

**THE  
MACARONI  
JOURNAL**

**Vol. 5, No. 10**

**February 15,  
1924**

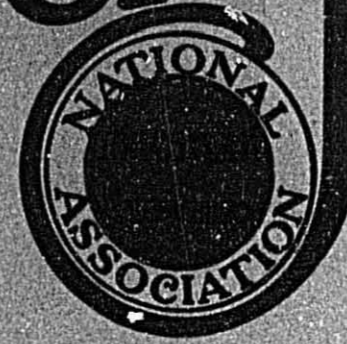
*The*  
**Macaroni Journal**

Minneapolis, Minn.

February 15, 1924

Volume V

Number 10



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

## WASTE

**1.** Waste is everywhere. It may be time or money, or effort or material, still it's harmful.

**2.** To discover all avenues of waste, ascertain their causes, and to eliminate them as far as it is within the power of an executive to do so, is the first duty of every businessman.

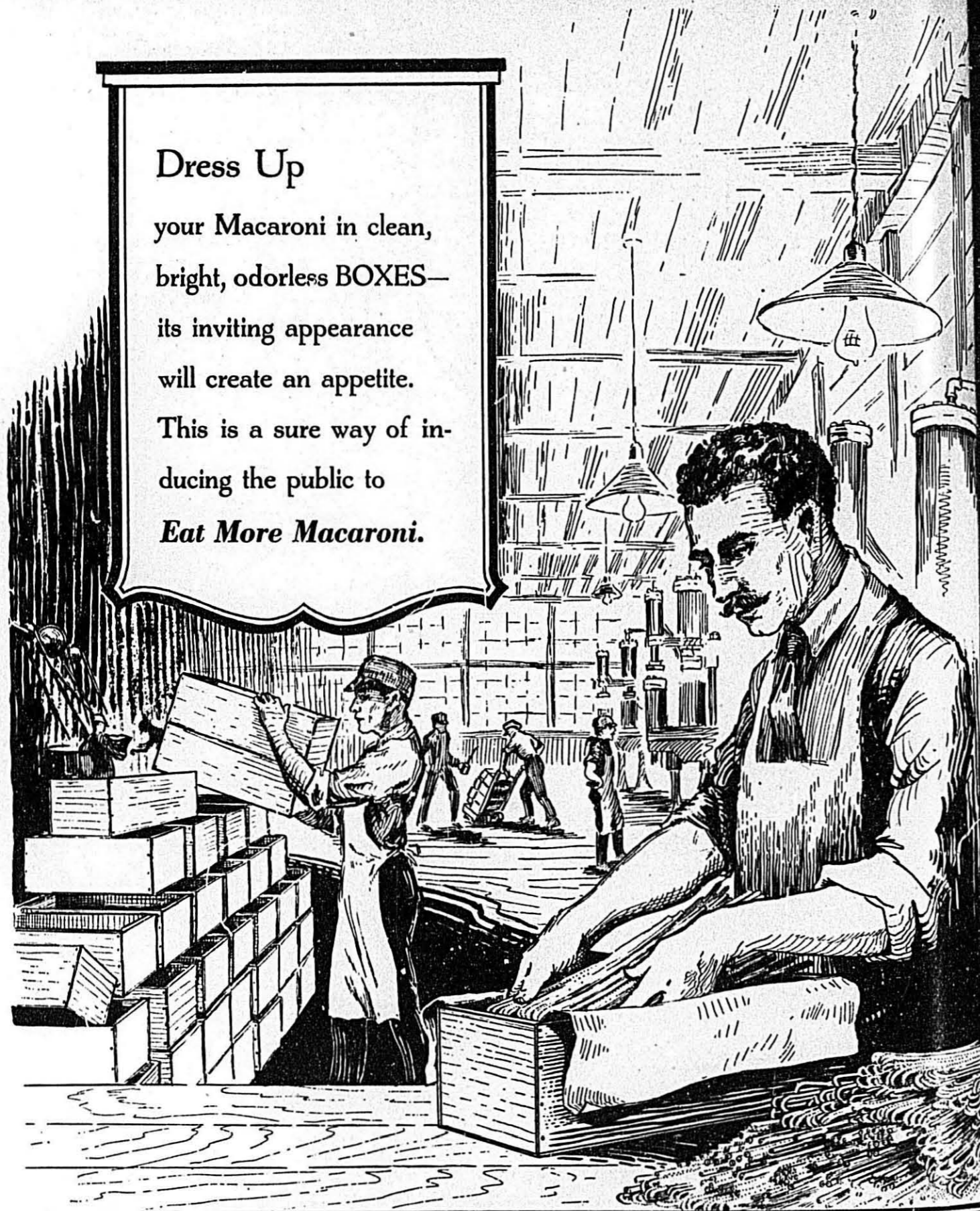
**3.** Saving at one end while a greater loss is sustained through wastes at the other end is sure to bring about failure.

**4.** Watch for the little wastes, the big ones making themselves known, and attack them with a determination that will reduce loss from these sources to a minimum.

### Dress Up

your Macaroni in clean,  
bright, odorless BOXES—  
its inviting appearance  
will create an appetite.

This is a sure way of in-  
ducing the public to  
*Eat More Macaroni.*



## CHICAGO MILL AND LUMBER COMPANY

510 N. DEARBORN ST.  
CHICAGO

## Capital City Milling & Grain Co.

DURUM WHEAT  
MILLERS

St. Paul - Minn.

Capacity 1500 Barrels



## EXCLUSIVE MILLERS OF

*High Quality  
Durum Wheat*

# SEMOLINAS

All Granulations.

Laboratory Tests Furnished  
with Every Car if Desired.

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

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

**Capital City Milling & Grain Company**  
ST. PAUL, MINNESOTA



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



drop us a line or mail this coupon

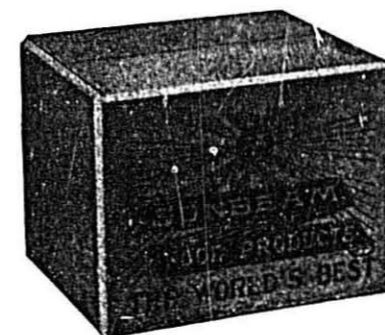


baker-perkins company inc  
saginaw, michigan

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 .....

OK TOBER



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

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



# Hummel & Downing Co.

Manufacturers of

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

Milwaukee, Wisconsin.

Service Offices—Chicago, Denver, Minneapolis.



**Good Friends-- We Thank You.**

at this time

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

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

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

**We Pledge Ourselves to Keep Faith**

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



**QUALITY**

**SERVICE**

*Eat More Macaroni—the*

*Best and Cheapest Food*

**MINNEAPOLIS MILLING CO.**

MINNEAPOLIS, MINN.

# THE MACARONI JOURNAL

Volume V

FEBRUARY 15, 1924

Number 10

## *In Tune With Your Business*

Every great musician must first properly tune his instrument before starting his concert. Many business men, however, make the serious mistake of attempting to play their part in a business concert with their instruments badly out of tune.

A business properly tuned will resound with the hum of pleased activity within and will harmonize with every phase of the cheering song of satisfactory business in the whole industry.

Have you ever stopped to study your business to learn whether or not it is properly tuned, not only in its component parts but with your industry and the entire business world? Have you ever attempted to overhaul it with this thought in mind? If not, try it once. The results may surprise even those who have considered themselves as very successful in their business.

Your business may be likened to the well known violin. The macaroni manufacturing business, for instance, has four all important and necessary strings, each one independent yet coordinating with the others to produce pleasing music. These four strings may be termed—first, the "organization string"; second, the "production string"; third, the "distribution string" and, fourth, the "harmony cord." If one or more of these is a bit sharp or a little flat, discord will result.

The one of prime importance in your business is organization. This string of your business fiddle must be strong, able to act whenever the least discord is manifested, ready to carry the whole tune if necessary, even under stress, and able to serve as the basis from which all the other parts are harmonized.

Just as indispensable is the production string in your business instrument. Of its importance little need be said. If it be not properly attuned to produce only goods of the highest quality and with machinelike regularity, the whole business concert is disturbed and all will suffer.

If the organization and production strings are not properly adjusted with and supported by a clear toned and a musical distribution string one can easily imagine the disharmony that will result. Therefore, the distribution string should be composed of materials of the highest quality, depended upon to do its share in the musical program. It should possess that fine tuning quality that will enable it to harmonize not only with the other parts of the same instrument but also with the numerous other instruments in the business concert.

Next comes the harmony cord, perhaps the most important of all. It is the bass string that provides just the

proper accompaniment to tie in effectively all the musical efforts of the others.

In many macaroni manufacturing organizations this harmony string is sadly neglected. In fact some are trying to play a 3-stringed instrument, expecting to get the same satisfactory results that others are realizing only through harmonious action within and without. As a result they are completely out of tune with the industry at large and even the little success that they attain comes only through the greatest effort and a most difficult manipulation of their imperfect instrument.

How hard a note of discord sounds! It can be heard in any concert irrespective of the number of players or the beauty of their music. A harsh note jars the whole program. In the macaroni manufacturing industry there are entirely too many discordant notes due to poorly tuned and illy timed efforts. Some attempt leading parts without first assuring themselves of the proper accompaniment. One who is properly in tune with his fellow business men can just as readily be an accompanist or a leader as the occasion demands.

It cannot be denied that the progress of the macaroni manufacturing industry in this country, great as it has been within the past decade or two, has not been just what it should, because of the lack of harmony among those who compose it. Harmony aids materially in business as it does in music and should be practiced by all the important and worthwhile fellows in the same line of business.

If through concerted, harmonious, organized effort macaroni manufacturers could realize just what the macaroni market wanted, how much it required, just how it was wanted and then could peacefully provide the requirements in just the right quantity and of the preferred quality, the one big problem of the industry could be solved. It can be solved and will be when more of them learn to use the harmony cord on their business instrument.

If these essential and generally hoped for things could be accomplished through harmonious action, and who is there among us that would question the ultimate success of such an effort, what an enormous amount of useless activity, dissension, ill feeling and selfish strife would be eliminated!

The moral is—tune up your business properly then tune in with your industry, not forgetting that harmonious group, your trade association, which is ever ready to serve you and your interests when they do not conflict with your fellow manufacturers. Do this and place yourselves in a position to garner the benefits that will accrue to all when harmony becomes the real keynote of the industry.

Are you ready for the business concert? Is your business mind in proper tune? Then "toot" your horn in musical harmony and make the macaroni business concert pleasing to yourself, to the industry and to the listening world.

### Gems From the Press

#### Macaroni Holds High Place

Owing to its good food value macaroni is entitled to a high place among our best foods, says the Evansville (Ind.) Journal of Jan. 20, 1924.

Although physicians, food bureaus and schools of domestic science have of late eulogized in high measure the foods richest in elemental food, particularly for growing children, many housewives are said to little appreciate the fact of its effectiveness in health producing and muscle building. Macaroni has been accorded foremost rank as one of the foods richest in elemental food values that are on the market today.

In addition to its high rank as a real healthful and strength giving food, macaroni may now be obtained at a cost far less than most foods. Again its enticing, flavoring dishes can be made in an unusually short space of time.

#### Can be Main Dish

Macaroni may easily be made the principal dish of any meal. Children home from school need a food that is rich in protein and hydrocarbonates; food that may be depended upon for its tissue building properties; that is easily prepared and easily digested.

Macaroni is not a new food. It is perhaps one of the oldest foods known to mankind. It was the popular impression for many years that macaroni was first discovered by the Italians, but a careful search into the historical records of the past shows that way back in the period of Ming dynasty in China, macaroni was favored by the mandarins and upper classes of Chinese society. Macaroni was later successfully introduced into France. In England, macaroni was known during the days of Queen Elizabeth, having been brought into the country by travelers from the continent.

#### Lorentz Goods Praised

The Lorentz Macaroni company of Mansfield, Ohio, is credited with being one of the many American producers who manufacture macaroni of a quality unexcelled by any other country on the globe, according to The News of that city. The article reads:

Did you ever eat macaroni? If you did or do, have you ever stopped to think that you could eat no more healthful, cleaner food if made under proper conditions?

The fact of the matter is few people

do really know the food value of macaroni, and thus this food product is not understood. Macaroni is supposed to be mostly made in foreign countries, when as a matter of fact it is just as much American in these days.

Macaroni is made from durum wheat, a hard, flinty variety very rich in gluten. Macaroni, therefore, contains the proteins necessary for building bone and muscle. Macaroni is easily digested and very nourishing. It can be prepared in a large variety of tempting dishes. It is wholesome, delicious and economical.

The Lorentz Macaroni company which manufactures this excellent food is a Mansfield concern, and the reputation of this organization is of many years standing. For many years it conducted a baking business and was known for its better quality baked goods.

Ten years ago the company embarked in the macaroni manufacturing business in its own plant at Adams and E. Second sts. and its success has been

merited because of the superior goods it made.

The building in which the company manufactures this food product is modern, being built with a view of not only plenty of room but absolutely sanitary conditions. These goods are strictly American made and only Americans are employed and every department is equipped with the latest machinery and the methods used are consistent with purity, sanitation and deliciousness.

#### Big Market Here

The United States has been considered a great market for macaroni since the year of 1880. Prior to that time, macaroni is said to have been mostly imported.

As an article of food macaroni is unexcelled and its popularity, which is great, is destined to become greater when the public becomes better acquainted with its wonderful scope in our general food scheme. In itself a most enticing and palatable dish, it lends itself admirably as a component part of many other tasteful dishes.

### A REAL TEAM—ALL MACARONI MEN



The John B. Canepa company of Chicago, manufacturer of the famous Red Cross brand of macaroni products, is perhaps the only producer of this kind of food represented successfully in the basket ball field. The Canepa team pictured herewith is playing a regular schedule in the Industrial league of Chicago. It is a heavy weight outfit, its players having been recruited from "basketballers" of high school and college renown. R. W. Dawson, salesman-manager for the macaroni firm and manager

of the team, is anxious to match his players particularly against any other team or teams representing macaroni manufacturers but is also open for contests with the leading professional teams of the country.

Mr. Dawson has placed his athletes on a regular macaroni diet and to this attributes their superior playing. "Nearly all of the members of my team are salesmen and good macaroni men at that," says Manager Dawson. "Naturally I am proud of them and think they can whip any team in their class."

## Harmony of Business Name With Brand Title

By L. W. MIDA,  
President Mida's Trademark & Patent Bureau.  
(Copyright 1924)

Nowadays, there is a marked tendency among business houses to harmonize the name under which their business is operated with the name under which their goods are branded. This tendency is believed to be more than mere whim or fashion. It is usually one, or should be, for two-fold reasons, as there are strong arguments in its favor.

These arguments take two directions: the advantages in advertising and the advantages in protection.

The advertising advantage lies in the fact that the business name when the same as the brand name assists in advertising the brand every time the business name is used. Advertising, after all, is largely a matter of repetition, but that repetition must be linked up so that when one sees a brand he associates it as coming from a single source. If the manufacturer of "Casarets," for example, were known as The Casarets Company there would be no question as to the source of Casarets. How many today could, off-hand, give the name of the source of that article?

Consider, also, the case of "Aspirin" and the manufacturer, Bayer, who permitted the word "Aspirin" to become a household word without emphasizing that it was the name of a preparation privately branded and coming from a single source. Where that was originally the case, we find the word "Aspirin" now struggling for the recognition it should have acquired in the first place. The manufacturer made the mistake of not linking the business name with the goods. How much better it would have been had the goods been marketed under the name of The Aspirin Company to show the world that the name "Aspirin" was an exclusive property and not a general designation for a preparation put up by many.

These two instances are sufficient to point out that the buying public is very apt to get wrong impressions, or no impression at all, as to the source of the goods it purchases.

But that is only one of the negative angles. There is another and far more important situation upon which the business world is just beginning to get light. It has to do with the protection

of the brand through protection of the business name.

As an illustration there is the National Biscuit Company, operating many brands, but continually preserving the parent brand, "Uneeda." That brand has been registered by the National Biscuit Company to cover such bakery products as are manufactured by it. Further than that it cannot go in registration. It cannot prevent others from registering the word, "Uneeda," for coffee, or for fish, or for any articles of a different description and unrelated to bakery products. It cannot oppose the registration of "Uneeda" for any goods outside of the food classification, and there are forty-eight other classes in the official divisions of the Patent Office.

Manifestly the National Biscuit Company would be correct on basic business principles should it be enabled to have a broader control, or at least some degree of regulation, over the brand name that it has popularized at great expense. It is possible to provide for such contingencies.

If the National Biscuit Company were organized as the Uneeda Biscuit Company or were conducting a subsidiary sales corporation under that business name, it would embody the brand name in the corporate name. The corporation could then have its name entered or deposited in the trade mark division of the U. S. Patent Office. The effect of that entry would be far reaching.

First, we would make clear that the effect would not prevent others from ADOPTING the word "Uneeda," to brand goods other than bakery products. The right of others to USE the same name as a commercial brand for non-conflicting goods is a privilege that is not denied by the Patent Office practice or the courts, as long as there are no elements of unfair trade and no injury to the corporation, or presumption of injury deducible.

The effect of the entry in the Patent Office of the corporate name, Uneeda Biscuit Company, would be in the obstruction set up against any one, whether individual, co-partnership, or corporation, who would apply for REGISTRATION of the word "Uneeda" for

any goods whatsoever outside of the bakery classification, or within the bakery classification. Applications for registration made on bakery goods would, of course, be obstructed by the anticipating registration of "Uneeda" by the National Biscuit Company, but the applications in any other class, whether for chewing gum, boots and shoes, or embalming fluid, would be automatically obstructed because the official examiners at Washington would have a means of knowing that there is a corporation extant, the key word of whose business is "Uneeda."

The only exception to such obstructions to registrations is where the applicants for registration of the word, "Uneeda," could establish that they adopted that name to brand goods prior to the date of the articles of incorporation of Uneeda Biscuit Company. All other applicants for registration of a later date of adoption would then have to obtain consent of the corporation whose major word is "Uneeda," and who had taken the precaution of filing its articles of incorporation in the trade mark search records of the Patent Office.

The court decisions have upheld the Commissioner of Patents in the practice of obstruction cited, as witness the following decisions:

United Drug Co., 222 O. G., 729, 44 App. Ct. D. C. 209, Trade mark STORK, John Given vs. New York Athletic Club, 210 O. G., 1067, 42 App. D. C. 558.

Ford Motor Co. vs. The Mansfield Tire & Rubber Co., 115 Ms. Dec. 78, 44 App. Ct. D. C. 205.

American Steel Foundries, 264 O. G., 354, 258 F. R., 160, 9 T. M. Reporter, trade mark SIMPLEX.

The object of the protection afforded by the recording of corporate names in the Patent Office is to prevent damage to such company resulting from the subsequent registration of a trade mark embodying the corporate name or the essential features thereof by some other party. Note that this relates to deposit, not registration. The practice does not permit the registration of corporate names as a trade mark when used as such for the particular goods made or sold by the corporation. The idea of the broader protection through

depositing the corporate name is with a view of giving an exclusiveness that might otherwise be affected by the promiscuous and damaging use by other parties of the name of the corporation as a brand for various goods, irrespective of competitive nature of such other branded goods.

While that limitation is the objective of the practice it has resulted in rejection of brand applications that could hardly be deemed to damage the corporation of a corresponding name. The brand "Paramount" for food products was refused registration because of the Paramount Knitting Company corporate name; "Sunlight" for boots and shoes on Sunlight Creameries; "Eureka" paints on Eureka Steel Range Company; "Victor" dressed poultry on Victor Talking Machine Company; "Paramount" golf balls on Paramount Pictures Corporation; "Lincoln" citrus fruit on Lincoln Motor Company; "National" lard on National Cash Register Company; "Valora" canned fruit and vegetables on Valora Chemical Company; "Protex" hair nets on Protex Signal Company; "Master" radio apparatus on Master Carburetor Company.

On the other hand, the equity of the practice is reflected in many other instances of which one is sufficient for comparison. In the case of the brand "Ford" for tires the Patent Office examiners have turned down the application for registration because the Ford Motor Company took the precaution to place its business title for ready reference in the trade mark division of the Patent Office.

What has been stated has been largely on the assumption that the concern centers its activity upon one brand or a leading brand of that particular concern. It is also assumed that the brand is the same as the name under which the business as a whole is conducted and that the business has been incorporated.

Where a business is not using a brand that harmonizes with the business name, and he or they wish to avail themselves of the protection indicated, it becomes necessary to either reorganize as a corporation and change the business name to the brand name, or if already incorporated to establish a subsidiary corporation embodying such brand name as the major word.

When this has been done by an attorney conversant with corporation work the action of entering the cor-

porate name in the Patent Office should properly be entrusted to attorneys registered to practice before the Patent Office. The Patent Office will then take care that the corporate name is not duplicated in registration by other parties of corresponding names for trademarking goods of any description. Hundreds of corporations have already recorded their corporate names and the list is rapidly growing.

## COLOR AS SALESMAN

Value of Attractive Label or Carton Illustrated in Booklet—Four Reasons for Good Influence.

The United States Printing & Lithographing company, which occupies an enviable position in the label and carton industry in this country, recently prepared and distributed to the food trade 4 interesting pamphlets tending to prove the value of an attractive carton or label as a salesman. The color scheme recommended to the users of cartons is carried out in the pamphlets themselves. The pamphlet referred to, and from which we quote in part, follows:

### Color Influences Purchase

The psychology of color as applied to sales is worthy the serious study of every manufacturer. Watch its application in any store. The customer's attention is caught by the strikingly colored package or label. It may be the very article wanted—if so, the purchase is already favorably influenced. Again, it may create an unpremeditated desire to buy. There, again, color influences the purchase.

To create a package in color that will stand the acid test of public favor is an exacting problem. To do so successfully, demands a high degree of technical skill as well as the practical know-how acquired only through years of experience in the production of fine color work.

### Color Tells the Story

Color tells a story of progress. The beautifully decorated package on the grocer's shelf unfolds a tale of business romance that rivals fiction.

It proclaims the manufacturer's belief that he has perfected his product through the stress of competition until it has won a deserving place in the marts of trade. Color is the herald of success, and the consuming public confirms it by buying again and again.

Manufacturer, distributor, retailer each has something to sell. Color will make its selling easier. It can be done either through folding packages, unique in form and color; labels that are outstanding; wrappers, folders, calendars and displays so strikingly original that selling is greatly simplified.

### Color, National Salesman

Put 2 packages side by side—one plain black and white and one in color. At the same price, which will sell first. A nationally known candy concern has made a big success because it concentrated on the making of novel packages—all beautifully done in color. Color is this firm's best salesman. And it makes repeat sales its specialty.

You can use color to advantage in your food containers.

### Color Changed Old Ideas

Gone is the idea of biscuits, or raisins, or dates in bulk, to be bought from an open barrel or box or wrapping of braided reeds. Figs used to come to market impaled on long thin sticks and packed closely together, covered with a kind of matting. That was the original idea. The white man changed it with the help of the women who buy.

Color made possible the modern package. The different hues adopted by individual manufacturers and factors not only attract the eye but make people remember certain trade marks. Few stop to realize how great an influence color is in determining preferences for many commodities. Color controls rigidly. It makes for more sales of more goods and suggests upstanding quality and dependability.

### The Spade on "Sales"

A compact but meaty booklet published monthly by R. O. Eastmen, Inc. of Cleveland is known to contain some pertinent and timely things on subjects of vital interest to business generally. The organization behind the Spade is devoted to development of effective selling plans and methods based on competent study of business and its market. Many successful business men have made use of the service offered by this organization. Dealing with the subject of salesmen, sometimes a source of great worry to business concerns, macaroni manufacturers not excluded, it says, "When we have more sales managers who give the men facts instead of arguments, and information instead of inspiration, we will have more salesmanship and more sales."

# An Advertisement

## To the Macaroni Manufacturer interested in improving his Product



**NOTICE.** There are certain important features about the above sack. It is not an ordinary sack. Neither does it contain an ordinary semolina, for on the sack is the name Washburn's GOLD MEDAL.

Washburn's GOLD MEDAL on any product milled means it is the finest quality possible to produce and that your satisfaction is guaranteed by Washburn Crosby Company, the world's largest milling organization.

Continued use by hundreds of manufacturers has proved to their complete satisfaction that GOLD MEDAL Semolina makes better Macaroni, Spaghetti and Vermicelli than ordinary brands.

Let this high standard Semolina serve you too. We stand squarely back of our quality.

# WASHBURN CROSBY COMPANY

MINNEAPOLIS, MINNESOTA

*Eat*  
more  
wheat

## Lent Is Macaroni Season

—March 5-April 20

The real "go-getters" in the macaroni industry, and in this group is included most of the successful firms, have already completed plans to benefit by the natural macaroni demand that lent annually provides. The plans insofar as they have been divulged include increased publicity in newspapers, grocers journals and national magazines; bill board posting and sign painting on a wider scale; increased street car advertising, particularly specializing in suitable lenten dishes of macaroni products and a general circularization of retail trade asking their cooperation in increasing the sales of macaroni products during lent.

A special effort is being put forth by some firms aiming to convince the salesmen of the golden opportunity that this season of the year offers them and calling upon each salesman to take advantage of every opening for increased distribution.

Some macaroni manufacturers have distributed suitable store cards, advertising macaroni as a delicious food for the season and have had millions of dodgers printed for distribution through the grocers or to be used as

inserts in macaroni packages. Such an insert should state briefly the food values of the product and give several recipes that will insure the housewives appetizing dishes during a season when meat is less frequently served.

Mr. Macaroni Manufacturer! Lent is a logical macaroni season. If you fail to make the most of the opportunity presented you are not only harming yourself but injuring the macaroni industry.

Coordinate with other macaroni manufacturers in establishing this season. Cooperate with the retailers and wholesalers in a way sure to gain their attention and interest in making the consumption of macaroni products during the lenten season as nearly 100% as it is possible among those who enjoy this food in the various forms in which it is possible to serve it.

Plan your campaign thoughtfully and then push it vigorously. Even a half-hearted effort will do some good. The season will bring a natural increase to all macaroni manufacturers but it will affect most favorably those who fight hardest to the end that lent be nationally known as the real macaroni season of the year.

### Preparing Dictionary of Specifications

With the object of bringing about the widespread use of specifications as the basis for the purchase of supplies by the federal, state and municipal governments and public institutions plans are now being inaugurated for collecting into a dictionary, or encyclopedia, such specifications as have proved most satisfactory for this purpose.

In the dictionary there will be included not only the specifications formulated by the federal specifications board but other specifications known to be satisfactory for the purchase of commodities not as yet covered by the specifications of the board.

In selecting specifications for inclusion in the dictionary due consideration will be given to the attitude toward existing or proposed government specifications by both producers of the commodities and consumers thereof, in addition to the federal, state and municipal governments and public institutions.

Moreover, a comparison will be made between government specifications and specifications for the same commodities formulated by well established organizations of producers or consumers.

Such organizations are requested to send copies of their specifications to the Director of the Bureau of Standards, Washington, D. C., for use in connection with the selection of the most nearly universal satisfactory specifications for inclusion in the Dictionary of Specifications for commodities for government consumption.

### From Grocery Clerk to What?—How About You?

Believing that in the careers of various successful men who began their business as grocery clerks there lie many interesting and helpful facts, Bartlett Arkell, president of the Beech-Nut Packing company, Canajoharie, N. Y., is endeavoring to compile the life story of each successful business man whose start was made behind the counter. In this work the macaroni

manufacturers of the country are naturally interested because of mutual concern in the progress of men who have handled their products in thousands of grocery stores in the country.

Unquestionably there are many men now occupying leading positions in various professions whose careers began in this small way. Many of our successful macaroni manufacturers had this experience. It is suggested to these that they submit to Mr. Arkell a brief biography of their progress from that of grocery clerk to their present status. The Macaroni Journal is interested in at least this portion of the proposed compilation and would like to receive copies of life stories of any macaroni manufacturer in this class.

### Some Studies in Cooperative Depreciation

The recent survey that we made into the rates of depreciation charges off in macaroni factories has been productive of results, reports Dr. B. R. Jacobs of the National Cereal Products Laboratories, Washington, D. C.

The unofficial attitude of the income tax division of the treasury department shows that depreciation may be worked out for the macaroni industry in the following manner.

Machinery should be divided into two classes. Heavy machinery such as presses, mixers, kneaders and dough breaks, can be charged off at 10%.

Light machinery doing heavy duty such as dough cutters, wrapping machines, may be charged off as high as 20%.

Tools and equipment of an expendable character may be worked by the inventory method.

Boilers may be charged off at 20% making proper allowances for replacements.

Buildings, brick or reinforced concrete, may be charged off at 2½ or 3%.

Buildings, frame or concrete, not reinforced may be charged off at from 4 to 5%.

Improvements on buildings, such as heating, plumbing, wiring, elevators, etc., should be charged off at the same rate as the building, with proper adjustments for replacements.

Office equipment may be charged off at 10% with adjustments for replacements.

This information becomes of initial importance at this time when the manufacturers should prepare their income tax returns.

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



Eat More  
Wheat,—  
Macaroni—

A  
Good  
Wheat  
Food

Eat More  
Wheat,—  
Macaroni—

A  
Good  
Wheat  
Food

## KING MIDAS MILLING CO.

MINNEAPOLIS

No. 2 SEMOLINA  
No. 3 SEMOLINA

DURUM PATENT  
DURUM FLOUR



## TRADE IN FOODSTUFFS

Figures for 1923 Show Pork Products Export Much Increased Over 1922—Grain Shipments Dropped in Competition.

The outstanding features in the export trade of American foodstuffs during 1923 have been the increase in the exports of pork products and a decrease in the exports of grain.

The increasing demand for fats is apparently due to the fact that Europe has not been able to restore meat production and is seeking the cheapest means of meeting this need by turning more largely than ever to American pork products.

As a striking example of this, Germany's import trade shows about 65% more pork in 1923 than in the previous year.

### Decreased Grain Exports

The decrease in grain exports is a natural response to the increasing production of Europe, which is now almost back to prewar production for most of the countries, and also is partly due to the fact that some of the newer producing countries with cheap land and production at low cost have been offering grain at lower prices than the United States exporters could meet.

The latter situation is particularly due to the world wide agricultural exploitation of virgin lands occasioned by the tremendous demands of the war and reconstruction period, which has left somewhat of an overproduction, especially of wheat, since Europe has almost returned to her prewar output.

In the export grain trade there has been a marked falling off during 1923 as compared with the previous year, in practically all grains and grain products, with the exception of flour which shows a slight increase.

The export of corn dropped from 163,000,000 bu. to approximately 41,000,000, wheat from 164,000,000 to 98,000,000, while flour exports were 15,000,000 bbls. in 1922 and about 16,000,000 bbls. for 1923. For flour, this shows an increase of about 6,000,000 bbls. over the prewar period, or an increase of over 50%.

In the case of wheat our exports are still above prewar exports by nearly 80%, and wheat and flour combined have increased by 62%. Our exports of corn during the past year are about 30% above the prewar average.

The falling off in recent months has

been largely due to the fact that some competing countries—in particular, Canada, Australia, Argentina, and India—have underbid the United States on price when quality and grade is considered.

The world takings of wheat and flour in grain importing countries are practically up to normal and even show some increase over prewar years. This is rather unexpected, as it was thought that the large grain crop of Europe during the past season would tend to cut down the demand from that quarter.

The grain imports of Europe for the last 6 months of 1923 appear to be about equal to the previous year, when the European crop was smaller.

In the flour trade the most significant fact is the increased exports from Pacific ports and the large importations by China. In prewar years the United States was shipping around 1,250,000 bbls. of flour to China yearly but this rose to 2,750,000 for the year ended June 30, 1923, and for the past 6 months the shipments have been at the rate of 4,500,000 bbls. a year. Most of this flour is shipped from Pacific coast mills.

Another outstanding feature of our Far East flour trade is the fact that since the prewar period our exports have increased by fully 100%, though in some quarters, particularly in Japan, Canada has proven a strong competitor. This fact, coupled with the further fact that Japan has been expanding its home flour milling industry, explains the decrease in our flour shipments to that country.

### Expansion in Pork Trade

The 1923 export trade in pork products and lard, which make up about 98% of meat exports from the United States, shows a most gratifying increase over the previous year.

Exports of pork will run close to 900,000,000 lbs. in 1923 as compared to about 700,000,000 the previous year, while more than 1,000,000,000 lbs. of lard were exported as compared with about 800,000,000 in 1922, or an increase of approximately 27% for pork products.

The most outstanding feature of the trade has been the very large consignments to Germany during 1923, which will run close to 475,000,000 lbs., or an increase of about 67% over the previous year.

While a part of this is transshipped to countries beyond Germany it is not

known exactly how much is taken consumption in that country; yet preliminary German figures would seem to indicate that there has been taken consumption in Germany about 6% more than in 1922.

The movement has been especially heavy since the first of August.

Other countries also show considerable increase in purchases over the previous year. More striking also is increased consumption of pork products within the United States.

This country has produced and consumed roughly 27% more pork in 1923 than in the previous year. While increased export trade has taken up part of this surplus, most of it has been taken care of by increased consumption within the United States.

### SPAGHETTINIS

The hen is the only institution that can produce dividends just by sitting around.

Your wife runs the greatest institution in the world, the home. Even other industry works to help the one she runs.

### ADVERTISING

A man who advertised for a week said shortly afterward: "I can't say that advertising always pays, but it certainly brings results."

### MACARONI HINTS FOR MACARONI SALESMEN

When boiling macaroni put it into a tin flour sieve and immerse all in boiling water. It will then need no turning to keep it from burning at the bottom and may be drained and rinsed when properly cooked, without resorting to a colander.

### SOME BUSINESS PRACTICES

A credit manager received the following letter from a merchant whom he had politely asked to remit:

"Dear Sir:

"We do not pay no bill by mail. You people have come and got the order, so come and get the money."

—Exchange.

### Everybody Likes It! Don't You?

To macaroni manufacturers the Macaroni Journal is most helpful. Its power will increase with its subscription list. Help make this larger by sending in \$1.50 NOW to cover your 1924 subscription. Thank you!

## "First Impressions are Always the Most Lasting"

Consider the men who are the outlets for the product of your factory—whether wholesaler, retailer or consumer—and the *impression* made upon them when your macaroni passes through their hands. This "first" impression lasts and is the moulder of good or ill will.

Capitalize the journey of your product to the table and earn the good will of all who assist in the trip by insuring the right kind of an impression. Give them your macaroni in the same condition it is in when packed in your factory.

A GOOD WOOD BOX IS A CREATOR OF LASTING GOOD WILL, AND IS THE CHEAPEST CONTAINER INSURANCE.

"A Request Will Bring a Quotation"

# Anderson-Tully Company

Memphis, Tenn.

## PRICE CUTTERS HURT

Vicious Class Harmful to Business—Demoralize Buying Trade—Teach False Sense of Value—Sap Confidence.

The price cutters are generally classified as business wreckers. Their vicious practices are harmful in any line of business but particularly in the manufacturing business.

Perhaps the greatest injury done by the ignorant price cutter is that he demoralizes the buying trade. By his practices he teaches buyers a false sense of value and undermines the confidence that the buyer usually has in the producer.

The habitual price cutter practices this habit for short periods only, for the reason that sooner or later he fails leaving behind him a trail of wreckage that wise men interpret correctly, striving to avoid similar pitfalls. He not only blasts his own career and wastes his capital but proves a dangerous obstacle to the entire trade.

When the "bust up" comes he leaves behind him a string of unpaid bills that is a "black eye" to the line of business in which he was engaged. He sacrifices whatever good will he may have had and indirectly injures the good will of the others in the same business.

The above hardly applies to all who cut prices because under certain circumstances and because of unnatural conditions, a change of prices on goods is sometimes justifiable. A sudden fair size decrease in the cost of raw materials may justify a business man in quoting a lower price than usual. It may even be justifiable to shave prices somewhat when he becomes overstocked with goods in a certain line or certain territory, providing that this does not become a general practice.

A price cutter is usually encouraged by customers whose standing is not always above reproach. In the legitimate trade no one is feared as much as the chronic price cutter who, slashing prices right and left, cares not whom he harms but glories in the knowledge that when he falls, others must fall with him. The destructive price cutter referred to can be eliminated in any trade only when the honest men in that business cooperate understandingly.

In the macaroni manufacturing business there appears to be urgent need of corrective measures of some kind in

several scattered cases and the sooner that the legitimate manufacturers agree on some way to combat the influence of these destroyers of business the sooner will the industry be rid of a problem that is now the source of much worry on the part of the well meaning macaroni makers.

### Murdock Quits Commission

Victor Murdock, who has long been associated with the federal trade commission at Washington, offered his resignation without assigning any particular reasons for it. Friends state that it is his desire to retire from public life and to devote his time to private affairs.

No appointment has yet been confirmed to fill this vacancy, and President Coolidge will give the matter deep consideration with the idea of fostering a closer cooperation between business interests and the government. This is due to the criticism recently directed against the commission for its apparent antagonistic attitude towards business, a feeling which the president hopes to dispel through the new appointment.

Mr. Murdock will be remembered by macaroni manufacturers because of the interest taken by him in 1920 and 1921 when trade practices of several macaroni manufacturers were under investigation. At a meeting of the macaroni manufacturers in 1921 in Atlantic City, after hearing the manufacturers' side of the question, he expressed himself as satisfied that the macaroni industry was happily free from unfair practices with which the federal trade commission was at that time concerning itself.

### Personal Notes

W. F. Lipp, formerly secretary-treasurer of the Peoples Macaroni company of Buffalo, a firm created over a year ago by the amalgamation of several of the larger firms of that city, has resigned and resumed his connections with his former employer, the American Macaroni corporation of the same city.

John V. Canepa, head official of the John B. Canepa company of Chicago, manufacturer of Red Cross brand, is a lover of sports of various kinds and believes in making use of all recreation activities to advertise his product. Hence the organization of a fast basketball team.

President R. E. Baker of the Baker-Perkins company in the regular advertising in this issue notes that after

Jan. 1, 1924, the address of his company is The Baker-Perkins Company, Inc., Saginaw, Mich. This move was planned by the company to bring its offices into closer contact with the splendid manufacturing plant, thus promoting a more efficient cooperation between the various forces of the company for the benefit of its customers. Don't forget this announcement when you have occasion to address this company.

Wm. A. Tharinger, president of the Tharinger Macaroni Co. of Milwaukee and director of the National Macaroni Manufacturers association, who has been quite ill the past month, has recovered sufficiently to be able to go to his office a little each day. It was the "flu", said Bill.

### Fred Mason Promoted

Many macaroni manufacturers friends of Fred Mason, former president of the American Specialty Manufacturers association and recently head of the Shredded Wheat company, will be pleased to learn of his advancement to the presidency of the Franklin Refining company of Philadelphia. He succeeded George H. Frazier who held this position for several years. Mr. Mason has been vice president of the American Sugar Refining company which position he assumed when he left the Shredded Wheat concern.

### Editor Edgar Retires

Shortly after the completion of the golden jubilee commemorating the 50th anniversary of the establishment of the Northwestern Miller of Minneapolis, Minn., William C. Edgar announced his retirement and the sale of his interest in that publication to former associates.

Mr. Edgar was editor of the Northwestern Miller 40 years and since 1888 was its owner. Under his able management he developed this trade journal into one of the most influential in the flour manufacturing and consuming trade.

The new owners of the Northwestern Miller are H. J. Partridge and Robert E. Sterling, friends and associates of the veteran editor. Mr. Partridge assumed position of president of the publishing company and Mr. Sterling becomes chairman of the board of directors. Robert T. Beatty, well known in the macaroni manufacturing industry is secretary of the newly organized company and retains his position as northwestern editor and bakery editor which he has held for several years.

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



## Girls Demonstration Club



The Durum Products Demonstration team, Cathay, N. D. (left, Miss Louise Broschat, right, Miss Robina Wylder), demonstrating the preparation of macaroni and spaghetti dishes before the annual county extension agents conference, Jan. 7, 1924, in the Little Country theater at the North Dakota Agricultural college.

At the annual conference of the county extension agents held Jan. 7, 1924, at the Agricultural college, Fargo, N. D., Miss Robina Wylder and Miss Louise Broschat, one a senior and the other a freshman in the high school at Cathay, N. D., both country born and reared girls, put on a model demonstration for the benefit of the assembled county agents. Their topic was "Durum Products".

These girls began to prepare for this demonstration in June, put it on at their county fair in July and having developed it so thoroughly were awarded the honor of putting on their demonstration at the annual county agents conference. In a little less than an hour these girls told how to prepare and ac-

### National Music Week

Lately there have been launched so many "national weeks" that some have been forced to overlap others. There have been such weeks as "apple week," "educational week," "canned foods week," "toast week," "candy week," and the oft suggested, "macaroni week." One of the latest to be recommended is that of the "national music week" backed by the music week committee of New York city. May 4 to 10 has been designated. Musical organizations both local and national are asked to get behind this movement and in-

tually did the preparation of the following macaroni dishes:

Stuffed ham with macaroni; macaroni rarebit; macaroni and cheese fondue; macaroni loaf; salmon loaf with macaroni; fruit salad using macaroni; vegetable salad using macaroni; macaroni and asparagus; spaghetti a la golden rod; and macaroni fritters.

Two of the macaroni delicacies demonstrated are perhaps new to the readers of the Macaroni Journal, as follows:

**Macaroni Fritters**—2 cups cooked macaroni; 1 cup bread crumbs; 2 eggs; ½ cup onions; 2 tablespoons pimento. Mix and fry in deep lard or butter.

**Macaroni Fruit Salad**—1 cup cooked macaroni; 1 cup pineapple; ½ cup dates; ½ cup walnuts. Use a cream dressing.

dustries are solicited to encourage music as part of the program of entertainment of employes during this period. It is the purpose of the committee to obtain the cooperation of the radio broadcasting stations and the various chambers of commerce of the country to sow seeds of "Music Week" interest.

On the honorary committee are found all the state governors and on the active committee are found the leaders of the various trade and fraternal organizations of the country.

It is proposed to make music week

an annual event beginning the first Sunday in May. Those behind the movement wish it to be known that the purpose is a united effort on the part of all organizations and all individual music lovers to bring the joy and sunshine of music into the lives of all the people.

Honored men of the past and present are quoted as lovers of music. We quote some of them:

I see America go singing to her destiny.—Walt Whitman.

Show me a home where music dwells and I shall show you a happy, peaceful and contented home.—Longfellow.

I am a friend of every effort to give music its rightful place in our national life.—Warren G. Harding.

Music is the art directly representative of democracy. If the best music is brought to the people there need be no fear about their ability to appreciate it.—Calvin Coolidge.

Hail to America's first National Music Week! Let each pay tribute, in his own way. May the country resound from end to end in praise of music as the common language of mankind.

### Amend Flour Weight Bill

The interests of the macaroni manufacturers of the country in connection with House Bill No. 3241 proposing to standardize weights and measures for flour and similar products are being cared for through the Washington office of the National Macaroni Manufacturers association.

Hearings on this bill are now being held before the committee on coinage, weights and measures and through the able presentation of the macaroni manufacturers argument for 140-lb. sack of semolina, by Dr. B. R. Jacobs, our Washington representative, an amendment has been ordered to include the word "semolina" in the original bill. Had the measure been adopted as at first proposed no 140-lb. sack of semolina would have been permissible.

This is merely another instance where the welfare of the macaroni industry, and that includes nonmembers of the National association also, is being conserved by this body.

### From Cover to Cover

It may be some satisfaction to you to know that I anxiously await the coming of each issue of your paper to my desk and that I read it from cover to cover. It's grand! More power to you!

A. C. KRUMM, JR., president,  
A. C. Krumm & Son Macaroni Co.,  
Philadelphia

## HELP THE DEALER TO HELP YOU

Putting your products on the dealer's shelves does not complete the sale. Why not help him sell your goods by using packages which will create a favorable impression?

The right kind of label or carton will attract instant attention and help sales. Let us show you what we mean by the right kind.

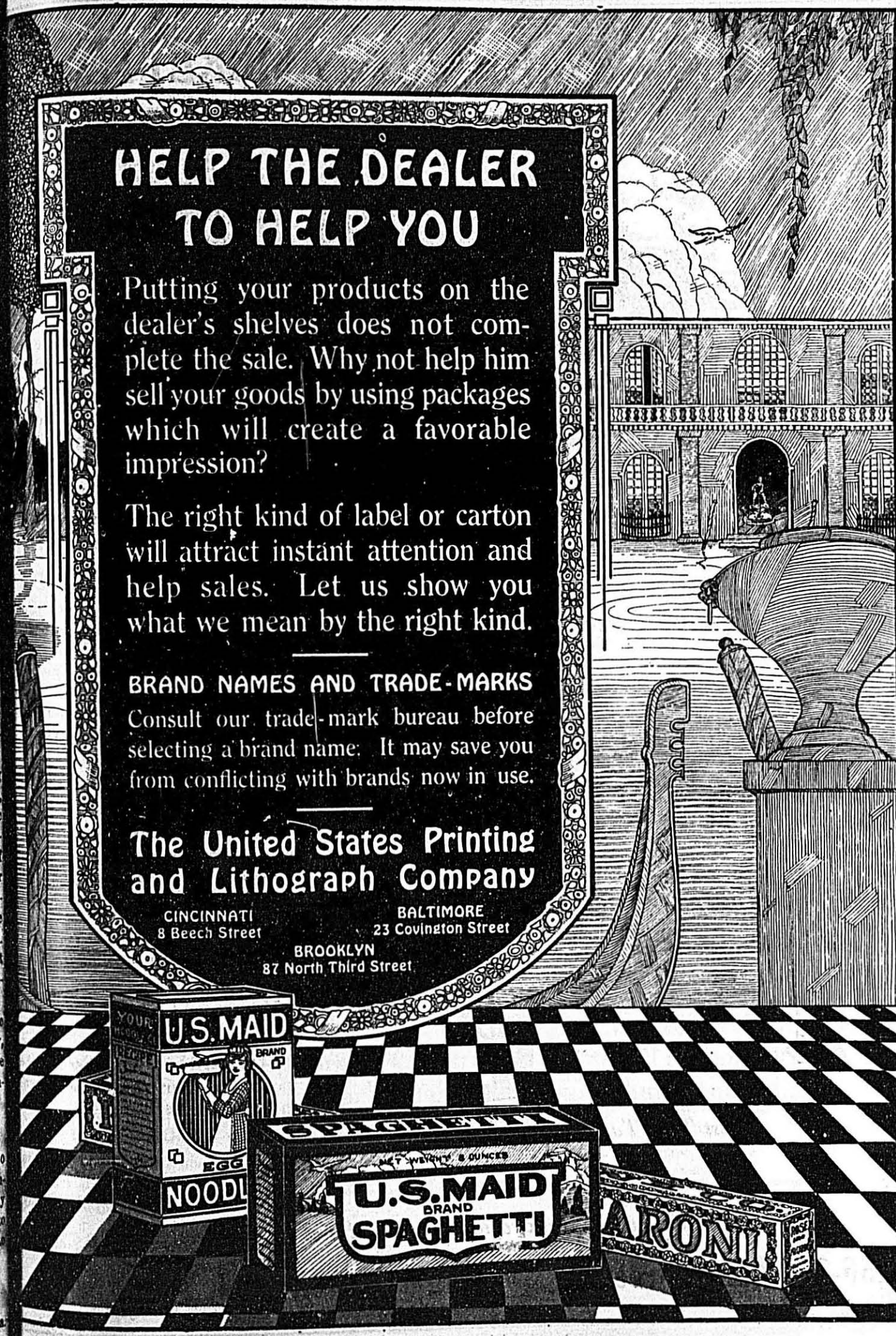
**BRAND NAMES AND TRADE-MARKS**  
Consult our trade-mark bureau before selecting a brand name. It may save you from conflicting with brands now in use.

**The United States Printing  
and Lithograph Company**

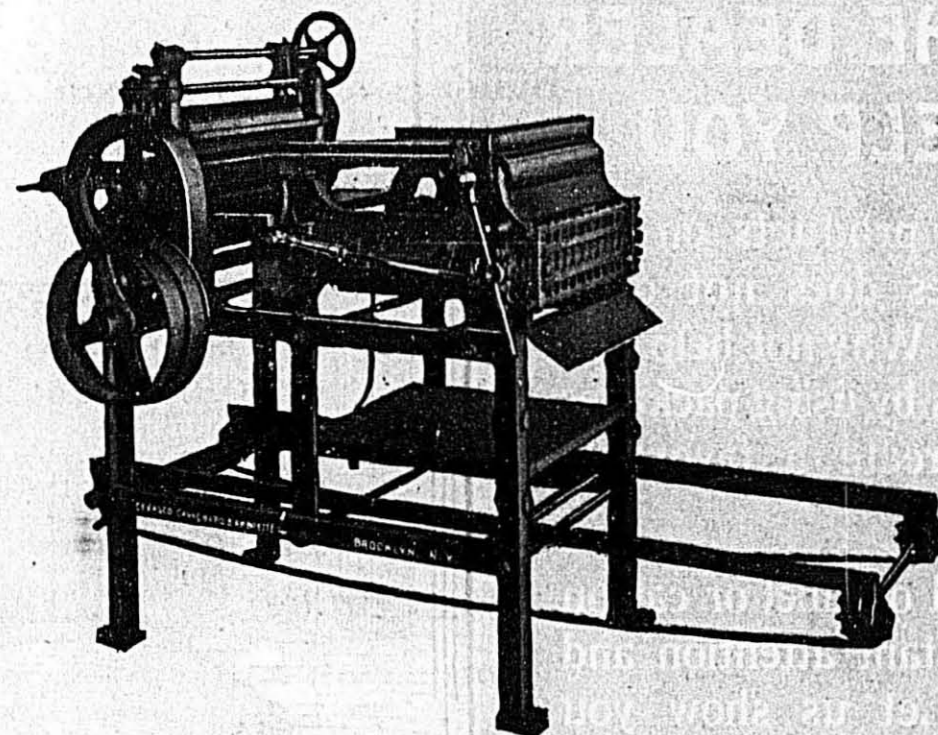
CINCINNATI  
8 Beech Street

BALTIMORE  
23 Covington Street

BROOKLYN  
87 North Third Street



# CEVASCO, CAVAGNARO & AMBRETTE, Inc.



*Improved Bologna Paste Machine*

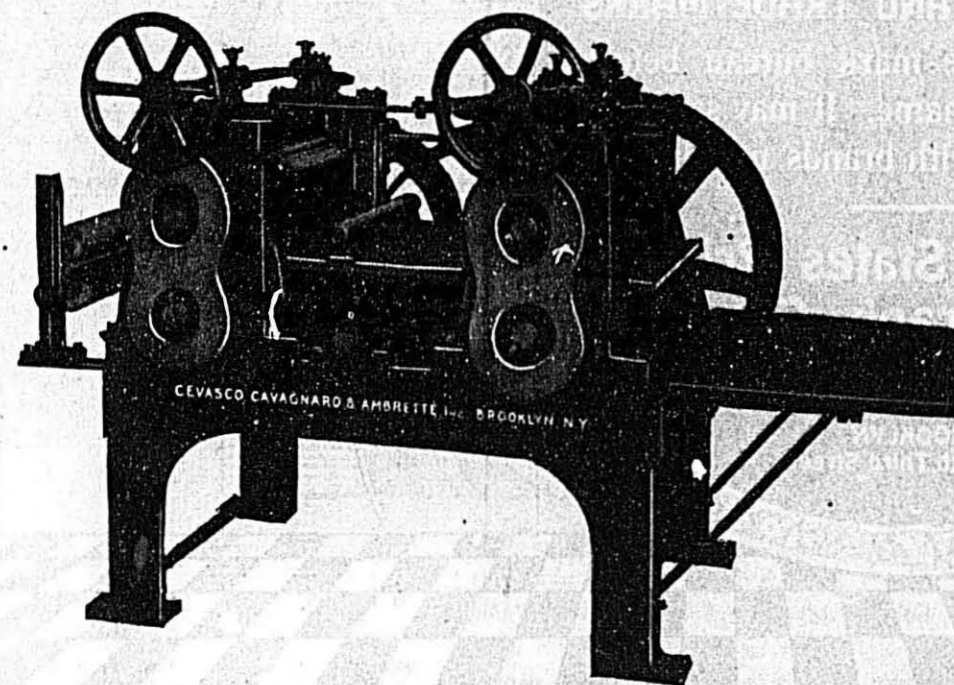
This illustration shows our Improved Bologna Paste Machine, which, like all other C. C. & A. products, is superior to all others on the market.

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

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

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

Standard Machine 20 in. wide.



*Latest Type Tamden Dough Brake*

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

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

Does in one operation what requires several on other machines.

Heavy and solidly constructed throughout.

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

*Full Particulars Regarding these Machines on Request.*

**156-166 Sixth Street**

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

# CEVASCO, CAVAGNARO & AMBRETTE,

*Incorporated*

**Builders of High Grade  
Macaroni Machinery**

**Presses—**

**SCREW AND  
HYDRAULIC**

**VERTICAL AND  
HORIZONTAL**

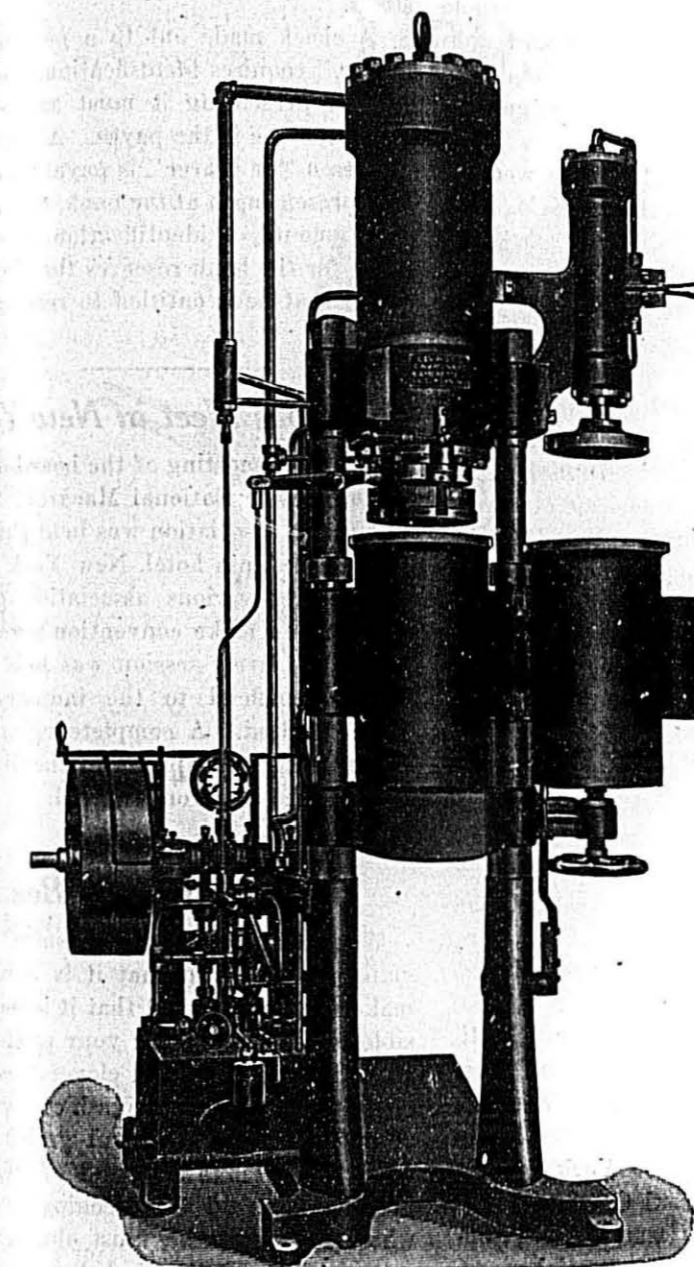
**Kneaders**

**Mixers**

**Dough Brakes**

**Mostaccioli and  
Noodle Cutters**

**Bologna Fancy  
Paste Machines**



**Type V-P Vertical Hydraulic Press.**

**Specialists in Everything  
Pertaining to the Alimentary  
Paste Industry.**

**Complete Plants Installed.**

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

*Send for Illustrated Catalog, containing full information.*

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

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

## New York Meeting Augurs Progress

An enthusiastic meeting of the macaroni manufacturers of the eastern states held Feb. 8 in New York city presages new cooperative activities that will be beneficial to the industry. The meeting was well attended and the varied subjects self presented and learnedly discussed from every angle proved most enlightening.

The meeting was called by Secretary M. J. Donna of the National Macaroni Manufacturers association in response to a prevailing opinion or notion long existing in the minds of macaroni men that sectional meetings would be appreciated and prove helpful to the whole industry. Henry Mueller, president of the National association, was unanimously chosen chairman of the meeting.

A strong resolution was unanimously adopted vigorously opposing the new method of flour or semolina quotations recently put into effect by the durum millers. The strongest attack was on the big spread permissible on the  $\frac{1}{8}$  of a cent variation on the per lb. basis of price quotation, which automatically brings about a 25c per bu. differential. **The jump is too big.**

The resolution condemns the new sales method of the semolina millers and recommends quotations be made on a 100-lb. basis, in dollars and cents, or on a decimal system more easily understood and figured by manufacturers.

Many suggestions were offered aiming toward making the macaroni manufacturing business more profitable. A novel feature introduced by Secretary Donna was put into practice by Henry Mueller, president and chairman, to permit those in attendance to select their own subjects for debate. It made a big hit. All in attendance were handed cards on which each was to note subject foremost on his mind, and then a general discussion followed.

In the proposed macaroni educational work the expressed opinion was that there was a great need for educational work among the macaroni manufacturers to place them in a receptive mind for extended educational work to include the public's appreciation of the food value of macaroni products. Pending improvement along the above lines, the proposed publicity campaign was approved, but action delayed pending future developments.

Critical legislation now before congress was reviewed and the National Macaroni Manufacturers association was encouraged to continue its beneficial work to conserve the interests of the macaroni makers. The national organization was highly commended for its unselfish struggle to help the whole industry year in and year out and more hearty and sincere support is predicted by the general attitude that is gaining strength in all sections.

Among those in attendance were:

C. Gugino, Peoples Macaroni Co., Buffalo, N. Y.; S. Aidala, Newburgh Macaroni Co.; Newburgh, N. Y.; Tacinelli, French Italian Macaroni Co., New Haven, Conn.; A. Dr. Giovanni, Forbes Paper Co., New York city; Thos. H. Toomey, De Martini Macaroni Co., Jersey City, N. J.; E. Z. Vermynen, A. Zerega's Sons Consol., Brooklyn, N. Y.; B. R. Jacobs, American Macaroni Mfrs. Assn., Washington; David Cowen, A. Goodman & Sons, New York city; Henry Mueller, C. F. Mueller Co., Jersey City; C. Surico, Clermont Machine Co., Inc., Brooklyn; G. Muro, Connecticut Macaroni Co., New Haven; M. Luther, Minneapolis Milling Co., Minneapolis; C. Challenger, Minneapolis Milling Co., New York city; G. Carnevale, Congress Macaroni Co., New Haven; Erich Cohn, A. Goodman & Sons, New York city; P. George Nicolari, New England Macaroni Co., New Haven; F. Patroni, Independent Macaroni Co., Brooklyn; A. W. Gerosa, Splendor Macaroni Co., Boston; S. Migliore, Migliore Macaroni Co., New York city; P. Giovinco, C. Giovinco & Son, New York city; Philip Pace, Philip Pace Macaroni Co., New York city; A. Tanzi, Tanzi Macaroni Co., Brooklyn; James T. Williams, Creamette Co., Minneapolis; A. S. Bennett, special representative, New York city; M. J. Donna, national secretary, Braidwood, Ill.

### Check Up on Checks

A bank check is a written order on a bank by one of its depositors to pay a specified sum to another party. This instrument must be dated, the amount written in full in the body, and signed the same as the depositor's signature appears on the bank signature card and ledger sheet.

A check is payable on demand, provided it is not dated ahead. If dated ahead it becomes a promise to pay, the same as a note or acceptance, payable on some future date. United States revenue stamps are required on a check

dated ahead, at the rate of 2c per hundred dollars, or fraction thereof.

In case a check carries 2 different figures, that is \$2.00 in the figures and "Two Hundred Dollars" in the written part of the body of the check, the latter, or part in writing, always controls.

A check made out to a person "or order," requires identification, and the person presenting it must assure the bank that he is the payee. A check to a person "or bearer" is payable to the one presenting it at the bank, but a certain amount of identification is necessary, for the bank reserves the right to know that he is entitled to receive the funds.

### Directors Meet in New York

The third meeting of the board of directors of the National Macaroni Manufacturers association was held Friday, Feb. 8, McAlpin hotel, New York city, to consider various association problems and to make convention arrangements. A lively session was held and action beneficial to the industry at large resulted. A complete report of the meeting will appear in the March issue of The Macaroni Journal.

### Sermonette on a Bee

When some of your salesmen and managers complain that it is hard to make sales, and report that it is impossible to find buyers for your products, remind them that a red clover blossom contains less than one eighth of a grain of sugar, that 7 thousand grains are required to make a pound of honey, that a vagabond bee, seeking everywhere for sweetness, must obtain this material from 56 thousand clover heads.

Tell them, too, that the bee is compelled to insert its proboscis separately into each floret or flower tube, and that there are about 60 of these to each head.

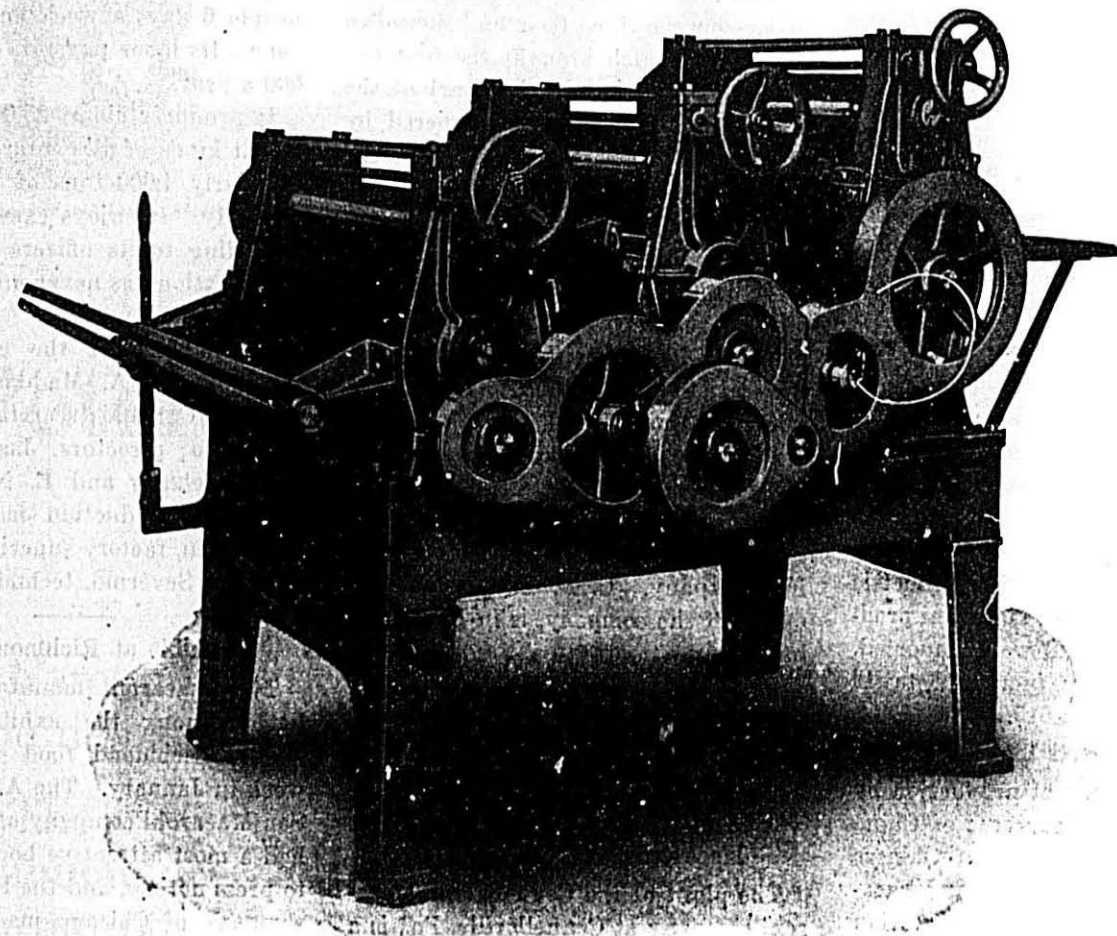
Remind them that the bee in performing that operation 60 times 56 thousand, or 3,360,000 times gets only enough nectar for one pound of honey—and then doesn't get the honey.

The bee has preached another sermon.

It is time for some of us to learn from the bee what work really is.—The Shaft.

Better a crying woman than a scratchy one.

## Introducing The Clermont Triplex Calibrating Dough Breaker



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

Also manufacturers of "Clermont"

Dough Breakers  
Calibrating Dough Breakers  
Noodle Cutting Machines

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

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

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

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

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

Your inquiries are appreciated. Write today for descriptive catalogue.

**CLERMONT MACHINE COMPANY**  
77 WASHINGTON AVENUE  
BROOKLYN, NEW YORK

## Macaroni Products Abroad

### Dominican Imports Decreasing

A decrease of nearly 50% is noted in the importation of macaroni, vermicelli and similar paste products by the Dominican republic in 1922 as compared with 1920. The drop is attributed to increased distribution of domestic goods, several small factories having been established for production of alimentary pastes. For purposes of comparison, figures covering importations for a few years since 1913 are given: In 1913 the imports of this foodstuff were valued at \$91,528; in 1920 they amounted to \$101,911; \$86,267 in 1921 and only \$59,743 in 1922.

### Even Madagascar Likes It

Macaroni products, which in Madagascar off the African coast, are better known as Italian semolina pastes, are quite popular and are consumed in large quantities by the natives, who learned of the food value of these products from the foreigners. In 1921 45 metric tons of various kinds of macaroni products valued at \$17,922 were imported. In 1922 the imports increased to 48 metric tons worth \$18,615.

### Canton Exports Decrease

Due to the low wheat production by the several eastern provinces of China and consequent high price of Chinese flour production of vermicelli and macaroni was affected, and the exportation of these products from the port of Hong Kong greatly decreased in 1922. In 1921 macaroni and vermicelli to the amount of 720,727 lbs. invoiced at \$41,687 were shipped from that port. In 1922, due to conditions above stated, the exportation was only 448,210 lbs. valued at \$26,767. Thus while the pound value of the 1921 exportations was only slightly over 5c, the 1922 goods brought nearly 6c.

### Rise in Peruvian Imports

An increase of approximately 25% in the quantity of alimentary pastes imported into Peru for home consumption was indicated by statistics given out by the government for 1922. No reason is attributed for the increase but it was probably due to increased home consumption. In 1921 the value of the imports of this product was \$82,120, but in 1922 they had jumped to \$102,990.

### Krumm Plant Destroyed

The practically new and modern plant of the A. C. Krumm & Son Maca-

roni company, 1012 Dakota st., Philadelphia, was destroyed by fire last month. The estimated loss was placed at \$300,000. The plant occupied a building running through the block from Dakota st., where it was 3 stories, to Dauphin st., where it was 6 stories.

The night watchman discovered the flames on the third floor and turned in the alarm which brought the best fire fighting apparatus in that part of the city. The firemen were hampered by extreme cold weather which froze the water after striking the building, causing a spray of ice to cover the firemen.

The machinery and drying equipment were badly damaged and the owners of the adjoining property suffered considerable loss from the flow of water. Several firemen suffered frost bites while fighting the fire.

A. C. Krumm, Jr., of Gwynedd Valley, is president of the concern that recently absorbed the macaroni and noodle business of the Freihofer Baking company. C. F. Yaeger, another officer of the company, is in Europe on business.

Plans are being considered for rebuilding the destroyed plant into one of the most modern macaroni and noodle factories in the east.

### Macaroni Plant City's Pride

The plant of the Connellsville Macaroni company at Connellsville, Pa., is a matter of civic pride to the citizens, and one of the stable industries of that community according to the "News" of that city. In a recent article covering the industrial enterprises the macaroni concern was given great praise both for the high quality of its products and for the steady employment it affords to many employes. The "News" lists this concern as one of the several macaroni plants of the country that is "making good," the local firm doing much toward spreading the fame of the city to all parts of America and to many parts of the old world.

The Connellsville Macaroni company was founded 8 years ago and has recently been remodeled into one of the most modern plants in that section of the country. \$50,000 has been expended the past year in new machinery and extensions. Business has increased with the enlarged facilities and further extensions are under contemplation.

This company's leading brand is "La Premiata" and great care is exercised

that only the highest quality of raw materials enters into the product of the plant through which the company has established invaluable good will. The brand is sold in both bulk and package form throughout several states and recently has been sold in Spain and Cuba.

The macaroni factory employs 600 people 6 days a week and 52 weeks a year. Its labor pay roll exceeds \$125,000 a year.

It produces about 25,000 lbs. of different kinds of alimentary pastes daily or nearly 4,000 tons of this foodstuff annually. It enjoys excellent business according to its officers and since its organization has never missed paying dividend.

The officers of the company are President, F. A. Maddas; vice president, G. Corrado; secretary, Lawrence E. Cuneo; directors, Jas. C. De Or, J. C. Metzgar and E. Nannini. Joe Cuneo is production manager; Al Rivocecchi, factory superintendent, and Alberino Severino, technologist.

### Exhibit at Richmond Show

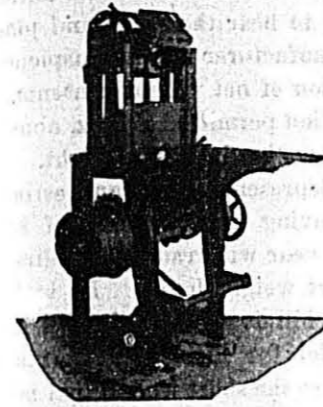
Two macaroni manufacturers were listed among the exhibitors at the annual Richmond food show the last week in January. The A. C. Krumm & Son Macaroni company of Philadelphia had a most attractive booth, according to press notices, and the Foulds Milling company of Chicago made a fine display through its local representative.

### Macaroni to Bible Class

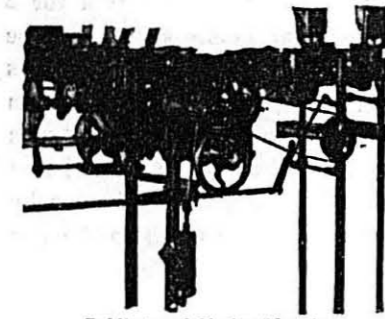
A delicious macaroni supper was served on Jan. 15 by the members of the Woman's Missionary society to the Goodfellowship Bible class of the Harris Memorial M. E. church, in Goodfellowship hall, Memphis, Tenn. The large gathering thoroughly enjoyed a large variety of dishes of this foodstuff prepared under direction of cooking experts. It was followed by a delightful program of instrumental music and inspirational readings.

### Infringement Warning

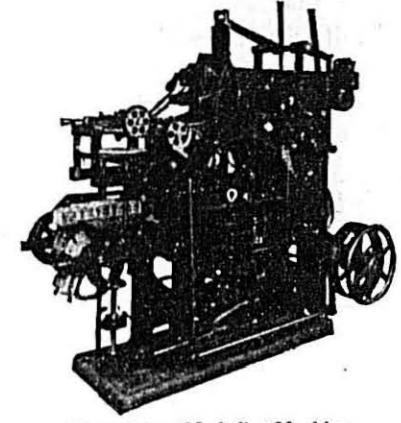
The Italo-French Produce company, 500 Sampson st., Pittsburgh, which claims to be the original owner of the trade mark label "Italo-French" brand has issued warning to all macaroni manufacturers that it will protect its brand rights. This warning grew out of a recent registration of the "Italo-French" granted by the patent



Forming and Lining Machine



Folding and Closing Machine



Wrapping and Labeling Machine

## Peters Machinery Company

231 W. Illinois Street  
CHICAGO, ILLINOIS

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

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

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

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



office to John Cuda of Pittsburgh. The alleged registrant is specially warned that the proposed label is a clear infringement of the label, to acquaint him in a friendly manner with the situation before he goes to the expense of printing these labels and putting that brand on the market.

The company further alleges that the proposed label is an imitation of one that this company has used for years and if the Cuda concern persists in using said label injunction will be sought to restrain it.

The Italo-French Produce company in its desire to be fair to the competitor suggests that the proposed label be changed or modified to avoid confusion. The label long used by the French Produce company pictures the Bay of Naples with Mt. Vesuvius in the background and in the foreground the figure of a woman holding sheaves of wheat. Infringement is further charged on the ground that the brand name is also its corporate name.

#### Note Endorsers Must Pay

The judgment of the superior court of Massachusetts against Neal J. Holland and William Lee of Boston, who are being sued as endorsers of a note of which the New England Macaroni Manufacturing company of Springfield, Mass., was the maker was sustained by the supreme court last month. Action was brought by the Commercial Trade company on a note for \$2,000 which the defunct macaroni firm was unable to meet when due. After hearing the case in the lower court the trust company was awarded judgment for principal and costs amounting to \$2,262, against Holland and Lee.

#### Delays Repair Work

While awaiting the adjustment of insurance on the Windsor Locks Macaroni plant, which was destroyed New Year morning by fire and water, repairs are delayed. The plant itself was badly gutted and the machinery reduced to a twisted mass of iron. The clearing out of debris is being carried on under the direction of Lem Colapietro, owner of the damaged food factory, who contemplates erecting a more modern plant to replace the one destroyed.

#### Syracuse Plant Damaged

The macaroni factory owned and operated by Porcino & Sons at 418 Lodi st., Syracuse, N. Y., was considerably

damaged by fire the morning of Jan. 5. The loss is estimated at \$10,000, fully covered by insurance. Besides injuring the machinery a large quantity of finished stock was among the losses. The razed building has been occupied by the macaroni manufacturers for 2 years, the plant being known as the National Macaroni company. Fire is believed to have originated from an overheated boiler and had gained such headway when the firemen arrived that their attention was given to the nearby buildings which were threatened when the flames were at the highest.

#### Macaroni Via New Orleans Port

New Orleans is becoming one of the greatest ports of the country handling macaroni products that go into export trade. A goodly portion of these products intended for the West Indies, Central and South America are routed via New Orleans because of the excellent shipping facilities afforded by that port. During December 1923 the macaroni shipments from New Orleans were as follows: To Honduras, Central America, 105 boxes; to Nicaragua, 50 boxes; to Panama, 109; to Cuba, 1576; to Porto Rico, 2488, and to Mexico, 10,046 boxes.

#### New Owner in New Britain

The New Britain Macaroni company changed hands early in the month when Sal. D'Amico and S. Pappalardi transferred their macaroni manufacturing business, machinery and equipment to Anthony Buckley. The plant is at 26 Broad st. and has undergone several changes in ownership in the past 3 years. The new owner plans several improvements in the plant.

#### Federal Bread Law

Representative Charles Brand of Ohio has introduced a bill in the house of representatives which is termed "Federal Bread Act". If the bill becomes a law it will put into effect federal regulation on bread weights and methods of wrapping all bread that goes into interstate commerce.

The bill as now being considered provides that each loaf of bread shall weigh 1 lb., 1½ lbs. or a multiple of 1 lb. avoirdupois weight. It provides that any bread in the form of twin or multiple loaves, each unit thereof shall conform to the weight specified. There is an exception to this latter provision

in the case of biscuits, buns, crackers or rolls. Each loaf and twin or multiple loaves must be wrapped in such way as to avoid contamination, wrapper to bear the name and place of the manufacturer and a conspicuous declaration of net weight contents. The variation permitted is 2 oz. above or 1 oz. below the declared weight.

Representative Brand estimates that a saving to consumers of \$50,000,000 per year will result from elimination of short weight loaves. He states that if the bill is adopted it will serve as a model for legislation in many states where the short weight loaf is becoming a great consumer problem. The bill is meeting with some opposition on the part of bakers and millers because it is considered a radical departure and verges on class legislation.

There is little prospect that it will become a law at this session of congress because of the many urgent matters now before that body.

George K. Burgess, director of the bureau of standards, opines that the proposed "Bread Act" will afford a greater degree of protection to the dealers and ultimate purchasers of bread in states supplied by bakers situated outside their borders and would stimulate the passage of standard weight legislation in many states similar to the one now in force in the District of Columbia.

#### School Luncheons

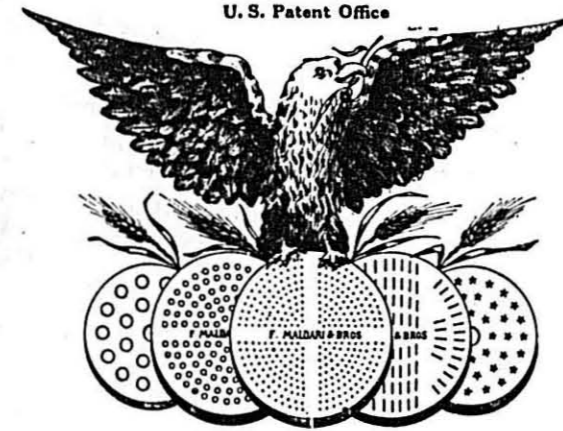
The public health nurse of Ramsey county, Minn., has a novel plan for serving hot lunches in the rural schools of her county which she calls "The Pink Jar Method Hot Lunch." Each child brings from home some particular kind of food in a tightly closed Mason pint jar. Upon reaching school the jar is set on a rack in a clothes boiler. This boiler is partly filled with water and placed on a 2-burner oil stove. At the morning recess the stove is lighted and by noon the contents of the jars are hot. Then monitors distribute the jars and the children supplement the warm dish with the cold food in their lunch baskets. Each child has his initials on the cover of his jar in order to insure identification. The nurse recommends the following kinds of food for the jars: Cocoa, milk, soups, certain kinds of fruits and vegetables, macaroni, rice, creamed eggs, baked beans, and stewed meat. The equipment required consists of a 2-burner oil stove, clothes boiler rack, and hot can lifter.

## Maldari's Insuperable Bronze Moulds with removable pins.

QUALITY

TRADE MARK

Reg.  
U. S. Patent Office



Workmanship

Service

SATISFACTION

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

SEND FOR CATALOGUE

Established 1903

# SEMOLINA

## FOR QUALITY TRADE

It's a Pleasure  
to Send Samples

## CROOKSTON MILLING CO.

CROOKSTON, MINNESOTA

## Macaroni Good for All Children

While considering ways and means for bringing about a general increase in the consumption of macaroni products macaroni manufacturers should not be unmindful of the possibilities along this line that are offered by the children of the country. That a child will thrive on a macaroni diet and will like it especially when properly prepared most mothers will agree. It makes a most satisfying luncheon dish and is frequently served in the school lunch rooms under the supervision of expert dietitians.

Along this line we are pleased to quote so eminent authority as Blanch M. Joseph, consulting and nutritional dietitian, at the Michael Reese dispensary of Chicago, who treats of the value of these products as follows:

Children require foods that are nourishing, easily assimilated and digested, corrective and that supply the elements necessary to growing bodies.

According to recent statistics 20 to 33 1-3% of the children of this country are undernourished not in a majority of cases through underfeeding or lack of food, but because of improper feeding or a poorly regulated diet.

To correct this dietary is the work of

children's clinics, nutritional workers and classes, domestic science schools and the medical profession generally. Today, more than ever before, we are realizing that proper feeding is the road to health and the surest preventive of disease.

Macaroni and kindred products made from durum wheat such as spaghetti or noodles, are recognized by the United States Department of Agriculture and food authorities as being more valuable foods in that their gluten content is higher, starch content considerably lower and mineral content about twice that of flour made from the ordinary spring and winter wheats used in making breadstuffs.

Arnold Lorand of Carlsbad, perhaps the greatest European dietetic authority, says:

"It is well tolerated and quickly taken up into the system. Nor does macaroni contain any of the injurious substances so common in other protein foods, substances which make difficult work for the liver and blood vessels. We have every reason, therefore, to give first place to macaroni as a nourishing food, remembering that it contains per kilo a total of 3360 to 3600 calories."

## Oeufs Brouilles aux Rognons, or Just "Bacon and—"?

Representative Britten of Illinois raps "toney" restaurants, as well as U. S. ocean liners, for printing bills of fare in French. When ordering eggs, he says, one is in doubt whether to take "oeufs brouilles aux rognons" at 80 cents or "oeufs cocotte a la creme" at half that price. If Mr. Britten visited a real American eating house he could probably get two eggs, with bacon thrown in for good measure, for only "two bits," i. e., a quarter.

It has always been a question in our mind whether fancy names to otherwise plain dishes do not necessarily add to the prices. For instance, why should anyone pay \$1.50 for "hachis de volaille aux haricots verts" when he can go some other place and get equally good chicken hash for half a dollar? Ordinary calf's liver may sound more appetizing when called "foie de veau aux fines herbes et lard" but the fancy name

doesn't add anything to the pocket-book.

Recently the Societe Culinaire Philanthropique explained in behalf of the use of French on menus that the language of diplomacy has always been the French tongue and its continued appearance on bills of fare was still more or less diplomatic "since the great chefs of all nations are speaking the language of good cooking." M. Paquet, the head of this organization, even goes so far as to claim that fine cooking is of French origin and is that country's "eighth art." But the organization in question is French—and so much for that argument.

There is absolutely no reason why bills of fare in this country should be printed in French. When boiled down, this custom is more than an affectation—it is a piece of cheap snobbery. The real reason for its popularity is to appease a few "exclusive" individuals who want something that "the common people" cannot understand. And other misguided people ape the smart set and thus a nuisance is tolerated.

It is doubtful if the would be fashionable ones themselves can translate some of the French names for American dishes. The truth is that the alleged "French" usually found on menus is neither French nor anything else, but is a mongrel linguistic hodgepodge. Generally the spelling is incorrect and the pronunciation is also incorrect. After the restaurant managers, the printers, the guests and the waiters have all made fools of themselves trying to wrestle with this silly jargon it would seem as if it was time to use common English.

It goes without saying that the majority should rule. Everybody has to eat and it is up to the democratic diners to let it be known to the restaurants they patronize that the bills of fare would be more acceptable if printed in English. Not everyone can afford to drag an interpreter around with him when he goes out to dine. Without expert advice a luckless diner is just apt to order the date on the bill of fare or an orchestral accompaniment printed at the bottom of the card as he is to get what he wants to eat.

America is the home of the "quick lunch." We do not waste time eating. It suits us better to order dishes whose names are familiar than to take a chance with high sounding words. "Maquemiliar grille aux beurre d'anchois" doesn't mean as much to the busy individual as "mackerel broiled in anchovy sauce." Let us have our menus in English!—The Pathfinder.

### HOW TO SAVE LOSSES

As long as the human element exists in industry, says the Glass Container, loss claims will probably never be eradicated entirely, but every shipper is interested in reducing his claims to a minimum. Most shippers have given the problem serious study and many have made definite advances in reducing claims while goods are in transit, but it is evident that too few have given much consideration to the source of the possible loss—to the proper labeling of containers and shipping cases. Here is where the shipper can get for himself a definite degree of positive security.

### Fine for the Busy Man

The Macaroni Journal is a monthly publication for the busy macaroni manufacturer. Full of timely articles, briefly but pointedly written.

## Semolina on Pound Basis

The leading durum millers, after a great deal of deliberation, have agreed to change their basis of quoting prices on durum products from barrels to pounds. This is in conformity with a growing practice already in vogue with such commodities as sugar, rice, coffee, butter, beans, etc. The macaroni manufacturing trade has been advised of the change and will await a fair trial of the new price basis on raw material before deciding on its merits.

There appears to be a solid economic advantage in the proposed change. The U. S. government has recently adopted the pound unit as the basis for all its purchases. The principal advantage lies in the simplicity of calculation since macaroni products are sold on a pound basis.

The macaroni industry has been connected along rather unusual lines, says a leading durum miller, in that it has been selling its product on per pound basis and buying raw materials on a barrel basis. The new basis of quoting price on semolina should therefore prove most satisfactory to this industry.

It is further proposed in the simpli-

fying process, to pack semolina in 100-lb. sacks rather than in 98's. This will simplify the records of daily production kept in the various plants and more accurate figures on macaroni production should result. The millers will oblige the customers and pack in 140-lb. sacks if they insist, or where sacks are furnished they will pack to capacity, but it is suggested that insofar as possible raw materials be ordered in 100-lb. sacks.

With semolina purchased on the pound basis, with freight similarly computed and by selling, as usual, at the pound rate, the record of production, sales and profits of macaroni products should be greatly simplified and the change should prove acceptable once its newness wears off.

## Europe Likes Our Macaroni

American made macaroni has long been looked upon with favor in Europe, and if recent cable inquiries may be accepted as a criterion, it is preferred in certain markets to either French or Italian macaroni which has a wide popular demand throughout the continent. Fluctuations of exchange have upset what promised to develop into a volu-

minous business for American manufacturers and exporters, who have lost considerable business during the past few weeks because of the higher price at which macaroni "made in the U. S." figures in the values of European countries.

## Macaroni Beads

An attractive though fragile ornament in the form of beads can be made out of macaroni, says an exchange. The process recommended is as follows: Cut ordinary macaroni into equal lengths of an inch or less and then paint them. When paint is dry the beads can be strung on a thick gold or silver cord. The "beads" may be made more attractive by knotting the cord after each bead. Another suggestion is that the macaroni beads of an inch length be used alternately with those of a shorter or larger length or at various intervals, to add to the attractiveness of the chain by contrast.

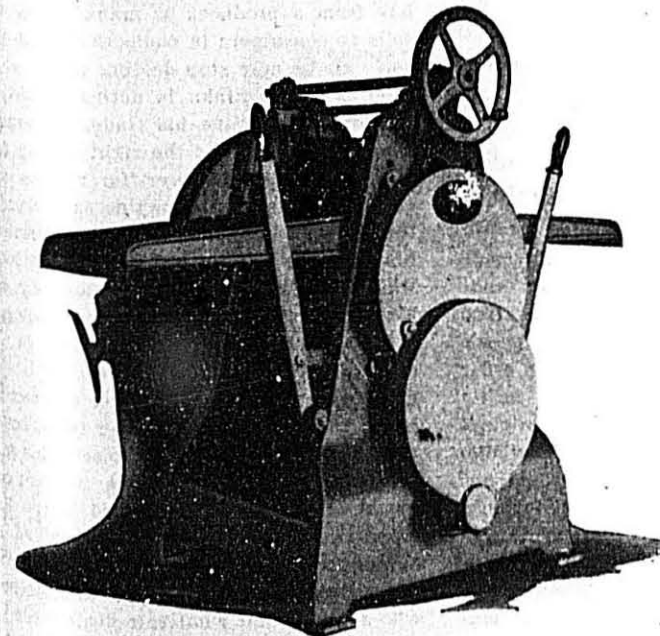
The last little mile appears the longest.

Fancy you are miserable and you are so.

# The Champion! -- For Service

Cut Shows Our New Style

## Champion Reversible Dough Brake



Built especially to serve the Macaroni and Noodle Industry—Has many new improvements based on our years of experience in this line. Strongly reinforced at just the right points.

Has solid cast-iron rolls running in phosphorous bronze bearing. Equipped with friction clutch. Made in belt on motor drive in any width to work in connection with your noodle cutter.

INVESTIGATE  
Before Buying!  
It Always Pays!

Ask Us For Full Particulars

**CHAMPION MACHINERY CO.**  
JOLIET, ILLINOIS



## Grocers Jubilant Over Biscuit Case Victory

The long drawn out case before the federal trade commission against the National Biscuit company and the Loose-Wiles company accused of discrimination against the retail grocers in their selling practice to chain stores was decided in favor of the grocers, who are rejoicing at the outcome of the issue. The National Association of Retail Grocers, which has consistently fought this case from its beginning to its present status, is elated and gratified, feeling amply repaid for the hard struggle in favor of the principle the association maintained was right and just. The decision requests the defendant companies to cease and desist as follows:

**FIRST**—Discontinue discriminating in price between purchasers operating separate units or retail grocery stores of chain systems and purchasers operating independent retail grocery stores of similar kind and character, purchasing similar quantities of respondents' products, where such discrimination is not made on account of difference in the grade or quality of the commodity sold; nor for a due allowance for the difference in the cost of selling or transporting; nor in good faith to meet competition in the same or different communities.

**SECOND**—Discontinue giving to purchasers operating two or more separate units of retail grocery stores of chain systems a discount on the gross purchases of all the separate units or retail grocery stores of such chain purchases of all separate units or retail grocery stores of such chain system—When the same or a similar discount on gross purchases is not allowed or given to associations, or combinations of independent grocers operating retail grocery stores, similar to the separate units or stores of such chain systems.

While the decision is not final and already has been appealed, it is interpreted to mean that the companies cannot legally operate their discount practices as in the past by grouping the purchases of several chain store systems—after calling for orders and delivering them at each store as has been always done—and then allow the maximum discount to headquarters of the system.

The grocers association further interprets the decision to mean that discounts may be allowed in the above manner providing that a like privilege is granted to groups, combinations or associations of retail grocers—operating individual stores—to combine their purchases and thereby receive the maximum discount on the aggregate pur-

chases. If they do not grant the second they cannot grant the first.

The outcome of this case has been awaited with great interest by the manufacturing, distributing and retailing trade and a final decision on an appeal from the federal trade commission's decision will establish a law governing discounts to chain groups or buying combinations.

### Patents and Trade Marks

#### TRADE MARKS GRANTED

##### Five Registrations at One Time

The Keystone Macaroni Manufacturing company of Lebanon, Pa., has been granted the right to use the following trade marks on the alimentary paste products of its manufacture:

"Soup-Gems," Serial No. 181,133.

"Rollets," Serial No. 181,132.

"Pot-Pie," Serial No. 191,131.

"Cleen-Made," Serial No. 181,129.

"Dainty-Cup," Serial No. 181,130.

The company claims to have used the trade marks since March 1, 1922. Regis-

tration rights were granted Jan. 1924.

#### Westeco

Registration rights on the trade mark "Westeco" were granted Jan. 15, 1924 to A. J. Donaldson, doing business as the Great Western Tea company, San Francisco. Application was filed Nov. 29, 1920, the applicant claiming use of trade mark since Feb. 1, 1911, on such products as the following: Macaroni spaghetti, noodles, extracts, spices, cornstarch, tapioca, rice and salad dressing. The trade mark was given serial No. 140,169.

#### LABELS GRANTED

A. Goodman & Sons, Inc., New York city, filed application with the patent office and on Jan. 22, 1924, were granted registration rights on the following labels:

Serial No. 26,781—"Goodman's Macaroni."

Serial No. 26,782—"Goodman's Spaghetti."

Serial No. 26,783—"Goodman's Pasta Egg Noodles" Hebrew text.

Serial No. 26,784—"Goodman's Pasta Egg Noodles" English text.

Serial No. 26,787—"Goodman's Pasta Egg Noodles" Hebrew text.

## Jobber's Right of Choice Upheld

The supreme court in reversing an order of the federal trade commission has held that it is not an unfair trade practice, in violation of the federal trade commission act, for a jobber acting alone and independent of others to refuse for any reason to deal with a manufacturer. The rights of traders under such circumstances are outlined by the court as follows:

**Appealed Case—Boycott:** In *Raymond Brothers-Clark Company vs. Federal Trade Commission* the Supreme Court sustained the United States Circuit Court of Appeals for the Eighth Circuit in reversing an order of the Federal Trade Commission in its docket No. 460. The Commission's original order forbade one jobber to coerce a wholesale preserves house so that it would not sell to another competing jobber at jobber's prices, with the result that the second jobber's supplies were cut off. The Supreme Court in its decision said in part: "The present case discloses no elements of monopoly or oppression. So far as appears the Raymond Company has no dominant control of the grocery trade. . . . It is the right 'long recognized,' of a trader engaged in an entirely private business 'freely to exercise his own independent discretion as to the parties with whom he will deal.' Thus a retail dealer 'has the unquestioned right

to stop dealing with a wholesaler for reasons satisfactory to himself.' He may lawfully make a fixed rule of conduct not to buy from a producer or manufacturer who sells to consumers in competition with himself. Or he may stop dealing with a wholesaler who he thinks is acting unfairly by trying to undermine his trade. Likewise a wholesale dealer has the right to stop dealing with a manufacturer 'for reasons satisfactory to himself.' He may do so because he thinks such manufacturer is undermining his trade by selling either to a competing wholesaler or to a retailer competing with his own customers. Such other wholesaler or retailer has the reciprocal right to stop dealing with the manufacturer. This case may do, in the exercise of free competition, leaving it to the manufacturer to determine which customer, in the exercise of his judgment, he desires to retain. A different case would of course be presented if the Raymond Brothers Company had combined and agreed with other wholesale dealers that none would trade with any manufacturer who sold to other wholesale dealers competing with themselves, or to retail dealers competing with their customers. An act lawful when done by one may become wrongful when done by many acting in concert, taking on the form of a conspiracy which may be prohibited if the result be harmful to the public or to the individual against whom the concerted action is directed."

## Mr. Egg Noodle Maker

We offer you a superior grade of

## SPRAY WHOLE EGG

at lowest prices for quality.

—Also—

### Fancy New Crop

## SPRAY YOLK GRANULATED YOLK

At lowest Import prices.

Write for Samples---Stocks in  
all large centers.

## Sturges Egg Products Co.

50 E. 42nd St.,  
New York

317 No. Wells St.,  
Chicago

Since 1897

## The W. K. Jahn Co.

INCORPORATED

BROOKLYN, N. Y.  
Bush Terminal Bldg., No. 10  
Telephone Sunset 8035

CHICAGO, ILL.  
561 East Illinois Street  
Telephone State 6661

Importers of  
**EGG YOLK**  
SPRAY PROCESS

"GOKL"  
BRAND  
60c

K. T.  
BRAND  
38 1/2c

## WHOLE EGG

Smooth, Velvety—No Grit

"GOKL"  
BRAND  
85c

K. T.  
BRAND  
50c

F.O.B. New York or Chicago

Samples on Request

CONTRACTING NOW FOR 1924

# PACKAGING MACHINERY

WHICH WILL

## REDUCE COSTS

They Will Handle

90 Packages Short Cuts Per Minute  
SEALED AND WEIGHED

100 Packages Long Cuts Per Minute  
SEALED—BOTH ENDS

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

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

Let us show you what we can do for you.

## Johnson Automatic Sealer Co., Ltd.

Chicago Office, Room 885, Con. Com. Bank Bldg., 208 S. LaSalle St., Chicago, Ill. New York Office, 77 Church St., New York City

Send for Catalogue

Battle Creek, Michigan

Send for Catalogue

## World Wheat News

### Good Crop in Germany

The "come back" of Germany as an agricultural producer is shown in figures released by the United States Department of Agriculture based on radio dispatches from its agricultural commissioner in Berlin. The 1923 wheat crop in Germany is placed at 103,265,700 bu. compared with only 69,725,000 bu. in 1922. Comparative increases in rye, barley, oats, potatoes and beet sugar also are indicated in the latest reports.

### Heavy Yield in Argentina

The wheat crop of Argentina is now estimated at 259,334,000 bu. according to a cable dispatch received by the department from the International Institute of Agriculture in Rome, Italy, the latter part of January. This is a considerable increase over the 1922 crop which totaled only 189,046,000 bu.

### Australian Crops Discouraging

In Australia the December rains delayed harvesting. Yields are reported high in South Australia, West Australia and Victoria, and as of good quality. Crop failure is reported in the northern section of New South Wales but in other districts the crop is good. The estimate is placed at 120,000,000 bu.

### Increased Acreage in Algeria

The fall wheat acreage sown in Algeria, Africa, up to Jan. 1 is estimated at 2,298,000 acres compared with 1,902,700 acres same date last year. Germination is regular and conditions normal.

### Sowings Reduced in England

In England the acreage planted this fall in wheat is reported at only about 90% of last year planting, but no figures are given. The total acreage of English wheat is considered relatively unimportant.

### Choosing the Right Cheese

With no other cheese combination is the selection of the proper variety of this food as important as in cheese and macaroni. Macaroni manufacturers would do well to acquaint the consumer with the importance of using the proper cheese if a real tasty dish is to be prepared.

Out of 300 or more varieties of cheese, some hard and some soft, some mild and some nippy, not over half a dozen varieties are suitable for macaroni or spaghetti combinations. Parmesan cheese is a hard Italian cooking cheese

made from skimmed milk. In its most commonly known grated form as served with the soup and spaghetti courses, it is admirable for use in macaroni dishes giving just the right flavor and providing for this product food elements that it lacks. The initiated sprinkle it over both the soup and the spaghetti and delight in the combination.

Hard cheeses of other flavors are often substituted and frequently preferred. The Romano cheese stands second in popularity among lovers of good macaroni and spaghetti. Grated Swiss cheese is becoming quite a favorite and is especially suitable when permitted to become very hard, therefore more easily grated.

American cheese manufacturers are now producing some excellent cheese that combines tastily with macaroni and spaghetti and is used by those who prefer the milder varieties.

### Macaroni—Good Wheat Food

Wheat foods are eaten in so many attractive forms that it is no hardship to eat more wheat, says the National Wheat Council. For breakfast there is any number of good wheat cereals and toast, or rolls, or griddle cakes or muffins. For luncheon some kind of a creamed dish on toast is good with possibly a pudding for dessert. Macaroni or spaghetti dishes make a good and substantial dinner as well as an economical one. Besides these there are all kinds of cakes and pies and cookies; the list is almost endless. There is hardly any food that can be used in so many different ways as wheat in combinations with other foods.

### International Soups

Certain soups are to be obtained in most of the leading hotels and restaurants of the world that cater to tourists, and these might rightly be called "International Soups," says Jeanette Young Norton, an authority on home cooking. Strange to say vegetable and creamed soups predominate, though vermicelli soup is placed among the leaders.

Most of the Latin races are very fond of soup and serve some kind of soup daily with the principal meal. Hot soups are generally used but cold fruit soups are also well liked.

The recommended recipe for vermicelli soup follows:

Put a small chicken trussed for boil-

ing into the soup kettle with a 2-lb. piece of shin of beef, a sliced onion, carrots, parsley, celery, 2 leeks, a diced potato and a diced white turnip. Add 3 qts. of water and cook the soup gently until the chicken is done, then remove it.

When the chicken is slightly cool, remove the meat from the bones and throw bones and trimmings into the soup. Boil the soup a half hour more then strain it. Remove the grease when the soup is cold. Reheat the soup, seasoning to taste, then add to it 2 lbs. of vermicelli and cook it gently until it is tender. Use the chicken for creaming.

### American Wheat in Orient

Through the United States Department of Agriculture attempt is being made to develop the oriental market for American wheat. Though there has been an increase in quantity of American wheat shipped to the orient during the past few years, the belief prevails that the educational campaign now being carried on in that part of the world will greatly expand that market.

Japan and China are important markets for the Pacific white and red soft varieties. Commercial interests have estimated that the orient would buy fully 40% of all the wheat exported from the west coast during this season.

The prospects for increased wheat trade with the orient have encouraged wheat exporters in Japan and China to urge erection of modern flour mills and installation of additional wheat handling facilities at the various ports. The educational campaign now carried on under government supervision plans to impress the orientals with the food value of American grown wheat and to teach them the proper use in the form of bread.

### Cause of Pekin Explosion

Further information as to the fire from an overheated bearing in a starch conveyor which caused an explosion Jan. 13 in the plant of the Corn Products Refining company at Pekin, Ill., in which over 40 persons were killed, 20 injured and \$1,000,000 property damage is given out by the bureau of chemistry of the U. S. Department of Agriculture whose board of engineers made a thorough study of the wrecked age.

The hot bearing set fire to the inside

the conveyor box in the basement in of the buildings and it was carried the kiln house where the dust explosion first occurred. The greatest damage to life and property followed when flames were communicated to theoppers of the starch packing house.

New information was obtained which will make possible adoption of new conservation measures in any industrial plants where combustible dusts are produced. Engineers probably will recommend eliminating from other buildings all units which operations such as starch pumping and packing are carried on.

Increased window areas are to be recommended in buildings where dust will accumulate, as the glass will afford easy outlet for the compressed air in case dust is fired.

on Dec. 10. This drop was attributed to the fact that considerable stocks of flour were on hand that the mills were anxious to dispose of.

### Prices Drop in Germany

Prices for home grown wheat in Germany experienced a remarkable drop during the second week of December, says E. C. Squire, the American agricultural commissioner at Berlin. Beginning with 195 gold marks per ton (\$1.26 per bu.) on Dec. 1, prices fell to 177 gold marks per ton (\$1.15 per bu.)

### "Trifle" Revolutionizes Industry

MINNEAPOLIS.—Careful business men say there are no such things as trifles. Looking at the flour industry of this country one is forced to agree. The wealth of Minneapolis, the wheat production of our northwest and Canadian west are built largely upon a single kernel of wheat. In the spring of 1842 David Fife of Canada sowed some



## International Macaroni Moulds Co.

252 Hoyt St.

Brooklyn N. Y.

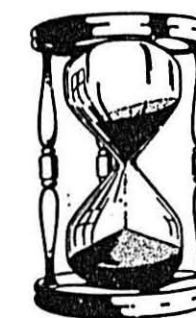
## Macaroni Die Manufacturers

Ask For Our Price List.

## Discriminating Manufacturers

Use

# Hourglass



# Brand

PURE DURUM SEMOLINA AND FLOUR  
RUNS BRIGHT, SHARP AND UNIFORM

Quality and Service Guaranteed

Write or Wire for Samples and Prices

## DULUTH-SUPERIOR MILLING CO.

Main Office DULUTH, MINN.

NEW YORK OFFICE:  
F 7 Produce Exchange

BUFFALO OFFICE:  
31 Dun Building

BOSTON OFFICE:  
38 Broad Street

PHILADELPHIA OFFICE: 458 Bourse Bldg.

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

wheat that supposedly came from Russia. It proved to be winter wheat and, therefore, did not mature. There was one kernel, however, of a different variety which sent up three stalks that did ripen. The three heads were preserved and from this seed has come our hard spring wheat, a variety hitherto unknown but now raised all over the northwest and known as "Fife." For years it was the ugly duckling of wheat until the invention of the roller and purifier revolutionized the milling industry. When the first roller mill was built in Minneapolis about 1878 the city had a flour output of about 900,000 bbls. a year. Now the Minneapolis zone can put out from 25,000,000 to 30,000,000 bbls. of flour a year, a great deal of which goes into export, and Canada has raised wheat equivalent to 100,000,000 bbls. more. All because David Fife noticed a trifle in his wheat. In recent years, however, Fife wheat has been gradually replaced by Marquis wheat as the leading variety in Minnesota.

#### Indian Wheat Acreage

Wheat acreage in India for the 1924 crop, the harvest of which begins in March, is now estimated to be 30,203,000 acres, which is 2% greater than the estimate as of same date last year. This estimate, the first for the new crop, was received by the United States Department of Agriculture from the Indian department of statistics at Calcutta.

#### Dividends to W.-C. Stockholders

For the first time the public stockholders of the Washburn-Crosby company of Minneapolis, flour miller, shared in the company's earnings last month when a quarterly dividend of 1 3/4% payable Feb. 1 was declared on the preferred stock.

Common stock is held by officials and employes of the company. "There has been a gradual but steady improvement in business conditions in the last year," John Crosby, president of the company, said. "This improvement has been felt not only in the milling industry but in business in general," he said.

#### To Restore Wheat Use

CHICAGO.—The post office department, cooperating with the efforts of the Department of Agriculture and the Wheat Council of the United States to help the wheat farmer, is enlisting the services of practically 200,444 post of-

fices in each of which a poster is to be displayed urging the consumption of more wheat and cereals. The government departments are taking this action in compensation for the vigorous campaign waged during the World war to have people eat less wheat. The public has been eating less wheat foods than before the war and it is the purpose of the poster to help restore in some measure the domestic market to the American wheat farmer.

### Tested Macaroni Recipes

#### Noodles and Cheese

(A prize winning recipe.)

My family did not care for macaroni so I came upon the idea that perhaps noodles would be as good or better cooked that way. I tried it and the result was gratifying. Every one that tasted it liked it very much.

One half pound of wide noodles cooked in boiling salted water for 20 minutes, then drain and let cold water run over it, just enough to keep it separated.

Put a layer of noodles in casserole, then a layer of cheese grated or cut fine, a little salt, pepper and bits of butter, and so on. I usually have 3 layers of each.

Make a cream dressing of 1 pint of milk, 1 tablespoon of flour mixed smooth with a little milk. Pour over and bake about 30 minutes. When done and you wish to make it a little more elaborate, brown some bread or cracker crumbs in a little butter and spread over top and serve.

#### Beef Macaroni

A "Beef Macaroni" stew makes a nourishing luncheon or supper dish and it is a good way to use the left-over meat: Melt 2 tablespoons butter, add 1 small onion thinly sliced and cook to a light brown. Add 1 1/2 cups tomatoes and let simmer for 10 minutes, then add 1 1/2 cups cooked macaroni and let continue to cook until thickened. Just before serving add to this 1 1/2 cups of the meat cut small, heat for a few minutes and serve. Roast beef and beef steak are particularly good for this.

#### Mutton and Macaroni

When the cold mutton has lasted so long that the housewife dreads putting it again before her family, let her try it under this guise:

Cut the cold meat into cubes. To 2 cups of meat have 1 cup of cooked macaroni, 2 cups of tomatoe sauce, 1 cup of cracker crumbs, 2 tablespoons of butter, salt and pepper. In a well buttered enameled ware bake dish put a layer of macaroni, bread crumbs and tomato sauce, then a layer of mutton with bits of butter, pepper and salt. Alternate until the pan is filled. Sprinkle bread crumbs on top with enough extra butter to brown them. Serve in the dish in which it is cooked.

This is one of the many advantages of enameled ware bake dishes—they are al-

ways presentable at table as well as use in the kitchen.

#### Macaroni Salad

"Macaroni Salad" made in this way really delicious: Add to 2 cups of cooked macaroni a small quantity of celery finely minced, 3 small onions finely minced, and chopped pimientos. Mix well and while warm add the following dressing: Mix together 3/4 cups sugar, 1 teaspoon mustard, 1 teaspoon salt, 1 tablespoon flour, 1 well beaten egg and 1 cup vinegar. Cook until thick then add piece of butter size of an egg. Mix all well together, and let stand a few hours before serving. Just before putting it on the table add 1 cup of heavy cream whipped stiff.

#### Spaghetti Salad

Boll in salt water 1 cup of small elbow spaghetti until tender. Then drain and cool. Add 1 cup of finely cut celery, small can tuna fish, 2 hard boiled eggs (cut fine) 1 onion (cut fine), 1 pinch of salt, 1/2 cup pepper, 2 tablespoons mayonnaisse, 1/2 cup vinegar and 1/4 teaspoon sugar. Mix well together and serve on lettuce leaves. This a very tasty salad.

#### A Baked Dinner

1 package boiled macaroni, 1 1/2 lb chopped round steak, 1 minced onion, salt and pepper, 8 potatoes, 1 cup tomatoes, butter, paprika.

Take round steak, season well with salt and pepper, peel and slice potatoes, then pack dinner in covered vessel as follows: In center mold the meat, surround with macaroni, sprinkle well with paprika and pour a cupful of canned tomatoes over then surround this with potatoes, season these and dot with butter, then cook in fireless or bake in casserole.

#### Calcutta Eggs With Spaghetti

1/2 pound spaghetti, 6 poached eggs, 1 cupfuls thin white sauce, 1/2 teaspoon curry powder.

Cook the spaghetti without breaking drain, season and coil into nests on individual plates. Lay a poached egg in the center of each nest and pour over the top the white sauce seasoned with the curry powder.

#### TRADE MARKS APPLIED FOR

##### Il Garofalo

The San Diego Macaroni Manufacturing company of San Diego, California filed application for right to use the trade mark "Il Garofalo" on its macaroni, spaghetti, vermicelli, noodles and alimentary pastes. This company claims to have used the trade mark since September 10, 1913. All notices of opposition must be filed within 30 days from date of publication, Jan. 29, 1924.

#### A Business Treat

Every issue of this trade paper contains practical, helpful ideas. It is a business treat to all macaroni manufacturers.

# NOODLES

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

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

## Special Noodle Whole Egg—

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

## Special Noodle Egg Yolk—

Selected bright fresh yolk—entirely Soluble.

Samples on Request

## JOE LOWE CO. INC.

"THE EGG HOUSE"  
New York

CHICAGO BOSTON LOS ANGELES TORONTO  
WAREHOUSES  
Norfolk Atlanta Cincinnati Detroit Pittsburgh

Dependable  
Quality

For Complete  
"Semolina Satisfaction"

Prompt  
Service

USE

# NOMCO

## DURUM WHEAT PRODUCTS

FARINA  
SEMINOLA  
(one, two, three)

FANCY PATENT FLOUR  
FIRST CLEAR FLOUR

Ask today for samples and quotations

## NORTHERN MILLING COMPANY

Wausau, Wisconsin

# The Macaroni Journal

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

**PUBLICATION COMMITTEE**  
 HENRY MUELLER - President  
 M. J. DONNA - Secretary

**SUBSCRIPTION RATES** . . . . .  
 United States and Canada - \$1.50 per year in advance  
 Foreign Countries - \$3.00 per year, in advance  
 Single Copies - 15 Cents  
 Back Copies - 25 Cents

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

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

Vol. V February 15, 1924 No. 10

## QUOTATIONS BY POUNDS

**Change From Per Barrel Basis by Durum Millers Regarded Unfortunate Retrogression—140-lb Package Sought.**

Commenting on the recent decision of the leading durum millers to quote prices on semolina on a pound basis in the future, B. R. Jacobs, executive secretary of the eastern group of macaroni manufacturers, expresses his clients' views as follows:

"In a recent circular issued by this office the information was given that the Minneapolis durum millers are quoting semolina and durum products on a 'per pound' instead of a 'per barrel' basis.

"Complaints are now being registered by macaroni manufacturers that many of the millers quoting on per pound basis are using CENTS and FRACTIONS OF CENTS, that is, quarters, eighths, sixteenths, etc. They are not in sympathy at all with these quotations and believe that these products should be quoted in dollars and cents per hundred pounds.

"It is also noted that some millers are using ONE-EIGHTH CENT per pound as their minimum differential. This amounts to 25c per barrel and they believe the differential too large.

"They also note that bags are being

furnished on the basis of ONE-EIGHTH or ONE-SIXTEENTH CENT per pound added and feel that the bag should be on a basis of a definite number of cents per hundred pounds or a definite price per bag.

"The tendency is working away from odd weights and into the decimal system as is shown by H. R. 3241, which has just been discussed at hearings before the committee on coinage, weights

### Do You Export Macaroni?

An organization in a position to help the macaroni manufacturing industry in many ways is anxious to ascertain the names of macaroni manufacturers who export their products and from them the names of the countries in which their goods are sold.

The export business is an important phase of the macaroni manufacturing trade of this country and any information that those so engaged can furnish the editor of the Macaroni Journal will be used in a manner advantageous to the exporter and to the industry at large.

Exporters of macaroni products are invited to furnish this information at the earliest opportunity.

—EDITOR.

and measures of the house of representatives.

"This bill establishes the standard weights and measures for many cereals mill products including commercial feeding stuffs. It requires that the products, when offered for sale, shall be packed in packages containing 10 lbs. net or multiples of 100 lbs. or of the following fractions thereof, 10, 25 or 50 lbs.; and in addition wheat flour, rye flour and corn flour only, 140 lbs. At the request of the writer the committee added semolina the products permitted to be packed 140-lb. packages."

### WANT ADVERTISEMENTS

Five cents per word each insertion.

**WANTED**—Second-hand twelve and one-inch Fonderia Fratello Vertical Presses in good condition. The Atlantic Macaroni Co., Long Island City, New York.

**SUPERINTENDENT WANTED**—Wish service of a man competent to take complete charge of macaroni business, both manufacturing and selling. Reply with full particulars to Box c/o Macaroni Journal.

**ENLARGING** and remodeling our plant. Sell: 13 1/2" Walton, style C vertical press, single cylinder; Walton, style E horizontal cutting press; Werner & Pfleiderer vertical 2-cylinder screw press, 13 1/2"; dies included. All in excellent condition. Price reasonable. A. Gallerani, 107 W. Ohio St., Pittsburgh, Pa.

**SALESMAN WANTED.** Experienced. Must furnish best references. The Pfaffmann Noodle Co., Cleveland, Ohio.

**FOR SALE**—1 13 1/2" Style C, single cylinder Walton Vertical Press; 1 13 1/2" Style E, single cylinder Walton Vertical Press. A. Ghiglione & Son, Inc., Seattle, Wash.

## BUSINESS CARDS

**GEO. B. BREON**  
 Specializing in Macaroni Shooks. Prompt Local or Carload Shipments.  
 314 Liberty Bldg., Philadelphia  
 Filbert 3899 Telephones Race 4072

**A. ROSSI & CO.**  
 Macaroni Machinery Manufacturers  
 Macaroni Drying Machines  
 That Fool The Weather  
 387 Broadway -- San Francisco, Calif.

**JAMES T. CASSIDY**  
 House to House Distributor of Advertising Samples and Literature in Philadelphia, Pa. and Camden, N. J.  
 We Solicit Your Account  
 James T. Cassidy  
 S. W. Cor. 4th & Wood Sts. Philadelphia, Pa.

**GEO. A. ZABRISKIE**  
 123 Produce Exchange  
 NEW YORK CITY  
 Telephone 0160 Broad  
 DISTRIBUTOR OF  
 Pillsbury's Durum Products  
 in Greater New York and vicinity.

# COMMANDER

## Semolinas Durum Patent and First Clear Flour

Milled from selected Durum Wheat exclusively. We have a granulation that will meet your requirements.

Ask For Samples

**Commander Mill Company**  
 MINNEAPOLIS, MINNESOTA

Made to Satisfy Packer, Jobber and the Retailer.

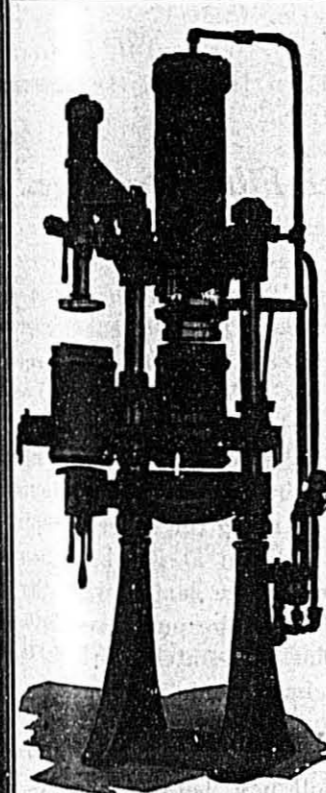


Solid Fibre or Corrugated Fibre Shipping Containers

Made by

**ATLAS BOX CO.**  
 1385 No. Branch St. CHICAGO

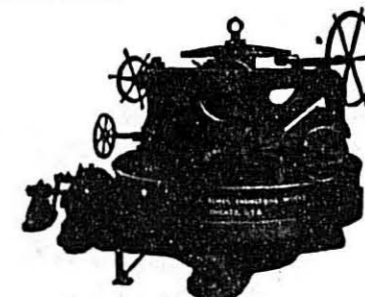
## ELMES HYDRAULIC MACHINERY



PRESSES

PUMPS

VALVES

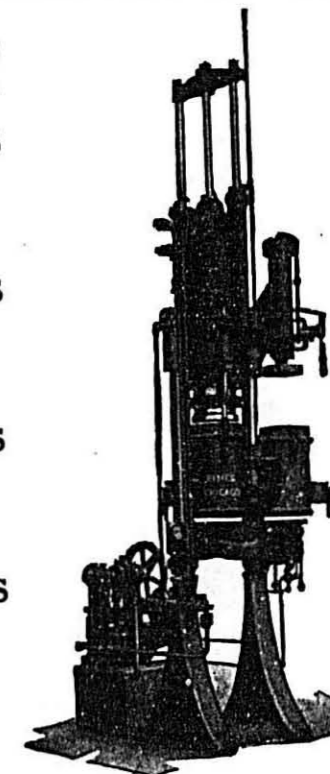


MIXERS

DIES



FITTINGS



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

Vertical or horizontal with 10 in., 13 1/2 in. or 15 in. Dough Cylinders to operate from Pump or Accumulator System.

**CHARLES F. ELMES ENGINEERING WORKS, Inc.**  
 213 N. Morgan St. "SINCE 1851" CHICAGO, U. S. A.

**OUR PURPOSE:**

Educate  
Elevate  
Organize  
Harmonize

**ASSOCIATION NEWS**  
*National Macaroni Manufacturers Association*  
*Local and Sectional Macaroni Clubs*

**OUR MOTTO:**

First—  
The Industry  
Then—  
The Manufacturer

**OFFICERS, 1922-1923**

**HENRY MUELLER**.....President  
180 Baldwin av., Jersey City, N. J.  
**E. Z. VERMYLEN**.....First Vice President  
55 Front st., Brooklyn, N. Y.  
**H. D. ROSSI**.....Second Vice President  
Braidwood, Ill.  
**FRED BECKER**.....Treasurer  
6919 Lorain av., Cleveland, O.  
**JAMES T. WILLIAMS**.....Director  
Minneapolis, Minn.  
**A. C. KRUMM, Jr.**.....Director  
Philadelphia, Pa.  
**WILLIAM A. THARINGER**.....Director  
1458 Holton st., Milwaukee, Wis.  
**M. J. DONNA**.....Secretary  
P. O. Drawer No. 1, Braidwood, Ill.

**ASSOCIATION COMMITTEES**

**Committee on Cooperation with Durum Millers**  
James T. Williams, The Creamette Co., Minneapolis, Minn.  
F. X. Moosbrugger, Minnesota Macaroni Co., St. Paul, Minn.  
Wm. A. Tharinger, Tharinger Macaroni Co., Milwaukee, Wis.  
**Committee on Association Financing**  
C. F. Jaeger, A. C. Krumm & Sons Macaroni Co., Philadelphia, Pa.  
Wm. A. Tharinger, Tharinger Macaroni Co., Milwaukee, Wis.  
E. Z. Vermyleon, A. Zerega's Sons, Brooklyn, N. Y.  
James T. Williams, The Creamette Co., Minneapolis, Minn.  
Joseph Guerisi, Keystone Macaroni Co., Lebanon, Pa.

**Committee on Cost System**

C. F. Jaeger, A. C. Krumm & Son Macaroni Co., Philadelphia, Pa.  
J. B. Hubbard, Prince Macaroni Mfg. Co., Boston, Mass.  
F. X. Moosbrugger, Minnesota Macaroni Co., St. Paul, Minn.  
Henry D. Rossi, Peter Rossi & Sons, Braidwood, Ill.  
H. D. Read, Macaroni Foods Corporation, Omaha, Neb.  
Dr. B. R. Jacobs, National Cereal Products Laboratories, Washington, D. C.  
**Committee on Macaroni Journal Publication**  
Henry Mueller, C. F. Mueller Co., Jersey City, N. J.  
M. J. Donna, Secretary and Editor, Braidwood, Ill.

**Interesting New York Meeting**

An interesting meeting of the manufacturers of the New England and middle Atlantic states was held Jan 17 in the Hotel McAlpin, New York city, for considering various questions of interest to the trade.

One of the principal topics of discussion was ways and means of eliminating use of coloring matter in macaroni products. The opinion prevailed that as long as the law permits the use of coloring when high grade raw materials are used as ingredients, there will be abuses along this line.

The vexing question of "dumping" also came up for consideration. This practice has a demoralizing effect on the market, being resorted to only when a manufacturer has an oversupply of products on hand and conceives the idea of selling a portion of his production at or below cost solely to run his plant to capacity.

The meeting was well attended and sustained discussions joined in by practically all present showed the wide interest taken by macaroni manufacturers of that section in the various problems that have been worrying the industry generally.

A. S. Bennett, special representative of the National Macaroni Manufacturers association, explained in detail the proposed education publicity campaign.

C. M. S. Langione of Newark, eastern representative of Washburn-Crosby company and one who is in close touch with the manufacturers of that section, also was a guest.

Others in attendance were as follows:

W. Culman, Atlantic Macaroni Co.; Frank De Angelis, Max Kurtz, Philadelphia; J. Campanella, Campanella & Favaro; F. A. Tommaso, Naples Macaroni Co.; A. W. Gerosa, Splendor Macaroni company; Henry Mueller, Jersey City; G. Guerrisi, Keystone Macaroni Mfg. Co.; Frank L. Zerega, A. Zerega's Sons; Raphael Costa, De Martini Macaroni Co.; J. H. Toomey, De Martini Macaroni Co.; C. Ronzoni and E. H. Walker, Ronzoni Macaroni Co.; A. C. Krumm, Jr., A. C. Krumm & Son Macaroni Co.; J. Lambrosa, Lambrosa Macaroni Co.; David Cowan, A. Goodman & Sons, Inc.; P. G. Nicholari, New Haven Bread & Macaroni Co.; M. Lombardi, Atlantic Macaroni Co.; E. Z. Vermyleon, A. Zerega's Sons; Bartolomo Viacava, B. Viacava & Co., Inc.; Z. Patrio, Independent Macaroni Co.; Jesse B. Hubbard, Prince Macaroni Co.; Vincenzo Poppo, Tip Top Macaroni Co.; John Buscemi, Metropolitan Macaroni Mfg. Co.; Carlo Patrone, Sunshine Macaroni Co.

**Philadelphians Confer**

Having in view promotion of good fellowship among manufacturers with like interests the macaroni makers of Philadelphia held an interesting conference Jan. 9 at the offices of the American Macaroni company. The meeting was well attended and the discussions proved of value to all present. After considering matters of purely local interest general questions were considered. Principal among these was the proposed National Publicity and Educational campaign as explained by A. S. Bennett of New York city and Henry Mueller of Jersey City, special representative and president respective-

ly of the National Macaroni Manufacturers association.

Among the Philadelphia macaroni manufacturers at this helpful section meeting were:

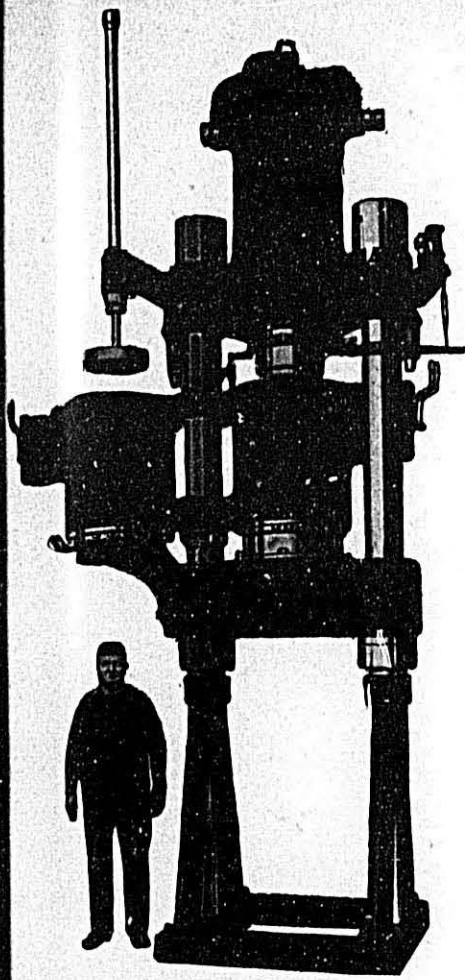
A. C. Krumm, Jr., of the A. C. Krumm & Son Macaroni Co.  
George McGee of the West Philadelphia Macaroni Co.  
Max Kurtz of Kurtz Bros.  
Frank DeAngelis of R. DeAngelis Co.  
Louis Horace of the A. Ricchezza Co.  
James Marano of the Philadelphia Macaroni Co.  
Edward H. Walker, H. D. Graham and Wm. H. Hahn of the American Macaroni Co.

**Slack Filled Packages!**

The National Wholesale Grocers association has endorsed Congressmen Haugen's bill aiming to amend the food and drugs act to provide that foodstuffs shall be deemed misbranded if the container is made, formed or shaped so as to deceive the public. It further provides that the quantity of the contents shall be plainly marked on the outside covering. Among the other deceptions this bill is aimed at is where food is packed in a large carton with the intent to deceive the purchaser into believing that the contents are as large as the package would warrant.

Macaroni manufacturers are anxiously concerned in the progress being made by this bill now before congress. It has the support of all who favor honest business practices in getting the products from plant to consumer the recognized fair dealing route.

Formulate a form of action, — the act.



**John J. Cavagnaro**

*Engineer and Machinist*

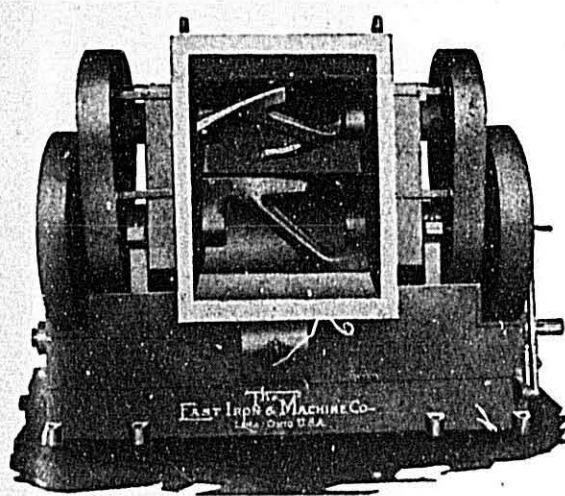
Harrison, N. J. - - U. S. A.

Specialty of

**MACARONI MACHINERY**

Since 1881

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



**"EIMCO"**

**Mixers and Kneaders**

**Insure Uniformity, Color and Finish**

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

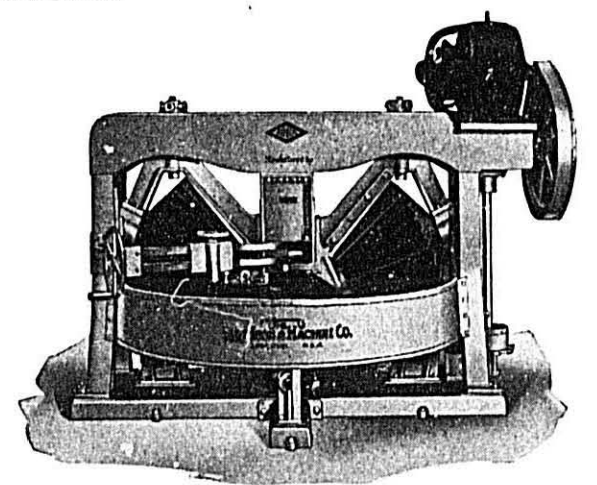
"Eimco" kneaders knead the lumps of dough, as they come from the mixer, into one solid ribbon and give it uniform texture and they do it quicker and better than ordinary kneaders. They are equipped with plow and have scrapers at rolls to prevent dough from clinging. All gears are fully enclosed.

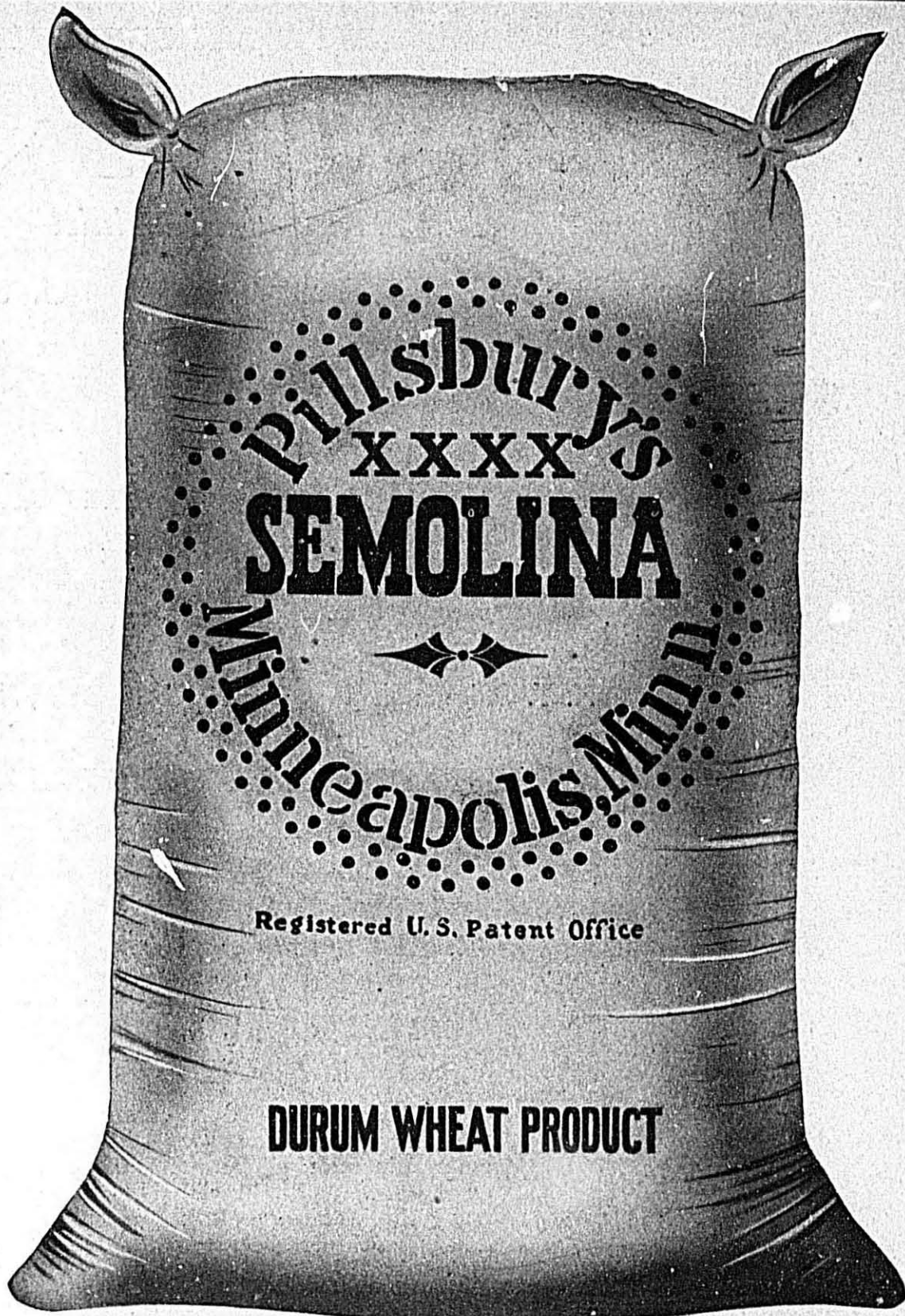
Save time, labor, power, and make better doughs at less cost. "Eimco" mixers and kneaders will do it for you.

Ask us for bulletin and photos.

**The East Iron & Machine Co.,**

Main Office and Factory, Lima, Ohio.





**Pillsbury Quality Will Be Maintained!**

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

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

***Pillsbury Flour Mills Company***

*Minneapolis, Minn.*

"Oldest Millers of Durum Wheat"