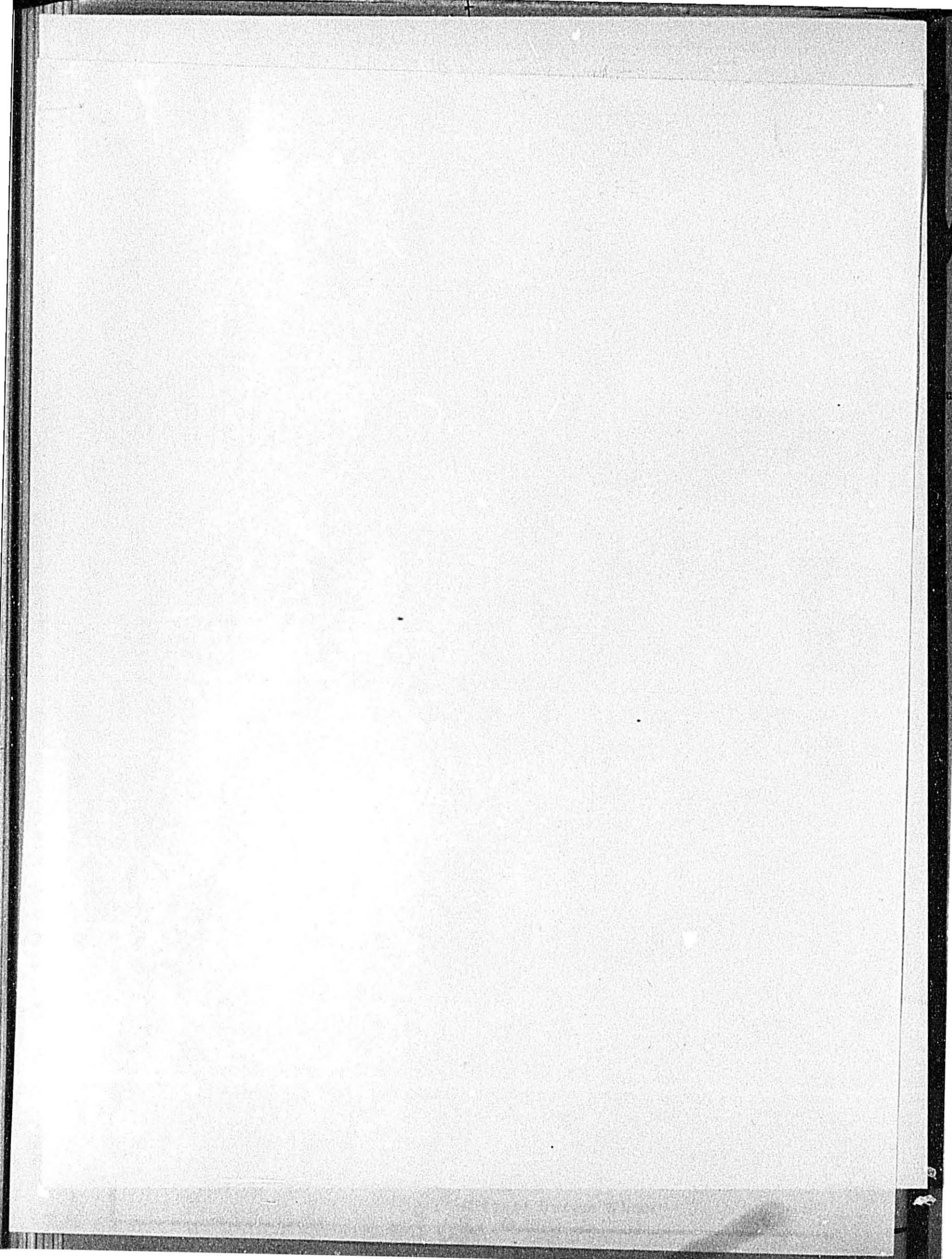


**THE
MACARONI
JOURNAL**

Vol. 5, No. 12

**April 15,
1924**



The Macaroni Journal

Minneapolis, Minn.

April 15, 1924

Volume V

Number 12



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

SELF HELP

Helping one's self without injury to others is considered good business ethics.

The policy of the National Macaroni Manufacturers Association has ever been "*Help the Macaroni Industry to Help Itself.*"

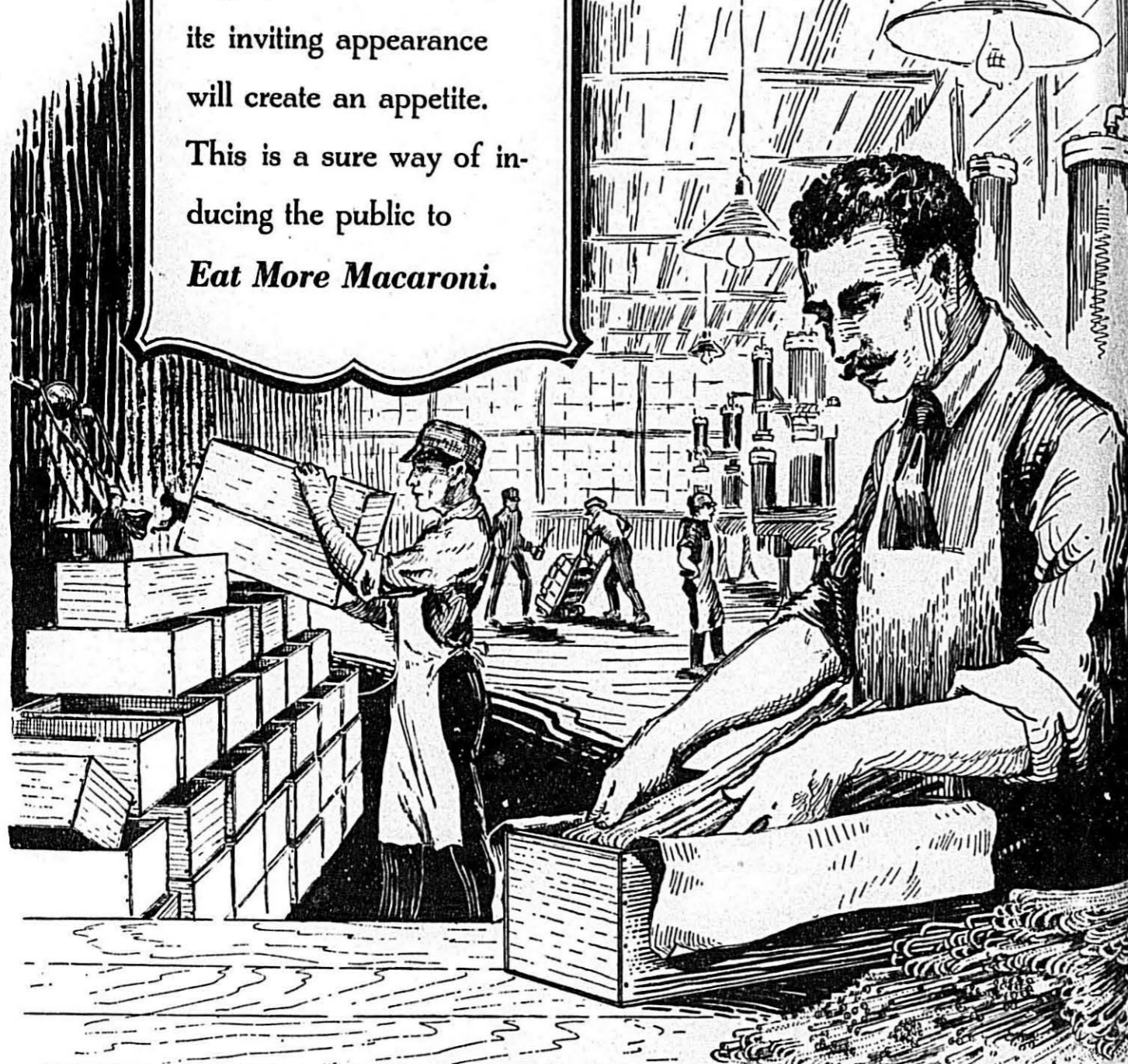
The opportunity to help the industry again presents itself in the nation wide drive for adequate tariff protection, a movement which we are sponsoring wholeheartedly.

If we do not succeed, let it not be for want of trying.

Enroll yourselves with the progressive and determined Macaroni men who are thus unselfishly fighting to benefit the whole profession.

Dress Up

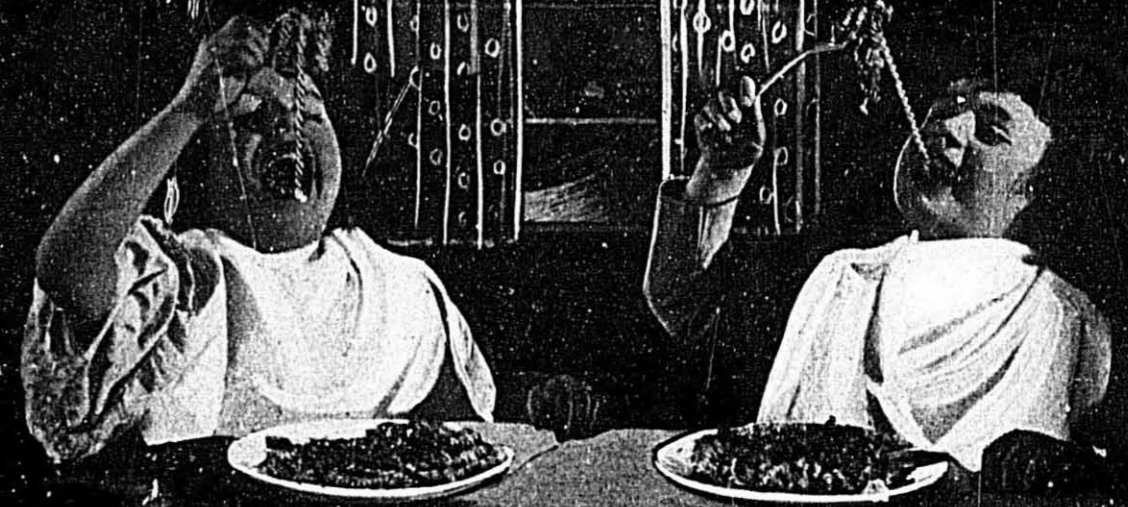
your Macaroni in clean,
bright, odorless BOXES—
its inviting appearance
will create an appetite.
This is a sure way of in-
ducing the public to
Eat More Macaroni.



CHICAGO MILL AND LUMBER COMPANY

510 N. DEARBORN ST.

CHICAGO



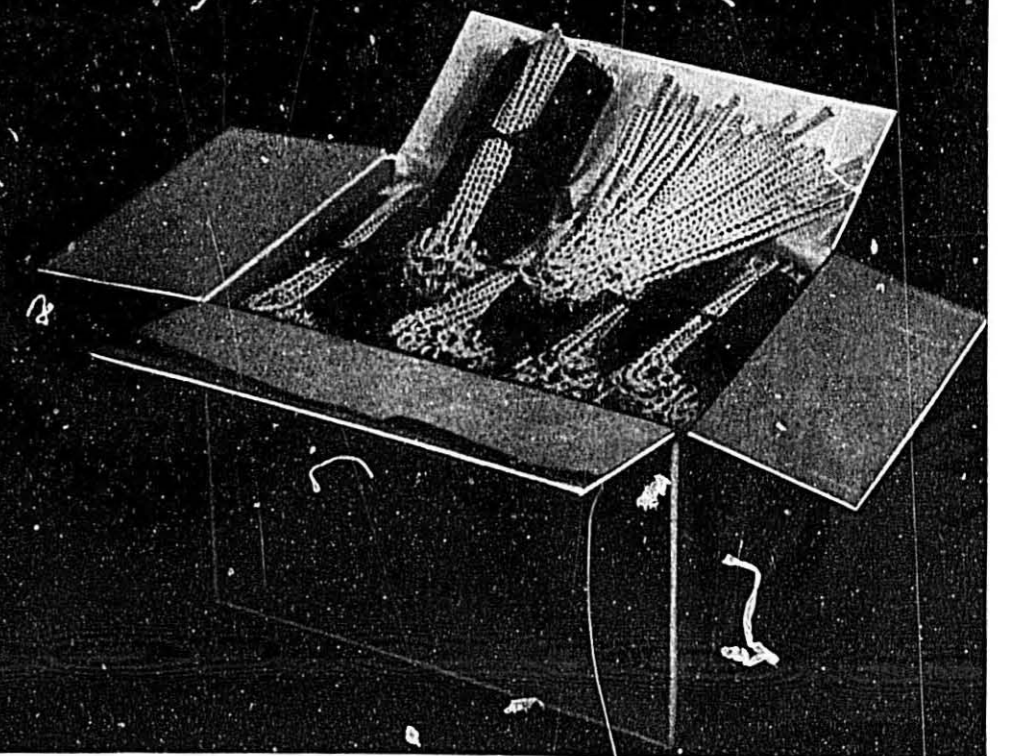
YOLANDA

THE WONDER OF THEM ALL

*A new macaroni with a shape as attractive as its taste.
Easily made and quickly sold. The secret is in the DIE.
The results will astonish you.*

IMPORTANT NOTICE:

The Yolanda die is fully protected by Patents in the U.S.A. and Canada, and imitators will be prosecuted to the fullest extent of the Law.



See other side for detail

DO NOT CALL THIS "FUSILLI"

IT IS:

YOLANDA

YOLANDA

YOLANDA

YOLANDA

YOLANDA

YOLANDA

YOLANDA

YOLANDA

YOLANDA

YOLANDA

YOLANDA

YOLANDA

YOLANDA

The Fusilli Die is entirely different and will be on the market as soon as patents are granted the inventor

FUSILLI IS:

the Forato made as a coiled spring that for years was made by hand

Let us supply you with the Yolanda die for making a new macaroni. Write us full particulars of your press support for which the die is intended and we will do the rest

MODERN MACARONI MOULDS MFG. CO., INC.

Sole Makers of Yolanda and Fusilli Moulds

60 JACKSON AVE., LONG ISLAND CITY, N. Y.

See other side for Yolanda advertisement

Capital City Milling & Grain Co.

DURUM WHEAT MILLERS

St. Paul - Minn.

Capacity 1500 Barrels



EXCLUSIVE MILLERS OF

High Quality Durum Wheat

SEMOLINAS

All Granulations.

Laboratory Tests Furnished with Every Car if Desired.

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

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

Capital City Milling & Grain Company
ST. PAUL, MINNESOTA

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

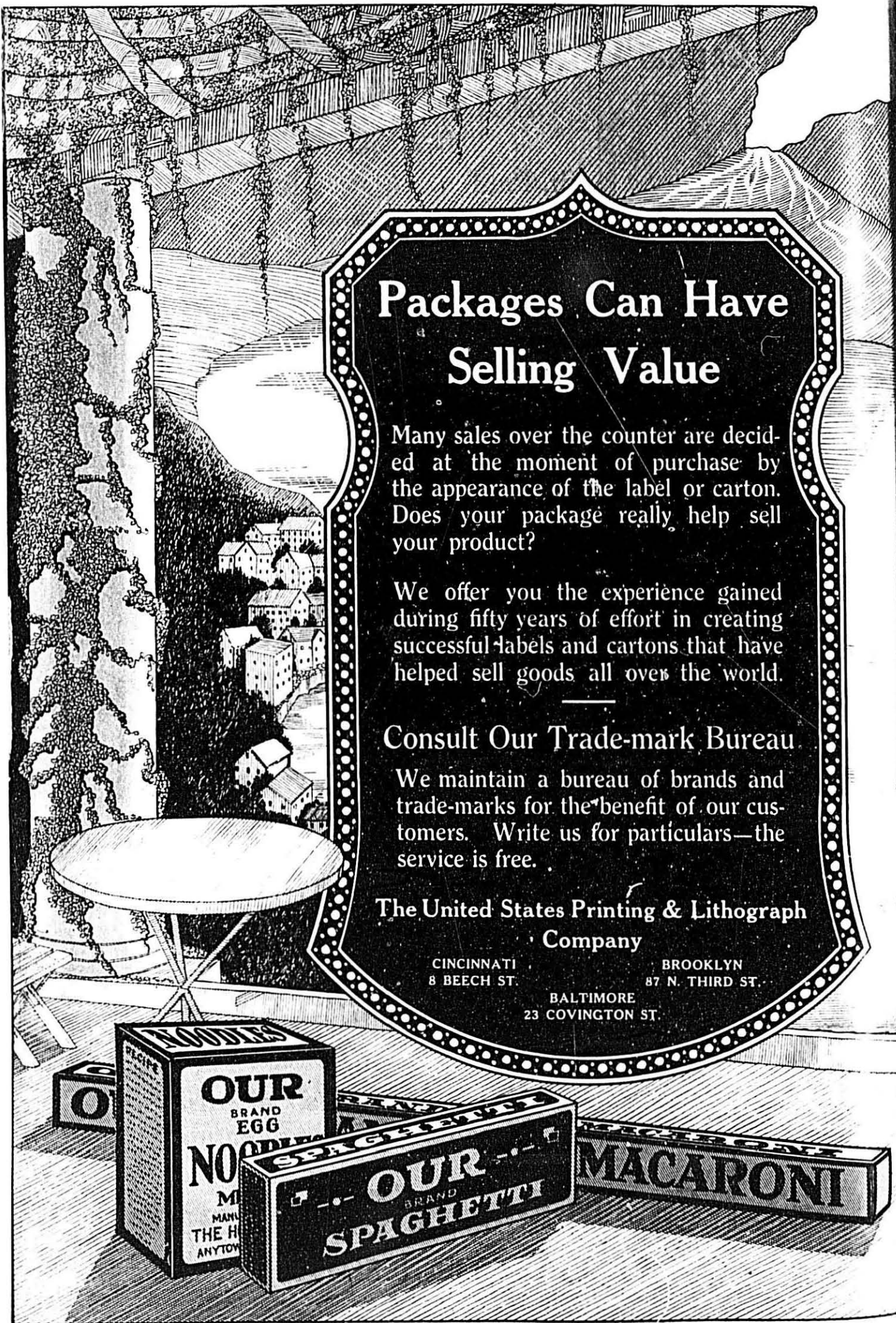
We maintain a bureau of brands and trade-marks for the benefit of our customers. Write us for particulars—the service is free.

The United States Printing & Lithograph
Company

CINCINNATI
8 BEECH ST.

BROOKLYN
87 N. THIRD ST.

BALTIMORE
23 COVINGTON ST.



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 closed
For the splendid increase in business which you have given us.

For the many generous compliments you have seen fit to pay us on the
quality of our products,—and in return—

We Pledge Ourselves to Keep Faith

with you by maintaining throughout the New Year the same high standard
of **QUALITY AND SERVICE** which have pleased and helped you in
building up your own business in 1923.



QUALITY

SERVICE

Eat More Macaroni—the
MINNEAPOLIS MILLING CO.
Best and Cheapest Food
MINNEAPOLIS, MINN.

THE MACARONI JOURNAL

Volume V

APRIL 15, 1924

Number 12

Production Man---The Important Cog

"Wise men always seek to improve. Not so, the 'Know-nothings.'"

This sensible statement of unknown origin has been used in some form or other many hundred times to emphasize the fact that even in the best there is room for improvement. In other words, no one, however well educated or trained, knows everything.

The macaroni manufacturing industry in this country has undergone some wonderful advancement within the past few decades, but it has not by any means reached the highest point of its possible development. True, there are a few manufacturers who have advanced further than the ordinary fellows and these serve as beacon lights to guide us upward. But by far the greater number is still ready to learn from others. Their aim is and should be—production of highest quality goods at a minimum cost.

A macaroni maker may market an excellent line of products. He could offer his consumers pastes of an even better quality. We believe that this can best be brought about through a more frequent free exchange of ideas between those actually engaged in producing this foodstuff.

Has it ever occurred to you, Mr. Macaroni Manufacturer, how beneficial it may be to your firm if you were accompanied by your production manager to the 1924 general conference of the macaroni makers of this country and Canada to be held July 8, 9, 10, 1924, in Hotel Clifton, Niagara Falls, Ontario? Bring him along. Give him the wider viewpoint that he is sure to gain by fraternizing with others interested in the same line of business.

When an artist begins to take his vocation seriously he locates himself in the "artists' quarters" where he lives and breathes the very spirit of his art every moment of his student days, surrounded by hundreds similarly inclined. You will recall the Latin Quarter of Paris, the Art Galleries of Florence, and the many musical conservatories in Italy. In that atmosphere, where the real "soul" of the artist, the musician and the painter, supposedly exists, the students gain inspiration and knowledge that can be obtained nowhere else.

Somewhere in the industry in this country there exist fellow manufacturers capable of teaching you something new. You in turn may be able to clear up for him some puzzling problem with which he has long been puzzled. Through personal contact, often hard to obtain, you, as the head of your concern, and your production manager are given an opportunity to "swap ideas." Your trade association provides the means.

The head officer of a firm is sufficiently burdened with

the problems of general supervision without having to care for the details of manufacture. These details are usually left to a competent production superintendent, fully responsible and answerable to you. As an executive, have you been fair to your production superintendent? If he could meet in friendly interview other production managers of other plants, would not all profit?

With this sole thought in view the National Macaroni Manufacturers association is planning its 1924 general conference of the industry. It means to provide the occasion for the exchange of views on both quality and quantity production. The very air around the convention place will be filled with ideas and views which will interest you.

The plant executive knows considerable about his business. His plant superintendent may be a most efficient manager. In spite of this, are there not things both would like to see improved? Make that tactful move by having your production man accompany you to the 1924 convention, open to any and all who are interested in macaroni manufacture or consumption, and have him thrown into healthful contact with others to "talk shop." Do you not agree that a short "educational vacation" will amply repay you for the expense and trouble entailed and that the entire industry would benefit?

Consider the macaroni manufacturers who have been conspicuously successful. They are the ones who have always taken a consistent leading part in all meetings of the industry, both sectional and national. They are as ready to impart information as to receive it. They freely admit that their success is due to their studied consideration of the views and opinions of others. These they have carefully selected and sensibly applied to their business, backed up by their practical experience.

The 1924 convention is to be a "broadcasting" station of many progressive ideas of quality production. Actual producers are especially invited and special arrangements will be made for their pleasure and entertainment. Come prepared to "GIVE AND TAKE."

Macaroni manufacturers differ little from other groups of food producers. Some are progressive; others less so. If this industry is to gain and hold the confidence of American business men and of the consuming public, every manufacturer must do his part in keeping his production up to the highest possible standard. If you are willing to learn, do not be backward in teaching; after all, no one is in a position to give more than he can receive.

Help us make the 1924 macaroni makers conference what all expect it to be, by bringing along your production manager, on whose ability the reputation of your firm rests. Make him your traveling companion and let him mingle with other producers who will be at Niagara Falls on July 8-10, 1924, for the biggest conference of macaroni manufacturers ever held in this country.

Association Opposes Pound Basis

According to the vote cast by the members of the National Macaroni Manufacturers association that organization is strongly and unalterably opposed to the new plan of quoting prices on semolina.

Last January the leading durum millers by spontaneous intuition began quoting semolina to the macaroni manufacturers at so many cents and a fraction a pound instead of the time honored "per barrel" basis. Immediately complaints began to be registered till the officers of the National association, feeling that there existed a division of opinion as to the merits or demerits of the new plan, ordered a referendum taken of the rank and file to ascertain the prevailing views.

The National association desired to have the matter treated fairly and in preparing a ballot for this purpose, arguments For and Against the new plan were presented. The result is no surprise to the macaroni manufacturers who felt somewhat peeved that this radical departure from an established business practice should first be tested out in this particular industry.

Every member of the National association voted on each and every one of the 4 proposals contained in the referendum. The vote is practically unanimous in favor of the Compromise Plan of quoting semolina prices in Dollars and Cents per Hundred Pounds. Even the exceptionally small number that favored the "per pound" basis of price quotation, strongly qualified its vote, showing preference for the compromise recommended by the National Macaroni Manufacturers association. The minority faction further qualified its vote by demanding that the durum millers use smaller fractions, as low as one thirtysecond of a cent, at least.

So strong is the sentiment against the new plan that some of the members voted twice. Once on the official ballot sent to members of the National association only and then again on the pink ballot generally distributed in the March issue of the Macaroni Journal. Only the official ballots were considered in the final tabulations which follow.

THE VOTE

| | Yes | No |
|---------------------------------------------------------------------------------------------------------------------------------|------|------|
| Question No. 1—Do you favor the new plan of quoting semolina prices by the POUND instead of the former BARREL basis? | 4% | 96% |
| Question No. 2—Do you favor new plan of quoting prices on SACKS at a fractional cent additional to the POUND price of semolina? | 0% | 100% |
| Question No. 3—As a compromise would you prefer the quoting of semolina prices as so many DOLLARS and CENTS per 100 pounds? | 96% | 4% |
| Question No. 4—Would you prefer to have prices on SACKS quoted at so many CENTS each, depending on their kind and size? | 100% | 0% |

Voting was done in most cases without comment. Here are some pertinent remarks made by members desiring to emphasize their stand:

"Note—that we greatly prefer the old way and our vote on No. 3 is for the purpose of a compromise, ONLY, if such becomes necessary."

Another says—"Most decidedly in favor of No. 3."

"Would prefer the old way, that is so much per barrel. However, would prefer a price per 100 pounds in Dollars and Cents to the present quotation by the pound."

"Millers buy wheat at fractions of cents per bushel. There is no reason why they cannot quote semolina at a certain number of cents per hundred pounds and bags should be quoted as so much per bag, the same as has always been done in the past. The new arrangement makes for confusion and is not a benefit to the macaroni manufacturer."

"The new plan does not make calculations easier as all costs on macaroni are figured decimally. Your compromise plan, No. 3, would help considerably and would avoid fluctuations in prices, and show a truer condition of the market. In other words, the price would not fluctuate in jumps of twenty-five cents per barrel."

The position of the association members is thus made known. To be perfectly fair in its treatment of this subject all the macaroni manufacturers of the country, other than association members, are given an opportunity to express their attitude to the new plan. A special ballot on a pink sheet was inserted in the March issue of this paper, The Macaroni Journal, and ALL nonmembers were invited to VOTE their SENTIMENTS.

Many ballots have been received from all sections of the country. The result will not be tabulated until the May issue in order to provide the tardy ones an opportunity of voting on this important issue.

Mr. Macaroni Manufacturer! If you have not already voted your opinion on the new plan of quoting semolina prices and the compromise plan suggested by the National association look up your March Journal, fill out the ballot and mail it without further delay to the National association headquarters at Braidwood, Ill. We want a general and nation wide expression from the macaroni industry.

Fable of Much Worried Macaroni Manufacturer

By HENRY MUELLER,
President National Manufacturers Association

The National Macaroni Manufacturers association is ready and willing to act when demand for a much needed educational publicity campaign is made. Suspension of activities is only temporary, it is hoped.

Once upon a time a certain very much worried Macaroni Manufacturer was awakened by his advertised alarm clock, threw off the advertised blanket on his advertised bed with its advertised mattress and jumped out to begin his busy profitless day of trading dollars. He shuffled into the bathroom fitted up with advertised plumbing and with advertised soap and advertised towels and took his bath. Then he shaved using his advertised razor and brush.

Anxious to get down to the office to see how much more macaroni he could make for so much less money he hurriedly dressed in his advertised underwear, put on his advertised socks, advertised shirt, collar and tie, wiggled into his advertised suit and slipped on his advertised shoes, and giving a final touch with his advertised brush and comb he rushed down to breakfast.

Only glancing at the paper now and when he ate his advertised orange, his advertised cereal sweetened with advertised sugar and covered with advertised milk and cream, finished up quickly with a strip of advertised bacon and a cup of advertised coffee.

Putting on his advertised overcoat and his advertised hat he flew out to his advertised garage to get his advertised car with all the new and latest advertised accessories. He of course made sure that he had enough of a certain brand of advertised gasoline and oil and then stepping on his advertised self starter he began his flight to his fruitless task of making a lot more macaroni for a great deal less money. Breaching his way over the smooth advertised macadam roadway crossing the advertised bridgework he still found a little time to read a few of the attractive bill boards and signs en route.

Arriving at the office all fitted up with advertised office furniture and fixtures—typewriter, adding machine, loose leaf books, etc., he dropped into his big chair, pulled out his advertised

cigar and had just had one good puff when his secretary handed him the calling card of the gentleman outside who wanted to see him, she said, "about a big National Cooperative Educational Advertising Campaign to be started soon by the various progressive macaroni manufacturers for the purpose of increasing the consumption of macaroni and also to bring about a better understanding among all the leading concerns so that the industry could thereby gradually be put on a better footing and money making basis."

The much worried Macaroni Manufacturer could hardly control his impatience long enough after he heard the word "advertising" to let the poor girl tell the full message before he broke out "Advertising—why bother me with advertising—advertising is a waste of money—advertising macaroni is a crazy idea—I don't believe in advertising. I never advertise—I won't see anybody, anywhere, at any time about advertising. I am too busy. I have got all the trouble I want with the increased cost of material and the way macaroni is selling today. Why, my dear girl, just between you and me, in spite of the fact that we have been going full blast for the past 6 months, I discovered late last night, after hours of figuring, that we made just exactly 23 cents net profit since July 1. So how in the world can I think of advertising?"

Can you beat it?

Now, don't laugh. Don't say right out loud that "no macaroni manufacturer can be as dumb as that." Because it's a fact that during the last 6 months a dozen meetings of macaroni manufacturers have been held in different parts of the country and hundreds of letters sent out. Articles have appeared in this Journal—speeches made, etc., offering every opportunity for the different concerns to get together on an advertising campaign for their own benefit, and yet, outside of a few individuals, there has been no real hearty response, and at this writing the idea of the macaroni manufacturers boosting their own industry by an educational advertising effort as a group is dead.

Throughout the business world it is pretty generally understood that an in-

dustry can profitably combine to popularize its products. Many instances are recorded of success in an industry due to national cooperative advertising alone.

For the past decade or two, leading progressive macaroni manufacturers have striven unceasingly to bring the macaroni industry to a realization of the fact that national cooperative advertising is just the right cure for the many ills from which it is suffering.

At practically every meeting of groups and every national convention of the industry attempts have been made to encourage a movement of this kind. It was agreed that the National Macaroni Manufacturers association is one good available channel through which this publicity and educational work could be managed. The "Eat More Wheat" campaign last year gave the idea the impetus that it apparently lacked and after years of consideration the National association at its convention last June finally agreed to sponsor a movement for which there was an apparent nation wide need.

In order to fully sell the plan to those whom it was hoped to benefit, advertising was resorted to. There was direct advertising by mail to the manufacturers of every section of the country; special personal appeals by eloquent committee members in and out of the association and behind this were thousands of pamphlets carrying strong and convincing arguments in favor of united action in the educational campaign such as was never before attempted in this industry. The Macaroni Journal placed the full strength of its editorial policy behind the move that was so full of promise.

A special representative, one who knew human nature and one who had had invaluable experience in activities of this kind, was selected to consolidate the favorable element. He spent 3 months in this work, giving it his best thought and, while at first the prospects were bright, the final result was discouraging.

We have in this country approximately 450 macaroni manufacturers; too many for all to profitably exist. One third of the firms are progressive and are interested in anything that tends to

the welfare of the individual and the industry.

It may be surprising to you, and it was to us, that out of the possible 150 of these who should freely get behind so helpful an activity, less than one half-dozen firms actually placed their names on the dotted lines of the contract agreeing to support financially a cooperative educational enterprise that would benefit to some extent every manufacturer.

To these actual signers may be added about a dozen more who expressed their willingness to get behind the movement and who probably would have done so finally but who hesitated awaiting to see who was in the "band wagon" or to learn of the ultimate success of the movement before they "climbed in."

The meagre response to so sound an idea, so strongly and ably outlined by a competent committee and the officers of the National association who gave the plan both time and thought, brings us to the regrettable conclusion that the industry does not, at this time, fully appreciate the large benefit of cooperative educational publicity. Every one seems too busy with his little lead pencil. Therefore, a decision has been reached to suspend activities on the campaign pending the evidence of a stronger sentiment in favor of educational publicity by that part of the industry which has the most at stake.

The National Macaroni Manufacturers association is interested only in so far as it can best serve the macaroni industry of the country. It stands ready and willing to promote any good cause and to strive unceasingly for the welfare of the industry of which it is a part. If at any future time there becomes manifest a concerted demand for united action along any line beneficial to the industry, the National association will be found ready to do its part and carry its share of the load.

Several thousands of dollars voluntarily contributed by interested individuals have been spent in trying to sell to the industry some plan whereby manufacturers could help themselves by teaching the American housewives how to cook and serve and learn to like macaroni products in their daily meals.

We begrudge neither the money nor the time spent in this effort, but we do, perhaps, regret the fact that some of those who have been most loud and insistent that the National association take an active interest in a publicity campaign did not put the weight of

their influence into the work when the opportunity conveniently presented itself.

This widely diffused and inadequately financed industry faces today one of two unescapable paths, either **kill-ing competition, without quarter, or live and let live cooperation with understanding.** Each time any manufacturer turns his back impatiently on the spirit of cooperation he faces unfortunately right into the nerve racking business of trading dollars without profit and with the ever impending danger of coming out on the wrong side of the ledger.

Cooperative educational advertising to popularize macaroni products is not a dead issue. It is merely suspended awaiting the accumulation of that force called "favorable sentiment" to carry it along. This concentrated, irresistible force may become manifest much sooner than anyone believes. The whole matter is left to those whom it aims to benefit. Think seriously and beneficial action will result.

Frohan Heads Paper Company

The recent changes in the official personnel of the Hinde & Dauch Paper company of Sandusky, O., whereby its former president, Sidney Frohman, again resumes direct control and management, have attracted attention throughout the country. Much interest has been expressed, not only in the present scope and activities of the company, but also in the story of its foundation and development.

When this was brought to his attention lately Mr. Frohman remarked that there had never been anything abnormal about the company itself, or spectacular in its expansion. "It is," said he, "the lineal descendant and natural outgrowth of a partnership formed some 40 years ago by its late president, J. J. Dauch, and Mrs. James J. Hinde, for the manufacture of straw paper, in Sandusky, their home town. By way of seeking enlarged markets for its output, the partnership interested itself in corrugated strawboard and became

DATES CHANGED!
The National Macaroni Manufacturers Conference will be held at HOTEL CLIFTON, Niagara Falls, Ont. **JULY 8-9-10, 1924**

one of the early producers and champions of that material for packing purposes. A few years later the present name was adopted for the concern, and the incorporation of the company was consummated in 1900.

"Within the next half dozen years through the efforts of some 5 or 6 loyal and active supporters, of whom the newly incorporated company was one, the corrugated fibre shipping box was its way to recognition by the railroads." It is hard to realize that less than 20 years ago the corrugated box was absolutely refused for service in which it is now known to be permanent.

Referring to the growth of his company, Mr. Frohman remarked, "The development of the Hinde & Dauch Paper company has been coordinate with that of the corrugated package, in the production of which we have specialized exclusively almost from the very first. From time to time additional plants have been built or acquired by purchase to meet the growing demand of the trade. Today 8 paper mills and 5 fabricating plants are owned and operated by the company."

Speaking of the future Mr. Frohman expressed the hope and belief that, with the settlement of pending political and legislative uncertainties, business will show a marked improvement, with prices on a firm and equitable basis.

The official roster of the Hinde Dauch Paper company is as follows: President and general manager, Sidney Frohman; vice president, George Little; vice president and treasurer, Russell K. Ramsey; secretary, William K. Pfeiffer. The mills and factories to which Mr. Frohman referred are situated at Sandusky, Cleveland and Delphos, Ohio; Watertown, N. Y.; Gloucester, N. J.; Ft. Madison, Ia.; and Toronto, Canada. Three of these plants are near the company's headquarters in the city of Sandusky, where they form the leading industry of the community.

In order that its efforts may be focused upon the perfection of a single product, all the company's widely distributed fabricating facilities are devoted exclusively to the manufacture of corrugated fibre shipping boxes and packing materials. Its 8 mills are engaged in the production of corrugated strawboard and test board liners and are large suppliers of these materials to the box making trade.—Fibre Containers.

Contributors to National Drive for Tariff Increase

Though the total set for the fund to finance a drive for a more adequate import duty on foreign made macaroni products has not yet been filled, the early response is most gratifying to those sponsoring the movement. Sufficient funds are already assured for the start of the drive on the United States tariff commission and, with the added contributions that are sure to be received as soon as the importance of

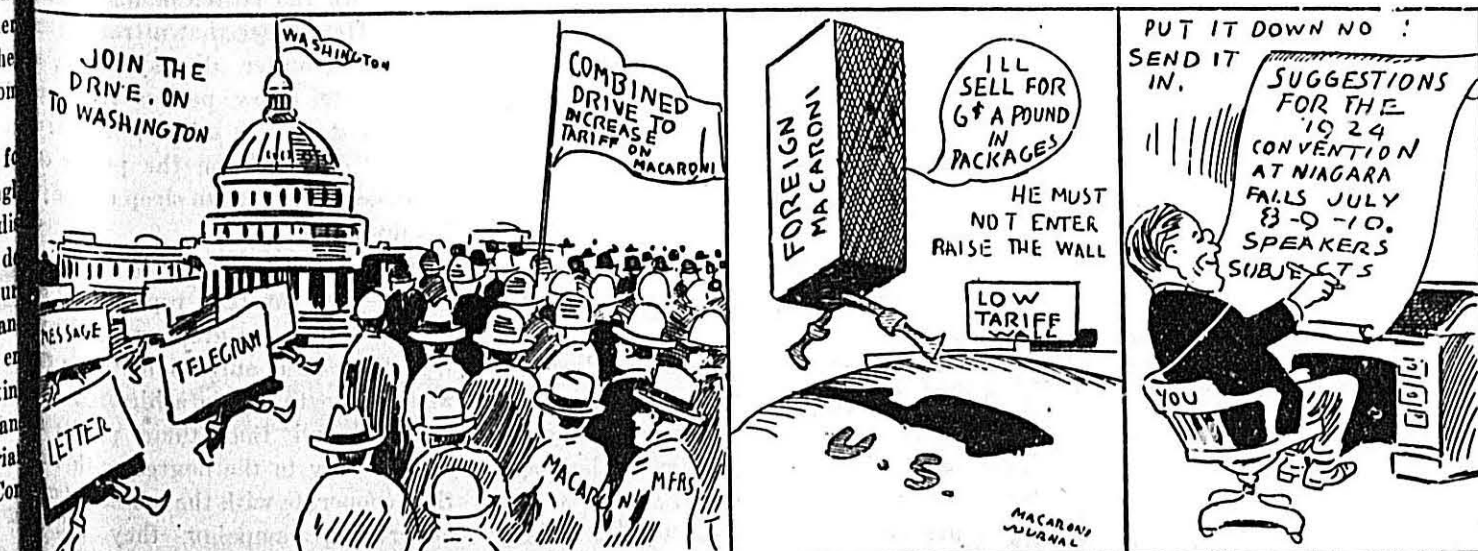
the move is realized, every possible argument will be brought to bear on the commission to make them see the urgent need of the asked for protection if the American industry is to profitably compete with the cheaper made foreign goods.

The list below includes all who had made contributions up to and including April 10, 1924, as promised in the circular issued from the office of Secre-

| Firms | Location | Ck. No. | Amount |
|------------------------------------|--------------------|---------|---------|
| Peter Rossi & Sons | Braidwood, Ill. | 3/19/24 | \$25.00 |
| Dunkirk Macaroni & Supply Co. | Dunkirk, N. Y. | 3/20/24 | 10.00 |
| The Wuerdean Macaroni Co. | Cincinnati, O. | 3/20/24 | 5.00 |
| Mill-Brook Macaroni Co. | Minneapolis | 3/20/24 | 10.00 |
| Cumberland Macaroni Mfg. Co. | Cumberland, Md. | 3/21/24 | 10.00 |
| Tajague Food Products Co., Inc. | New Orleans | 3/21/24 | 50.00 |
| Joliet Macaroni Co. | Joliet, Ill. | 3/22/24 | 25.00 |
| Brockway Macaroni & Supply Co. | Brockwayville, Pa. | 3/22/24 | 10.00 |
| P. & M. Giardina | Ensley, Ala. | 3/22/24 | 10.00 |
| Purity French Bak. & Mac. Factory | Reno, Nev. | 3/22/24 | 10.00 |
| A. C. Krumm & Son Macaroni Co. | Philadelphia | 3/24/24 | 50.00 |
| Federico Macaroni Co., Inc. | New Orleans | 3/24/24 | 25.00 |
| A. Goodman & Sons, Inc. | New York city | 3/24/24 | 50.00 |
| The F. L. Klein Noodle Co. | Chicago | 3/24/24 | 5.00 |
| Birmingham Macaroni Co. | Birmingham, Ala. | 3/25/24 | 10.00 |
| Rockford Macaroni Mfg. Co. | Rockford, Ill. | 3/25/24 | 15.00 |
| Armour Grain Co. | Chicago | 3/26/24 | 50.00 |
| Crescent Macaroni & Cracker Co. | Davenport, Iowa | 3/31/24 | 25.00 |
| C. F. Mueller Co. | Jersey City | 3/31/24 | 50.00 |
| A. F. Ghiglione & Sons, Inc. | Seattle, Wash. | 3/31/24 | 15.00 |
| A. Zerega's Sons, Consol. | Brooklyn, N. Y. | 4/ 2/24 | 100.00 |
| Chicago Macaroni Co. | Chicago | 4/ 3/24 | 25.00 |
| Queen City Macaroni Mfg. Co. | Denver, Colo. | 4/ 4/24 | 5.00 |
| The Pfaffmann Egg Noodle Co. | Cleveland, O. | 4/ 4/24 | 15.00 |
| Busalacchi Bros. Macaroni Co. | Milwaukee, Wis. | 4/ 5/24 | 10.00 |
| West Philadelphia Mac. Mfg. Co. | Philadelphia | 4/ 5/24 | 20.00 |
| Kurtz Bros. | Philadelphia | 4/ 8/24 | 20.00 |
| S. Viviano Macaroni Mfg. Co., Inc. | Carnegie, Pa. | 4/ 9/24 | 10.00 |
| Foulds Company | New York city | 4/ 9/24 | 25.00 |

The following firms have written or wired that checks have been ordered drawn in different amounts to help along the promising movement to get a tariff increase:

| | |
|-----------------------------|---------------------|
| The Creamette Company | Minneapolis, Minn. |
| Tharinger Macaroni Company | Milwaukee, Wis. |
| American Meaty Macaroni Co. | Kansas City, Mo. |
| Kansas City Macaroni Co. | Kansas City, Mo. |
| Costa Macaroni Company | Los Angeles, Calif. |
| Los Angeles Macaroni Co. | Los Angeles, Calif. |
| Pacific Macaroni Company | Los Angeles, Calif. |
| Superior Macaroni Company | Los Angeles, Calif. |
| Globe Grain & Milling Co. | Los Angeles, Calif. |
| United States Macaroni Co. | Los Angeles, Calif. |



tary M. J. Donna, at Braidwood, Ill., the headquarters of the National Macaroni Manufacturers association. Contributors who are late for this issue will be given credit in the May number of the Macaroni Journal.

Is YOUR NAME on this list? This is a fair question to ask yourself, because so worthwhile a move deserves the support of 100% of the macaroni industry.

We set out to raise \$1,500 for this purpose. If evenly divided it would amount to slightly more than \$3 from each plant, large and small in this country.

All the contributors so far have been most generous; some even magnanimous. The willingness of the National Macaroni Manufacturers association to supervise the fund and the drive for the benefit of the entire industry has brought to it commendations from association members and nonmembers alike.

The fight for protection is on. Join the group of promoters by giving us your financial support. Individually one can do little but, in cooperation with others, we can carry on more determinedly and successfully.

Statistically Speaking

A macaroni maker went into Cohen's book store and asked: "Have you a copy of 'Who's Who and What's What' by Jerome K. Jerome?" Cohen accommodatingly replied: "No, sir, but we got 'Who's Who and What's He Got' by Bradstreet."

Poster Broadcasting---To Help Retailer to Move More Merchandise

NOTE:—The Editor of The Macaroni Journal has thrown open the columns of this publication for a general discussion of the serious problems of "Increasing Public Interest in Macaroni Products" through any medium or form of advertising and publicity that is considered both ethical and effective. This is the first of a series of articles on this subject to appear from time to time in this trade paper. No. 1 was prepared especially for The Macaroni Journal by P. F. Leach, merchandising manager of the Chicago office of the Outdoor Advertising Agency of America, Inc., who will be glad to supply our readers further information on posting and merchandising. Comments thereon are welcomed from any who have had any experience along this line.

The dictionary defines the word "merchandising" as a method employed by a merchant or group of merchants to buy and sell commodities at a profit.

This one word—profit—is the key to the entire subject, for merchandising must be done at a profit if the persons involved are to continue as merchants.

As one of the largest manufacturers in his line remarked recently—"We are successful only as our dealers are successful and we are constantly on the alert to devise new methods which will enable us to help our dealers sell more merchandise. Advertising and teaching our dealers how to cash in on the advertising used is our most important problem. For after all, it's selling at a profit that makes a successful business, whether it be locomotives or peanuts."

In the realm of commercial publicity there is nothing to compare with the merchandising value and sales-force exerted by the well executed 24-sheet poster.

Most advertisers agree that posters combine all of the fundamental essentials of good advertising to a greater degree than does any other medium.

In brief, these essentials are:

COLOR—Lithography makes possible such color advantages that the product or any picture may be reproduced in the most natural way. Colored pictures are easily understood even in the absence of any word message.

SIZE—A poster 11 feet high by 25 feet long is equivalent in area to about 250 thousand agate lines of newspaper print or 250 pages of the size of the Saturday Evening Post.

REPETITION—Repetition, day after day, and in many places, establishes an indelible impression on the public mind. A poster showing insures this repetition more cheaply than is possible with paint and electricity. It builds good will.

FLEXIBILITY—A poster campaign can be enlarged or cut down to fit the exact conditions in any community. Towns or states can be left out or added. The advertising can follow the climatic conditions prevailing in different parts of the country. Posters

can be put in such locations that they will reach those, and practically only those, who are prospective customers for the advertiser.

ECONOMY—It is claimed that in no other medium can an equal amount of circulation and repetition be obtained so cheaply.

PERMANENCE—The message on a poster gives the idea of permanence. It is posted on a permanent structure and is right there to deliver the story 24 hours a day.

CIRCULATION—Posters are placed where those who will buy will read. They can be so placed that everyone who goes on the streets of a city will see them. They are easily understood, even by illiterates.

TRADE INFLUENCE—The poster appeals to the dealer, for he sees the product on his shelves advertised at every turn, often right in his block. It is possible to have his name featured on the poster, and this reacts on his pride, causing him to try to increase sales.

The national advertiser pays the retail dealers in his particular line the highest kind of a compliment when he goes into their cities with a poster display covering their district so that neither the consumer nor the dealer himself can walk or ride from his home to his work without being greeted at every turn with a handsome poster advertising the commodity which the dealer has for sale.

Human nature simply isn't constructed to withstand the impact of constant suggestion to buy which the poster so ably exerts. The proof of the statement is that in practically every city in the country the supply of poster advertising space is not equal to the demand. This is not the result of clever salesmanship. It is the advertisers' recognition of the fact of the poster being the quickest action sales producer he has ever found. It is the one medium that both creates and satisfies the advertising appetite at the same time.

Today the thousand and one appeals which are made to us by advertising media of all sorts and descriptions inevitably leave a more or less jumbled condition of mind on the part of the consumer, considering the merits of advertising goods. We all know that a beautiful and dominant picture "goes over" and remains indelibly impressed upon the mind long after argumentative, explanatory copy has been forgotten.

In other words it is the advertiser who has the eye and ear of the public, every waking hour of every day in the month, including Sundays and holidays, who is going to make the greatest volume of sales and build up for himself

that prestige which he so much needs to distinguish him from his competitors. Argument won't do this. Claims of superiority of product won't do it. The most able and astute traveling salesman, or equally clever salesman behind the counter, cannot accomplish it.

The only thing that will perform this particular kind of "miracle" is the advertising medium that kills procrastination. It is this habit of procrastination that led many years ago to the adoption of one of the well known advertising agencies of this country of the slogan "Keeping everlastingly at it brings success."

In the old days, the wise advertising agent told his client that he could not expect to realize any appreciable results from an advertising campaign short of from 3 to 5 years. Just let the sink in.

Doubtless many readers of this article like myself could cite numerous instances where a poster advertising campaign had changed a dead market into a live one or put a competitor "to sleep" in 90 days. That's just the difference between concrete and direct application of advertising in its highest form and what is known as "general publicity."

Every dealer in the country has the opportunity to participate in the poster campaigns conducted by the various manufacturers who are advertising their products. Their dealers may sell more merchandise at a profit. He can dress up his store window with advertising material furnished by the manufacturer that will "hook up" instantly in the buyer's mind with the poster in his neighborhood. He can see that attractive store hangers, counter displays, etc., say "hello" to every person that comes into his store. In other words he can either "cash in" on the poster campaigns or he can go to sleep on the job. It's up to him.

If the retail trade can be brought to realize that constant repetitional suggestion brings the greatest results, that they need only to help the good work along to obtain a big increase in business and that their profits are limited only to the degree with which they cooperate with the manufacturer's advertising campaign, they will



Your Superintendent will like
GOLD MEDAL SEMOLINA
for its
UNIFORM HIGH QUALITY

UNIFORMITY is another way of saying dependability. If a product or person is uniform (the same all the time) you know what to expect and can act accordingly.

EAT MORE WHEAT

GOLD MEDAL SEMOLINA, as milled by the Washburn Crosby Company from the finest selected durum wheat, is the highest quality possible to produce.

This high quality plus uniformity (the same high quality all the time) is the reason the majority of macaroni factory superintendents insist on GOLD MEDAL SEMOLINA.

WASHBURN CROSBY COMPANY
 MINNEAPOLIS, MINNESOTA



only have learned how to increase their profits but will materially help the manufacturers who are trying to help them do so by advertising in their respective localities.

In this connection the results of an investigation to determine the length of time the human mind can retain an idea or impression received through the various newspapers and magazines brings out these figures:

25% of all the people reading an item or advertisement in an evening paper will not remember having read it the next morning.

40% will have forgotten it at the end of 24 hours.

20% will remember it for 2 days and even this 20% will forget ever having read it in 4 days.

Through posters you not only reach the individuals through the keenest of the five senses (sight) but you reach them day after day and month after month with the same message. They don't have time to forget that "Camels Satisfy," Spearmint "Aids Digestion," that Palmolive "Helps Keep that School Girl Complexion," that "Chevrolet Automobiles Give You Economical Transportation."

As a concrete example of how a merchandising plan might be worked out, we will take for an example—

A macaroni manufacturer who is situated in central Illinois and whose sales territory is somewhat limited. We will say he sells in Indiana, Illinois, Missouri and Iowa. It is supposed that he makes a good product, has a good trade name for his product and has an attractive package, but finds it hard to get mass distribution.

His first step will be to concentrate on the territory nearest home, which in his case would be Illinois. Upon investigation he would find that he has a population of approximately 6,500,000 people in the state, almost half of which is in Cook county, and which in turn is practically all confined to Chicago and its suburbs.

In short, by posting in Chicago he covers practically 3,000,000 of the entire state population.

The same method is used in the other counties by covering the principal city in each county. In this way his advertising is cheaper and he covers the territory where most of his sales prospects are situated in such a manner that he practically compels the dealers in the territory in which he is posting to stock his product. And with the proper merchandising "tie ups" in the dealer's store he is in a position to cash in on the

consumer demand created by his poster advertising.

After he gets adequate distribution and sales in Illinois he may then branch out in the neighboring states, using the same method in each succeeding state. In this way his advertising is paid for out of profits derived from increased sales.

The advantage in this plan lies in the ease by which the campaign may be reduced or expanded to fit the needs of the individual advertiser.

In conclusion we might quote one of the foremost advertisers in the country, who remarked—"Advertising is not really read these days, it is seen." The more you think that statement over the less inclined you will be to question it.

Just turn to any of the advertising pages of any periodical and note the 90% of illustrations versus 10% of text, not to mention the colored inserts.

Twenty-five millions of people in the motion picture theaters every night in the year; Henry Ford, among others, turning out almost 10,000 cars daily, and the development of the radio, have changed the habits of the nation.

We have become a nation of outdoor people—picture and head line readers—which, in short, means that outdoor advertising is the medium that reaches all the people all the time. The medium that pictorially broadcasts the advertiser's sales message to the masses.

Premium Giving Wrong

Giving premiums or free deals to enhance the sale of products has generally been termed poor business ethics. Offering toys or even useful articles as premiums on bread sales by bakers is just as unbusinesslike as giving away a free case with certain lots of macaroni to customers of macaroni manufacturing concerns. The only difference is that one is aimed at the consumer direct while the other interests the distributor. In either case a free gift whether it be a nonrelated article or an added quantity of your product, the practice is an admission of poor quality or of unusually high sales price.

This is the opinion of D. P. Chindblom of the W. E. Long company of Chicago expressed in a most straightforward manner in a recent gathering of bakers in the middle west. He strongly condemns the practice of giving away premiums or putting on deals to augment sales. As what he says applies equally forcibly to any industry,

being termed an unfair practice, harmful alike to manufacturer, distributor and consumer, we reproduce his view in part:

"When a man proposes to make quality article which it is known cannot be sold below a certain price at profitable basis and cuts his price simply for the purpose of, in this way overcoming competition, and then perhaps on top of that gives away a premium, we have every right to say that his ethics is bad and his policy unsound. In the first place he does not expect to maintain the cut price, only long enough to do damage to a competitor; and, secondly, giving premium is an admission, pure and simple, that there is something being taken out of the product in order to pay for it. Either that, or the price at which it sold is, of itself, too high and ought to be reduced.

"This statement is based on the premise that a man doesn't produce or product and put it on sale with the idea of giving away another product that is entirely foreign to his business. If you will pardon the statement, it seems like a good many business men have gone into the toy business, with the regular business as a side line.

"There isn't any question in anyone's mind that each and every one in a situation like this has acted with the best of intentions and that the great majority is simply the victim of a condition that has developed. Therefore without reflecting upon any one, permit me to say just as definitely as I know how that the present situation cannot be otherwise than condemned as being absolutely wrong in principle. Somewhere someone has erred and has gone off on a policy that was neither good business ethics nor good business policy and the rest have become a party to the original mistake.

"It is up to you to choose in which class you want to be—whether among the quality food producers who produce a high grade article, know their cost and who are ready to get a fair price for their product, or if you want to classify yourself among the price cutters who are simply interested in selling the public anything for which there is a demand, and at a cut price."

SOUP TYPES

Irate Diner—Waiter, why there are "needles" in this soup!
Waiter—Typographical error, Jove; should be "noodles."



"Always in Good Condition— The Box Does It!"

The two most important points in all retail sales are **CONDITION** and **APPEARANCE**. **PRICE** is secondary when the other two are present.

Clean, unbroken macaroni products on the retailer's counter are your best assistants in keeping your customers

"eating more macaroni"

You carry insurance against all other hazards in your business---insure the **CONDITION** and **APPEARANCE** of your products by using

Good Wood Boxes

ANDERSON-TULLY COMPANY
MEMPHIS, TENN.

Fiber Shipping Case Economies Analyzed

By WM. A. VALLMER,
Sales Promotion Manager, Robert Galr Company

Adapted from "Management and Administration"

Perhaps the outstanding superiority of American business over that of older countries has been in the improvement of distribution methods. The turn toward package merchandising, which had its real inception in 1897, while increasing the greater public demand for branded goods also resulted in so much greater facility of distribution that the two forces acted together in spreading the sale of all manner of products.

With the rapid extension of the package idea came the question of packing for shipment. There must be standard units purchasable in large quantities and as uniform in character as the other elements of packing. The fibre case, hitherto in the experimental stage, attracted the attention in this connection of both shipper and paper board manufacturers, and since 1906 has had an astonishing growth in public acceptance.

In the endeavor to point out some factors of the economic value of this form of shipping case it is perhaps worth while to discuss, first, certain general phases which bear upon it.

Though we, in the United States, may have developed efficiency in many fields of performance, it cannot be said that in all cases we have paid strict attention to the incidental waste. Fortunate in enormous forest resources we have been so lavish in their destruction that the most sanguine experts report that, at the present rate of consumption, the existing lumber supply will become exhausted in 150 years. Even the casual visitor to Europe may be struck by the difference in the attitude toward forest preservation and the destruction of forest products. American soldiers casually burning boxes seemed to the French faggot gatherer to be committing a sacrilege. Yet that is the normal fate of most of the wood cases which make up the vast total shipped annually in this country. It may take some stress of sacrifice to teach America the spirit of conservation.

Meanwhile, however, the use of fibre is accomplishing this very vital saving. There is only about 10 to 15% of new wood products used in the fibre case as compared to the lumber in the wood

box of a like size. Best of all, however, the fibre container is not attractive to the builder of bonfires and certainly not useful in kindling. At the same time it is the most satisfactory form of waste for reconversion into paperboard for new boxes. The improvement in the organization of waste collecting agencies, and the greater public understanding that waste paper can bring income, is daily acting as a force in the conservation of timber which certainly is desirable from many points of view. Interesting statistics might be obtained relative to the amount of income received by the management of our big office buildings from the sale of paper waste.

The shipper is concerned with but 2 primary problems, what packing can he use to deliver his goods in satisfactory condition, and what will be the least expensive container, both from the point of view of cost and packing expenses? No claim has been made by fibre box manufacturers to the universal suitability of their products for all shipments. In the fields, however, where such cases have become the standard of shipping practice, as well as where they are rapidly becoming established, they have a demonstrable superiority and occasion very significant savings.

The chief reason for touching upon this phase of the subject is to point out that the fibre package is subject to a definite amount of standardization. It is made of materials which can be controlled to almost negligible variability. Hence when the right size and shape of package have been determined upon, it can be expected that the future supplies will be uniformly satisfactory. It is, of course, impossible to control native, elementary manufactured products, such as lumber, to anything like the same degree of consistency; hence certain tests for standards show a much wider variation in wood boxes and prediction cannot be made with the same expectation of constant performance.

Having endeavored to sketch the theory and development of fibre cases, let us take up the discussion of fibre case economies which have been established through their use. In a loose accept-

ance of the terms they fall into 2 classes of savings over earlier methods of boxing—saving in distribution and saving in production. Under the first heading is the primary saving of investment shipping material. Fibre cases are considerably less expensive than wood. Box for box, depending upon size and construction, there is a reduction in first cost often aggregating 50%.

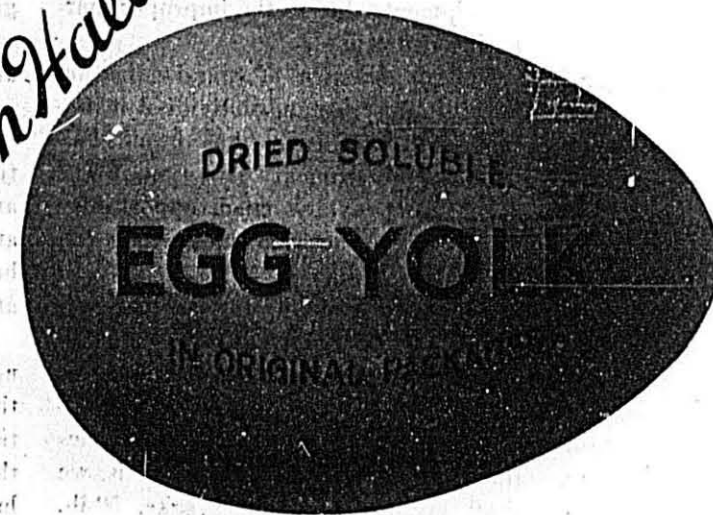
The second saving is in freight. Fibre cases weigh from 50 to 75% less than wood, the variation depending chiefly upon size. This produces a cumulative saving that appears at 3 stages in the sequence of transportation. The first reduction is in the haul from box manufacturer to the packer's plant. Fibre boxes average from 8000 to 10,000 to car, can be loaded to fill the space entirely, and make a weight saving on each shipment that is considerably worth while.

When the packer's product is shipped to his wholesaler's distributing point this freight-weight saving is again operative; so also for the third time, from the jobber to the retailer. This trip saving can result in commodity selling prices materially lower than are possible with wood cases, a very helpful thing on such highly competitive markets as exist today.

The second class of savings, which we have called production savings, occurs in facilitating the flow of manufacturing processes in the economy of handling and in the reduction of overhead. Corrugated and fibre cases are complete units in themselves. They come in bundles which are very easily loaded on trains, unloaded at manufacturers' plants, and stored flat. In the space required to store 10 complete wooden boxes, a hundred knocked down fibre cases may be placed.

The savings incidental to the use of corrugated and fibre shipments are greatly demonstrable in the individual experience of each user. There are general economy features, however, which, though no dollar and cents value may be placed upon them, nevertheless are just as important. By its smooth construction, having no rough edges, projecting points or wire binding, the

Stein Hall's



PURE
FRESH
SWEET
CLEAN
ECONOMICAL

Unexcelled for noodles

Stocks in principal cities.
Write for Samples.

ALSO ALBUMEN
AND WHOLE EGG

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

61 BROADWAY, NEW YORK.

2841 SO. ASHLAND AVE. CHICAGO.

DIRECT IMPORTERS
ESTABLISHED 1866



fibre case is very easily lifted and handled.

Investigations have proven that there is considerable less danger of injury when handling fibre containers in shipping rooms, platforms and freight cars. The freight handler realizes this and not only lays aside his bailing fork but uses extra care in the knowledge that he is secure from injury.

The smaller, more compact units generally found in corrugated and fibre shipment also do away with much of the destruction that often occurs with boxes that are difficult to lift and hard to load. A rough, poorly printed, nail exposed package inspires a certain amount of animosity on the part of the handler, which induces baggage smashing.

An examination of accidents in the handling and nailing of wood boxes shows that they form a large share in industrial injuries. This is certainly a charge on industry no matter whether it be taken care of by employes' liability insurance or not.

A word might also be said upon the question of pilferage. Study reveals the fact that most cases of pilferage occur where the damage may be concealed and the contents of a box removed without revealing theft. It is a considerable advantage of corrugated and fibre shipments that their fashion of sealing makes it practically impossible, if they are properly sealed, to get at the contents without damaging the case.

The idea of forcing sales by increasing the minimum purchase unit was the fallacy which long held back sugar, flour, and such articles from being distributed in individual packages instead of bulk barrel or bag units. The astonishing spread of package sales mentioned at the beginning of this article proved beyond question the wrong psychology of this opinion. The profits of quicker turnover, wide sales distribution, and greater stimulation of public demand are based upon business laws which do not apply alone to the chain and 5-and-10-cent stores; they work in exactly the same fashion with all businesses. Every day manufacturers are realizing this and by decreasing large bulky shipping units are achieving an elimination of loss and damage in transportation, and at the same time opening up new markets.

The facility with which corrugated and fibre cases may be printed in attractive colors and easily recognized names and brands fits them for use in

the campaign which transportation companies have been conducting for a long while to eliminate the great losses of shipments due to the improper marketing containers.

The importance of standardization within industries and individual manufacturing institutions has been challenging government attention. The fibre case provided much opportunity for realizing the economies which fall under this head.

Strangely enough, for all our advancement, precedent in the form of illogical trade habits is one of the biggest obstacles to the achievement of considerable economies. In certain industries the arbitrary unit case shipment is, we shall say for argument's sake, 50-lb. packages. There is a refusal to change, even though a 48-lb. unit better compares with a square fibre case. "Because the dealers have always had it that way," is the excuse. Certain other industries have miscellaneous standards and packers refuse to change because their bookkeeping system would have to be changed.

It is not possible in the space of this article to do more than hint at salient features of fibre case economies. It is hoped, however, that some features of the subject will provide food for thought and investigation. Under such competition as exists today it is often the small item of eliminated waste that makes for supremacy in any given market. It is hoped that we have pointed out how thoughtful activity in the fibre case industry has resulted in demonstrating in a rapidly increasing field that fibre cases effectually perform this primary function of delivering goods safely and free from loss; secondly, that, with the advantage of being a manufactured product, all the materials of which are subject to control and standardization, they can be so designed to do this at the least possible cost.

Remembrance Advertising

B. C. Evingham, Radio Program Director, Editor Sales Publications, Brown & Bigelow, St. Paul, Minn.

The term "Remembrance Advertising" is a unique one and has established a type of publicity which is a little different from anything else ever utilized by business houses before. Men have been giving gifts to each other since the earliest records were kept of men's association. But in many cases

these gifts have been given as a matter of tribute, they have been given to exert undue influence, or they have been given in a large measure where the association between the giver was close and intimate.

It remained for this institution to turn an occasional and incidental feature into a matter of business practice and today nearly all successful business and professional men include "Remembrance Advertising" in their appropriation.

As this applies to the macaroni business, the first thing that comes to one's thought is the matter of celluloid novelties. Of course the reason for this is that the ordinary cream white celluloid looks very much like macaroni and macaroni products. Such things as celluloid signs, celluloid topped blotters and key checks and toothpicks are all interesting novelties, while the match box cover is a tremendously popular and always effective means of advertising. Direct mail art cards to be sent out monthly are wonderful follow up methods with all sorts of illustrative possibilities.

The Brassine sign, either in the stand up model or the shell strip, is one of the best educational pieces of advertising that has yet been devised. It adds to beauty the matter of polite insistence, and keeps a product before the natural purchaser in the place where the purchases are made without being in any sense offensive.

Both calendars and mission leather products are wave-crest types of "Remembrance Advertising," and the possibilities of adapting these to high class goods are almost limitless.

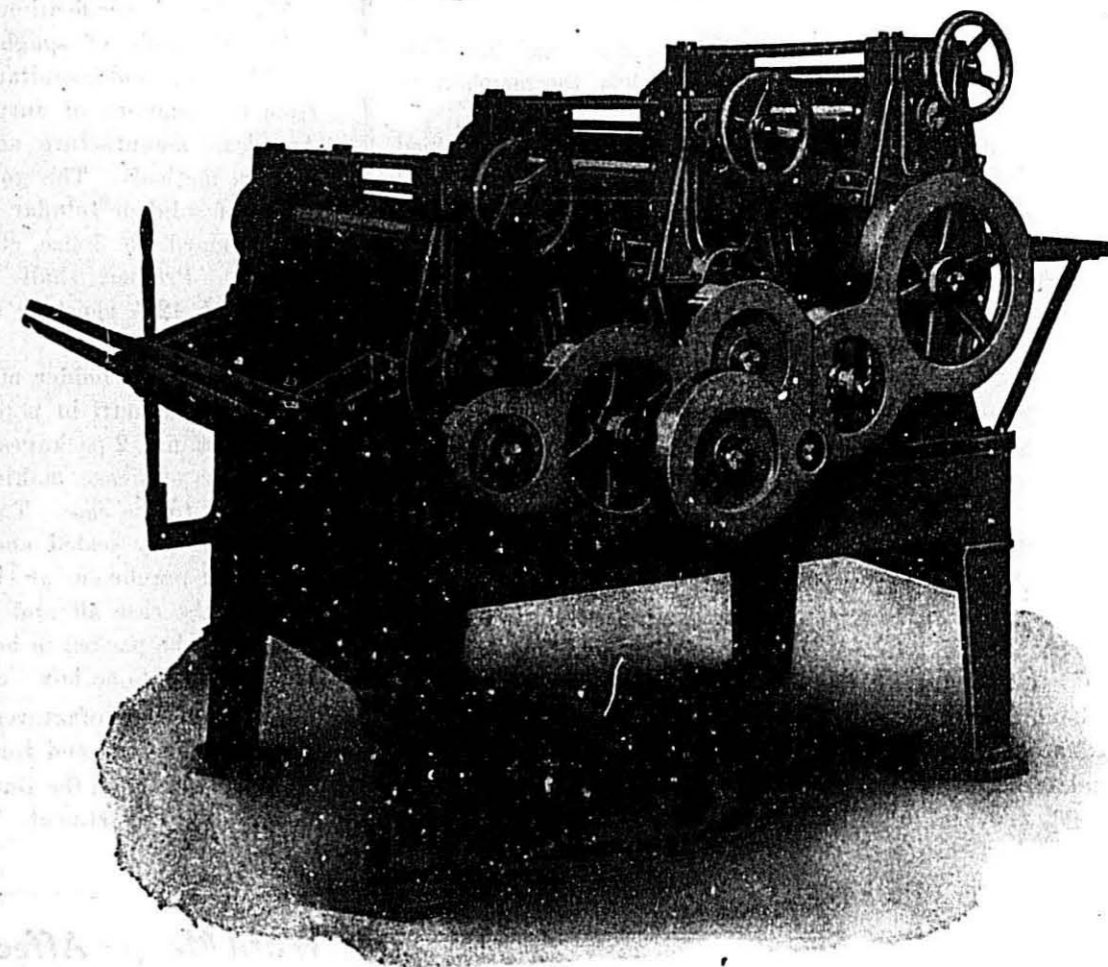
In addition to this, "Remembrance Advertising" includes a wide variety of specialized books for everybody from the baby to the farmer. In a word "Remembrance Advertising" is built to be adaptable and would be suitable for "rich man, poor man, beggar man, thief, doctor, lawyer, merchant, chief," if all of these people wanted to advertise.

"CHICKEN" OLOGY

An Atlanta man asked an old negro what breed of chickens he considered the best.

"All kinds has dere merits," replied Caesar, after a moment's consideration. "De white ones is de easiest to find, but de black ones is de easiest to hide affah yo' gits 'em."—Harper's Magazine.

Introducing The Clermont Triplex Calibrating Dough Breaker



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

Also manufacturers of "Clermont"

Dough Breakers
Calibrating Dough Breakers
Noodle Cutting Machines

Fancy Stamping Machines for the
manufacture of Bologna Style Noodles
Mostaccioli Cutters

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

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

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

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

Your inquiries are appreciated. Write today for descriptive catalogue.

CLERMONT MACHINE COMPANY
77 WASHINGTON AVENUE
BROOKLYN, NEW YORK

A Birthday Story

The Macaroni Journal will place 6 candles in its birthday cake May 15. To childhood a birthday is a season of mystery, or wondrous delight, a stuffed stomach, and a brief season of joyous respite from the usual family bedtime rules.

But childhood is the period of rapid growth, and the Macaroni Journal in its short but carefully nurtured existence has gained stature and weight and in appearance.

Its foster parent, the Association, is proud of the child, and has done its best to create a kindly feeling for it among all its kin, the members of the macaroni and allied industries.

In five years, measured in 60 months, the Macaroni Journal has justified its existence.

It has grown so powerful that it already is the doughty handmaid of all help to the parent association.

In this case the old saying that children should be seen and not heard is reversed. This child is both seen and heard, and what it has to say is respected because it is authentic, well considered and stated as concisely and readably as possible.

For five years the Macaroni Journal has been fighting the battles of the whole industry, and has been the common source of information to its members, and has taken its place on the accredited list of standard trade journals.

It has served as a clearing house, spokesman for the views of the macaroni manufacturers in regard to legislation and trade practices, official announcer for the Association, sentry to warn against specious projects that don't ring true and ill advised legislative bills, acted as business adviser to the trade and given hints that have been useful as well as being hashed up in readable form.

To get out a Macaroni Journal is no sinecure job. The material has to be obtained and examined selectively for the next issue. It has to be edited, read in proof, provided with heads, and then given the best order in the issue possible. And then wait the encomiums of its readers—which is the most worrisome of the whole business.

Macaroni Traffic Grows

Government figures issued by the department of commerce covering the movements of the macaroni, spaghetti, vermicelli and noodle products in American trade show a slight increase in both the imports and exports for February 1924 compared with the same month of last year. The tendency is in keeping with the general turn of business, which has been showing a slight or steady improvement.

Importations

During February 1924 there reached American shores from various European and Asiatic countries a total of 168,769 lbs. of alimentary pastes valued at \$12,694. The heavy increase is noted when compared with February 1923 receipts which amounted to 70,494 lbs. worth \$5,427. Figures for the fiscal year beginning July 1, 1923, to Feb. 29, 1924, show that a total of 2,430,240 lbs. has been consigned to American

ports during the 8 months at a manifest value of \$164,814. For the same period, ending Feb. 28, 1923, the total imports were 2,136,884 valued at \$161,619.

Exportations

During February there was exported from various American ports a total of 690,058 lbs. for which the shippers received \$56,417. This is compared with 541,000 worth \$43,283, the exportations for February 1923. The export movement has been steady throughout the year, a total of 4,807,967 lbs. having been exported during the 8-month period ending Feb. 29, 1924. These goods were valued at \$390,930. For the same period last year 3,915,530 lbs. invoiced at \$321,324 were exported.

Navy in Spaghetti Market

Through the bureau of supplies and accounts the U. S. navy is advertising for bids for 160,000 lbs. of first grade semolina spaghetti for use in that de-

partment. Bids are to be in the hands of the bureau on or before May 6 and samples of the product to be furnished must accompany bid.

The spaghetti requirements of the navy are to be shipped by the successful bidder to 3 points—30,000 lbs. to Brooklyn, 60,000 lbs. to Hampton Roads, and 70,000 lbs. to Mare Island, Calif.

The general specifications provide for only one grade of spaghetti, that it shall be made under sanitary conditions from the semolina of durum wheat of American manufacture and dried by modern methods. The goods shall be either of solid or tubular stem and of the standard No. 3 size, cut into 11-in. lengths. Product shall contain not more than 12% moisture and not less than 12% of protein.

The successful bidder must agree to pack the spaghetti in paper packages of 12½ lbs. net, 2 packages to a tin can and 2 cans to a case, making a total of 50 lbs net to the case. The cans must be hermetically sealed and the inside lined with parchment or similar paper to make the case air and water tight. Cases must be packed in boxes of ordinary or the "4-one box" construction.

Interested manufacturers may receive specifications and form on which to submit bids from the Bureau of Supplies, Navy Department, Washington, D. C.

Ward Merger Affects Prices

Prices of bread throughout the country show no indications of falling in the near future.

Even quantity production and improved methods and machinery have not made that possible, according to officials of the Ward Baking corporation. Acquisition by this company of the Ward Baking company of New York has given it control of 16 plants in 12 cities, with an annual output of 390,000,000 loaves of bread a year.

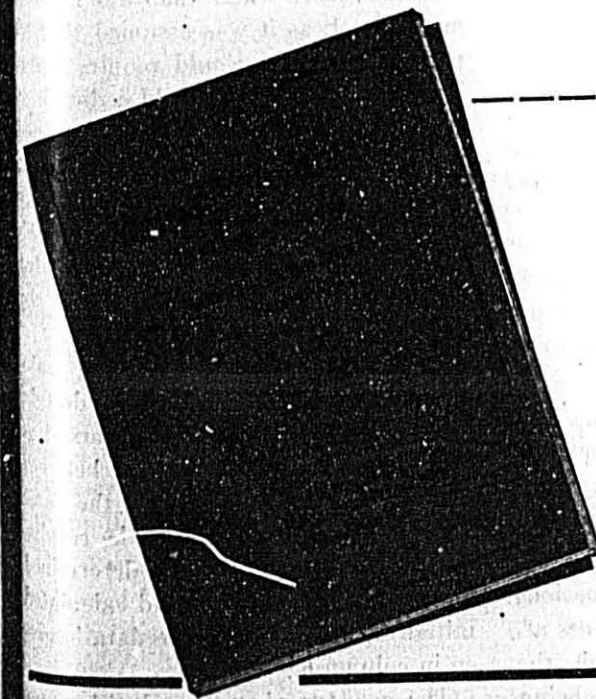
While wheat prices at present are lower than some past periods, and flour quotations are correspondingly easy, bakers say the other factors in turning out, selling and distributing a loaf of bread are higher than ever before. The modern housewife now demands a quality product, prepared and handled in an absolutely sanitary and cleanly manner. Pasting wrappers is more costly. Wages of bakers are higher. Operation of automobiles for distribution is more expensive than last year.



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

Report of Effect of Badex* on the Character and Yield of Macaroni

Copyright 1924
By B. R. JACOBS

By B. R. Jacobs, Director National Cereal Products Laboratories

The following experiments were conducted for the A. C. Krumm and Son Macaroni Co. at its plant, 1012 Dakota st., Philadelphia.

This plant has been using a commercial product called Badex, and desired to determine the effect of this product on the macaroni.

It was decided to make three series of tests, each of two experiments. The first to consist of high grade semolina with and without Badex; the second to consist of a mixture in equal amounts of semolina and flour with and without Badex and the third to consist of flour with and without Badex.

The procedure to be followed in the plant was not to be changed in any particular, except that accurate control was to be obtained on the amounts of ingredients and temperature of the water used for making the dough.

EXPERIMENTAL WORK

EXPERIMENT NO. 1

Material Used

525 pounds of semolina.
120 pounds of water at 140°F.

The dough was mixed in the usual manner and sent to the kneader. It was then placed in the press and macaroni (Mezzani) was made. The dough was of such a consistency that it required a pressure of 2,600 pounds per square inch to force it through the dies at the normal rate of speed. The hydraulic pumps were running at 168 strokes per minute.

EXPERIMENT NO. 2

Material Used

525 pounds of semolina.
125 pounds of water at 140°F.
35 pounds of Badex.

Handled as shown for Experiment No. 1, except that experiment was discontinued after passing the press, as the pressure shown on the hydraulic press was only 2,100 pounds per square inch. The dough appearing very much softer than that used for Experiment No. 1.

*Special Processed Starch.

EXPERIMENT NO. 3

Material Used

525 pounds of semolina.
120 pounds of water at 140°F.
35 pounds of Badex.

Carried on throughout like Experiment No. 1. The pressure required to pass through the press was 2,600 pounds per square inch.

EXPERIMENT NO. 4

Material Used

262½ pounds of flour.
262½ pounds of semolina.
134 pounds of water at 140°F.

Mixing, kneading and pressing, carried on like Experiment No. 1. The indicated pressure on the hydraulic press was from 2,000 to 2,100 pounds per square inch.

EXPERIMENT NO. 5

Material Used

262½ pounds of flour.
262½ pounds of semolina.
134 pounds of water at 140°F.
35 pounds of Badex.

Mixing, kneading and pressing, carried on like Experiment No. 1. The indicated pressure on the hydraulic press was from 2,000 to 2,100 pounds per square inch.

EXPERIMENT NO. 6

Material Used

525 pounds of flour.
149 pounds of water at 140°F.

Mixing, kneading and pressing, carried on like Experiment No. 1. The pressure indicated on the hydraulic press was from 2,000 to 2,100 pounds per square inch.

EXPERIMENT NO. 7

Material Used

525 pounds of flour.
149 pounds of water at 140°F.
35 pounds of Badex.

Mixing, kneading and pressing carried on like Experiment No. 1. The indicated pressure on the hydraulic press was from 2,000 to 2,100 pounds per square inch.

Samples for moisture determinations were taken on all these experiments after the product passed through the press and immediately before being

placed on the racks. These samples were taken in tightly stoppered glass bottles. The weights for moisture determination were made immediately. The macaroni was placed on racks having three tiers, each tier holding about 22 sticks. The macaroni was placed in the drying rooms immediately after the racks were filled. The same drying room was used for all the experiments herein reported. The drying of the product in each series, both with and without Badex, was conducted at the same time. The direction of the air currents being reversed every two hours throughout the whole period of the experiments. The drying was carried through about four days, which is the normal period used in these dryers.

After the product was dried it was weighed and packed and samples taken in glass stoppered bottles for moisture determinations. The moisture determinations were made in the laboratory using the same drying oven that was used in the plant for making the moisture determinations on the dough.

DISCUSSION OF RESULTS

It will be noted that Experiment No. 2 was discarded after passing through the press. This experiment contained 5 pounds more water than did Experiment No. 1, as it was assumed that 35 pounds of Badex would require about 5 pounds of water to yield a dough of the same consistency as that obtained in Experiment No. 1. This assumption, however, was not correct as practically the same consistency is obtained in each series with the same amount of added water as shown by the pressure at the presses given in column 5.

It was found impracticable to make moisture determinations on the doughs before they were thoroughly mixed, as there was too much difference between individual determinations of the same dough to give any value to the results. However, the moisture was determined on the ingredients used and calculated initial moisture from these data is given in column 6.

The moistures on the dough were

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made in sets of six determinations for each experiment. The results given in columns 7 and 8 are the mean of six determinations in each case. These determinations checking within .3 of 1%. There is a loss of moisture of 2.5% to 3.5% between the initial calculated moisture and the moisture determined in the product after it passes through the press. This, although apparently large, is not surprising since the temperature of the water used for making the dough is exceedingly high, the material remaining in the mixer about 15 minutes and in the kneader about the same length of time has continuously a

lowing means of determining the breaking strength of macaroni was devised and used in making this determination on these experiments. Two glass rods were fixed on blocks of wood six inches apart and parallel to each other. A stick of macaroni was placed across the rods and weights applied at the center (3 inches from each end) until the breaking point was reached. Ten sticks of macaroni, selected at random, were used for each experiment. The average breaking strength in grams is shown in column No. 11. The individual results in each experiment checked remarkably well, when the nature

great difference in breaking strength existing between the first two series and the third series. However, the figures given in column 12 may be taken as the relative resistance to checking and breaking. It will be noted that relatively greater benefit is derived by the use of Badex in flour than in semolina. This has also been shown in practice as the experience of the superintendent and foreman of this plant is that greater assurance against checking and breaking is had when using flour than when using semolina, this being particularly so when weak flours are used.

| | Semolina Pounds. | Flour Pounds. | Water at 140°F. Pounds. | Badex Pounds. | Pounds Pressure at Press. | Calculated Initial Moisture | Determined Moisture in Dough. | Moisture in Finished Product. | Yield in Pounds. | Percentage Yield. | Strength of Macaroni. | Percentage Strength. |
|-------------------------------------|------------------|---------------|-------------------------|---------------|---------------------------|-----------------------------|-------------------------------|-------------------------------|------------------|-------------------|-----------------------|----------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| | | | | | | % | % | % | | | | |
| EXPERIMENT NO. 1. | | | | | | | | | | | | |
| Pure Semolina..... | 525 | None | 120 | None | 2,600 | 29.18 | 26.90 | 12.60 | 522 | 99.42 | 535 | 100.00 |
| EXPERIMENT NO. 2. | | | | | | | | | | | | |
| Semolina plus Badex..... | 525 | None | 125 | 35 | 2,000 | | | | | | | |
| EXPERIMENT NO. 3. | | | | | | | | | | | | |
| Same as Exp. No. 2..... | 525 | None | 120 | 35 | 2,600 | 27.90 | 25.93 | 13.43 | 566 | 101.07 | 585 | 109.36 |
| EXPERIMENT NO. 4. | | | | | | | | | | | | |
| Semolina plus Flour..... | 262½ | 262½ | 134 | None | 2,000-2,100 | 30.53 | 27.54 | 11.25 | 516 | 98.28 | 538 | 100.00 |
| EXPERIMENT NO. 5. | | | | | | | | | | | | |
| Semolina plus Flour plus Badex..... | 262½ | 262½ | 134 | 35 | 2,000-2,100 | 29.20 | 25.88 | 12.35 | 560 | 100.00 | 598 | 111.11 |
| EXPERIMENT NO. 6. | | | | | | | | | | | | |
| Flour | None | 525 | 149 | None | 2,000-2,100 | 31.92 | 28.60 | 11.65 | 519 | 98.85 | 240 | 100.00 |
| EXPERIMENT NO. 7. | | | | | | | | | | | | |
| Flour plus Badex..... | None | 525 | 149 | 35 | 2,000-2,100 | 30.55 | 27.53 | 12.43 | 562 | 100.35 | 290 | 120.83 |

large surface exposed to the air. It will also be remembered that the resulting macaroni has a current of warm air playing on it immediately after it leaves the die, which also results in the loss of considerable moisture.

In each case the macaroni containing Badex dried with a higher moisture content than the same macaroni without Badex. Although the moisture content in each case was lower in the dough containing Badex. This resulted in a higher yield in each series of experiments for the macaroni made with the Badex.

The strength of a macaroni may be determined and is ordinarily determined in practice by its resistance to breaking.

After some experimentation the fol-

of the product is taken into consideration. For example, the weight required to break the macaroni obtained in Experiment No. 1, ranged from 505 to 551 grams, only one, however, being below 520 grams. The range on Experiment No. 3, was from 551 to 625 grams. The range found on Experiment No. 4 was from 516 to 557 grams, that for Experiment No. 5 was from 567 to 620 grams, while the range found on Experiment No. 6 was from 234 to 257 grams and for Experiment No. 7, from 285 to 301 grams.

The macaroni of the first two series was held in the laboratory for nearly five weeks awaiting the completion of the third series before this determination of strength was made. This is the only reason that can be given for the

CONCLUSIONS

The conclusion based on the results of these experiments are: No. 1. The yield of macaroni is increased an average of better than 2% by the use of approximately 7% Badex in macaroni made from flour or semolina or a mixture of these.

No. 2. The initial moisture of the dough is reduced an average of 1½% by the use of Badex in the manufacture of macaroni, thus reducing materially the danger of souring and molding.

No. 3. The breaking strength of macaroni is increased very materially. The greatest increase taking place when flour is used. As macaroni made from flour is more susceptible to breaking and checking, this would appear to be of great advantage to the macaroni manufacturer.

MACARONI OUSTS MEAT

Luncheon Survey in Syracuse Shows Fact—Styles Changing in Food, Cafe Manager Says—Better Off.

A survey of the restaurants of Syracuse, N. Y., made by the Herald of that city shows that macaroni is one of the leading substitutes for meat at the noon meal. This is particularly true with men and women who make a practice of eating light foods at midday. Among the competitors of macaroni or spaghetti with cheese for this honor are mentioned chicken pie, crackers or bread and milk, and pie and coffee.

Macaroni and spaghetti are comparatively new foods in the western continent but they have gained a wonderful hold of that part of the American public which favors light meals at noon.

"There is practically no demand for steaks or chops at noon any more," says a manager who has been in the game over 30 years. "Men don't eat them like they used to. I can remember when we sold more meat at noon than we did at night. But styles are changing and I guess we are all the better off for it."

"We sell more macaroni and spaghetti than we do any other dish," said a cafeteria cashier. "It would amaze you to sit here and count the men who buy it; maybe it is because that dish is cheap but men are becoming more and more educated to the value of this food and no one will question the nutriment contained in the properly prepared dish of macaroni or spaghetti and cheese."

Meat combinations are still favorites but require continuous pushing to make them move as freely as the chefs in the restaurants would like them to move. By taking it by and large the four dishes previously named cover the field of substitutes for meat at the noon day meal particularly with the discriminating office man who appreciates the value of a light meal between the day's two periods of labor.

Noodles Substituting

From 125,000 to 175,000 lbs. of noodles and other paste products are manufactured every day in Frankfort-on-the-Main, a considerable part of which is made from American flour and farina. Within the last few years the manufacture of these products has de-

veloped into a large and important industry throughout that region, says Consul General Frederick T. F. Dumont, at Frankfort, in a report to the department of commerce. One concern started about 2 years ago by a young American who had had previous experience in noodle manufacturing in the United States, has become established in rather large proportions due to a novel idea of manufacturing the noodles in full view of the public, the machinery being installed in the windows of the plant. Owing to the low value of the franc, French flour at present is obtainable in the German market cheaper than any other flour. With the increased consumption of noodles and macaroni since 1918, due to scarcity and high cost of other foods, particularly

meats, it has been necessary for many concerns to enlarge their plants to meet the demand.

A Legal Turn

The following is told of a late railway magnate and a prominent Philadelphia lawyer. Said the magnate to the lawyer:

"I want you to show that this law is unconstitutional. Do you think you can manage it?"

"Easily," answered the lawyer.

"Well, go ahead and get familiar with the case."

"I'm already at home in it. I know my ground perfectly. It's the same law you had me prove was constitutional two years ago." — Lancaster News Journal.

Class "Y" Advertising Pointers

- Know your markets.
- Make advertising clean.
- Planned advertising pays.
- Good advertising needs no apology.
- There is no substitute for enthusiasm.
- Advertising makes a proper noun common property.
- This hasn't been such a bad old year after all.
- Select your merchants through trade advertising.
- The sales curve shows the effect of advertising.
- If it's good, make it better and then advertise it.
- The "advertising family" is growing larger every day.
- Get acquainted with the men who are selling your goods.
- Industrial advertisers are learning how to do it better.
- Good advertising is seldom written on the spur of the moment.
- Conditions in your field are changing. Are you keeping up with them?
- The nonadvertiser rides on the wave of demand created by advertising.
- Every advertiser is more responsive to the advertising of other people.
- The advertising salesman who knows his business can help you sell your goods.
- Sound advertising consistently maintained paves the way for steady dividends.
- If you believe it hard enough yourself you can make the other fellow believe it.
- Take the peaks and valleys out of your business curve with sustained advertising.
- Work with the dealer toward the public instead of with the public toward the dealer.
- Slogan for you and me and the rest of us: "If you see it in an advertisement it's so."
- The salesman who receives stimulation from his company's advertising is a better salesman.
- Business strategy consists in finding out where the business is, and beating the other fellows to it.
- Whenever competition grows keen it's a wise plan to concentrate your sales and advertising effort on responsive fields.
- The more advertisers there are the more effective all advertising becomes, because the better educated people are to its value.

Reasonable Advertising for Seasonable Foods

Always alert to the opportunity of increasing sales, the John B. Canepa company of Chicago has featured its macaroni as a Lenten food with rather unusual results, which will probably be of real interest to food manufacturers everywhere.

Volumes have been written on when to advertise, amounts to be spent to purchase results, types of advertising, but perhaps little, if anything, has been said which will help manufacturers take advantage of the seasonability of their products.

One of the unusual and attractive ads used during the campaign was an expensive window strip with colors showing the package full length and advertising macaroni as the best food for Lent. Window trims were installed and around Chicago and all territories covered. Also large dummy cars were put up and many small features used, calling particular attention to many delicious ways in which maca-

roni products may be served during Lent, and as a change from the popular fish dishes during this season.

Billboards followed and every opportunity was taken advantage of to bring to the consumers' attention the value of macaroni products and the desirability of eating macaroni during the Lenten season.

A feature strongly played up in this campaign was the liberal use of recipes in the newspaper advertising that has appeared both in the Chicago campaign and the campaign in towns throughout its entire territories.

Recipes that would appeal to the appetite for the Lenten season were described and many new ways of preparing macaroni and spaghetti and noodles were divulged to the interested housewife.

Publicity through the news sheets was given liberally and no effort was overlooked to bring strongly to the attention the fact that macaroni and kindred products were looked upon as food

especially adaptable for use during the Lenten season.

The success of this plan of advertising is due in a large measure to its logic and "horse sense" simplicity. The strike was made while the iron was hot.

In other words, this advertising appeared just at the beginning of the Lenten season. Housewives were influenced to use this food during Lent and results followed.

The campaign, as viewed by an outsider, was based on the proposition that toys are sold at Christmas time, ice cream is most popular during the hot weather, then why not feature macaroni products during a season when the bulk of the population turns to foods other than meats.

In the case of this firm's campaign perhaps the largest percentage of results it has enjoyed was due chiefly to the seasonableness of the advertising and its results, from which others may well learn some interesting facts.

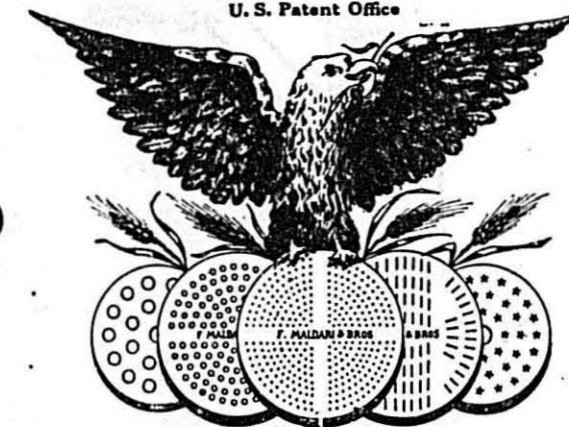
However, there are great possibilities in advertising, and it is the privilege of all manufacturers to capitalize upon their advertising by calling attention to the advantages of their product at the most appropriate time.

Maldari's Insuperable Bronze Moulds with removable pins.

QUALITY

TRADE MARK

Reg.
U. S. Patent Office



SATISFACTION

Workmanship

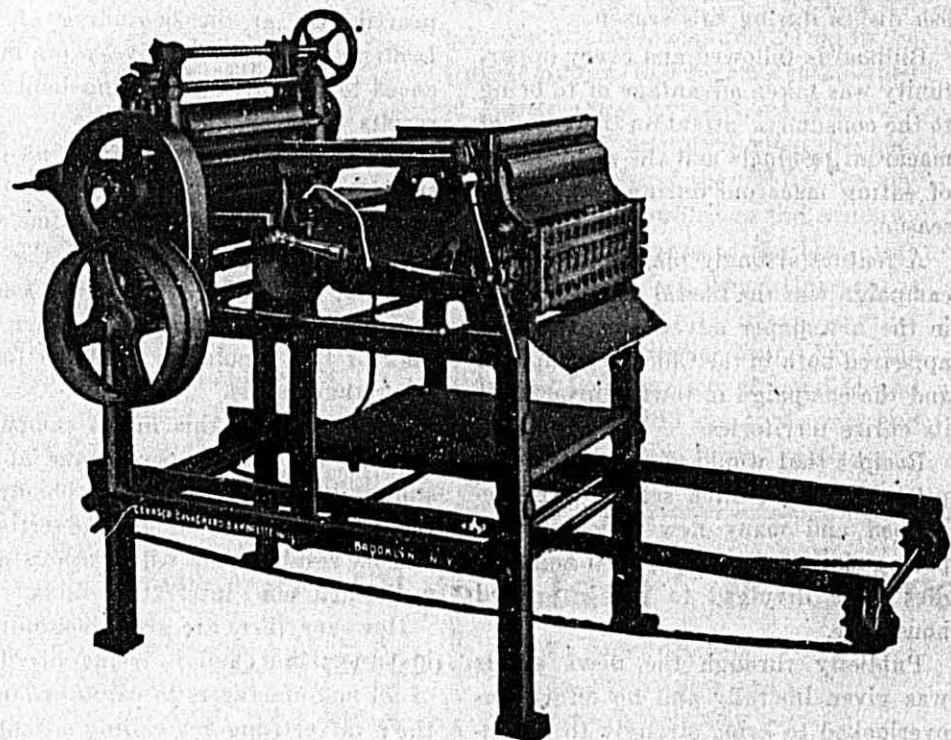
Service

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

SEND FOR CATALOGUE

Established 1903

CEVASCO, CAVAGNARO & AMBRETTE, Inc.



Improved Bologna Paste Machine

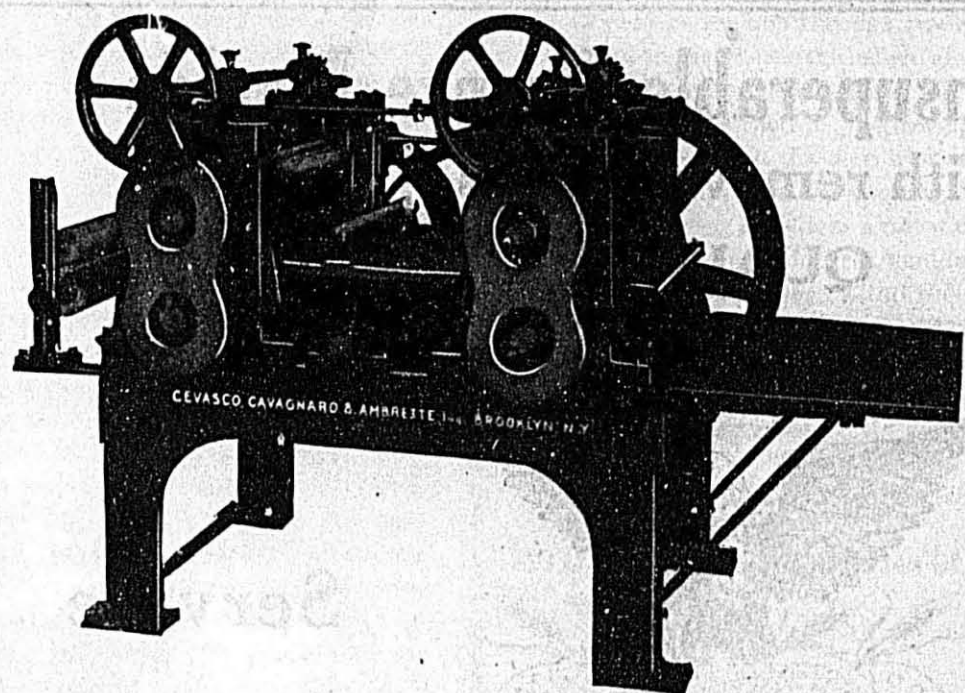
This illustration shows our Improved Bologna Paste Machine, which, like all other C. C. & A. products, is superior to all others on the market.

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**

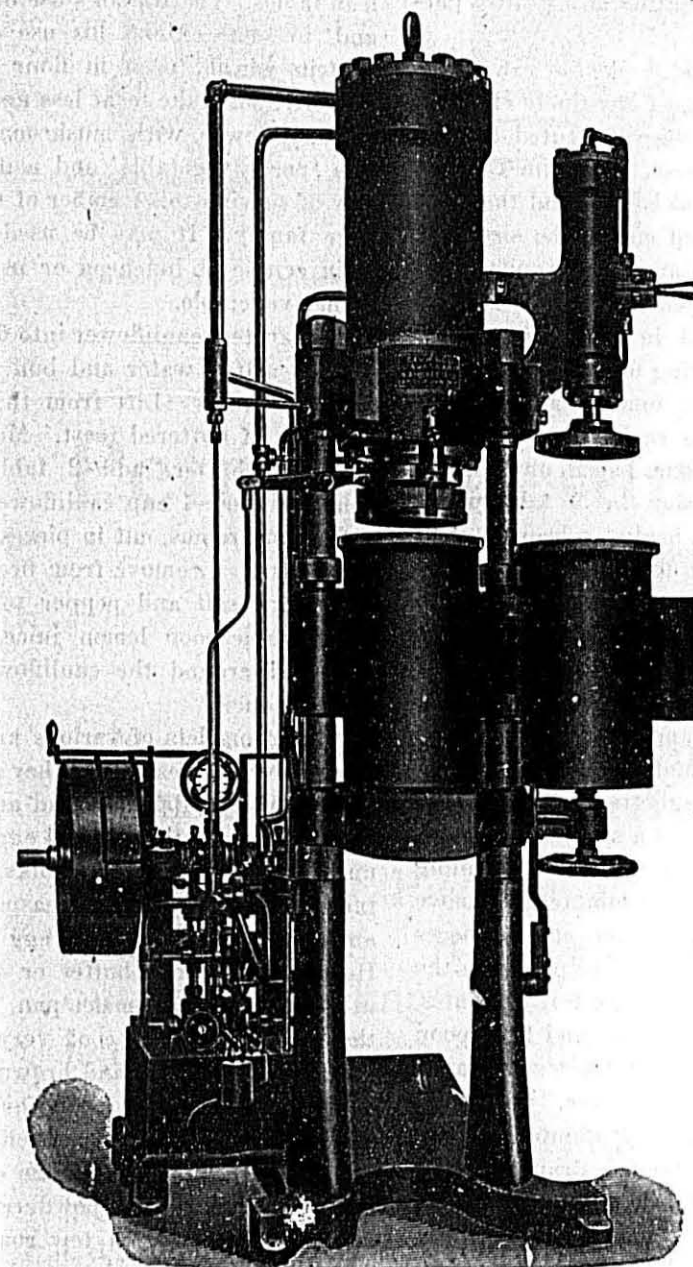
Kneaders

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.**

Some Famous Italian Dishes

"Italian cooking is really very simple, although often composed of many ingredients some of which are quite unknown in the average American kitchen but the majority of which are such as we use every day," says Miss Jessie A. Knox of the Forecast School of Cookery in the February issue of the Forecast, one of America's leading food magazines, under the heading "Good Things from Other Lands."

"There is, however, this difference—the simplest Italian dinner is usually properly balanced and made up of those foods which supply the greatest nutriment for the least cost.

"The diet of the average Italian is rich in carbohydrates in the form of flour pastes or cornmeal, ample in the amount of protein as they eat much cheese but sometimes very little meat, and has an abundance of oil to supply the fat content. Italians also know the value of the health giving green vegetables, and salads are practically never omitted from luncheon or dinner. A trip through the Italian section of your city will usually discover a large supply and variety of green vegetables at a low price even when there is a scarcity elsewhere.

"The flour pastes—all the large variety of macaroni, spaghetti and ravioli, which is a paste similar to that used for noodles; polenta or cornmeal paste; and rice largely made up the starchy part of the Italian diet. There are a great many interesting ways of serving macaroni and spaghetti many of which are more or less familiar to American tables. Ravioli is less well known but is very delicious and served in a great variety of combinations. Ravioli filled with spinach and cheese and served with tomato sauce makes a well balanced and wholesome meal.

"Put 2½ cups flour on a bread board, make a hole or 'well' in the middle of the flour and break 2 eggs into it. Add 3 tablespoons water and ½ teaspoon salt and work with a fork to a stiff paste. Roll very thin and let dry a little. Cook 1 quart spinach, drain, chop very fine and add salt and pepper to season, 1 well beaten egg, a dash of nutmeg and 1 cup cottage or pot cheese. Mix well and then put small spoonfuls of the mixture across the paste about 2 inches from the edge and 2 inches apart. Fold over the paste to cover the cheese. Cut into squares with the spin-

ach in the middle of each square. Press down the edges of the paste. Drop into boiling salted water or bouillon and boil for 10 minutes. Serve hot with tomato sauce or butter and grated parmesan cheese.

"Chopped meat, cooked or raw; grated cheese or almost any finely chopped vegetables may be substituted for the spinach and cheese. Sometimes a rich forcemeat of veal is used and the ravioli cut into small circles the size of a quarter. These are then dropped into boiling bouillon and cooked for 10 minutes and served in soup plates with the broth, allowing 6 or 8 to a serving.

"To make the tomato sauce that is served with the ravioli cook 1 tablespoon chopped ham, 1 small onion and 1 tablespoon parsley in 3 tablespoons olive oil until it begins to brown. Add 1 cup strained tomatoes or 3 tablespoons tomato paste mixed with 1 cup hot water and boil for 5 minutes. Thicken slightly with 1 tablespoon of flour mixed with cold water. Strain, season to taste and serve hot.

"A delicious and rather unusual combination is spaghetti and tuna fish served as a sort of a stew.

"Cook ½ pound spaghetti in boiling salted water for 10 minutes. Remove tuna fish from the can, cut in pieces and put into a hot frying pan with the oil from the can. Cook for 5 minutes, add 1 tablespoon parsley and 1 teaspoon minced onions or tiny piece of garlic and 1½ cups tomato puree. Cover and cook slowly about 10 minutes. When the spaghetti is tender, drain and add the tomato and fish mixture. Season to taste with salt and pepper and mix with a fork until thoroughly blended.

"An excellent luncheon or supper dish is risotta or rice prepared with tomatoes and green peppers. When served with a plain lettuce, chicory, escarole or cress salad mixed with a simple dressing of Italian olive oil, vinegar, salt and pepper it makes a well balanced meal that is rich in vitamins content.

"Another excellent rice dish is a thick stew known as minestra of rice and cabbage. Cut a small cabbage into quarters, remove the core and cut the cabbage into small pieces. Cut ¼ pound ham, small point of garlic and 1 stalk celery very fine, and cook for 5 minutes in 2 tablespoons olive oil. Add cabbage and stock and boil until near-

ly tender. Add ½ cup rice and ¼ cup tomato sauce and continue cooking until the rice is tender. Season with salt and pepper and pass grated parmesan cheese with it.

"Meat is not used as constantly in such large quantities as on the American tables. The Italian's use of cheese and, to some extent, his use of high protein wheat (used in flour paste) and olive oil make meat less necessary.

"Cauliflower with mushroom sauce is a 'party vegetable' and a delicious way of serving this member of the cabbage family. It may be used as a main course at luncheon or used as a dinner vegetable.

"Separate 1 cauliflower into 6 pieces, soak in salted water and boil quickly for 20 minutes. Lift from the water to pieces of buttered toast. Melt 2 tablespoons butter, add 2 tablespoons flour and then 1 cup cauliflower stock and 6 mushrooms, cut in pieces. Cook for 5 minutes, remove from fire, add egg yolks, salt and pepper to season and 1 tablespoon lemon juice. Pour over and around the cauliflower and serve at once.

"Sweet omelets of various kinds are often served as desserts as they are considered quite a delicacy, and are much liked. To make them beat 4 egg whites until stiff. Beat 4 egg yolks, add 2 tablespoons milk and ½ teaspoon salt and mix gently with the egg whites. Heat 2 tablespoons butter or olive oil in a hot frying or omelet pan, pour the egg mixture and cook very slowly until well puffed up and brown underneath. Put in a hot oven for 2 or 3 minutes to cook the top, then spread quickly with any desired jam or jelly, fold over with a little powdered sugar and serve at once. A few roasted almonds, finely chopped, may be sprinkled over the omelet."

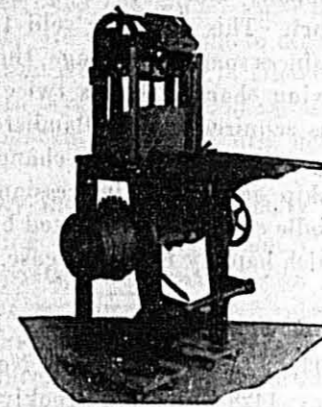
A Good Buyer

Salesman—Need any typewriter supplies?

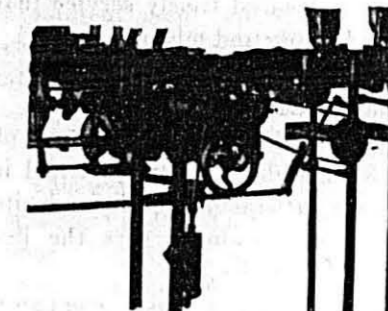
Busy Manager (abstractedly)—Yes, send me 5 pounds of candy and a box of chewing gum.

Production Men's Conference

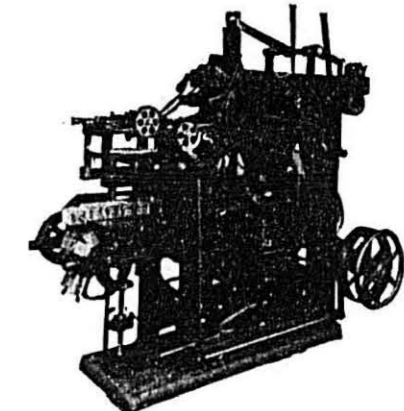
Bring your plant superintendent or your production manager, to the 1924 Conference of the Macaroni Makers of America, July 8-9-10, at Hotel Clifton, Niagara Falls, Ontario. He will produce—so will the whole industry.



Forming and Lining Machine



Folding and Closing Machine



Wrapping and Labeling Machine

Peters Machinery Company

231 W. Illinois Street
CHICAGO, ILLINOIS

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

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

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

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



Plans Plant Enlargement

The West Virginia Macaroni company is planning an enlargement of its plant at Clarksburg and a meeting of its stockholders recently took place to consider plans prepared by the active officers of the company. It is proposed to sell a part of the unissued stock of the corporation to provide capital with which to buy new machinery and increase the production capacity of the plant. The initial meeting was presided over by E. C. Sturtevant of that company, in the absence of President A. W. Robertson. While the suggested enlargement of the plant was considered, definite action on the proposal was deferred, according to press notice from that city.

Chicago Plant at Auction

The complete macaroni manufacturing equipment in the Pennsylvania Macaroni company plant at Archer av. and 26th st., Chicago, was sold on March 15 at a mortgagee sale. The equipment consisted of mixers, kneaders, presses and drying apparatus sufficient to produce about 35 bbls. of flour into macaroni daily. Its original cost was estimated at \$30,000 and was disposed of at a fraction of its purchase price. The Habel, Armbruster & Larsen company of Chicago was the mortgagee.

Walton Repair Parts

A news item of interest to the many macaroni manufacturers who are using Walton macaroni machinery in their plants is the announcement by Dienelt & Eisenhardt, Inc., builders of special machinery at 1304 N. Howard st., Philadelphia, that Frank M. Walton, former engineer of the P. M. Walton company, and R. Floyd Boggs, former manager, are now occupying similar positions with this concern.

George M. Koch, president of the concern, advises that his company will get into the macaroni machinery field as soon as his plans are completed. He desires it to be known that his company will make a special business of providing repair parts on the many Walton machines now in use.

The P. M. Walton company went out of business over 2 years ago and since then it has been somewhat difficult to get replacement parts on machines. With the advent of this new company

into the field, with the services of the experienced officers of the defunct company, the users of the Walton machinery will be insured timely service that has been lacking and missed.

California Plant Prospering

The Santa Rosa Paste factory of Santa Rosa, Calif., has enjoyed and is enjoying a satisfactory business in its popular paste products, says the Republican of that city.

"The Santa Rosa Paste company, under the skillful management of Bertolucci Brothers, is manufacturing 60 varieties of products and turning them out at the rate of 1,500 lbs each day, or 469,500 lbs. each year. This splendid product, besides being sold to local dealers, is sent to many sections of the state, and always meets with popular favor.

"If its entire product was transported by motor truck, and each truck was loaded with 2,000 lbs., it would require 234 trucks to haul what is manufactured by this company in a year.

"Bertolucci Brothers have always had an enviable reputation as expert manufacturers, and that is one of the reasons why they have been and still are so successful."

Chop Suey in Macaroni Booth

American chop suey with a tang of Chinatown in every delicious bite was a popular dish served from the San Antonio Macaroni company booth at the food fair last month in San Antonio, Texas. This foreign sounding dish was made of ready cut or short cut spaghetti with ingredients that made a very appetizing and nourishing food. This company manufactures the "Lion" brand. During the exhibit its popular Chili-Mac, a spicy and peppery paste preparation most suitable for the southern climate, was served with mushrooms and hard boiled eggs, the resulting dish being one that only a "hard-boiled" person would turn it down. The food was served by cooking school attendants.

Noodle Company Unaffected

E. Baudistel, Jr., proprietor of the Baudistel Noodle company of Newark, N. J., desires it to be known that his company is in no way affected by the suit entered in March against the B. & F. Manufacturing company of that city. A request for a receiver for the B. & F.

company had been filed in chancery court. This company sold the noodle business some months ago, the property having changed hands twice before was acquired by Mr. Baudistel. Many persons unaware of the change in ownership gained the impression that the noodle concern was affected by the suit which happily is not the case.

J. & S. Noodle Company Enlarging

The J. & S. Home-Made Noodle company, 1428 Gates av., Brooklyn, is planning to move into more commodious quarters about May 1. This noodle concern has experienced fine business during the 12 months of its existence and must move to increase its daily production to meet heavy demands for its products. The plant is equipped with machines supplied by the Clermont Machine company of that city, according to C. Surico, its president, who has an order for the added equipment.

Birmingham Display Unique

Authorities in charge of the food show last month in Birmingham, Ala. were loud in praise of the wonderful display of the many varieties of macaroni products, in the booth of the Birmingham Macaroni company. The beautifully decorated booth and equally attractive girls in charge made a setting that attracted thousands of visitors. Much interest was manifested in the many varieties of almost unpronounceable Italian names. The American public is becoming more and more acquainted with the better known shapes such as macaroni, spaghetti, vermicelli and short cuts, and show considerable interest in how the many varied forms can be made so uniformly.

Incorporate Yonkers Company

A small macaroni company was organized at Yonkers, N. Y., and incorporated under the laws of that state. The incorporators are A. C. Rezzo, Ingelse, and A. Figundio. The new corporation was represented in its organization by Attorney R. A. Garretta of Mt. Vernon, N. Y. The plans of the new company are still in the making.

Buys Springfield Plant

Leon Colapietro of Windsor Locks, Conn., whose macaroni plant was gutted by fire the morning of Jan. 1, has acquired the plant and equipment of the old Springfield Macaroni com-

pany on South Main st., Springfield, Mass. The plant has been renovated and put into first class condition by the new owner, who has added some new equipment. He will continue to use the name of the Windsor Locks Macaroni company to take advantage of the good will established under that firm name.

Turkey Increases Import Duty

According to the government Commerce Reports, the import duty on certain farinaceous preparations imported into Turkey have been increased effective March 1. The new schedule of duties affects macaroni, vermicelli, spaghetti and similar Italian pastes by increasing tariff rate from 875 piasters per 100 kilos to 2100 piasters for the same quantity. The same increase is made on bread and other food products of this nature.

Plan Tuckahoe Firm

Macaroni manufacturers at Mt. Vernon, N. Y., are reported to be interested in the plans for a new macaroni manufacturing company being organized to establish a plant at Tuckahoe, N. Y., according to the Mt. Vernon Argus of March 25, 1924. The new

company has leased the office building of the Hodgmann Rubber company and an attempt is being made to dispose of an issue of stock certificates to interested capitalists. Pasquale Lucchesi of Tuckahoe is reported to be one of the prominent men behind the proposed company, whose capitalization is placed at \$175,000.

Foulds Exhibit at Elmira

The Foulds company of New York, successor to the Warner Macaroni company of Syracuse, had an attractive exhibit of its products at the Elmira Retail Grocers association food show last month at Elmira, N. Y. The exhibit was in charge of J. A. Perkins, sales manager for the company. He was assisted by Howard Parker, Elmira representative, and by 2 demonstrators, Mrs. D. C. Sullivan and Miss Florence Zion. The macaroni booth was the center of attraction during the show that interested many visitors from the contributing territory.

Drying Machines in Demand

There appears to be a wide demand for new drying equipment by macaroni manufacturers throughout the country

according to a statement by manufacturers of such equipment to the Philadelphia Public Ledger of last month. The statement is to the effect that the macaroni industry has lately been revolutionized by quick drying methods and that old equipment is being replaced by more modern machines. Without questioning the verity of this manufacturer's claim close observance of the industry has so far failed to discover either the trend or demand referred to. The macaroni drying problem is one that requires special attention in different sections of the country and its solution is a matter of experience and training, plus a knowledge of local atmospheric conditions.

Spaghetti Tubing

"Spaghetti Tubing" equipment of radio receiving sets has no reference to the food which is rapidly becoming so popular in many American homes. In fact it is somewhat a "misnomer." The reference is to a waxlike substance in the form of tubes, much more resembling macaroni than spaghetti. These tubes are to carry wires that are to be fully insulated in the set. Radio magazines say that where the wiring of

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Our REVERSIBLE DOUGH BRAKE with its new Safety Appliance will interest you and eliminate accidents in your plant. These machines are the talk of macaroni men in Italy, France and Belgium.

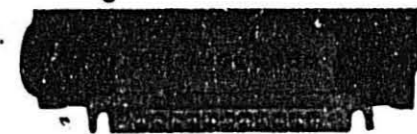
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a set is close and complicated "spaghetti" should be used to cover each wire. Spaghetti or Empire tubing is made of varnished cambric and can be obtained in a variety of colors. Some fans prefer using thin rubber tubing instead of the spaghetti. The live rubber tubing is no doubt a better insulator, but spaghetti is more popular because it is cheaper and looks much better.

The variety of colors in which spaghetti can be procured is another great advantage. By using a different color for each circuit, such as red for the battery circuit, yellow for the primary or aerial circuit, green for the secondary circuit, etc., the wiring will have a neat appearance and the subsequent tracing of finished wiring will be an easy matter.

Wins Skinner Picture Title Prize

P. B. Breeden, manager of The Grocerteria at Wilmington, N. C., was awarded first prize of \$100 last month for the best title to the picture used by the macaroni concern in advertising its products. It shows a woman customer taking a picture of Skinner's macaroni from a pile of that company's displayed goods on the storekeeper's counter and handing it to the clerk. The winning title submitted by Mr. Breeden was "A decision is made quickly when quality is shown." The contest for the best title brought out many terse and timely statements that will make good advertising matter for future publicity work by that company and also did much to interest grocers in macaroni products.

Babson Urges More Work and Caution

Roger W. Babson, in a talk in New York recently, urged business men to reduce expenses, get out of debt, cut out fake optimism and false standards and get back to old fashioned honesty, industry, thrift and service. He said:

"We must work for better business, but should not be misled by the present record breaking figures in oil production, automobile output, building permits, car loadings, retail sales, high wages and bank deposits. A rapid pulse and high temperature do not mean a healthy patient."

Great care is needed to prevent poor business and unemployment in 1924, according to Mr. Babson, who advanced these five reasons:

1. Very low wages in Europe permitting manufactures to be shipped into the United States at prices American makers cannot meet.

2. An unsatisfactory condition for producers of coal, copper, oil, fertilizers, leather, rubber, wheat and other basic raw materials.

3. The tremendous amount spent on automobiles, which makes it impossible for people to buy as much of other things as heretofore.

4. Politics, especially the unsettling effect of the coming presidential election, the activities of radicals inside the old parties and the probability of a drive in congress against the railroads.

5. A wrong attitude of life on the part of many persons who want the government to feed, amuse and take care of them free.

Good Advice to Salesmen

"For some time past we have had a number of very high grade domestic science experts in various sections of the country conducting schools and demonstration work," writes T. L. Brown, salesmanager for the Washburn-Crosby company, to all the company's salesmen.

"It will interest you to know, in this connection, that all these instructors are emphasizing the value of macaroni wherever they go. In all their instructions for attractive noonday and Sunday night lunches, they are teaching recipes for macaroni dishes and in other ways pointing out to all housekeepers with whom they come in contact the food as well as appetite value of macaroni.

"We mention this merely to remind you that we are keenly interested in the success and the growth of the macaroni industry and are trying to do our share to help you increase the consumption of macaroni in this country."

NAILS TERMINOLOGY

The origin of the expression two-penny, sixpenny, tenpenny, etc., as applied to nails, lies in an English corruption of the word pounds. In olden times nails were made a specified number of pounds to the thousand, and this standard is still recognized in England and several other countries. For instance in England a tenpenny nail is understood to be one of a kind requiring 1000 to make 10 pounds, and a sixpenny nail one of a kind of which an equal number would make 6 pounds.

"Penny" is really a survival of the English "pun," a corruption of "pound." Formerly the pound mark followed the figures designating the size of the nails but this in time gave way to the pence mark (d) as at present.—Boxes.

Experiments With New Durum

The North Dakota Agricultural college after years of careful selection has succeeded in growing a sufficient quantity of what is considered super-durum which was named nodak, being the abbreviation of the state name. Under the supervision of H. L. Walster, agronomist of that institution, some of the wheat has been carefully ground in one of the large semolina mills in Minneapolis and will be made into macaroni under the accepted process. The results of the researches along this line are being anxiously awaited by the macaroni industry.

Cut in Durum Acreage

Mr. Walster also advises that there seems to be a considerable likelihood that the durum wheat acreage will be depressed considerably in the north west territory due to the fact that the farmers have been obliged to take considerably lower prices on their durum wheat.

There is a marked change in the minds of the wheat growers this spring. Never in the history of North Dakota have so many farmers stated that they are either not going to grow any wheat or else cut down the wheat acreage materially. It is my general impression that the durum acreages will suffer the greatest cut.

We are making a strong effort to see that the contemplated cut in durum acreages shall be a reduction in the acreages of the less desirable varieties such as the practically worthless red durum and the very much less desirable monad (D-1) and acme.

This station is rapidly increasing its supply of nodak wheat and if it proves what we hope and expect it to be, we shall be in a position next spring to put on an active campaign for the general replacement of the inferior varieties of durum wheat for the better one. Under the leadership of President John Lee Coulter of this college we are striving to educate the farmers to the fact that they are producing a special crop and should produce it in a high quality condition.

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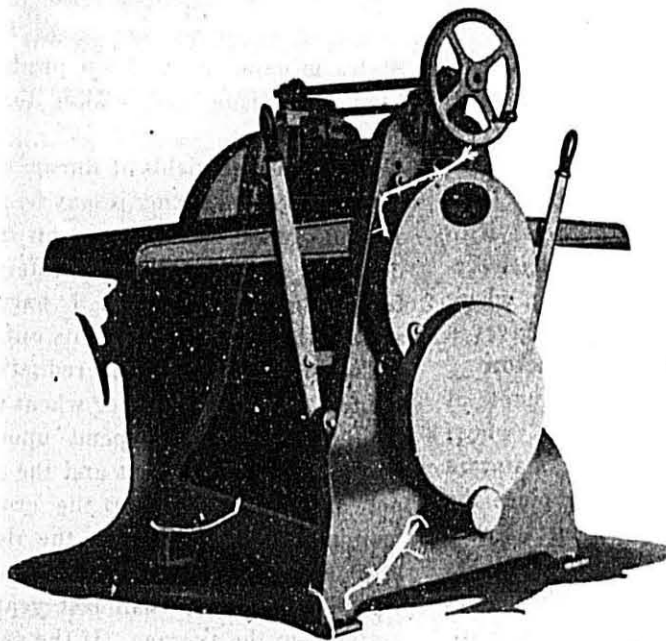
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January Durum Receipts

The receipts of the various grades of durum wheat at the different points of inspection reported by the government inspectors in terms of carloads show a decrease of about 40% when compared with the December returns. The figures continue to show a preponderance of amber durum over the ordinary wheat which is not so well suited for macaroni manufacturing purposes.

Amber Durum

Only 729 carloads of amber durum were inspected during January 1924 as compared with 1412 in December. The quantity of the No. 1 variety was small, only 10 carloads made this grade. The No. 2 class led with 388 carloads for the month, Minneapolis getting 157, Duluth, 114, Philadelphia 73 and New York 33. The No. 3 grade was proportionately heavy, a total of 248 carloads being reported. Minneapolis again led with 126, Duluth 86 and Philadelphia 24; 83 carloads registered below grade.

The total receipts on all grades of amber durum for the 7-month crop year July 1, 1923, to Jan. 31, 1924, amounted to 11,168 carloads. This compares favorably with 10,394 carloads reported for the same period of the previous year.

Durum

Good durum wheat was equally scarce, only 4 carloads being reported for January out of 260 carloads reported, as compared with 344 in December. The No. 2 variety scored heavily when 83 carloads were reported much of which was intended for export. New York led with 29 carloads and was followed by Minneapolis with 21 and Duluth with 15. The northwest led in the No. 3 receipts with a total of 61 carloads. Duluth received 31, Minneapolis 17 and Philadelphia 33.

The scarcity of this class is shown in the figures covering the 7-month period July 1, 1923, to January 31, 1924. Receipts for this year being only 4686 carloads as compared with 16,531 for the same period of the previous year.

Market for Durum Wheat

Because the foreign demand for durum wheat is falling off and the domestic demand is on the increase, farmers are urged by the United States Department of Agriculture to modify their durum wheat production to fit the needs of the domestic market. It ap-

pears that almost half of the durum wheat offered on the market during 1919, 1920, and 1921 contained over 10% of wheat of other classes and was graded as mixed wheat. Firms engaged in the milling of durum wheat find it difficult to obtain sufficient pure durum wheat of high quality.

Certain durum wheats, chief among which is the pentad or red durum variety, have been grown quite extensively, and while absorbed on the foreign market should be discontinued and replaced with varieties suited to domestic milling for macaroni manufacture. Two varieties of amber durum, the acme and monad, also are not desired by the domestic trade because of the grayish color of macaroni which they make.

When making a change of seed, careful consideration should be given the choice of varieties to be used. The kubanka is the best adapted variety for all the varying conditions in the durum wheat sections. It is a high yielding wheat, considerably resistant to rust, of good milling quality, and well liked for the manufacture of macaroni, the principal use of durum flour. The new nodak variety recently developed in North Dakota as a selection from kubanka is a distinct pure strain of that variety, which is equal or superior to it in yield, rust resistance, and macaroni making qualities. Other durum varieties have been found more productive than kubanka in certain sections. Mindum is the best yielding variety of durum in Minnesota. It is about as resistant to rust as kubanka and makes macaroni of excellent light yellow color. Peliss is the best yielding variety in the higher and drier sections of Montana and Wyoming, where rust does not occur. It also gives a good color in macaroni manufacture.

In order to meet the requirements of the domestic market, durum wheat growers should obtain and maintain purer and better seed and replace the pentad, acme, and monad varieties with other rust resistant varieties as soon as possible. For this purpose the nodak appears the most promising new variety at this time.

Dismantle Durum Mill

The Palisade mill in Minneapolis, the property of the Pillsbury Flour Mills company, is being dismantled, the best parts of the machinery and equipment

being salvaged for use in the company's other properties. This mill has a daily capacity of 2,500 bbls. of durum products. The building will be used as a store house.

About 100 employes had been steadily employed in the mill and all will be taken care of in the other plants of the company in Minneapolis and Buffalo. The change is part of a movement by the Pillsbury concern to "zone" the milling industry, made necessary by the unfavorable freight rates. Export business and supplies for the eastern markets can be handled more favorably with mills conveniently scattered.

Wheat Situation Improvement

Some improvement in the wheat situation this year as indicated by apparent increase in consumption and smaller winter wheat acreages in most of the leading producing countries looked for by the United States Department of Agriculture. In the United States the market is expected to be somewhat more favorable to producer of spring than winter wheat.

The recent tariff increase on wheat imports into the United States should make it possible to maintain higher prices for the hard red spring wheat in relation to the prices of other wheat so long as production does not exceed the domestic demand, the department says. The indicated decrease of 14% in spring wheat acreage in the United States is expected to keep production hard red spring well within domestic needs.

With average yields of durum higher than of hard red spring it may be profitable in certain sections to grow durum despite a considerable price differential below the price of No. 1 hard red spring, the department points out.

The significance of the reduction in the fall seedings of winter wheat in the United States will depend upon the amount of abandonment and the yield per acre realized from the crop remaining to be harvested, the department says. The condition of the crop Dec. 1 was better than last year and better than the average. If the average percentage, 9.8%, is abandoned and yield per acre equals the average of the last 10 years, production will be but slightly less than last year.

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Awarded Durum Trophy

To L. E. Peterson of Victor, Mont., is attributed the honor of exhibiting the best grade of amber durum wheat at the International Live Stock exposition last December in Chicago and he has been awarded the trophy offered by the National Macaroni Manufacturer's association. The trophy is a loving cup offered by the macaroni organization to encourage production of a more suitable grade of macaroni wheat. It becomes the permanent property of any durum grower or exhibitor who wins the trophy 3 times. It was first offered in 1923 as an evidence of the cooperation between macaroni manufacturers and the durum growers, which the trophy is intended to promote.

The presentation of this loving cup



"This is indeed a beautiful trophy," says B. H. Heide, secretary-manager of the International Live Stock exposition, with offices at the Union Stock Yards, Chicago, "and I wish to express the thanks and appreciation of the management for the splendid form of interest and cooperation voluntarily manifested by the National Macaroni Manufacturers association. Your whole industry is to be complimented and your beauti-



Mr. and Mrs. L. E. Peterson on Montana ranch.

ful cup should arouse a spirited friendly rivalry among durum growers, much to their and your benefit."

"Dry farming must be learned through experience rather than books," says L. E. Peterson, crown-



Peterson grain is "so high."

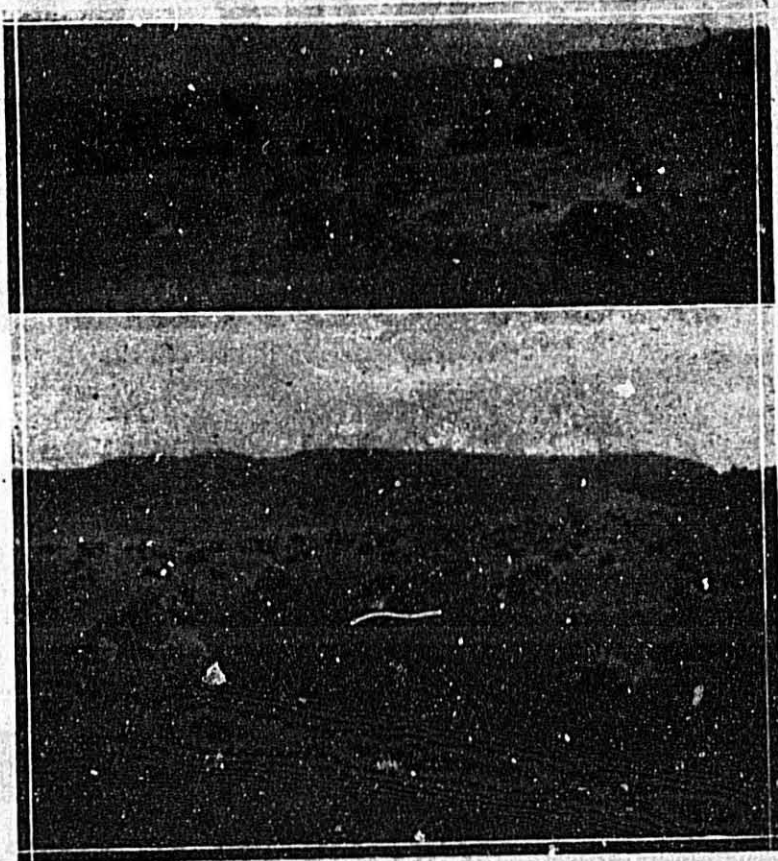
king of the macaroni wheat growers at the International Show. "I was born and reared on a farm where moisture was plentiful and when I first took up farming in Montana dry farming was entirely new to me. I find that much depends on the way the land is plowed and the nature of the soil will determine that. On my land I find that to 8 inches of plowing is just about right. The next important feature of dry farming is that of harrowing

has gained for the macaroni industry an enviable reputation among those who seek to produce a wheat most suitable for our purpose and it is expected that through the rivalry created the entire industry will benefit because of the general betterment of the durum wheat to be grown in the future.

The loving cup offered by the association to the grower of the best grade of macaroni wheat has created considerable interest among wheat growers, durum millers and macaroni manufacturers.

Mr. Peterson will have the cup for one year. On one side of the cup is inscribed the following: "Trophy awarded to the Grower of the Best Durum or Macaroni Wheat as exhibited at International Live Stock exposition Chicago."

On the other side: "1923 winner L. E. Peterson, Victor, Montana."



L. E. Peterson amber durum wheat farm at Victor, Mont. Lower scene is the ranch after harvest with grain in the shock. Upper view shows ranch buildings and grain stacked ready for the thresher.

up down the weeds and to keep the in its best growing trim. As a result of this method of farming, I raised 5 bushels and 1 peck to the acre in 1920 and 1921, two extremely dry years. With durum wheat most plentiful, I only carefully select my seed by every accepted way of selection but all reduce my acreage. In these ways I am always able to get a good price for my products."

Mr. Peterson has done much experimental work in developing and propagating new varieties of durum and other grains, producing new and im-

proved seed from carefully selected specimens and crossings from different varieties. It requires from 5 to 10 years to develop a new variety and then only a small supply of seed is obtained. This requires planting on continuing larger acreage, as seed is available, until enough is ready for general distribution.

Grain for exhibiting at the various grain shows and state fairs is prepared by carefully selecting about 5 bushels of the best grain thrashed carefully fanning and cleaning same four or five times until something over a bushel of

the very best and largest kernels remain. The grain is then further hand-picked until a peck is obtained that runs uniform as to size, color, type and variety. All this labor was necessary to prepare for exhibition the grain samples of durum wheat that were given first place at the Chicago show in competition with thousands of growers throughout the country. Mr. Peterson rightfully deserves the honors conferred on him as the Durum Wheat Champion which the loving cup donated by the National Macaroni Manufacturers association signifies.



International Macaroni Moulds Co.

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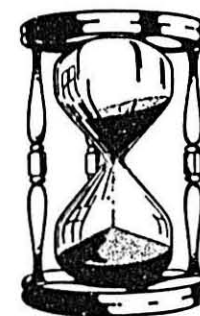
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Patents and Trade Marks**PATENTS GRANTED****Macaroni Trimmer**

Mark E. Fontana, San Francisco, filed application with the patent office for patent rights on a macaroni trimmer May 16, 1922, which were granted March 18, 1924. The description is given as follows:

"A macaroni trimmer comprising a table having an apertured top and a superstructure adapted to suspend the macaroni with its extremities hanging through said apertured top; a sliding knife mounted under and adapted to traverse the apertured top of the table to trim said pendant macaroni extremities; a pair of parallel spring controlled links pivotally connected with said knife and table; a spring controlled operating lever pivoted to one side of the table projecting from its other side; a cable connection from said lever to operate the knife; and a second spring controlled operating lever pivoted to said other side of the table and projecting from the opposite side, the two levers being slidably connected to operate in unison therewith."

TRADE MARKS GRANTED**Oro**

Cellas' Inc., New York, N. Y., filed application for right to use the trade mark "Oro" on its macaroni products May 11, 1922, and on March 11, 1924, was granted registration rights. The trade mark was given Serial No. 163,670.

National's Best

The trade mark "National's Best" has been duly registered with the patent office and given serial No. 186,195. The National Macaroni company, Dallas, Tex., filed application for use of this trade mark Sept. 25, 1923, and rights were granted March 11, 1924.

Marquette'

Park, Grant & Morris, Fargo, N. D., filed application Oct. 22, 1923, for registration rights on the trade mark "Marquette" to use on a line of grocery products put out by them, which includes macaroni. The trade mark was given serial No. 187,341.

Rubenstein's Fresh Egg Noodles

Michael Rubenstein, Seattle, Wash., filed application with the patent office for rights to use the trade mark "Rubenstein's Fresh Egg Noodles" on the egg noodles made by him, on June 14, 1923. The rights were granted March

11, 1924, and trade mark given serial No. 192,008.

E Prettoec

The above trade mark was filed with the patent office June 13, 1923, by Alberto Pretto, doing business as E. Pretto & Co. of Genoa, Italy, and registration rights were granted the applicant March 18, 1924. This trade mark is to be used on alimentary pastes and was given serial No. 181,959.

Keno-Cuts

The Wisconsin Macaroni company of Chicago filed application Jan. 20, 1922, for right to use the trade mark "Keno-Cuts" on the macaroni products manufactured by it. The right was granted March 4, 1924, and the trade mark given serial No. 158,205.

LABELS REGISTERED**Goodman's Pure Egg Gra-nu-do**

The above title was duly registered with the patent office by A. Goodman & Sons, Inc., of New York city, for grated noodle dough. This label was published Dec. 15, 1923.

White Pearl

The title "White Pearl" was duly registered with the patent office and given title No. 27,053. The Tharinger Macaroni company was the applicant and desired to use the title on spaghetti manufactured by it and which was first published Jan. 28, 1924.

Plain Noodles

The Shinano company, Oakland, Calif., was granted registration rights on the title "Plain Noodles" for boxes of noodles March 18, 1924. It was given title No. 27,106, which was first published Nov. 30, 1923.

TRADE MARKS APPLIED FOR
Garofano Brand

Antonio Orofino, doing business as Antonio Orofino & Co., New York, N. Y., filed application for registration rights, Nov. 24, 1922, for use of the above trade mark on food products, viz macaroni manufactured by that company. This company claims use since May 1921. The trade mark consists of 3 fully bloomed carnation flowers above which are the words "Garofano Brand" in heavy black type. No claim made to the exclusive use of the word "Brand" apart from the mark as shown in the drawing. All notices of opposition must be filed within 30 days of date of publication, March 25, 1924.

Crispies

The Pfaffmann Egg Noodle company of Cleveland filed application with the patent office Jan. 29, 1924, for registration rights on the trade mark "Cris-

pies." The company claims to have used this trade mark only since Jan. 1, 1924, on edible shells made of cooked alimentary paste. The trade mark consists simply of the word "Crispies" in heavy type.

Kitchenette

Frank C. Weber & Company of Chicago filed the above trade mark with the patent office Aug. 4, 1923, for right to use it on a line of grocery products manufactured by them, which include spaghetti. The company claims to have used this since May 14, 1923. All notices of opposition must have been filed within 30 days of date of publication March 4, 1924.

Romanaise

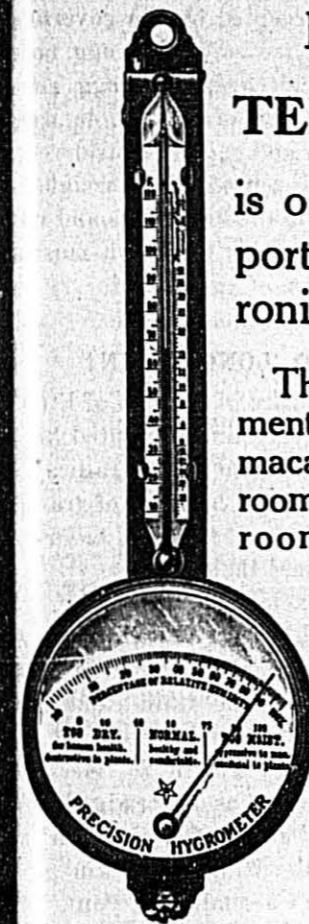
Erit & Company of Greenfield Center, N. Y., filed application Aug. 1923, with the patent office for registration rights on the trade mark "Romanaise," which they claimed to have used on a sauce adapted for use with meats, fish and vegetables or as a dressing for salads, macaroni and spaghetti or as a flavoring in soups and gravies since July 23, 1923. The trade mark consists merely of the word "Romanaise" in heavy type. All notices of opposition must have been filed within days of date of publication, March 1924.

Electric Boiler at Washburn Mill

The utilization of electric current heretofore wasted is one of the innovations now found in the Minneapolis mill of the Washburn-Crosby company. A saving is made possible through the installation of a boiler which generates steam by electricity, instead of a coal fire. This is the first of this type of boilers installed in the northwest. Steam is generated in the boiler causing electricity to pass through the water from one electrode to another. The features of the new boiler are: It is operated by the surplus of electric current at the mills and the steam from it is used in heating the buildings and the water of the plants.

The boiler's operation enables the company to heat most of the buildings and the water with the electricity from which the company already had been paying but has not been using.

In seasons of the year when water power and electric current are sufficient to operate the mills, the elimination of all coal fires at the mill can be effected with consequent reduction of fire hazard.



NO. 1 HYGROMETER
(1/4 Actual Size)

HUMIDITY AND TEMPERATURE

is of the greatest importance in the macaroni drying process.

This Hygrometer instrument which is used in many macaroni factories [drying rooms], bakeries [dough rooms] tells you AT A GLANCE the existing humidity and temperature.

No figuring or confusing tables necessary.

EMIL DAIBER INSTRUMENT CO.

3373 West 86th St.

Cleveland - - Ohio

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

SATISFACTORY

Wooden Macaroni Box-Shooks

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

PACKAGING MACHINERY

WHICH WILL

REDUCE COSTS

They Will Handle

90 Packages Short Cuts Per Minute
SEALED AND WEIGHED

100 Packages Long Cuts Per Minute
SEALED—BOTH ENDS

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

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

Let us show you what we can do for you.

Johnson Automatic Sealer Co., Ltd.

Chicago Office, Room 885, Con. Com. Bank Bldg., 208 S. LaSalle St., Chicago, Ill. New York Office, 30 Church St., New York City

Send for Catalogue

Battle Creek, Michigan

Send for Catalogue

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
 M. J. DONNA - Secretary

SUBSCRIPTION RATES

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SPECIAL NOTICE

COMMUNICATIONS:—The Editor solicits news and articles of interest to the Macaroni Industry. All matters intended for publication must reach the Editorial Office, Braidwood, Ill., no later than Fifth Day of Month.
 THE MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns.
 The publishers of THE MACARONI JOURNAL reserve the right to reject any matter furnished either for the advertising or reading columns.
 REMITTANCES:—Make all checks or drafts payable to the order of the National Macaroni Manufacturers Association.

ADVERTISING RATES

Display Advertising - Rates on Application
 Want Ads - Five Cents Per Word

Vol. V April 15, 1924 No. 12

SPECIAL TARIFF COMMITTEE

President Henry Mueller of the National Macaroni Manufacturers association has named the following tariff increase committee to cooperate with Counsel Charles Wesley Dunn in the industry's appeal to the United States Tariff commission for a higher protective duty on imported macaroni products:

- Henry Mueller, C. F. Mueller Co.
- A. C. Krumm, Jr., A. C. Krumm & Son Macaroni Co.
- Wm. A. Tharinger, Tharinger Macaroni Co.
- E. Z. Vermeylen, A. Zerega's Sons Consol.

This special committee will represent the industry and especially the contributors to the tariff increase fund and all are invited to present such information as individual manufacturers feel will help convince the tariff commission that there is dire need for the protection asked for.

The time is opportune; the cause worthy. A pull in unison with your fellow manufacturers may be all that is needed to realize our object.

QUESTIONS AND REPLIES

- Q. 1. What is the law regarding use of coloring in egg noodles?
- 2. How is the weight of eggs in noodles figured? Writer has always been

of the opinion that if 15 lbs. of eggs were added to 150 lbs. of dough, the percentage of egg is 10.

Answer: 1. We again quote from Service and Regulatory Announcements of the Department of Agriculture:

The bureau has given careful consideration to the use of artificial color in macaroni, spaghetti, vermicelli, noodles and similar alimentary pastes. According to the provisions of Section 7, subdivision 4, in the case of food—of the food and drugs act—a food product is adulterated if it be mixed, colored, powdered, coated or stained in a manner whereby inferiority is concealed.

The question as to whether damage or inferiority is concealed is one of fact to be determined in the case of each food product which is artificially colored. It is the opinion of the bureau that the addition of artificial color to alimentary pastes as usually practiced results in concealing inferiority and that this form of adulteration cannot be corrected by the declaration of the artificial color.

While coloring may be used in all fairness to the product itself, government bodies are inclined to feel that there is usually an unfair motive behind its use. The several cases now pending before the department, when decided, will probably serve as a guide. For the present the use of coloring is "risky."

2. Your method of figuring the

weight of egg content is not the generally accepted by the government. If you wish to state that egg noodles contain 10% eggs, your egg content should be 10% of the whole weight of flour, water and egg, all considered. The mixed batch of dough weights 10 lbs., counting the flour, eggs and water to have 10% eggs the batch must contain 16½ lbs. of eggs.

GO 'LONG TRAIN!

A rural ducky in Georgia of little experience in traveling presented himself to the ticket agent at the railway station and inquired the price of transportation to Macon. "Three dollars and 40 cents," said the agent.

"Oh!" exclaimed the ducky, "the shore is high! I'd rather walk." As he started. He had not proceeded very far when the train came along whistling as it neared the station.

"Yo' needn't whistle fo' me," muttered the ducky as he trudged along. "I made yo' an offer onct an' yo' wouldn't take it. So yo' kin go on train. I ain't a-comin' wif yo'."

WANT ADVERTISEMENTS

Five cents per word each insertion.

FOR SALE—6 double, vertical 13" presses; single horizontal 10" presses and 1 horizontal Walton press. E. Viviano Macaroni Mfg. Co. Inc., Carnegie, Pa.

BUSINESS CARDS

GEO. B. BREON

Specializing in Macaroni Shooks. Prompt Local or Carload Shipments.

314 Liberty Bldg., Philadelphia
 Filbert 3899 Telephones Race 4072

A. ROSSI & CO.

Macaroni Machinery Manufacturer
 Macaroni Drying Machines
 That Fool The Weather

387 Broadway -- San Francisco, Calif.

JAMES T. CASSIDY

House to House Distributor of Advertising Samples and Literature in Philadelphia, Pa. and Camden, N. J.

We Solicit Your Account

James T. Cassidy
 S. W. Cor. 4th & Wood Sts. Philadelphia, Pa.

GEO. A. ZABRISKIE

123 Produce Exchange
 NEW YORK CITY

Telephone 0160 Broad

DISTRIBUTOR OF

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

FOR SALE

Having withdrawn from the macaroni business, we offer for sale, the following articles all in first class condition:

- 1-Carrier DeHumidifier—Washed air drying system with full instruction for guaranteed operation of same.
- 1-Elms hydraulic 2-cylinder press 13½" x 30" with dies—Pump, Accumulator, Motor.
- 1-W & P Press 13½" x 20" with dies.
- 1-Walton 2-cylinder horizontal press 10" x 20" with dies.
- 1-Walton Kneader—72" Pan.
- 1-Noodle Cutter.
- 1-No. 6, 72" geared dough mixer.
- 1-Dough Break, 2 Rolls 10" x 20".
- 1-Sack Cleaner.
- 30-Agate bearing scales.
- 12750-Drying trays 36" x 36".
- 15000-Cardboard Sheets 36" x 36".
- 215-Rack cars for trays.
- 1-Short-cut Dryer—continuous process—web belts.
- 760-Fibre Containers 8" x 10½" x 9".
- 4115-Fibre Containers 8½" x 15" x 12½".
- 414-Fibre Containers 9½" x 10½" x 15".
- 2955-Sheets blue liners 23" x 31".
- 2955-Sheets blue liners 10" x 40".
- 904-Lbs. Waxed Paper 9" x 13".
- 3942-Lbs. Vegt. Parchmy 13" x 13".
- 440-Lbs. Glassine paper 13" x 13".

Anyone contemplating additional equipment, or desiring to start a new business, will do well to correspond with us.

HURON MILLING CO.
 Harbor Beach Michigan

NOODLES

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

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

Special Noodle Whole Egg—

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

Special Noodle Egg Yolk—

Selected bright fresh yolk—entirely Soluble.

Samples on Request

JOE LOWE CO. Inc.

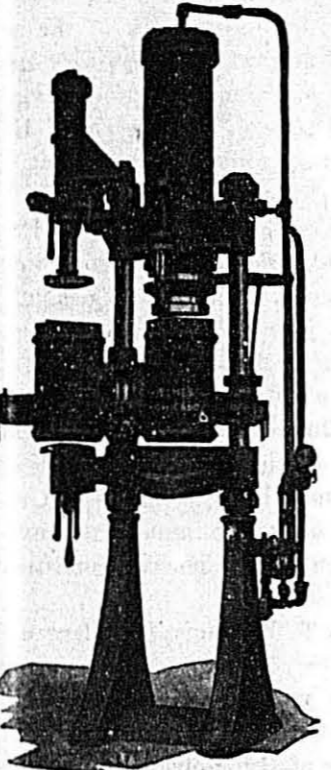
"THE EGG HOUSE"
 New York

CHICAGO BOSTON LOS ANGELES TORONTO
 WAREHOUSES
 Norfolk Atlanta Cincinnati Detroit Pittsburgh

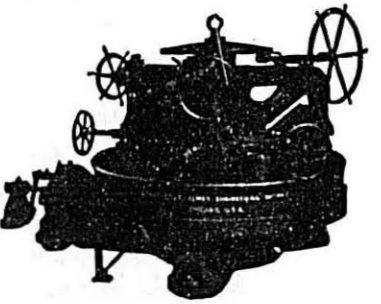
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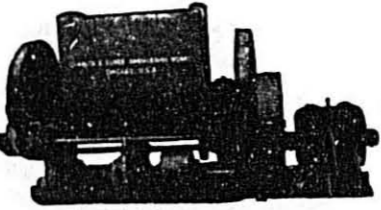
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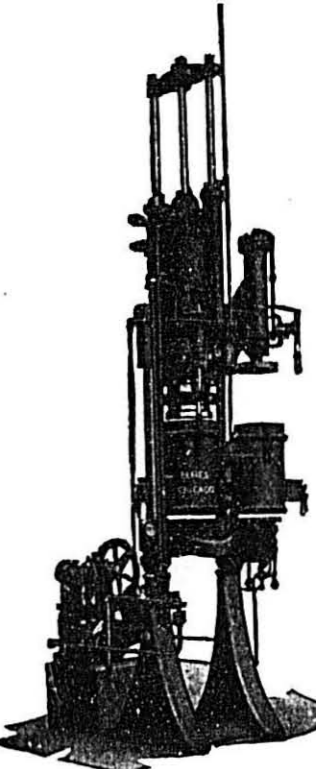
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MIXERS



DIES



FITTINGS

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

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

CHARLES F. ELMES ENGINEERING WORKS, Inc.

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

OUR PURPOSE:

Educate
Elevate
—
Organize
Harmonize

ASSOCIATION NEWS
National Macaroni Manufacturers Association
Local and Sectional Macaroni Clubs

OUR MOTTO:

First—
The Industry
—
Then—
The Manufacturer

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Wm. A. Tharinger, Tharinger Macaroni Co., Milwaukee, Wis.
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Committee on Macaroni Journal Publication
Henry Mueller, C. F. Mueller Co., Jersey City, N. J.
M. J. Donna, Secretary and Editor, Braidwood, Ill.

Two Good Reasons for Suitable Protection

While it is generally conceded among American macaroni manufacturers that our Italian competitors can and do produce high grade products more cheaply than is possible in this country, 2 more good reasons are herewith advanced to convince even the most skeptical ones in the industry.

Frank L. Zerega, vice president and treasurer of A. Zerega's Sons, Consol., Brooklyn, former vice president of the National Macaroni Manufacturers association, is in Italy combining business and pleasure. Early in the month he cabled from Milan the 2 following reasons for lower production costs in Italy:

- 1—High grade semolina sold the first week in April at 162 lire per quintal. Reduced to the dollar basis figuring a lira at its present worth in American money of about 4 1/2c each, it means that the Italian macaroni manufacturer pays a little less than \$6.50 per bbl. of 196 lbs. of semolina as compared with prices ranging from \$7.35 to \$8.00 per bbl. now being quoted to New York manufacturers. Here is a difference of approximately 1c a pound in favor of the Italian manufacturer.
- 2—Skilled labor in Italian macaroni plants is now being paid 24 lire a day (not 8 hours, either), which reduced to American money on present basis of exchange means about \$1.08 per day. Consider the added advantage this gives the Italian macaroni maker when in this country skilled workmen are paid a minimum of from \$4.00 to \$5.00 for the same work.

When it was reported last month that Italian and French made macaroni and spaghetti was being offered on the

New York market in pound packages at 6c, there were a few who doubted the truthfulness of the report. The 2 reasons given above aim to prove just how the reported low price was made possible. In all cases where doubt was expressed it was suggested that they prove the case for themselves, by buying the proffered goods.

Does this not convince you of the reasonableness of the American macaroni manufacturers' contention for an adequate increase in the import duty on macaroni products?

Your WEAPON OF DEFENSE is a suitable protective tariff. The time is opportune for getting this protection NOW. YOU CAN HELP by contributing a FEW DOLLARS to the fund now being created for a drive at Washington. Can you afford to refuse a small contribution when so much good will result if we succeed in getting the increase asked for?

Contributions are still welcome. Our quota has not yet been filled. Number yourselves with the many progressive firms that have donated so liberally to so worthy a cause.

Mail your contribution to the National Association headquarters at Braidwood, Illinois, NOW.

Personal Notes

Frank L. Zerega, vice president of A. Zerega's Sons Cons. of Brooklyn, is visiting in Milan, Italy. He is particularly interested in the alimentary paste plants of the various European coun-

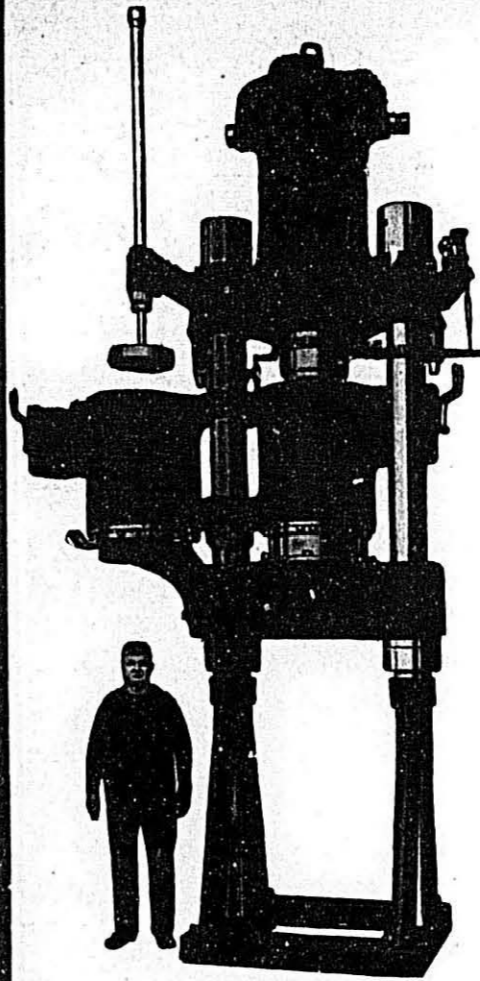
tries which he will visit during his trip overseas.

Martin Luther of Minneapolis, sales manager of the Minneapolis Milling company, and Fred A. Hamilton, the general Chicago district representative called April 11 at the national association headquarters in Braidwood, Ill. and left with Secretary M. J. Donna message of good cheer. Come again you and all other "good fellows."

Frank A. Motta, secretary-treasurer of the Champion Machinery company of Joliet, Ill., maker of flour handling outfits, mixers and noodle machines made a tour last month of the southern and western territory calling on the macaroni manufacturing and baking trade of that section. He attended the bakers convention at Oklahoma City and Denver.

Jos. Freschi, of Ravarino & Freschi Manufacturing & Implement company of St. Louis, will leave this month for Italy to join his family for a summer vacation in that country. His family has been visiting there for the past year. During his trip Mr. Freschi intends to combine business and pleasure, his business being confined to a study of the macaroni manufacturing improvements and general conditions of the industry.

James T. Williams, president of the Creamette company and successful business man of Minneapolis, Minn. was elected a member of the board of directors of the Metropolitan National bank of that city, one of the strongest financial institutions of the northwest. The election was made on April 10 at a special meeting of the directors and Mr. Williams is chosen to fill a vacancy left by his life long friend, the late James C. Andrews.



John J. Cavagnaro

Engineer and Machinist

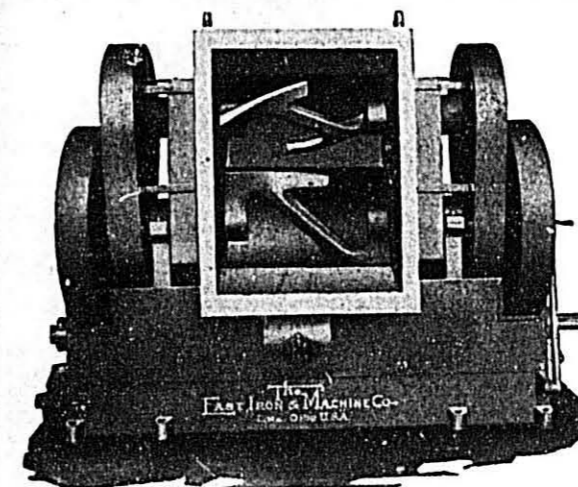
Harrison, N. J. - - U. S. A.

Specialty of

MACARONI MACHINERY

Since 1881

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



"EIMCO"

Mixers and Kneaders

Insure Uniformity, Color and Finish

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

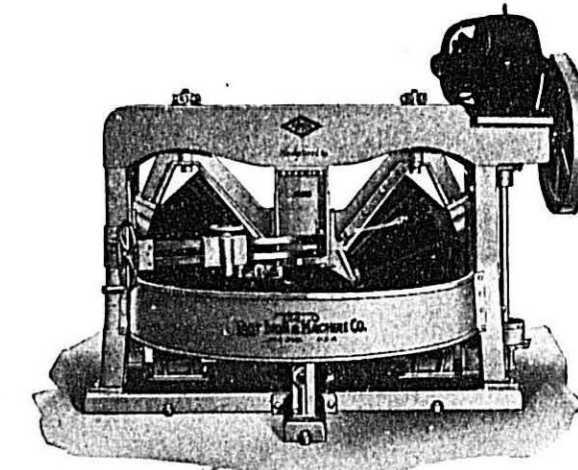
"Eimco" kneaders knead the lumps of dough, as they come from the mixer, into one solid ribbon and give it uniform texture and they do it quicker and better than ordinary kneaders. They are equipped with plow and have scrapers at rolls to prevent dough from clinging. All gears are fully enclosed.

Save time, labor, power, and make better doughs at less cost. "Eimco" mixers and kneaders will do it for you.

Ask us for bulletin and photos.

The East Iron & Machine Co.,

in Office and Factory, Lima, Ohio.





Pillsbury Quality Will Be Maintained!

Durum Wheat of good milling quality is scarce. Yet because of our enormous storage facilities we are able to purchase and store good wheat when it is available.

Good wheat and good milling insure good semolina. You may be sure that Pillsbury quality will be maintained.

Pillsbury Flour Mills Company
Minneapolis, Minn.

"Oldest Millers of Durum Wheat"

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northwe
April 10
directors an
fill a vacanc
end, the la