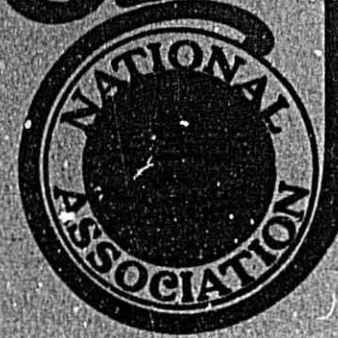


**THE
MACARONI
JOURNAL**

Vol. 6, No. 2

**June 15,
1924**

The Macaroni Journal



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

Minneapolis, Minn.

June 15, 1924

Volume VI

Number 2

Be a Convention Specialist

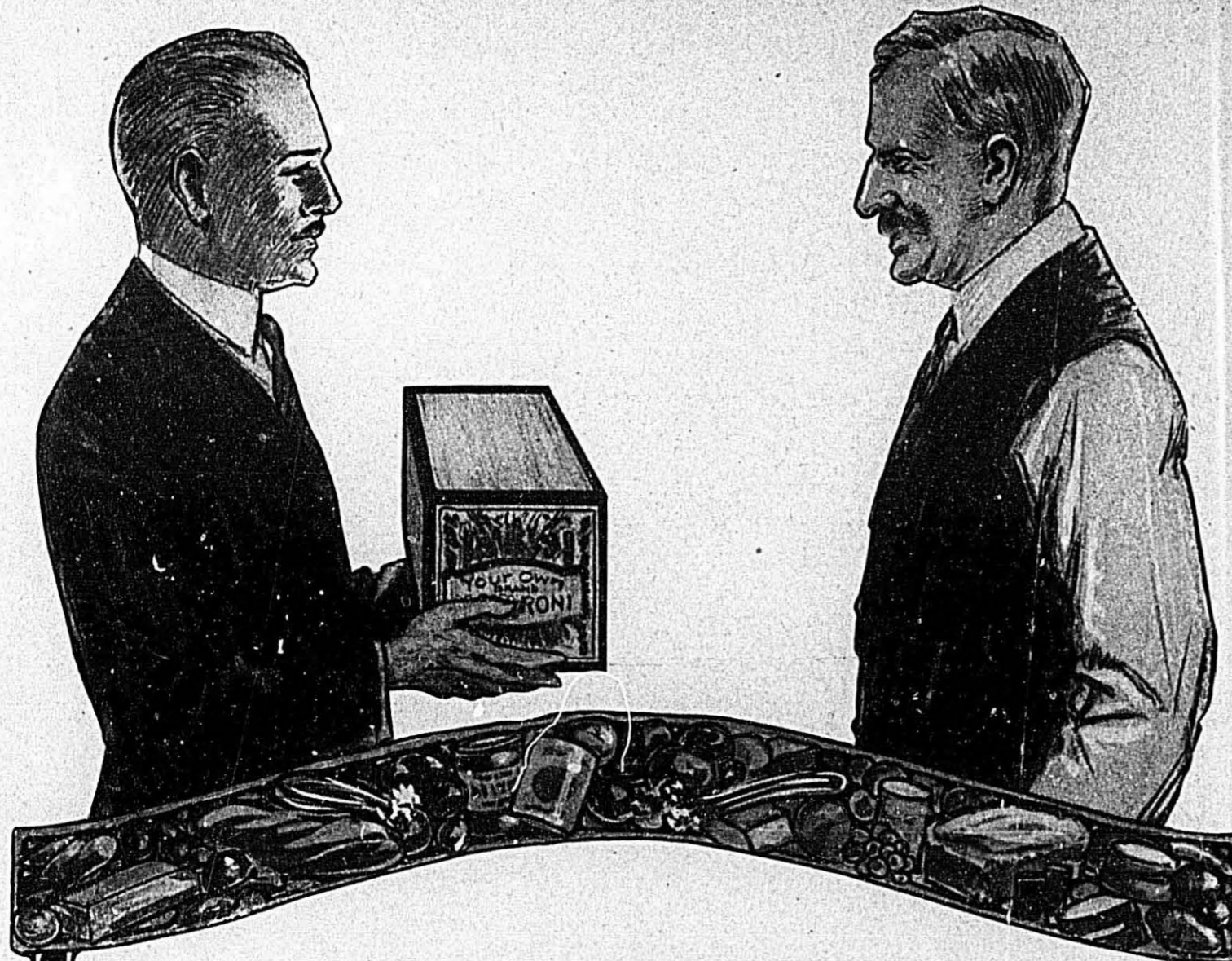
Busy food manufacturers might find many conventions and gatherings to attend that would be helpful and educational, BUT they cannot afford the time to take in all of them.

There is one that is of the greatest value to you, Mr. Macaroni Man, because its aims will be to help you solve your peculiar and particular problems.

Your most important convention is the 1924 Macaroni Manufacturers Conference to be held on July 8, 9 and 10 in Hotel Clifton, Niagara Falls, Ont.

Select this convention and attend it. Take a part in the deliberations most vitally affecting your business.

It's your business. Attend to it.



They All Have Praise

Ask any of the well-informed macaroni men attending the Macaroni Manufacturers Conference at Niagara Falls, July 8-9-10, what they think of "CHICAGO MILL" Boxes. Invariably they will tell you of the excellent quality of the package, the super-service they receive on all orders, and of the unusually low prices.

Then you will easily understand why "CHICAGO MILL" sells so many boxes to the macaroni trade and why you, too, should be one of their regular customers.

CHICAGO MILL AND LUMBER COMPANY

510 North Dearborn Street
CHICAGO



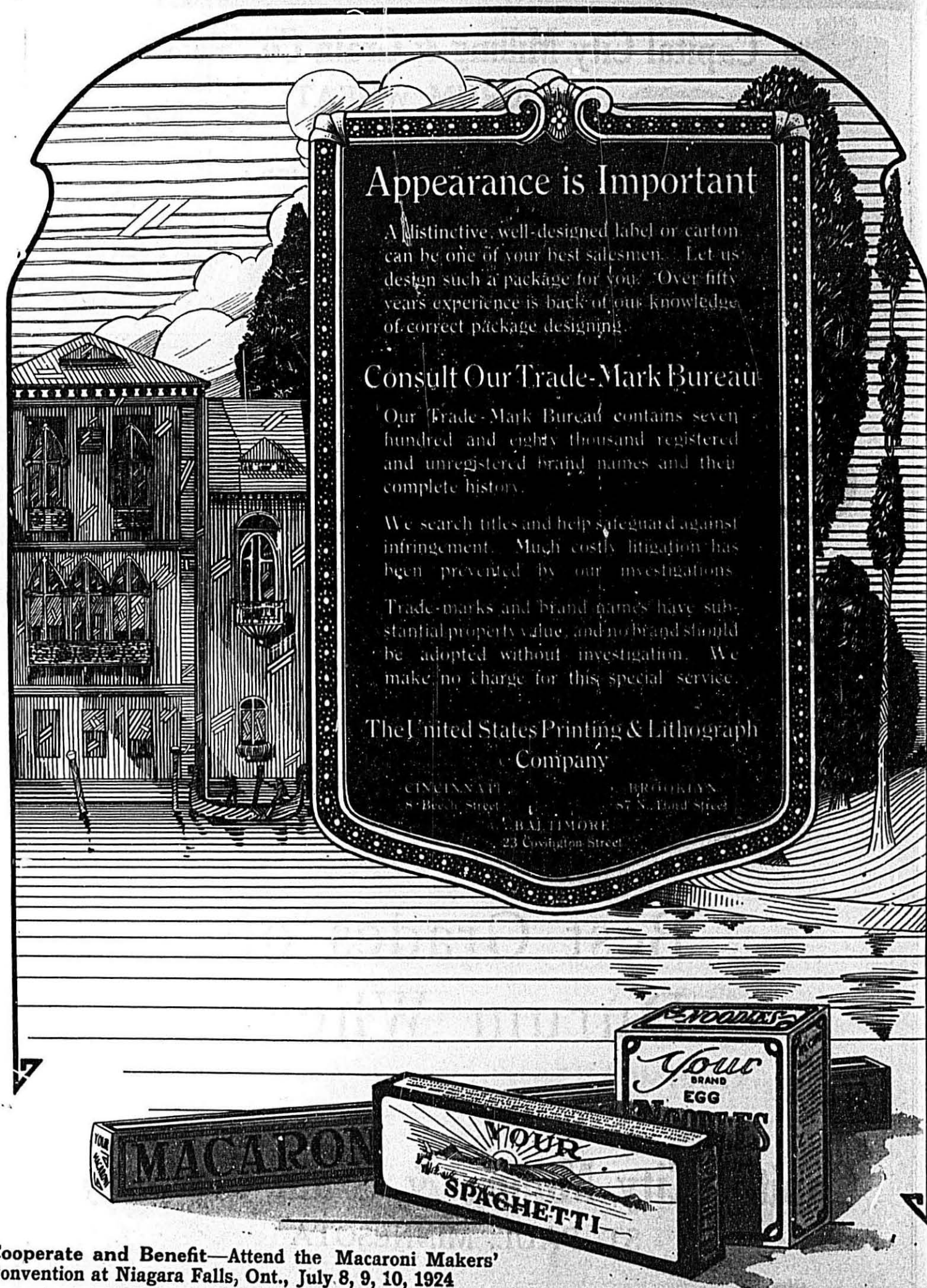
CHEROKEE SEMOLINA

Uniform Quality

manufactured from

Best Grades of
Durum Wheat

Capital City Milling & Grain Company
ST. PAUL, MINNESOTA



Appearance is Important

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

Consult Our Trade-Mark Bureau


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

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

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

The United States Printing & Lithograph Company

CINCINNATI 8 Beech Street BROOKLYN 87 N. Bond Street
BALTIMORE 23 Covington Street



Cooperate and Benefit—Attend the Macaroni Makers' Convention at Niagara Falls, Ont., July 8, 9, 10, 1924
That's The Spirit and Purpose.

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

DID YOU EVER STOP TO THINK

Why

★ ★ TWO STAR ★ ★

Has always been the

Highest Priced Semolina

Produced for the manufacture of Macaroni?

ASK THE SUCCESSFUL MANUFACTURER—HE'S USING IT!



QUALITY

SERVICE

Eat More Macaroni—the

Best and Cheapest Food

MINNEAPOLIS MILLING CO.

MINNEAPOLIS, MINN.

"Let's Get Together at Niagara Falls and Help Boost the Business."

THE MACARONI JOURNAL

Volume VI

JUNE 15, 1924

Number 2

Can You Afford It?

The question asked in the subject of this important editorial is one over which every macaroni manufacturer in this country may well ponder during the next three weeks. It especially refers as to whether or not you can afford to attend the 1924 conference of America's macaroni industry to be held in Hotel Clifton, Niagara Falls, Ontario, on July 8, 9 and 10.

Progress in business generally is always difficult. Progress in the macaroni manufacturing business is annually becoming more and more a serious problem. It has reached the stage where no one can really afford to "go it alone," or do it successfully. The safest way yet discovered in other industries is to counsel with others in the same line of business, facing the same problems and confronting identical difficulties, and together to work out the best way out of the serious situation in which they find themselves.

There need be no excuses advanced for the holding of annual or more frequent meetings of manufacturers of like interests. The Purpose of Conventions of any Industry is to promote understanding through better acquaintances, closer cooperation among manufacturers and a broader conception of the business principles which the industry usually considers both sound and ethical.

The question asked above may be divided into the following: Can I afford to attend the 1924 conference? Can I afford to miss that gathering?

Your self determined answer to the first one involves two important things—1st: Can you afford it financially? 2nd: Have you the time?

Without much deliberation our answer would be that 90% of the so-called leading macaroni manufacturers of this country and Canada can well afford the small expense entailed in sending a representative to a national convention but once a year, and that none are so busy but what they can easily afford the time necessary.

Money spent in attending conventions of your industry is merely invested money. The returns from this investment will be measured by the interest taken and the opportunities you grasp. Come prepared to make the very best possible use of the time spent away from your plant and office. Get a broader viewpoint; see the situation from the other fellow's angle, come ready to give and take, and you will feel and be fully repaid, not in dollars but in new ideas, inspiration, and personal satisfaction.

As to the time required—well every man, be he a maca-

roni manufacturer, distributor or consumer, is deserving of at least two weeks yearly vacation. Who is there among us that cannot afford to spend three days on a combined business and pleasure trip such as the promoters of the National Macaroni Manufacturers Association conference are planning for you and your families? At Niagara Falls, under the most favorable circumstances and amidst most profitable surroundings, you should take at least a part of your 1924 vacation the week including July 8, 9 and 10.

On the other hand, can you afford to miss this gathering? Frankly we do not think any one can afford to miss the opportunity this convention affords for getting information that is urgently necessary at this time. It would be a big loss to miss hearing the many addresses to be delivered by the country's leading authorities in their respective lines, talks especially prepared to cover our present business needs; to miss meeting the representatives of allied trades and to learn from them of new plant equipment and new methods of manufacture and distribution; to attend the heart-to-heart conferences especially arranged this year for the macaroni men and their pet worries; in short none can afford to miss meeting in a friendly but businesslike way to promote the individual's and the industry's welfare.

The 1924 Macaroni Men's Conference is a most IMPORTANT one. You can help make it SUCCESSFUL by your attendance and participation.

The macaroni industry has its problems. In your hand lies their solution. We need but get together in a determined effort to protect our varied interests without in any way seriously affecting those of others.

Make your hotel reservations early, either through the secretary of the National Macaroni Manufacturers Association, who is anxious to serve you, or directly with the hotel management. Plan to combine business and pleasure at this convention held in one of the most attractive and pleasant sections of the country. See the wonderful beauties of Niagara Falls and Gorge, significant of power and majesty. Manifest that spirit of interest and cooperation that will make our business and industry as powerful as that mighty cataract.

We have asked a fair question. We have answered it, we hope, most satisfactorily. Every macaroni maker in America, large or small plant owner, bulk or package goods producer, association member or nonmember, should become convinced that they owe it to themselves, to their fellow business men and to the industry in general to attend this 1924 conference for the good of all concerned.

All aboard for the Macaroni Manufacturers Conference on July 8, 9 and 10, in Hotel Clifton, Niagara Falls, Ont., for the good of the individual and of the industry.

Principles of Business Conduct

The report of the committee on business ethics of the Chamber of Commerce of the United States submitted for due consideration at the 12th annual meeting, May 6-8, 1924, Cleveland, reads:

The function of business is to provide for the material needs of mankind, and to increase the wealth of the world and the value and happiness of life. In order to perform its function it must offer a sufficient opportunity for gain to compensate individuals who assume its risks, but the motives which lead individuals to engage in business are not to be confused with the function of business itself. When business enterprise is successfully carried on with constant and efficient endeavor to reduce the costs of production and distribution, to improve the quality of its products, and to give fair treatment to customers, capital, management, and labor, it renders public service of the highest value.

We believe the expression of principles drawn from these fundamental truths will furnish practical guides for the conduct of business as a whole and for each individual enterprise.

- I. THE FOUNDATION of business is confidence, which springs from integrity, fair dealing, efficient service, and mutual benefit.
- II. THE REWARD of business for service rendered is a fair profit plus a safe reserve, commensurate with risks involved and foresight exercised.
- III. EQUITABLE CONSIDERATION is due in business alike to capital, management, employes, and the public.
- IV. KNOWLEDGE—thorough and specific—and unceasing study of the facts and forces affecting a business enterprise are essential to a lasting individual success and to efficient service to the public.
- V. PERMANENCY and continuity of service are basic aims of business, that knowledge gained may be fully utilized, confidence established and efficiency increased.
- VI. OBLIGATIONS to itself and society prompt business unceasingly to strive toward continuity of operation, bettering conditions of employment, and increasing the efficiency and opportunities of individual employes.
- VII. CONTRACTS and undertakings, written or oral, are to be performed in letter and in spirit. Changed conditions do not justify their cancellation without mutual consent.
- VIII. REPRESENTATION of goods and services should be truthfully made and scrupulously fulfilled.
- IX. WASTE in any form—of capital, labor, services, materials, or natural resources—is intolerable, and constant effort will be made toward its elimination.
- X. EXCESSES of every nature—inflation of credit, over-expansion, over-buying, over-stimulation of sales—which create artificial conditions and produce crises and depressions, are condemned.
- XI. UNFAIR COMPETITION, embracing all acts characterized by bad faith, deception, fraud, or depression, including commercial bribery, is waste-

ful, despicable, and a public wrong. Business will rely for its success on the excellence of its own service.

- XII. CONTROVERSIES will, where possible, be adjusted by voluntary agreement or impartial arbitration.
- XIII. CORPORATE FORMS do not absolve from or alter the moral obligations of individuals. Responsibilities will be as courageously and conscientiously discharged by those acting in representative capacities as when acting for themselves.
- XIV. LAWFUL COOPERATION among business men and in useful business organizations in support of these principles of business conduct is commended.
- XV. BUSINESS should render restrictive legislation unnecessary through so conducting itself as to deserve and inspire public confidence.

ALL ARE WELCOME

Numerous inquiries have been received at the headquarters of the National Association and the Macaroni Journal from macaroni manufacturers and allied tradesmen if they were privileged to attend the National Convention

of the Macaroni Industry at Niagara Falls beginning July 8.

They were advised that they would be particularly welcome, and for that matter every macaroni manufacturer and other business man interested in this industry.

Every session during the 3 days will be open to macaroni men, except the business session on the last afternoon, which will be for association members. All are not only welcome, but will have the privilege of the floor in discussion of any subject or proposal on which they may give light.

Many macaroni manufacturers and interested allied tradesmen are planning to spend part of their annual vacation at Niagara Falls the second week in July and to take in the 1924 Macaroni Manufacturers Conference as well. If you have not yet made up your mind to go, DO IT NOW.

IS THIS FAIR TO MEAT?

More macaroni and less meat
Will knock "Ill Health" right off its feet.

Many can't sing—but do.

Why I Belong to the National Macaroni Association

BECAUSE!

- 1—It properly concerns itself with general affairs affecting the Macaroni Industry and ME. That's its particular business.
 - 2—It sends me valuable trade information, often worth several times MY yearly dues.
 - 3—Its official organ, The Macaroni Journal, renders the Macaroni Industry a valuable and wonderful SERVICE of which I'M proud.
 - 4—Its Sectional Meetings and Annual Conventions provide places and means for general consideration and solution of our own troubles.
 - 5—It's a clearing house of most valuable information and suggestions, a SERVICE that grows better as more of us COOPERATE.
 - 6—Its BENEFITS to ME and to the Industry will grow as membership increases. That's why I joined. FOLLOW MY EXAMPLE!
 - 7—It points out the many things we have IN COMMON and the way to promote them for our own good and that of the entire trade.
 - 8—It's unselfishly working at all times for those within and those outside the Organization. Let's appreciate IT and ITS work.
 - 9—It promotes GOOD FELLOWSHIP—pictures to us our Competitors, not as "devils" as we often imagine, but as sincere business men equally affected by conditions and equally influenced by good example.
 - 10—It fights unfair practices in manufacture, sale and distribution. Teaches ethical business handling of all our business relations.
 - 11—It protects us from sharp practices, the FAKE FAIRS, for instance, which have cost many of us enough to pay Association Dues a lifetime.
 - 12—It leads all fights for remedial legislation and legitimate protection against unfair and foreign competition.
- These and many similar useful things, the NATIONAL ASSOCIATION is doing for ME! Why should not I do something in return for IT? Think this over, Mr. Macaroni Manufacturer. Then DO as I DID.
- JOIN THE NATIONAL ASSOCIATION AND HELP IT WORK FOR YOU!

Appeal to United States Tariff Commission

Application for An Investigation in Pursuance of Section 315, Title III, of the Tariff Act of September 21, 1922, by the National Macaroni Manufacturers Association, Presented by Attorney C. W. Dunn

We reproduce, herewith, the strong argument prepared by the National Macaroni Manufacturers Association and presented to the United States tariff commission over the signatures of Henry Mueller, association president, and B. R. Jacobs, technical adviser, by Attorney Charles Wesley Dunn, who has ably handled the case from its inception.

The macaroni men, particularly those who have financial support to the move for increased tariff protection, will agree that it is a masterful presentation of convincing evidence, full of important data and interesting facts. Action on this appeal is being anxiously awaited by the entire industry.

To The United States Tariff Commission:

We do hereby and respectfully apply (a)—for an immediate investigation in pursuance of Section 315, Title III, of the Tariff Act of September 21, 1922, and the rules promulgated thereunder, of the differences in costs of production of, and of all other facts and conditions enumerated in said section with respect to, the articles described in paragraph 725 of Title I of said act, namely, macaroni, spaghetti, vermicelli, noodles and similar alimentary pastes, wholly or in part the product of the United States, and of and with respect to like or similar articles wholly or in part the product of competing foreign countries;

(b)—for an increase in the rate of duty thereon provided in said act from 2 to 3c per pound, necessary to equalize said differences in costs of production in the United States and the principal competing country, to be proclaimed as and in the manner defined in said Section 315.

This application is based upon the following, among other, grounds to-wit:

First: Italy is the chief manufacturer of alimentary pastes (of which macaroni is the most important) and the principal competing country. The Italian alimentary paste exports are for the most part to the United States, amounting to approximately 120 million pounds in 1914, compared with an estimated domestic production then of 300 million pounds. From 90 to 95% of the alimentary paste imports normally come from Italy, 2 to 4% from France and the remainder from Spain, China and Japan. The oriental imports are in large proportion egg noodles, used chiefly by our oriental population.

The world war practically eliminated the Italian and French imports. As a result, it is estimated that the domestic production rose in 1920 to approximately 450 million pounds, valued at 45 million dollars. Since 1920 the Italian

(and also the French) imports have continuously and largely increased, the increase in duty on alimentary pastes in 1922 notwithstanding, and the Italian product is steadily progressing toward the recapture of the domestic market lost during the war, aided by an advantageous cost and price and a consumer preference for a foreign—especially an Italian—made product. It suffices merely to state the annual alimentary paste imports to establish this, viz:

Year	Imports, lbs.	Value	Per lb.
1910*	118,817,376	\$4,898,771	\$.041
1911*	114,687,449	4,859,804	.042
1912*	108,348,166	4,745,109	.044
1913*	105,828,632	4,889,854	.046
1914*	129,876,900	5,724,708	.044
1915*	56,569,882	3,053,937	.054
1916*	22,033,400	1,539,233	.070
1917*	3,500,813	265,849	.076
1918*	661,681	54,048	.082
1919*	603,754	59,707	.099
1920*	827,450	104,236	.126
1921**	1,586,225	166,206	.105
1922**	2,917,369	234,241	.080
1923**	3,474,713	249,981	.071
1924 (Jan.)	285,279	19,450	.068

*Figures from Tariff Information Surveys on the articles in paragraph 191 of the Tariff Act of 1913, macaroni, vermicelli and all similar preparations, published by the United States Tariff Commission, 1921 edition.

**Figures from the "Monthly Summary of Foreign Commerce of the United States," published by the United States Department of Commerce.

The Italian Chamber of Commerce of New York city recently made the following significant statement:

"In 1913 Italy exported 154,000,000 lbs. of macaroni products or 7,000,000 boxes of 22 lbs. each. Of these, over 5,000,000 boxes came to this country. Italy lost much American trade during the war but it is slowly regaining a part of this lucrative market."

Second: The Italian manufacturer of alimentary pastes for export to the United States enjoys the following, among other advantages in competition with the domestic manufacturer, to-wit:

1. Substantially lower and decreasing cost of manufacture.

The total cost of alimentary paste manufacture is approximately divided thus: 50 to 60% for cost of raw materials and 40 to 50% for cost of manufacture. With respect to the cost of manufacture:

The most important item is labor, the

labor cost in Italian manufacture does not exceed, at a maximum, 25% of the labor cost in domestic manufacture. The per diem cost of skilled labor is approximately \$1 in Italy, also in France, and \$5 to \$6 in the United States. The per diem cost of unskilled labor in the United States is \$3 to \$4. Moreover the Italian industry is integrated and nationally organized to buy and sell collectively, with the sanction of the public. As a rule, the Italian alimentary paste manufacturer for export is also a miller. He imports the wheat, mills it, and manufactures, sells and exports the products therefrom. Because of his seaboard location he is able to and does import the raw material, wheat, directly to and export the finished product, macaroni, etc., directly from the same plant, wherefore he may and does operate his alimentary paste business on a smaller cost and profit basis than the domestic manufacturer who is not so favored.

With respect to raw materials: The Italian manufacturer is positioned to buy his raw materials at as low a price as, if not at a lower price than, that paid by the domestic manufacturer. This is so because—

(a) He buys his wheat in the world market at the world price and hence may buy the lowest price wheat available and offered (in 1923 the Italian imports of wheat from North America and Australia largely decreased, the imports from Argentina largely increased, and imports from Russia reappeared), whereas, the domestic manufacturer buys his raw materials at the domestic price;

(b) He normally receives a drawback of the duty paid on imported wheat used in the manufacture of alimentary paste exports (the Italian duty on imported wheat is 7.5 gold lire per quintal—3.67 bushels—refunded on the basis of a 70% yield or at the rate of 7.5 gold lire for 154 pounds of macaroni, etc., exported, whereby he secures duty-free wheat byproducts for local sale), whereas the domestic manufacturer pays a price for his raw materials which includes the duty imposed by the Tariff Act of Sept. 21, 1922, recently increased by presidential proclamation from 50 to 42c per bushel of 60 pounds, in the case of wheat, and from 78c to \$1.04 per 100 pounds in the case of wheat flour, semolina, etc., with the result that the price of semolina, etc., to the domestic manufacturer will

be substantially increased, which increase is estimated at 50 to 75c per bushel (there are some 500 domestic manufacturing plants, of which approximately 75 use 100 or more barrels of semolina, etc., per day; approximately 100 use 35 to 100 barrels per day; approximately 100 use 15 to 35 barrels per day and the remainder use a lesser amount);

(c) He will be hereafter enabled to purchase Russian wheat on a favorable and preferential basis (Italy normally secures a greater part of her imported wheat from Russia) as a result of the commercial treaty recently concluded by Italy with Russia;

(d) He and other Italian manufacturers buy their wheat collectively and mill their own semolina and hence secure their raw materials at the lowest price and upon the most favorable terms, which situation does not prevail in domestic manufacture;

(e) He pays no duty whatever upon the eggs contained in imported noodles, whereas the domestic manufacturer pays a duty of 18c per pound on all imported dried eggs used in the manufacture of egg noodles (paragraph 713, Title I, Tariff Act of Sept. 21, 1922), which duty increased the cost of domestic egg noodles at least 1c per pound. That the cost of Italian manufacture is decreasing is evidenced by the decrease in the declared pound value of the imports at the port of export since 1919, to-wit: 1920, \$.126; 1921, \$.105; 1922, \$.080; 1923, \$.071; 1924 (January), \$.068. The last named value is lower than that declared in 1916.

ports supplied nearly all the domestic need);

(e) The Italian product is thought to be of superior quality because of its origin and reputation, when it is not. And this consumer preference exists even in the face of a higher price for and a lower quality in the foreign product.

Third: Because of the lower and decreasing cost of production Italian and French macaroni and macaroni products are freely offered at wholesale on the domestic market at a price which the domestic manufacturers cannot profitably meet, at a price frequently below the cost of domestic production (including containers). In the middle Atlantic coast area (extending, in the east, from Boston to Baltimore, and, in the west, from Buffalo to Pittsburgh) approximately 66% of the domestic alimentary pastes are produced and consumed and approximately 90% of the imported alimentary pastes are consumed. Approximately 90% of such imports enter at the ports of Boston, New York and Philadelphia. Hence the costs of domestic production in this competitive area are decisive. Data supplied by 13 representative manufacturers of bulk macaroni (with an aggregate annual output of 53½ million pounds) and by 4 representative manufacturers of package macaroni (with an aggregate annual product output of 27 million pounds) in said area, establish the following average costs of manufacturing 100 pounds of macaroni and macaroni products (excluding egg products) in 1923, viz:

	Manufacturing			Marketing			Administrative		Total*
	Raw Materials	Labor	Other	Containers	Advertising	Other	Administration	Interest	
Bulk	3,159	1,032	.639	.65	.191	.845	.564	.134	7,214
Package	3,204	1,466	.909	1.24	.50	1.61	.751	.25	9,330

*The stated total costs do NOT include the cost of freight, bad debts, discounts and interest on capital investment.

2. Government Aid.

The Italian manufacturer is encouraged by the Italian government to use foreign wheat for the manufacture of alimentary pastes to be exported for the most part in the United States by the refunding of the duty paid thereon, as stated, and whereby he secures duty-free wheat byproducts for local sale. Moreover he is and will be largely benefited by the recent Italian-Russian commercial treaty.

3. A consumer preference for a foreign made product.

There is an unquestioned preference by the consuming public in the United States for a foreign—especially an Italian made—macaroni and macaroni product because:

(a) Approximately one third of the macaroni and macaroni products sold in the domestic market are purchased and consumed by people of Italian origin;

(b) The Italian product has an established prestige and reputation arising out of the fact that it was first on the domestic market (in 1900 Italian im-

ports supplied nearly all the domestic need);

(c) The Italian product is thought to be of superior quality because of its origin and reputation, when it is not. And this consumer preference exists even in the face of a higher price for and a lower quality in the foreign product.

Third: Because of the lower and decreasing cost of production Italian and French macaroni and macaroni products are freely offered at wholesale on the domestic market at a price which the domestic manufacturers cannot profitably meet, at a price frequently below the cost of domestic production (including containers). In the middle Atlantic coast area (extending, in the east, from Boston to Baltimore, and, in the west, from Buffalo to Pittsburgh) approximately 66% of the domestic alimentary pastes are produced and consumed and approximately 90% of the imported alimentary pastes are consumed. Approximately 90% of such imports enter at the ports of Boston, New York and Philadelphia. Hence the costs of domestic production in this competitive area are decisive. Data supplied by 13 representative manufacturers of bulk macaroni (with an aggregate annual output of 53½ million pounds) and by 4 representative manufacturers of package macaroni (with an aggregate annual product output of 27 million pounds) in said area, establish the following average costs of manufacturing 100 pounds of macaroni and macaroni products (excluding egg products) in 1923, viz:

THE PASSWORD
 "I'm Interested in Macaroni."
 This will be the Password admitting you to the Macaroni Makers Conference at Hotel Clifton, Niagara Falls, Ontario, July 8-9-10, 1924.

age. You will note that this is based on the highest price at which frances have sold in a long time and only recently when frances were selling in the neighborhood of 4c each, this same quotation would have figured out to \$1.58 per case or 6½c per package. It is generally admitted that the price of frances today is even higher than is actually desired by the French government, so that we are giving the imported macaroni every benefit of the doubt when we figure their present price at 8½c per package. On the basis of our present cost of semolina our net cost, without figuring any margin of profit whatever, is 8¼c per package packed in wood boxes. This will show you very clearly what a handicap we will have to work under, particularly in view of the preference of the consumer for imported macaroni, which preference as you know is easily worth 2 or 3c per pound. The competition from France is, if anything, more radical than the competition from Italy."

The domestic alimentary paste industry represents an investment of approximately 16¼ million dollars and employs approximately 12,000. Upon it an important domestic agricultural development depends. It is in harmony with the public policy declared by the Tariff Act of Sept. 21, 1922, and hence in the public interest, to increase the duty on macaroni, vermicelli, noodles, and similar alimentary pastes to the stated rate, necessary to equalize the costs of production in the United States and Italy, the principal competing countries.

Make Hotel Reservations

Those who plan to attend the 1924 Conference of the Macaroni Manufacturing Industry of America at Niagara Falls should make their hotel reservations early.

The sessions will be in The Clifton hotel on the Canadian side of the river. As July 8, 9 and 10 is at the height of the tourist season and accommodations somewhat limited, early reservations would insure satisfactory service for all who plan to attend this convention.

Reservations may be made direct with the hotel management or through M. J. Donna, secretary of the National Macaroni Manufacturers association. Just address him at Braidwood, Ill., P. O. Drawer No. 1, stating kind of room desired and number in your party.

First decide to attend, then reserve hotel accommodations. Do this early. Delay may mean discomfort for you and your family.

**"DON'T WORRY.
 ASK THE SECRETARY.
 THAT'S HIS BUSINESS."**

Timely Advice

If ever the industry needed a live and effective National organization—IT IS NOW.

If ever the National Association needed support and encouragement—this is the time.

Promises are fine, but moral and financial support will help alleviate the many unfavorable conditions.

The best and most practical way is to join the National Macaroni Manufacturers Association and with your help and advice make it the useful and representative body you wish it to be.

Reasonable dues and worthy purposes make the National Association just the organization that should have the support of the Macaroni Industry, 100% strong.

Wake up, Mr. Macaroni Man! See where you are and whither you are going. Then join with your fellow manufacturers in leading the industry's craft in the right direction.

**Come to the Convention at Niagara Falls
 July 8-9-10, 1924**

**We fully endorse the sentiments
 expressed in the foregoing
 by the**

National Macaroni Manufacturers Association



WASHBURN CROSBY COMPANY

MINNEAPOLIS, MINNESOTA

Special Drive for Association Members

"A man's attitude towards his industry should be identical with his country. A good citizen expresses his patriotism by his vote, a member of an industry, by taking part in the conventions and activities of that industry."

A vigorous campaign which opened May 15, 1924, is now being waged through the headquarters of the National Macaroni Manufacturers association to enroll as members thereof all the leading and progressive macaroni manufacturers of the country. The drive opened with a general appeal by Secretary M. J. Donna to the former members of the association who had found it necessary in the recent past to drop out, for reasons best known to themselves. He appealed to them to reinstate themselves as active members of the organization, whose object it is to thoroughly represent the macaroni manufacturing industry in matters national in scope.

The warm response to the first request was most gratifying, due perhaps to such activities as—the general drive launched in April for more adequate tariff protection against foreign competition;

The survey of general business conditions in the macaroni industry in April and other spring months, which prompted manufacturers to proceed cautiously;

The determination with which manufacturers joined the leaders in opposition to the McNary-Haugen bill.

The reaction gives a pleasing evidence of a state of mind in the industry which is now much more favorable toward united action through a central body such as the National association proposes to be.

The last week in May the association secretary extended his appeal to the industry in general. This invitation bore the official seal of the National association and particularly called attention to the new schedule of dues which now places the association within reach of all macaroni manufacturers.

We quote in part from the invitation sent to the leading manufacturers the week of May 23, and to which there is expected a favorable response:

Every man owes a part of his time to the upbuilding of the business or profession to which he belongs.—Theodore Roosevelt.

Business men are appreciating more and more the TRUTH of this opinion so forcibly expressed by that deep thinking and far-seeing former president of our country, now honored the world over.

Trade associations generally are profiting by the renewed interest now shown in greater cooperative work in business.

THE NATIONAL MACARONI MANUFACTURERS ASSOCIATION is benefiting from this favorable trend toward closer organized trade activities.

Two weeks ago all former members who

had dropped out for any reason were invited to "Let bygones be bygones" and to rejoin this organization to help carry on work for the macaroni industry that can best be done only when we are properly united and active.

The response to this invitation is most encouraging. Seven former members rejoined the FIRST WEEK. Other applications are now in the hands of the Board of Directors for approval.

We now renew this INVITATION, not only to former members but to EVERY MACARONI MANUFACTURER in the country, praying a favorable response.

BETTER ACQUAINTANCE and CLOSER COOPERATION begets MUTUAL CONFIDENCE so badly needed in all industries, especially OURS.

Forget all personal differences! Progress for the industry should be our object. Our aim is to get membership strength.

You are at liberty to place yourself in any CLASS of membership you wish. But JOIN your fellow manufacturers for Industry's welfare.

May we not have your APPLICATION for MEMBERSHIP or at least a reply showing that you have considered this invitation?

The new schedule of dues for regular membership in the National Macaroni Manufacturers association provides for 4 classes, based on daily plant capacity and with dues graded accordingly. The schedule is as follows:

Class	Daily Capacity	Annual Dues
"A"	Over 100 bbls.	\$100
"B"	Between 50 to 100 bbls.	50
"C"	Between 25 to 50 bbls.	25
"D"	Under 25 bbls.	10

We would hate to think that there is even one macaroni manufacturer in this country whose business does not permit of his paying one or the other scale of dues provided. We would be sorry to learn of any macaroni manufacturer who would begrudge the payment of the small dues demanded if for no other purpose than to show his readiness to cooperate with his fellow businessmen, and to help maintain a strong national organization.

Here is the spirit voiced by some of those who have recently joined, an attitude which should more generally prevail in the industry. One firm writes:

I thoroughly agree with your suggestion to "let bygones be bygones" and cheerfully accept your invitation to again join the National Macaroni Manufacturers association.

Another said:
I am a strong believer in cooperation, and frankly regretted that circumstances compelled me to resign as a member of your association some time ago, for above all I missed being "one of the boys" as you say.

And here's another:
Recent developments convince me more than ever that there is a prime necessity for the existence of a central organization like the National association and I hasten to apply for membership therein after having withdrawn several years ago because of conditions over which the present concern had no control.

Still another:
While all the activities promoted by the

National association have not entirely been acceptable to our firm, we are interested in a goodly share of them and wish to manifest our willingness to cooperate by the enclosed application for membership.

An eastern manufacturer:
I feel ungrateful. I do not usually sit idly by reaping the sunshine while other fellows carry the umbrella for me. Let me do my turn at the good work of "helping ourselves."

Another confession:
I believed that my local association sufficed. Every day I realize more and more the need of a National organization for our industry. Would hate to think that my application would be refused. Count me as one of your 99% association workers.

A former member puts it this way:
You may be assured that in rejoining the National association we do so with the intention of doing what we can to further the interests of the entire industry, and our action at this time is taken as an indication of our desire to cooperate with our fellow manufacturers. (That's the spirit!)

Again a general invitation is extended to every macaroni maker on the continent to lend his moral aid and small financial support to help make our National association more active and even more considerate of the welfare of the macaroni industry and indirectly more beneficial to its members.

If you have no application blank, write the secretary immediately for one. Put yourself in your self determined classification.

But—JOIN THE NATIONAL ASSOCIATION.

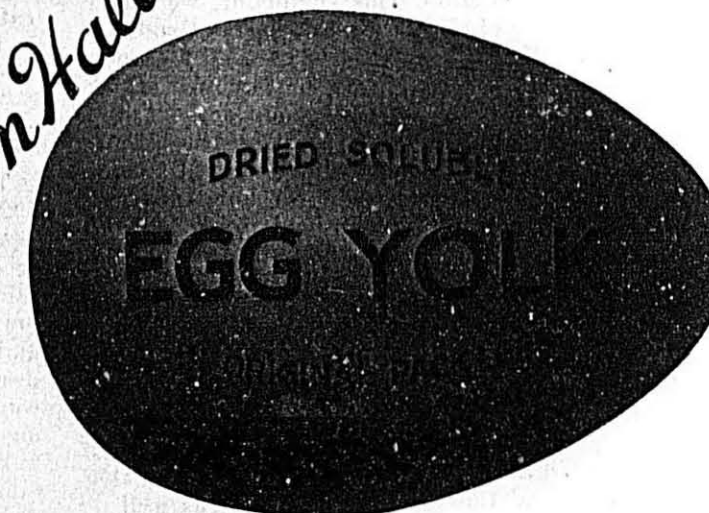
Eleven New Members

The nation wide drive made by the National Macaroni Manufacturers association, which opened May 15, to increase its membership brought forth a warm response from every section of the country. Eleven firms made application for membership in May, most of them large and influential concerns, 7 of them former members and the others new entrants, as follows:

- A. F. Ghiglione & Sons, Inc., Seattle.
- Illinois Macaroni Co., Chicago.
- Lambrosa & Co., Brooklyn, N. Y.
- Union Mac. Co., Inc., Beaumont, Texas.
- Lion Brand Products Co., San Antonio.
- National Macaroni Co., Dallas.
- Milwaukee Macaroni Co., Milwaukee.
- Tujague Food Products, Inc., New Orleans.
- Keystone Macaroni Co., Lebanon, Pa.
- Splendor Macaroni Co., East Boston, Mass.
- Fortune Products Co., Chicago.
- Chicago Macaroni Co., Chicago.

Other applications were received the first of June which month should easily surpass the May record of enrollment. It is the hope of those in charge of the drive to at least double the former membership before the convention opens at Niagara Falls, on July 8.

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



Demand Freight Rate Adjustment

Many macaroni manufacturers have long contended that the industry has been grossly wronged in the matter of freight classification of its products, due principally to the early ignorance of the character of the goods produced in a macaroni manufacturing plant. When these products first became an important item in domestic commerce, the classification committees considered them as prepared foods and placed macaroni in a class requiring a much higher freight rate than the industry has since contended it deserves.

At this time there appears to be a most consistent effort on the part of many leading firms to bring about a partial adjustment in various freight areas. This renewal of interest is probably due to the successful action taken about a year ago in connection with the request filed by the Skinner Manufacturing company of Omaha, Neb., for a more proper classification for its product to the southwestern area. A study of the various complaints filed with the interstate commerce commission and freight committees of the carriers requesting reduction in rates on macaroni products is substantial proof of the general tendency along this line:

"Our investigation shows that at present time there is on file with the Interstate Commerce Commission a complaint filed by the San Antonio Macaroni Factory, Inc., San Antonio, Tex., asking for 75% of the Fifth Class rate from San Antonio, Texas, to points in Arkansas, Oklahoma, Louisiana, Missouri, Nebraska, and other states. We are unable to advise the docket number of this complaint, but the complaint was filed on Feb. 16, 1924.

"The Skinner Manufacturing company, Omaha, Neb., have on file with the Interstate Commerce Commission under docket 15590 a complaint, asking for cereal products rates on macaroni products from Omaha to practically all the states east of the Mississippi river, and also to Iowa, Missouri, Kansas, and

Colorado. This complaint, we understand, is set for hearing at Omaha on May 31. They also have on file under docket No. 15866 a complaint attacking the present rates on macaroni products from Omaha, to points in Arizona, California, Montana, Oregon, Utah and Washington. We do not know the basis for which they are contending on this latter complaint.

"The Joliet Macaroni company, Foulds Milling company, Tharinger Macaroni company and the Fortune Products company have all joined in one complaint, under docket No. 15737, attacking the rates on macaroni products from Joliet, Libertyville, Milwaukee and Chicago to destinations in Official Classification territory, as well as to Tenn., Ky., No. and So. Carolina, Arkansas, Oklahoma, Texas, Missouri and Iowa. They ask for cereal products rates, or such other reasonable rates as the commission may prescribe. All the complainants ask for reparation for shipments made during the past 2 years.

"There is also on the dockets of the Transcontinental Freight Bureau docket No. 4525 a request for reduction on rates for macaroni from Pueblo, Colo., on the docket of the Southwestern Lines No. 1140 a request for reduction to basis of 75% of the fifth class rates from Texas points, and a docket No. 3626 filed with the Western Trunk Lines for 75% of the fifth class rate from Omaha to C. F. A. territory."

Should the various requests for reduced or adjusted rates be granted the firms making application will be more directly benefited than those outside the particular areas in which the complaining companies are situated. The information contained here enables each manufacturer to decide for himself just what effect the contemplated action will have on his shipments. Intervention or cooperation should be arranged for in most of these cases in order that all manufacturers of macaroni products may continue on an equal basis accord-

ing to the position of their plants. The success of any or all of the cases now before the interstate commerce commission or the various freight classification committees cannot help but have a beneficial influence on the freight situation of the entire industry.

Buffalo Millers Cooperate

Those who attended the 1920 and 1922 conventions of the industry at Niagara Falls will recall pleasantly the reception given for them by the Buffalo representatives of the various durum millers. The generous hospitality and their intuitive anticipation of the desires of those who attended these conventions made a lasting impression on the visitors.

We are proud to report that the Buffalo representatives of the various durum millers under the leadership of Dwight K. Yerxa, whose acquaintance with the macaroni manufacturing industry is nation wide, again will demonstrate their ability as entertainers at the convention scheduled for July 8-9-10 in Hotel Clifton at Niagara Falls. They will be particularly conspicuous at the banquet and dance on the evening of July 9. Those seeking recreation in connection with the convention attendance this year should allow our Buffalo friends the opportunity of once more showing their ability along this line and in this way assist the National association to visibly express its appreciation of the cooperation given by them.

CONVENTION GREETINGS

BEAR IN MIND—That smiles breed smiles.

"Glad to see you, old chap."

"Howdy, young fellow."

"Put it there, old topper."

and

"How's your business and health?"

All of these help to produce real friendship, bring forth that million dollar smile and make convention attendance really worth while.



"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 help customers to "eat 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

Wise business men always confer for their own and their industry's interests. Meet with them at Niagara Falls, July 8-9-10, 1924.

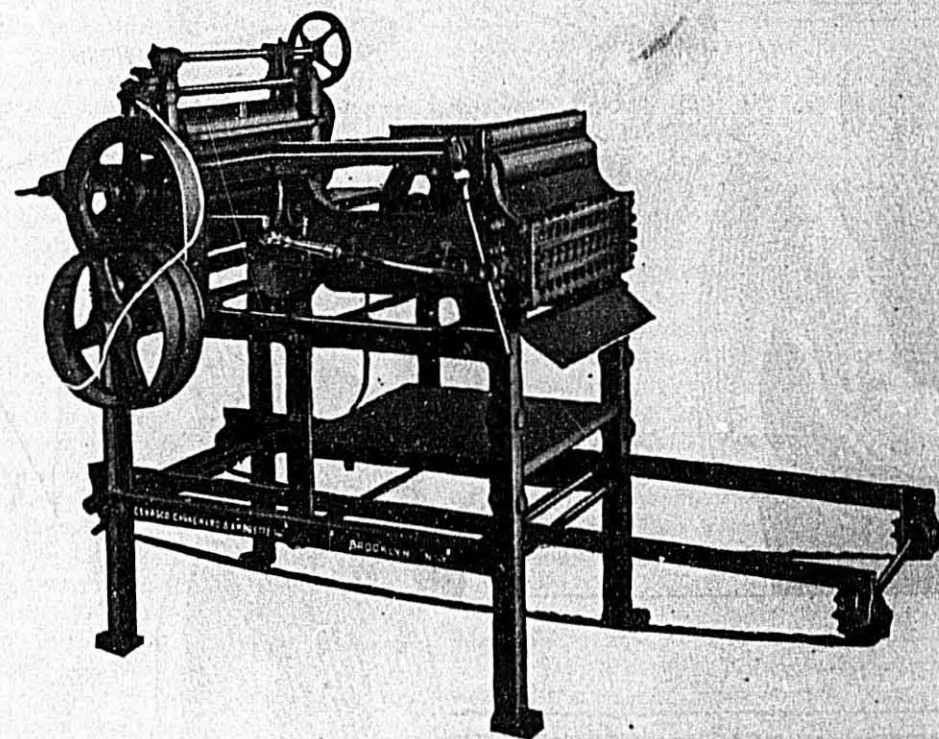
ANDERSON-TULLY COMPANY

Memphis, Tenn.



That's the Spirit! - - Come On! - - Let's Go!

CEVASCO, CAVAGNARO & AMBRETTE, Inc.



Improved Bologna Paste Machine

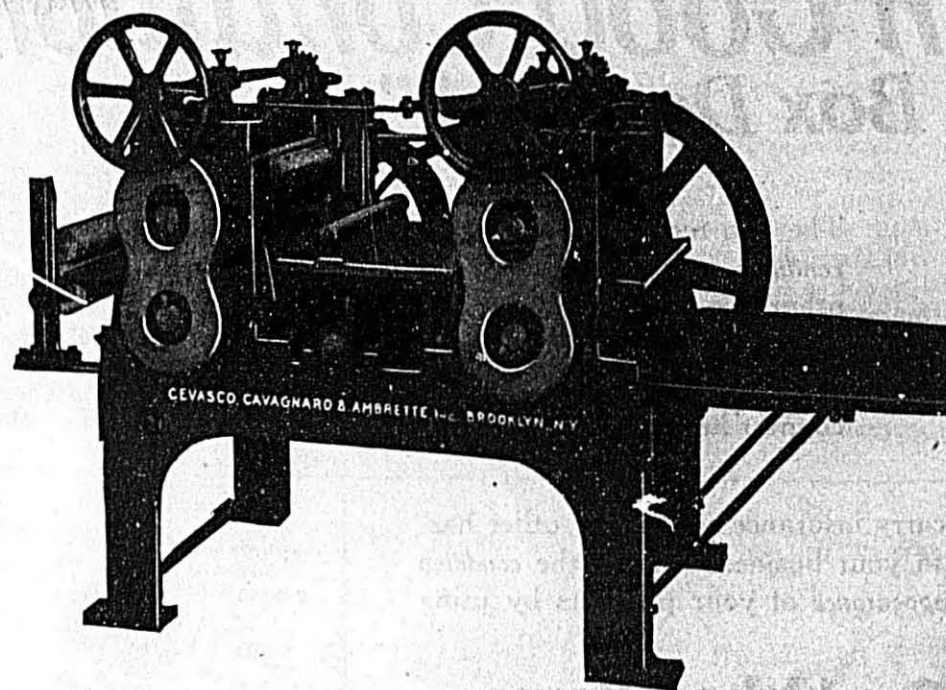
This illustration shows our Improved Bologna Paste Machine, which, like all other C. C. & A. products, is superior to all others on the market.

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.

Don't forget the Macaroni Manufacturers' Conference at Niagara Falls, July 8-9-10. Meet us there. It will be to our mutual benefit.

CEVASCO, CAVAGNARO & AMBRETTE, Incorporated

Builders of High Grade Macaroni Machinery

Presses—
SCREW AND HYDRAULIC

VERTICAL AND HORIZONTAL

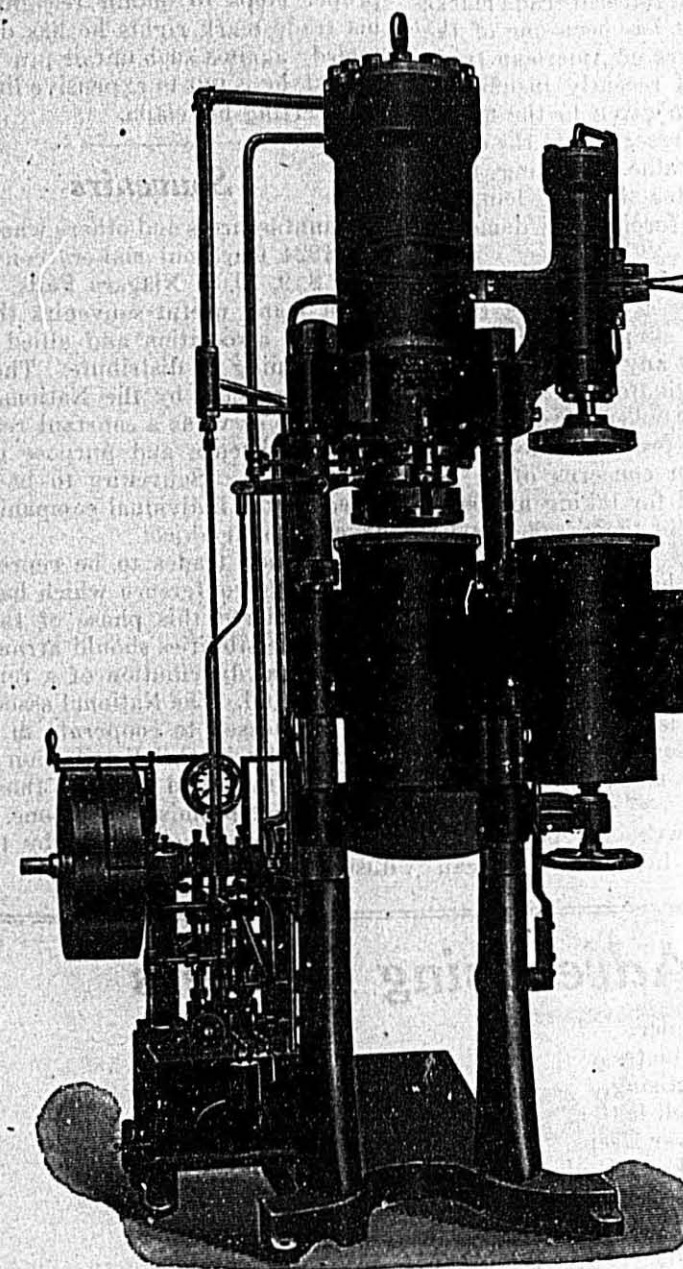
Kneaders

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.**

Don't forget the Macaroni Manufacturers' Conference at Niagara Falls, July 8-9-10. Meet us there. It will be to our mutual benefit.

MACARONI LABELS NEXT

Survey to Find How Many Comply With Rules Affecting Food Product Markers—Advance Report by B. R. Jacobs, Washington Representative.

One of the beneficial activities now being carried on by the National Macaroni Manufacturers association through its Washington office is a survey of the labels used on macaroni products by American manufacturers. The object is to determine just how many of them are in compliance with the laws and governmental regulations concerning labels on food products.

The Washington representative of the National association, Dr. B. R. Jacobs, has given this matter serious attention and a preliminary report on the survey being made was given to the association and to the industry on May 20 as follows:

"Some time ago we requested manufacturers to send us their labels so that this office might have on file samples of labels used in connection with our trade mark work. A large number of manufacturers complied with this request and we now have a very good basis for determining when labels are registered although, of course, our list is not complete by any manner.

"In looking over these labels we found that some had statements regarding the contents of the package and the quality of the product which were obviously in violation of the food and drugs act and these were taken up individually with the manufacturers and suggestions made for correcting these misstatements. We found that manufacturers had gone to considerable time and expense in designing and printing labels which could not be passed by the food authorities and I am writing this letter to ask that in the future, before any new labels are printed, a rough sketch or draft be sent to this office for criticism and suggestions. This may save manufacturers conflicts with food authorities as well as time and expense when such labels will have to be discarded.

"This service will not be confined to association members but is offered as an association activity to all manufacturers as it is obviously in the interest of all to have both members and non-members comply strictly with the requirements of the federal and state laws as they apply to labeling of macaroni products."

Trade Mark Protection

Most American manufactured articles, particularly those which might be termed "consumers' goods," are sold both in the United States and abroad under a trade mark of some sort. A considerable part of the assets of the producing concern consists of the accu-

mulated good will that has grown up toward the brand mark under which its goods have been sold and have given satisfactory service.

While the great number of trade mark suits in the United States indicates vigilant efforts to protect the good will inhering in established trade marks in this country, it has been one of the regrettable features of American trade abroad that until recently insufficient attention has been given to the means of protecting and reserving to the original owner the value attaching to a brand mark, states Julius Klein, director, bureau of foreign and domestic commerce.

In view of the fact that under the United States law a right in a trade mark is obtained simply through continued use without any further steps on the part of its originator, it can readily be understood why, when entering upon the sale of their products in foreign markets, American concerns often do not sense the need for taking any special action to protect their trade marks there.

It cannot be emphasized too strongly, however, that while in a limited number of countries the right to a trade mark is recognized as belonging to the first user, in the majority of foreign markets this right is regarded as being vested in the person who first makes public claim to the mark through local registration.

With the growth in popularity abroad of many lines of American

manufactured goods, there has developed a strong tendency on the part of some unscrupulous foreign individuals or concerns to pass off their merchandise as genuine by imitation of the American trade mark, label, etc. Unless the original producer takes the proper steps to obtain recognition of his trade mark rights he has doubtful remedy against such unfair practice, or, at best, he is put to expensive litigation in asserting his claim.

Souvenirs

Manufacturers and others who attend the 1924 macaroni makers convention July 8, 9, 10, at Niagara Falls, will be given many useful souvenirs that the National association and allied trades are planning to distribute. These are to be furnished by the National association to serve as a constant reminder of the existence and purpose of that organization. Souvenirs to be distributed by the individual companies will have a similar object.

The allied trades to be represented at the 1924 conference which have not yet considered this phase of the convention possibilities should arrange for the general distribution of a reminder of some kind. The National association will be pleased to cooperate in a reasonable way in the distribution of favors with the allied trades to those who attend what promises to be one of the best conventions ever held by the industry.

Advertising Pointers

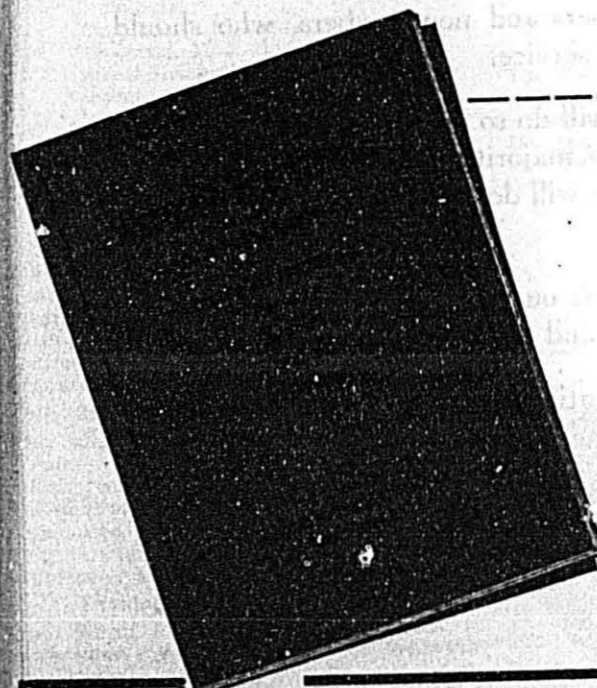
- Pick your audience.
- Dig deeper for facts.
- Test your advertising.
- To sell better, tell better.
- Competition never sleeps.
- Advertising makes friends.
- Get right, and then advertise.
- Good advertising is never wasted.
- Advertised quality must be produced.
- Inquiries cost money; follow them up.
- Sell your advertising plan to the dealer.
- Cooperative advertising is just beginning.
- Advertising is the mother of sales promotion.
- Free publicity seldom carries the selling wallop.
- Advertising finds new ways to sell the old thing.
- The prospect who inquires has lowered his guard.
- Know what you want to say before you try to say it.
- People want to know what your product can do for them.
- Why did your customers buy? Tell that to your prospects.
- Don't tell the public things you wouldn't tell your friends.
- There's always something new to be said about your product.
- A salesman without enthusiasm is like an automobile without gas.
- Selling is simply bringing a good product to the people who need it.
- The house that advertises believes in itself, its products and its future.
- Select your prospects and tune in on the wave length that marks their field.
- Specialized advertising is the hammer which hits the nail of sales right on the head.
- You may get there without an automobile; and you may arrive without advertising; but why not hurry a little?
- What has become of the old fashioned advertiser who always published a picture of his factory in the center of the page?



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



The President's Invitation



Welcome,--Macaroni Manufacturers!

I am glad, indeed, to cordially invite EVERY MACARONI MANUFACTURER of the United States and Canada and all representatives of interested Allied Trades to attend the 1924 conference of the Macaroni Industry to be held July 8, 9 and 10, at Niagara Falls.

The high purpose for which we annually gather in a friendly spirit and helpful meeting, the ideally situated convention city with its convenience and attractions, and the great need for a better understanding among men of similar interests, should make our 1924 Conference one of the most helpful ever held by this growing industry.

It is most encouraging to hear that macaroni manufacturers everywhere are manifesting interest in our forthcoming convention and are planning to attend.

I believe that the manufacturers of the country are beginning to realize the importance of COOPERATION and the wisdom of "rubbing elbows" occasionally. The problems of the industry are growing larger,—not smaller—and unless each individual manufacturer does his part to raise the standards of the industry and to eliminate the unethical practices, they may have cause for regret.

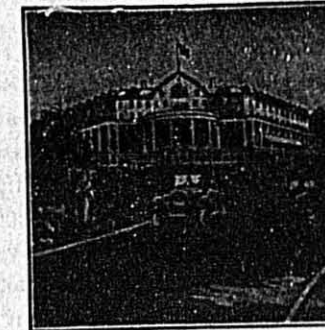
The National Macaroni Manufacturers Association, under whose auspices these annual get-together affairs are held, will be happy to do anything within its possibilities and opportunities to contribute to your pleasure during the convention days. We welcome with open arms all macaroni men, Association members and nonmembers, who should call upon us freely whenever and wherever we can be of service.

While the National Association aims to lead—it will do so only in the right direction and at the proper time agreed and decided upon by the majority of the leading minds in the Industry. Tell us how we can best serve you and we will do it if humanly possible and legally permissible.

Make the 1924 Conference a pleasure and business outing. Bring along the ladies and the kiddies. Come in a happy spirit, ready to help and to be helped.

I ask your cooperation in making the 1924 convention the greatest gathering ever held by the Macaroni Industry, both in attendance and accomplishments.

HENRY MUELLER, *President,*
National Macaroni Manufacturers Association.



Tentative Program

Twenty-first Annual Convention National Macaroni Manufacturers Association, Inc.

"An Open Forum for All Macaroni Manufacturers for Advancement of Our Industry"

Clifton Hotel, Niagara Falls, Ont., July 8, 9 and 10, 1924

TUESDAY, JULY 8, 1924

Day's Motto—"Be On Time."

Morning Session—9:00 O'clock

Registration.
Meetings of Standing and Special Committees.

10:00 a. m. Opening Ceremonies.

Call to Order—President Henry Mueller.

Welcome—By Oldest Former President in Attendance.

President's Address—Henry Mueller, Jersey City.

Report of Treasurer—Fred Becker, Cleveland.

Report of Secretary—M. J. Donna, Braidwood, Ill.

Reports of Committee Chairmen:
Miller Cooperation, Jas. T. Williams, Minneapolis.

Membership, Wm. A. Tharinger, Milwaukee.

Advertising, A. C. Krumm, Philadelphia.

Finance, C. F. Yaeger, Philadelphia.

Program, M. J. Donna, Secretary.

General Discussion of Reports.

Appointment of Committees:
Auditing.
Nominating.
Resolutions.

Announcements.
Luncheon.

Afternoon Session—2:00 O'clock

Address—"Improving the Quality of American Grown Durum Wheats," J. A. Clark, Agronomist, U. S. Department of Agriculture.

Discussion.

Announcements.

RECREATION AND SIGHT SEEING.

Tour of Interesting Points around Niagara Falls as Guests of National Macaroni Manufacturers Association.

Varied Program of Outdoor Sports.

Convention Photograph.

Trip through Wonderful Shredded Wheat Company Plant.

Evening Session—7:30 O'clock

Open Forum for Macaroni Makers Only.

Discussion and Consideration of following problems:
a—My Best Advertising Stunt the Past Season.

b—How I Landed My Biggest Order the Past Year.

c—Errors I Find in Macaroni Manufacture.

d—Improper Business Practices I have Recently Seen.

e—Should Coloring Be Eliminated and How?

WEDNESDAY, JULY 9, 1924

Day's Motto—"The Industry First"

Morning Session—9:30 O'clock

Reports of Committees.

Enrollment of New Members.

Address—"Live and Let Live," H. F. Thunhorst, Secretary American Specialty Manufacturers Association.

Discussion.

Address—"The Business Outlook," S. A. Linnekin, Vice President Babson Institute.

Discussion.

Address—"Fair Competition—Foreign and Domestic," Charles Wesley Dunn of New York City.

Discussion.

Announcements.

Luncheon.

Afternoon Session—2:00 O'clock

The Durum Millers Inning.

Addresses—Prepared and Impromptu—By leading durum millers.

Discussions.

The Macaroni Makers Conference.

General Topic—"Widening the Macaroni Market."

a—How Best to Deal with Distributors.

b—How Best to Interest American Housewives.

c—How to Get the Coordination of Dietitians.

d—Increase Consumption through Fewer Recipes.

e—Teaming It. with Nurses and Physicians.

Evening Entertainment—7:30 O'clock

Annual Macaroni Men's Banquet (Informal) given for registered Association Members, Visitors and Guests by National Macaroni Manufacturers Association.

"Surprise" Entertainment.

Dancing. (Make a Date.)

THURSDAY, JULY 10, 1924

Day's Motto—"Plan and Push"

Morning Session—9:30 O'clock

Reports of Committees.

Enrollment of New Members.

Illustrated Lecture—"Macaroni and Golden Rule Sunday," Dr. J. C. Curran, New York City.

Discussion.

Address—"Dehydrated Eggs and Their Method of Manufacture in China," L. M. Fletcher of Joe Lowe Company, Chicago.

Discussion.

Address—"Durum or Macaroni Wheats and Their Production in the United States," E. F. Ladd, U. S. Senator from North Dakota.

Discussion.

Announcements.

Luncheon.

Afternoon Session—2:00 O'clock

Business or Closed Meeting.

Amendments to By-Laws.

Resolutions.

Report of Nominating Committee.

Election of 1924-1925 Officers.

Selection of 1925 Convention Time and Place.

Adjournment.

Evening Session—7:30 O'clock

First Meeting of New Board of Directors.

NOTICES

Sessions begin promptly at hours designated. (Local time.)

All are requested to REGISTER with Secretary promptly on arrival.

Usual Registration Fee will be collected.

All who register will be given Convention Badges, Banquet Tickets, Sightseeing Tickets and Convention Souvenirs.

All are cordially invited to BRING THE LADIES AND CHILDREN. To entertain them will be considered a DUTY and a PLEASURE.



Gorge of the Niagara.

A Fish Story, But—

Ben Sloe, pioneer, guide, woodsman, hunter and fisher, is one of the most interesting characters in what is left of the American forests. He has been in the woods and around the lakes of Wisconsin for 50 years, has shot the biggest buck, caught the biggest trout, felled the biggest tree and has the funniest assortment of fish stories ever. I don't know just what there is to a fish story properly told that holds my interest but I enjoyed Ben's stuff. I have no idea how much of it was true, and it really doesn't matter. But if there's any good in a story, even of a two headed trout, it ought to come out.

I was admiring a 27-lb. musky (my own catch), and was quite a little peeved that Ben wouldn't enthuse over it as I did. Chances are in 50 years he had caught a bigger one, but he might have said something good about mine.

After a while I felt a little better. By dusk I was entirely healed and ready for a story.

"Ben," I asked, "how big, would you say, is the biggest musky?"

Ben always responded quickly to a lead. "About 145 pounds, I guess."

This was promising—Ben Sloe would out-fish-story all his previous records. Picture a musky of 145 pounds! I rubbed my fingers, still sore from the whipping line, and encouraged him.

"Oh, I don't mean to say I ketched him," he continued, "but you asked 'how big is the biggest?' Well, I say 145 pounds. I'll tell you something, Mister, and this is true of muskies, trout, bears, or anything else. The biggest one has yet to be found. The biggest musky I ever saw was one that weighed just 72 pounds. It was ketched by a feller from Kalamazoo—after a day's work and more splashing and swearing than you could throw a rock at. Seventy-two pounds."

"Well," I said, "go on. What's that got to do with what you said about the 145 pounder?"

"Oh yes," said Ben, "I almost forgot what I started for. I figger this way; if a man tells me he shot a buck of 350 pounds—I say, well, maybe there's one twice as big—who knows? If a feller tells me ketched a brook trout of 5 pounds, I claim there's one of 10 somewhere. And so, as I said, I saw a musky of 72—and I figger the real big ones are still left. I say there must be one, somewhere in these lakes, twice as big."

Salesmanagers, isn't Ben Sloe right? We gage the size of the "muskies" in our territories by those we've caught. Doesn't this fish fictionist's philosophy apply to us all? Suppose the biggest year's business we ever got out of, say, Cook county, Illinois, is so many millions, can we ever be sure that there isn't twice as much there—if we can only manage to get it? At any rate, we can't deny this; the biggest musky, or the biggest possible volume of sales in Chicago, has not yet been caught.—Quota.

With Machinery Firms

Much New Equipment Installed

N. J. Cavagnaro, treasurer of Cevaco, Cavagnaro & Ambrette, Inc., of Brooklyn reports many installations of machinery in various eastern plants in the past 2 months. Some of the machines were supplied to new plants but the bigger portion was purchased by old plants for either increased capacity or replacement of worn out machines.

The firms supplied are as follows:

American Macaroni Co., Buffalo, 2 presses, 2 mixers, 1 kneader, 1 bologna machine.

Semolina Macaroni Co., Providence, 1 12½-in. hydraulic press.

West Va. Macaroni Co., Clarksburgh, 1 13½-in. stationary die type press.

Procino & Rossi, Auburn, N. Y., 1 10-in. press for short goods.

A. Gioia & Bros., Rochester, N. Y., 1 13½-in. press for short goods, 1 large mixer and kneader.

Atlantic Mac. Co., Long Island City, 2 12½-in. presses for long goods.

Carollo Bros., Long Island City, 1 12½-in. press for long goods.

Ware & Son Mac. Co., Fredonia, N. Y., full equipment (new plant).

G. Vaccaro, Brooklyn, N. Y., 1 10-in. press for long goods.

A. Sanacori, Brooklyn, N. Y., 1 12½-in. press, 1 mixer.

Sunshine Mac. Co., Brooklyn, N. Y., 1 12½-in. press, 1 kneader.

Viewpoint of Advertisers

The Bureau of Advertising, American Newspaper Publishers association, commends the macaroni manufacturing industry for the tendency more and more manifest toward increasing interest in advertising. "There is undoubtedly a great future for macaroni in this country," writes F. Guy Davis, western manager of the organization. "This is due to its economy as a food and its

health giving aspects, and I am personally of the opinion that something will be done soon in a cooperative way to make the value of macaroni as a food better known throughout the country. The trade association is the logical starting point for a movement of this character."

Color—Modern Sales Force

Hark back to the selling methods of 20 years ago. It took time and patience then to make a sale. The clerk had to expound the merits of an article before the customer bought. Now a purchaser walks into a store and asks for an article by name—and gets it. The public has discovered, through advertising and through the modern use of color display, the goods that it wants.

The use of color in modern packaging, in store signs, counter cards, and containers, in the brilliantly colored cutouts and window displays, has influenced the buying habits of the nation. Color has become the modern force in selling. A strikingly colored window display is a wonderful, sales persuader.

The influence that color exerts on more sales is thus ably put by the United States Printing and Lithographic company of Cincinnati, which applies this valuable knowledge in designing packages and labels that mean "repeat" sales.

HANGED IF I KNOW—DO YOU?

Where can a man buy a cap for his knee,

Or a key to a lock of his hair?

Can his eyes be called an academy,

Because there are pupils there?

In the crown of his head what jewels are set?

Who travels the bridge of his nose?

Can he use, when shingling, the roof of his mouth,

The nails on the ends of his toes?

What does he raise from a slip of his tongue?

Who plays on the drums of his ears?

And who can tell the cut and style

Of the coat his stomach wears?

Can the crook of his elbow be sent to jail,

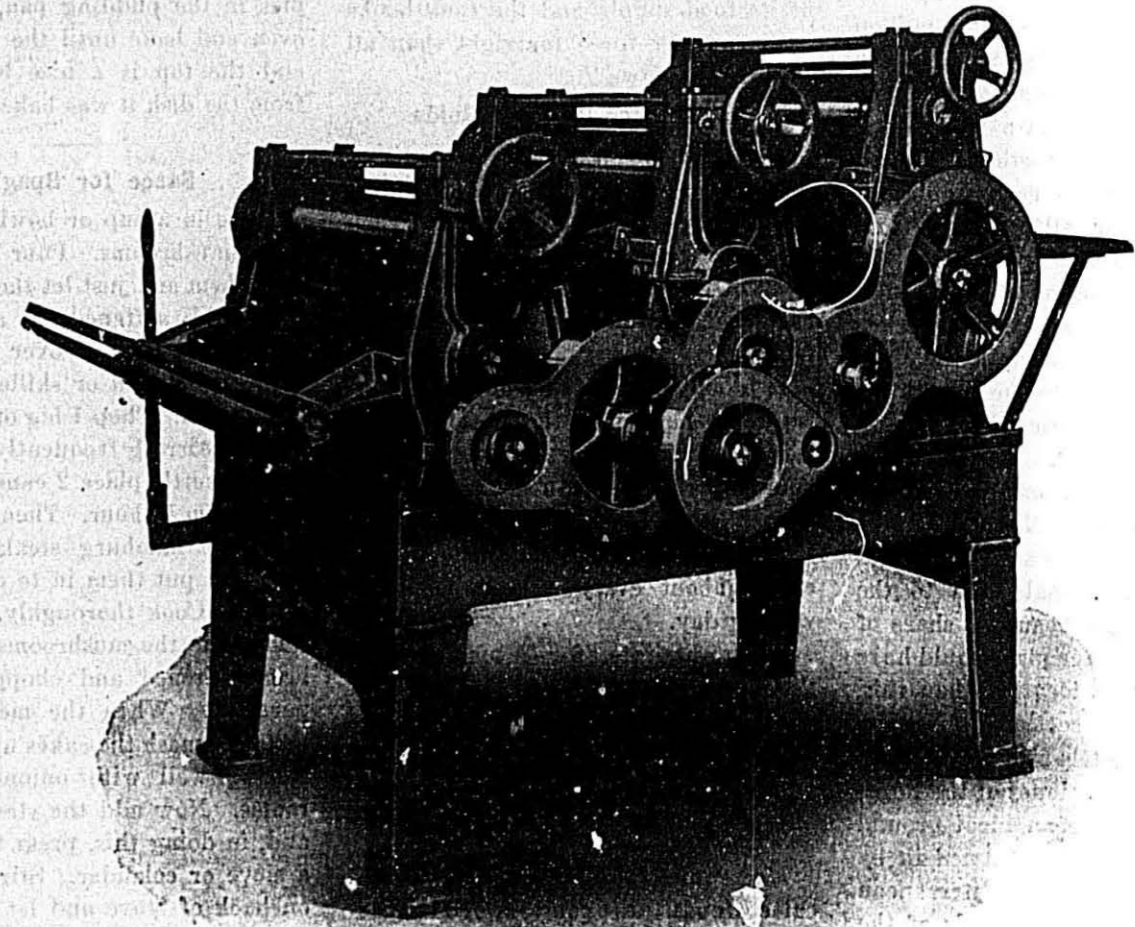
And if so, what did it do?

How does he sharpen his shoulder blades?

I'll be hanged if I know—do you?

—San Francisco Druggist.

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.

The Macaroni industry is on the rocks!

Don't you think that lack of co-operation on your part is largely to blame for this condition?

Let us all get together at this convention and contribute our ideas and advice for the benefit of the industry, so that the present condition may be changed to a more profitable one. You will gain more in these three days than you can in an entire years profit under the existing conditions.

All aboard! Let's go to Niagara Falls, July 8th, 9th, and 10th. Don't put it off until tomorrow. WRITE TODAY for reservations to Mr. Donna, Secretary of the National Macaroni Manufacturers Association.

CLERMONT MACHINE COMPANY

77 WASHINGTON AVENUE

BROOKLYN, NEW YORK

Sample Fair at Naples

From the 16th to the 30th of September next, an International Sample Fair, the fourth of the series, will take place at Naples, Italy, says La Rivista Commerciale, official organ of the Italian Chamber of Commerce in New York city.

Owing to the importance of Naples as a market for itself of nearly 1 million people, for southern Italy and for south Mediterranean countries, and to its proverbial reputation as a favored resort for tourists, the forthcoming fair promises to surpass the remarkable success recorded for all such previous events. The national government of Italy and the association of representative Italian commercial bodies will extend to the Neapolitan fair their cooperation in securing to the Fourth International Sample Fair of Naples an unprecedented success.

The fair will be in one of the most charming districts of Naples, namely in the wide picturesque section extending from the Municipal Villa to the roads leading to the beautiful shore of Mergellina. No better place could have been chosen for its location than this, the modern rebuilt section of Naples; where the finest hotels are situated and where the evergreen slopes of the Posillipo hill will provide an ideal ground and setting for the fair, framed in by the blue waters of the Mediterranean sea, and the newly built wards of the bustling southern city, so characteristic for their light, gaiety and animation.

The fair will be a compendium production of Italy in all lines of activity, but will be especially interesting for its agricultural and maritime sections, as well as for the exhibits of those commodities needed most in the south. The fair will, however, be open to all kinds of articles. A novel feature of the fair will be representative exhibits of the products of industries established abroad, and especially in America, by citizens of Italian extraction. The Italian Chamber of Commerce in New York will be pleased to furnish further particulars regarding the forthcoming show to intending American exhibitors.

Why Do We Eat?

Nine out of every 10 persons if asked "Why they eat?" would naturally answer, "Because I am hungry." While this may be generally true, it is not always the honest reason for eating. Eating becomes a habit to many and food

will be taken when the stomach is in no condition to handle it properly.

"Hunger has been the motive force of civilization," says Bessie R. Murphy, southern food expert, in a syndicated article appearing in all the large southern cities. "The civilization and moral rank of a people are best measured by the variety, cleanliness and abundance of its food supply and the cook books are a greater force for right than all the criminal laws."

Let Hunger Be Your Guide

Our stomachs instead of requiring nourishment only at regular widely spread intervals are geared for a continuous performance and, from the point of view of health alone, we should eat whenever and only whenever we feel hungry.

It is only fair to say, however, that from the nature of the reason which led us to fix our meal times about 5 hours apart average healthy men and women engaged in fairly active work will find that they "burn out" and feel empty about every 5 hours of their waking day.

Don't hesitate for a moment to "piece between meals" whenever you feel really hungry. It is a good thing to take a glass of milk or a cup of hot bouillon in the middle of the morning.

Macaroni Rich in Food Value

Macaroni is one of the most economical of foods. Economy in food is determined, not by the quantity or the price but by the food value purchased for the money.

Macaroni contains all the food compounds in well balanced proportion. It is economical—a package is sufficient for a family of 5 for 2 meals. Order several packages today; it will cut down your bill and yet give you good wholesome food.

Tested Macaroni Recipes

Noodle Charlotte

Slightly beat 3 eggs with ½ teaspoon of salt and work into them enough sifted flour to make a stiff dough; roll out in a very thin sheet and dry; when thoroughly dry roll up like a jelly roll and cut in very thin slices with a sharp knife; shake well and boil in boiling salted water 15 minutes; drain in a colander, place in a bowl and mix with 2 tablespoons of fresh butter. Peel and core 8 apples, place in a pudding pan and fill the core holes with a mix-

ture of ½ cup of chopped blanched almonds, ½ cup of chopped raisins, 1 teaspoon of cinnamon and 4 tablespoons of sugar; bake until the apples are tender. Beat the yolks of 5 eggs and gradually beat into them 1 cup of sifted sugar and beat until light and spongy; add the egg yolk mixture to the noodles, mix well, pour over the baked apples in the pudding pan, place in the oven and bake until the custard is set and the top is a nice brown. Serve from the dish it was baked in.

Sauce for Spaghetti

Place in a cup or bowl ½ teacup of dried mushrooms. Pour boiling water over them and just let them stand until thoroughly softened, say about ½ hour.

In the meantime cover the bottom of your frying pan or skillet with butter or olive oil. Chop 1 big onion and cook slowly, stirring frequently. In another pan or kettle place 2 cans of tomatoes. Stew them ½ hour. Then make 3 small cakes of hamburger steak or chopped beef and put them in to cook with the onions. Cook thoroughly. Add at the same time the mushrooms, which have been softened and chopped into fine particles. When the meat is cooked through, mash the cakes up with a fork, mixing well with onions and mushrooms. Now add the stewed tomatoes and, in doing this, press them through a sieve or colander. Stir well. Place on back of stove and let steep 1 hour after adding 2 teaspoons of chile powder or 2 teaspoons of worcestershire sauce with 5 dissolved cubes of beef or chicken bouillon.

HOW CAN YOU CLIMB?

How can you climb from the crowd and the press,

Up where the mighty ones sit?

What are the magical words of success?

ENERGY, HUMOR AND GRIT!

ENERGY, spring you forward to meet

Life and the luck she may send;

HUMOR, which laughs in the face of defeat;

GRIT, which fights on to the end!

ENERGY, spring you forward to meet,

Thrilling each fiber with vim;

HUMOR, which keeps a man sanguine and sane;

GRIT, which is dogged and grim;

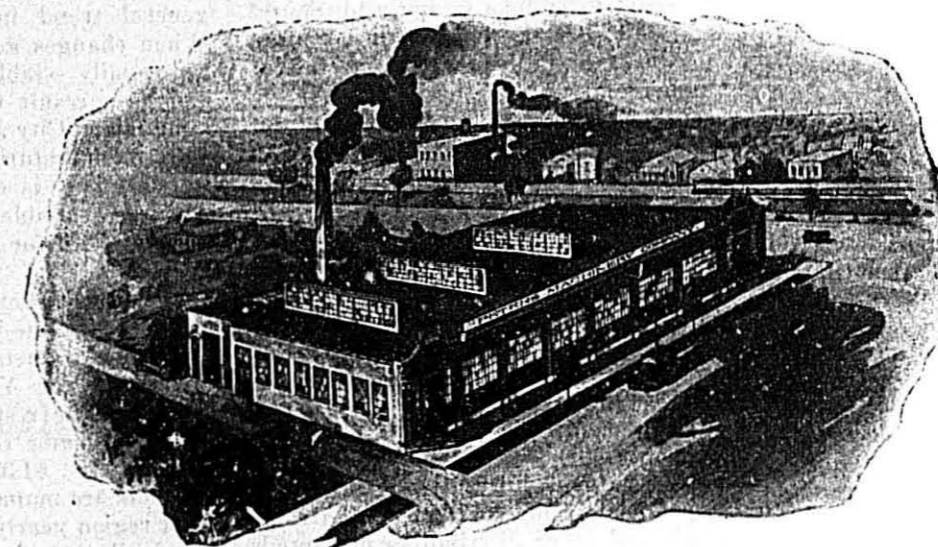
These are the magical tokens, no less;

These are the keys that will fit

Into each lock on the doors of Success—

ENERGY, HUMOR AND GRIT.

—Industrial Peace.



Our new Factory and Office Building, which has just been completed, is located at 4700 W. Ravenswood Avenue, Chicago, Illinois.

THE PETERS MACHINERY COMPANY after a score of years of machinery manufacturing have built their new home with the same ideas in mind of light, sanitation and ease of operation as has been their policy in producing machinery for the macaroni and other food industries.

It is with great pleasure and pride that they announce the completion of their new and modern factory, with which they will be able to supply an even greater demand for many well known machines which they manufacture.

New Address—

PETERS MACHINERY COMPANY
4700 W. RAVENSWOOD AVENUE
CHICAGO, ILLINOIS. U. S. A.

AUTOMATIC PACKAGE MACHINERY

Meet us at Niagara Falls to boost generally the Macaroni Industry—July 8-9-10.

GOVERNMENT WARNINGS

Two Voiced by Secretary of Commerce, Affecting Associations and Food Exporters—Must Meet Problems.

Secretary Herbert Hoover of the United States department of commerce voiced 2 warnings last month of special interest to the macaroni manufacturing industry, one directly so and the other indirectly.

His first warning was concerning existing business evils which if not voluntarily eliminated by agreement and understanding within the industry, will be eliminated through legislation. He refers to the great field of economic waste through destructive competition, strikes, booms, slumps, and through failure of our different industries to synchronize properly and a hundred other causes which directly lower our productivity and employment.

"If we are to find solution of these issues outside the government regulation," he said, "we must meet 2 practical problems: First, there must be organization in such form as can establish standards of conduct and some one to determine such standards. They must be determined and held flexibly in tune with the intense technology of the trade.

"Second, there must be some sort of enforcement. There is the perpetual difficulty of a small minority who will not play the game. They often bring disrepute upon the vast majority; they drive many others to adopt unfair competitive methods which all deplore.

Association Activities

"Association activities are, I believe, driving upon a new road where the objectives can be made wholly and vitally of public interest. Their purpose must be advancement of the whole industry or trade, or they cannot hold together. Government regulation should be resorted to only when voluntary action is withheld or when conditions become such that the interests of the public are threatened."

Warning to Exporters

The second warning interests exporters of flour and other foods to Bahia, Brazil. They are cautioned against dealing with a certain firm in that city unless fully protected as to payments



for the goods sold or distributed through that particular dealer. The firm continually prevails upon American exporters to ship quantities of products, which are sold and remittances to the exporters are withheld. The firm referred to is Joao G. daCosto, Santos of Bahia, Brazil. If you ship macaroni products to that port, be careful, as numerous cases of this kind have recently been brought to the attention of the American consul of that city.

Recommends Coal Storing

The National Macaroni Manufacturers association has been appealed to by Secretary of Commerce Herbert Hoover to interest itself actively in urging the leading members of the macaroni industry to buy and store coal during the summer months as a wise business precaution.

The successful handling of the national coal traffic in 1923 by the railroads and other distributors prompted this request by the department head. In asking the cooperation of business along this line he makes known his appreciation of the good that was accomplished through the advanced buying and storing of coal during May, June and July that prevented competition with the household demand, always highest in the colder months of the year.

Secretary Hoover is further encouraged to promote the movement on a greater scale than heretofore because during 1923 the coal storing by the big users served to get for them cheaper coal during the summer months and to maintain for the coal mines more regularity in production. The secretary's letter ends with the following appeal:

"There is, therefore, every transportation and financial reason for storing coal during the next few months in preparation for the autumn need. It would be a contribution not only in the interest of the consumer but of the railroads and the coal industry if we could this year produce the same successful results that your National association so materially assisted in bringing about last year."

Move to Outskirts

A survey of the food industries in and around New York city made by Miss Faith M. Williams, fellow in economics, Columbia university, shows that factory workers prefer employment in the busier sections of the metropolis. The New York metropolitan district which includes Jersey and Long Island shores shows some expansion in the food producing business though the expansion has not been as great in the recent past as it was a decade or more ago.

The lure of Broadway affects the workers who do uninteresting and monotonous work for 8 or 10 hours daily and crave outside stimulants to

break the monotony. This craving is somewhat appeased by joining the street crowds and by shopping in the business district during the lunch hour.

The macaroni manufacturing industry is found to be an exception to the general trend in the food industry. When changes are to be made, plants are usually established in the outskirts and as a result the Jersey shore and Long Island City and other smaller suitable manufacturing districts are selected. This is due to the purer air which is available for the drying of the products and for the health of the employees.

The report shows that there is a remarkable decline in the consumption of macaroni products in the metropolitan district of New York city attributable chiefly to the restrictions of immigration. The same report shows that approximately \$1,333,000,000 of food products are manufactured in the New York region yearly. There is produced 1/4 of all the chewing gum manufactured in this country; 1-6 of all the baking products consumed in the United States, and the region leads any similar section in the world in the production and consumption of confections and ice cream.

Weevil Season—Beware!

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

Beware! The Parade of the Wicked Weevil.

These little devils have been quiet all winter. In their sleep they have been planning a big conquest to be launched early this spring. Beware!

General Rat, Captain Bug, Lieut. Moth and their armies of millions of Weevils are ready.

Paul Revere didn't wait! Nor should you! You know that this organized army is coming! The road is clear—the warm weather has arrived! Beat them to it!

Clean up—Sweep up! Now!
You cannot start to soon!

OUR CONVENTION SLOGAN

"Of the Industry,
For the Industry,
By the Industry."

Macaroni men are urged to adopt this Slogan with reference to the annual conference of the Macaroni Industry at Niagara Falls, Ont., and to live up to it by being in attendance on July 8, 9 and 10, 1924.

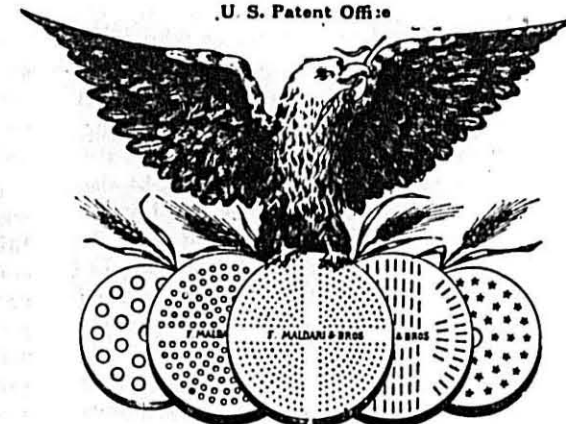
Maldari's Insuperable Bronze Moulds with removable pins.

QUALITY

TRADE MARK

Reg.

U. S. Patent Office



Workmanship

Service

SATISFACTION

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

SEND FOR CATALOGUE

Established 1903

Close cooperation should result from a general attendance at the Macaroni Manufacturers' Convention July 8-9-10.

Latest T-E-L Model Bologna Style Automatic Stamping Machine

Reg. U. S. Patent Office

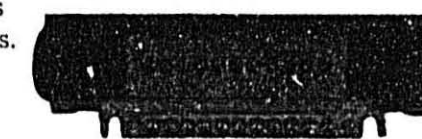


A MOST EFFICIENT, Noiseless and dependable type.
Low Operating Cost.
Speed 150 Revolutions a Minute.
No Break-down Delays.

Standard Widths
15 and 20 inches.
Daily Capacity
12 to 18 bbls.

Patented T-E-L Cutter

Serial No. 507—No Springs



Cutter easily changed.
Female Blades
changed as needed.

This Model uses the famous Serial 507, no spring, T-E-L Cutter. Dies and parts can be made to order and an extra supply of Female Blades always carried on hand.

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

Price Reasonable
Satisfaction Guaranteed

Write for Particulars.

1730-44 Union Trust Bldg.
CHICAGO - ILL.

Before Buying INVESTIGATE this MACHINE

Manufactured by

(Ing.) Bruno Comastri, Inc. ENGINEERING WORKS

Bologna, Italy Est. 1893

GUIDO A. ROSSI

Exclusive Agent For United States,
Canada and Central America



Novelty Pat.
FIORETTO

Poster Advertising to Strengthen Specific Sales Territories

By P. F. LEACH
Merchandising Manager Outdoor Advertising Agency
of America, Inc., New York

A problem with which many manufacturers are often confronted is that of building up or strengthening weak sales territories. Contrary to the somewhat general belief held by many manufacturers, that only the smaller companies are bothered by this peculiar sales bugaboo, investigations show that even the largest companies are periodically subjected to this same problem.

This condition is sometimes due to seasonal or sectional conditions prevalent in various territories and, again, to intensive competition of various kinds from manufacturers selling similar lines.

This problem, which has become the thorn in the side of so many sales campaigns, is being overcome through intensive poster campaigns launched after a careful survey of the particular territory has been made.

For example, we will say that a macaroni manufacturer who has been successfully selling in Dubuque, Iowa, for a number of years finds, in looking over his sectional sales sheets, that sales in this particular city have been falling off little by little for more than 6 months.

We will assume that this manufacturer's product is at least as good as the average—that he has a satisfactory trade name, trade mark and package. That his distribution is practically the same as it was when he first started selling but that the consumer simply wasn't asking for nor buying his particular brand of macaroni.

Upon investigation we find that 4 other brands are being sold by the same dealers and that one of these brands in particular has been experiencing a nominal though steady increase in sales.

Examination of this particular brand shows that the product is no better than the ordinary but that the particular company manufacturing this product has perhaps hit upon some plan to inform the consumer of a new series of recipes, which has gradually induced the women to serve macaroni at least once a week. These recipes could be gotten up in attractive booklet form and distributed from door to door so that each Dubuque housewife has at least seen, if not read, the interesting booklet on "New Macaroni Recipes."

We will say that the booklet is sufficiently attractive and well written to make 5% of the families of Dubuque try at least one of the recipes. With a population estimated at 42,811 and figuring 5 persons to a family, we find that 5% of the 8562 families or 429 families have tried at least one of the

new recipes. If the recipes are carefully tested and accurately printed, we will venture to say that at least half of the 5% who tried one and found it satisfactory will pick out another recipe and try it. In this way they may have been able to place macaroni on the tables of a number of families who ordinarily would not have used the product.

Upon further investigation we find that of the 131 factories in Dubuque, 22 have their own lunch rooms or cafeterias for their workers. We might also find that these 22 factories employ approximately 1200 people and, due to the activity of this firm's merchandising efforts, macaroni has been included on the bill of fare of these 22 factory lunch rooms twice weekly.

Our investigation further shows that there are approximately 10,000 students attending the various Dubuque educational institutions. An educational campaign on macaroni directed along health lines and worked through the various schools, would tend to influence an additional number of people.

Various similar educational methods could be employed to help influence the general public to try macaroni in its different forms.

Further, we find that since the manufacturer for whom we are making the investigation first came into the Dubuque territory the population has increased 12% and that the number of retail grocers—due to the trend of population seeking the outlying districts for residence purposes—has increased 10% in number. This would tend to show that although our manufacturer had held approximately the same number of retail outlets, he had not been getting business, to any great extent, from the additional 10% of new retailers.

With these facts in mind we are somewhat able to arrive at a definite conclusion as to what is necessary to increase sales in this territory.

To begin with, we find that an adequate poster display in Dubuque comprises 20 regular panels or poster boards, costing \$144 per month. Against this we find that a month's newspaper campaign—8 inches, 3 columns, insertions used twice weekly—would cost approximately \$160.

As most advertisers agree, one of the fundamental principles of advertising is continuity. In this respect posters have no equal. They are before the public 30 days a month and 24 hours a day. They reach all the people all the time. In connection with posters themselves—located in various parts of the city and arranged to cover all the traffic of the city. Their object is to make it practically impossible for the average

person to go from his home to any shopping center of the city or to get to the heart of the city and back without seeing one or more of the posters, regardless of whether he travels in street cars, on foot or in an automobile.

We must remember that the poster is a medium in exactly the same sense as is space in the newspapers or magazines. Its efficiency is directly dependent on the intelligence and good judgment with which the space is utilized.

Upon referring to our investigation we find that our particular problem in this case is to design a poster that will contain educational, taste appeal, and name dominance qualities. First of all posters must have a taste appeal to make the housewife want to try macaroni the very day she sees the poster. The copy should be brief yet along educational lines and give a reason why. The brand name must be conspicuously though carefully displayed. A display of the package might and then again might not be carried in the poster. Many posters, as well as various otherwise attractive advertising—both newspaper and magazine—are often spoiled on account of the antiquated and somewhat prevalent belief that advertising without displaying the package is useless. The current belief among advertising authorities today as to the inclusion or exclusion of the package is a matter that depends entirely upon the mission the advertising has to accomplish and the dominant idea in back of the layout.

While we have taken into consideration the three fundamental ideas which must be included in our poster design, there remains, last but not least, the fact that the whole must be well designed and executed; that the color combination used must have attraction value, that the lithography work must be well done, artistic and practical. The effect of an otherwise satisfactory design is too often lost through poor lithography work. The truth of that old adage "Cheapness is expensive at any price" is certainly doubly true of lithography. If the product is worth advertising at all, it is worth advertising well. It should be carefully laid out, designed and lithographed.

A good selling idea, a good artist, and a good piece of lithography are all essential if you would have a good poster.

Our merchandising survey then shows us what we must do next. After our posters have been designed and printed, our next step is to sell the wholesalers and retailers in Dubuque on our advertising so they will want to tie up with our poster campaign. After our posters have sold the consumer our

NATIONAL

PACKAGING MACHINERY

feeds, forms & dates, lines, weighs & fills, seals, wraps & hermetically seals cartons

Manufactured and distributed exclusively by
NATIONAL PACKAGING MACHINERY COMPANY BOSTON 30, MASS.



International Macaroni Moulds Co.

252 Hoyt St.

Brooklyn N. Y.

Macaroni Die Manufacturers

Ask For Our Price List.

SEMOLINA

FOR QUALITY TRADE

It's a Pleasure
to Send Samples

Meet us at Niagara Falls to boost generally the macaroni industry.

CROOKSTON MILLING CO.

CROOKSTON, MINNESOTA

product, and after we have sold the dealers on our advertising, so that they have stocked sufficient merchandise to take care of the consumer demand, our next problem is to help the dealers move the goods from their shelves.

This is done by means of cards, hangers, booklets, window and counter displays, which tie up with our poster advertising and which remind the con-

The Wheel and Civilization

The second of a series of short articles on "The American Ways" prepared by Bank of the Manhattan company, New York, N. Y. They deal with America's early troubles in solving the stupendous transportation problem.

Civilization is largely a product of cooperation, and cooperation grows out of contact—the contact with men and with the facts, forces, laws and resources of nature.

When man first made his start along the winding and ever widening pathway which we call history, he was not an impressive figure. Compared with many of the beasts about him he was a mere pigmy in size and strength. It took all his time and effort to obtain enough to eat, covering for his body and shelter for himself and his family.

In one particular man was unique. He was endowed with reason and with the inventive, creative instinct. He was moved by an irresistible inner impulse to make things, to build something, to go somewhere in order to find something and bring it back with him. Like so many of his descendants today, he wanted to get ahead. Through hitching his mind and his muscle together he began to make progress. And his progress was measured by the growth of his ability to use the energies and forces of the world about him to help him in carrying his load.

At this point there was born the science of transportation, which ever since has been a vital factor in all real progress.

What an event it was when someone first discovered or invented a wheel! We do not know how, when or where it happened, but we know that the first time a wheel was put under a human burden there was born our wonderful mechanical civilization. In time the wheel became a cart; the cart a coach; the coach a railway train.

By glimpsing these far away beginnings, one can better understand the meaning and value of those vast and complicated systems of transportation which today cover the world and without which our whole civilization would fall apart like a rope of sand.

There is and always has been a real connection between transportation and progress. The most prosperous, progressive and civilized peoples always have the best systems of transporta-

sumer of his desire to try our product every time he enters the dealer's store.

This particular point of sales contact with the consumer is, as all manufacturers are beginning to realize—the final push in sales and advertising campaigns; the final kick that causes the consumer to buy now, and which changes the figures on the manufacturer's ledgers from red to black.

tions; the most backward have the worst systems or have none at all.

By means of his devising, man today can outswim the fish, outrun the wolf and outfly the eagle. If the transportation systems of the world were suddenly to be destroyed, trade would languish and die; nations would dissolve into clans and tribes; man would fall below most of the animal creation in the art of getting about, and end where he had begun—at the tail end of the procession.

Beyond all others, the American people have builded their civilization upon their transportation systems. More and more they are coming to realize that their happiness and prosperity are dependent upon the prosperity, progress and adequacy of their railroads, for railroads constitute their chief means of transportation.

For nearly a hundred years along these steel highways there has rolled an ever increasing volume of wealth. Cities and states have been created in the wilderness. The resources of the nation have been opened to trade and commerce. Common ideas and ideals have spread over the rails among the widely separated sections of the nation until now it is possible for all to be moved and molded by one spirit.

Can You Save \$5,000? This Is How—Read It

How do you pack your products? How much can you save by using the proper containers? In the testimony of manufacturers who have made a study of packing and shipping, many of them have saved much more than \$5,000—not by using the cheapest packages that they could buy, but containers that carry their goods to destinations throughout the world without any appreciable loss or damage.

When we hear so much about loss and damage it is good to hear the recital of actual records of shippers whose loss and damage claims are only a fraction of 1%. These shippers operate their packing and shipping departments very efficiently and, of course, use containers of the proper strength securely fastened.

Suppose your packing and shipping cost only \$25,000 annually, you might be able to install machinery and use

containers that would reduce this expense \$5,000. Isn't it worth while to have this amount show up as a profit at the end of the year? But it cannot be done by getting quotations to see who can build the cheapest box. You lose money by poor packing. Let a reliable manufacturer design a package or packages to meet your requirements.

Why do many shippers use step-saving conveyors, lift trucks, stencil cutting machines and other modern appliances? They save time and permit the men in the shipping departments to get the work out efficiently. In the manufacturing department of any modern plant, like Ford's, you do not see the men running around. Why lose your efficiency in the shipping department by neglecting to use modern methods and equipment?

In most plants where packing machinery is used careful attention is given to packing and shipping. In these plants automatic machinery displaced hand packing and increased tremendously the capacity of the packaging department. It was natural for them to investigate and develop efficiency in the shipping department.

Build up your sales by better packing. Better packing means safe containers, automatic packaging, machine conveying and closing of containers and the elimination of hand marking.—The Package Advertiser.

Cereal Chemists Meet

The American Association of Cereal Chemists held its 10th annual convention June 9-13 in Minneapolis. At the convention last year in Chicago the American Association of Milling and Baking Technologists united with the cereal men, and the convention this month was the first held in common with the cereal chemists. Aside from the routine business of the convention there were many valuable papers presented by the most successful chemists of the country, inspections of the various flour mills, large baking plants and Dunwoody Industrial Institute. M. J. Blish of Lincoln, Neb., head of the organization, presided during the conference.

Officers chosen are: President, Dr. M. J. Blish, Lincoln, Neb. (reelected); vice president, Leslie R. Olsen, International Milling Co., Minneapolis; secretary-treasurer, R. K. Durham, Kansas City (reelected); editor-in-chief The Journal of Cereal Chemistry, C. H. Bailey, University of Minnesota; managing editor, C. G. Ferrari, Dunwoody Institute, Minneapolis.

Man is like a tack—useful if he has a good head on him and is pointed in the right direction; but even though he is driven he can go only as far as his head will let him.

HUMIDITY AND TEMPERATURE

is of the greatest importance in the macaroni drying process.

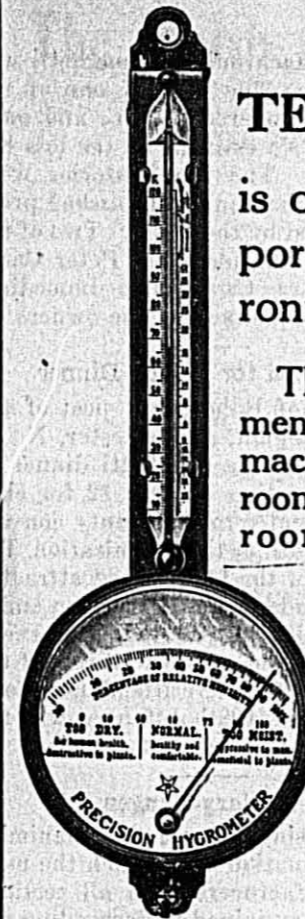
This Hygrometer instrument which is used in many macaroni factories [drying rooms], bakeries [dough rooms] tells you AT A GLANCE the existing humidity and temperature.

No figuring or confusing tables necessary.

EMIL DAIBER
INSTRUMENT CO.

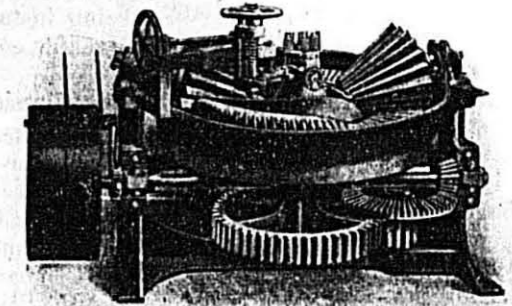
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(1/2 Actual Size)

D. & E. Kneaders



To The Trade:-

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

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

Yours very truly,

DIENELT & EISENHARDT, Inc.
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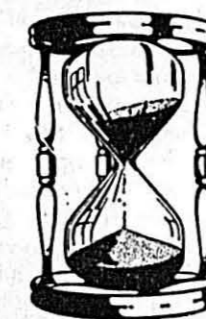
Established Over 50 Years

Don't Forget the Convention

DON'T FORGET THE RE-UNION AT NIAGARA FALLS, ONT.!!

Attend the Conference, Promote Cooperation and Trade Expansion

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Hourglass

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PURE DURUM SEMOLINA AND FLOUR
RUNS BRIGHT, SHARP AND UNIFORM

Quality and Service Guaranteed

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CHICAGO OFFICE: J. P. Crangle 14 E. Jackson Blvd.

BOSTON OFFICE:

88 Broad Street

Macaroni Under New Name

Since its entry into the macaroni manufacturing business the Armour Grain company has included its macaroni products in a general division known as the Cereal Department. In the announcement last month, President G. E. Marcy of that company advises that its macaroni business will hereafter be conducted by the Mapl-Flake Mills Inc., a subsidiary concern. We quote President Marcy's announcement introducing the Mapl-Flake Mills Inc.:

"We beg to announce that effective May 3, 1924, the cereal business of the Armour Grain company will be conducted by Mapl-Flake Mills Inc., with general offices at 208 S. La Salle st., Chicago, Ill.

"Mapl-Flake Mills Inc. is a subsidiary of the Armour Grain company. All of its stock is owned by the Armour Grain company, and its officers are the same as those of the Armour Grain company.

"The same guarantees which have stood behind the cereal products of the Armour Grain company will stand behind these products as they will be put out by Mapl-Flake Mills, Inc., the change being for convenience in accounting and handling of the business. All remittances covering accounts due the Armour Grain company for the Cereal Department products should, on and after May 3, 1924, be made to Mapl-Flake Mills Inc."

Changed Name to Lion Brand

The San Antonio Macaroni Factory, one of the most successful macaroni firms in the rapidly growing district of San Antonio, Texas, has found it practicable to more closely identify the firm name with its popular food brand, and will henceforth be known as the Lion Brand Macaroni Products Co. The change will involve no departure from its former policy of high quality products and businesslike service to its old and new customers. G. H. Byrnes of San Antonio is president of the company.

New Ware & Son Plant

A macaroni factory is being planned for Fredonia, N. Y., by 2 enterprising and experienced macaroni manufacturers formerly employed at Dunkirk, N. Y. The concern is to be known as the Ware & Son company, of which Anthony Ware and Jos. Leone, a son-in-law, are the sole owners.

The factory, which was formerly operated by T. R. Liberty and later occupied by A. Gioia & Co. of Rochester, N. Y., is at 123-125 Cushing st., Fredonia. According to plans this plant will have a maximum capacity of approximately 35 bbls. a day. The plant was expected to begin operation June 1, unless there was a delay in getting

equipment, which is being provided by Cevasco, Cavagnaro & Ambrette, Inc., of Brooklyn. The drying apparatus is being installed by the Barozzi Drying Machine company of Hoboken, N. J.

New President for Mid-West Box Co.

J. P. Brunt, for many years a leading factor in the development of the Mid-West Box company with general offices in Chicago, was elected president of that concern at a meeting last month of the board of directors. He replaces W. H. Fairchild, who resigned to devote all of his time to his own business in St. Joseph, Mich. The Mid-West Box company is one of the important concerns manufacturing solid and corrugated boxes in the central states. E. R. Hankins was elected vice president and general manager to replace Mr. Brunt.

Macaretti

While the unending argument continues among macaroni manufacturers as to a general term that will apply equally to all forms, sizes and shapes of pastes produced, in what is now commonly known as a macaroni plant, a manufacturer in Tacoma, Wash., has evidently solved the problem to his own satisfaction. We refer to the Macaretti company of that city which recently installed a modern macaroni press to supplant 3 smaller machines that had outlived their usefulness. With the thought, perhaps, of offending neither the macaroni nor spaghetti adherents, the members of the firm compromisingly called it "Macaretti." This term is made up of the first 5 letters of the word macaroni—"Macar"—and the last 4 letters of the word spaghetti—"etti." It's a happy combination as all will agree. A. A. Crocroft is manager of the plant and had direct supervision of the capacity enlargement which the business of the firm necessitated. Both the manager and his plant received favorable publicity in the "Tacoma Ledger" of May 19 when the installment of new equipment was completed. This firm has adopted the brand name of "Macaretti" for its highest grade product, which is made out of the best semolina obtainable, according to Manager Crocroft. In its publicity work attention is called to the highly digestive qualities of the "Macaretti Brand," which he claims is 100% digestible, of high protein content and most adaptable for combination with cheese and tomatoes to give the food the vitamins that make macaroni and spaghetti ideal foods.

Third Fire in Five Years

For the third time in 5 years the Cassinelli macaroni plant at 414 Grand st., Hoboken, N. J., was visited by a disastrous fire, last month, of unknown origin. It started on the top floor of a 4-story building among the racks on

which the macaroni and spaghetti was being dried. The wife of one of the employes discovered the fire and gave the alarm. No estimate of the loss has been made. The upper stories were gutted and the flour and finished products damaged by the water. Two of the 5 owners of the plant are Peter Cassinelli and Harry Cavagnaro. Immediate repairs were planned by the owners.

Spaghetti for Legion Dinner

Members of Robertshaw post of the American Legion, of Rochester, N. Y., were treated to a spaghetti dinner at a booster meeting on May 12 for election of delegates to the county convention this month of the organization. The popularity of the food served attracted a large attendance to the meeting and it was generally agreed that the excellence of the food served well repaid the war veterans for their attendance. Company G of the 108th Infantry was the guest of the post on that occasion.

Fight McNary-Haugen Bill

It is pleasing to note the unanimity and determination with which the macaroni manufacturers from all sections of the country joined in demanding the defeat of the McNary-Haugen bill which failed to pass congress in spite of the determination to legislate for the relief of certain factors.

Under the leadership of the National association, senators and representatives of almost every state in the union were bombarded with telegrams urging opposition to the bill as drafted. Particular objection was raised to the feature of the bill which would provide for the dumping of the surplus wheat on the world market and which would enable the foreign macaroni manufacturer to buy semolina made from the cheap surplus wheat, while the American manufacturer would be compelled to buy semolina made from wheat marketed at high fixed prices. A differential in favor of the foreign manufacturer was figured at from \$3 to \$4 per barrel.

Had this bill become a law it would practically have nullified the tariff protection now enjoyed by the macaroni industry, and the increase in the tariff rate which is not being considered by the U. S. tariff commission on petition of the macaroni industry.

The macaroni manufacturers sought not to prevent remedial legislation for the farmer or wheat growers but acted in self defense in taking the attitude it did toward the bill. The determination with which the macaroni manufacturers in all sections of the country joined in the fight indicates once more what can be done if the industry holds together for the common good.

Canadian Business Unfavorable

While some macaroni manufacturers in this country are complaining of busi-

The Walsh Paper Company

Manufacturers
Cuyahoga Falls, Ohio

MANUFACTURERS
of paper for Macaroni manufacturers' use. Ask us for prices when in the market, state quantity and sizes usually ordered as well as weight wanted.

Cheraw Box Company, Inc.

Seventh and Byrd Streets,
Richmond, Virginia

SATISFACTORY

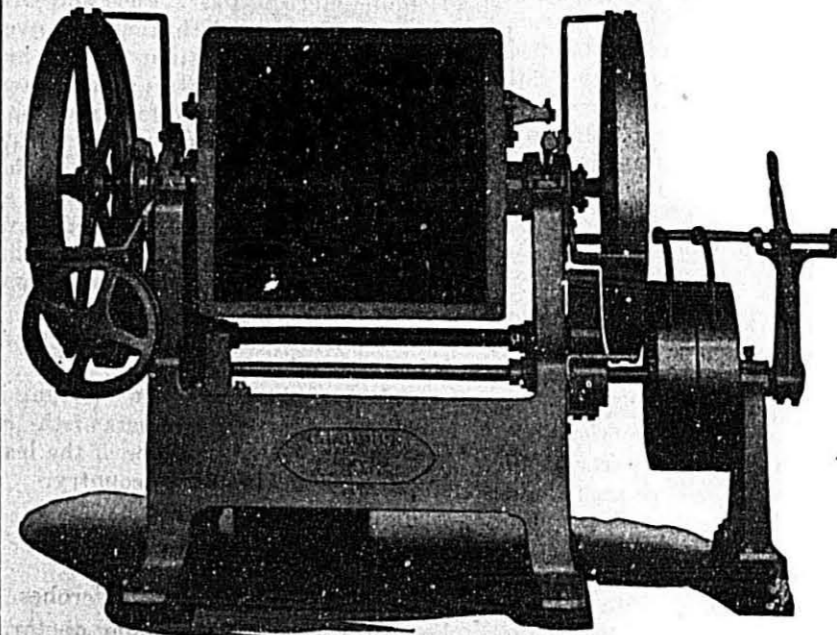
Wooden Macaroni Box-Shooks

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.

Meet us July 8 at the Niagara Falls Macaroni Conference Opening Session.

Proper Mixing Insures Perfect Finished Products

The CHAMPION Mixer



Incorporates all good points in any Mixer besides many new features.

The CHAMPION Mixer

is a strong and dependable machine guaranteed to give you just the results expected of so important a unit in your plant equipment.

Ask any of the many satisfied manufacturers of macaroni and noodles who are using our machine.

It satisfies others. It will please you. Particulars gladly furnished.

CHAMPION MACHINERY COMPANY

JOLIET . . . ILLINOIS

"Meet us at 'Niagara Falls,' July 8-9-10"
"Help the industry and help yourself"

ness slump they have had to contend with during the spring, our Canadian friends have been equally affected. According to H. Constant of St. Boniface, Man., the macaroni manufacturers, our neighbors, are facing conditions that are apparently more unsatisfactory as is the case here.

Our good friend from Canada writes that his industry is going into a particu-

larly serious crisis due to causes similar to those loudly complained of in the United States. "We have lost a good number of our population and with radical changes made in the sales tax and on the tariff the macaroni business has been seriously affected. (The matter referred to is the order of the governor general of the Dominion dated April 11, 1924, eliminating the general

sales tax of 6% on imported macaroni products, making them totally exempt from sales tax.) But surely it is not by price competition that the situation will be ameliorated."

The survey made in April of the general business conditions was surely appreciated by the Canadian firms and termed as both interesting and well timed.

Grain, Trade and Food Notes

Buttermilk in Macaroni

Various ingredients have been introduced in the preparation of dough for macaroni purposes, many of which are or were claimed as advantageous in that they made better product. Quite recently the use of milk in macaroni was the vogue. Its principal effect was that it gave a much better talking point on the food value of this product.

Now comes a large manufacturer of buttermilk who advocates the use of this product as a sure means of eliminating "checking" in macaroni, reducing the possibilities of molding, and perhaps the entire elimination of weevils in the product. The company proposes to test thoroughly its claims before offering its product for the purposes mentioned. In this connection the concern solicits the cooperation of the macaroni manufacturing industry in this research work it is doing. The National association, ever alert for possible improvements, is cooperating in the experimental work being done to find out just what effect the use of buttermilk will have on the finished products.

American Wholesalers Conference

The American Wholesale Grocers association at its annual convention held last month in Dallas reelected J. H. McLaurin for the 15th consecutive time realizing that his knowledge and experience in association work is of great value to them in securing the results already obtained.

R. H. Rowe, editor of the association's trade paper, was appointed secretary to succeed E. L. Adams, who resigned to engage in the chain store grocery business in Jacksonville, Fla., not desiring to move to Washington, D. C., where the association voted to establish headquarters.

A well attended conference was held and the various problems of the wholesalers were considered from every angle, while interests of the manufacturers and retailers were conserved except where they diametrically opposed the interests of the wholesalers.

Durum Man Promoted

T. L. Brown, for the past several years in charge of the durum or semolina department of the Washburn-Crosby company at Minneapolis, has

been promoted to the sales promotion department of that concern, according to general notice issued May 21 to the trade. Mr. Brown enjoys a wide acquaintance among macaroni manufacturers of the country, who are pleased with the promotion given him. A. L. Ruland, who has been associated with Mr. Brown in the semolina department, has been placed in direct charge of the company's business in semolina products. The latter is also known in the trade, having traveled extensively during the past few years in the interests of the company.

Fight Road Sign Boards

A well organized drive is being made against the promiscuous use of ugly and unattractive signboards that serve only to hide the scenic beauty of the highways of the country. The drive is being managed by a national organization composed of 41 civic and social bodies, including the Federation of Women's clubs and the Garden Clubs of America. The object is not to eliminate the use of outdoor advertising but rather to restrict it to commercial locations. The work of removing the unsightly encroachments along highways of natural scenic beauty is already under way and has the support of many of the leading business interests of the country, among these being the Pillsbury Flour Mills company and the Washburn-Crosby company, well known to the macaroni manufacturing industry.

100,000 Visitors

The Shredded Wheat company of Niagara Falls has erected great billboards on all automobile roads entering the city. These boards invite all to visit the Home of Shredded Wheat. Last year the company entertained over 100,000 visitors from all parts of the world. In nearly all foreign guide books the plant is mentioned as one of the greatest attractions at Niagara Falls, which undoubtedly accounts for the great number of foreign visitors. For 2 weeks it averaged over 10,000 visitors each week, which taxed the utmost capacity of the plant, 5 guides being required to take special parties through the plant every 15 minutes during the entire working day. As the manufacturing plant closes at 11:00 a.

m. on Saturdays, it is planned this year to still keep open house, and have guides show people through all the buildings, even though the machinery is not running. It is estimated this year that the Home of Shredded Wheat will entertain at least 150,000 visitors.

Note: According to present plans macaroni manufacturers who attend the 1924 convention July 8 at Niagara Falls will be treated to a special tour of this wonderful food plant. Mr. Macaroni Man! Here is a treat for you and your family.—Editor.

Washburn-Crosby Fishing Party

The Washburn-Crosby company of Minneapolis was host to approximately 250 steamship and industrial traffic men representing almost every state in the union on the occasion of its 4th annual fishing party June 3 and 4 at Alexandria, Minn. The company issued "Mah Jong" invitations, rather unique affairs but timely. The outing was in charge of the traffic department of the flour company.

Food Officials Meet in August

Announcement has been made by A. M. G. Soule, president of the Association of American Dairy, Food and Drug Officials, that the 28th annual convention of that organization will be held Aug. 26, 27, 28 and 29 in Chattanooga, Tenn. Macaroni manufacturers have always been interested in the gathering of these officials who take such a prominent part in the making and enforcement of the various food laws. For this reason the macaroni industry is especially invited to take active part in the many problems of interest to this industry that will be discussed. W. C. Geagley of Lansing, Mich., is secretary of the association. Among its vice presidents and members of the executive committee are some of the leading food officials of the country.

Dangerous Germs

"You claim there are microbes in kisses!" she asked the young doctor.

"There are," he said.

"What disease do they bring?" she asked.

"Palpitation of the heart."—Ladies' Home Journal.

Made to Satisfy
Packer, Jobber
and the Retailer.



Solid Fibre
or
Corrugated Fibre
Shipping Containers

Made by

ATLAS BOX CO.
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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"
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Big things will be accomplished at the Macaroni Convention at Niagara Falls. Every macaroni manufacturer worth while will be there. We hope to see you too.

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.

All Macaroni Manufacturers will certainly gain more than the cost of the trip and should attend the conference at Niagara Falls, July 8, 9 and 10th.

Johnson Automatic Sealer Co., Ltd.

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Battle Creek, Michigan

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The Macaroni Journal

(Successor to the Old Journal—Founded by Fred Becker of Cleveland, O., in 1903.)
 A Publication to Advance the American Macaroni Industry.
 Published Monthly by the National Macaroni Manufacturers Association.
 Edited by the Secretary, F. O. Drawer No. 1, Braidwood, Ill.

PUBLICATION COMMITTEE
 HENRY MUELLER - President
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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. VI June 15, 1924 No. 2

Patents and Trade Marks

TRADE MARKS GRANTED

American

John J. Meier & Co. of St. Louis were granted registration rights on the trade mark "American" filed Feb. 16, 1924, by that company. The trade mark was listed for use on noodles, macaroni, spaghetti and vermicelli, and was given Serial No. 192,410.

Paladino

The trade mark "Paladino" was duly registered with the patent office Aug. 26, 1922, and rights were granted the Westchester Macaroni Co. of Westchester, Pa. The trade mark was published March 30, 1923, and given Serial No. 168,741, to be used on the macaroni products manufactured by that concern.

Gueriero

The Independent Macaroni company of Mt. Vernon, N. Y., was granted registration rights on the above trade mark, which was filed with the patent office Dec. 5, 1923, and published Feb. 19, 1924. The trade mark was listed as for use on the macaroni products manufactured by this company, and was given serial No. 189,410.

Buttercups Butterflies

These two trade marks were registered and A. Zerega's Sons of Brooklyn granted right to use them on the alimentary paste products which they manufacture. These trade marks were filed Nov. 20, 1923, published Feb. 19, 1924, and on May 6, 1924, given serial Nos. 188,619 and 199,620.

LABELS GRANTED

Ferrone's Complete Spaghetti Dinner
 Dominick G. Ferrone, Long Island City, N. Y., was granted title rights to

the above label which is to be used on the complete spaghetti dinner product which he puts out. The product is described as spaghetti with grated cheese and sauce. The title was published Oct. 1, 1923, and on May 30, 1924, was given title No. 27,354.

TRADE MARKS APPLIED FOR

Flavory

The Foulds Milling company, doing business as the National Macaroni company at Chicago, applied for registration rights on the trade mark "Flavory" which it claims to have used since March 19, 1920, on its macaroni, spaghetti, elbow macaroni, elbow spaghetti, egg noodles and plain noodles. All notices of opposition must have been filed within 30 days of date of publication, May 13, 1924.

Al Merito

This trade mark was registered with the U. S. patent office on April 3, 1924, by the Ohio Macaroni company of Cleveland, with request that rights be granted for use of this trade mark on the spaghetti and macaroni products manufactured by that company. The company claims to have used the trade mark since September 1922. All notices of opposition must be filed within 30 days of date of publication, May 30, 1924.

Beech-Nut

This trade mark was filed March 12, 1924, by the Beech-Nut Packing company of Canajoharie, N. Y., for use on macaroni, macaroni elbows and rings, spaghetti, prepared spaghetti, vermicelli and noodles manufactured by that

company. This company claims use since July 12, 1920, on macaroni and spaghetti; since Nov. 12, 1920, on macaroni elbows; since April 1921 on vermicelli and macaroni rings; since Sept. 6, 1921 on prepared spaghetti; since April 3, 1923, on noodles.

All notices of opposition must have been filed within 30 days of date of publication, May 6, 1924.

Moore

The O. J. Moore Grocer company, Sioux City, Ia., filed application for right to use the trade mark "Moore" July 30, 1917, on the line of grocery products it puts out, which includes alimentary paste products. This company claims to have used the trade mark since June 1, 1914. The trade mark was first published May 18, 1924, and all notices of opposition must have been filed within 30 days of date of publication.

ENDURANCE

Endurance is patience concentrated.
 —Carlyle.

A man is but a worm of the dust—he comes along, wiggles about a while and finally some chicken gets him.

WANT ADVERTISEMENTS

Five cents per word each insertion.

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WANTED TO BUY—Noodle Cutter with Folding attachment and reversing noodle brake and packaging machine. Address The Purity Bread Co., Box 65, Pueblo, Colo.

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Have You A Message For The Macaroni Manufacturer? If So, Now Is The Time to Tell It.
 Business conditions are rapidly improving. They will become normal when all of us Think, Talk and Act normal.
 Give your message direct to the big buyers in the Industry through the columns of the
NEW MACARONI JOURNAL.

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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 9" 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. Parchmyn 13" x 13".
- 440-Lbs. Glassine paper 13" x 13".

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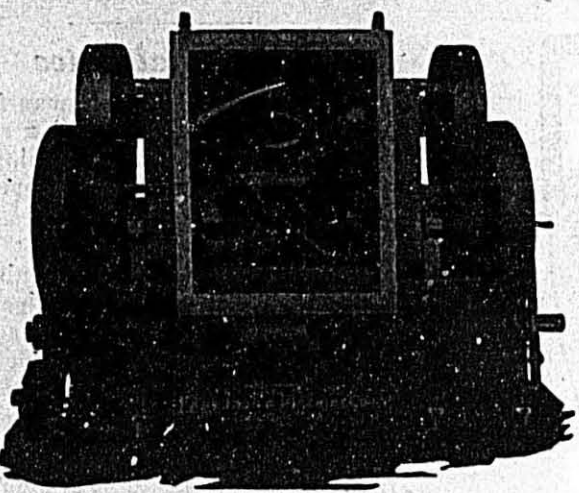
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"EIMCO" Mixers and Kneaders

Insure Uniformity, Color and Finish

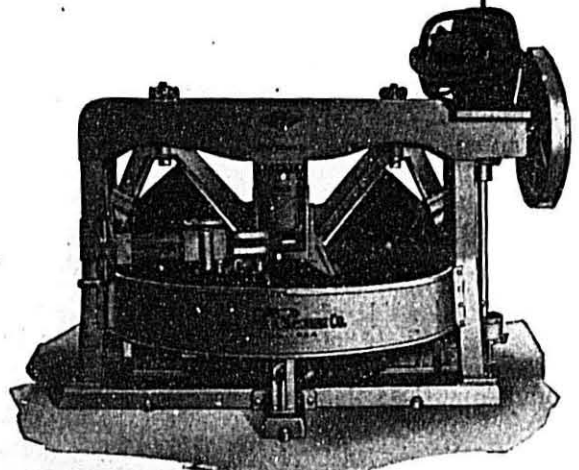
"Eimco" mixers develop the full strength of the flour and produce perfect doughs, absolutely uniform in color, temperature and finish, just like an expert would do it by hand but they do it many, many times quicker—also much quicker than ordinary machines—because they are scientifically designed and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

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 "Be at the conference—cooperation will help you as well as the other fellows."

The East Iron & Machine Co.,
 Main Office and Factory, Lima, Ohio.



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Educate
Elevate
Organize
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ASSOCIATION NEWS
National Macaroni Manufacturers Association
Local and Sectional Macaroni Clubs

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First—
The Industry.
Then—
The Manufacturer

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Progress in Tariff Fight

The macaroni manufacturers who have so generously contributed to the fund to meet the necessary expenditure in making an appeal for more adequate protection against imported products should not be impatient over the necessary delay that must accompany action of this kind. The worthy appeal to the U. S. tariff commission, prepared by Attorney C. W. Dunn of New York city and presented by the National association through its tariff committee, is reproduced elsewhere in this issue.

The investigation of the tariff commission will not start until the commission determines the merits of the application that has been made for an investigation. This application is now in the hands of the economists who will probably submit it to the general commission with recommendation some time this month. Whether or not a general investigation of the merits of the petition made by the macaroni manufacturers is to be ordered depends materially on the recommendation of these economists.

Even should the recommendation be favorable there is little hope of starting an investigation before July 1, as appropriations for the various governmental bodies for the year ending June 30 are quite generally exhausted. With the new appropriations going into effect on July 1 the commission will take on new life and some action may be expected on our application shortly after the first of the month.

The whole proposition is a slow procedure, the tariff commission following these tactics in all general investigations, in order to allow the opposition time to present its side of the case.

We are exceedingly pleased to acknowledge further contributions to the tariff fund from the following firms:

Ravarino & Freschi Mfg. & Imp. Co., St. Louis.....\$10
Lion Brand Products Co., San Antonio... 25
Costa Macaroni Co., Los Angeles..... 5
Globe Grain & Milling Co., Los Angeles.. 10

Los Angeles Macaroni Co., Los Angeles... 15
Pacific Macaroni Co., Los Angeles..... 1b
Superior Macaroni Co., Los Angeles.... 10
U. S. Macaroni Co., Los Angeles..... 20

Better Durum Trophy

The interest created among the growers of amber durum in North Dakota through the trophy offered last year by the National Macaroni Manufacturers association encouraged that organization to make this an annual feature. A valuable silver loving cup will be of-



ferred this year to the farmer showing the best sample of amber durum wheat at the North Dakota state fair, the exhibit to be selected from wheat grown in that state.

The farmers of the northwest and grain interests of that country have expressed their appreciation of this generous effort on the part of the macaroni manufacturing industry to bring

about betterment in the quality of the wheat produced for its particular use.

The accompanying cut hardly does credit to the beautiful trophy which is of silver and of the most attractive size. On the face of the cup is engraved the object for which it is offered. At the top is the year "1924" in large figures; below are engraved the words "First Prize National Macaroni Manufacturers Association Trophy Awarded to Exhibitor of Best Macaroni or Durum Wheat, North Dakota State Fair." This lettering is banked on the sides by appropriate sheaves of durum wheat. The trophy offered last year was won by Sebens Brothers of Milnor, N. D.

Personal Notes

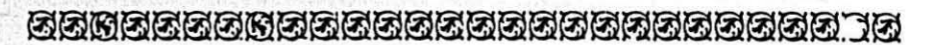
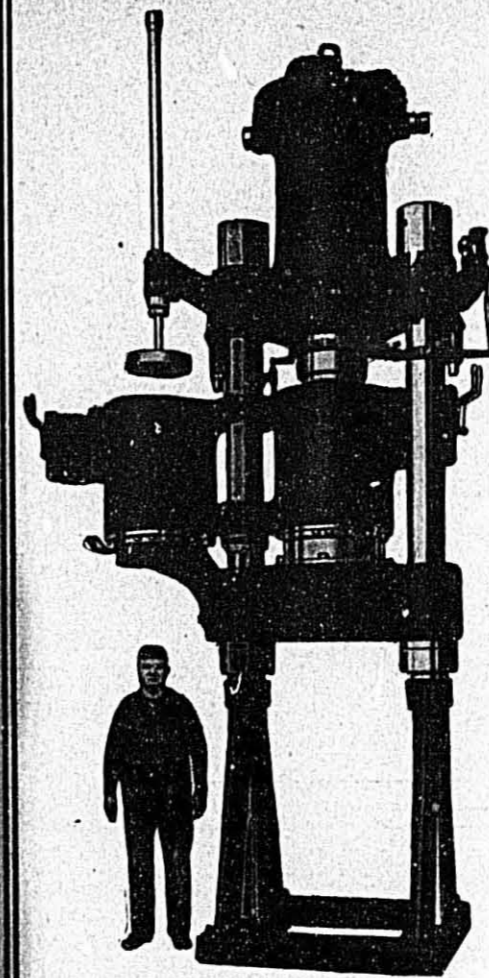
J. F. Carey, Detroit salesman for the C. F. Mueller company, and a regular reader of the Macaroni Journal, passed away on May 6 following an operation for appendicitis.

Here is a story told concerning the general knowledge of what macaroni is and particularly how it is made. It must be true being vouched for by no other authority than Wm. A. Tharinger of the Tharinger Macaroni company, Milwaukee.

Teacher, questioning her class, asks, "Who can tell me how macaroni is made?"

Johnny—a bright pupil, "First you take a long hole then you wrap some dough around it."

C. H. Burlingame, former vice president of the Mason-Warner company of Chicago, has resigned to assume the general salesmanship of the Foulds Milling company of the same city. Mr. Burlingame has had a wide experience in the selling game through connection with other food producing concerns. He succeeds C. S. Foulds who, on the death of his father last winter, was elevated to the presidency of the Foulds company with general offices in New York city.



John J. Cavagnaro

Engineer and Machinist

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

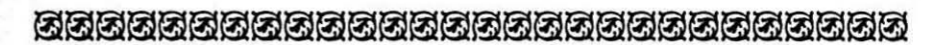
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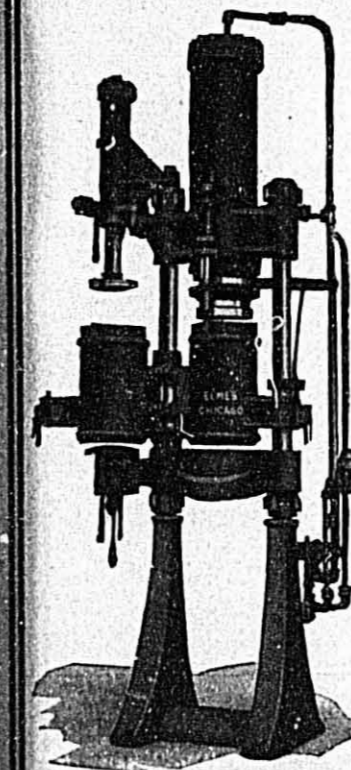
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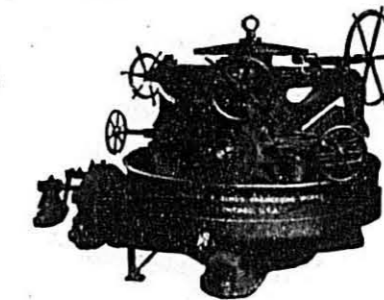
CLOSER COOPERATION WILL RESULT FROM THE GENERAL ATTENDANCE AT THE MACARONI MANUFACTURERS' CONFERENCE JULY 8, 9 AND 10.



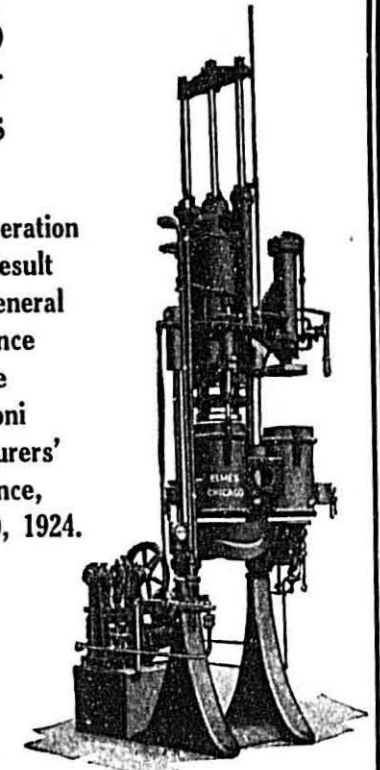
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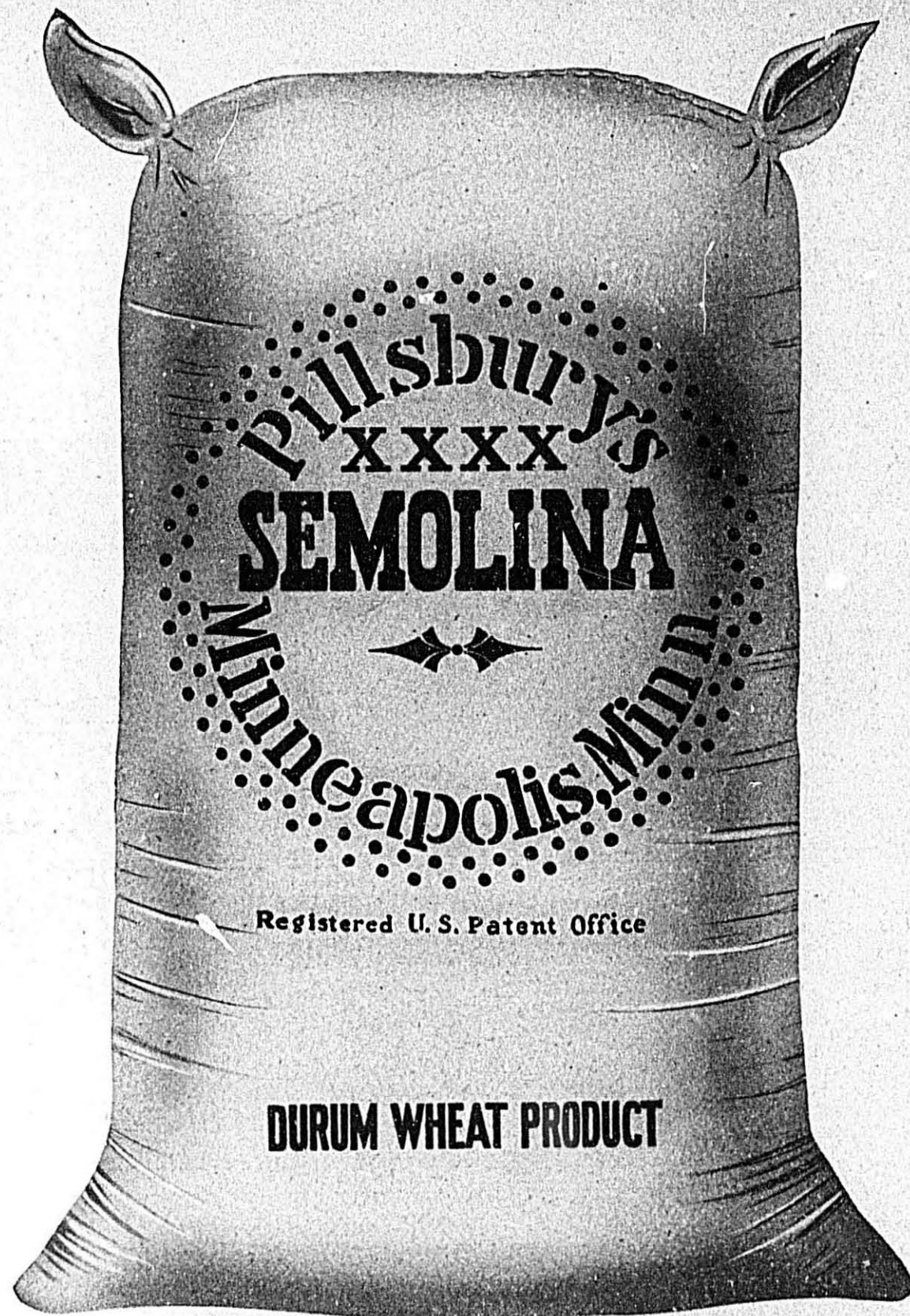
Closer Cooperation
Should Result
From a General
Attendance
at the
Macaroni
Manufacturers'
Conference,
July 8-9-10, 1924.



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Minneapolis, Minn.

We hope to see you at the Macaroni Manufacturers' Conference at Niagara Falls July 8-9-10 to help boost the Macaroni Industry