

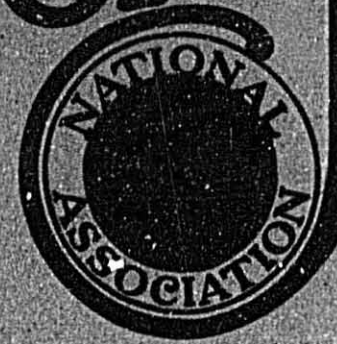
**THE
MACARONI
JOURNAL**

Vol. 5, No. 11

**March 15,
1924**

The Macaroni Journal

Minneapolis, Minn.
March 15, 1924



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

Volume V

Number 11

Vote on Referendum

Page 21

☐ The Durum Millers' new policy of quoting Semolina by the Pound instead of the Barrel as in the past has created a diversity of opinions in the industry.

☐ We seek an "Honest expression of these opinions" from the whole macaroni manufacturing trade.

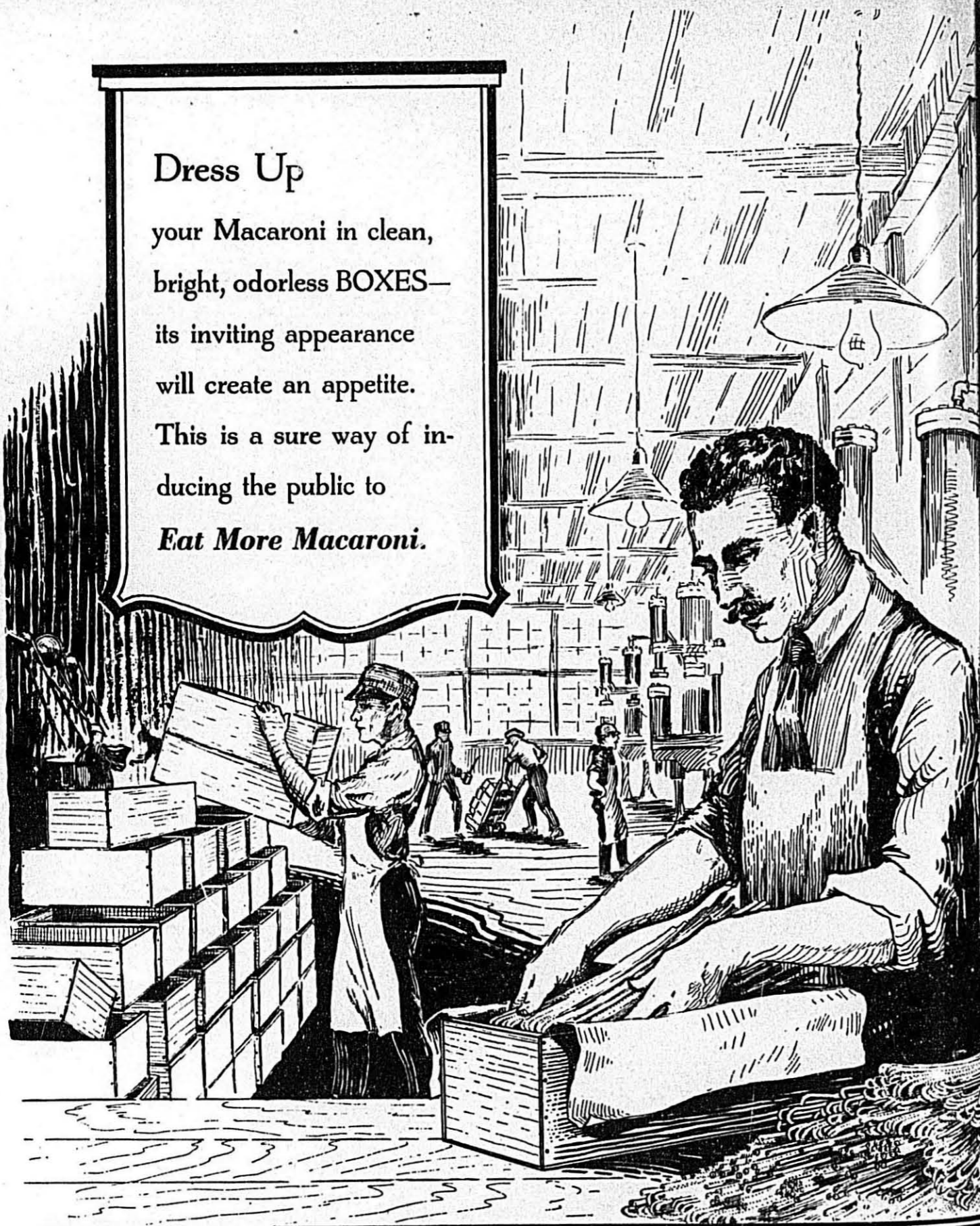
☐ Consider carefully all arguments FOR and AGAINST them, VOTE on all 4 of the Questions in the Referendum.

☐ Let EVERY Macaroni Manufacturer vote.

☐ This means you and You and YOU!

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.

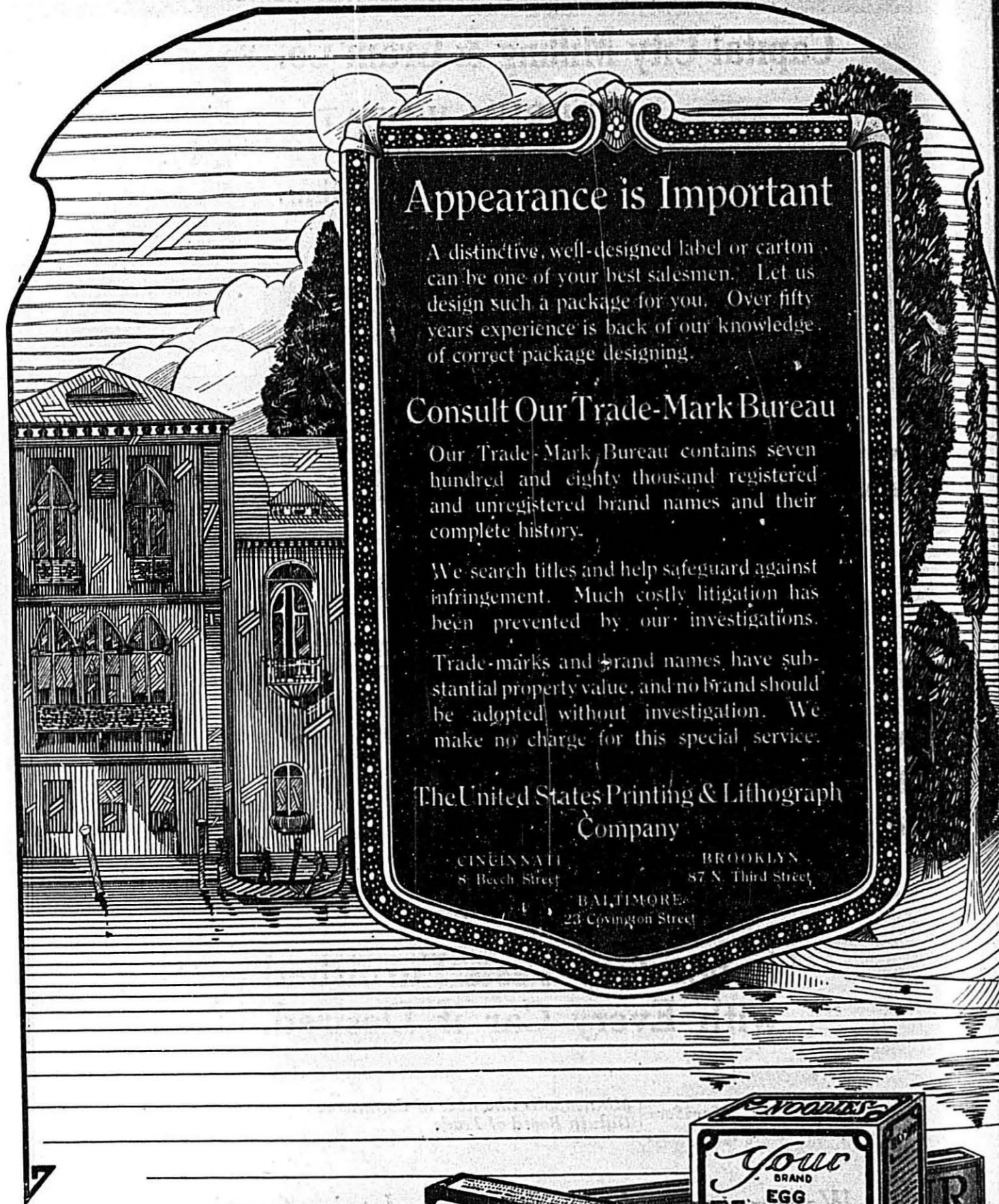
Laboratory Tests Furnished
 with Every Car if Desired.

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



Appearance is Important

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

Consult Our Trade-Mark Bureau

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

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

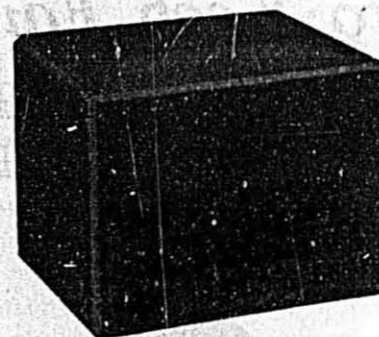
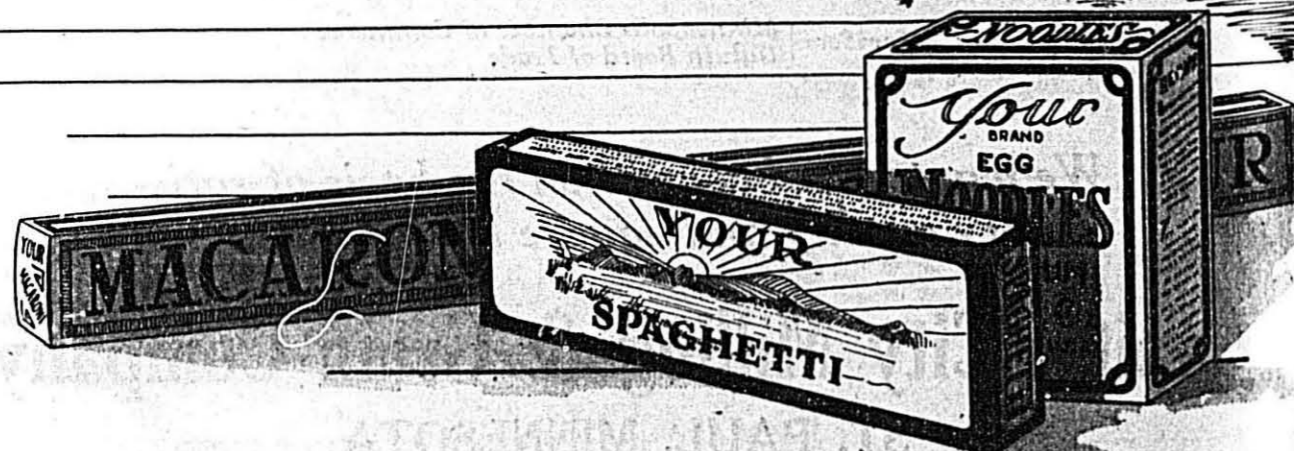
Trade-marks and brand names have substantial property value, and no brand should be adopted without investigation. We make no charge for this special service.

The United States Printing & Lithograph Company

CINCINNATI
8 Beech Street

BROOKLYN
87 N. Third Street

BALTIMORE
23 Cuyington Street



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

MARCH 15, 1924

Number 11

Favor Compromise in "Pound and Barrel" Battle

Radical changes usually create disturbances. For this reason legislators are generally cautious about making extreme alterations in existing laws and will not do so without first "feeling out" the attitude of those most directly affected by the proposed change.

As it is in government so it is in business. Any radical alteration in an established policy of business practice will create troublesome ripples that time and education only will calm.

After all upon what does the success of any departure from the accepted business practice depend? Is it on the persuasive powers of those who seek to introduce it? Primarily, no. Does it depend on their honesty and ability to "put it over"? Again, no. It does depend chiefly on the state of mind of those whom the new policy will immediately and directly affect.

Since its first establishment in this country the macaroni manufacturing industry has been trained to purchase its flour and semolina requirements on the barrel basis. Like a bolt from the sky, without in any way consulting those most directly concerned, the durum millers on a very few days notice changed their basis of price quotation from the barrel to the pound.

A murmur of protest soon manifested itself. It gained in volume till now the objectors reach from coast to coast and from border to border. It will probably become unanimous when other firms now happily covered for all or nearly all their season's requirements must again enter the market and buy on the new basis.

Objections are voiced on two grounds. First, the per pound basis of price quoting involves troublesome fractions which permit too wide a variance on the price per barrel. Second, the failure of the durum millers to take the macaroni manufacturers into their confidence, consult and advise with them about the proposed change, has made the latter suspicious, more so since semolina alone is affected.

The durum millers and the macaroni manufacturers have always been on most friendly terms. Seldom have the semolina men overlooked an opportunity to aid this industry. Just why the flour mills should select the macaroni maker to be the "goat" has not yet been divulged. Bread flours, and most durum millers deal in those grades also, are still sold on the barrel basis. Thus the bakers and the cracker makers are permitted to function serenely along old established lines, while the macaroni maker, less successful by far, is disturbed and annoyed at a time when he can the least afford it and from a source least expected.

Unfortunately all the macaroni manufacturers are not expert mathematicians, otherwise objections might be fewer. The time is opportune for some to go into immediate training if they are to know the cost of their raw material. Here

is the kind of an example macaroni men will be called to solve when buying their semolina. A Minneapolis mill quotes prices as follows: No. 2 semolina in bulk, f. o. b. Minneapolis, $3\frac{1}{8}c @ 3\frac{1}{4}c$ a pound; No. 3 semolina, $27\frac{1}{2}c @ 3c$ a pound, and durum fancy patent at $3c @ 3\frac{1}{8}c$ a pound. To figure exact price per barrel for comparison with costs in previous years these figures must be multiplied by 196, quite a difficult problem for many in the industry. In time this will become easy but just now it is causing consternation.

From a well known flour authority we quote the following in connection with the above prices: "Mills intimate that these prices are shaded where necessary to make bookings." Are they quoting 1-16 or 1-32 cents per pound or how are the "shadings" effected? Again this same authority says, "It is stated that some mills are offering durum flours at less than cost." Macaroni manufacturers are willing to pay fair prices for their raw materials but much prefer a simpler basis of price quotation.

What is the effect of the "shading" referred to? As $\frac{1}{8}c$ per pound differential is the smallest possible change under the present plan of quoting prices this makes an approximate disparity of 25 cents on a barrel when a change is made, either up or down. On the old basis six different quotations were permissible with a 5-cent differential on the barrel. Macaroni manufacturers were then able to buy closer and the durum millers were in a position to reflect any slight variance in the wheat market in the offerings.

Dissatisfaction over the new price quotation is quite general. What are the consequences? Ill feeling is engendered and general loss of business results. In the east some macaroni manufacturers have found it expedient to purchase spring wheat flour to blend with their rapidly dwindling stock of semolina in order to produce competitive products. This harms directly the manufacturer himself, but indirectly the durum miller and the entire macaroni industry.

Happily the manufacturers who are willing to sacrifice the quality of their product rather than pay a few cents more a barrel for their semolina are in the small minority, but, nevertheless, their attitude shows the "state of mind" created by the radical departure from the old established basis of price quoting on flour.

The macaroni manufacturers have proposed what is apparently a most acceptable compromise. They recommend that semolina prices be quoted on a decimal basis, or in Dollars and Cents per hundred pounds. Instead of quoting $27\frac{1}{2}c$ a pound mills should make their price either \$2.85 or \$2.90 a hundred. Thus the variance would immediately be reduced to a 5c basis instead of 25c on the barrel when the fractional system is used as at present.

The new plan of price quotation may have its good

points. But unless the buyers are "sold" on the new proposition misunderstandings and suspicions will continue to exist and everyone will suffer.

Durum millers have always been most considerate of the welfare of the macaroni industry, and perhaps still are;

they have ever seemed apparently anxious to retain its good will, and for these reasons the suggested compromise will be given their thoughtful consideration.

Let peace and good will continue. Let's have the compromise.

Tested Macaroni Recipes

Macaroni Salad in Green Peppers

6 even size green peppers,
3 cups cold boiled elbow macaroni,
½ cup mayonnaise or salad dressing of choice.
2 tbs. finely chopped onion,
2 tbs. finely chopped green peppers.
Salt and pepper to taste.
4 cups shredded lettuce.
4 tbs. grated sharp cheese.
Paprika.
Cut the tops off the green peppers, carefully remove the seeds and all white fiber, do not break the peppers; put in cold water for 30 minutes. Chop the tops of the peppers fine. Put the macaroni into bowl; add half the salad dressing, salt, pepper, onion, chopped green peppers and mix well. Fill into the green pepper shells, which have been drained. Place on plate which has been covered with the shredded lettuce; put a little dressing on top of each; sprinkle the tops with the grated cheese, dust with paprika; serve very cold.

Calcutta Eggs with Spaghetti

½ lb. spaghetti.
6 poached eggs.
1½ cupfuls thin white sauce.
½ tsp. 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.

Macaroni Meat

Boil package of macaroni in salt water until tender, then strain in colander. Cut ¼ lb. bacon in small cubes. Fry until brown, then add 2 good size onions, 1 lb. hamburger, 1 stalk of celery and fry all together until brown. To the macaroni add 1 can of tomatoes, the bacon and hamburger mixture and 1 can of kidney or red beans from which the juice has been poured off. Add salt and pepper to taste and boil all together for about 30 minutes. If stalk celery cannot be had, celery seed will answer the purpose. This recipe can be served as the main meal with

out any meat on the table. It will serve 6 persons.

Macaroni Salad

Macaroni makes a good and nourishing salad. Add to the mayonnaise dressing a little chopped cabbage and celery, half a pimento, some finely minced parsley and a little onion juice. Mix well and then add it to cooked, cooled macaroni, and serve on lettuce leaves.

Boiled Beef with Spaghetti

3 lbs. beef shank.
Small piece of bay leaf.
2 tbs. vinegar.
1 tsp. worcestershire sauce.
1 tsp. kitchen bouquet.
1 large onion.

2 whole cloves.
6 peppercorns.
½ lb. spaghetti.
½ can tomato soup.

Wipe the meat with a damp cloth and brown quickly in 3 tablespoons melted fat. Add boiling water to nearly cover, cover closely and heat to the boiling point. Add onion, bay leaf, cloves, peppercorns, and vinegar and simmer 2 hours. Add 1 tablespoon salt half an hour after simmering. Cook the spaghetti for 10 minutes in boiling water, then drain. Remove the meat from the kettle, cover and keep warm. Put the spaghetti in the meat broth and boil hard for 10 minutes. Mix tomato soup with sauce and kitchen bouquet and heat. Drain the spaghetti, mix with the sauce and arrange on a hot platter around the beef. Save the meat broth for gravy to reheat leftover meat in.

Beef Balls with Macaroni

1 lb. chopped beef.
¼ lb. chopped fat salt pork.
½ cup milk.
2/3 cup soft bread crumbs.
1 tbs. minced onion.
¼ tsp. pepper.
Beef drippings.
3 tbs. flour.
2 cups stewed tomatoes.
1 tsp. salt.
½ tsp. celery salt.
½ lb. macaroni or spaghetti.

Mix beef, pork, milk, bread crumbs, onions and pepper. Shape into balls about one half inch in diameter and saute in hot drippings. Boil macaroni in salted water until tender. Drain and place on a hot platter. When beef balls are done put them on the macaroni. Stir flour into drippings in the pan and when smooth, add stewed strained tomatoes and seasonings. Stir until boiling. If too thick add a little hot water. Pour over macaroni and meat and serve very hot.

FIFTY-FIFTY

Poss: There's ten dollars gone from the cash drawer Johnny. You and I are the only people who have keys to that drawer.

Office Boy: Well, s'pose we each pay five dollars and say no more about it.

No matter how much patience a man has he never uses any of it at the table when he wants the salt.

Does the Automobile Owing Public Eat Macaroni?

Under this heading an article in "Printer's Ink" of Feb. 7, 1924 W. B. Edwards presents a convincing argument in favor of publicity as a sales agent. He states that entirely too many manufacturers are putting the blame for reduced sales volume on the automobile. In his opinion the decreased business is attributed to other causes, and if the automobile business is lowering the purchasing power of the ordinary consumer it is probably due to the educational publicity work continuously carried on by the automobile manufacturers.

Referring to the macaroni manufacturing industry in this country, he says:

According to my information, the macaroni industry is in bad shape. A news item which came to my attention recently mentioned that not over a dozen firms out of more than 500 macaroni manufacturers in

this country can be termed successful. Perhaps the accuracy of these figures—like so many others—is open to question. I quote them only because they do indicate an industry that has been in a rather serious slump, and I am curious to know whether the automobile has been held responsible.

To prove the unfairness of the assertion that the masses are buying automobiles by skimping on food he quotes figures of farm production to show that the consumption has increased with regularity in the past few years.

"There are many 'sacred cows' in business and this bogey concerning the automobile is one of them. In the days of the covered wagons travelers advanced at the rate of 12 miles a day. There are some business concerns creeping along at the same rate. They are trying to live on their reputations instead of standing up toe to toe and exchanging blows with the competitors

outside of their industry. Getting up at conventions and wailing, it seems to me, is one degree worse than sticking one's head in the sand.

"If the 'calamity howlers' among manufacturers would step on the gas or, to change the metaphor, switch from the covered wagons to automobiles in their selling methods, they would find that this country isn't headed for the eternal how wows; that our standard of living is not being lowered; that the automotive industry is not taking bread out of their mouths, and that the purchasing capacity of our 110,000,000 has not yet been reached nor is it likely to be for several generations to come."

The public may be purchasing one article in preference to the other and is unquestionably doing so, because they are being continually educated through the proper kind of publicity work.

Notes of the Industry

Fire Ruins Macaroni Stock

Fire of unknown origin damaged several thousand dollars in macaroni stock stored by the Rella Macaroni company at 259 E. Dominick st., Rome, N. Y., the last week in February. The building was some distance from the manufacturing plant. Most of the damage was done by water, and all of it was covered by insurance.

Elks Like Spaghetti

Spaghetti, the well known Italian table delicacy, was an attractive feature at the initiation supper and smoker of the Elks lodge last month in Jacksonville, Fla. While interest was manifested in the mysteries of fraternalism of the order those in attendance freely admitted that the spaghetti dishes for which the chef of the club is noted, were the real attractive feature of the entertainment. Nothing more pleasing than a steaming dish of delicious spaghetti with suitable accompanying ingredients could be demanded by the hungry men who are somewhat particular in their choice of foods. The Jacksonville Elks recognizing this ate ravislingly of this principal dish.

Gold Medal Cereals

The Washburn-Crosby company has

added a full line of cereal foods which will be marketed with its flour and under the same trade name. It is a line of package goods bearing the well known label of "Gold Medal." The line embraces such foodstuffs as wheat pancake flour, buckwheat pancake flour, wheat cereal, cake flour, purified bran, quick cooking oats and whole wheat flour. Most of these products are being manufactured in the company's plant at South Chicago.

Beech-Nut Ice Cream

Application has been made for registration of the name "Beech-Nut" for ice cream and similar delicacies by the Beech-Nut Packing company of Canajoharie, N. Y., well known in the macaroni manufacturing field.

Battle for Basketball Honors

Teams representing the Red Cross Macaroni company of Chicago and the Foulds Milling company of Libertyville, Ill., in a gigantic athletic struggle for first honors in the basketball field have played 2 interesting games and are now on an even basis, each winning a game.

This is the first contest of this kind between teams representing macaroni firms in the central part of the country and has attracted much attention, not

only in the macaroni manufacturing field, but in many other similar industries. It marks a tendency on the part of the macaroni manufacturers to enter teams in the varied athletic events for the dual purpose of advertising their firms and of interesting their own employes in appropriate and helpful athletic activities.

In an evenly matched game played at Libertyville on Feb. 14, the Foulds team came out victorious by the narrow score of 22 to 18 after an hour's hard battling. Not until the last minute of the game was the winner certain of his laurels.

The second game was played Feb. 21 in the Lake View High school in Chicago and the Red Cross Five succeeded in getting sweet revenge by a score of 21 to 12. In both games the losing team gave a good account of itself and fought valiantly to the end.

A third and decisive game between these natural "rivals" will be arranged some time this month and should be a grueling contest. Both are confident of victory and with each playing such good clean basketball as was displayed in previous contests, the game should be worth going miles to see and should result in sufficient glory to please both the victor and the vanquished.

Are you encouraging athletics in your plant? Might pay to do so.

Macaroni Rates Lowered in Texas

Macaroni manufacturers of Texas working through the various freight bureaus, led by the San Antonio unit, won a partial victory at a hearing recently held by the railroad commission when freight rates to various points in that state were considerably reduced. On Feb. 1 the railroad commission ordered the 5th class of differentials to apply with minimum of 30,000 lbs. per car and 64c as the maximum rate on macaroni products shipped to, from or between points in the differential territory.

The demand for adjusted rates was prompted by the victory won by a large Omaha firm that brought about a reduction in the rate on carload lots from that city to southwest territory. The commission denied that part of the application which prayed for a general revision of the rates. The partial victory provides that macaroni produced by Texas factories be given the same basis as has been found by the interstate commerce commission to be proper for the competition outside of the state. In ordering the new rate which became effective March 10, 1924, the commission published the following review of the case:

Commission Comment

This case involves an application from the San Antonio Freight Bureau of San Antonio, Texas, for the establishment of 75% of 5th class on macaroni, carloads, intrastate in Texas, the request being predicated upon the establishment, under item 1368, Supplement 3 to Southwestern Lines Classification Exceptions and Rules Circular No. 1-L, upon order of the Interstate Commerce Commission in its docket No. 14494 (71 I. C. C. 108), of that basis on said commodity from Omaha, Neb., to Texas points.

Macaroni, carloads, now makes 5th class in Texas, with maxima of 82c, single line, and 88c joint line, reached at something like 500 miles. From Omaha the former basis was 5th class of \$1.20, and the 75% basis, which became effective Oct. 10, 1923, makes the present rate from that point 90c.

The testimony showed that the wheat used in the manufacture of macaroni comes from Nebraska and the Dakotas, on which Omaha pays in 6c and San Antonio 66½c.

The testimony also shows that the rates, now and prior to the Omaha reduction, from other outside points into

Texas were as follows: New Orleans \$1.05½, New York \$1.29, Denver \$1.20 and St. Louis \$1.14½. A showing was also made, based on unofficial information, that since the reduction from Omaha, that point has shipped some 23 cars into Texas, and has even shipped cars into San Antonio and Houston, where macaroni factories are situated.

The complaint testified that competition from Omaha under the reduced basis was operating to the disadvantage of the San Antonio manufacturers owing to the difference in the rates from the respective origins being so materially lessened by said reduction. Figures were presented to show that, using a maximum rated point in Texas as an example, San Antonio's basis was 66½c in on the wheat plus 82c out, making \$1.48½, while Omaha's basis was 16c in on the wheat plus \$1.20 out, making \$1.36, or a difference of 12½c, whereas at present the basis is \$1.48; against \$1.06, or a difference of 42½c.

The adoption of a basis 75% of 5th class in Texas would mean a revision and reduction in the rates for all distances. Considering the fact that the request in this case is predicated altogether upon competition with Omaha, and that the minimum rate from that point to Texas points is 90c, the commission cannot regard a revision of the rates for all distances in Texas justified, but it does find what it considers to be a justification for a revision of the rates on the maximum and differential hauls in Texas predicated upon the Omaha competition. This being true it will, by appropriate order establishing a maximum common point rate of 64c (based 75% of the average of the 5th class maximum figures in Texas), give to the Texas factories the same basis as has been found by the Interstate Commerce Commission to be proper for their competitor outside the state, and is now found by his commission to be just and reasonable for intrastate application.

James C. Andrews Dead

The sudden and unexpected death of James C. Andrews on Feb. 8, 1924, came as a sad shock to his many friends in the macaroni manufacturing industry. For 7 years as the principal owner of one of the largest durum mills of the country he came into personal contact with many of the leaders in the indus-

try, all of whom are grieved at his untimely death, caused by infected tonsils.

Mr. Andrews was born Oct. 6, 1867, in Concord, N. H., and died Feb. 8, 1924, in Minneapolis at the age of 56 years. He was educated in the Boston schools and later took a course in Marietta college, Ohio.

In 1890 he went to Minneapolis where he remained until death, gaining reputation in the milling industry that was most creditable.

He entered the Pillsbury Flour Mill company as office boy and in his 2



years of service rose to be assistant manager of the company. Recognizing the growing importance of the macaroni industry and the need of specializing in the proper milling of semolina for this group of manufacturers Mr. Andrews, in association with Dwight K. Yerxa and James S. Thurston, in 1914 built the 2500-bbl. durum mill in Minneapolis. Under their supervision the mill gained a world wide reputation and was successfully operated by these 3 men until 1921, when the mill was sold and the organization dissolved.

Mr. Andrews was one of the principal owners of the Andrews hotel in Minneapolis, which was built under his supervision, and was in many ways associated with the business affairs of the northwest, as a director of a banking institution, owner of valuable real estate, member of the leading clubs, and chairman of the traffic committee of the Minneapolis Chamber of Commerce.

Mr. Andrews frequently attended the national convention of the macaroni manufacturers, his last appearance being in 1919 at the St. Louis conference. Funeral services took place Feb. 11. He is survived by his wife and 2 children, to whom many macaroni manufacturers have expressed their sympathy.

Dependability

ONLY time proves dependability. Today there are hundreds of Macaroni Manufacturers who use GOLD MEDAL Semolina because they have learned from experience—*time after time*—that it makes better Macaroni, Spaghetti and Vermicelli.

The Superiority of GOLD MEDAL Semolina is evidenced by the fact that today Washburn Crosby Company is the world's largest miller of Semolina flour.



GOLD MEDAL SEMOLINA

Milled by-

WASHBURN CROSBY COMPANY

MINNEAPOLIS, MINNESOTA

Grow Less But Better Durum Wheat

Farmers planning on growing durum wheat this year should consider carefully the market conditions.

Since the early days of durum wheat production there usually has been an active foreign demand. The development of a domestic market did not keep pace with production. In recent years, however, large mills have been constructed for grinding durum wheat exclusively, according to the United States Department of Agriculture. This industry now uses about half the average annual production.

With the decrease in the foreign demand the price for this class of wheat has become more and more dependent upon the domestic market. Because of the overproduction for this market the price of durum wheat has been considerably below that of equal grades of hard red spring wheat, in recent years.

Because of the greater resistance of durum wheats to rust and drought, which occur frequently in the northern spring wheat region, durum wheat usually yields and weighs more and grades higher in its class than hard red spring wheat grown under the same conditions.

The increasing acreages of durum wheat up to 1922 were largely the result of superior yields and higher grades which usually have been obtained. The recent low prices of durum wheat caused a decrease in its acreage in 1923. A further reduction in the acreage of this class of wheat probably is necessary if growers are to receive a profitable return for their 1924 crop.

Half of Crop Below Grade

As the domestic demand is increasing and the foreign demand decreasing, more careful attention should be given to the requirements of the domestic market. Firms engaged in the durum trade find it difficult to obtain pure durum wheat.

According to official inspections supervised by the federal grain supervisors for the 3 crop years ending Aug. 31, 1919, 1920, and 1921, about 48% of the durum wheat inspected contains over 10% of wheat of other classes and is graded as mixed wheat. Only the remaining 52% is graded as durum.

Approximately 30% of all mixed wheat marketed has durum wheat pre-

dominating in the mixture. No other one class of wheat forms the basis of so much mixed wheat. The principal class of wheat found mixed with durum is hard red spring.

Farmers are urged to obtain and maintain seed stocks of pure durum wheat.

When making a change of seed careful consideration also should be given the choice of varieties. The kubanka is the best adapted variety for all of the varying conditions in the durum wheat sections. It is a high yielding wheat considerably resistant to rust, of good milling quality and well liked for the manufacture of macaroni.

The new nodak variety, which recently has been developed in North Dakota as a selection from kubanka, is a distinct pure strain of that variety which is equal or superior to it in yield, rust resistance and macaroni making qualities.

Other durum varieties have been found more productive than kubanka in certain sections. Mindum is the best yielding durum variety in Minnesota. It is about as resistant to rust as kubanka and makes macaroni of excellent light yellow color. Pcliss is the best yielding variety in the higher and drier sections of Montana and Wyoming where rust does not occur. It also gives a good color in macaroni manufacture.

Macaroni Makers Shun Low Grades

Other high yielding varieties of durum wheat, however, produce macaroni of a grayish color, which has been found by domestic manufacturers to be unsalable. Principal among these is pentad (D-5) the red durum variety. It is the most rust resistant variety of durum wheat grown and is a high yielding wheat in seasons of severe rust. The grain, however, cannot be used profitably by domestic manufacturers of semolina from which macaroni is made. It is sold principally for export and its price is considerably below that of equal grades of amber durum.

The growing of red durum should be discontinued.

Two varieties of amber durum which also are rust resistant and high yielding are not desired by the trade because of the grayish color of the macaroni which they make. These are the acme

and monad (D-1) varieties. Acme is the highest yielding durum variety in most of South Dakota, and monad the best yielding variety in North Dakota. It is held by the trade that grading acme and monad in the amber durum subclass is lowering the value of the other varieties having desirable qualities.

To meet the requirements of the domestic market durum wheat growers should obtain purer and better seed and replace the pentad (D-5), acme and monad (D-1) varieties with other rust resistant varieties as soon as possible. For this purpose the nodak appears the most promising new variety at this time.

Triplicate Secretaryship

The duties of the office of secretary of the National Paper Box Manufacturers association have become so diversified and exacting that a special committee of the organization has submitted a plan whereby the secretarial duties will be cared for by 3 individuals. Each will have his particular work, specifically outlined by the board of directors.

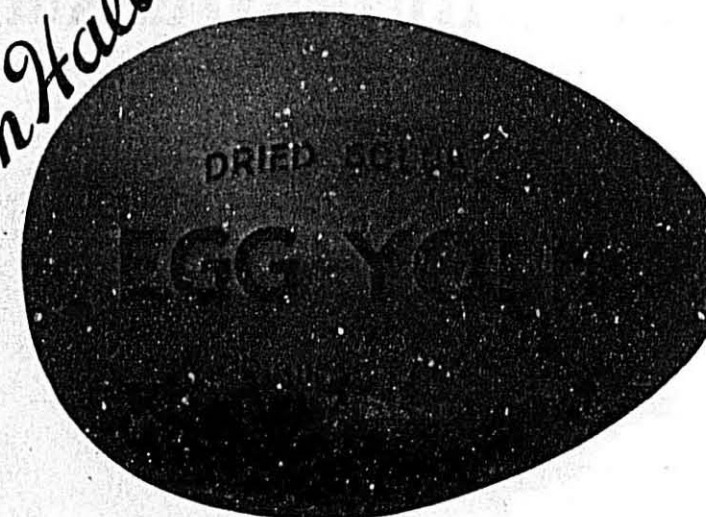
Frank S. Records has been appointed executive secretary and will be in charge of the affairs of the association under the direct supervision of the board of directors, will publish bulletins and operate the various departments now supported by that organization.

Howard P. Beckett was appointed field secretary. He will be expected to offer marketing, sales and financial advice to members and the service will be given through personal visits and consultation.

George F. Barber was appointed publicity secretary. He is termed the marketing specialist of the association. He will represent the industry at conventions of other associations and have in charge of the general work of popularizing the products of the members among the growing users thereof.

This same arrangement has been tried out by other organizations and found most successful, though each position was considered as a distinct office and not part of the secretarial force.

Stein Halls



PURE
FRESH
SWEET
CLEAN
ECONOMICAL

Unexcelled for noodles

Stocks in principal cities
Write for Samples

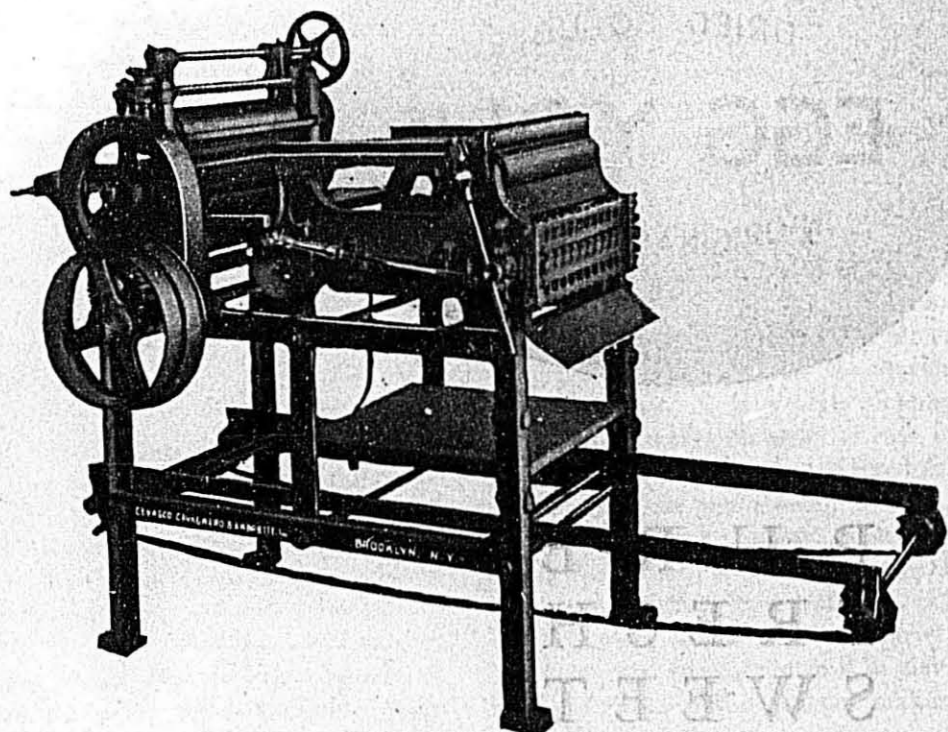
ALSO ALBUMEN
AND WHOLE EGG

STEIN, HALL & CO., INC. STEIN, HALL MFG. CO.
61 BROADWAY, NEW YORK. 2841 SO. ASHLAND AVE. CHICAGO.

DIRECT IMPORTERS
ESTABLISHED 1866



CEVASCO, CAVAGNARO & AMBRETTE, Inc.



Improved Bologna Paste Machine

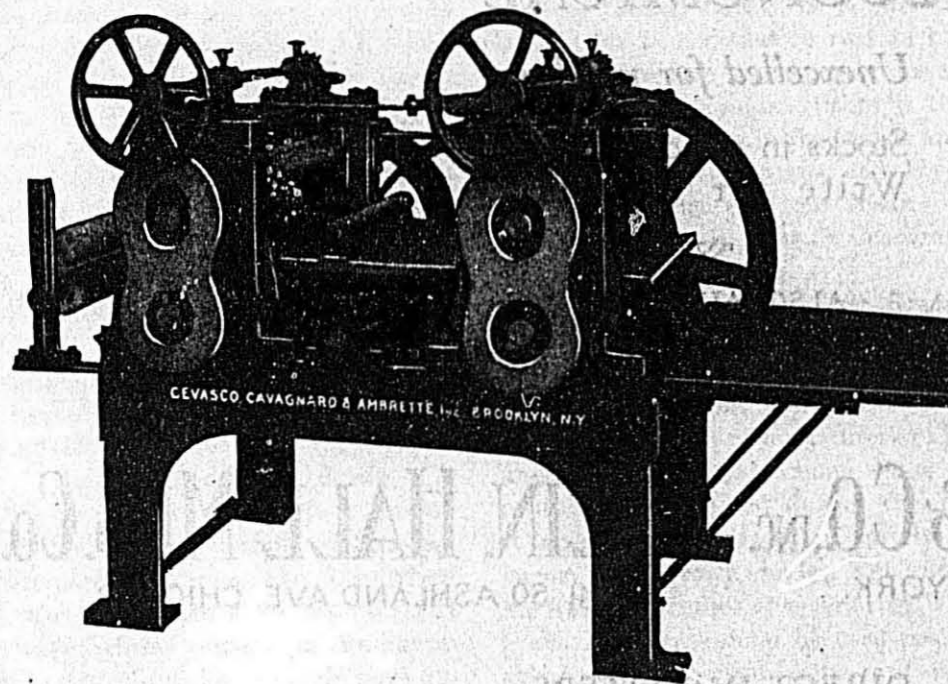
This illustration shows our Improved Bologna Paste Machine, which, like all other C. C. & A. products, is superior to all others on the market.

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

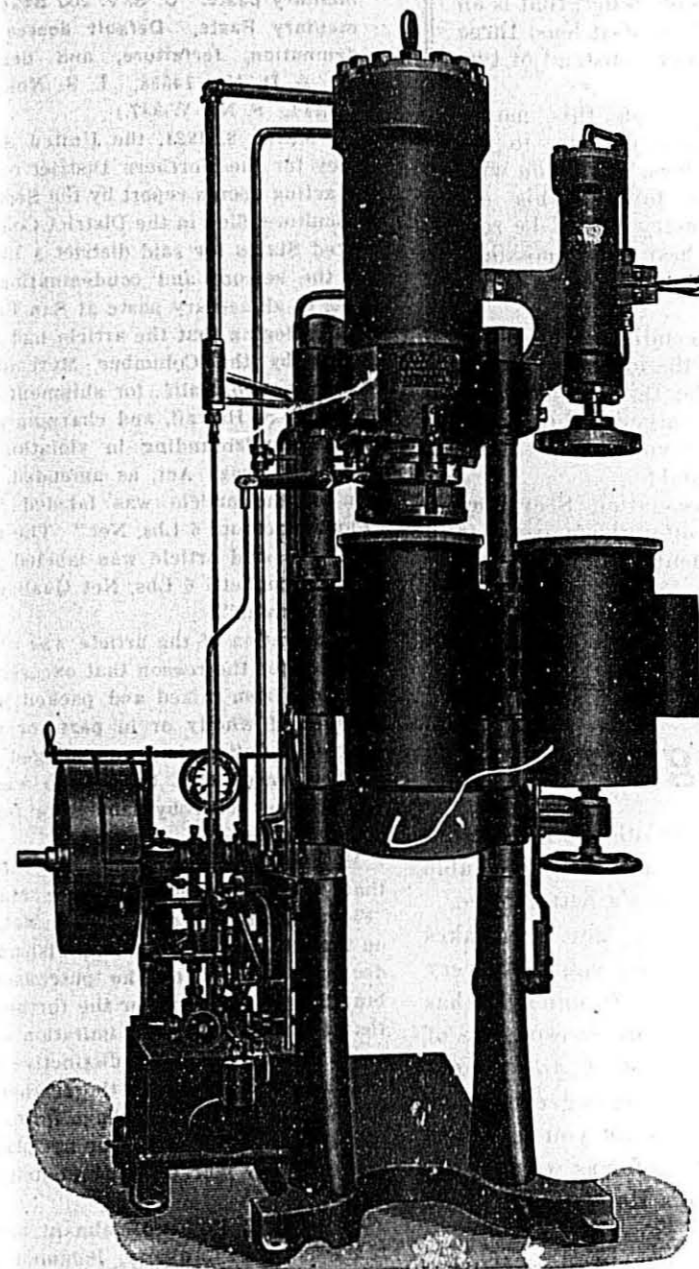
Kneaders

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.**

Higher Tariff Duty Imperative

Under the flexible tariff now in force the government is free to make changes in the various rates in accordance with prevailing conditions.

There is an ardent need for increasing the present import duty on macaroni products and through the National Macaroni Manufacturers association steps have already been taken to bring this about.

Just recently there appeared on the Atlantic seaboard markets French and Italian made macaroni products in pound packages that sold for 6c a pound. Imagine, if you will, what this kind of competition means to the American manufacturer.

What can the bulk producers expect in the way of competition if packages of macaroni are sold at **SIX CENTS A POUND!** Can you afford to manufacture, cure, pack and ship your goods at a price little or more than the actual cost of your raw materials?

Through the National Macaroni Manufacturers association, a concerted

and determined drive will be made to make the United States tariff commission realize the seriousness of the situation and to obtain from them necessary relief, that is an adequate tariff duty of at least **three to four cents a pound** instead of two as at present.

Where are you on this move? There will be some expense in the way of attorney fees. Will you willingly contribute toward this expense? The industry should be represented by the best talent possible. Will you help, financially, to bring this about?

Here is a condition affecting **EVERY ONE** in the industry. Don't be content to "let things slide" believing that the other fellows will fight the fight for you! What if all took the same stand?

Write the Association Secretary your views and offer the movement such encouragement as the situation deserves.

Let's all pull for a just tariff rate on macaroni products.

Every Barrel Must Bring Profit

The macaroni manufacturer often gets the idea that he alone is engaged in an unprofitable business. Knowing his own affairs best it is natural that he get and express this view. However, every other line of business is somewhat similarly situated. The flour milling industry may be taken for an example because of its close connection with the macaroni industry.

The flour millers have had reason within the past few years to complain but are being gradually educated to the fact that every barrel of flour sold should show a profit if their business is to prosper.

Just how they plan to bring this about would be interesting information to the macaroni manufacturers and might be profitably followed by them.

We quote from a letter issued last month by the Ismerth-Heincke Milling company of Kansas City to every member of its sales organization:

"An analysis of the present deplorable selling conditions that prevail in the milling business leads us to believe that a great per cent of these troubles and price cutting is due to misinformation given to us by our selling organization on the road. We believe this is due to your readiness to jump at con-

clusions as to what other mills are doing and quoting, and thus to enable your customers to get a better price.

"Effective at once, our firm takes this means of advising you that every barrel of flour you sell from now on has to carry a profit to us, irrespective of competition, and that if you cannot produce it will be for us to get some one who can. We also want you to advise your buyers that, so far as we are concerned, the 'Boob's Holiday' has come to an end.

"Furthermore, we will deem it your duty to keep us closely advised as to what all other mills are asking, and in the event that they are giving their products away, we will write them an encouraging letter advising them to keep at it, as this will be another means of bettering conditions, because the fewer mills that we have to compete with the better it will be for the rest of us.

"Finally, we shall expect price information from you which you can back up, and in the event that you give us wrong information your resignation will be gladly accepted."

One billion silver dollars, laid in a row, says Gas Logic, each coin just

touching the one before it and the one following, would form a line that would reach practically around the entire world.

Enforcing Pure Food Law

11751. Adulteration and misbranding of alimentary paste. U. S. v. 200 Boxes of Alimentary Paste. Default decree of condemnation, forfeiture, and destruction. (F. & D. No. 14598. I. S. Nos. 10343-1, 10344-t. S. No. W-887.)

On March 8, 1921, the United States attorney for the Northern District of California, acting upon a report by the Secretary of Agriculture, filed in the District Court of the United States for said district a libel praying the seizure and condemnation of 200 boxes of alimentary paste at San Francisco, Calif., alleging that the article had been delivered by the Columbus Mercantile Co., San Francisco, Calif., for shipment into the Territory of Hawaii, and charging adulteration and misbranding in violation of the Food and Drugs Act, as amended. A portion of the article was labeled in part: "Flour Macaroni 6 Lbs. Net." The remainder of the said article was labeled in part: "Flour Spaghetti 6 Lbs. Net Quality Columbus Macaroni."

Adulteration of the article was alleged in the libel for the reason that excessive moisture had been mixed and packed with and substituted wholly or in part for the said article. Adulteration was alleged for the further reason that the article was mixed in a manner whereby damage or inferiority was concealed.

Misbranding was alleged for the reason that the statements, "Flour Macaroni," "Flour Spaghetti," and "6 Lbs. Net," borne on the labels, were false and misleading and deceived and misled the purchaser. Misbranding was alleged for the further reason that the article was an imitation of or offered for sale under the distinctive name of another article, and for the further reason that it was (food) in package form, and the quantity of the contents was not plainly and conspicuously marked on the outside of the package.

On May 24, 1923, no claimant having appeared for the property, judgment of condemnation and forfeiture was entered, and it was ordered by the court that the product be destroyed by the United States marshal.

HOWARD M. GORE,
Acting Secretary of Agriculture.

Benefits Even

"How is it, Sandy," asked a visitor of a Scotch coal merchant, "that you quote the lowest prices in town and make reductions to your friends and yet you can make money?"

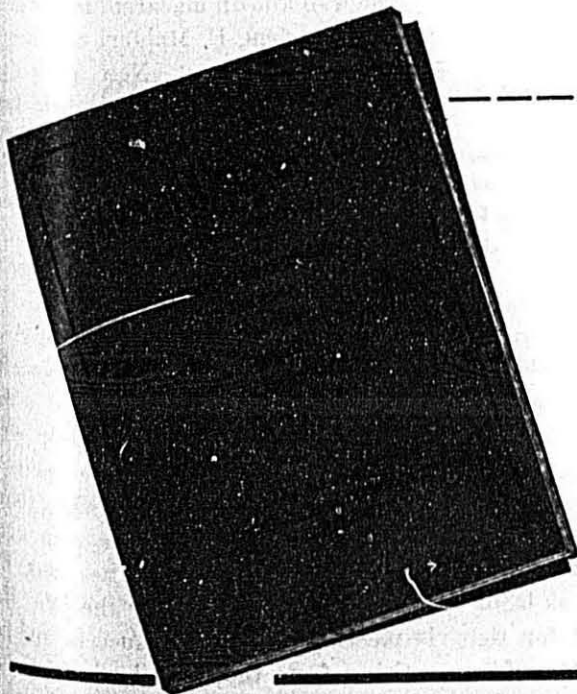
"Weel, it's this way," explained Sandy in an undertone, "Ye see, I knock off two shilling a ton because a customer is a freen o' mine, and then I knock off two hundredweight a ton because I'm a freen o' his."—Boston Transcript.



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

Rope Paper Sacks Recommended

The Rope Paper Sack Manufacturers association in the interest of promoting the use of rope paper sacks recently launched an extensive advertising campaign in the newspapers throughout the country. In addition special representatives are touring the states urging adoption of rope paper bags as containers for flour.

Through publicity this association attempts to demonstrate that paper is the best material for packing flour. Paper sacks are shown to be cheaper, cleaner and even stronger. Other great advantages of this rope paper are that it is impervious to odors and that its thick texture not only prevents seepage of

flour through the sack but acts as a perfect protection against dust, germs and all impurities.

The manufacturers say that flour packed in rope paper sacks reaches the consumer in much better condition and many claims for losses and damages with which many buyers are continually concerned are thus eliminated.

The special paper used for this purpose is made from manila rope. The rope is unraveled and the strong fibers are treated by a process which produces a paper of great toughness. The paper is water proof and for this reason it is held that it serves to save the millers hundreds of dollars in losses due to dampness.

Directors Meet in New York

The 3rd meeting of the 1923-24 board of directors of the National Macaroni Manufacturers association was held Feb. 8, 1924, in Room "D," Hotel McAlpin, New York city. President Henry Mueller was chairman.

Prior to going into session the directors took part in an interesting sectional meeting, of the macaroni manufacturers of the eastern states. A general discussion of the questions of interest to macaroni manufacturers of that section gave the national directors an idea of what problems concerned these macaroni manufacturers and will enable them to help in their proper solution.

Disapprove New Price Quotation Plan

A resolution unanimously adopted at the sectional meeting was presented later to the board of directors as follows: "Moved by P. George Nicolari of the New Haven Bread company, New Haven, Conn., and seconded by T. H. Toomey, De Martini Macaroni Co., Jersey City, that the following resolution be adopted:

WHEREAS, the durum wheat millers have adopted without in any way consulting the macaroni manufacturing industry a new plan of making quotations on durum products and bags on the cents and fraction per pound basis, that is one half, one quarter, one eighth cents, etc., and,

WHEREAS, such a basis of quotation is cumbersome and does not agree with or conform to our present system of cost accounting, and,

WHEREAS, the per pound basis of price quotation on semolina products permits of too wide a variance in the cost per hundred or per barrel, therefore be it

RESOLVED, that the macaroni manufacturers of the eastern states in a sectional meet-

ing assembled in New York city strongly disapprove of the new basis of quotation and condemn the practice of quoting prices per pound and recommend that quotations be made on 100-lb. basis in Dollars and Cents per hundred or on the decimal system, and be it further

RESOLVED, that bags be quoted on the unit basis per bag rather than the fractional plan lately adopted.

The board of directors considered the resolution and instructed the secretary to get a referendum vote from the association members on the durum millers' plan of quoting prices on semolina products.

In compliance with a prevailing opinion that the dues of the regular members of the national association should be so arranged as to bring about greater membership strength and, in keeping with opinion expressed in a questionnaire submitted to the general board of directors, a scale of dues was recommended to become effective April 1, 1924, as follows:

Firms	Daily Capacity	Dues
Class "A"	over 100 bbls.	\$100
Class "B"	50 to 100 bbls.	50
Class "C"	25 to 50 bbls.	25
Class "D"	under 25 bbls.	10

This scale of dues is an amendment from the scale recommended by Director Henry D. Rossi, who was unable to attend meeting. It was unanimously adopted.

1924 Convention

To meet new and unexpected conditions, the board voted to change the 1924 convention place from Cedar Point, Ohio, to Niagara Falls, as being more advantageously situated for the greatest number of macaroni manufacturers. Secretary M. J. Donna was in-

structed to make the necessary arrangement as to date and to submit to the board for final decision a report as to the dates available.

The 1924 convention program was considered at length. It was agreed that the addresses would be limited to not more than 6 a day and to 4 if possible. It was further agreed that at least 2 closed sessions be held, open to regular associations members only. Many suggestions were made as to subjects and speakers, but final arrangement of the program was left to the president and the secretary.

Membership Drive

It was proposed to launch a drive for new members shortly after April 1. The president was empowered to appoint a special membership committee man for the various districts and the present members are to be asked to get behind this movement with a determination to make it a most successful venture.

A general invitation is extended to all who have the welfare of the macaroni industry at heart to join the National Macaroni Manufacturers association and in cooperation through the central organization to help bring about the improvements in business that can be attained only through unity of purpose on the part of all who are financially interested.

Let the reply to this appeal be spontaneous. Make a voluntary application and thus manifest the spirit which should generally prevail among all the macaroni makers of America.

Mold Makers Incorporate

The well known macaroni molds manufacturing firm, F. Maldari and Brothers of 127 Baxter st., New York city and recognized leaders in their line have incorporated as F. Maldari and Bros. Capital stock of \$25,000 is owned by 3 brothers whose entire business life has been in connection with the manufacture of macaroni dies or molds. F. and A. and D. Maldari.

F. Maldari, formerly at the head of the firm, has retired to his old home in Bari, Italy, where he is engaged in the banking business. He formerly conducted a private bank in connection with his mold making and when there appeared an opening for a man with experience at his old home bank, F. Maldari was the man for the job. He is meeting with great success and in retiring from the mold business, turned his share over to the incorporators.

National Referendum on New Basis of Quoting Semolina Prices

Right to Vote Open Only to Macaroni Manufacturers

Vote Your Sentiments. Voice Your Honest Opinion.

In order to fully explain the REFERENDUM we reproduce, herewith, explanations sent out from the Headquarters of the National Macaroni Manufacturers Association at Braidwood, Illinois. This will enable all to voice intelligently their views on the radical departure from long established business policy of quoting prices on Semolina and Flour to Macaroni Manufacturers, from the BARREL to the POUND BASIS.

Read Argument and Ballot pages 20 and 21.

Let's Have a Nation-Wide Vote on This Proposition!

Another Opportunity to Cooperate

The National Macaroni Manufacturers Association annually supervises the National Conference of the Macaroni Manufacturing Industry.

It's open to EVERY one who is any way connected with the business of which you are proud to be a part.

It aims to please the majority, whenever possible. It would appreciate your advice as to the makeup of the 1924 convention program.

Mr. Macaroni Manufacturer! Won't you assist us? Fill out the blank on Page 22 and mail it in early with your Referendum Vote.

Your help will be appreciated. Don't fail to cooperate.

THE ARGUMENT

National REFERENDUM No. 1

Do You Like New Basis of Semolina Quotations?

For more than a month, now, Durum Millers have been quoting prices on Semolina at so many CENTS and FRACTIONS per POUND.

Complaints against this radical change have come from many quarters. In order to ascertain the true sentiment in the Macaroni Industry, the Board of Directors of the National Macaroni Manufacturers Association has ordered a referendum taken.

Your vote thereon is solicited. It will be held in strict confidence. Only the totals will be considered. The WELFARE of the Macaroni Industry ONLY prompts us to seek this information.

In order to be fair, we quote several Arguments, FOR and AGAINST.

For The New Plan	<ol style="list-style-type: none"> 1. Durum Millers say it's becoming quite the general practice in many lines. 2. That Government purchases flour on the POUND BASIS. 3. That the new plan makes calculations easier for buyers. 4. That it conforms with sound business practice, since Macaroni is sold by the pound or the case.
Against The Per Pound Basis of Price Quoting	<ol style="list-style-type: none"> 1. That change was too sudden and that macaroni manufacturers have long bought Semolina on the barrel basis. 2. That figuring in CENTS and FRACTIONS makes too complicated a problem in arithmetic for most buyers. 3. With 1/8 cent as the smallest differential in the price per pound quotation, the "JUMPS" are 25c on a barrel, either UP or DOWN. Entirely too great a variance to properly reflect ordinary fluctuations in wheat market. 4. That Semolina alone has been chosen for this experiment. Bread Flours being sold on the barrel basis. 5. That prices on SACKS should be so many cents for each Sack and not a fractional cent additional to the Semolina per pound quotation.

Give this matter your fair consideration. VOTE YOUR SENTIMENTS ON THE ENCLOSED BALLOT, mail it to the Association headquarters at Braidwood, Illinois.

Yours, for the Industry's Welfare

M. J. Donna, Secretary.

March 1, 1924.

THE BALLOT

National REFERENDUM No. 1

On New Plan of Quoting Semolina Prices By the Pound Instead of the Barrel

(Register your vote by using an "X" after Yes or No.)

Question No. 1	Do you favor new plan of quoting Semolina by the POUND instead of the former BARREL basis?	YES
		NO
Question No. 2	Do you favor new plan of quoting prices on SACKS at a fractional Cent additional to the pound price of Semolina?	YES
		NO
Question No. 3	Would you prefer as a Compromise, the quoting of Semolina prices as so many DOLLARS and CENTS per 100 pounds?	YES
		NO
Question No. 4	Would you prefer to have prices on SACKS quoted at so many CENTS each, depending on their kind and size?	YES
		NO

REMARKS:

Respectfully Submitted

Date 1924.

FIRM.....

Signed By.....

Register Your Vote with an "X" on This Page.

Tear this out after voting and MAIL it to M. J. Donna, Secretary, P. O. Drawer No. 1, Braidwood, Illinois.

(Fill out ballot on following page also)

SUGGESTIONS FOR THE 1924 CONVENTION

We appreciate the opportunity to recommend the following Speakers, Subjects and Activities for the Annual Conference of the Macaroni Manufacturers of America scheduled to be held in Hotel Clifton, Niagara Falls on July 8th, 9th, and 10th.

1—Subjects which we believe are of prime importance to the Macaroni Industry at large and deserving our serious consideration.

- (a)
- (b)
- (c)
- (d)
- (e)

2—Speakers whose messages might be most interesting.

Name..... Address.....

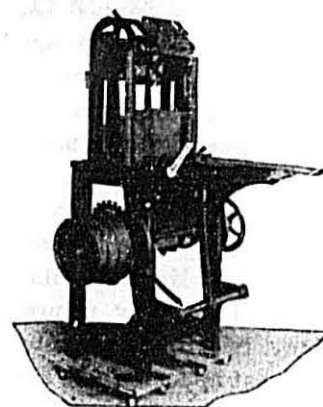
3—Suggestions for making 1924 conference more helpful and interesting to the macaroni manufacturers of America.

- (a)
- (b)
- (c)

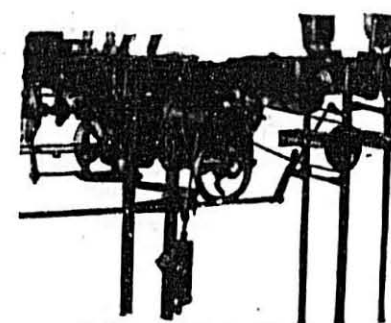
In submitting the above we in no way obligate ourselves to attend but will try and send a representative if it is found convenient. However, we will anxiously await the results of this Annual Conference which promises to be one of the most progressive ever held by the Industry.

Firm.....

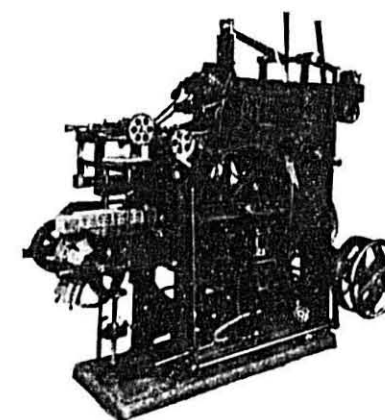
Date..... Signed by.....



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.



TRADE-MARK

National Association Trade Mark Bureau

As an added association activity and a new service to the members of the National Macaroni Manufacturers association it has been decided to establish a **MACARONI TRADE MARK SERVICE** at Washington, D. C., with Dr. B. R. Jacobs, our Washington representative, in charge. This service will be free to association members in good standing on the books of the national organization.

"The Washington office of the association has noticed at frequent intervals conflicts between the trade marks of different members within the association. This has led to the determination to prevent this conflict to as great an extent as possible. It is by all means advisable that the Washington office have a complete file of all trade marks used by members of the association and that the different members before registering their trade marks through our Association Trade Mark Service send

their names to us for a preliminary search, previous to the search in the records of the patent office, to ascertain if the mark interferes with the marks of other member.

"We feel certain the Washington office can serve as a clearing house for trade mark matters, and avoid ill feeling between the members and loss of money in many instances," said Dr. Jacobs.

"Send us immediately copies of your trade marks together with all information respecting them. Your prompt cooperation in this program may be the means of saving yourself or some other member of this association both money and worry. Address any mail bearing on this subject to Trade Mark Service, your Washington office. We will be glad to register your trade marks for you at any time, but the immediate necessity is for a complete file of the marks used by members."

WEATHER VARIATIONS

Effect on Macaroni Manufacture Personal Problem—Changes Should Be Watched—Heat, Cold, Wind, Velocity, Direction, All Pertinent Data.

The effects of weather changes on proper macaroni manufacture is a problem that each manufacturer must solve for himself. While many designers of "perfect" drying systems naturally profess they can "fool the weather," macaroni manufacturers are slow to take this claim seriously. Not only the temperature but the wind direction and velocity will affect the drying in the majority of the macaroni plants of the country.

Newspapers refer to the increased use made of the government weather reports by business people.

A large cafeteria in the basement of one of the high schools of the country finds that its patronage varies greatly with the weather. On dry days nearly all of the students go home to lunch but on wet days they want their luncheon at school. This wide variance in the number of diners would naturally cause confusion were it not for the thoughtfulness of the manager of the cafeteria, who telephones every morn-

ing to the local government weather bureau to learn what kind of weather is to be expected that day or the next day.

Many restaurant keepers are profiting by this example and are giving similar attention to the weather.

A large macaroni firm in the middle west makes good use of the daily weather reports. The managers of the production and drying departments have standing instructions to be guided in their activities by the weather report for the following 24 hours which is daily given them by the office of the firm.

Knowing to an exact degree the humidity of the air and the prospects of an immediate change this manufacturer is in a position to forestall the weather and as a result more uniform products are manufactured.

Reason for Cheap Goods

Macaroni manufacturers who have had to compete with foreign macaroni products have often wondered how these goods could be marketed at ruinous prices quoted. Recently there appeared on the Atlantic seaboard markets French made macaroni and spaghetti in packages that sold as low as 6c per package.

This product is evidently made from

a fair grade of flour, is nicely packed and has the added attraction to the lover of imported goods of being "Foreign Made," is shipped several thousand miles and goes through several hands before it reaches the consumer at a price slightly in excess of the cost of the same quantity of semolina.

C. F. Yaeger of the A. C. Krumm Sons Macaroni company of Philadelphia and one of the leading figures in the National Macaroni Manufacturers association, recently returned from a business trip through western Europe gives what appears to be a satisfactory explanation.

At Lyons, France, he learned that the manufacturers of macaroni products are making their goods out of Algerian hard wheat. This wheat grows in the semi-arid regions of northern Africa by cheap labor is obtained considerably below the selling price of wheat grown in France or nearby countries. The labor question bothers the French manufacturer very little. Girls are easily obtained at 12 francs a day or about 60c in our money; men are paid a little more or the princely sum of 20 francs a day, approximately \$1.00 in American coin. Paper cartons and containers manufactured locally are bought considerably below the prices asked for the same grades in this country.

This accumulation of price variations in the various elements entering in the manufacture of macaroni products so strongly in favor of the foreign manufacturer that he is able to flood the lucrative American markets with goods at figures that to the American manufacturer with his high price semolina, labor and cartons, would result in financial ruin.

There is no solution of the trouble other than an adequate protective tariff. If the living standards of the American public are to continue on the high plane, food manufacturers must be protected against the onslaught of goods made by countries where the living standards are lower. Self preservation will require the macaroni industry in this country to demand suitable protection along this line. Activities at this end are contemplated and the authorities at Washington are expected to listen to reason as is usually the case when the need of legislation of this kind is pointed out to them.

Carry an extra smile with you and leave it when you go out.

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

Latest TEL Model Bologna Style Automatic Machine

REGISTERED IN U. S. PATENT OFFICE



Most Efficient, Noiseless and
Dependable Type.

Before Buying

INVESTIGATE this MACHINE

Manufactured by

(Ing.) Bruno Comastri, Inc. ENGINEERING WORKS

Bologna, Italy Est. 1893

GUIDO A. ROSSI

Exclusive Agent For United States,
Canada and Central America

Patented TEL Cutter



Cutter may be changed instantly. Female Blade easily replaced when necessary.

Standard Widths of Cutter 14 and 20 inches.
Capacity 12 to 18 barrels daily.

Price Reasonable Satisfaction Guaranteed



Write For Particulars

1730-44 Union Trust Bldg.

CHICAGO - ILL.



Novelty Pat.
FIORETTO

Invents "Fusilli" Die

That progress is being made in the macaroni industry as well as in other industry is proven by the recent invention of a macaroni die that was at one time considered an impossibility. The Italians are well known for their love of varied forms of alimentary paste products and the greater the varieties the better the standing of the firm.

A shape that has long been made by hand is the spiral spaghetti. This spiral shaped macaroni was given the name "Fusilli" and has always involved a very tedious operation in its manufacture.

Spaghetti or spaghetti forati is made in the usual way through the ordinary spaghetti mold or die. The long strands are then taken by experienced girls and twirled around a small iron rod with a dexterity that often enabled one girl to make 25 lbs. of this odd shaped product in a day of 10 hours.

The newly invented die, which is now in the process of being patented, will produce direct from the press approximately 1000 lbs. daily and the spring like coils produced are much more uniform than those made by even the most expert hand workers.

The die is the invention of Guido Tanzi, president of the Modern Macaroni Moulds Manufacturing Co., of Brooklyn, a well known die maker. He plans to manufacture only a limited quantity of these dies and to rent them on a royalty basis to one firm only in each competitive district. The dies are now in use at one of the leading plants in Brooklyn under a royalty arrangement, the mold itself being kept under lock and key to prevent its getting into hands of those who may make Mr. Tanzi trouble before the patent rights are granted.

Timely Advice to Grocers

That many grocers overlook a wonderful opportunity during the Lenten season when they fail to push macaroni products is the opinion of R. H. Dawson, salesmanager of the Red Cross Macaroni company, in a timely article in the International Grocer of last month. The points made are suggestive to the grocers and repeating what is generally considered true by the industry will be helpful rather than harmful.

As there remain several weeks of Lent macaroni manufacturers who have not

already done so should adopt measures similar to those suggested in the article:

It is questionable whether the average grocer appreciates the splendid opportunity that is his to increase sales on macaroni and other "meatless meal" foods during Lent. In a year there are about 300 store days on which sales are made. Out of that period 40 days comprise Lent, when foods that do not contain meat are mostly used by families which observe the season. This offers every grocer a chance to "drive" on foods such as macaroni products, canned foods, fish (fresh and smoked), vegetables, etc.

Of these foods, macaroni and spaghetti are perhaps the most adaptable, for with them a sale can usually be made of cheese, tomato sauce, pimentos, catsup, canned tomatoes and many other articles with which macaroni or spaghetti is used in combination. Sometimes by advertising a seasonable article at an attractive price, you can bring many new customers into your store.

If you have not used the season as a business builder for Lenten foods, take advantage of it this year and dress your windows with package macaroni

products, canned tomatoes, pimentos, catsup and other articles that are used with this food. Most macaroni manufacturers packing high grade macaroni will help you with a window of the kind.

Macaroni is an especially appropriate Lenten dish. It is a complete meal when used with fresh vegetables or any of the articles mentioned above. A pound of macaroni will cook into 16 pounds containing 1660 calories, whereas a pound of potatoes contains less than 440 calories when cooked.

Macaroni and spaghetti can be prepared in a great many more appetizing ways than any other article of food and is many times the main dish of a meal. Consequently this food is becoming a general favorite with the American housewife, and is now being looked upon as an American dish. It is a food that is specially good for growing children, as well as grown folks.

Seasonable business goes where it is longed for. You can make it yours. It ends April 20. If you have not been getting the business you should have, educate the housewife to patronize your neighborhood grocer by reminding her through window displays, that you carry every desirable Lenten food in stock.

FOR SALE

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

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

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

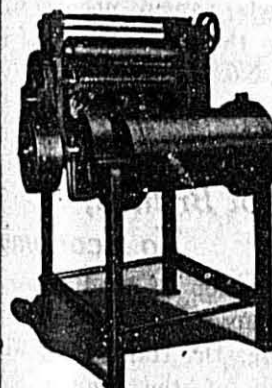
HURON MILLING CO.
Harbor Beach Michigan



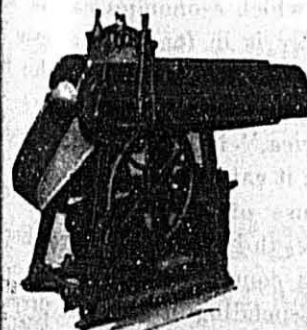
Roller Noodle Cutter



Roller Noodle Cutter With Light Calibrator Attachment.



Roller Noodle Cutter With Heavy Calibrator Attachment.



Mostaccioli Cutter

"CLERMONT" Noodle Machine Equipment

"CLERMONT" products are recognized by all users as the most efficient and dependable machines on the market. They have the largest output at the lowest operating cost.

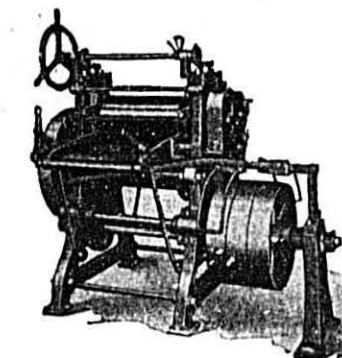
They are designed and built to eliminate skilled operators as much as possible.

Utility with neatness in design, high grade workmanship and the best material obtainable, are the factors that make the "CLERMONT" products stand in a class by themselves "at the head of the line".

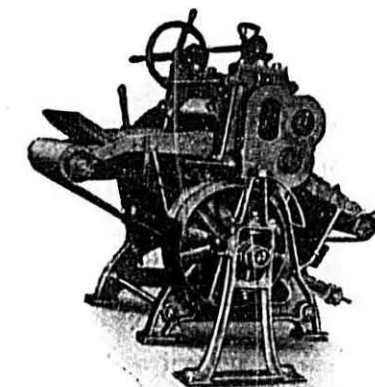
Our catalogue will be mailed on request.

CLERMONT MACHINE CO.

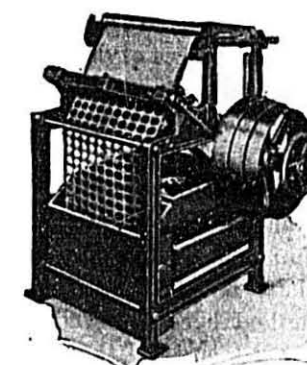
77 Washington Avenue
BROOKLYN, NEW YORK



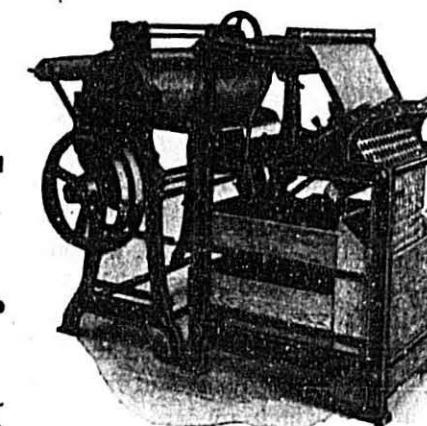
Reversible Dough Breaker



Roughening Non-Reversible Dough Breaker.



Fancy Stamping Machine for Bologna Style Noodles.



Fancy Stamping Machine With Calibrator Attached.

Patents and Trade Marks

PATENTS APPLIED FOR Adjustable Blade for Mixers

Clifford C. Mosher, Lima, O., filed application for patent rights on May 14, 1923, on an adjustable blade for mixing machines. The description given was as follows: "An adjustable blade for mixing machines, comprising a blade-holding arm adapted to be clamped on a shaft and having two radial plane faces at right angles to each other, and a blade adapted to be secured to either of said faces so as to act with either a right or left hand screw action on the material."

The patent was given Serial No. 638,807.

Macaroni and Method of Preparing

Fred Becker, Cleveland, filed April 21, 1920, an application for patent rights on the invention of macaroni and method of preparation. The description given was as follows: "A method of preparing macaroni and like paste products, consisting in mixing a preponderating amount of wheat flour and a relatively small percentage of powdered eggs, powdered milk, cheese and spices together, adding water and working the mixture into a batch of separated pieces of moist dough; subjecting said pieces of dough to heat until dried and in a fluffy condition; grinding the fluffy material and adding water until pliable; passing the pliable material through a macaroni press; cutting the pressed material into given lengths; and drying the cut material until hard and brittle. The product of the method herein described, comprising a hard and brittle macaroni containing approximately four per cent of eggs, one to two per cent of cheese, one to two per cent of milk, less than one per cent of spicing materials, and the balance wheat flour."

The patent was given Serial No. 375,620.

TRADE MARKS APPLIED FOR Goodman's

The trade mark "Goodman's" used by the A. Goodman & Son, Inc., of New York city since June 11, 1923, was filed with the patent office July 7, 1923. This trade mark was used on alimentary paste products and matzoths. The trade mark consists of a hexagonal figure in the center of which appears a sheaf of wheat through which the word "Goodman's" is written in heavy black type. All notices of opposition must be filed

within 30 days of date of publication, Feb. 19, 1924.

Buttercups Butterflies

A. Zerega's Sons, Brooklyn, N. Y., filed application with the patent office on Nov. 20, 1923, for right to use the above trade marks on the alimentary paste products manufactured by them, claiming use since Nov. 12, 1923. The trade marks consist merely of the words in heavy black type. All notices of opposition must be made within 30 days of date of publication, Feb. 19, 1924.

Guerriero

The Independent Macaroni Co., Inc., Mt. Vernon, N. Y., filed application with the patent office for right to use the trade mark "Guerriero Brand" on the macaroni, spaghetti, and alimentary pastes manufactured by it. The application was filed Dec. 8, 1923, and the company claimed use since June 1917. The trade mark consists of a picture of a knight in armor on horseback carrying a large banner on which appear the words "Guerriero Brand," although no claim is made to the word "brand." All notices of opposition must be made within 30 days of date of publication, Feb. 19, 1924.

Barco

The B. A. Railton Co., Chicago, filed application with the patent office for right to use the trade mark "Barco" on its line of grocery products which includes macaroni, vermicelli, spaghetti and noodles. The company claims to have used this trade mark since July 17, 1922. The trade mark consists of a circle within a circle, inside of the inner one appears the trade mark "Barco" in heavy black letters. All notices of opposition must have been filed within 30 days of date of publication, Feb. 12, 1924.

La Favorita La Stella D'Italia

The above trade marks were sent to the patent office for registration by the Federico Macaroni Manufacturing Co., of New Orleans, on Oct. 17, 1923. They are for use on macaroni and spaghetti products. This company claims to have used both of these trade marks since 1886. The first one consists merely of the word "La Favorita" in heavy black type and the other one "La Stella D'Italia" in outlined type. These were published Feb. 26, 1924, and all notices of opposition must be filed within 30 days of that date.

DGoodmaid

The trade mark "DGoodmaid" which

has been used on alimentary pastes, namely, macaroni, spaghetti, egg noodles, etc., since Jan. 1923, by the Goodmade Pure Food Co. Reg., Newark, J., was filed with the patent office Aug. 29, 1923. All notices of opposition must be filed within 30 days of date of publication, Feb. 26, 1924.

TRADE MARKS GRANTED

Superior

The Pfaffmann Egg Noodle Co., Cleveland was granted registration rights on the trade mark "Superior" which the company claims to have used on noodles, vermicelli and similar products manufactured by it since about 1873. The trade mark was given Serial No. 160,633.

Leoncavallo

Pasquale Adelberto Caporale, doing business as the Leoncavallo Sauce Co., Philadelphia, was granted the right to use the trade mark "Leoncavallo" on alimentary pastes and sauces prepared by them. The trade marks were given the following serial numbers—179,638, 179,638, 179,501, 179,815.

Victory

The trade mark "Victory" was registered in the patent office by W. & Lefft of New York city, who claim to have used it since October 1920. The trade mark is for use on alimentary paste products, namely noodles manufactured by that company, and given Serial No. 161,949.

Eat Food;

Not Brands,

To Economize

Proper selection of food would enable Americans to greatly reduce cost of living, Dr. Harvey W. Wiley, former chief of the United States bureau of chemistry, told a meeting of the Federation of Women's clubs recently held in the east.

"Forty per cent of all income spent for food," said Dr. Wiley. "The place in which economies can be made most easily is in food. If a man learns how to eat he can cut his budget in half."

"America," he continued, "does not eat food; it eats brands."

"Because of this," he says, "one-fourth of the money sent to Europe from this country for food is wasted. We are spending a lot for prepared foods that do more harm than good. Much of it has little nourishment."

SPRING CROP 1923

Pure Granulated Hen Egg Yolk

Excellent Color and Quality for High Grade Egg Noodles.

FRESH, CLEAN, WHOLESOME and considerably lower in Price than dried egg in any other form.

Send for a 200 lb. net sample case, and our 1924 Contract proposal.

Sturges Egg Products Co.

50 E. 42nd St.,
New York

317 No. Wells St.,
Chicago

STOCKS OF ALL KINDS OF DRIED EGG PRODUCTS IN EVERY CENTER.

HUMIDITY AND TEMPERATURE

is of the greatest importance in the macaroni drying process.

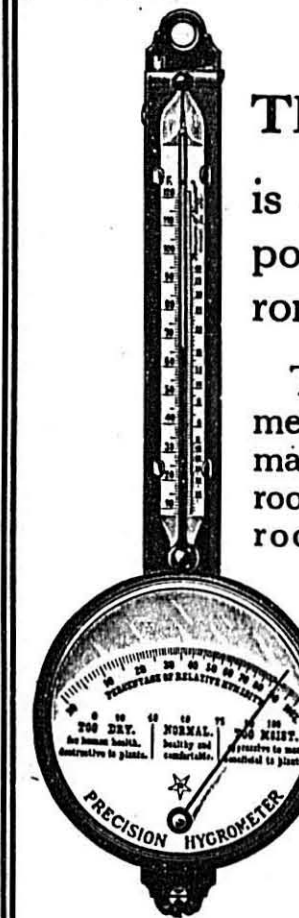
This Hygrometer instrument which is used in many macaroni factories [drying rooms], bakeries [dough rooms] tells you AT A GLANCE the existing humidity and temperature.

No figuring or confusing tables necessary.

EMIL DAIBER
INSTRUMENT CO.

3373 West 86th St.

Cleveland - - Ohio



NO. 1 HYGROMETER
(1/2 Actual Size)

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

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

WOOD BOX SHOOKS

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

Anderson-Tully Co.
MEMPHIS, TENN.



Accidents Do Happen!

Grain, Trade and Food Notes

Milling and Baking Values

The milling and baking qualities of 75 varieties of wheat have been determined in experiments by the United States Department of Agriculture and the results published in Department Bulletin 1183, entitled "Milling and Baking Experiments with American Wheat Varieties."

The varieties found to lead in milling and baking quality for the various classes are marquis, kota, and ruby in the hard red spring group; kubanka in the durum group; kharkof, turkey, and kanred in the hard red winter group; red rock and fuleaster in the soft red winter group, and bobs, hard federation, bunyip, and baart in the white wheats.

Comparison of the qualities of the various classes of wheat shows hard red spring to average highest in loaf volume; durum highest in crude protein; hard red winter highest in yield of flour, and soft red winter second highest in yield of flour. The white wheats did not excel in any factor but the best points were high color score and low ash content of flour.

A total of 3507 samples of wheat of experimental and commercial origin were studied over the 7-year period 1915-21. The samples of hard red spring wheats totaled 1310; durum 532; hard red winter 728; soft red winter 457, and white wheats 580. The samples were obtained from experiment stations and commercial sources, the varietal samples coming largely from 36 agricultural experiment stations in the western United States where each year several varieties were produced under precisely the same conditions, thus making possible reliable comparisons with a standard variety of the class.

Where comparable samples were thus available all varieties of hard red spring were compared with the marquis variety, the varieties of durum with kubanka, the varieties of hard red winter with kharkof, and the varieties of white wheats with Pacific bluestem. Charts showing differences of the various varieties of the class with these standard varieties are displayed in the bulletin for eight of the principal milling and bread making factors including rest

weight per bushel, crude protein content of the wheat, yield of straight flour, water absorption of flour, volume of loaf, weight of loaf, texture of crumb, and color of crumb. An extensive series of charts also present the average, minimum and maximum results from all varietal samples, and the average for each class for comparison.

The object of the investigation was to assist in the promulgation and enforcement of the official grain standards for wheat and to improve the quality of wheat grown. The findings should be of special value to the milling industry, inasmuch as variety probably has a greater influence than any other factor on the milling and baking value of wheat, the department points out. The effect of locality and crop year on the quality of the variety marquis was also determined.

The Higher Compensation

There is a shortage of 38,000 school teachers in the United States. That, of course, is the inevitable result of many good teachers resigning to become janitors.—Border Cities Star.

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

*For Better Results
and
More Uniform Products*

USE

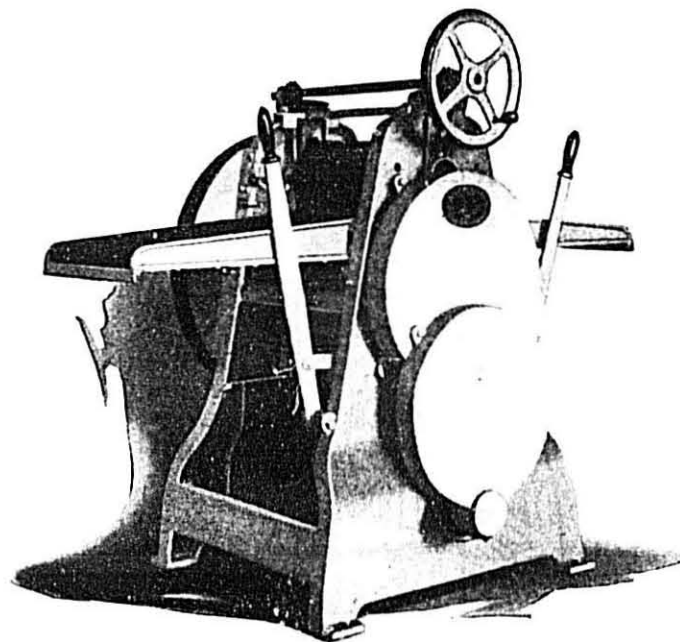
PENZA'S Bronze Macaroni **MOULDS**

**With Patented "Kleen-E-Z"
Removable Pins**

*A trial will convince you of
their superiority.*

Frederick Penza & Company
285 Myrtle Ave. BROOKLYN, N. Y.

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 or 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

PACKAGING MACHINERY

WHICH WILL

REDUCE COSTS

They Will Handle

90 Packages Short Cuts Per Minute

SEALED AND WEIGHED

100 Packages Long Cuts Per Minute

SEALED—BOTH ENDS

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

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

Let us show you what we can do for you.

Johnson Automatic Sealer Co., Ltd.

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

Send for Catalogue

Battle Creek, Michigan

Send for Catalogue

Notes of the Macaroni Industry

Out of the Air

Special publicity is being given macaroni products by the Minneapolis-St. Paul Radio Station WLAG, which for the second time in the past few weeks has permitted James T. Williams, president of the Creamette company, to broadcast an interesting macaroni story. The last message was flashed Monday evening, Feb. 18, and was especially aimed at the durum wheat growers of the northwest with whom Mr. Williams has been in contact through the durum millers. Mr. Williams is chairman of the durum wheat improvement committee of the National Macaroni Manufacturers association and has been cooperating with the durum millers in interesting the farmers of the durum growing sections of the country to produce more suitable macaroni wheat.

His message, directed at an unseen audience in a territory of several million people, occupied more than a quarter of an hour of the program prepared by WLAG as its regular Monday night feature of special interest to the farmers of that section. Quite naturally "Smiling Jim" called attention to his first love, Creamettes, but the talk was a general boost for macaroni as a most suitable food and one whose consumption will rapidly increase as the consumers begin to appreciate its true food value.

Incorporate Noodle Firm

The Natural Egg Noodle company with its registered office at 43 Paterson plankroad, North Bergen, N. J., has filed a certificate of incorporation under the New Jersey statutes. The company is organized to engage in the manufacture of egg noodles and kindred products. The authorized capital stock is put as \$6,000 all of which has been paid, by the following incorporators: Louis Kobza, John Lappy and Jos. Deischer, each of whom takes 20 shares. Plans for a modern noodle manufacturing plant are being considered by the officers of this noodle firm.

Back Stage Spaghetti Party

Miss Patricola, a leading vaudeville artist, proved to the folks of Jacksonville, Fla., last month that she is as capable of pleasing the inner man as she is at satisfying the pleasure-inclined theater partons, by serving

some delicious spaghetti prepared in her own dainty style. At this back stage spaghetti party in the Palace theater 25 invited guests, including all her fellow artists, stage hands, Mayor Alsop, and newspaper men partook of this appetizing food, all of the food served being prepared by Miss Patricola. The party followed one of the most successful appearances of the troupe during its stay in Jacksonville. Miss Patricola thoroughly proved to her many friends in Jacksonville that she combines excellent culinary and actorial ability.

Fight Deportation Order

Aldo Nocchi, 18 year old son of a wealthy macaroni manufacturer of Worcester, Mass., has been ordered deported, at the close of proceedings that have been in the Massachusetts courts for 6 years, on the ground that the youth might become a public charge.

Nocchi came to this country from Italy with his parents in 1913. He was shortly afterward placed in a school for the feeble minded and, because of this, immigration authorities sought his deportation. His father has fought the case consistently claiming that he was financially able to care for the wants of his son, who is now regularly employed. Through his attorney an appeal is being made against the enforcement of the decision of the lower court and the prospects are that the case will be taken to the circuit court of appeals, and probably to the U. S. supreme court for a final decision before the final order is entered.

New Plant in Messina

The H. A. Allen Feed company recently installed equipment for the manufacture of macaroni products at Messina, N. Y., and is now producing some excellent goods, which are enjoying good reputation in that section of the state. Henry Allen is the principal member of the newly organized company and with him is associated Reginald Short, formerly of Canton, N. Y. The new firm has been given some good publicity by the newspapers of that section of the state.

Keystone Joins American Specialty

The Keystone Macaroni Manufacturing company, Lebanon, Pa., recently applied for membership in the American Specialty Manufacturers associa-

tion and was admitted to that organization by action of the board of directors. The Keystone Macaroni Manufacturing company is perhaps one of the large plants in Pennsylvania and an important factor in the macaroni manufacturing business of the eastern section of the country. Jos. Guerissi is president.

Incorporates Texas Firm

The Brown Macaroni company San Antonio, Texas, was granted letters of incorporation by the state of Texas last month. The company is organized to manufacture macaroni and kindred products and starts off with a capital stock of \$40,000. The incorporators are Frank Pizzini, Jos. Obri and Frank Bianchi.

Stella Firm on Rocks

It does not require much of a financial storm to wreck some of the small firms in the macaroni industry. True was true of the Stella Macaroni Manufacturing company at Revere, near Boston, which filed a voluntary petition of bankruptcy last month declaring liabilities to be \$2,944 and assets none. This company was owned by the brothers, Salvatore, Giovanni and Francesco Terruso.

Firm Increases Capital

Anticipating an enlargement of plant to increase production capacity the Milwaukee Macaroni company 182 Huron st. has increased its capital stock from \$50,000 to \$100,000. Its business has been phenomenally extended in the past few years and the move was agreed upon as the most convenient plan for financing the improvements contemplated.

Macaroni as Lenten Food

Believing that unselfish advertising by individual manufacturers of macaroni products as most suitable lenten foods will aid the industry favorably the Pfaffmann Egg Noodle company has distributed posters suggesting macaroni products for meatless days during Lent. This matter was given serious consideration at a meeting of the salesmen of the firm called by President Fred Becker, at which the lenten program was outlined.

The decision was to advertise macaroni as a food rather than any particular brand. This unselfish attitude shows the right spirit and sets an

March 15, 1924

example for others to follow. The publicity work will be particularly helpful in macaroni products generally and would redound beneficially to the Cleveland firm.

The posters which are attractively prepared carry the following message: During Lenten season, use egg noodles, macaroni and spaghetti. The best substitutes for meat."

Gets Deserved Publicity

A. F. Ghiglione & Sons, Inc., leading macaroni manufacturers of the North Pacific states, were given excellent

THE MACARONI JOURNAL

35

publicity in a full page article in the Sunday issue of the Seattle Times, Feb. 3, 1924. The article has an attractive title, "How a Woman's Curiosity Started a Great Industry Thriving in Seattle," and its introduction is the story of the inquisitive wife of an Italian chef, who prepared a new dish for the Italian king which the latter designated as a "divine dish" and named it macaroni.

The full page article carried 4 large views of the various operations from cutting to packing, and also a picture of the illustrious founder of the plant,

Alonso F. Ghiglione, who is still president and treasurer of the company; his sons, Charles J. and Frank A. Ghiglione, are respectively secretary and general manager of the plant. The progress of the Ghiglione plant is interesting. We quote from article as follows:

"Twenty-one years ago A. F. Ghiglione came to Seattle and A. F. Ghiglione & Sons, Inc., became identified with the industrial world of the growing Puget sound country. Prior to that time the company had been in New York city, where the father had been engaged in



International Macaroni Moulds Co.

252 Hoyt St.

Brooklyn N. Y.

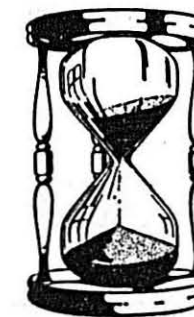
Macaroni Die Manufacturers

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:
88 Broad Street

PHILADELPHIA OFFICE: 458 Bourse Bldg.

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

manufacturing macaroni since 1876, having arrived in America from Italy 6 years prior to show Henry C. Dart, a New York manufacturer, how to make the Italian dish. When Dart failed to make his business a success, the elder Ghiglione started for himself.

"In 1902 the firm moved to Seattle and, unable to find a desirable factory location, rented an old church at Boren av. and Jefferson st. This plant was soon outgrown and the firm moved over to Tenth and Weller sts. only to be forced out by the regrade, so moved to the present site, 4715 Sixth av. S., in South Seattle.

"Today the plant has a large factory building, with a capacity output of 14,000 lbs. or 7 tons of macaroni, spaghetti, vermicelli, egg noodles and similar products daily. This output is distributed through Oregon and Washington, Idaho and into Montana and Canada. It goes across the Pacific ocean to the Philippines, Hawaii, the Orient, Australia and New Zealand, where prior to the war the Seattle company had built up a great growing export trade. Since the war, however, when the company was unable to ship its product foreign, the trade has been slow in coming back to the American firm.

"In the manufacturing of the macaroni and similar products, the Ghiglione family has devoted itself toward development of the factory until today it has an almost marvelous output when the small number of employes required to handle it is considered. The shop is as nearly automatic as possible.

"While macaroni is strictly an Italian dish, America makes the best in the world. This is due to a hard durum wheat raised in North and South Dakota that is unexcelled for this type of foodstuffs. From this wheat is milled

a flour called semolina, a golden colored powder which gleams like burnished copper in the dusk of the big warehouse."

Swiss Pasta Industry

Switzerland has been manufacturing alimentary pastes for 100 years, and has built up an industry well established throughout the country and comprising 80 importing factories. The plants have an annual production of 48,000 tons, which is more than sufficient to take care of all needs of the home market. During the past 2 years domestic consumption of alimentary pastes has declined to an average of about 26,000 tons per annum, so that there is an overproduction at the present time, the export market being inconsiderable.

Ravenswood Company Organized

The Ravenswood Macaroni company has been organized for manufacturing and importing macaroni products. It has leased 3,000 square feet of space at 687 Vernon av., Brooklyn, and will install complete equipment of the most modern type. The company does not plan to aim at quantity production; quality, rather, to be its object.

American Beauty Wins

The American Beauty Macaroni company was awarded first prize for the best display booth at the Colorado Industrial Exposition and Prosperity Carnival last month in Denver. The booths were judged as to their value from an advertising point. The American Beauty concern has been a consistent exhibitor at this exposition that is considered one of the most progressive firms in the mountain district and to win first honors is greatly to the credit

of this progressive macaroni manufacturing organization.

Tri-State Macaroni Club

Macaroni manufacturers of western Pennsylvania and Maryland and northern West Virginia have organized themselves into the Tri-State Macaroni Manufacturers club for promoting more friendly feeling between competitors in that district and of exchanging ideas of production and distribution that will benefit all. The meeting was held March 4 in the Penn Alb hotel, Greensburg, Pa., and was attended by the following: L. E. Cuneo, Connellsville Macaroni Co., Connellsville Pa.; S. Viviano, S. Viviano Macaroni Manufacturing Co., Carnegie, Pa.; Rezzolo, Indiana Macaroni Co., Indiana Pa.; Mr. Martini, Brockway Macaroni Co., Brockwayville, Pa.; Mr. Muscat, West Virginia Macaroni Co., Clarksburg, W. Va.; Mr. Henning, General Macaroni Co., Erie, Pa.; Val de Sal, Italian Macaroni Co., Jeanette, Pa.; J. Clemente, Cumberland Macaroni Manufacturing Co., Cumberland, Md.

The new club went on record strongly opposed to the new plan quoting semolina prices, preferring have quotations made on the 100 lb. Matters of local interest were given general consideration and some of more important ones referred to future meetings of the club. Meetings will be held monthly or oftener at points convenient to the members. The club members plan to affiliate with national association and cooperate with it in all matters of general interest to the industry and to have the backing of the national organization on all matters of local concern.

Enthusiasm is the best shortening any job. It makes heavy work light.

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

SATISFACTORY

Wooden Macaroni Box-Shooks

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

The W. K. Jahn Co.

INCORPORATED
BROOKLYN, N. Y. CHICAGO, ILL.
Bush Terminal Bldg., No. 10 561 East Illinois Street
Telephone Sunset 8035 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

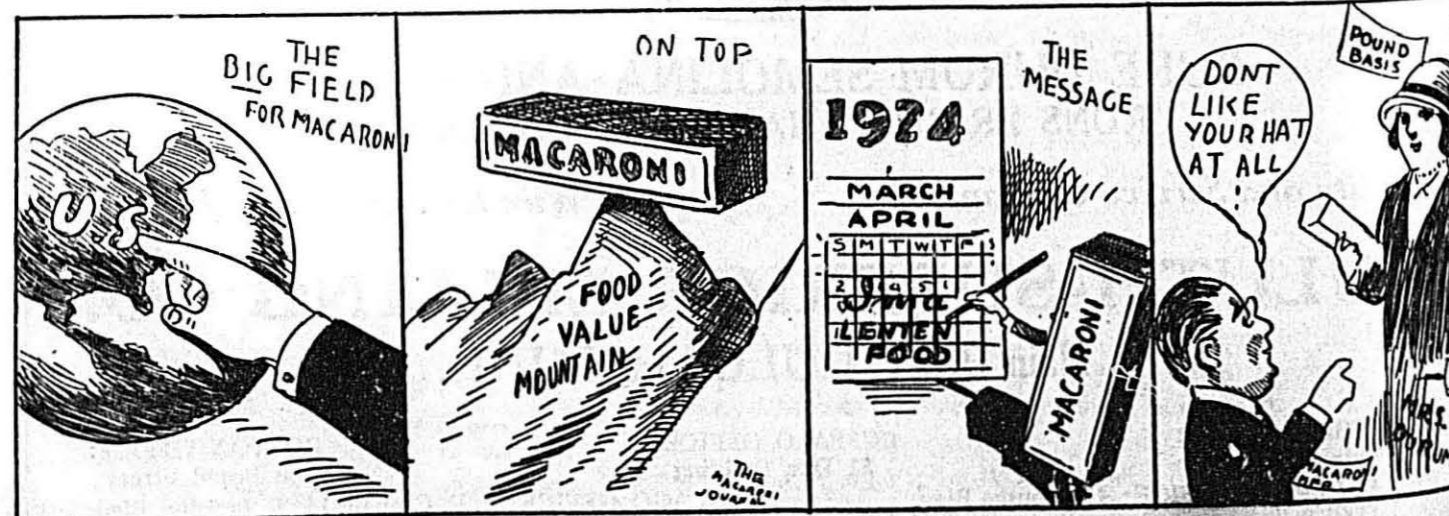
CONTRACTING NOW FOR 1924

SEMOLINA

FOR QUALITY TRADE

It's a Pleasure
to Send Samples

CROOKSTON MILLING CO.
CROOKSTON, MINNESOTA



Picture Review of Events in the Macaroni Industry.

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 March 15, 1924 No. 11

SLACK FILLED PACKAGE

Trade Commission Condemns Practice—
Deceives Public as to Quantity Although Properly Marked in Ounces—Other Tricks.

Macaroni manufacturers will naturally be interested in the order recently issued by the federal trade commission at Washington, condemning the practice commonly known as the "slack filled package." The commission believes that the practice is deceptive to the public, leading it to believe it is getting quantities that are not actually found in the package.

The commission's complaint is against packers of butter in cartons and the charge is that this is an unfair method of competition in marketing their commodity. The recognized standard weight of the butter carton is 16 oz. or 1 lb., and it is charged that the product was sold in cartons containing from 1 to 2 oz. less than the recognized standard.

The packages were properly marked to show actual weight of the product found in the package but the commission charges that these packages were similar in dress, shape, size and appearance and simulated packages generally recognized as standard.

The complaint further charges that while the individual packages were not marked with net weight, the shipping

packages were correctly labeled. The federal food and drugs act requires that all food in package form should be branded with a true statement showing net weight. Under a liberal interpretation of the rule allowances are made for shrinkage but the manufacturers are expected to take care of this loss in weight through shrinkage by a slight excess in the original packing weight.

IT PAYS TO SWAP IDEAS

The difference between dollars and ideas:

You have a dollar.

I have a dollar.

We swap.

Now you have my dollar.

And I have yours.

We are no better off.

You have an idea.

I have an idea.

We swap.

Now you have two ideas.

And I have two ideas.

That's the difference.

There is another difference. A dollar does only so much work. It buys so many potatoes and no more. But an idea that fits your purpose may keep you in potatoes all of your life. It may incidentally build you a place to eat them in.

Attend your association meetings and

swap with the other fellow.—Denver Grocer.

Moral—Join The National Macaroni Manufacturers association and swap ideas, thus helping yourself and the industry.

Information Wanted

Yes, they sometimes launder soiled money at the treasury.

Can you tell me where they hang out?—Kansas City Journal.

WANT ADVERTISEMENTS

Five cents per word each insertion.

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

WANTED—Three 10 inch second hand moulder, 1 Stellina, 1 Lasagne and 1 Conshiglie. Must be reasonable. Address Queen Macaroni Mfg. Co., Denver, Colorado.

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

FOR SALE—Complete machinery equipment macaroni factory of 15 bbl. capacity. Condition and reasonable. P. Lazzari, 588, Monongahela, Penna.

WANTED

A Used Noodle Cutter

State Size, Make, Price and Number of Cutters.

Must be in A-1 Condition.

Address—

C. M. c/o Macaroni Journal, Braidwood, Ill.

BUSINESS CARDS

GEO. B. BREON

Specializing in Macaroni Shooks. Prompt Local or Carload Shipments.

314 Liberty Bldg., Philadelphia

Filbert 3899 Telephones Race 4072

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.

A. ROSSI & CO

Macaroni Machinery Manufacture

Macaroni Drying Machines

That Fool The Weather

387 Broadway -- San Francisco, Calif.

GEO. A. ZABRISKIE

123 Produce Exchange NEW YORK CITY

Telephone 0160 Broad

DISTRIBUTER 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

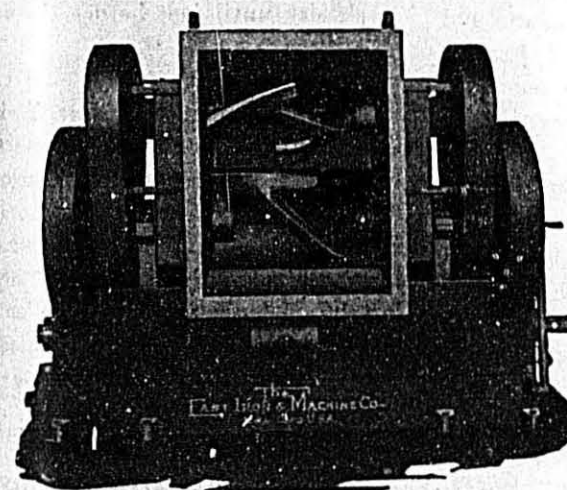
Made to Satisfy Packer, Jobber and the Retailer.



Solid Fibre or Corrugated Fibre Shipping Containers

Made by

ATLAS BOX CO.
1385 No. Branch St. CHICAGO



"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.

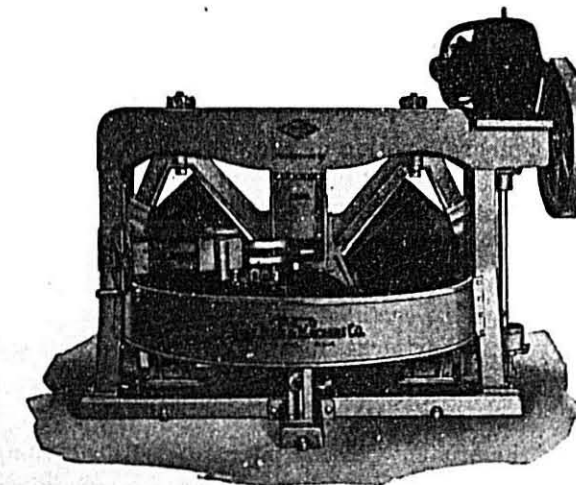
"Eimco" kneaders knead the lumps of dough, as they come from the mixer, into one solid ribbon and give it uniform texture and they do it quicker and better than ordinary kneaders. They are equipped with plow and have scrapers at rolls to prevent dough from clinging. All gears are fully enclosed.

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.



<p>OUR PURPOSE:</p> <p>Educate Elevate</p> <hr/> <p>Organize Harmonize</p>	<p>ASSOCIATION NEWS</p> <p><i>National Macaroni Manufacturers Association</i></p> <p><i>Local and Sectional Macaroni Clubs</i></p>	<p>OUR MOTTO:</p> <p>First— The Industry</p> <hr/> <p>Then— The Manufacturer</p>
---	---	---

OFFICERS, 1922-1923

HENRY MUELLER.....President
180 Baldwin av., Jersey City, N. J.

E. Z. VERMYLEN.....First Vice President
66 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. Yaeger, A. C. Krumm & Sons Macaroni Co., Philadelphia, Pa.
Wm. A. Tharinger, Tharinger Macaroni Co., Milwaukee, Wis.
E. Z. Vermyleen, A. Zerega's Sons, Brooklyn, N. Y.
James T. Williams, The Creamette Co., Minneapolis, Minn.
Joseph Gueriel, Keystone Macaroni Co., Lebanon, Pa.

Committee on Cost System
C. F. Yaeger, A. C. Krumm & Son Macaroni Philadelphia, Pa.
J. B. Hubbard, Prince Macaroni Mfg. Co., Boston, Mass.
F. X. Moosbrugger, Minnesota Macaroni Co., Paul, Minn.
Henry D. Rossi, Peter Rossi & Sons, Braidwood, Ill.

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

VIGILANCE COMMITTEE

Finds 13 Violations of Food Act in Two Months—Adulteration, Etc.—Jacobs Finds General Cooperation in Work.

"Thirteen alleged violations of the federal food and drugs act by members and nonmembers of the association have been reported to the Washington office since Jan. 1," reports Dr. B. R. Jacobs, Washington representative of the National Macaroni Manufacturers association.

"Five of those involve charges of alleged adulteration of noodles by the addition of artificial color. In 3 of the 5 instances the artificial color was declared on the label. It is the view of this office that all of these products are in violation of the act since the Department of Agriculture takes the position that noodles, whether plain noodles or egg noodles, may not be colored even though the color be declared on the label.

"Six violations involve the use of artificial color in macaroni where it was not declared on the label. The department required that when macaroni products are colored the product be made of flour or semolina of the grade of 'straight' or better; that the product be marked 'ARTIFICIALLY COLORED' in plain and conspicuous manner on the main label and that the color used be one of the certified colors permitted by the department.

"The remaining 2 alleged violations were on the declaration of the net weight of the product. The Department of Agriculture requires that the true net weight be declared on the main la-

bel of each original package in a plain and conspicuous manner.

"All the above cases have been either reported back to the firm manufacturing the product or to the proper authorities for action. I am glad to report that in most instances the full cooperation of the manufacturing firm has been obtained."

Personal Notes

Frank L. Zerega, head officer of A. Zerega's Sons, Consolidated, Brooklyn, left Feb. 16 for an extensive tour of Europe on a combined pleasure and business trip. He will visit France, Switzerland, and Italy, the macaroni manufacturing plants of these countries being his special objective. Mr. Zerega had been suffering considerably before his departure from a chill that affected his leg and confined him to his home. The chill was the result of exposure while playing golf at one of the famous winter resorts.

Mrs. Henry Mueller, wife of the president of the National Macaroni Manufacturers association, has fully recovered from a severe attack of pleurisy suffered the first week in February. When pneumonia threatened she was removed to a hospital for treatment and the attack of the dread disease was ended.

The macaroni manufacturers of New Haven are deserving of the congratulations of the eastern manufacturers because of their 100 per cent attendance at the sectional meeting held last month in New York city under the leadership of P. George Nicolari of the New Haven Bread company. They attended the meeting in a body showing the progressive and cooperative spirit that made

the gathering especially notable as they advanced many ideas that proved beneficial to those in attendance.

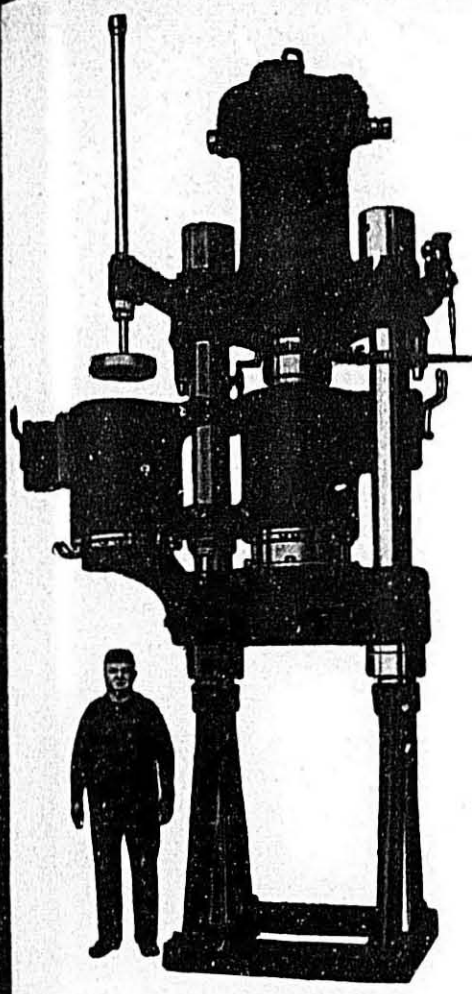
F. Maldari, founder of F. Maldari Bros., macaroni molds manufacturer of New York city, is enjoying a lucrative business in his home city, Bologna, Italy, according to information given Secretary M. J. Donna on his recent trip to New York. Mr. Maldari is the banking business, a profession which he practiced in connection with his manufacturing venture in New York city until just before the war.


Through rearrangement and extension of their plant in New York, Goodman & Sons are concentrating their macaroni and noodle departments to make the various processes more convenient. Several new machines are being installed with the idea of increasing the efficiency of the entire plant to enable them to take advantage of any sudden increased demands for their products.

Macaroni Advertising

The Creamette company of Minneapolis, Minn., with offices in Toronto, Can., is running introductory copy Canadian newspapers in a campaign on Creamettes, which is described "the new American macaroni product." A McKem, Ltd., Montreal advertising agency, has been appointed to handle the advertising of this account in Canada.—Printers' Ink.

The Keystone Macaroni Manufacturing Company of Lebanon, Pa., placed its advertising account with Richard A. Foley Advertising Agency, Inc., of Philadelphia.—Printers' Ink.





John J. Cavagnaro

Engineer and Machinist

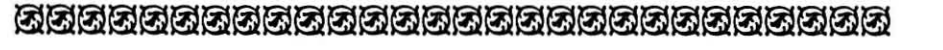
Harrison, N. J. - - - U. S. A.

Specialty of

MACARONI MACHINERY

Since 1881

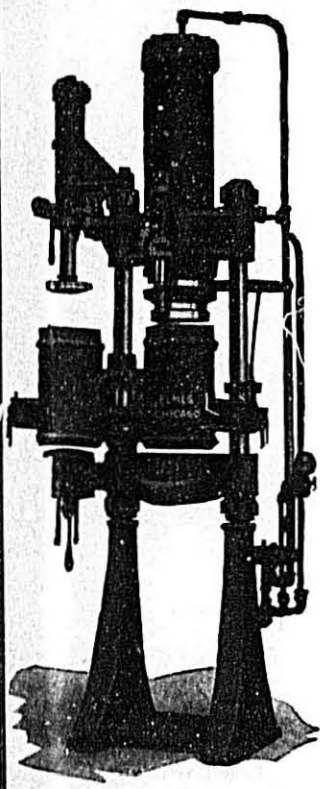
N. Y. Office & Shop 255-57 Centre Street, N. Y.



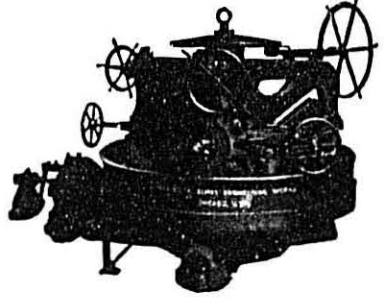
E L M E S

HYDRAULIC MACHINERY

ACCUMULATORS — — — KNEADERS

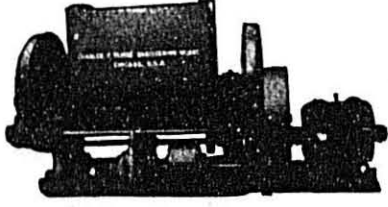


PRESSES



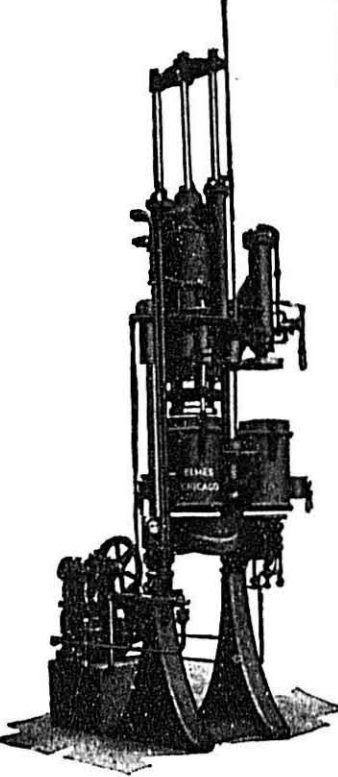
PUMPS

MIXERS



VALVES

DIES

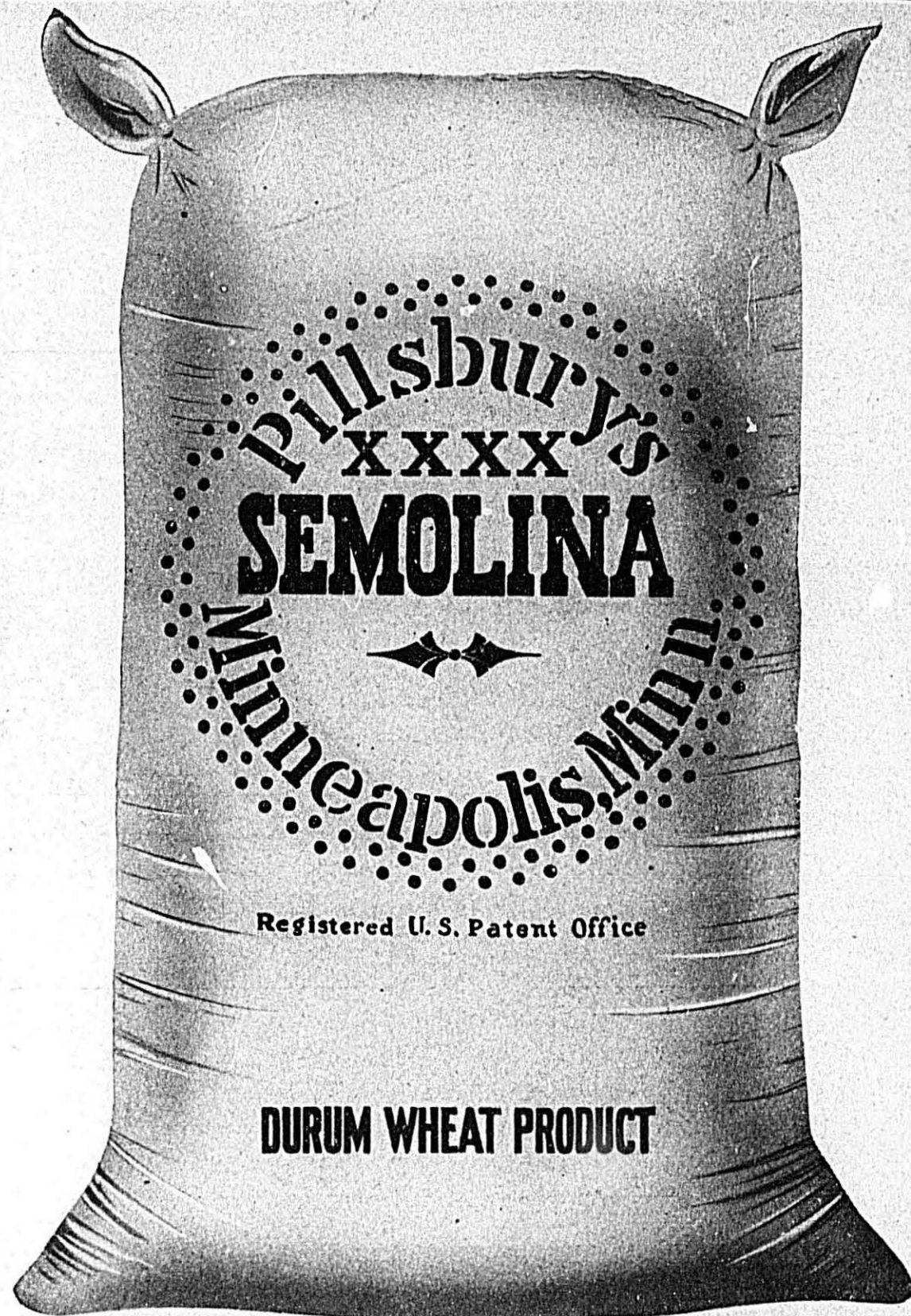


FITTINGS

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

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

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



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"