advice and counsel by serving on an advisory board. Included on this board are the presidents of various associations covering different food trades.

Members of the Better Grocers Bureau will be given a membership emblem for use in their stores. The emblem is beautifully lithographed in attractive colors on cardboard a foot square, and must be renewed annually. It appeals to the store customers and gives the merchant a distinction and greater prestige with the public.

Among the qualifications are that—1st, one must be an American citizen; 2nd, pay his obligations promptly; 3rd, conduct a sanitary store; 4th, do no business on Sundays; 5th, operate his store as he would like to see others conduct theirs; 6th, keep a practical record; 7th, cooperate in furnishing statistics of the industry, and finally to be a member of the local grocers association.

This is a move to take the retail grocer out of the "hit or miss" class and

will serve to elevate the business to higher standards.

WHAT IS MONEY?

Money is a rag backed up by gold. The mint makes money, and man, he either earns it or inherits it, serves for it or steals it, saves or spends it.

Money makes more people sad and more people glad than any other root that we dig for.

Money comes and money goes like luck. It will bring many things you want and many things you don't want.

Thrifty men take it to the banks—thieves take it from the banks.

It's pretty soft for the man who has it and pretty hard for the man who has it and then loses it.

You can't eat money, neither can you

Comment on Proposed Educational Movement

Good Sauce Will Help

A California manufacturer suggests the following plan to bring about the hoped for increased consumption of macaroni products:

"Why not turn over the proposed fund to a manufacturer of the best macaroni sauce, the manufacturer in turn to agree to spend that money and a like amount of his own, in advertising a good macaroni sauce?"

"Every macaroni factory could then join in advertising that particular macaroni sauce by inclosing printed matter in packages, boxes or even sell the sauce themselves.

"The main reason why the American public does not eat at least twice the amount of macaroni they are eating, is because we have not a good macaroni sauce on the market sufficiently well advertised, nor do Americans know how to prepare it in their homes.

"We are willing to go the limit on a plan like the above."

Eastern Market Largest

A Pennsylvania firm voices the plea that the eastern market is the best because of the great population found there and, therefore, a good proportion of the money should be expended in advertising macaroni products in newspapers and periodicals printed in foreign languages in order to interest millions who do not read the American papers and magazines. It writes:

eat without it. Men preach, teach, steal and murder for it. Without it, a man feels like hell—with it, he often acts like hell.

The more money a man has, the more he thinks he needs. Money does not fill the vacuum—it makes a vacuum. Get a lot of money, and they call you a crook. Have none, and they will call you a "passerine," and this bird is a cuckoo.

Money lends a certain dignity to an aged aunt who has a goodly bank balance, and it brings us over to liking the most obstinate old uncle when he has plenty of undivided property.

The advantage of having money is all summed up in this short clause: The right use of it.—The Silent Partner.

"Your movement is both timely and practical. May we suggest that you consider the dense population of the northern Atlantic states and appeal to the many buyers of foreign extraction through the use of publications that they naturally read daily or weekly.

"We wish the campaign every success and will give it our financial backing fully believing that money raised will be spent legitimately by the board of managers who will study every sales angle before deciding."

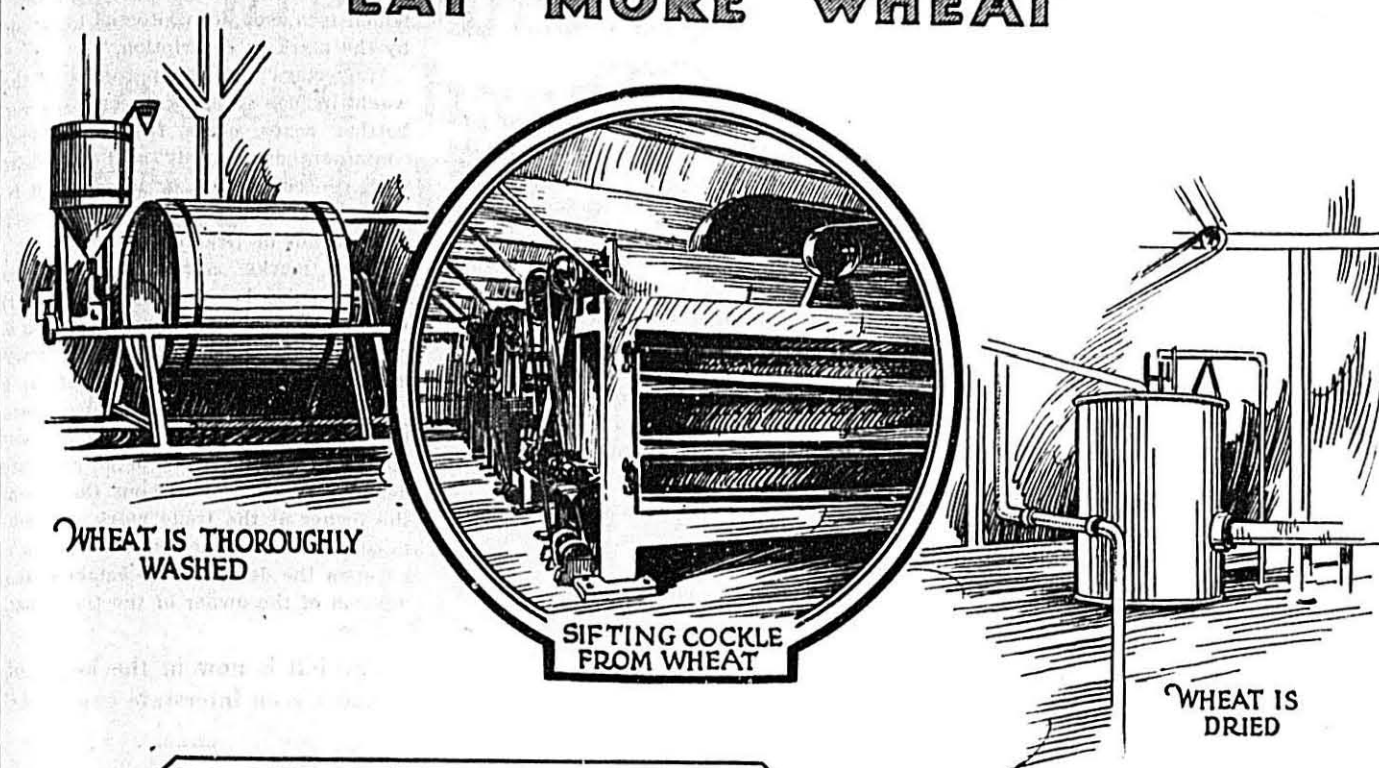
A worthwhile **Investment** is a voluntary contribution, quarterly, to the Macaroni Educational Publicity Fund now being sponsored by leading macaroni manufacturers to bring about some badly needed increased consumption. Won't you invest 10¢ a hundred? Can you afford Not to Do So?

A SLIPPERY ONE

Grocer: "My best butter is 50 cents a pound."

Billy: "But this butter is bitter. If mother puts this bitter butter in her batter it will make the batter-bitter." So Billy bought a better bit of butter and his mother put the better bit of butter in her batter and the better bit of butter made better batter than would the bitter bit of butter. Simple! —Blue Penell (L. A.)

EAT MORE WHEAT



CLEANING WHEAT

for

GOLD MEDAL SEMOLINA

THE most particular housewife in the world would marvel at the care exercised in the cleaning of wheat for Gold Medal Semolina.

Each grain of wheat is scoured clean and bright, brushed, washed and dried.

No foreign seeds or chaff can possibly be milled with the choice Durum Wheat that makes Gold Medal Semolina.

Specially constructed machines such as shown in the accompanying illustrations are used in our mills to prevent anything but the digestible parts of the wheat going into Gold Medal Semolina—the acknowledged standard of quality for macaroni, spaghetti, and vermicelli.



WASHBURN CROSBY COMPANY

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

Commercial Bribery a Misdemeanor

Macaroni manufacturers are showing an interest in the Fletcher bill before congress which prohibits all forms of "commercial bribery." This measure has the backing of the jobbers and distributors of the country who believe that it will cure the serious evil of subsidizing jobber's salesmen.

Briefly the bill provides that:

Any person, while engaged in interstate or foreign commerce, or in competition with others thus engaged, who personally or through an attorney, agent, servant or employe, or by use of the mails or otherwise, gives, offers, promises or loans to the agent, servant or employe of a customer or prospective customer, or to any attorney, agent, servant, employe, officer, director or member of any corporation, association, firm or partnership, customer or prospective customer, any money or other thing of value to influence the action of the recipient in relation to the business of his employer or principal, shall be guilty of a misdemeanor.

Equal penalties are placed on the recipient of the so-called bribe or favor by this proposed bill which makes the individual or firm that accepts it equally guilty with the one who offers it. This double feature is what is expected to make the bill most effective.

Increases Semolina Tariff

Senator Ladd of North Dakota proposes in his Senate Bill No. 133 an increased rate of duty on wheat from 30 to 45c per bu., and on semolina and other wheat flour an increase from 78c per 100 lbs. to \$1.17. It would prohibit milling in bond and would place a limitation on the drawback provisions of the present tariff law.

This bill is now in the hands of the committee on finance.

Honest Merchandise

Senator Lodge of Massachusetts in his Senate Bill No. 1188 proposed to protect the public against fraud by prohibiting the manufacture, sale or transportation in interstate commerce of misbranded, misrepresented or falsely described articles. The bill, if passed, would be known as the Honest Merchandise Act of 1924 and would become effective within 6 months from date of passage. It provides a penalty on all wilful violators of the act and has a special provision covering imports

which would be refused admission, re-exported or destroyed if found misbranded or misrepresented.

For the purposes of the bill an article would be deemed to be misbranded or misrepresented (1) if offered for sale under the name of another article, or with a name or brand so nearly like it as to deceive purchasers as to

- (a) its origin, or
- (b) its character;

(2) if the original contents of the package have been removed (in whole or in part) and other contents substituted in place thereof (unless a conspicuous notice of such substitution is placed on the package);

(3) if in package form, and contents are stated in terms of weight, measure, count or quality and they are not correctly stated, or stated in such a manner as to

- (a) deceive or mislead, or
- (b) designed or calculated to deceive or mislead purchasers;

(4) if there is published, issued or circulated concerning such goods, wares or merchandise in any newspaper, magazine, book, pamphlet, publication or advertisement, any false, fraudulent, misleading or deceptive words, statements, representations, symbols, designs, devices or trade descriptions concerning same.

Trade description, for the purposes of the bill, would include any description, statement or indication, direct or indirect, as to

- (a) number, quantity, quality, grade, measure, weight;
- (b) place or country of production or origin;

(c) mode of manufacture or production;

(d) material used in manufacture;

(e) protection by patent, copyright, or other privilege;

(f) former or present market value, or mark down in price, and

(g) the use of any figure, word or mark which, according to the custom of the trade, is commonly taken to be an indication of any of the foregoing.

Use of trade mark, trade description, etc.: For the purposes of the bill a trade mark, trade description or mark would be held to be applied to goods when it is applied

- (1) to the goods themselves;
- (2) to any covering, label, etc., in or with which the goods are sold or exposed for sale or held in possession for any purpose of sale, trade, or manufacture;

(3) when placed upon, inclosed with or annexed to goods which are sold, exposed for sale, trade or manufacture, or when used with any covering, label or other thing to which a trade mark or trade description has been applied;

(4) when used in any manner calculated

to lead to the belief that the goods which it is used are protected by or covered by the mark or description.

"Coverings" for the purposes of the bill would include stoppers, casks, cans, cartons, bottles, boxes, cases, frames, wrappers or containers customarily sold and delivered with the commodity or in which it is customarily offered for sale; labels would include bands or tickets.

Trade marks, marks and trade descriptions would be deemed to be applied whether woven into, impressed upon or annexed to the goods, or to their covering labels, etc. For the purposes of the bill trade mark or brand would be deemed to be falsely used when it so nearly resembles another trade mark as to be calculated to deceive, or if used without the consent of the owner of the trade mark. In suits for false use of trade marks the burden would be upon the defendant to establish the permission of the owner of the trade mark for its use.

The bill is now in the hands of the committee on interstate commerce.

to lead to the belief that the goods which it is used are protected by or covered by the mark or description.

"Coverings" for the purposes of the bill would include stoppers, casks, cans, cartons, bottles, boxes, cases, frames, wrappers or containers customarily sold and delivered with the commodity or in which it is customarily offered for sale; labels would include bands or tickets.

Trade marks, marks and trade descriptions would be deemed to be applied whether woven into, impressed upon or annexed to the goods, or to their covering labels, etc. For the purposes of the bill trade mark or brand would be deemed to be falsely used when it so nearly resembles another trade mark as to be calculated to deceive, or if used without the consent of the owner of the trade mark. In suits for false use of trade marks the burden would be upon the defendant to establish the permission of the owner of the trade mark for its use.

The bill is now in the hands of the committee on interstate commerce.

Certificate of Equality

Senate Bill No. 845 proposed by Senator Fletcher of Florida would authorize the department of commerce through the bureau of standards to examine and test manufactured articles or products for the owner or manufacturer thereof for the purpose of issuing to said owner or manufacturer a certificate as to the nature and quality of such manufactured products or articles. The bill would make it unlawful to attach this certificate to articles which do not correspond with the quality set forth by the certificate or to attach the certificate to goods that have not been tested or inspected.

This bill is now in the hands of the committee on commerce.

Loss and Damage Claims

House Bill No. 2870 proposed by Representative Ward of North Carolina would compel carriers to adjust claims for loss and damage within 60 days of date of filing claim. It provides procedure for filing all claims and a penalty of \$100 recoverable in suit where carriers fail to obey the provisions of the act.

This bill has been referred to the committee on interstate and foreign commerce.

Good work today is the best preparation for tomorrow.

Make your individual advertising efforts closely relate to the common objective—Increased Consumption of Macaroni Products in the American Homes.

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



Eat More Wheat,—
Macaroni—
A Good Wheat Food

Eat More Wheat,—
Macaroni—
A Good Wheat Food

KING MIDAS MILLING CO.

MINNEAPOLIS

No. 2 SEMOLINA
No. 3 SEMOLINA

DURUM PATENT
DURUM FLOUR

Learning From Others---Long List of Organization Publicity Successes---Paint Advertising Fund Doubled

"Experience Is The Best Teacher." Ancient and modern peoples alike value the truthfulness of this statement. We learn either through personal experience or from the experiences of others.

If there are any macaroni manufacturers who are not yet convinced that the general educational publicity campaign will not only pay the individual and the industry, but pay it well, they should study carefully the experience of other industries that successfully lifted themselves out of the same unsatisfactory situation that the macaroni industry finds itself in today.

One has but to note the progress made by the various cooperative organizations of the country—the Sun-Kist orange, California prune and raisin, the grapefruit of Florida and Delicious apple of Washington—to appreciate the wonderful development that resulted through judicious publicity work.

Along the same line note the development in the cement business, the increased interest in walnut furniture and the phenomenal increase in sauerkraut consumption.

The increased business in each and every one of these products can be attributed to cooperative activity on the part of the interests involved and national advertising of consumer interest.

Perhaps among the best known recent successful ventures in educational publicity work was the campaign launched a few years ago to bring about a badly needed increase in the use of paint and varnish. You will perhaps recall a result of this work in your own neighborhood, contrasting for instance the shabby appearance of homes, stores, factories, etc., of a decade ago with the neat and trim appearance of many of these same structures now.

In the belief that there are still some macaroni manufacturers not fully convinced of what can be accomplished through the judicious use of educational publicity work to bring about increased consumption of macaroni products, we quote herewith from a bulletin issued by the Periodical Publishers

association of New York city, on the success of the "Save the Surface and Save All" movement. The "Save the Surface" campaign has nearly doubled the use of paint and varnish in this country and the cost has been approximately $\frac{1}{8}$ of 1% of the members' sales.

SAVE THE SURFACE CAMPAIGN

Up to 5 years ago the paint and varnish business was of a conservative nature. It was keeping pace with the country's growth but no more. At that time an organization of the industry was accomplished for carrying on a 5-year cooperative advertising campaign.

An investigation showed that not a quarter of the paint and varnish was being spread that was urgently needed to conserve property. The task which the paint and varnish manufacturers set for themselves was to teach the consumer his need of paint and varnish—especially repainting and revarnishing.

The campaign attempted to drive into public consciousness the fact that owners of buildings, farm implements, furniture, automobiles, rolling stock and other paintable property could not afford to put off painting. It was clearly demonstrated that deterioration, repairs and replacements were so much more expensive than the cost of upkeep with paint and varnish, that failure to paint endangered a serious loss.

"Save the Surface and You Save All" epitomizes the campaign which started in March 1919. Only magazine space was used by the association, and it was so effective that even in the periods of restricted building, paint and varnish sales increased. Then when the slump came in 1921, paint and varnish suffered the smallest dip in their sales curve of any related products.

Increase 80% in 2 Years

Enough progress had been made to prove that far greater things could be

CHANGE YOUR PLANS AS CONDITIONS IN YOUR TRADE OR MARKET WARRANT; BUT DON'T DO SO FOR THE MERE SAKE OF DOING SO.

done and the year 1922 was started under the internal slogan, "Make 1922 the Greatest Paint and Varnish Year"—as the first step toward doubling the industry by 1926. In 1922 the sales increased 37% over 1921, and 15% over 1920, the peak year. In 1923 the sales indicate an increase not far from 80% over 1921. This leaves a comparatively small gain only to be made in 1924 over 1923 to double the industry "2 years ahead of time." Percentages are based on department of commerce figures.

This campaign has been so successful that about 60% of all the firms in the paint and varnish industry have enrolled as contributors, and these manufacturers sell between 85% and 90% of all the paint and varnish used in the country. In addition to greatly increasing sales the paint and varnish manufacturers list 20 definite benefits that have come to the industry through national advertising. It has made possible cooperation among various organizations within and without the industry, which further insures permanence of the movement and its results.

Magazines Proved Effective

Such have been the results from this campaign that it is the common idea that a very large sum has been expended upon it. As a matter of fact the initial advertising fund for 1919 was \$100,000, of which \$85,000 went into national publications, the balance being used for promotion and administration. The whole cost has been but 1% of 1% of gross sales of members.

So great have been the benefits that paint and varnish manufacturers have increased their contributions so that next year the advertising fund will be more than doubled. It has been a period of unparalleled prosperity for these manufacturers. Their individual advertising appropriations have been increased, and have been far more successful because of the cooperative campaign than at any previous time. All of the money spent for consumer advertising has gone to general magazines.

A square peg may not fit in a round hole but a square deal fits anywhere.



Good Packing Protects Goodwill

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

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

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

Good Wood Boxes

Backed by the National Association of Box Manufacturers

New England:
1013 SCOLLAY BLDG.
Boston, Mass.

GENERAL OFFICES
844 RUSH STREET, CHICAGO

Alabama Sales Law Explained

Manufacturers and distributors of products manufactured in a different state and offered for sale in Alabama have been subjected not only to annoyances but to penalty provisions unawares, because of the recent attitude of the state of Alabama toward the practice of reselling, or specialty or missionary selling as it is variously called. The provisions of the new law are fully explained by Daniel W. Troy, counselor-at-law and a recognized authority on corporate law, at Montgomery. As a guide to macaroni manufacturers doing business in that state, other than those whose plants are situated inside the state boundaries, the following explanation of the new law is given:

FOREIGN CORPORATIONS MISSIONARY SELLING IN ALABAMA

Corporations doing what is known as "missionary" selling, or reselling, will be interested in knowing that since the Cheney case (Northwestern Consolidated Milling Co. vs. Mass.) 246 U. S. 147, the state of Alabama insists that corporations of other states which, in Alabama, sell, or assist in selling, to local retailers for account local jobbers or wholesalers, must first qualify under the Alabama foreign corporation laws by filing certified copy charter, designating resident legal agent, obtaining corporation permit, etc.

It is the writer's experience, both as special counsel for this state re foreign corporation laws, 1915-21, and since as counsel for corporations, that this reselling practice has been almost universally, though loosely, regarded as in some way justified as interstate commerce. The Cheney case now defines it as purely local business and it is thought that this bulletin—sent with the writer's good wishes—will be of service to the corporations selling in Alabama.

RESELLING FOR ACCOUNT LOCAL JOBBERS is local business in Alabama and within state control since Northwestern Consolidated Milling Co. v. Mass., 246 U. S. 147, and the state insists upon previous qualification by foreign corporations engaged in the practice; variously called missionary selling, reselling, or specialty selling. A special assistant attorney general with an associate is now at work

checking such business by unqualified corporations for penalty liability.

QUALIFICATION CONDITIONS ARE—

Designating resident legal agent for process. Fee, \$10. Renewable only when agent changed. Actual business anywhere; not necessarily where agent resides. Corporation permit and franchise tax adjusted at capitol; hence it is of advantage that agent reside at Montgomery and be competent to handle these important items. During the writer's experience as special counsel in charge foreign corporation laws, 1912-15, the majority of qualification lapses handled were due directly to incompetent agent.

Filing Entrance Statement showing capital proposed to be used in state. For missionary selling only this may be fixed as \$500. Fee, such basis, \$45, paid once. Capital may be later increased without further fee.

Corporation Permit for current year, \$10. Annual item.

Filing certified copy of charter and any amendments. No fee.

Franchise Tax, returned and paid annually, rate \$1 for each \$1000 actually employed in state. Return and payment important.

Penalties follow business without actually resident agent duly designated, neglect of permit and delay in return and payment franchise tax. Generally contracts are voidable if made without complete qualification status.

1924 Macaronigrams

May all your 1924 wrinkles come from happy smiles.

Help carry the umbrella for the industry this year.

Steer a clear, steady course and keep up with the traffic.

Manufacture the economical way—Sell the honorable way.

Cheer up! Many are worse off than you!

1924 will bring you proportionally what you give.

1924 profit makers: A smile for your

employees—a cheerful word for your customers—and a glad hand shake for fellow manufacturers.

The sweetest story ever told—did a wonderful business last month.

Big opportunities will come in 1924 to those who make the proper use of the little ones.

Be cheerful early. There're over 300 days to next inventory day.

Show the proper "spirit" in 1924 with just the right "kick" in it.

Follow the crowd during the New Year—if it's headed the right way.

Don't be a "hermit" in the industry. It's a dull life at best.

Be cheerful and cheer others forward to happiness.

1924 necessities—a sharp ax for unnecessary expenditures and, an open purse for all promising cooperative movements.

Relief for business constipation—purge industry of unfair business practices.

Sure cure for business stagnation—educate Americans to the value of macaroni products.

Solve individual alone but general problems through team work with your fellow manufacturers.

Help make your trade association as helpful to the industry as you wish it to be.

Good raw materials + Proper manufacture + Fair sales practices = Success.

Strive hardest when business is poorest.

Service to customers is a dependable sales medium.

Never give orders—give instructions.

THE WISE ONE SAYS—

BEWARE of a firm that slanders a competitor's product. Usually it is sending out a "Smoke Screen." Look behind it.

BADEX

Improves Macaroni

Badex is a pure cereal product, a blend of dextrine and sugars and with it you produce better macaroni.

For sometime, manufacturers of macaroni, who are interested in producing the best possible product, have been using Badex with great success.

They have discovered that without making any changes in method or formula, they can add Badex and be sure of a uniform color and glossy finish. In addition, they have found that the use of Badex reduces breakage and checking.

These things should be of interest to you. It's your opportunity to give your customers the best possible product; to add to your reputation for quality macaroni.

We invite you to write us for full information or to order a few bags for trial.

Stein Hall & Co.
New York

Stein Hall Mfg. Co.
Chicago

Manufacturers of Pure Food Products Since 1866

Are Your Shipments Delivered Right?

A Fact Assumed or a Name Omitted May Take Your Goods From Maine to California.

A large New York manufacturer received an order from the manager of a chain of stores that operated in and around Wilkes-Barre, Pa. The order was sent from the central office, in Kingston, a substation of Wilkes-Barre. The manager definitely requested that the goods be routed "P. R. R. to Wilkes-Barre."

The manufacturer routed the goods as requested by the manager. However, because the order came from Kingston and the letterhead stated the firm address as Kingston, the goods were sent destined for Kingston, routed P. R. R. to Wilkes-Barre.

Later it was learned that the P. R. R. did not run from Wilkes-Barre to Kingston, and thus the railroad turned over this shipment to another carrier at Wilkes-Barre, which forwarded it to the office at Kingston. In this instance the goods were to be used in Wilkes-Barre, and additional cartage had to be paid back to Wilkes-Barre.

The question is, who was at fault here? Is it the shipper's or the railroad's responsibility if a shipment is not delivered correctly?

The business research bureau of La Salle Extension university contends that the carrier was right in delivering this shipment to the actual destination specified on the bill of lading. The destination specified was Kingston, as the manufacturer had carelessly taken Kingston for granted. The carrier thus had a right to turn the goods over to the second carrier in order that it reach the exact destination specified on the bill of lading.

Volume 10 of Corpus Juris, page 250, paragraph 355, reads in part as follows:

Duty to Deliver at Destination Specified. (a) General Rule. It is the duty of the carrier to deliver the goods at the destination designated in the contract of shipment, and delivery at any other place, whether in close proximity to the place designated or not, will not relieve the carrier from its responsibility as such . . .

If the destination specified is not served by any carrier, it is the duty of

the carrier to see that delivery is accomplished at the nearest railroad station, and, in accord with its general custom and usage, notify the consignee at the place of destination.

Where a carrier complies with the instructions, as specified in the bill of lading, it can in no way be held responsible for wrong delivery, even though the specification on the bill of lading may be wrong.

The importance of the shipper's indicating on the bill of lading the destination point at which the consignee will expect delivery cannot be overemphasized. The name of the delivering carrier should also be shown.—La Salle University Research Note.

Macaroni in Algiers

The semiarid region in Algeria in northern Africa is particularly adaptable to the culture of hard wheat of durum varieties which are generally recognized as most suitable for the manufacture of the high grade alimentary pastes. The presence in that country of many Italians, consumers and skilled manufacturers, and the great extent of the local market, these have all played an important part in the development of the macaroni and allied food products into an industry of considerable importance in that country of late years, according to the American Vice Consul David C. Elkington of Algiers. More than 800 workers are employed and the production reaches 12,500 metric tons annually. The largest establishments have from 80 to 100 workers and a capacity of 1200 metric tons a year. It is said that the output of this industry can be equal to 60% more than the colony's needs, though the native Mohammedans, especially those in the larger cities, are taking more and more to the consumption of alimentary pastes regularly, which tends, of course, to increase the local demand. Exportation during the last 3 years has been 3820, 4358, and 1695 metric tons, respectively. These figures form quite a contrast to the 8873 metric tons exported in 1919, but business has improved lately. The 1921

exports were valued at \$533,304. Owing to a poor wheat crop in 1922, the exports fell off considerably, being valued at only \$226,447 in that year. The present crop is above normal and of high grade and the 1923 export business is most promising.

The manufacture of flour and semolina is of course a natural industry for such a grower of cereals as Algeria. Counting large and small mills, a government estimate puts the total at 1500 with 12,815 h. p. and 3600 employees. The industry as a whole produces in normal crop years about 25,000 metric tons for export and, with the aid of numerous individual machines used by the Arabs in their households, enough for the entire population, which numbers some 6,000,000, though each of the more than 5,000,000 native Mohammedans included therein does not consume the same amount of bread as a European. Exports have been below normal, however, since 1919, an abnormally good year following a bumper crop of 1918.

New Stencil Machine

The Marsh Stencil Machine company of Belleville, Ill., has announced completion of its new Model "A" stencil machine which was placed on the market Jan. 1, 1924. It is a simple type of machine incorporating all the new improvements and eliminating all the known defects.

Macaroni manufacturers will be interested in the improved machine because almost every box, barrel and package of their products placed in shipment must bear a mark of some kind, and usually one produced by a stencil. With the new machine, a paper stencil cut in less than a minute will with a few strokes of the brush put a bold, clear, readable address on boxes, cases, crates and cartons.

It is claimed that proper stenciling of shipments will accomplish much toward reducing loss by freight and express almost to a minimum. American business can save a hundred million dollars a year by eliminating the needless freight claims alone. It may be that through the investment of a few dollars in a machine that will legibly address your shipments, your customers will be better satisfied and your products reach the grocers' shelves in better shape. All of which tends to bring about the saving that the manufacturer of the new machine claims for it.

Packages Can Have Selling Value

Many sales over the counter are decided at the moment of purchase by the appearance of the label or carton. Does your package really help sell your product?

We offer you the experience gained during fifty years of effort in creating successful labels and cartons that have helped sell goods all over the world.

Consult Our Trade-mark Bureau

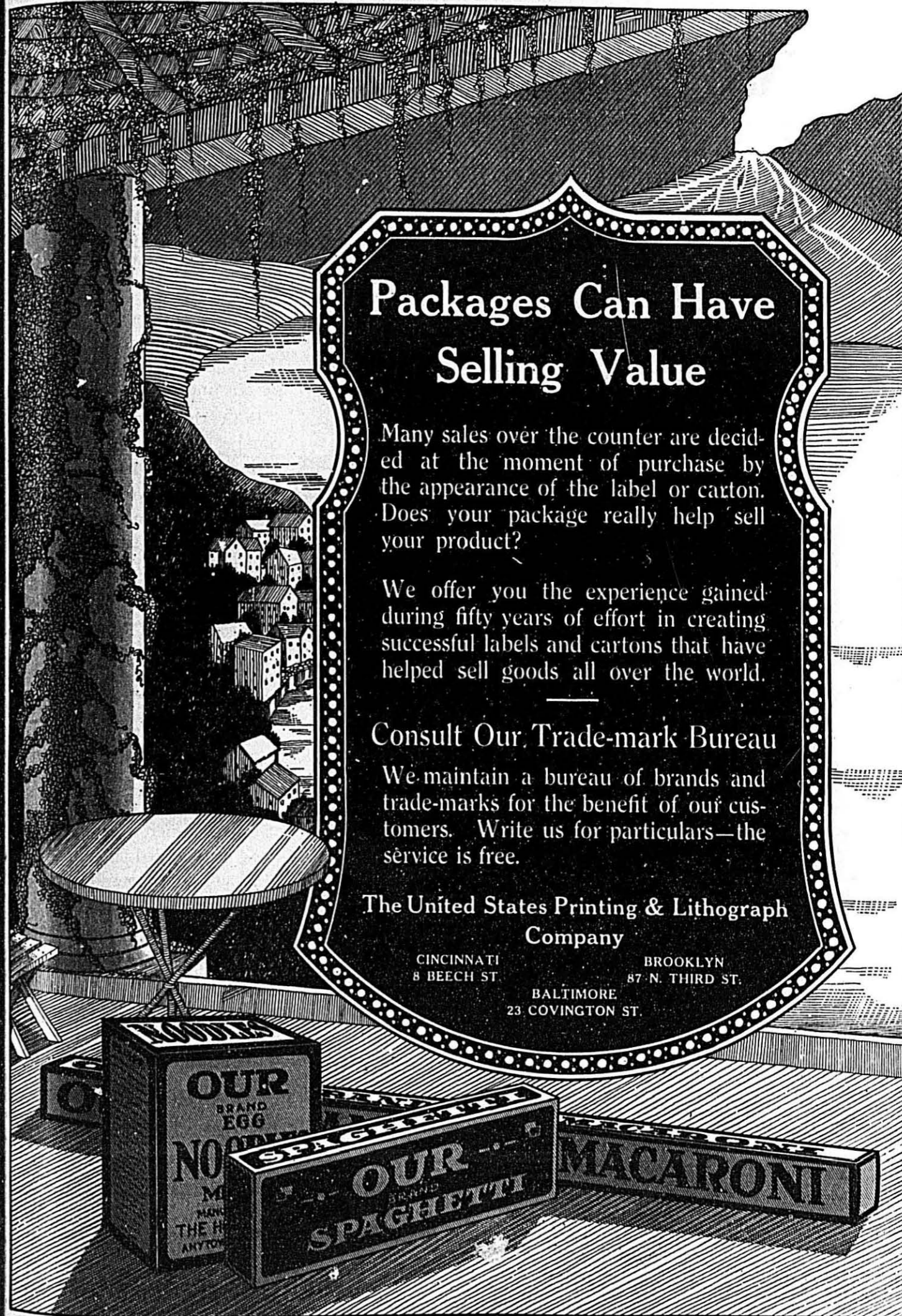
We maintain a bureau of brands and trade-marks for the benefit of our customers. Write us for particulars—the service is free.

The United States Printing & Lithograph
Company

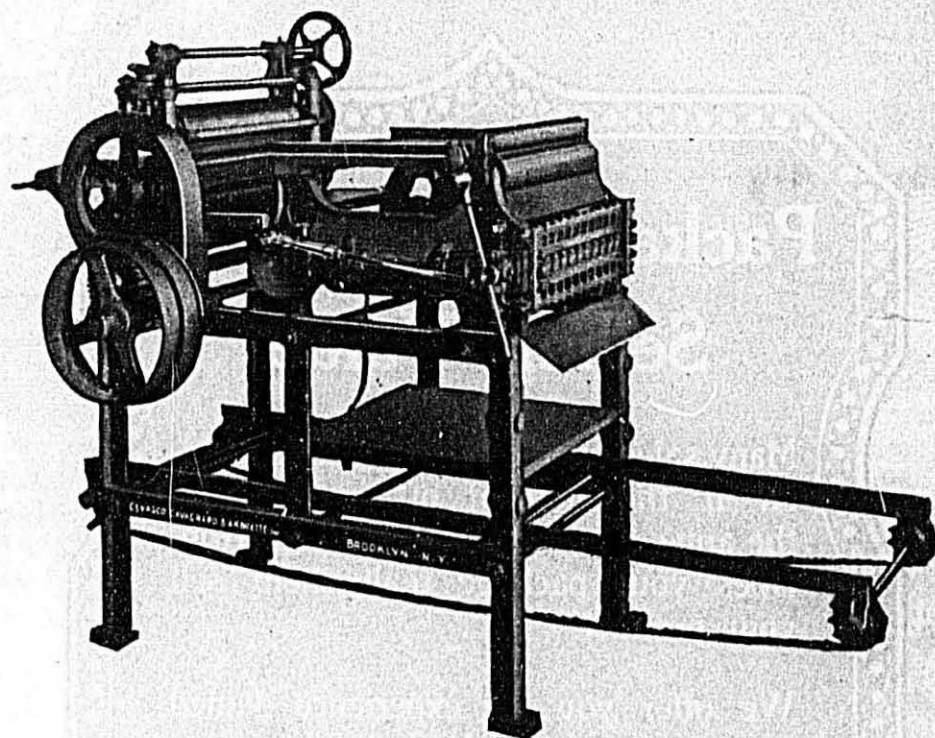
CINCINNATI
8 BEECH ST.

BROOKLYN
87 N. THIRD ST.

BALTIMORE
23 COVINGTON ST.



CEVASCO, CAVAGNARO & AMBRETTE, Inc.



Improved Bologna Paste Machine

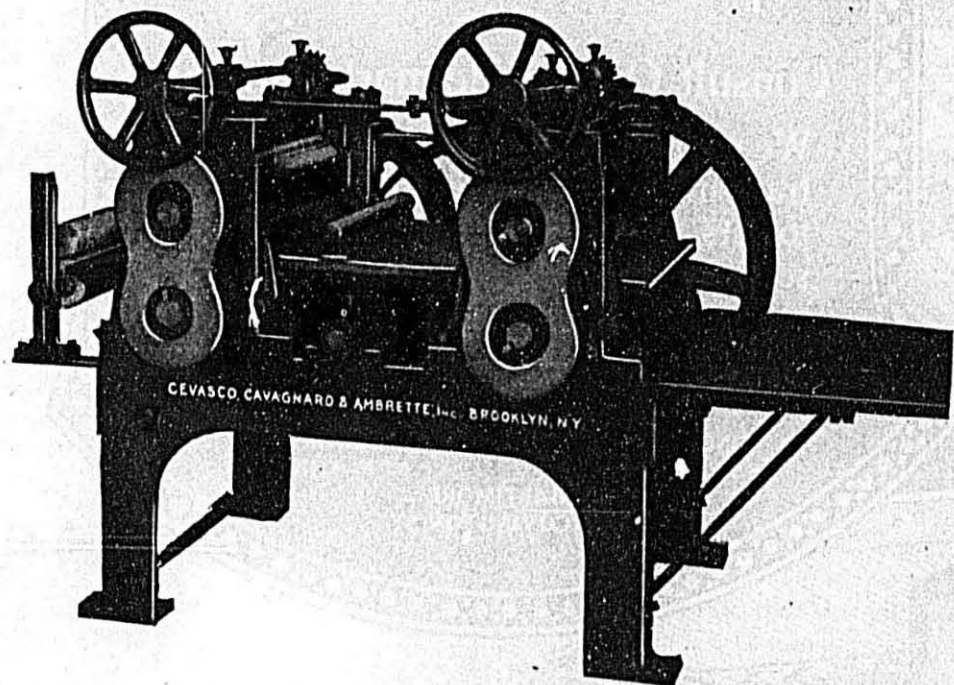
This illustration shows our Improved Bologna Paste Machine, which, like all other C. C. & A. products, is superior to all others on the market.

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

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

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

Standard Machine 20 in. wide.



Latest Type Tamden Dough Brake

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

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

Does in one operation what requires several on other machines.

Heavy and solidly constructed throughout.

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

Full Particulars Regarding these Machines on Request.

156-166 Sixth Street

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

CEVASCO, CAVAGNARO & AMBRETTE, Incorporated

Builders of High Grade Macaroni Machinery

Presses—

SCREW AND HYDRAULIC

VERTICAL AND HORIZONTAL

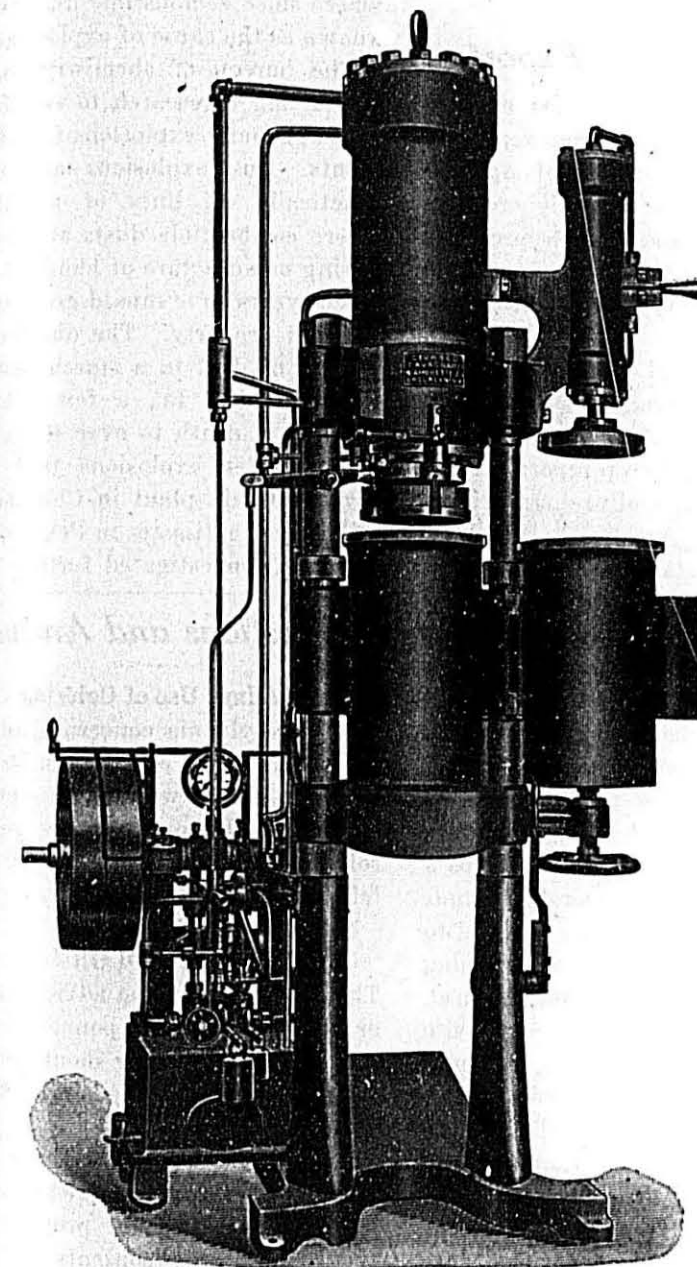
Kneaders

Mixers

Dough Brakes

Mostaccioli and Noodle Cutters

Bologna Fancy Paste Machines



Type V-P Vertical Hydraulic Press.

Specialists in Everything Pertaining to the Alimentary Paste Industry.

Complete Plants Installed.

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

Send for Illustrated Catalog, containing full information.

**Office and Works,
156 Sixth Street,**

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

FOOD LAW VIOLATIONS

What Macaroni Makers Must Do Under Food and Drugs Act to Comply With Law—How to Report Violations.

By B. R. Jacobs, Washington, D. C.

Several complaints have recently been received in this office regarding violations of the food and drugs act by some manufacturers of macaroni who have been putting out macaroni products and noodles which were either below the standards fixed by the U. S. Department of Agriculture or which were misbranded in one or more particulars.

Recently the department stated to this office its position regarding the minimum standard requirements, and the use of artificial color in these products. Its position is as follows: Macaroni and similar products may be made from semolina or flour of a grade equal to or better than a "straight" or of a mixture of semolina and such flour. Macaroni and similar products may not be made from flours or semolinas inferior to a "straight" grade of flour, unless some qualifying word or phrase be used in connection with the word macaroni to show that it is of sub-standard grade.

Artificial color may be used in macaroni products that are made of semolina and flour or a mixture of semolina and flour of a "straight" grade or better, provided the color used is of such a nature as not to be considered injurious or detrimental to health and also that the presence of such artificial color is stated in plain and conspicuous manner upon the label of the product wherein used.

No Coloring in Noodles

Noodles or egg noodles must contain a minimum of 5% of egg solids. Plain noodles or water noodles are products made in the shape of noodles containing less than 5% of egg solids or no egg solids.

Artificial color cannot be used in noodles, egg noodles, plain noodles or water noodles, whether or not the presence of the artificial color is declared on the label. Any of the above products containing artificial color will be considered as being both misbranded and adulterated if they contain artificial color. In other words the use of artificial color in any of the above products is not permissible under any circumstances.

If you are troubled with any of your

competitor products which you believe are not in accordance with the above requirements, please send me a sample in original container and the matter will be taken up with the competitor immediately, and I have no doubt will be satisfactorily corrected.

Releasing Crop Reports

It takes more than a few minutes work on the part of the crop reporting board of the Department of Agriculture to compile the monthly crop reports which are given to the producer and the grain trade usually around the 8th or 9th of every month during the crop season.

Forty agricultural statisticians, every important state having at least one, receives the reports of 214,000 volunteer reporters. When a crop report is to be made up, every agricultural statistician in the field must make a personal report to the secretary of agriculture in writing as to the conditions prevailing in the section under his jurisdiction. These reports go direct to the secretary and not to the crop reporting board and are closely guarded, being held until a few minutes before the board goes into session. The instant the board meets the building in which the sessions are held comes very near being a jail, as a United States deputy marshal stands at the door, and no one is permitted to go out. Even the telephones running into the building are discontinued. Every safeguard that man can devise is used to prevent the report from getting out before it is finally released.

Ordinarily 7 men constitute the board which determines what the crop report will show, their findings being based entirely on the various sets of figures submitted. The various state agricultural statisticians have their own lists of crop correspondents and when say 100,000 men agree that a wheat crop has a condition of 90, we can simply say that the condition is that figure.

Dust Wrecks Pekin Plant

The starch plant of the Corn Products Refining company, Pekin, Ill., was partially destroyed by a dust explosion resulting in the death of nearly 2 score workmen, and a damage of several hundred thousand dollars to the property. The explosion was the result of dust ignition from an overheated bearing.

The bureau of chemistry of the United States Department of Agricul-

ture delegated David J. Price, engineer in charge of development work, and assistant engineers to study into cause of the accident. According to records kept by the department a dust explosion is perhaps one of the worst, if not the most disastrous anywhere since combustible dust has been known as the cause of explosions.

The bureau of chemistry has been conducting a research to establish cause of many explosions in industrial plants. Dust explosions may occur practically all lines of manufacture where combustible dusts are produced during manufacture or handling and recent years have caused great losses of life and property. The disastrous explosion of dust in a starch factory Cedar Rapids, Ia., a few years ago and of later explosions that of the Armour Grain plant in Chicago is called by the disaster in Pekin which is now being investigated further.

Questions and Answers

Admit Use of Coloring

A Pennsylvania concern admits that it uses artificial coloring in its No. 1 semolina out of which all its products are made. Its products are generally sold in bulk and every box is plainly labeled as follows:

"1 LBS. NET WEIGHT
ARTIFICIAL COLOR"

The firm wishes to be advised whether or not the individual pounds in the sale business should or should not carry the notice that the goods are artificially colored.

Reply:—So far as it is now known the manufacturer is in strict compliance with the law when he properly labels the box showing contents to be artificially colored. There is no known ruling applying to the retailer who sells in pounds or fractions of a pound the contents of the original package referred to.

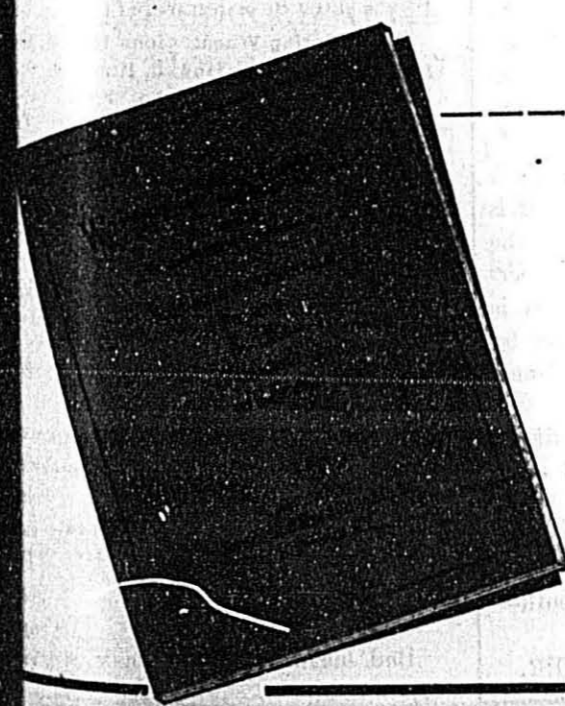
Mr. and Mrs. C. F. Yaeger are sunning themselves in the Riviera. Italy is the word sent the editor shortly after their arrival. They spent Christmas holidays in Spain and France. The early part of the year was spent in Switzerland and Germany, and, according to their present plans they will return to this country in February. The trip across on the steamship La Bourdonnais was a most enjoyable one with fine weather and a calm sea.



no strings to our offer—the w & p catalog of macaroni machinery is yours without obligation



drop us a line or mail this coupon



baker-perkins company inc
saginaw, michigan

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

my name
my firm's name
address
city state

HELPFUL COOPERATION

Instance of Action by Large Miller Cited Regarding Durum Wheat Foods—Use of Samples, Demonstrations and Talks Urged.

Durum millers are quite naturally and selfishly concerned in the consumption of macaroni and similar products and unfailingly take advantage of any opportunity that presents itself for cooperative work along this line.

Instances of this helpful coordination on their part are numerous and the macaroni manufacturers are most appreciative of their good work. Anything that will help the macaroni makers to dispose of their products at a profitable figure will cause them to retaliate in many different ways in which appreciation can be shown.

Here is a recent example of helpful cooperative work undertaken by the Washburn-Crosby company of Minneapolis, wherein its large staff of efficient field workers was given instructions through the advertising department of that company as follows:

"Macaroni, spaghetti and vermicelli rank high among the world's most healthful and economical foods. Moreover, they are wheat products made from durum wheat of which this company is a heavy producer.

"Therefore, as a matter of sound dietetics and public service as well as from a selfish Washburn-Crosby company standpoint, we, in the educational division of the advertising department, should use every effort and take advantage of every opportunity to talk durum wheat foods and to teach the women with whom we come in contact new and attractive ways of preparing and serving macaroni, etc.

"We are sending you a sample case showing the 24 separations in the milling of durum wheat as well as samples of the finished product. We want you to keep this sample case as a part of your regular equipment and to use it wherever possible. In every town where you put on the regular campaign or remain for any length of time, we want you to arrange, at least one and as many more as possible, talks on durum wheat products before domestic science classes or other groups that you can interest.

"We suggest that you put on demonstrations if possible or at least explain the preparation of new and attractive

macaroni and spaghetti dishes. We will not consider your work in any town complete without some special effort made to popularize and increase the use of these wheat foods.

"With the sample case we are sending recipe books and other informative material on macaroni. You undoubtedly can supplement this and work out original and effective ways of getting the macaroni story across.

"Please keep us advised of any new recipes you discover or work out and also keep us fully informed as to lectures and demonstrations given on this subject."

Trade Mark News

The National Biscuit company has quietly slipped over a change in its well known trade mark cross and registered it. The former device of a circle and double cross—the only kind of "double cross" the company tolerates—with the words "in-er-seal" has been changed to carry the words "N. B. C. Uneda" in place of the former legend and, as amended, has been copyrighted.

The Sun-Maid Raisin Growers of Fresno, Calif., have registered the name "Sun-Maid" for new products including raisin syrup for food purposes, raisin seed salad oil, mince meat, dried fruits and raisins, raisins and nuts in their natural state, and canned raisins.

A St. Louis concern making biscuits

A SMILE

Nothing on earth can smile but man. Gems may flash reflected light, but what is a diamond flash compared to an eye flash and a mirth flash?

Flowers cannot smile. This is a charm that they cannot claim. It is the prerogative of man. It is the color which love wears and cheerfulness and joy—these three. It is a light in the window of the face by which the heart signifies it is at home and waiting.

A face that cannot smile is like a bud that cannot blossom and dries up on the stalk.

Laughter is day, and sobriety is night, and a smile is the twilight that hovers gently between both—more bewitching than either.

HENRY WARD BEECHER.

has applied for registration of a trademark of a circle design and the words "Kraak-R-Jak" for biscuit, cake, crackers and cake wafers, claiming its use since Feb. 15, 1905. And now what the well known popcorn confectioners concern have to say about similar and confusion?

The Beech-Nut Packing company, Canajoharie, N. Y., has applied for registration of the name "Beech-Nut" for ice cream.

The Battle Creek Food company has a new one out in the form of a beverage, for which it has applied for the registration of the trade mark "Minute Brew."—The Grocer's view.

Montana Wins Durum Classic

Canada kept up its record of years and won the wheat championship at the International Live Stock exposition again in 1923. H. G. L. Strange, Fenn, Alta., a world war veteran, was acclaimed grand champion grower of the world, for exhibiting the best sample of wheat.

Incidentally it was announced that Mr. Strange's home province of Alberta had done itself proud by raising record crop of 157,467,000 bushels of wheat. Production per acre was more than doubled for 26 bushels was the average this year against 11 for 1922. More than 5,956,000 acres were planted to wheat in Alberta this year.

Winners at the International Live Stock show in order were:

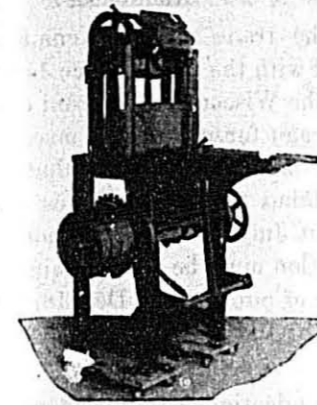
White Spring Wheat: John Howell, Montrose, Colo.; George Howell, Montrose, Colo.; E. V. Cleek, Corral, Idaho; F. M. Tucker, Fairfield, Idaho; Arthur Nichols, T. Bridges, Mont.; John W. Lucas, Gayler, Alberta, Can.; R. L. Dixon, Fairfield, Idaho; T. J. Kehrer, Jerome, Idaho; Boo Bros., De Sall, Minn.; M. A. Smith, Corvallis, Mont.; E. Peterson, Victor, Mont.

White Winter Wheat: Arthur W. Jewell, Jr., Madison, Mich.; L. H. Laylin, Michigan; Lynn Jewell, Leslie, Mich.; C. Giles, Napoleon, Mich.; Douglas V. B. Saginaw, Mich.

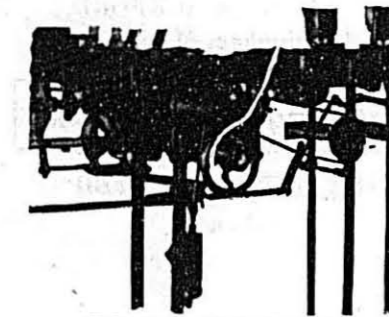
Best Sample of Wheat: H. G. L. Strange, Fenn, Alta.; Reserve, Clyde Norton, Colorado, bus, Mont.

Best Sample Amber Durum Wheat: L. Peterson, Victor, Mont.; Reserve: L. Kirby, Simms, Mont.

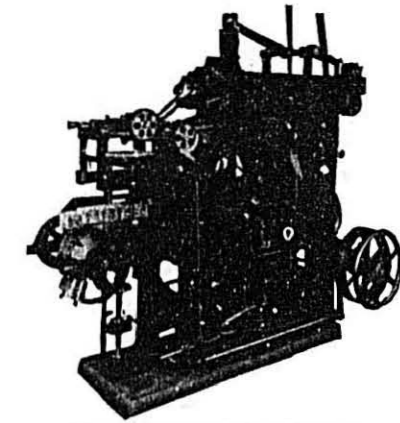
Bad business will be made worse grumbling.



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

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

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

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



TRADE-MARK

Commends Stand, Condemns Practices

Birmingham, Dec. 29, 1923.

The Editor,
New Macaroni Journal,
Braidwood, Ill.

Dear Sir: I have read with unusual interest your article in the November Journal "Givers and Takers." It is timely and to my mind points out most of the trouble that exists in the macaroni industry. There is not enough real Golden Rule fellowship between the members of our industry. There are a few notable exceptions like Henry Mueller and A. C. Yaeger; but far too many of us depend on price cutting and other unfair practices to get the other fellow's business instead of creating new business or making a profit out of the business we have.

I do believe in friendly cooperation—not combination or price agreements, but I believe members of an industry should be friends and should take a real satisfaction in the success of each other. Somehow it does not work out in the macaroni business. Right now in our territory a manufacturer with more or less national distribution is selling package goods at less than we can produce them and 30c per case less than he is selling in his own town. He is not really accomplishing anything except selling a few cars at about cost and making me sell a good many cars at cost or less. He makes me lose a couple of thousand dollars in profits which I should have and makes nothing himself. It would seem far better to have put this two thousand dollars, lost profit, into building up the consumption of macaroni rather than to throw it away in senseless price cutting which did no one any good.

This manufacturer takes a prominent part in our conventions, speaks convincingly on what the industry needs, but as Goldberg says: "It don't mean anything." I think there is far too much of this kind of practice in the macaroni business, and for this reason many of the smaller manufacturers are slow in joining the association or taking part in its activities.

What the industry needs is a thorough house cleaning and it should be "from the inside out." It does not do any good to put on a coat of paint or white wash and leave the kitchen sink or the bath room stopped up.

I hope to see the day when all the members of our industry have a friendly feeling for and confidence in each

other: when unfair prices and dishonest competition cease and when we are all striving to improve our quality and raise up two consumers of macaroni where only one stood before.

Yours truly,
F. W. BLACKFORD,
Birmingham Macaroni Co.

Patents and Trade Marks

TRADE MARKS GRANTED

Italma

The Liberty Macaroni Manufacturing company of St. Louis filed application with the patent office Feb. 28, 1923, for right to use the trade mark "Italma" on macaroni, spaghetti, noodles, short paste stuff, etc., manufactured by it, which was granted Dec. 11, 1923. The trade mark was given serial No. 176,745.

Fortune Shells

The Fortune Products company of Chicago was granted the right to use the trade mark "Fortune Shells" on macaroni products manufactured by it. The trade mark was given serial No. 181,884.

Supreme Brand

The trade mark "Supreme Brand" was duly registered with the patent office and given serial No. 178,494. This trade mark has been used by the W. S. Creed company of Roanoke, Va., since March 1, 1923, on alimentary paste products such as macaroni, spaghetti, egg noodles and other pastes.

LABELS REGISTERED

The title "Italo-French" brand for use on macaroni products put out by John Cuda, Pittsburgh, was duly registered with the patent office on Oct. 1, 1923, and given title No. 26,718.

Salvatore Nunziato, doing business as the Pacific Macaroni company of Los Angeles, was granted registration rights on the title "Liberty" which was published Sept. 7, 1923, and given No. 26,636.

TRADE MARKS APPLIED FOR

Leoncavallo

Pasquale Adelberto Caporale, doing business as Leoncavallo Sauce Co., Philadelphia, filed application on June 13, 1923, for right to use the trade mark "Leoncavallo" on his spaghetti and spaghetti sauces. The company claims

to have used this trade mark since 1922.

Keno-Kuts

The trade mark "Keno-Kuts" was filed with the patent office Jan. 20, 1923, by the Wisconsin Macaroni company Chicago for use on the macaroni products manufactured by that company. It claims to have used this since on about July 1, 1918. All notices of opposition must be filed within 30 days of date of publication, Dec. 18, 1923.

Fascio

Application was filed Sept. 24, 1923, with the patent office for right to use the trade mark "Fascio" on macaroni products by Filippo Zichello of New York city. He claims to have used the trade mark since Feb. 15, 1923. All notices of opposition must be filed within 30 days of date of publication, Dec. 18, 1923.

Bunny

William H. Johnson, New York assignor of the Tin Decorating company of Baltimore, a corporation New Jersey, filed application with the patent office May 17, 1922, for right to use the above trade mark on its line grocery products, which includes macaroni and spaghetti. Trade mark has been used by that company since April 21, 1922. All notices of opposition must be filed within 30 days of date of publication, Jan. 1, 1924.

E. Prettoec

Alberto Pretto, doing business as Pretto & C., Genoa, Italy, filed trade mark "E. Prettoec" with the U. S. patent office on June 13, 1923, claiming since Jan. 1, 1880, on the alimentary paste products manufactured by the company. All notices of opposition must be filed within 30 days of date of publication, Jan. 1, 1924.

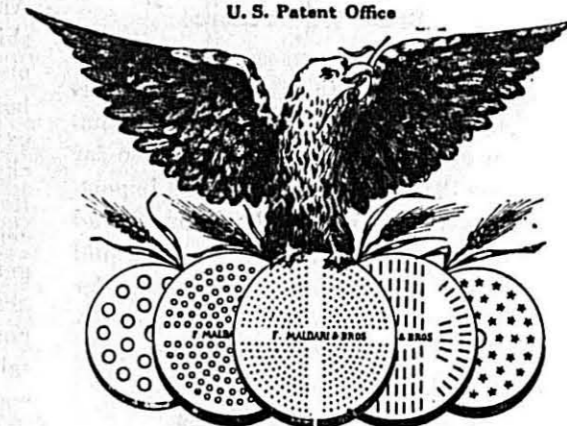
National's Best

Application was filed with the patent office for right to use the trade mark "National's Best" on macaroni, spaghetti, vermicelli, ready cut macaroni and spaghetti, stars and noodles, manufactured by the National Macaroni company of Dallas, Texas. The company claims to have used the trade mark since August 1916. No claim is made to the word "Best" in the trade mark. All notices of opposition must be filed within 30 days of date of publication, Jan. 1, 1924.

Maldari's Insuperable Bronze Moulds with removable pins.

QUALITY

TRADE MARK
Reg.
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Workmanship

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Grain, Trade and Food Notes

Fourth of Wheat Crop

American farmers this year harvested a wheat crop which represents approximately 29% of all the wheat grown throughout the world in the last 12 months.

This explains in some measure why American wheat growers complain of low prices. American wheat at present is not so much in demand abroad as it was at one time. The yield abroad this year was larger than in 1922. The American farmer, unfortunately, is having difficulty in getting away from the habit of record production which he acquired in and immediately after the World war, when foreign producers were unable to meet their domestic demand.

The American crop this year is 782,000,000 bus., according to estimates made by the United States Department of Agriculture. The world crop is reported as 2,657,000,000 bus.

The Canadian harvest, reported as 470,000,000 bus., represents 18% of the world total harvest, being second in size after that of the United States.

India produced the third largest crop, 369,000,000 bus., or 14% of the world total. France followed with 290,000,000 bus., or 11%.

On Nov. 1 the average of the prices of wheat received by farmers throughout the United States was 8% above the price level of the prewar period. This was an increase of about 1% over the October price and an increase of nearly 7% over the September price level.

French Wheat Crop

The increase in production of wheat in France in 1923 over that of 1922 is nearly as great as the total imports during the crop year Aug. 1, 1922, to July 31, 1923, says Crops and Markets. With good harvests in North Africa to supplement the home supply and continuation of economies practiced last season it has been estimated that the imports of foreign wheat would not exceed 20,000,000 bus. However, if prices remain relatively low and the farmers refuse to sell, the mills will in all probability buy more foreign wheat and more will eventually be absorbed through increased consumption. Wheat consumption in France is still much below prewar consumption, so if restrictions on milling should be relaxed it would not be difficult for the

French people to consume their domestic wheat supply and perhaps 30,000,000 to 40,000,000 bus. of foreign wheat. Another factor which may contribute to increase wheat requirements in France is the shortage in the 1923 potato crop, which is now reported to be 25% below the crop of 1922.

Bread Wheat Scarce

There is a known scarcity of bread spring wheat in the United States this year and, regardless of the tariff, Canadian grain is going to come in. So far about 12,000,000 bus. have been imported, duty paid. Actual amount bread wheat in 4 northwestern states would not keep Minneapolis mills running for any great length of time and more Canadian wheat will have to be imported.

From Beer to Cheese

The Pabst brewery property in Milwaukee, whence came the cheering fluid that made Milwaukee famous in the pre-Volstead days, is to be converted into a cheese manufacturing and distributing depot. It is to be operated by the Pabst corporation.

Fred Pabst, one of the leading members of the corporation, is greatly enthused over the prospects of the new venture. He is quoted as saying: "The firm intends to enter the national field in production and sale of fancy cheese under the Pabst brand. Five brands, Pienie Swiss, Mustard Swiss, American, Brick and Pimento, will be placed on the market. All the milk from the \$500,000 herd, consisting of 500 pure bred Holstein cattle on the Pabst stock farms at Oconomowoc, Wis., will go into the manufacture of cheese." It is predicted that if the cheese is of the same quality as the former product of this concern it will meet with a friendly reception by the trade.

Argentine Low Freight Rates

The freight rate on wheat from the wheat producing regions of Argentina to Liverpool, the world wheat market, is from 3 to 11c per bu. less than the combined rail and ocean rates from the wheat producing areas of the United States to Liverpool, according to study of the foreign and domestic freight rates on wheat prepared by the U. S. Department of Agriculture. This difference is due primarily to the proximity of the wheat producing areas in Argentina to the seaboard. The advantage

of the shorter rail hauls is particularly offset by the relatively higher ocean rates from Argentine ports and higher handling charges and other costs. The average freight rate per mile is considerably higher in Argentina than in the United States. This difference in favor of Argentine wheat is due to the long rail haul from American wheat fields to the port of shipment. As Argentina has no elevator all the wheat is shipped to the board in bags. Cost of the bags and extra handling adds to the shipping charges of the South American wheat. Rosario is the leading wheat shipping center in Argentina. During 1922 Argentina shipped 137,317,699 bushels, nearly half of which went through the port of Rosario. The same year the total of the American wheat exports was 164,691,565 bus. The Atlantic and Pacific coast ports lead in order given.

Prospects for 1924 Wheat

A winter wheat crop of 557,000,000 bus. for 1924 is indicated by the government's estimate on the acreage secured this fall. In August last year a report was given to the trade show that farmers expected to decrease acreage 15% and the actual reduction of 12.6% tends to bear out the claim that the prospective acreage can be forecast several months in advance with considerable accuracy. This estimate is based on a prospective abandonment of 4.8% of the acreage secured multiplied by the average yield of 1.2 bu. per acre on the harvested acreage for the last 10 years, says the purchasing department of the Pillsbury Flour Mills Co.

Owing to the rapid increase in acreage in the semiarid sections of the country and the reduction in the territory where yields are highest, it is probable that a high yield per acre will be secured in 1924 unless there is a great deal of rain in the dry sections during the critical period. The harvest in 1923 was 572,000,000 bus.

Wheat Acreage to Be Lowered

A survey of the wheat production not only of this country, but of the whole world, shows that the wheat acreage must be lowered if overproduction is to be avoided and paying prices maintained. Durum wheat constitutes a greater portion of the wheat surplus

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**Fancy New Crop
SPRAY YOLK
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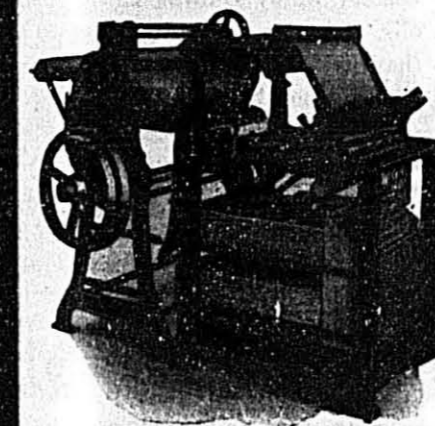
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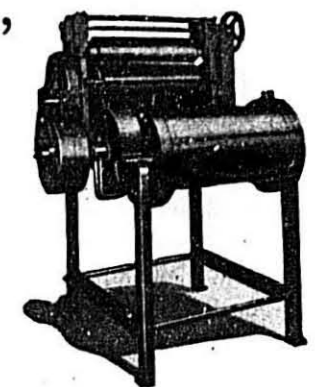
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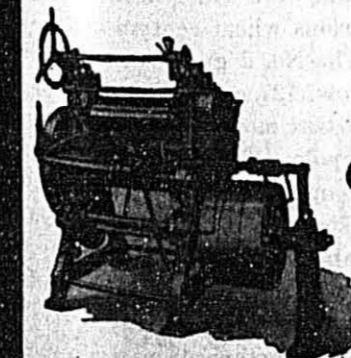


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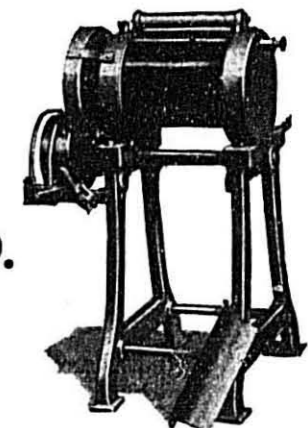


CLERMONT MACHINE CO.

77 - 79 Washington Avenue

Brooklyn,

New York



larger than in the preceding 12 months.

The crop estimate for the United States this year is 781,737,000 bus. or 80,000,000 bus. less than last year. Cheap wheat and dear corn stimulated feeding of low grades of the bread cereal. Probably 30,000,000 bus. more than usual will disappear in that way. Hard winter and spring wheat yields were small and export available east of the Rockies is chiefly durum with the balance of our surplus west of the Rockies. We have already exported half of our theoretical surplus. Owing to low prices and recognition that production was being overdone, growers expressed an intention to reduce winter wheat acreage 15.5%. Slightly stimulated prices and favorable weather conditions for seeding appear, however, to limit any reduction to not more than 10 or 12%.

Taking all elements into consideration, the conclusion that wheat production in the United States should be sealed down seems inevitable.

Cost of Milk Propaganda

Fifty-five thousand dollars, to be expended in one year, has been provided by the New England Dairy and Food council, according to the report of the secretary, Professor W. P. B. Lockwood, to the National Dairy council.

Assessments of 1 cent per 100 lbs. of milk, paid by producers and dealers, provide these funds which will be expended as follows: \$30,000 for school, factory, club work, exhibits, films, mechanical exhibits, printed matter and overhead; \$3,000 for billboards and \$21,500 for newspaper advertising. The effects of this council's work, since its foundation in 1920, is shown by the fact that the increase in consumption in Boston alone, in 1921, above that due to increase in population was 10%. With a budget of \$45,870 in 1922, the Pittsburgh District Dairy council records an increase in consumption of 9%.

Canned Baked Apples

One of the newest foods in the canned line offered to the better class of trade in this country is that of baked apples packed in cans and marketed by the Sanford Foods, Inc., of Redlands, Calif. The process by which good sound apples are prepared for canning is the result of 5 years of experimentations and the idea has been patented. The secret of the process is that the canned apple retains its shape and firm texture. Each apple is wrapped in parchaut after

the core has been removed, and the space filled with a tasty filler consisting of bananas, raisins and currants, which add much to the flavor of the canned product. An odd shaped No. 2 1/2 can is used, being only 2 1/2 in. high but having the contents of about 1 gallon. The fruit thus carries nicely from producers through the distributing channels to the consumers. Winesaps grown in the mountain district of California are the apples thus being marketed in attractive cans at prices within reason.

Durum Receipts

October and November

Receipts of the various grades of durum wheats at the primary markets of the country were down to normal during October and November following a big rush to market in September. In comparison with the durum crop so far marketed, the amber durum receipts were proportionately large.

October '23

A total of 2334 carloads of macaroni wheat was inspected under the U. S. grain standards act during October the proportion being about 3 carloads of amber durum to 1 of durum. An interesting feature of the report covering this grain handled in October is that so large a proportion of it went to Atlantic and Gulf ports, destined for export to Europe and other continents.

Amber Durum

A total of only 1711 carloads of amber durum was reported during October which was only one half of the receipts of the previous month. Of this total only 60 carloads were found to be of grade No. 1, Duluth reporting 34, and Minneapolis 15. None of the No. 1 variety was listed in the export class. As usual the No. 2 grade predominated. Out of a total of 802 carloads reported for the month, 380 went to Duluth, 230 to Minneapolis, 39 to New York and 21 to Philadelphia. The No. 3 variety of amber durum was quite plentiful. Duluth led with 222, followed by Minneapolis with 186 and by New York with 167. A total of 235 carloads registered as low grade and was handled in the northwest either blending with other wheats or for manufacture into a millfeed.

Durum

There was an equal decrease in the durum receipts when only 623 carloads were reported for the month as compared with 1050 carloads in September.

There is added proof that the high grades of durum are particularly scarce. Only 16 carloads graded No. 1 with Duluth reporting 9 and Minneapolis 7. The No. 2 variety is proportionately low, only 129 carloads making Duluth reporting 64, Minneapolis 37 and Milwaukee 6. The No. 3 grade was proportionately heavy totaling 227 carloads, of which Duluth reported 91, Minneapolis 63 and Omaha 43. The low grade variety led the durum market registering 251 carloads or more than one third of the entire receipts the month.

November 1923

Judging from the carload inspection of the 1923 durum crop as reported from July 1 to Nov. 30, the amber durum receipts have so far exceeded those of 1922. During the 5-month period 9027 carloads of this grade of amber durum were reported as compared with 7501 for the same period in 1922. The shortness of the durum crop may be judged from the durum receipts, being only 4082 carloads during the 5 months in 1923 as compared with 11,843 carloads from July 1 to Nov. 30, 1922.

Amber Durum

The No. 1 variety of amber durum continues to be proportionately scarce when 66 carloads were reported in November, 32 by Duluth, 22 by Minneapolis. The No. 2 grade composed more than half of the amber durum receipts for the month, 915 carloads being reported. Of these 389 were reported Duluth, 262 by Minneapolis, 183 New York and 51 by Philadelphia.

The No. 3 grade was also very plentiful, a total of 505 carloads being reported in November. Duluth received 244, Minneapolis 171 and New York 150 carloads. A total of 238 carloads were graded as low in quality. The total receipts for amber durum for the month was placed at 1724 carloads, just 13 carloads in excess of October receipts.

Durum

Only 10 carloads of durum grade No. 1 and were widely scattered among the various wheat centers of the country. The No. 2 grade was proportionately low, 127 carloads being reported in this class, most of it from Duluth and Minneapolis. The No. 3 grade led this group with 176 carloads, under inspection. Duluth reported 104, Minneapolis 54 and Omaha 15. The low grade grain totaled 160 carloads and was practically evenly divided between the northwestern grain centers.

The use of your eyes around any place of business receiving the product of farm or factory will convince you of the absolute accuracy of this picture.

Your Goods Run the Same Gauntlet During Their Journey, Give Them Real Demonstrated Protection By Using

WOOD BOX SHOOKS

A request will bring a quotation.
"Only one kind—the best"



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We Extend Our Hearty and Sincere Good Wishes for a

NEW YEAR of HEALTH and PROSPERITY

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That During the New Year of 1924 We Will
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Notes of the Macaroni Industry

"Beech-Nut" Controversy

The long expected legal action to determine the rightful owners of the trade name "Beech-Nut" has been started in the federal district court at Newark, N. J. The Beech-Nut Packing company of Canajoharie, N. Y., manufacturer of the "Beech-Nut" brand macaroni and other products has brought suit against the P. Lorillard company of New York city asking an injunction to restrain the use of the word "Beech-Nut" on the tobacco products marketed by the latter company.

The Beech-Nut company declares that through its industry and perseverance it has created a favorable wide reputation for the Beech-Nut products and therefore has the sole right to use that brand name. The P. Lorillard company replies that it has a right to use the name "Beech-Nut," having used it long before the packing company made objections thereto, and therefore maintains that no objections were voiced by the packing company until it put out a cigaret under the "Beech-Nut" brand label.

The Beech-Nut Packing company applied for patent rights on the name "Beech-Nut" in 1919 but, because of the strenuous objections made by the Lorillard interests, the rights sought were not granted by the patent office.

The Lorillard company claims that it did a business of \$14,000,000 a year on its "Beech-Nut" tobacco products in 1914 when the patent difficulty first arose and that the business done on the product alone exceeded by more than \$2,000,000 the entire Beech-Nut company's business at that time. The tobacco firm further claims that it now does more than \$19,000,000 of business in tobacco and that it is this business that the packing company is endeavoring to stop by the suit just started. In addition, the packing company asks the payment of substantial costs.

This suit is being watched with interest by owners of brand names that are being used on manufactured products in varied lines.

Walton Creditors Meet

The final meeting of the creditors of the P. M. Walton Manufacturing company of Philadelphia was held Jan. 4, 1924, to audit the report of the trustee in bankruptcy. At this meeting the final report was audited and all claims

for costs and fees allowed, arrangement made for declaring dividends to the creditors and the final closing of the estate by discharging the trustee. The P. M. Walton Manufacturing company was for many years a recognized leader in macaroni machine building and there are many macaroni plants in the country still using presses, kneaders and machinery manufactured by this company, that met serious financial reverses 2 years ago.

"Red-Cross" Basket Ball Team

The John B. Canepa company of 310 W. Grand av., Chicago, has placed a team in the industrial league of that city to represent the firm in a series of basket ball games to be played this winter. The team is under the direct supervision of R. H. Dawson, sales superintendent of the Red Cross plant, and it will go under the name "Red Cross" team. It will be pitted not only against the teams of the industrial league but against many fast professional and semiprofessional organizations in various parts of the country, the object being to advertise the products made by the company financing the ball tossers. The Red Cross team is composed of heavyweights, its members being former high school and college athletes. It is quite fitting that the macaroni industry should have a representative team, to give it prominence in the sporting world and indirectly give it publicity and increase the demand for macaroni products. The schedule for the winter is still open and independent teams are invited to arrange for games with this fast organization.

Texas Manufacturer Dies

Frank D. Gasperi, a director of the Italian Macaroni company at San Antonio, died Nov. 30. He was for many years a grocer before becoming interested in the manufacture of macaroni products. He also was a director of the National Grocery company of San Antonio, in which city he spent most of his life, going there from Tyrol, Italy. He is survived by his wife, 2 sons and a daughter, who will jointly conduct his business.

New Corporation in Cleveland

Articles of incorporation have been filed with the state officials by the Metropolitan Macaroni company of Cleve-

land. This company is organized with a capital of \$10,000 and will engage in the manufacture of the various macaroni products. The incorporators are Giuseppe Ruggo and Giuseppe Albano.

Features Fire Fighter Meet

Celebrating the final payment on a big fire truck with which the fire department of Crockett, Calif., equipped the firemen treated themselves to a real macaroni feed in honor of the occasion. This sociable bunch of good fellows and equally good fighters has monthly meetings which are featured by good eats contributed by the popular entertainment committee of the organization. The macaroni was prepared by an expert and food was relished by the full force of attendance at the celebration.

Spaghetti Marathon

Students in history will recall Grecian marathons and the current dancing marathons, the serious but rather humorous dancing marathons that prevailed in the country a year ago, but the latest is apparently a spaghetti cooking marathon. According to the press are 2 lively competitors for honor in this race. References to the quantity of spaghetti prepared by the various contestants have appeared in practically every worthwhile paper in the country, accompanied by cuts showing marathon contenders in action. The contenders, who claim the word record for miles of spaghetti cooked in daily observance of their duties, Mr. and Mrs. Charles L. Livera of Washington, D. C., and Mrs. Theodore Cere of the same city. Each claims honor from this basis. Mr. and Mrs. Charles Livera boast that they have cooked 3,280 miles of spaghetti during the past 4 years for the folks in the capital city. To arrive at these figures it would appear that the contestants have gone in for mathematics rather than cooking but are firm in their attention that the figures approximate the length of strands of spaghetti cut by them into most edible dishes.

Mrs. Theodore Cere asks honor for her 58 years of continuous work in preparing toothsome spaghetti creations. When asked to give for her claim as a world beater, she stated, "I have probably cooked a million miles of the stuff, though I

January 15, 1924

way in which I can figure it out exactly. There is hardly any question but I hold all records along this line. Macaroni and spaghetti manufacturers should be ready to promote marathons of this kind in every section of the country. A record of the claims of other chefs who specialize on dishes of this kind would prove most interesting. Let the contests go on.

Macaroni Maker Investigates Macaroni
Waddell's Limited of Brantford, Ont., a well known manufacturer of

jams, jellies and similar delicacies, is contemplating going into the macaroni manufacturing business in its home city and is making a complete survey of the field before perfecting plans. In all probability it will enter the prepared foods field only, as that would be in keeping with its other lines of canned foods.

Makes Saginaw Headquarters

The Baker-Perkins company, Inc., moved its principal office from White Plains, N. Y., to the factory at Saginaw, Mich., on Jan. 1 in keeping with a pol-

icy to improve the Baker-Perkins service. This company has taken over and manages the Werner-Pfleiderer company's plant at Saginaw, that for years dominated the macaroni machinery market. Moving offices to the factory building will make closer and more effective cooperation between the technical staffs, sales organizations and the manufacturing force.

Macaroni—Excellent

There is something about spaghetti and macaroni that many of us like. That is why we often received invita-



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tions to go down to "Pietro's" or "Mike's" for a real Italian dinner. Even on the menu cards of the American restaurants and hotels you will find "Spaghetti a la Milanese" or "Spaghetti au Gratin," tucked away in one corner, because there is a growing demand for the toothsome and really healthful dish. At first macaroni was a stranger to us, but on being introduced and forming a closer acquaintance Americans are becoming daily warmer friends of this nutritious food.

Perroni Popular in Providence

Probably as a Christmas gift and with the true Christmas spirit the Providence, R. I., Tribune of Dec. 24, 1923, compliments G. R. Perroni, manager of the Bristol Macaroni company at 430 High st., Providence. He is termed "a regular fellow," "a master mind," a "100% business man." The article states that Mr. Perroni was born in Italy, Province of Messina, in 1887. At the age of 16 he had attained a high school education and coming to this country gained valuable experience in Massachusetts in several enterprises. The Bristol Macaroni company was established in 1916 under his able direction and within 3 years additions doubling the capacity of the plant were found necessary to fill the business demands. The plant is a modern one with convenient arrangements of machinery and equipment which manufactures macaroni and spaghetti, plus the 100 varieties that are popular with the Italian consumers, and the business covers most of New England and part of the middle Atlantic states. This officer of the company is ably assisted by P. Oliver as secretary. Matt Prencippe is production foreman, a life long macaroni manufacturer, that has been the trade of his ancestors for years.

Charge Short Weight

A bill of information charging Jake Cusimano, trading as J. Cusimano & Co., manufacturers of macaroni and spaghetti at 1230 Chartres st., New Orleans, with violation of the federal pure food and drugs act was filed in December in the federal district court by the district attorney. The charge states that during January 1923 Cusimano branded consignments of spaghetti shipped from New Orleans to Mobile and to Apalachicola, Fla., as containing not less than 4 ounces to the package, when as a matter of fact each package contained less than 4 ounces.

No estimate is even attempted at the weight of the paper in a package containing this small quantity of spaghetti.

Public Inspection Invited

Appreciating the value of public good will the Keystone Macaroni company opened its mammoth plant at 8th and Water sts., Lebanon, Pa., to public inspection from 1:00 to 8 p. m. The process of manufacture was explained in detail from the beginning to end, samples of finished products were freely distributed, and those who were interested were told how best to prepare tasty dishes of macaroni and spaghetti. The Keystone plant has an enormous capacity and its products are distributed in the eastern markets. A goodly portion of its products goes into foreign trade, particularly to the West Indies and to South America.

Export Demand Brisk

According to the commercial press of the large shipping centers on the Atlantic coast the export outlet for macaroni and noodles has been apparently widened, and increased quantities of this foodstuff daily goes into this trade. Shipments from New York, Boston, Philadelphia, New Orleans, are going to South America, Mexico, Newfoundland, West Indies, and to many other countries. It is encouraging to note that the reasons advanced for this interest in American made macaroni products is attributed to the quality of the goods offered by American firms. Having the best raw materials on hand, and with manufacturing carried on under the most approved conditions, products of unsurpassed quality can and are being produced by nearly all the reasonable manufacturers of the country. This favorable trend in the export business will afford the manufacturers of the country an outlet, particularly at a time when production is heaviest and demands weak.

Heads New Foulds Company

Colburn S. Foulds, salesmanager of the Foulds Milling company and, next to his father, the leading factor in the organization of the Foulds company, has been elected to succeed his father, the late Frank W. Foulds, as president of the new organization. The new firm is the result of an amalgamation of sev-

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eral of the leading macaroni concerns of the country and makes it one of the largest in America. Its principal office is on 5th av., New York city, where the new president will permanently locate as soon as his affairs can be arranged. This is quite a promotion so young a man, whose whole life practically been spent in the macaroni manufacturing business, first in Cincinnati and later in Chicago.

Joe Lowe's Annual Feast

The annual convention and banquet of the employes and representatives of the Joe Lowe company was held last month in New York city and was a usual big, enthusiastic, successful affair for which this company's entertainments are noted. Joe Lowe is well known to the macaroni and noodle trade and his ability as an entertainer is appreciated by his friends in this industry. Under his direct supervision the annual convention became one of those really social affairs. Ellis B. acted as toastmaster and in his humorous way kept the spirit of the party at a point where all enjoyed themselves immensely. Dancing followed the feast, after which Lou Price and Joe Lowe brought to a close a most successful entertainment by presenting to beautiful souvenirs of the Joe Lowe company.

Enlarges Chicago Holdings

The Great Atlantic & Pacific company of Jersey City, N. J., popularly known as the A. & P., has acquired a large tract of land in a desirable section of the business district of Chicago where it plans to erect a large warehouse. According to plans, \$500,000 to be expended on a suitable building to contain a bakery in which bread to supply the Chicago stores will be baked.

Macaroni Recipe

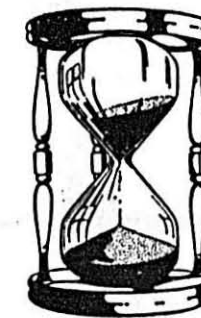
Creamed Noodles

2 cups cooked noodles
2 tbsps. chopped parsley
¼ tsp. salt
2 cups white sauce
½ cup buttered bread crumbs
¼ tsp. paprika
To cooked noodles add white sauce, chopped parsley, salt and paprika. Put into buttered baking dish, cover with buttered crumbs and bake 30 minutes in moderate oven.

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The Macaroni Journal

A Publication to Advance the American Macaroni Industry.
Published Monthly by the National Macaroni Manufacturers Association.
Edited by the Secretary, P. O. Drawer No. 1, Braidwood, Ill.

PUBLICATION COMMITTEE
HENRY MUELLER - - - - - President
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COMMUNICATIONS:—The Editor solicits news and articles of interest to the Macaroni Industry. All matters intended for publication must reach the Editorial Office, Braidwood, Ill., no later than Fifth Day of Month.

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Vol. V January 15, 1924 No. 9

Lauds Trade Paper

Mr. Macaroni Manufacturer! Are you as appreciative as you should or might be of your industry's trade paper? If we are to judge from the "pronounced silence" that usually prevails in a few spots, and from the evident "lack of interest" shown by many who should do better, we fear that you might be judged wrongly.

Perhaps it may interest you to know that the government in a recent bulletin admits that the modern trade journal is the principal channel for the dissemination of useful information for those in whose interests the paper is published. We are pleased to have this favorable comment from so authoritative a source. We are even more pleased to know that the macaroni manufacturers of the country are becoming more and more interested in the Macaroni Journal, the industry's only publication and one always ready to promote the best interests of the trade.

The most successful men in the macaroni industry are the ones that show the greatest interest in its official organ. They contribute frequently to its news columns, a few of them having made it a practice to write on some subject or other almost every month. Others have ordered the Macaroni Journal sent to each and every one of their salesmen, realizing that every issue contains something of interest to all who manufacture or sell macaroni products.

We resolve that during the New Year we will make the industry's trade paper even more interesting and useful to the macaroni makers. We ask you in turn to resolve to read the 12 issues of 1924 even more carefully and studiously than ever before and that monthly you will write the editor about local conditions or make recommendations of interest to the macaroni trade or the journal that represents it.

Recommends Macaroni Recipes

Acting on the theory that a surplus in any one kind or grade of wheat is sure to affect the sale of wheat generally, the Wheat council of the United States has been issuing from its Chicago office a weekly news letter giving suitable advice concerning production and use of each kind of wheat. In its issue of Dec. 15, it gives two recognized and tested recipes for using macaroni made of durum wheat. These recipes have been tried out under the supervision of experts and approved. They are particularly favored because macaroni becomes the principal ingredient of the prepared dish.

Editors of the women's pages of all the papers of the country are invited to make liberal use of the suggested recipes and other information furnish-

ed by the Wheat council. The recommended recipes follow:

Easy Luncheon Dish

Cook 2 cups of cut macaroni. Wash thoroughly drained drop into a frying pan which contains 4 level tablespoons of hot butter. Stir with a spatula until the macaroni is slightly browned and serve hot. Such a dish served with fresh apple sauce and a glass of milk makes a completely balanced lunch.

Macaroni and Dried Beef

- 1 pint milk
- 2 tbsps. flour
- 2 tbsps. butter
- 2 eggs
- 1/4 lb. dried beef
- 1/2 lb. macaroni

Cook macaroni in boiling salted water. Make white sauce by melting butter, stirring in flour and adding gradually. When all milk is added, in slightly beaten eggs. When hot move from fire and add shredded dried beef. When macaroni is tender drain and place in buttered baking dish. Pour in creamed dried beef and mix lightly with a fork. Cover with buttered breadcrumbs and bake 20 minutes in a moderate oven.

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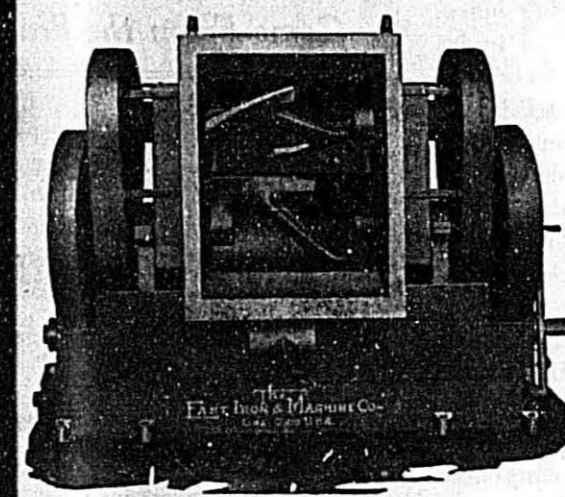
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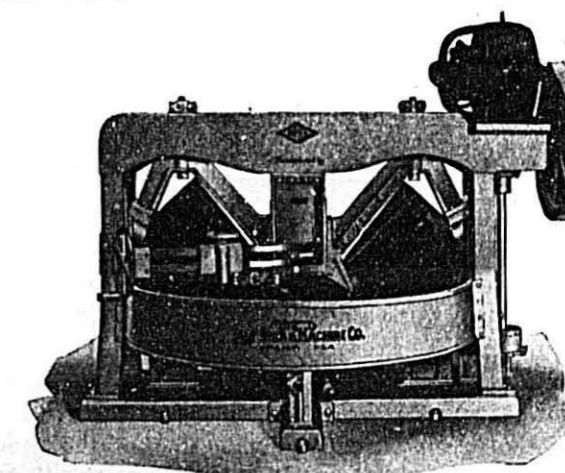
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First—
The Industry

Then—
The Manufacturer

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Willful Coordination Invited

All men are not born to be leaders so it is not a crime to be followers, especially after the right way has been pointed out.

Broadly speaking almost anything can be accomplished through organized effort. In practice this is not generally true. Have you ever stopped to consider that in trade organizations, and particularly in the macaroni manufacturing industry, it is almost impossible to help those who do not want to be helped?

Unfortunately this is the attitude of a few manufacturers in this industry. Just why they assume this position is best known only to themselves. It may be that they have a conceited notion of their own ability and standing or that they are nursing a grudge over some actual or fancied wrong committed by an equally thoughtless competitor.

The National Macaroni Manufacturers association has for its sole object "Trade Betterment." In this work it should have the enthusiastic cooperation of every member of the industry whether or not he contributes to the financial end of the organization. If the macaroni manufacturing industry is to attain the permanent results that the National association and the leading macaroni manufacturers expect of any trade activity, it must be through everlasting team work and wholehearted cooperation.

It would be a source of interesting information if it were possible to compile a list of the reasons usually advanced for the lack of cooperation and coordination that should be forthcoming more

freely and more enthusiastically from the members of this industry.

"Trade Betterment" does not necessarily involve any great financial expenditures on the part of those interested. Better results can be obtained through a better understanding that is made possible when like interests join hands with others in promoting beneficial activities and in eliminating evil practices.

The macaroni manufacturing industry differs little from any other trades similarly interested. We have our little troubles, worries and ambitions; others are confronted with similar conditions. If it has been possible through coordination of effort to eliminate from other industries practices that are retarding progress and through cooperation to promote movements beneficial to all interested, coordination and cooperation should accomplish similar results for the macaroni industry.

Knowing this as most macaroni manufacturers do, why do so many hesitate to cooperate with the National association, an indifference that has been all too frequently manifested in the past? If the policies of the association do not bespeak the majority opinion of the macaroni manufacturers, they can be changed only when this fact is known and advocated by those in a position to outline its policies from the inside.

Team work is one of the requirements of successful trade activities and we invite the macaroni manufacturers of the country to cooperate with the National Macaroni Manufacturers association in its mental, moral and physical

efforts to bring about the "betterment" that all are hoping to be realized in 1924 and which is possible only when the better class of manufacturers join freely and earnestly for this purpose.

As we progress in experience and wisdom, may we realize the importance of cooperation in our effort and coordination in our struggle to bring about "trade betterment" in the macaroni industry from which all will benefit directly.

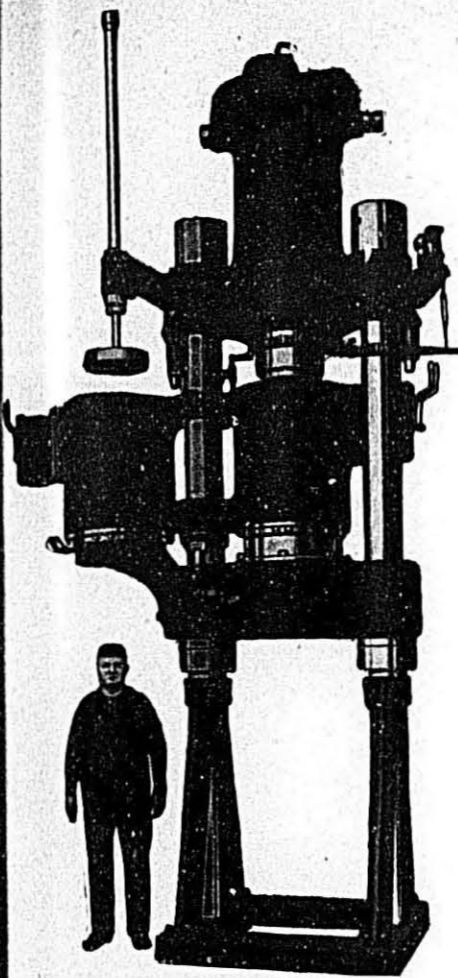
Gems From the Press

Macaroni Leads

Manufacturers of macaroni products and jobbers of this foodstuff are generally understocked and are compelled to make daily checks of their stock before confirming the orders that are being placed for food. Macaroni is regarded as one of the most active items among grocers at this moment.—New York Journal Commerce.

Good Food at Low Rates

It is very difficult for the housewife who has to exercise care to keep the food allowance to provide for her family. The "green" and fresh vegetables are so expensive this season of the year. Starches, however, are very reasonable in price. The best plan is to cut down on meat by substituting macaroni and similar products and with this have the "green" vegetables. They are much more economical than too much meat and not so expensive.—Fresno (Cal.) Freeman.



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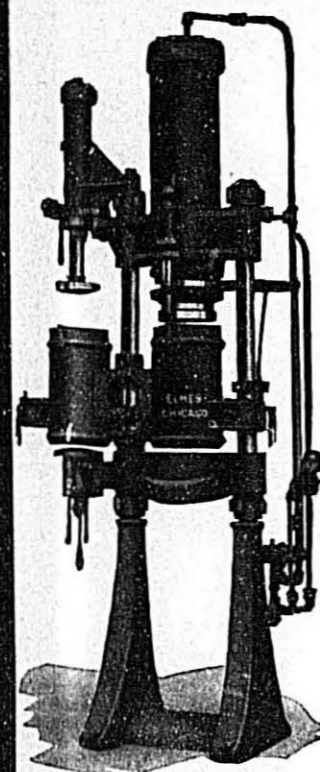
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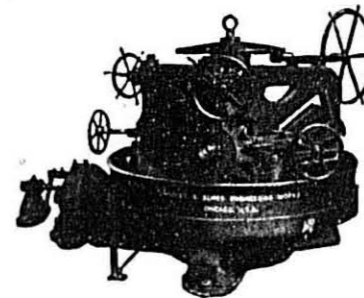


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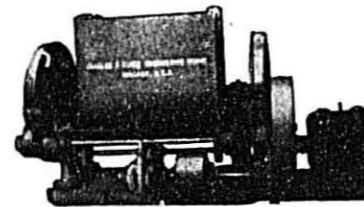


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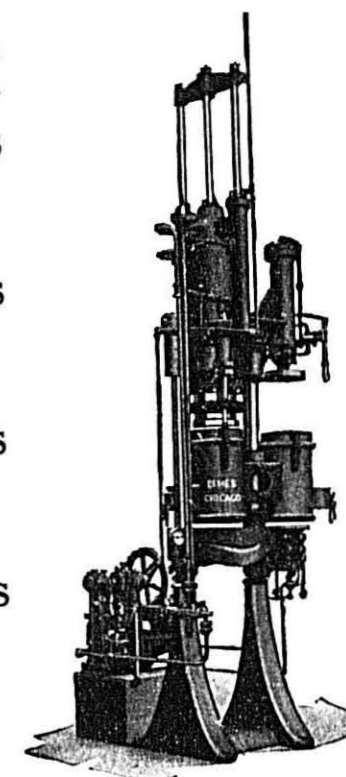
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DIES

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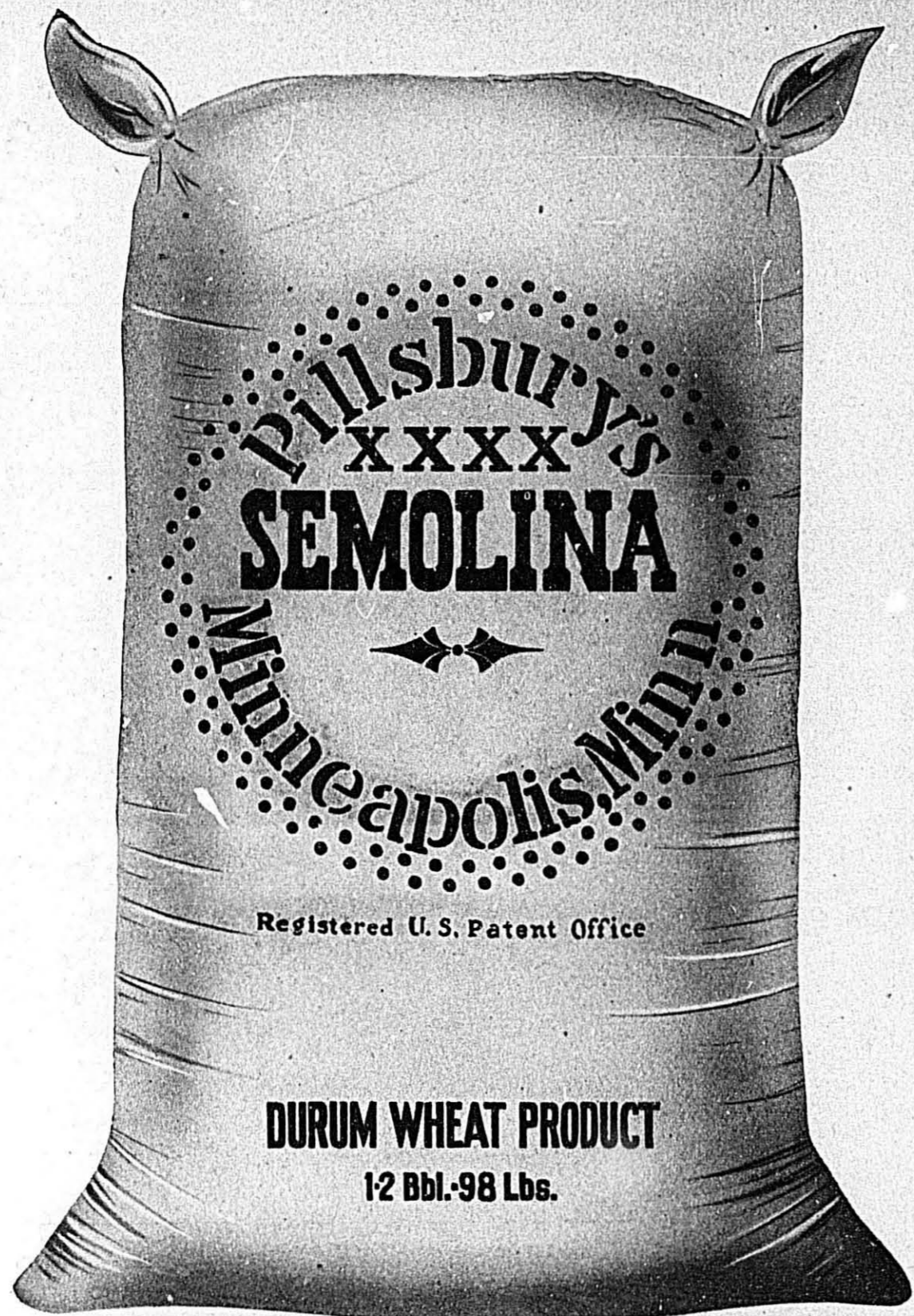


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