

**THE
MACARONI
JOURNAL**

Vol. 6, No. 1

May 15, 1924

The
Macaroni Journal

Minneapolis, Minn.

May 15, 1924

Volume VI

Number 1



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

Timely Advice

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

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

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

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

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

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

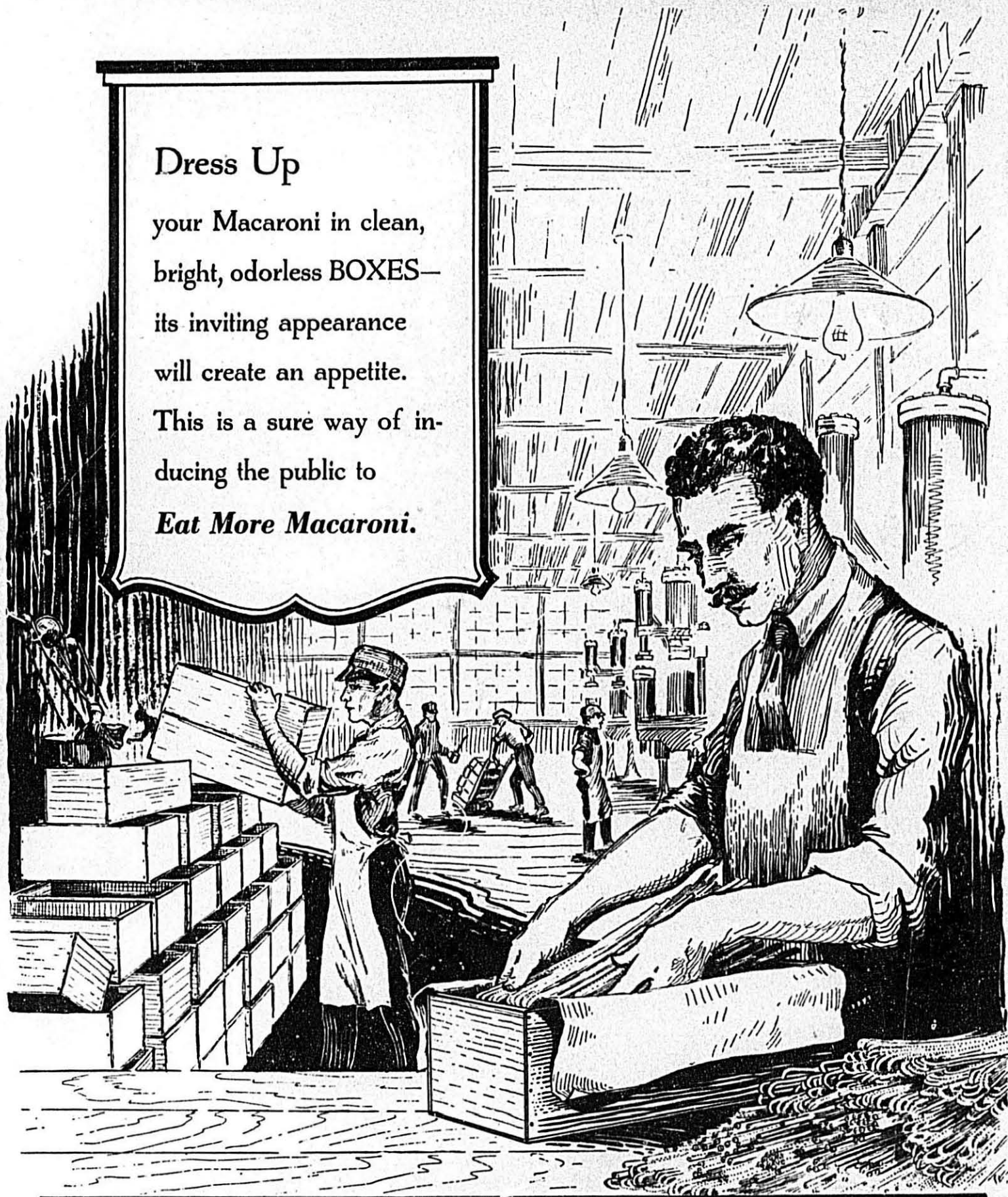
Dress Up

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



CHEROKEE SEMOLINA

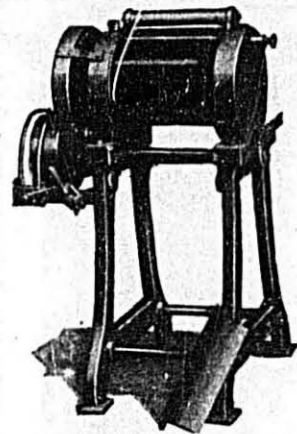
Uniform Quality

manufactured from

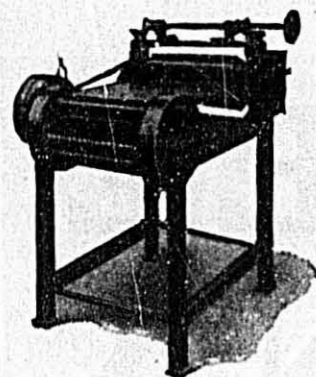
Best Grades of
Durum Wheat

Capital City Milling & Grain Company

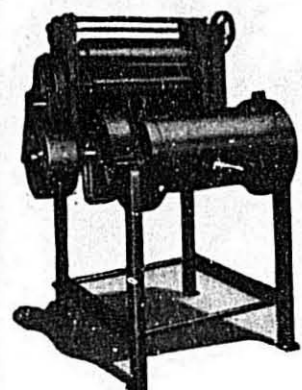
ST. PAUL, MINNESOTA



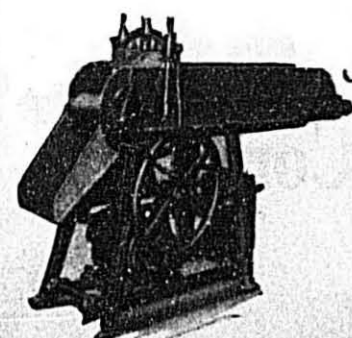
Roller Noodle Cutter



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.

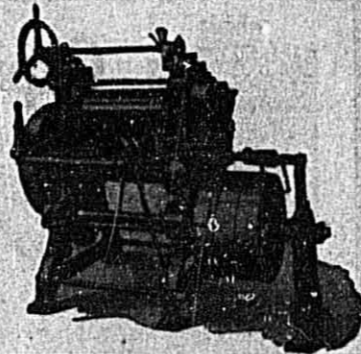
They are designed and built to eliminate skilled operators as much as possible.

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



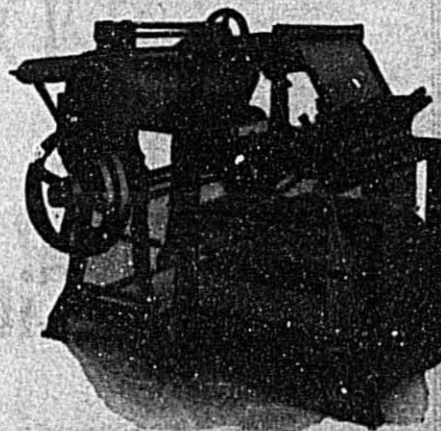
Reversible Dough Breaker



Roughening Non-Reversible Dough Breaker.



Fancy Stamping Machine for Bologna Style Noodles.



Fancy Stamping Machine With Calibrator Attached.

HELP THE DEALER TO HELP YOU

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

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

BRAND NAMES AND TRADE-MARKS

Consult our trade-mark bureau before selecting a brand name. It may save you from conflicting with brands now in use.

The United States Printing and Lithograph Company

CINCINNATI
8 Beech Street

BALTIMORE
23 Covington Street

BROOKLYN
87 North Third Street



Summer's Coming—

and you must be more careful than ever about your quality

The Best Insurance

you can get against quality troubles is

★ ★ TWO STAR ★ ★

ALWAYS UNIFORM

The whole year round.



QUALITY

SERVICE

Eat More Macaroni—the

Best and Cheapest Food

MINNEAPOLIS MILLING CO.

MINNEAPOLIS, MINN.

THE MACARONI JOURNAL

Volume VI

MAY 15, 1924

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Indifference Ruins Business

We cannot quite figure out why, as a general rule, macaroni manufacturers are spending so many sleepless nights worrying about unsatisfactory business conditions in this country. Our perplexity is all the greater because we feel that they must know the causes, being more or less responsible for them. Cease worrying and eliminate the causes.

Conditions in the macaroni manufacturing business are not good. They are, however, much better than many in the business have helped to make them by their attitude and practices.

As viewed from an unbiased viewpoint the trouble lies within, not without, the industry. It is not attributable to large stocks of unsold goods, the heavy importation of foreign made products, the price cutting evil, or because of so many similar grounds frequently and loudly complained of, but directly chargeable to INDIFFERENCE altogether too frequently manifested by macaroni men toward things of vital importance.

The headquarters of the National Macaroni Manufacturers and publishers of the Macaroni Journal may be likened to that very modern and popular invention, a radio receiving set. From all sections come heart rending wails about "price cutting," "free deals," and other equally harmful business practices. Each feels that his particular market alone is being demoralized by these practices, when, in fact, he is in turn as frequently accused of doing elsewhere exactly that which he so loudly complains of in his own territory. It does make a difference whose toes are trod upon.

A list of the more ordinary complaints and their origin is interesting. The package goods manufacturers blame one another, often with good reason; the bulk men blame the package people; the small manufacturer fears the large plant owner with his unlimited capacity and the latter in turn accuses the small fellow of "spoiling" business by selling "wet" or "uncured" products. Local men blame distant shippers and jobbers and retailers swear at the whole bunch. The bulk goods makers howl about the competition of cheaper goods from abroad, while the package goods men, less directly affected, manifest their INDIFFERENCE by taking the attitude, "Oh, well, that's not my funeral." On the other hand, the bulk makers are only slightly interested in brands, labels, modes of selling and educational work and they graciously permit the package goods producers to "Help Themselves."

Let's repeat,—each blames the other but nothing is attempted to alleviate the suspicion that everybody is out to "kill off" every one else. In one thing only do they seem to be in agreement now, and that is they all join in condemning the durum millers for doing the very thing that if carried out by the macaroni manufacturers would be the industry's salvation.

Do you get the point? INDIFFERENCE is the disease that is not only retarding progress but one that will actually destroy the industry. There are many manifestations of INDIFFERENCE. Here are a few:

Local or sectional meetings are called. How many attend? What promises are made only to be broken at the very first opportunity?

The annual national conference of macaroni manufacturers is held at a convenient time and place; a well planned meritorious program is prepared to benefit all the industry. Are you regularly represented at these centers of information broadcasting?

A special drive is made for more adequate tariff protection. Is your firm's name on the list of those sharing the financial responsibility this movement entails?

Questionnaires are mailed to all seeking general information of inestimable value. Have you submitted facts or did you assume the position that your reply will not be missed in the general survey?

A helpful and much needed trade paper, the Macaroni Journal, is attempting to foster a more friendly spirit and disseminate valuable information to the trade. Are you a regular paid subscriber and an occasional contributor to its news columns?

A National Association of high standing has been functioning beneficially for the past twenty years. Are you a regular member of this responsive and responsible body, ready and willing to carry out the expressed wishes of the majority for the benefit of the whole industry?

Many equally important and perhaps more pertinent objects that require united and determined effort are frequently ignored with the feeling that action should be taken by all, except yourself.

Perhaps, you will now agree that competition, foreign or domestic, or overproduction is not the most harmful. Present conditions can be blamed only on individual and general INDIFFERENCE on the part of those most directly concerned.

What can be done to shatter this attitude of INDIFFERENCE? Anyone suggesting a plan whereby this feeling of uninterestedness will be dissipated and seventy-five per cent of the worth while macaroni manufacturers made to appreciate that upon themselves alone rests whether or not progress is to be made, he will be hailed as a real business savior.

Recommendations are solicited. Tell us what can or should be done to bring the macaroni men of this country to a realization of their duty to fellow businessmen, and to appreciate that individual and general progress can be attained only through understanding, cooperation and education.

The 1924 conference of the American macaroni manufacturing industry to be held July 8, 9 and 10 in Hotel Clifton, Niagara Falls, Ont., offers the trade the opportunity to "kill off" the destructive attitude of INDIFFERENCE. Help by sending to that convention a representative who is as willing to impart information as he is to receive and see how quickly our objective will be attained.

Treat this appeal differently this time. Don't feel that this is meant only for the other fellow. It also means YOU!

Little Stories of Big Trade Marks

By HUGH E. AGNEW,
Professor of Advertising, New York University

Note—Distinctive designs, easily recognized, easily pronounced and capable of reproduction in a wide variety of forms, have been the means of carrying products to millions with corresponding returns.

That a trade mark is one of the most valuable assets a firm can have is so generally admitted as to require no discussion. That in a technical sense the trade mark has no value, as it cannot be sold independently of the business, does not bear directly on the proposition. The good will which a trade mark represents is doubtless the most valuable item in any well established business. Perhaps the simplest way of looking at



Hugh E. Agnew

good will is to assume that it is the disposition of customers to buy repeatedly without new inducements. In order for them to repeat their purchases they must be able to recognize the manufacturer's product.

The trade mark is supposed to make goods easy to identify. In fact that is its one purpose. If a trade mark, by rare good fortune, happens to be of a nature that will suggest something desirable about the product, it adds to its usefulness. A trade mark, in a general advertising way, may not describe the goods, for then it becomes invalid. The most that it can do is to suggest a desirable quality for them.

Among the many requirements of a good trade mark are the following most of which are obvious: It should be—

Easily recognized.

Easily pronounced.

Capable of reproduction in a wide variety

of forms without impairing its chief characteristics.

Distinctive; differing strikingly from all other trade marks representing a similar kind of goods.

Of a form or nature that will not readily go out of style, or come to misrepresent a product.

Usually it is desirable to have it of a nature that may be applied to a family of products.

If it cannot be germane to the product, it should not suggest a different product.

There should be no possibility of the trade mark becoming a common noun or generic term.

Perhaps there are other clearly important qualities that a trade mark should have, but if these are observed they will prevent the sad disappointments that have come to numerous identification marks.

In the patent office, where trade marks are registered, it is validly held that no individual or company should be given the monopoly of a perfectly good descriptive word, and merely misspelling such a word but retaining its pronunciation and meaning does not constitute a registrable trade mark; neither would it be desirable if it could not be registered.

The man who coined the term "Neverrust" for window and door screens thought that he had a 100% trade mark, but in actual practice the name was of no value. It did not identify the product, nor did it help buyers to designate a product of the firm from which they wished to buy. When a customer asked for a "Neverrust" screen any wire or copper screen of similar nature would be presented with the assurance that it would "never rust." In fact it was often guaranteed to "never rust," so of course it was a "neverrust" screen; and that is aside from the legal aspect. Clearly it would be held to be a descriptive term in the patent office, and would not be allowed registration on that score.

A similar word is that of "Holsum" used in bakeries. Bakery products have been put out under such a name as "Phoenix," and all that was necessary was to add the word "wholesome" to be able to pass off the products onto the unsuspecting customer who came in and asked for "Holsum" bread or "Holsum" cookies or what not. The printed assurance that they were "wholesome"

with unusual emphasis on that word were usually sufficient to satisfy the customer.

The large number of trade mark names that are difficult to pronounce have unconsciously taken on a burden of education that is really staggering. To a student of French the words "Bon Ami" are simple, easy pronounced, and full of meaning. But to the great number of English speaking people who do



not know French they present an enigma. And while the manufacturer has made a very unusual success of this product, he has done so because the American people have largely adopted a mispronunciation of the French term. Some years ago a curious individual in the Bon Ami organization made a list of the various pronunciations given the trade name within the organization itself, and it was found that 17 distinct pronunciations were in use. Naturally a woman does not want to show her ignorance by mispronouncing a name before some supercilious clerk, and rather than expose herself to criticism will point to a package and say—"Give me one of those."

Perhaps no trade mark has served its purpose better than "Ivory" soap. Since it was adopted in 1879, the wrapper has not been changed; and that may in part account for the universality with which it is instantly recognized. Furthermore the Procter & Gamble peo-



ple have not been involved in endless law suits to defend that excellent identification mark. It differs in that regard widely from the peculiar inner seal mark of the National Biscuit company, and from the descriptive name of Coca

Cola which has also become a common noun. Both of these have been involved in most extensive and costly litigation; and they are not sure that there has been or will be an end to it.

In this country priority of use establishes the ownership of a trade mark. Registering it in the patent office does not give governmental protection. It does, however, put the burden of proof upon the claimant, and gives the registrant the advantage of the far-reaching authority of the federal court. The government makes no attempt to protect a trade mark any more than it protects a patent. The owner must take affirmative steps to protect his own identification marks. One of the best ways in which this protection can be secured is in giving the wide world notice of ownership of the goods the mark is expected to identify. In short, to advertise the trade mark.

A striking example of this was shown in the litigation in which the Procter & Gamble people were involved with Crisco.



As a trade name "Crisco" is deficient in that it is a common noun, the name of the product. When a name like Crisco, linoleum or aspirin is given to a new product, and that product is patented, with the expiration of the patent not only the product but the name becomes common property. In the case of Crisco the patent proved deficient so that the manufacturer lost the protection of both name and product that would have otherwise been good for the usual term of years. Not only that, but a would be competitor, Magnolia Cotton Oil company, claimed an infringement of the name Crisco on Couro, which had been in use for some time previous to the adoption of the Procter & Gamble term. The products were not similar but belonged to the same general classification. Procter & Gamble, however, were able to go into court and show that Crisco had been advertised in practically every general magazine and women's magazine in the country for at least 18 months prior to the time the litigation started. Also millions of pounds had been sold, and Crisco was so firmly established on the market and so much better known than the article owned by the complainant that the equity of the case was clearly in favor of Procter & Gamble. Judging by other court decisions Crisco would have been regarded as an infringement on Couro, but it

had been so energetically and so widely protected through advertising, the court ruled that whatever rights the complainant may have had had been lost through negligence.

This is an excellent example of the advantages to the manufacturer of protecting his trade mark. It is a well known fact that registering trade marks looks to national markets. A trade mark that is not used outside of the particular state where the product is manufactured is not subject to registration. An article bearing a trade mark has to be sold in interstate trade, in foreign trade, or at least outside the state where it originates before the patent office will accept the mark for registration. If the claimant of the trade mark wants protection he can find no better way than through national advertising. If trouble arises he can then always locate the publication and establish the exact time when his trade mark was first given publicity. It must be remembered also that trade marks in order to remain valid must be kept in use. They cannot be shelved as so frequently happens to patents. A manufacturer may buy a patent merely to keep it out of use. But the user of a trade mark must keep it actively before the public or it dies of neglect.

Numerous other trade marks will doubtless be pointed out as not complying with the specifications given earlier in this article, yet they have been strikingly successful. "Bull Durham" is one of those. The particular criticism that is lodged against this is that the mark is in no wise connected with the product. In nearly all such



cases there is a peculiar history that helps to make the explanation.

The original manufacturer of Bull Durham tobacco was James R. Green of Durham Station, N. C. Green was explaining his sudden prosperity to a friend when he was told that he would lose trade if he did not brand his goods. Green asked for a suggestion for a proper identification mark. On the little table at which they were seated there was a mustard bottle, a local product—with the word Durham and a

crudely drawn picture of a bull. The friend suggested that that particular mark could be adopted. That happened in 1865 and was the beginning of one of the world's famous trade marks. Continuous advertising and meritorious products have created good will that is almost beyond competition.

"Cream of Wheat" is another of the trade marks which does not exactly conform to the academic requirements. At least the name does not, but the real distinguishing mark of that product is the colored man Rastus. Years ago the late Colonel Emery Mapes, who was head of the Cream of Wheat company, and a friend were eating a hasty breakfast in a cheap Chicago restaurant when they were much attracted by the smiling face of a good natured colored waiter. Colonel Mapes and his friend, who was an advertising man, conceived the advantage of using a picture of the



pleasing waiter to help sell Cream of Wheat. That was 26 years ago and Rastus is still on the job, and probably no living salesman has made more sales.

The objection to a man's name in a trade mark is that other men of the same name have a constitutional right to use the name in the marketing of their products; and, if a half dozen or even a baker's dozen of Smiths should all decide to enter the business of manufacturing chewing gum, each one would have the right to use the name Smith in connection with his product. However, a large number of the most successful trade marks are those that use the name of the manufacturer—The Colgate company, Charles B. Knox & Company, Van Camp Packing company, the Fleischmann company, Campbell Soup company and Kellogg's Toasted Corn Flake company, are a few of those that readily come to mind.

The litigation over the Waterman "Ideal" fountain pen practically fixed the status of the case where a man with a similar name brands his product with this name, when it has come to represent an article already on the market. L. E. Waterman was the inventor and

the first to market a fountain pen. It was quite natural and after the practice of the time to name it for himself. Later on another Waterman embarked in the fountain pen business. He sold his pen at a less price than the "Ideal"

Waterman's Ideal Fountain Pen

was sold and also advertised it as the "Genuine" Waterman pen. Confusion in the minds of the public naturally resulted. In the litigation that followed the final court ruling was that while the second Waterman could not be deprived of using his name in connection with his product, he must make it apparent that his pen was not the "Ideal" Waterman fountain pen and had no connection with it. It was required that all his labels and his advertising should give the information that he was in no way connected with the L. E. Waterman company, and that information should be as conspicuous as the Waterman name that he used. That eventually disposed of the second Waterman and has been a precedent for similar cases.

It has not been uncommon for the trade mark to become so prominent that the name of a company has been changed in conformity with it. The Holeproof Hosiery company is an example. In 1898 Holeproof hosiery was

Holeproof Hosiery

first put on the market by Edward Freschl, now president of the Holeproof Hosiery company. He was the son of the man who at that time was proprietor of the Kalamazoo Knitting company. That firm had put out a sock with a reinforced heel and toe. This did not prove very popular although the idea was regarded as excellent. Mr. Freschl had just finished college and, as he has stated, in order to keep him busy and from getting into too many other things around the factory, he was given the job of selling this new sock with the reinforced heel and toe. The way he started this was by advertising direct to consumers and giving the historic guarantee of a new pair in place of those that developed holes within 6 months. The experiment was a success and within 2 years requests frequently came from dealers to carry this new holeproof stock so that the direct selling was abandoned.

Within a few years it was found that

more mail was addressed to the Holeproof Hosiery company than to the Kalamazoo Knitting company; and the name has since been changed in accordance with the evident wish of customers.

The Aunt Jemima Mills company had a similar experience. The manufacturing company of the Aunt Jemima Pancake Flour was formerly the Davis Milling company. Aunt Jemima was a colored woman, an excellent cook, and was employed to demonstrate the flour.



Although in life she was Mrs. Nancy Green, she was advertised as Aunt Jemima. She became so popular and the name was so taking that within a short time her photograph was adopted as the trade mark, and her advertised name given not only to the product but to the firm.

Colored people have not proved very popular as trade marks, except in 3 or 4 notable exceptions—"Rastus" already spoken of, "Aunt Jemima," the "Gold Dust Twins" and Armour's dispenser of the "Ham What Am," are the only ones that seem to have acquired a national success.

In several instances the right trade mark has been chosen at the start and that, of course, is extremely fortunate. An interesting story is told of "Unneed-a." It is said that one of the men who was struggling in 1898 with the market problems of the National Biscuit company took some of the crackers with



him when he was going to lunch with a girl friend. His very disturbed manner was doubtless caused by a search for a suitable name, and in order to start conversation she offered him one of the crackers with the expression—"Unneed-a Biscuit." The name was imme-

diately seized upon and soon after adopted. The authenticity of the details of this story has never been established, but inasmuch as the story was told to the writer by one who had been connected with the National Biscuit company for several years, and as he has heard similar stories at various other times, there seems to be ground for believing there is considerable truth in it.

The difficulty of struggling along with a poorly selected and ill adapted trade mark rather than to adopt a new one accounts for the many monstrosities still in use. Of course the time comes when it would apparently be foolish to change the trade mark because it is hard to pronounce or otherwise ill adapted to the line.

About 21 years ago the Cudahy Packing company moved from Omaha to Chicago. Mr. STUBBS, who had charge of sales for GILSON'S Soap Polish, as Old Dutch was then called, stopped over in a small town. In his room at the hotel was a picture of the old Dutch woman with the "shelali" in pursuit of 2 children. It immediately struck his fancy that this active energetic



Dutch woman personified the product he was selling. When he left the hotel he took the picture with him and sent it to his advertising agents with the suggestion that it be adopted as a trade mark.

Since that time the old lady has been chasing dirt instead of unruly children. About the only change made was in the color of her dress which was originally brown. Now the Cudahy Packing corporation carries an item in its financial statement—"O. D. C. advertising investment \$750,000." That probably is not more than 10% of the actual value of the good will of the business which the trade mark represents.

It would seem wise for a manufacturer to select one name or one distinguishing mark for his various products rather than to try so many as numerous manufacturers have. "Rexall" is

an excellent example of an identification mark which like Beechnut and Heinz is used with a long line of products. Probably the only exception to this would be in the case where a manufacturer makes 2 different grades of articles, and in that case he would doubtless often find it advantageous to sell them under different identification marks.

The obvious conclusion to all this is that the protection of the trade mark is more important than the exact form. Many of the most successful trade marks are far from ideal. Extra effort may have been required to establish them because they tended to become

America in Action

The first of a series of short articles on "The American Ways" prepared by Bank of the Manhattan company, New York, N. Y. They deal with America's early troubles in solving its stupendous transportation problem, still a source of much worry to American industry and business.

This America of ours is a great, restless multitude of more than 100 million hurrying, energetic, busy people, scattered over more than 3 million square miles and living under the most widely different conditions.

We find them on 3 seaboard and on the prairies, lakes, mountains, deserts and forests lying between. We find them in crowded cities, as many as a thousand on a single acre, and we find them on 1000-acre farms and ranches. Each one is intent on his own particular vocation; all of them together represent nearly every variety of occupation known to man.

Thus we have a picture of a vast continent, sprinkled here and there with cities, towns and villages and peopled by self governing, self thinking individuals who are concerned with such a variety of personal affairs that it would be hopeless even to try to catalog them.

This may seem like a pretty loose form of structure, one that might easily fall apart in time of stress and that would hardly be able to exert any strong, united influence. So, at least, thought Germany before the war. In a geography published for use in German schools there was a map of the United States showing New England in one color, labeled "sphere of English influence," the Pacific coast states printed in another color and labeled "sphere of Japanese influence," and

common nouns, were hard to pronounce or poorly adapted to the product, yet because of continuous use and consistent advertising are among the most valuable met.

After all, the thing that makes a trade mark valuable is the protection and publicity given it. As stated earlier in this article, it is the owner of the trade mark who has to protect it. And the best protection, in fact the only protection, is constant notification to the buying public that your symbol or your trade name distinguishes your products. That means national advertising.—Reprint from "American Industries."

the remainder of the country marked "sphere of German influence."

But the war came and found that America was a unit, capable of thinking and acting as one. Today other nations do not think of this country in terms of Boston, Oregon or the Mississippi valley, but as the United States, with a strong emphasis on the word "United."

Under all the circumstances, this unity is a remarkable thing. What is its secret?

Have you ever seen a new swarm of bees hanging from a limb? It appears to be motionless until you look closely, when you soon discover that the individual bees are all moving about in and out of the mass and over its surface. Then if they are not hived, they will suddenly start off through the air, flying closely together. It looks as though the swarm itself were flying. What really happens is that each one of several thousand separate bees is flying separately but all are keeping together and moving in the same direction.

Americans are something like that. Usually each one is busy and intent on his own affairs, thinking mainly of him-

Timely Advice

ACTIVE MEMBERSHIP IN YOUR TRADE ASSOCIATION IS EVIDENCE THAT YOU ARE DEVOTING SOME OF YOUR TIME AND EXPERIENCE IN BUILDING UP YOUR PROFESSION. SHOW THIS SPIRIT. JOIN THE NATIONAL MACARONI MANUFACTURERS ASSOCIATION NOW.

self and his family and paying little attention to public matters, beyond glancing over the daily paper and, perhaps, going to the polls on election day.

But, once in a while, some great national question begins to draw these millions into common thought. Mentally, they "swarm." In every community, big and little, they discuss, they read, they argue, they think, they begin to be strongly stirred and then, when they feel deeply—off they go all together, yet each one of them separately, straight to the desired objective. When you have seen this you have seen an inspiring sight.

It is America in action.

America has her own way of doing things. It is not the way of the older countries. It is a way that pioneer people have made for themselves and it has made the America of today—an America whose people have achieved a common prosperity and happiness that inspires the admiration and envy of the world.

How is it that today, in the welter of confusion, disillusionment and suspicion, it is to America that Europe looks for aid and counsel? Why did the starving millions of misguided Russia get their chance of life from food given by American hands? Because the troubled world still sees one region of sanity and soundness, made so not merely by American resources but by American ideals and methods—in short, by the "American Way."

And what is the "American Way"? It can be summed up in 2 words—voluntary cooperation. This means that a free people has learned how to work together and to work successfully, without surrendering the individual freedom of its members. It means that the government exists for the citizen, not the citizen for the government; that an American is free to choose his own work and is protected in the enjoyment of the fruits of his labor. Our American civilization, based on the idea of voluntary cooperation through private initiative and enterprise, has advanced steadily and surely while other civilizations, based on paternalism, dictation and other forms of enforced cooperation, are going backward or have come down in ruins.

Oh, You Kick!

Virginia Dare: What is your near-beer like, John?

Johnny Walker: It's just like kissing my wife—no kick to it.

Meat Substitutes on Radio--- Macaroni Rated High as Such by Institute Director

Macaroni was mentioned as one of the principal substitutes for meats in an interesting talk broadcast March 18 from "WJZ" New York city by the director of the New York Herald Institute. Answering the question what is meant by meat substitutes, the director stated that the substitutes for meat must be savory and do a meat's work. He said:

A real substitute is not a makeshift, one thing used in the place of another but not giving the same satisfaction. A gain in economy is not enough unless no loss in wholesomeness and nutrition is suffered; and a loss in appetizing qualities and table pleasure is not to be ignored. Dr. Wiley used to say that a substitute who went to war for another man had to be able to carry a gun and fight—a coward with no gun would not be a real substitute.

When it comes to meat substitutes most folks have in mind "mock" dishes of various sorts—mock nut cutlets, mock meat loaves and fruit soups. These are mostly a "mockery" to meat lovers as far as giving equal table satisfaction goes, and oftentimes substituting vegetables for animal proteins, unless properly supplemented, is not a real substitution for the body's purposes, besides the loss in savor. For meat offers several distinctive services. First is its savory, appetizing quality; next the fact that it is a complete protein easily assimilated. Next it has a goodly offering of iron and phosphorus in available form, essential minerals these to blood and body functioning, and the meat organs (liver, kidney, brain, etc.), have some vitamin value.

Compromises with Meat

The case against meats includes these counts: their relative cost for the food value delivered; their acid forming tendency, their susceptibility to putrefaction before and after they are eaten, and the fact that overeating of animal protein burdens the kidneys, and does not promote elimination, lacking bulk. None of these points means eat no meat or prove it to be undesirable unless improperly or excessively used.

One of the best of compromises is

macaroni dishes with the savor of cheese and good cookery, perhaps small amounts of meat used conditionally (such as ham, bacon and sausage), and tomato for vitamin and acid value. Animal byproducts, milk, eggs and butter, are needed in a vegetarian diet, and the iron we miss must come from spinach, nuts and eggs and whole cereals.

You may think this is developing into a talk on why we should not substitute for meat; and indeed we are not promoting vegetarianism as such, but there are many reasons, including economy, religious seasons, sentimental and aesthetic arguments and abnormal conditions and tendencies of the body, which make meat substitutes a matter of interest. With most of us it is not so much a matter of substituting for meat (except for economic reasons) as it is to keep meat in its proper place on the menu and in the food budget and to see that we do not substitute it for the vegetables, milk and salads we absolutely need.

Beware Unnatural Substitutes

Are you perchance among those who eat the great American diet of meat, white bread, white sugar and white potatoes—and breakfast exclusively on coffee, pancakes, syrup and salt meats and toast? With perhaps a hurried luncheon of a sweet, cold drink and a piece of pastry? A fine ration for producing scurvy they tell us, speeding up the machine, providing energy, but almost a total loss for vitalizing, successful body building and repair work and for proper elimination. Add roughage, however, fruit, green vegetables, milk, eggs and whole cereals, to the ration and you have the nerve and bone makings, the glandular activation and poise; the stuff for repairs, needed to prevent breakdowns as we speed on our twentieth century way—too often with a dim idea of our destination, only knowing that we must hurry or get stepped on.

But to get back to the substitutes. We started with the dish of macaroni, made savory and provided with animal protein, fat and vitamins by its cheese, and tomato accompaniments.

There is a story that a government bulletin setting forth the fact that a pound of cheese provided over half the energy a man needed for the day (over twice as much as meat) led a misguided person to purchase a pound of cheese and eat it at one sitting, thinking to fortify himself for a hard day's work. He died instead, having indulged not wisely but too well in this concentrated, fatty food.

Concentrated foods need to be known for what they are and used properly. Eating too much of them is often the real reason for our condemning them as indigestible. It is plain that, viewed as savor or energy, building material or vitamin supply, the cheese, tomato and macaroni combination is a winner. Combine the famous bachelor's supply of bread and cheese kept upon the shelf with a salad and a fruit dessert and you are well fed.

Many Choices

There is no limit to the variations of this idea, using rice as well as macaroni. Do you know that there are whole wheat macaronis? Did you ever make the usual macaroni and cheese, but put it in a shallow dish and brown it in the oven? There are the noodles, further enriched by egg, in broad ribbons that accompany fowl perfectly; there are cheese and rice or spaghetti croquettes. Always a browning gives savor and satisfies where a palefaced dish looks effeminate and rather weak. For instance, take this browned macaroni rabbit for a savory with a vegetable dinner and meat would hardly be missed.

Thicken a cup of strained canned tomato with one tablespoon of flour and one of butter. When thickened add 4 ounces of grated cheese, 1/4 teaspoon of mustard, 1/8 teaspoon each of paprika and salt and 3/4 of a cup of cooked drained macaroni. A few drops of Worcestershire are an addition. Put this in a flat fireproof dish and brown under the broiler or in a grille (an excellent dish for kitchenettes).

You can easily increase the proportion of macaroni and make a less savory and more substantial dish of this.

A. J. Crosby—Always be careful.



*Deliveries of
GOLD MEDAL SEMOLINA
are as prompt as
GOLD MEDAL SEMOLINA
is good"*

DELIVERIES and service are sometimes almost as important as quality. Besides being the highest quality, most uniform Semolina produced, your receiving clerk will tell you that GOLD MEDAL SEMOLINA is always delivered when and as ordered.

Made by the world's largest milling organization of the finest selected durum wheat, GOLD MEDAL SEMOLINA can be depended upon to produce the best Macaroni Spaghetti and Vermicelli.

WASHBURN CROSBY COMPANY
MINNEAPOLIS, MINNESOTA

*Eat
more
wheat*



Purpose of Macaroni Conference

The national conventions of the manufacturing group should always have a worthy purpose in view to insure their continuance.

The purpose of the 1924 conference of the macaroni manufacturers of this country, July 8, 9, 10, at Niagara Falls, Ont., is to cement closer friendships that should be more prevalent in this industry.

It is the purpose of the conference to assist everyone in the industry in matters pertaining to better manufacturing processes and recognized trade practices.

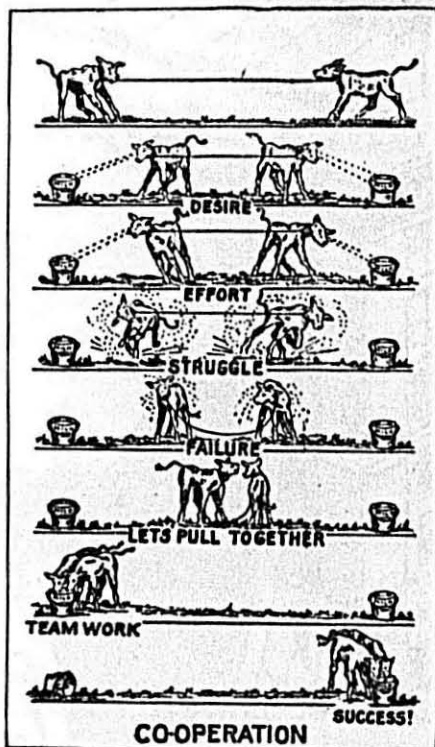
The macaroni manufacturers convention is to be an open forum for the exchange of experience and presentation of views.

Its further purpose is to encourage uniformity in matters where this policy is found most profitable.

The conference further proposes to encourage a more friendly spirit among individuals and firms to the end that "through understanding all will profit."

It is the purpose of this conference to

combine business and pleasure in a way sure to please all who attend.



It's an old suggestion but one that will bear repetition. May this—the purpose of the 1924 convention of macaroni manufacturers at Niagara Falls, Ontario—BE ATTAINED!

The convention proposes to be a social as well as an intellectual treat for the macaroni manufacturer and the various members of his family whom he is urged to have accompany him.

The convention proposes to make itself interesting for the production manager of the plant as well as the guiding executive who usually attends the meetings.

There will be things of interest to both package and bulk manufacturers and members of one group will be ready to counsel and advise the other in matters in which their first interests lie.

The 1924 convention of the macaroni manufacturing industry is to be held at the Hotel Clifton, Niagara Falls, July 8, 9, 10. If it is up to the expectations of its sponsors, it will be indeed a conference with a purpose.

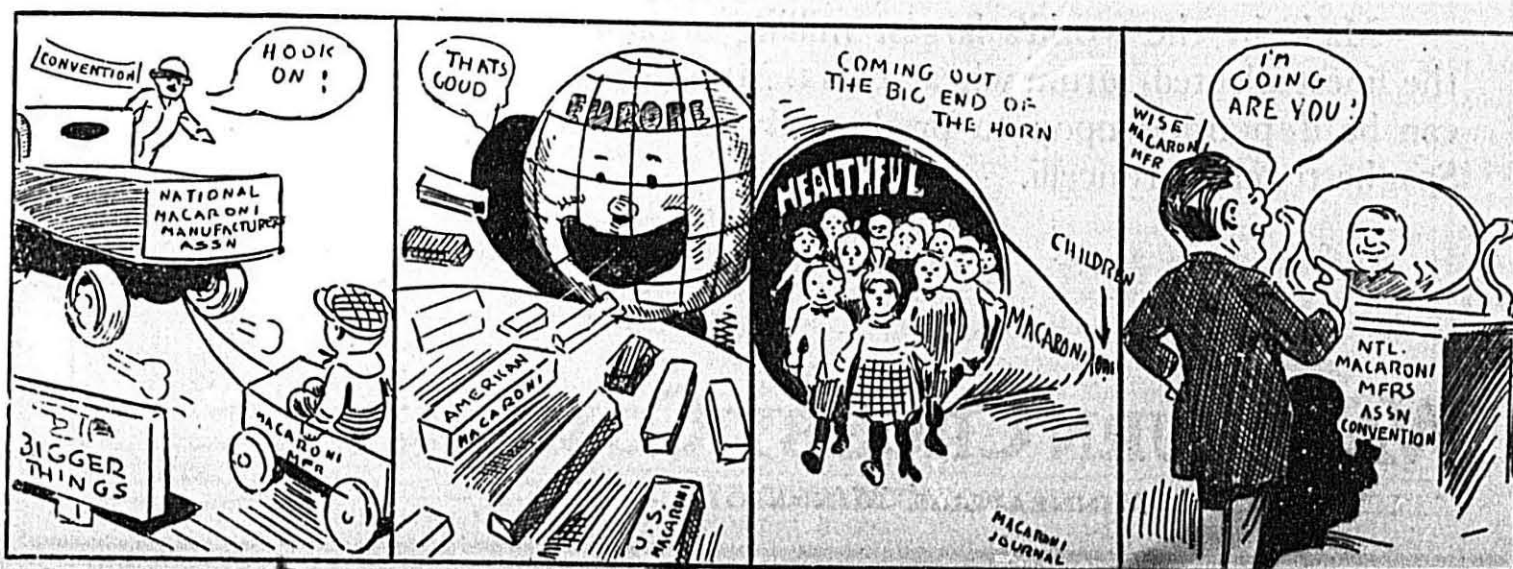
Our purpose can best be attained through the cooperation of all interested in this industry and it is hoped that this spirit will be manifested by a general attendance at the convention this year from all sections of the country.

REMEMBER! - Cooperation Builds---Antagonism Kills

Forget the Past! Plan for the Future!

Selfishness Has No Place in Modern Business

Live and Let Live! Boom the Industry! You'll Profit!



BADEX

Improves Macaroni

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

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

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

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

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

Stein Hall & Co.
New York

Stein Hall Mfg. Co.
Chicago

Manufacturers of Pure Food Products Since 1866

Contributors Support Tariff Drive

Determined action at the opportune moment usually insures success. Believing that the macaroni manufacturers required only to have pointed out to them the need for united action to get justifiable tariff protection the National Macaroni Manufacturers association through the secretarial office supervised the collection of a fund to finance a movement for this purpose.

The early response was most gratifying; one half of the quota was subscribed, insuring funds to cover the initial expense. The first batch of contributors was listed in the April issue of this publication and we are pleased to make public acknowledgement of the subsequent contributions by the following firms:

Firms	Location	Amount
San Diego Macaroni Mfg. Co.....	San Diego, Calif.....	\$10.00
D'Amico Macaroni Mfg. Co.....	Chicago Heights, Ill.....	10.00
Jefferson Macaroni Co.....	Reynoldsville, Pa.....	10.00
John B. Canepa Co.....	Chicago, Ill.....	25.00
Tharinger Macaroni Co.....	Milwaukee, Wis.....	25.00
Ohio Macaroni Co.....	Cleveland, O.....	5.00
Seattle Macaroni Mfg. Co.....	Seattle, Wash.....	10.00
National Macaroni Co.....	Dallas, Texas.....	10.00
Macaroni Foods Corporation.....	Omaha, Neb.....	5.00
Italian Macaroni Co.....	Worcester, Mass.....	10.00
Porter Scavpell Macaroni Co.....	Portland, Ore.....	5.00
Fontana Food Products Co.....	San Francisco, Cal.....	20.00

Attorney C. W. Dunn, of New York city, eminent authority on governmental affairs, selected to represent the macaroni industry in its appeal for higher tariff duty on imported macaroni products, has started action toward this end.

On April 28, 1924, he presented to the U. S. tariff commission at Washington a 7-page appeal for a hearing to enable the macaroni manufacturers to present arguments in favor of an increase from 2 to 3c per lb. The application respectfully applied for an immediate investigation of Paragraph 725 of the tariff act of Sept. 21, 1922, with the object of increasing the protection of which the macaroni manufacturing industry in America is deserving.

The application covers existing conditions thoroughly and convincingly. It compares labor and production costs in Italy and France with those prevailing in this country. It reviews the imports from 1910 to Jan. 31, 1924, inclusive, laying particular stress on the value per pound of imported goods as compared with domestic products. The presentation of the American manufac-

turers' side of the case has been made in a manner most satisfying to the special committee in charge of the movement.

The office of the secretary in a letter to a group of manufacturers who have not yet contributed presents a final argument in favor of an early contribution to the fund for so worthy a purpose. Additional arguments were presented among which are the following:

Low price of semolina to Italian and French manufacturers and the "draw-back" allowed by Italy on macaroni for export; the new Italian-Russian trade treaty opening the Russian granaries to the Italian manufacturer; the low wages for skilled labor, approximately \$1.08 per day in Italy, as com-

pared with the high wages here; 3 steamships unloaded 6500 cases in 10 days at the New York port; latest figures on French macaroni placed at 8½c per lb. package.

The final argument has apparently created the impression desired and added contributions are coming in from macaroni manufacturers who finally realize that the time to strike is when conditions are right.

Over half of our quota is now collected. Every legitimate effort will be made to insure the increase asked for. Contributors will be satisfied to know that should we fail, it will not be chargeable to the lack of effort.

There is still time to support this movement. Is YOUR name on the list of contributors?

Fight Color in Noodles— Unfair Business Practice Harmful to All Industry

One of the worst forms of unfair business practice known to the macaroni industry is that of substitution, too frequently resorted to, when or-

dinary bologna style macaroni in bulk is retailed to the consumers as noodles. This harmful practice is receiving the attention of the National Macaroni Manufacturers association through its Washington office and prosecutions will probably result for violations of the federal food and drugs act and the unfair trade practice act.

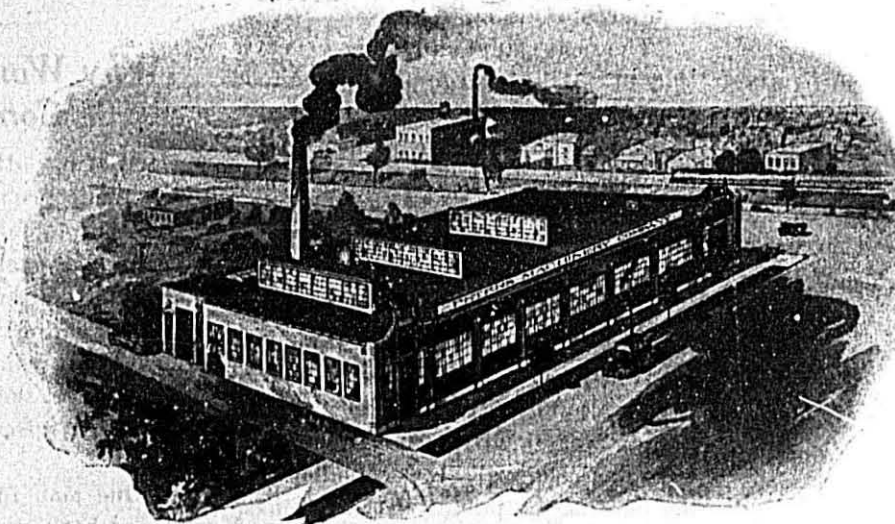
If the macaroni industry is to prosper food authorities must be convinced that the use of artificial coloring in macaroni products of all types must be discontinued. Its only purpose is to deceive the consumer into believing that he is getting an article rich in eggs, if it is noodles, or, that the article is a high grade glutenous durum wheat product, if it is macaroni.

The excuse that coloring must be used to insure uniformity of shade no longer holds good. In the first place there is no purpose served in having uniformity of coloring in products and, second, it is very doubtful that uniformity of coloring can be obtained by adding the same quantity of coloring to the various ingredients. The relative shades would still exist even in cases where extreme care is exercised in the use of the coloring.

While there are occasional cases of abuse among association members of the privilege accorded macaroni manufacturers by the ruling of the Department of Agriculture permitting the manufacture of artificially colored bologna style macaroni, certain manufacturers who have no association affiliations or no affiliated activities have been the greatest offenders in permitting their products to be disposed of as noodles because of their high coloring.

Frequent warnings have been given these offenders and, in the future, violators will be reported direct to the proper food authorities with recommendation that offending goods be seized and the manufacturers punished.

Dr. B. R. Jacobs of the Washington office of the National Macaroni Manufacturers association seeks a more general expression of opinion on the subject of coloring enforcement from the trade and suggests that this be made a matter of special interest at the 1924 conference of the macaroni manufacturers, July 8, 9, 10, at Niagara Falls. Realizing the harm done to the legitimate trade by this unfair practice of substitution macaroni manufacturers should join determinedly in a movement to eliminate this harmful form of unfair competition.



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

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

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

New Address—

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

AUTOMATIC PACKAGE MACHINERY

The Food Manufacturer and Standards of Living

"The food manufacturer has done much to raise the standards of living through relieving the housewife of much work she could not do efficiently, through low cost of manufacture near sources of production and making available in all places and at all times any high grade foods that otherwise would be almost impossible to get in many places," said E. G. Montgomery, chief of foodstuffs division, U. S. Department of Commerce, in the April issue of the American Food Journal.

"The present food manufacture is the result of slow evolution from the time when almost every home prepared its own food products from raw materials, and through a long period when more and more of the manufacturing has been transferred to centralized plants.

"There are several reasons for this, among which may be noted the fact that the production of raw materials is getting highly specialized in certain districts and the tendency to produce all the products within each community is fast disappearing. For example, peaches may be raised apparently to best advantage in such states as Georgia, Michigan or California, and at the points of production they may be canned or preserved more economically and to better advantage than could be done in each community. Manufacturing these commodities at the point of production makes it possible to produce them in bulk and at low cost in the region where that commodity is more favored.

"Another reason for the enormous development of food manufacture in the large plants is the steadily improving standard of living among our people, who now demand fruits and vegetables the year around instead of just at the season when they naturally come into the market through local production.

"The process of manufacturing food is in a sense removing a large part of the work which used to be done in the kitchens to highly centralized and organized plants equipped with modern machinery, performing the same service with an infinitely small amount of human labor, which the housewife does under difficulties. A change of this kind may be looked upon as an impor-

tant step in the development of higher standards of living.

"The food manufacturer, however, in thus preparing a large part of the food for 100 million people has assumed a great responsibility, for unquestionably the good health of the people depends to some degree on his preparing the food in a sanitary and healthful way. That this responsibility is generally felt by the manufacturer and faithfully carried out is shown in the attention that is given in every first class factory to sanitary conditions and to the elimination of everything that is harmful. As a result there is absolute confidence on the part of the public in the purchase of manufactured food products.

"In fact the enormous development of this business, which represented a capital investment of \$4,615,150,000 in

A Poppy on Memorial Day

The scarlet poppy has been adopted by the American Legion for use on Memorial day in honor of the men who fell in France. It will be worn by all members of the Legion.

The Legion suggests a similar use of the poppy on Memorial day by all the people and has asked the National Macaroni Manufacturers association to place this suggestion before its membership and the industry with which request we gladly and sympathetically comply.

Why not present a poppy to all your employes for Memorial day and ask them to wear the floral emblem in recognition of the sacrifices of the American soldiers who gave up their lives for their country and in appreciation of the living service men who are thus honoring the country's dead heroes?

From local posts of the American Legion and from units of the American Legion auxiliary poppies may be obtained during the week preceding Memorial day. The Legion uses the proceeds from the sale of these poppies for the care of orphan children of war veterans.

May every macaroni manufacturer and every macaroni factory employe on Memorial day, May 30, 1924, wear this red emblem of appreciation, the Legion Poppy!

1919, and an outturn valued at \$12,438,891,000 in 1919, could never have made such progress unless it had enjoyed the full confidence of the public as well as having been established on a sound economic basis."

Why Worry About Your Competitors?

Imitating others along progressive lines will probably produce good results but to fall into the habit of following the examples of competitors in all things is hardly profitable. B. C. Forbes, editor of the Forbes Magazine, makes this point clear in the issue of May 10 and the sound advice is passed on to the wiser men of the macaroni industry.

"One man for whom I have a high regard both as a citizen and a business executive is Jacob Kindleberger, head of the Kalamazoo Vegetable Parchment company. Starting with nothing, Mr. Kindleberger has built up a large, high grade business and has also found time to take part in a great many movements for the public good. While chatting recently, Mr. Kindleberger related this boyhood incident: 'When I was a kid I sold lemonade, 2 glasses for a nickel. Along came competitors who offered 3 glasses for a nickel. They put more water in. I immediately decided I would have to give 3 glasses. To do this I had to thin it with more water. But soon I found that few customers cared to drink as many as 3 glasses, that most of them preferred 2 glasses of the better stuff.'


"From that boyhood experience Mr. Kindleberger learned, and has never forgotten, that it isn't good business slavishly to imitate everything competitors may choose to do. He determined to run his business his own way. And he has found this a profitable plan.


"Is it not true that too many men and too many concerns worry far too much about the tactics of their competitors instead of devoting their entire time, energy and attention to running their own business along lines which they themselves believe to be the best?

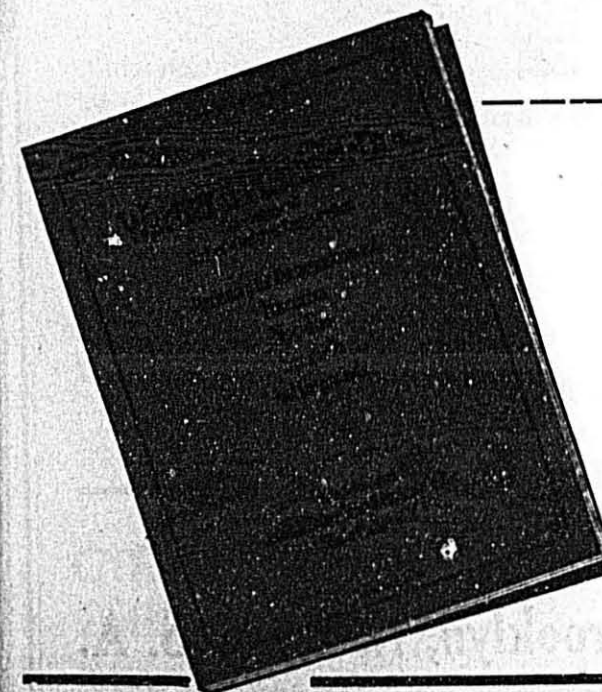
"Imitators rarely attain the same measure of success as initiators."

A KICK COMING

"When a mule hez one ear cocked for'ard and one cocked rearward—keep away from his taillight. He ain't in nootral," warns an exchange.

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

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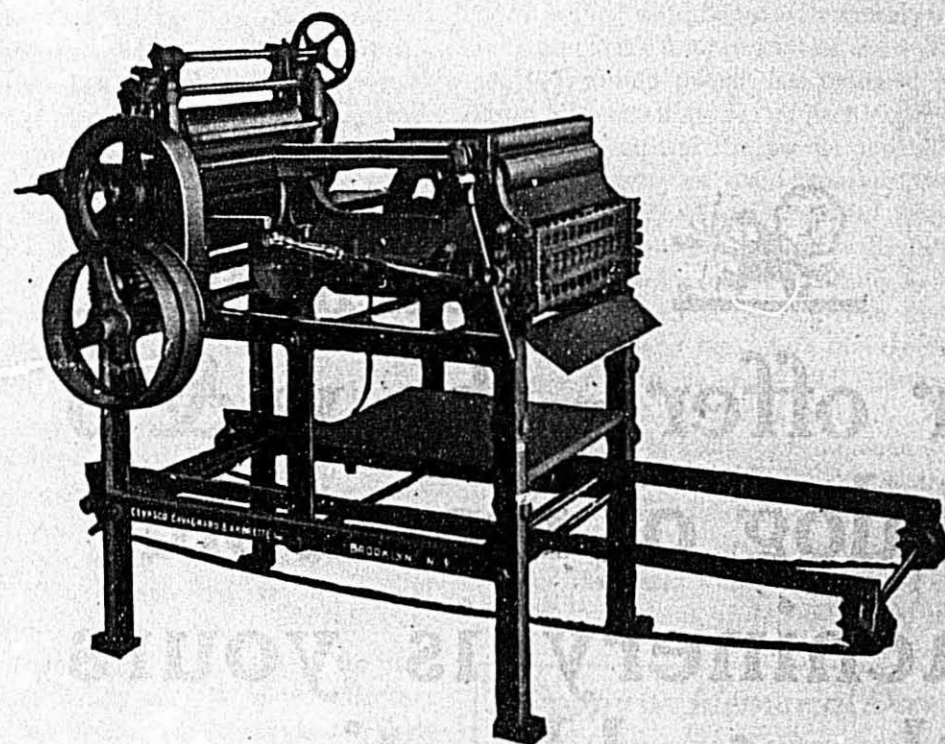


baker-perkins company inc
saginaw, michigan

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

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my firm's name
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CEVASCO, CAVAGNARO & AMBRETTE, Inc.



Improved Bologna Paste Machine

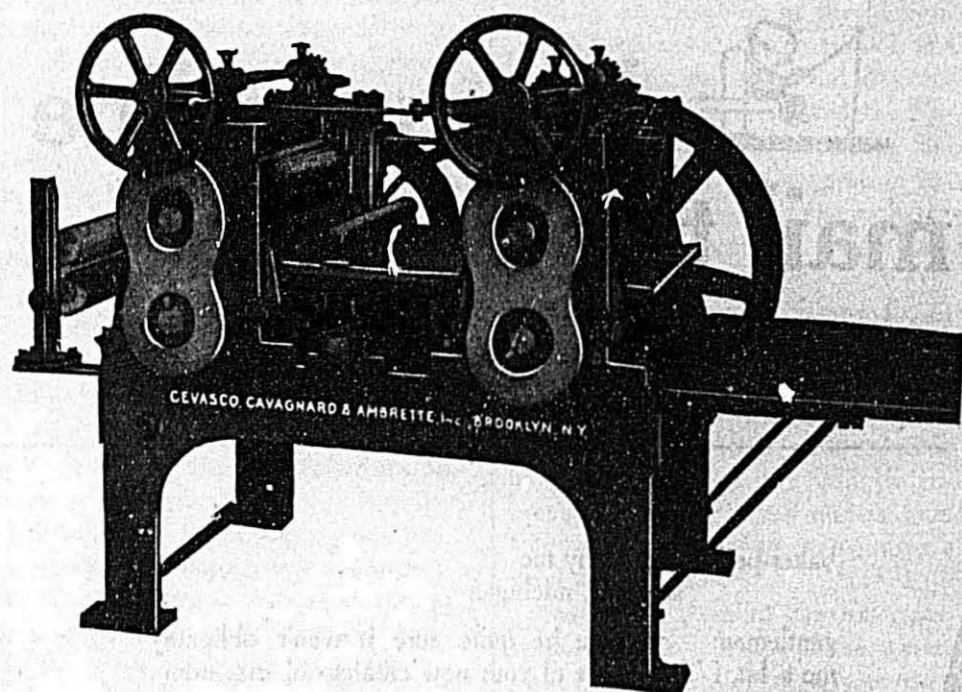
This illustration shows our Improved Bologna Paste Machine, which, like all other C. C. & A. products, is superior to all others on the market.

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.

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CEVASCO, CAVAGNARO & AMBRETTE, *Incorporated*

**Builders of High Grade
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**SCREW AND
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HORIZONTAL**

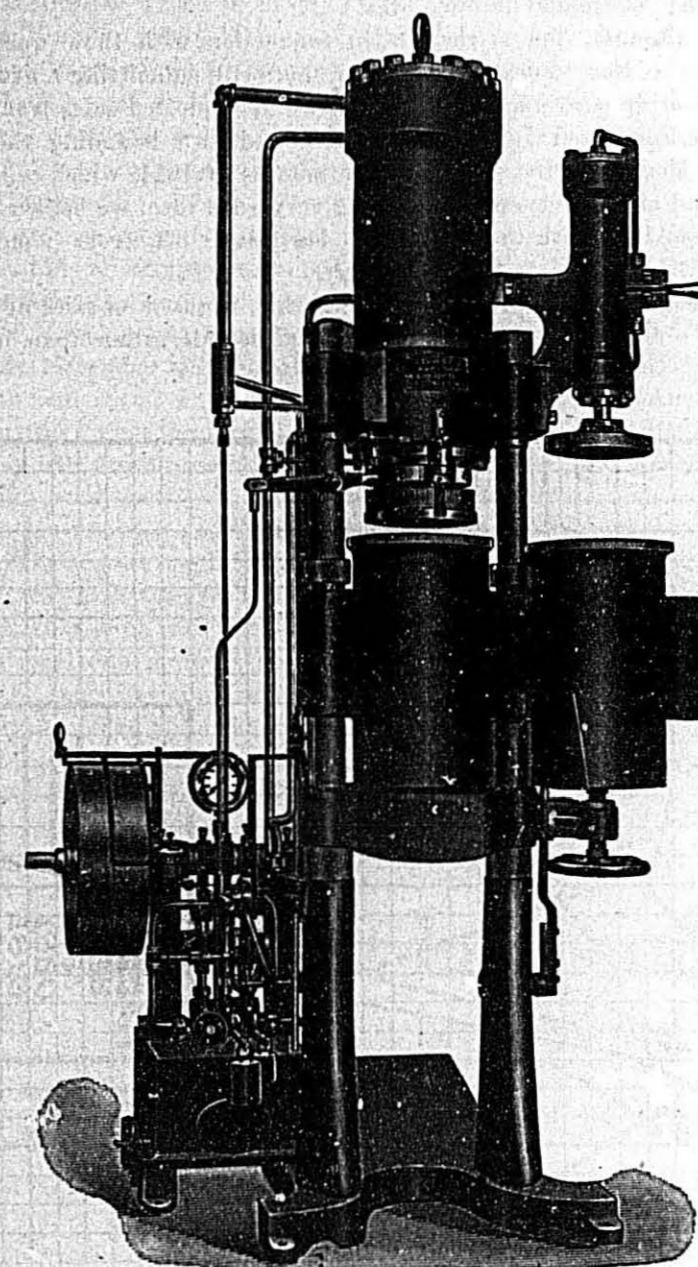
Kneaders

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.**

Secretary Supervises Survey

Macaroni manufacturers in various sections of the country affected by a more than ordinary serious slump in business on April 1 were interested in the general condition of the trade, and appealed to the association secretary to make a survey to discover the extent of the business disturbance.

More than 100 questionnaires were mailed on April 14 to the Class A macaroni firms of the country and over 75% of them gave some interesting replies. The information was compiled by the secretary and the resume of the information was forwarded to those firms which had answered the questionnaire.

The cooperative spirit manifested in this initial survey of the conditions in the macaroni industry would indicate that much valuable information on past business could be obtained in a legitimate way and that the macaroni manufacturers are about ready to reap the benefits that are sure to be derived from an activity of this kind.

The resume of the survey was mailed out April 25, which created a most favorable impression among those receiving it. Complimentary comments on the good accomplished by the survey on the part of many who received it would encourage similar activities along similar lines whereby important and valuable information can be obtained through honest expressions of opinion and fair submittal of figures freely given.

All the replies were exceptionally good but that sent in by Frank J. Hoople, general manager of the Massaro Macaroni company of Fulton, N. Y., was at once the most detailed, complete and interesting submittal and we are pleased to reproduce it in full with the helpful graph submitted:

We have received your circular of April 14 asking us to submit our views on the following six questions. We take pleasure in complying with your request and we

hope that our information will be of value to other manufacturers.

1—Have you noticed a slump in macaroni business since April 1?

We have noticed a decline in our general business, although due to the strike conditions in New York has caused a demand on up state factories in macaroni, which has caused our sales to increase much above the first three months of 1924 and also has compared to other years from 1919 with the exception of 1920.

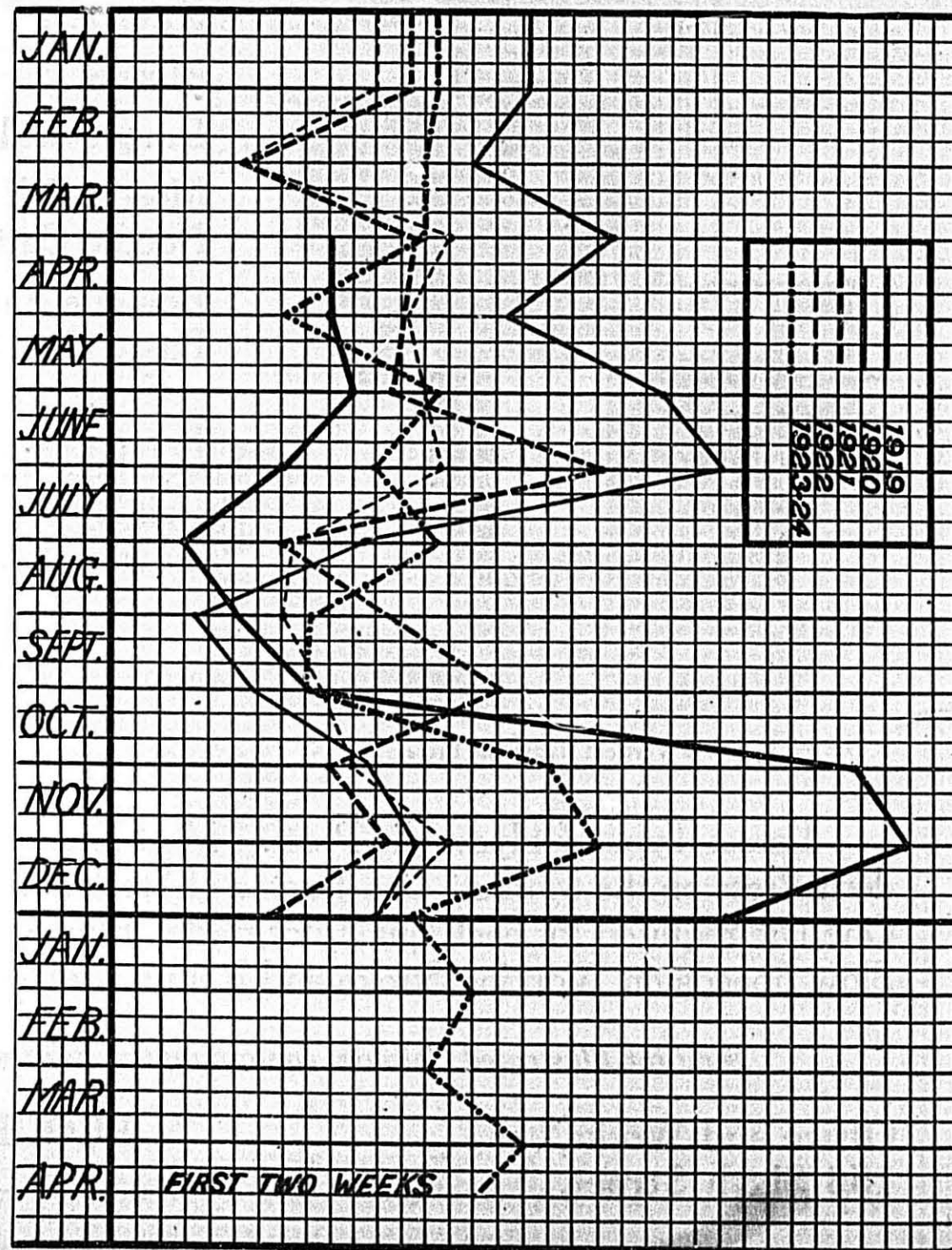
2—What is the condition on April 15, 1924?

Business still continues slow with our general trade, with the exception of the demand arising from conditions in New York city.

3—Look over your 1919 to 1923 sales. Do records for April show an annual slump? How long does this condition last?

In connection with these questions, we are herewith submitting a graph on which we have plotted sales from 1919 to 1923, and also including the first three months of 1924, which will give you a very good idea, we believe, as to how business runs from month to month.

The graph is based on sales of boxes of twenty pounds rather than in dol-



lars, for the reason that the sales in quantity of product would show more accurately the increase or decrease in the demand of macaroni. You will notice by examining the graph, that the month of April is usually a month of decline, 1920 and 1923 showing a more intense decline than in other years. You will notice also by the chart, that the sales begin to rise in January, drop in February, rise in March, drop again in April and raise in May and part of June. Then we have a decline from about the middle of June through July and part of August, and from about the middle of August there is a continuous rise in the curve through September, October reaching the highest peak in November and dropping again, as you will notice in December. This holds true for all the years.

4—What in your opinion causes these varying conditions?

We are unable to state just what is the cause of such monthly variations in sales; you will note by examining the graph that with few exceptions, the variations with more or less intensity are the same for the same months in each year. The wide range, as shown by the graph in the different years, we can attribute only to disturbed econom-

ic conditions due to the rapid rise and decline of commodity prices, which caused unsettlement of business as a result of the war. The last half of 1919 and the first six months showed a rapid rise in commodity prices, and during the same period there was a heavy demand for goods, which is reflected in the graph. The decline in commodity started the latter half of 1920 and continued to date, with more or less variation. The effect of the decline in prices is also reflected in the graph and shows during 1920, 1921 and 1922 a wide fluctuation in sales. The 1923 prices were more stable than the previous years of 1920, therefore, you will note that the sales increased and the month fluctuations were less wide in range than the previous years. Another important factor which we believe has tended to demoralize the macaroni business, and has in some instances kept the buyers from purchasing, has been the wide variation in the quotation of macaroni, some of the quotations being almost ridiculous when compared with other commodities and the increased price of production. Another element of importance which operates against expansion of consumption due to the lack of concentrated advertising, too many so

called brands, and more important, we believe, a lack of cooperation from wholesalers due to the fact of some bad business practices of manufacturers in offering their goods to the retail trade in small quantities at substantially the same price and terms which they make to wholesalers in carload lots, which practice, as you will see does not leave the wholesaler in a position to sell the goods and make a fair margin of profit. It seems to us that if these objections could be eliminated, a much better feeling between the manufacturers and wholesalers would be created and the result would be a more whole hearted cooperation on the part of the wholesaler would result in a larger distribution and consumption and more stability in the macaroni trade.

5—How does April business usually compare with February, May?

Referring you again to the graph, you will find that May is a better month than April or February. As you will notice, there has been only one year in which we had a slight decline in May and that was in 1921 but you will notice also that in the same year, June instead of showing a decline, as in other years, showed a considerable rise. You

(Continued on page 38.)

Maldari's Insuperable Bronze Moulds with removable pins.

QUALITY

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Workmanship

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SATISFACTION

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

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Established 1903

Annual Epidemic in the Macaroni Business

By FRANK S. BONNO,
National Macaroni Company, Dallas, Texas

It's here again.

The annual spring epidemic of the price cutting macaroni manufacturer.

It is so strange that this epidemic should occur each year about the same time, and there have been no ways or means found to control its spread. It is getting worse in place of better. The disease is spreading.

For the past several months there have been a great many macaroni manufacturers invading Texas. Texas seems to be a nice place for these invasions. The invaders come in, usually and always with a ridiculously low price, trying to scare up some new business. The first one in the field secures a few cases. A little business. A very little. For when it is all figured out the cost in dollars, the number of dollars spent, is more than the number of cases of macaroni sold.

The invaders usually come in groups. One starts and before he gets very far, half a dozen more are right behind him and some in front of him. All of them, with some catch scheme, or some low price, or something to give away for nothing. Who suffers? The legitimate manufacturer, and the Texas manufacturer in this particular instance, since the invasion has been in Texas.

In place of scaring up some new macaroni business, these invaders do nothing else but scare away what little business there is here, since they scare the buyers, retailers and jobbers alike, through the continuous cutting of price, making these people very skeptical about buying, and pushing macaroni. For they do not know how long it will be before some macaroni manufacturer wishes to be very generous and give the retailer and the jobber the macaroni FREE.

Why does the manufacturer from Wisconsin, from Illinois, from Colorado, from Missouri, from Minnesota come to Texas, cut his price 30 to 50 cents per case to the Texas buyer? Why, if he wishes to be generous and philanthropic, does he not cut the price on macaroni this same amount to his regular trade, in his regular territory, where he does year round business? No, he does not want to cause them to believe that he has given something for nothing in the past. Because he wishes to go right back there again and secure

that business, at the regular price. He doesn't want to ruin the prices in his regular trade territory, because this is the place where he is making a few dollars.

But, no quarter must be shown the manufacturer that is not in his regular territory. No. Come in, cut the prices, demoralize the buyer, the retailer, the jobber, and the manufacturer that is away from his regular territory and regular trade.

Is this the principle of fair play? Is this the principle of doing business in America? Is this the American spirit of fair play and upright business dealing?

Gentlemen, the macaroni business is bad everywhere in the United States right now. The people are not buying macaroni. It is not a question of price. It is not a question of quality. It is not the question of the way of doing business. It is simply that they are not buying macaroni at this time of the year.

Since we know this, and know it to be a fact, then why not let's do business in the right way? Why not maintain our prices? Why cut the price now, when semolina and flour is from one to three dollars per barrel higher now than it was last fall. Why in place of cutting prices, do you not put this money into advertising to teach the people the good qualities and food value of macaroni, so that they will use more of it, and especially use more of it at this time, when we are all needing some business?

By the method of price cutting, we are driving people away from using macaroni, rather than bring them closer to us, so that they will use more macaroni. When you come into Texas and cut your prices, offer all kinds of deals and catch schemes, you make the retailer and the jobber as well skeptical, and in place of help pushing macaroni, they forget all about macaroni and they go ahead and sell sugar, beans, potatoes and the like. These methods discourage the sale and use of macaroni, rather than increase same, so that in place of helping secure new or more business, you actually run business away.

Another peculiar thing is why the manufacturer from these points all invade Texas. Texas is not a greater user

of macaroni than the states where you come from. In fact, the percentage of consumption in Texas is smaller than it is in your own states. Your sales expenses are considerably greater in Texas than in any other place in the United States. Then why do you come to Texas to demoralize the very little macaroni business that there is in Texas? If you feel like you want to give the people something for nothing, the retailer or the jobber, then why don't you use these tactics that you use in Texas in your own territory, and then use them there in August, November and February in place of coming to Texas and put your tactics to work in April, May and June, when no macaroni is consumed at all in Texas?

I am making an appeal to those manufacturers that are coming to Texas, cutting the prices, selling the retailer direct at jobbers' prices, that are demoralizing the macaroni business in general to be reasonable, to put into effect the American spirit of fair play and fair dealing. Eliminate this unfair method of doing business. Right NOW.

Is it good business for a macaroni manufacturer to sell his macaroni in August and the fall months at \$1.40 to \$1.53 per case, in his regular territory, and perhaps at that time in any territory in the United States, when semolina was worth from \$5.00 to \$5.50 per barrel? Now come along and invade Texas and offer the same macaroni at 95 cents per case, when flour is now worth from \$7.50 to \$8.50 per barrel, and other materials in like proportion of increase. Flour costs jump 50%, the manufacturer using this product reduces his price 50%.

The trade is commenting considerably on this. They are saying why is it that when flour prices are low, when the prices of all materials are low, that macaroni prices are high, and now that flour prices are high, as well as all other materials that go into the manufacture of macaroni are higher, there is from a 30 to 40% decrease in the price of macaroni. Something wrong somewhere. What is your answer?

An Appeal to the Texas Macaroni Manufacturers

You have just read my article in regards to the annual epidemic of price cutting on macaroni in Texas by our

May 15, 1924

THE MACARONI JOURNAL

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foreign friends in the east and west and northern United States.

I now make an appeal to you, let's get together and see if we cannot straighten this matter out, and see if we cannot find some way to prevent this annual recurrence of this epidemic.

I believe that we are as good macaroni manufacturers as they are in that section, and that we are just as good business men. Then, why can't we get together and see if we can do something for ourselves? It is impossible to do it all alone, or each one to try to do it himself. But if we get together, work together, and study together, then we will be able to find some way of helping ourselves out of this annual condition.

Let's leave our own interest out, that is, our personal interest, but let us act for the good of the macaroni business. Let's not be selfish, and if we can do this, we can do some good for all, which in turn will help each one individually.

Summer is a good time for us to get together and work out these problems, so let's get together now and work out something.

I hope that you will all agree with me and that something can be done, and

that we will meet somewhere in this great state to do something for ourselves.

Recommends Macaroni

Prudence Penny, well known authority on foods and liberal writer for many of the women's pages in the largest newspapers of the populous eastern states, unequivocally advises use of wheaten products, such as macaroni, spaghetti and noodles, as meat substitutes in an article in the Washington Herald containing many excellent recipes for preparing this food, thus:

"Macaroni, spaghetti and noodles are prepared from a flour high in gluten, and are therefore higher in protein than the average cereal food. They differ primarily in the form in which they appear. The best noodles are made with egg, and are higher in nutritive value for that reason. They furnish considerable amounts of energy, chiefly from the carbohydrates present, but the minerals and fats are low, so therefore these should be added. In combination with cheese or eggs they can be served as a main dish, also they answer in place of starchy vegetables, and in combination with fruit, eggs and

milk make a most hearty dessert to serve with a vegetable dinner.

They should always be cooked in rapidly boiling water and boiled sufficiently to cook the starch. Macaroni usually cooks sufficiently in 20 minutes, spaghetti from 12 to 15 and noodles in 10 to 15, but should be tested to be sure they are sufficiently cooked before blanching. This is merely draining the cooked product and plunging into cold water before combining with other food products. Spaghetti and noodles, when eaten with a hot sauce and cheese, should be drained and boiling water poured over to eliminate any starchy particles, although when plenty of water is used for boiling this is not necessary.

WHO KNOWS?

Andrew Carnegie on one occasion was asked which he considered the most important factor in industry—labor, capital or brains. Carnegie quietly replied, "Which is the most important leg of a three-legged stool?"—I x.

A bushel of wheat placed in a steel vault will produce nothing. How different when placed in fertile soil under suitable conditions.

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

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A MOST EFFICIENT, Noiseless and dependable type.
Low Operating Cost.
Speed 150 Revolutions a Minute.
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Standard Widths
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Our REVERSIBLE DOUGH BRAKE with its new Safety Appliance will interest you and eliminate accidents in your plant. These machines are the talk of all macaroni men in Italy, France, Belgium and America.

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Bologna, Italy Est. 1893

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Exclusive Agent For United States,
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Patented T-E-L Cutter

Serial No. 507—No Springs



Cutter easily changed.
Female Blades
changed as needed.

Price Reasonable
Satisfaction Guaranteed

Write for Particulars.

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CHICAGO - ILL.



Novelty Pat.
FIORETTO

DEMONSTRATION WORK

Boston Newspaper Food Expert in Valuable Home Service in Test Kitchen—Macaroni Featured One Week.

Macaroni manufacturers of Boston are loud in their praise of the work being done through the home service department of the Herald-Traveler, leading newspaper of that city. The demonstration was carried out through the efforts of Miss Weimer, food expert in charge of the Herald-Traveler test kitchen, wherein the foods are tested and prepared under approved conditions.

Cooking classes are held daily with members of the various women's clubs in attendance. Macaroni dishes were featured one day in each series of cooking classes, during which she impressed upon her audience what a highly nutritious food product macaroni really is, described its manufacture laying stress upon the care and cleanliness used during this process, and then taught how to cook and prepare many delicious dishes from both macaroni and spaghetti.

These demonstrations are carried out in the test kitchen by this popular newspaper. New food products are tested and delicious and economical recipes are worked out for the housewife. These are featured 3 times a week in the Traveler and 4 times a week in the Herald, including a full page on Sunday. These publications reach the best homes in New England.

Miss Weimer featured macaroni for a week in the test kitchen and macaroni dishes in her columns in 2 daily editions of both the Herald and the Traveler, and one Sunday Herald page in April. Macaroni and spaghetti for the test was freely supplied by the progressive Boston macaroni manufacturers. Their products were exhibited during test week and one manufacturer alone reports 500 telephone calls for his product.

This interest was directly attributable to the demonstration work carried on under the direction of this expert.

Miss Weimer also demonstrated the proper preparation of suitable sauces the work being done at the cooking school at Horticultural hall. The wife of one of the leading manufacturers of that city prepared a special sauce for the demonstration work. Miss Weimer's work in furthering the interests of the macaroni manufacturer is both con-

structive and fruitful and is bound to build up the good will of the housewife toward macaroni products. Commenting on the value of macaroni as a food, Miss Weimer makes this significant statement in her personal report on the work being done:

It seems that macaroni needs to have work done to show the consumer how to use it. The trouble is not so much that women do not like macaroni as a food, but they do not know how to cook it palatably so as to make a dish that all the members of the family will want to eat. In using macaroni combinations we found that women were very enthusiastic and wanted to know more about it.

This is exactly the kind of work that the macaroni manufacturers of the country should encourage persistently. Imagine the opportunity that the bigger markets of the country offer this industry if through some organization a staff of half a dozen or 10 demonstrators were regularly employed in educative work of this kind.

Macaroni in Lunch Box

"Macaroni with cheese" is highly recommended as a suitable, hot luncheon dish to be carried to school by children or to shops and offices by workers for their noon meal, by Elizabeth O. Hiller, national authority on food cookery, in the Chicago Daily News. The article and recipe follow:

Children are very fortunate who, for a small sum each day, can buy a nutri-

tious, carefully prepared lunch at the school lunch room. Mothers of children who must carry their lunches should make every effort to see that there is one hot dish available at the school-house.

This may be prepared by the teacher of domestic science, or by one of the older girls in the cooking class, or perhaps one of the mothers who lives near might be able to prepare such a dish. If this is not possible, a place with the proper equipment should be provided where food, brought from home, could be reheated; or if each child could own a ½-pint vacuum bottle, this important part of the lunch could be taken care of with little trouble and be much more satisfactory to the children.

The following recipe for a hot dish that may be conveniently carried in the vacuum bottle is offered as a suggestion for these lunches:

Cook until soft ¾ cup of macaroni, broken in inch pieces, in boiling salted water to which has been added ½ tablespoon of butter and 1 small onion stuck with 1 clove. Remove onion, drain in a strainer and pour over ½ cup of hot cream, sprinkle over ½ cup of cheese cut in thin small bits. Reheat, season with salt and a few grains of cayenne. For the children's lunch the cayenne may be omitted. Turn while piping hot into a vacuum bottle, cork, adjust the cover and pack in the lunch box.

Forbes-isms

Absorb to spread.
Work or want.
To get there, go to it.
Work today or want tomorrow.
Whatever else you do, disperse good cheer.
Good humor is the best business lubricant.
Achievement, nothing else, spells satisfaction.
Most of the foundation laying is done out of sight.
Railway ties wouldn't last long if they didn't give a little.
Accept favors only from those whom you favor.
The most effective fires don't give off most smoke, remember.
Truth is as a straight line, a lie as a tangled skein.
The fellow who gets along is the one who keeps going all the time.
Sleep at night, not at work, or by and by you won't be able to sleep at night.
The way to make the grade is to fit yourself to pull a stiff load.
The strongest rope is made of the slenderest of strands, let each one remember.
There are times to stand pat and times to bulge.
The prudent employer doesn't broadcast all the time. He often puts the receiver to his ears.
To get up, keep your courage up.
To keep up steam, don't get into the habit of blowing off steam.
Shirkers become stunted, then shunted.

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.



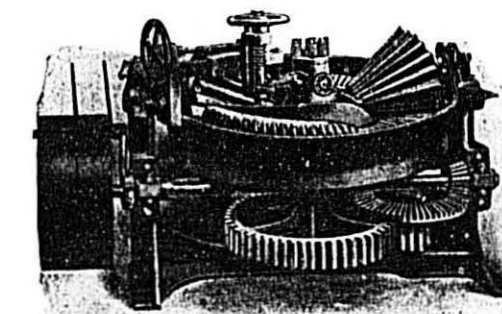
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and
More Uniform Products

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Removable Pins

A trial will convince you of
their superiority.

Frederick Penza & Company
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D. & E. Kneaders



To The Trade:-

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

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

Yours very truly,
DIENELT & EISENHARDT, Inc.
R. F. BOGGS, Sales Manager.

DIENELT & EISENHARDT, Inc.
1304-18 N. Howard Street
PHILADELPHIA, PA.
Established Over 50 Years

MUCH DISSATISFACTION

Objection General to Pound Basis Plan, as Expressed Also by Nonmembers of National Association.

Had the durum millers been guided by the prevailing sentiments among the big majority of the macaroni manufacturers they would not have so hastily launched their new plan of semolina selling on the pound basis. Like the Irishman in the story, they strike first believing that they would be in a better position to argue later.

In the April issue the results of a referendum submitted to the members of the National Macaroni Manufacturers association showed that that group was practically unanimous in its opposition to the new plan and fully in favor of the compromise suggestion of a Dollars and Cents price per 100 pounds.

In order to be more eminently fair, a poll of the nonmembers was also taken to feel out the whole industry on this important question. The opinions of the nonaffiliated group were about the same as expressed last month.

There is a sharp line of demarcation between the wants of the durum millers and the wishes of the semolina buyers. The former argue that the semolina end of their business has never been over profitable or well balanced and the opinion prevailed that by increasing the spread between price quotations the semolina market will become more stabilized.

The durum millers do not approve of the Dollars and Cents per 100 pound compromise proposal made by the macaroni manufacturers as that would take them back to the old basis of "trading nickels" as one miller tersely put it.

The referendum has served one purpose—that of pointing out to the industry and to the durum millers just how the macaroni manufacturers view the changed policy. It is hardly conceivable that the millers will be greatly affected by the results of the vote as there is an evident determination in that group to give their plan a good tryout, now that the start is made. It is even hinted that, should this innovation prove as beneficial as its sponsors hope for, this sales policy will be extended to include all kinds of flour and other milled products.

Vote Among Nonmembers

Seventy-five macaroni manufacturers both large and small but who are not

members of the National association made known their views, using the pink referendum sheet in the March 1924 issue of the Macaroni Journal for the purpose of recording their views. We tabulate the vote in percentage as follows:

The Vote	The Vote	
	Yes (%)	No (%)
Question No. 1—Do you favor the new plan of quoting semolina prices by the pound instead of the former barrel basis?	28	72
Question No. 2—Do you favor new plan of quoting prices on sacks at a fractional cent additional to the pound price of semoline?	0	100
Question No. 3—As a compromise would you prefer the quoting of semolina prices as so many dollars and cents per 100 pounds?	96	4
Question No. 4—Would you prefer to have prices on sacks quoted at so many cents each, depending on their kind and size?	92	8

The unanimous vote of the industry against the new policy of quoting prices on sacks on the fractional basis should convince the durum millers that in this policy at least they should make a change in their price quotation so that there will be no relation between the price on sacks and the price of the contents.

Patents and Trade Marks

TRADE MARKS APPLIED FOR Sea Island

The Allen-Rethemeyer Co., St. Louis, filed application April 22, 1924, for right to use the trade mark "Sea Island" on a line of grocery products including macaroni, vermicelli, noodles and spaghetti, claiming use since January 1917. The trade mark consists merely of the words "Sea Island" in dark type. All notices of opposition must be filed within 30 days of date of publication, April 22, 1924.

Galileo

The trade mark "Galileo" used by the Kansas City Macaroni & Implement company of Kansas City was filed with the patent office on Feb. 21, 1924, with application for right to use it on the alimentary pastes manufactured by that company. The trade mark was published April 29, 1924, and all no-

tices of opposition must be filed within 30 days of that date.

TRADE MARKS GRANTED

Hirondelle

The C. H. Catelli Co., Ltd., of Montreal, Que., has been granted registration rights on the trade mark "Hirondelle" for use on alimentary pastes shipped to this country. This company filed application Aug. 24, 1922, claiming use since Oct. 1, 1908. It was given serial No. 168,631.

Keno-Kuts

The trade mark "Keno-Kuts" was duly registered in the patent office by the Wisconsin Macaroni company of Chicago on April 15, 1924. The company filed application Jan. 20, 1922, for right to use this trade mark on alimentary paste products, namely, macaroni, long and short, spaghetti, vermicelli and noodles. It was given serial No. 182,560.

La Favorita

The Federico Macaroni Manufacturing Co., Inc., New Orleans, filed application Oct. 17, 1923, for right to use the above trade mark on the macaroni and spaghetti products manufactured by it, claiming use of this trade mark since 1886. Registration rights were granted April 29, 1924, and given serial No. 187,101.

Goodman's Matzoths

A. Goodman & Sons, Inc., New York, N. Y., filed application July 7, 1923, for right to use the above trade mark on the alimentary paste products and matzoths manufactured by them. Registration rights were granted April 29, 1924, and trade mark was given serial No. 183,430.

Hazel's Peachy Brand

Frederick A. Nopenz, Chicago, filed application for registration rights on the above label for use on the egg noodles manufactured by him. The title was given No. 27,178, April 8, 1924.

Perfection Venexia

The two above labels were duly registered April 8, 1924, by the Fresno Macaroni Manufacturing company of Fresno, Calif. They were published Nov. 29, 1923, and given title Nos. 27,162 and 27,163 respectively. These titles are to be used on macaroni products.

MORE TIMELY ADVICE

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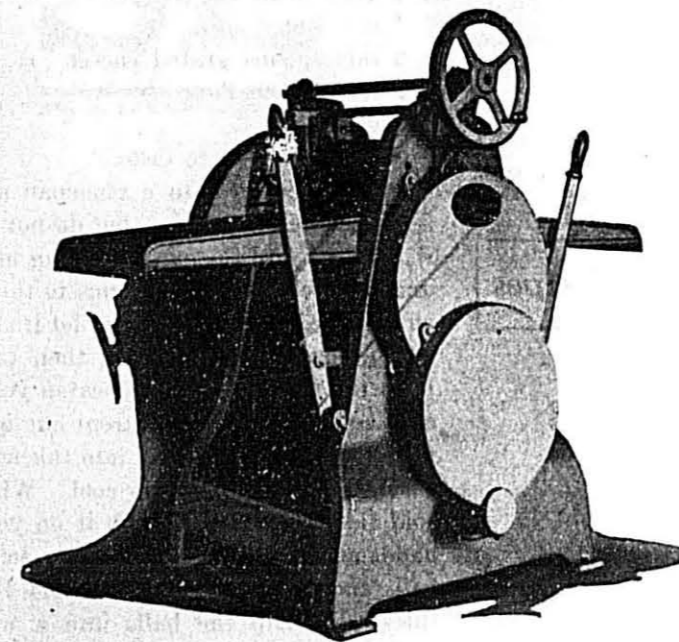
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The Champion! -- For Service

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.

Ask Us For Full Particulars

CHAMPION MACHINERY CO.
JOLIET, ILLINOIS

INVESTIGATE
Before Buying!
It Always Pays!

Naples Leading Wheat Port

With Italian wheat importations placed at about 125,000,000 bu. Naples still holds first place as the leading port of entry for this bread grain, getting over one sixth of the entire importation, according to a report by Vice Consul Julian C. Dorr to the department of commerce. Little of the wheat imported ever leaves that business center, most of it being milled and used in the local bakeries and macaroni plants of Naples and its suburbs.

Naples and vicinity boast of about 125 flour mills with a capacity more than sufficient to meet local needs. In the first 9 months of 1923 Italy imported more than 18,000,000 bu. of hard wheat, 76% of which was from the United States and much of it suitable for macaroni manufacture. The soft wheat importations totaled 67,000,000 bu. and about 60% of that total originated in the United States.

Favor Sales Tax Cut

The recommended elimination of the 6% sales tax in the proposed Canadian budget is highly pleasing to the macaroni manufacturers of that country, according to Achille Bienvenue of C. H. Catelli & Co. of Montreal. Elimination of this sales tax will have a stimulating effect on the sales of this economical food and will enable this product to be marketed at slightly lower prices. While the tax has been a source of revenue to the government, the added cost had to be reflected in the selling price of the goods that were taxed.

Severs Pillsbury Connection

The business of George A. Zabriskie, New York representative of the Pillsbury Flour Mills company, was taken over May 1 by the flour concern and hereafter the New York office will be operated directly as a branch office of the Minneapolis firm. Mr. Zabriskie has been connected with the Pillsbury company since boyhood and has succeeded in working up a creditable business and reputation for the mills output in the metropolitan district of New York. He recently returned from an extended trip to Egypt and the Holy land, a well earned vacation.

American Wheat to Italy

American hard wheat leads in both quality and quantity of this grain annually imported by Italy. Australia,

Argentina and Canada have for the past few years been vying with each other for second place as suppliers of hard wheat for Italian macaroni manufacture.

In the prewar days Russian hard wheat was used almost exclusively in Italian macaroni factories but during and since the war American durum has been popular in this home of macaroni. Practically all of the wheat produced in Italy is of a soft variety and hard wheats predominate in the imports. Italy places a heavy duty on American flour, preferring to have wheat imported and ground in its own mills.

Russian Wheat at Naples

What is considered the first large shipment of Russian hard wheat to the Italian market was reported last month in a message from Rome which read: "Russia's trade agreement with Italy began to materialize today, April 25, with arrival in Naples of the steamship Odessa flying the red flag and carrying 8,000 tons of grain for making macaroni. It will be followed by shipments amounting to 300,000 tons."

This would indicate that Italian made macaroni manufactured out of Russian wheat will soon be competing directly with the American made macaroni from American grown wheat. This is a further argument, strengthening the position of the American industry in its demand for adequate tariff protection. In this the macaroni industry should have the wholehearted support of the durum wheat raisers, whose business will be indirectly affected by the growing foreign competition in the macaroni field.

Tested Macaroni Recipes

Baked Spaghetti

- One pound spaghetti.
- 2 tablespoons minced parsley.
- 3 onions.
- 1 can mushrooms.
- 1 quart tomatoes.
- 2 green peppers.
- ½ lb. chopped cheese.
- 2 teaspoons salt.
- ½ teaspoon pepper.
- 4 tablespoons catsup.
- 4 tablespoons butter or olive oil.

Put spaghetti slowly, without breaking, into 4 quarts of rapidly boiling salted water. Boil about 20 minutes. Drain and rinse with cold water. Put

butter, or oil, in frying pan and add sliced onions. Fry until a golden brown. Add mushrooms and salt lightly.

Remove seeds and white fiber from peppers. Dip in boiling water 5 minutes. Then dip in cold water and rub off the thin coating covering the pepper. Cut in shreds or mince. Add to onions and mushrooms in frying pan. Add tomatoes and bring to the boiling point.

Put spaghetti in baking dish, add tomato mixture with parsley and catsup and mix well. Bake in a slow oven for 1½ hours. Add chopped cheese and bake half an hour longer or until the cheese is melted. This rule will serve 15 persons.

Frankfurters and Noodles

- 1½ lbs. frankfurters.
- 1 pound egg noodles.
- 1 can tomato soup.

Boil the noodles till tender, drain and add the soup. If this is too highly seasoned dilute with a little boiling water and thicken slightly. Skin the frankfurters and steam them until thoroughly done, about 20 minutes. Add to the noodles and tomato sauce and heat together for 5 minutes.

Macaroni Balls

- 1 cup cold boiled macaroni.
- 1 tablespoon butter.
- 1 cup boiled milk.
- 2 tablespoons grated cheese.
- 2 tablespoons flour.
- Yolk 4 eggs.
- Salt and pepper to taste.

Put the butter into a saucepan and as it melts add the flour, but do not let it brown. Add the cup of boiling milk and stir well. When it begins to thicken add the grated cheese and let it simmer a few minutes longer; then take from the fire and add the beaten yolks of 4 eggs; have the macaroni cut into tiny bits and work it well into this mixture; then set it aside to cool. When cold take a little flour, rub it on your hands and form the macaroni into small balls about 2 inches in length and 1 in thickness. Dip the balls into a well beaten egg, roll well and then roll in grated cracker crumbs. Fry in boiling lard and serve hot.

To please a man get him to talk about himself; to please a woman get her to talk about her neighbor.

SPRING CROP 1923 Pure Granulated Hen Egg Yolk

Excellent Color and Quality for High Grade Egg Noodles.

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

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CROOKSTON, MINNESOTA

"The Romance of Posters"

By Dan B. Webb, Manager Commercial Department, Quigley Lithographing Co., Inc., Kansas City

If there is any romance at all in our modern business structure—and I believe there is—there must be "Romance in Posters."

The poster had its beginning in the first century of the Christian era. The Pompeian of 18 centuries ago carried a stylus, much as you and I carry a pencil. He used the nearest surface as a writing tablet for announcements, either commercial or political.

History tells us there was a political campaign in progress, when the eruption of Mt. Vesuvius buried Pompeii. Many campaign documents are in evidence, just as they were placed there 19 centuries ago.

At one point there are several benches securely fastened to the ground which face a large wall. The wall was evidently used as a chief bulletin board. This, in the poster man's parlance of today, would be called a high spot, or special panel.

Cutouts, which might be called indoor posters, had their origin 3 thousand years before the Christian era. Those Egyptian monarchs who erected the sphinx and built the pyramids, silhouetted against the sky of the Lybian desert, had in mind a perpetual advertisement of the mighty builders who ruled that country during the early dawn of history.

The lion of Luzerne, a cutout in the solid rock of the everlasting mountain, has helped to advertise Switzerland as the land of wonders. The lion of St. Marks, a cutout in the rocky side of a mountain near Athens, is a Venetian commemoration or advertisement of the glory of Venice in wresting Greece from the Turks.

Like the daring lover of old who won his lady by fighting duels, conquering armies, and fighting the wrath of mighty rulers, there must be romance in the development of posters.

Persecuted by their enemies the poster boards have gone on and on, narrowing the wedge of selling costs in the business dollar. They have been called a daub, a blemish, an eyesore, a disgrace, knocked by old women of both sexes, until it would seem that the merciless reaper with his poisonous scythe would cut them down and send them crashing into oblivion and a postless future.

But they have gone on, hiding the uninviting dump heaps of vacant lots. Beautifying otherwise monotonous roadways, satisfying the elementary love of pictorial art which is hidden in the heart of every man, woman and child. But greatest of all they have become a most necessary adjunct to the business side of our everyday life.

Posters have sent millions of people to church. They have filled countless theatres every night in the week. They helped win the war by stimulating enlistments, selling Liberty bonds, by aiding Mr. Hoover in controlling food consumption.

Posters have made thousands "walk a mile for a Camel." They have given "that school girl complexion" to millions of women. They have made millions of men enjoy their smoke, because "Chesterfields satisfy." They have given "that clean clothes feeling" after wash day with Crystal White soap and taught us what was "good for tender skins" with Creme Oil soap.

They have put a "Wing Foot" on millions of automobiles. They have taught us to "eat more wheat" and convinced us that "macaroni is a good wheat food." They played a major part in the largest cooperative advertising campaign ever launched, which has made "Sun-Maid raisins" a household byword. They stood out like a giant in the cooperative campaign when the raisin growers invaded England, and answered the British boycott by establishing over 7 thousand retail accounts in the first 3 weeks of the campaign, which resulted in the sale of over 20 thousand tons of "Sun Maid raisins" in Great Britain, the first year.

They played a leading role when 70 thousand farmers of northern Pennsylvania, northern New Jersey, Connecticut, southern Massachusetts, Vermont and New York state, constituting the Dairymen's league, launched their cooperative advertising campaign on "Dairylee milk" that resulted in putting the milk in over 11 thousand stores in greater New York.

There is romance on every side of our modern business structure, if we will but only look for it. Romance in working. Romance in cooperative marketing, selling advertising, that leads to broader vision and larger profits.

Too many of us go along for years in the same channel. Instead of broadening our channels we sometimes narrow them down until they become ruts. We need to broaden our channels of expression and open new avenues through which constructive building and greater profits will come to us.

There is no better way for any industry to broaden its channels than through cooperative advertising. It brings us into contact with other minds. It helps us find association with people who have kindred ideas.

By doing a lot of small appropriations you can make one big one that will tell your story to the masses. It takes our noses off the grindstone of our own little part of the industry we are in. The romantic part that posters have played in the broadening of avenues of industry is prominently in evidence.

What has been behind the romantic rise of posters? Has it not been the union of art and industry? And why not? Have we forgotten that "Michael Angelo not only wielded a brush and chisel, but that he could design and engineer the construction of a cathedral, or a great bridge and would often turn his hand to the fashioning of a bit of silver ware"?

Artists and business men are getting together. Poster art and design has been developed to a high plane. It has become an agency of culture and happiness which has had a great significance in our economic development.

Finally, posters through their soundness economically have had a wonderful romantic development. In place of the crude methods used in the days of Pompeii, and the so-called daub or snipe, so much in evidence a few years back, we have the standard "AA" board. In place of the Pompeian with his stylus to design the posters we have artists with national reputations.

But the most rapid development of the poster media has been in the past few years.

Twelve years ago, there were only 16,844 24-sheet poster panels in the country. Today there are over a quarter of a million, situated in some 20 thousand cities and towns, representing an advertising expenditure of upwards of 30 millions of dollars annually. Has there been any romance in the rise of posters?

Note—The editor of The Macaroni Journal has thrown open its columns for a general discussion of the serious problem of "Increasing Public Interest

in Macaroni Products, the 100% Food," through any medium or form of advertising or publicity that is considered both ethical and effective. This is the second of a series of articles on this subject to appear from time to time in this publication, prepared by Dan B. Webb, manager commercial department of the Quigley Lithographing Co. of Kansas City, who stands ready to advise any who may be interested in poster advertising. Comments on this and other articles are welcomed from any in the industry who have had any experience along this line.

New Quarters for Peters

Desiring more commodious quarters for its steadily expanding business the Peters Machinery company, builder of package machinery of high standing, has removed its office and factory to 4700 West Ravenswood av., Chicago. The building is a new and modern structure particularly adapted to housing the high class machine shop equipment that this company must have to turn out the delicate but accurate machines for which it has an enviable reputation.

Packaging machines made by the

Peters company are in use in the leading macaroni plants of the country. This business has expanded, especially under the able supervision of H. K. Becker, vice president and active head of the firm. The transfer of the equipment from the old plant at 231 W. Illinois st. was accomplished without delay to the many machines at work. More prompt delivery will undoubtedly result because of the move to the new quarters which the company's officials announced May 1.

Most helping hands are empty.



International Macaroni Moulds Co.

252 Hoyt St.

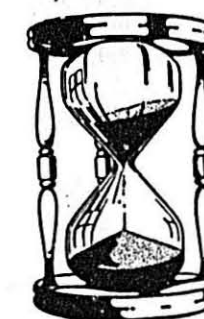
Brooklyn N. Y.

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

PHILADELPHIA OFFICE: 458 Bourse Bldg.

BUFFALO OFFICE:
31 Dun Building

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

BOSTON OFFICE:
88 Broad Street

Notes of the Macaroni Industry

4-cent Tariff in Australia

While the policy of a protective tariff became highly developed in this country following the Civil war, other nations have profited from our experience and have gone us one better in shielding home industries. After years of consistent fighting for adequate protection against imported macaroni products, the American macaroni industry did succeed in getting a 2-cent per lb. duty. Australia, where the macaroni manufacturing industry is almost insignificant, has a duty of 4 cents per lb. on all imported macaroni products.

The American macaroni industry is now soliciting the U. S. tariff commission for an increase in the rates and it seems that with the Australian rate as a guide, a 4-cent per lb. duty in this country would be justifiable.

The semolina from which Australian macaroni products are manufactured is ground from Australian wheat and according to an Australian macaroni manufacturer now visiting this country, semolina is easily procurable at approximately 2½¢ per lb. We pay nearly twice that amount in some sections of our country. This same informant states that labor can be obtained in Australia for about \$1.50 a day and skilled labor in proportion. In America laborers demand more than twice this wage. These are good arguments in favor of protection to macaroni products that the manufacturers are now appealing for.

Seek Macaroni Men's Advice

Having been chosen one of a committee of 4 to represent the macaroni manufacturing industry in its appeal to the U. S. tariff commission for justifiable increase in the tariff on imported macaroni products, Wm. A. Tharinger of the Tharinger Macaroni company of Milwaukee called an informal meeting of the macaroni manufacturers of the Chicago district for April 21 to learn their views. The meeting, in the Hotel La Salle, resulted in an unanimous expression in favor of the move sponsored by the National association to get necessary relief under the flexible tariff law.

Death of S. Lisa

S. Lisa, founder and principal owner of the Imperial Macaroni & Syrup company of Butte, Mont., passed away last month following a long illness. For 30

years Mr. Lisa has been connected with the business interests of Butte as owner of one of the best known fancy grocery stores in that section. In the good old days he dealt largely in imported wines and liquors on which he was a recognized authority. About 1910 he opened a macaroni manufacturing plant, a small affair which gradually grew as business expanded. Illness prevented his giving this business the necessary personal attention for the last 4 years. In 1922 he sold his grocery business with the idea of giving his manufacturing plant his undivided attention.

Crescent Sales Force Meets

The spring meeting of the salesmen and officers of the Crescent Macaroni and Cracker company in the middle western states was held the first week in May at the Outing club, Davenport, Ia., and was one of the most successful gatherings of its kind ever sponsored by the macaroni company in recent years. Thirty-five salesmen and officers took part in the business meeting where Hugh Schmidt outlined the general sales policy for the summer season. It was brought out during the meeting that not one day's production has been lost so far in 1924 by this macaroni concern. It is the intention of the company to keep at work full force throughout the year in the belief that there is business sufficient for this proposition if the sales force will go after it with determination. The company is at present employing about 200 men and women in its cracker and macaroni departments. The spring meeting was brought to a close by a banquet at the Outing club where prizes were awarded to the company's best salesman.

Wins Basket Ball Trophy

The Red Cross Macaroni basket ball team put into the field last winter by the John B. Canepa company of Chicago won first place in the Industrial Basket Ball league of that city and was awarded the trophy offered by the Thomas E. Wilson company to the champions of this division in that industrial center. The Red Cross team played in the northern division and never lost a game during the season. The team members and the supporting company are equally proud of the valuable cup awarded them. In the Interstate Basket Ball league contests the Red Cross team meeting some of the best basket ball organizations in the

central states was awarded third place among 87 contestants. The playing of this team indirectly created interest in the products of the company which it represented.

Siam Big Macaroni Buyer

Siam is a big buyer of macaroni and vermicelli products according to import figures covering 1922 and 1923 compiled by government authorities at Bangkok and reported in the United States Commerce Reports. The figures in kilos and ticals, when converted to pounds and dollars, show the importations to be as follows:

For the fiscal year, 1921-22, the importations totaled 2,032,500 lbs. at a value of \$162,597. The year 1922-23 showed an appreciable increase in the quantity and value of this product imported, the figures being 2,789,291 lbs. valued at \$209,188. The declared value of imports is a little under 8¢ per lb.

Foulds Aid to Cooking School

The Home Service School sponsored by the Indianapolis Star began its good work on May 1 under direction of Mrs. M. E. Forbes, expert dietitian and cookery teacher. Seasonable dishes will be given early consideration. It is pleasing to note that macaroni products were first to be given attention in this school. We quote from The Star: "One of the delicious dishes which will be prepared in the Home Service School which opens today (May 1st) under the auspices of the 'Star' will be a macaroni salad. Mrs. M. E. Forbes will explain and demonstrate just how the salad is made. The making of the macaroni itself is a process of particular interest. The macaroni used in the Home Service School demonstrations and receipts is furnished by the Foulds Macaroni company."

Pamphlets explaining just what macaroni is, and its process of manufacture, were distributed during the demonstration. They show the manufacturing process at the Foulds plant through the blending of the semolina, the mixing, kneading, shaping and drying operations, stressing the cleanliness exercised in every department in the preparation of macaroni products in their various shapes and forms. The demonstration work is appealing to the women readers of the Star and the women's clubs are featuring the many tested recipes recommended by the Home Service School.

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

HUMIDITY AND TEMPERATURE

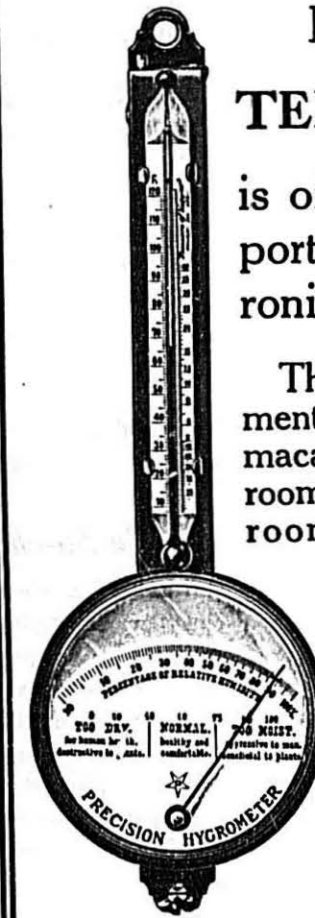
is of the greatest importance in the macaroni drying process.

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
(½ Actual Size)

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

Battle Creek, Michigan

Send for Catalogue

Send for Catalogue

The Macaroni Journal

(Successor to the Old Journal—Founded by Fred Becker of Cleveland, O., in 1903.)
 A Publication to Advance the American Macaroni Industry.
 Published Monthly by the National Macaroni Manufacturers Association.
 Edited by the Secretary, 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. VI May 15, 1924 No. 1

Questions and Answers

Question—"What is flour macaroni?" asks a middle west firm.

Reply—The bureau of chemistry does not have a standard for flour macaroni. The term "macaroni" may be used unqualifiedly for products of this kind provided that they are made of flour or semolina equal to or better than a "straight." We quote herewith from Service and Regulatory Announcements the most recent definition of macaroni products issued by the U. S. Department of Agriculture to replace food inspection decision No. 171.

No. 28. Item 383—Alimentary Pastes.

The definitions and standards published in Food Inspection Decision 171 and Office of the Secretary Circular 136, for macaroni, spaghetti, vermicelli, flour macaroni, flour spaghetti, and flour vermicelli are under reconsideration by the department. Pending the announcement of revised definition and standards, the bureau will not object to the labeling of alimentary pastes made from hard wheat flour as "Macaroni," "Spaghetti," "Vermicelli," as the case may be, without the qualifying word "flour" provided the flour is of a grade equal to or better than a straight. Pastes made from flour of a grade lower than a straight or from semolina of a corresponding low grade are not entitled to the unqualified designations "Macaroni," "Spaghetti," "Vermicelli." They should be labeled with some

term set forth conspicuously as a part of the designation showing their true character.

The National association through its Washington office keeps posted up to date on government rulings, which are furnished to the association members. Every macaroni manufacturer who is interested in improving conditions in the industry should line himself up with the National association and through concerted effort insure progress and bring about the benefits that existing laws, rulings, decisions and definitions offer the macaroni industry.

Trade Slackening General

Signs of a slackening in industrial activities throughout the country were reflected in a report issued by the Federal Reserve board in its May 1 monthly review of general business and financial conditions based on statistics covering March and April, 1924.

Industrial activity diminished and prices were lower during these 2 months. The production of basic commodities declined 3% with a corresponding recession in wholesale prices.

Distribution was similarly affected and bank loans are more numerous and larger than at any time in the last 2 years. Factory employment was un-

changed but working hours decreased and the average weekly earnings declined about 1%.

This survey of general business conditions will satisfy the macaroni manufacturers who have been affected by the general slump in business and should make them satisfied that this is a poor season to go "fishing" for business.

WANT ADVERTISEMENTS

Five cents per word each insertion.

FOR SALE—Complete machinery equipment for macaroni factory of 15-bbl. capacity. Good condition, at \$2000. P. Lazzari, Box 588, Monongahela, Pa.

WANTED—A 1½ or 2 barrel Mixer and Kneader of the Cevasco, Cavagnaro & Ambrette or equally good type, in A-1 condition. Prince Macaroni Mfg. Co., Boston, Mass.

Patented Automatic Macaroni Machine

Will give exclusive patent rights to macaroni firm that will finance building of an Automatic Macaroni Machine that will

Mix, Knead, Press, Span and Dry

Macaroni and Spaghetti Automatically

Address Mr. A. A.

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 Manufacturer

Macaroni Drying Machines That Fool The Weather

387 Broadway -- San Francisco, Calif.

Have You A Message For The Macaroni Manufacturer? If So, Now Is The Time to Tell It.

Business conditions are rapidly improving. They will become normal when all of us Think, Talk and Act normal.

Give your message direct to the big buyers in the Industry through the columns of the NEW MACARONI JOURNAL.

FOR SALE

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

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

Cheraw Box Company, Inc.

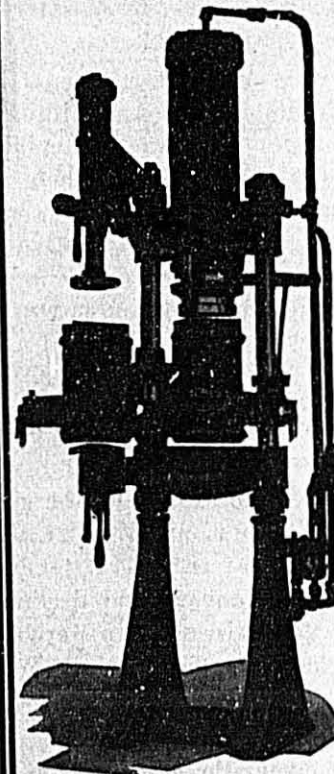
Seventh and Byrd Streets,
 Richmond, Virginia

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.

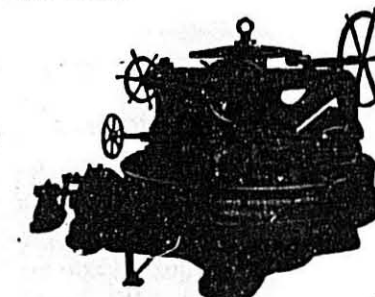
E L M E S
 HYDRAULIC MACHINERY
 ACCUMULATORS — — — KNEADERS



PRESSES

PUMPS

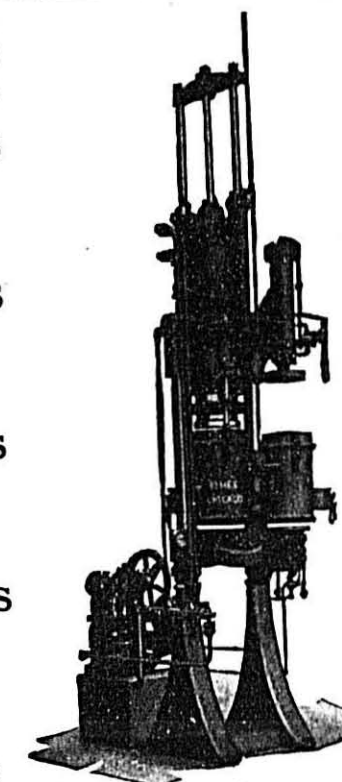
VALVES



MIXERS

DIES

FITTINGS



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

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

CHARLES F. ELMES ENGINEERING WORKS, Inc.

213 N. Morgan St.

"SINCE 1851"

CHICAGO, U. S. A.

OUR PURPOSE:

Educate
Elevate
Organize
Harmonize

ASSOCIATION NEWS
National Macaroni Manufacturers Association
Local and Sectional Macaroni Clubs

OUR MOTTO:

First—
The Industry
Then—
The Manufacturer

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Committee on Macaroni Journal Publication
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M. J. Donna, Secretary and Editor, Braidwood, Ill.

Personal Notes

Among those who visited the headquarters of the National Macaroni Manufacturers association last month at Braidwood were Thomas L. Brown, manager of the durum department of Washburn Crosby company, Minneapolis, and George A. Finley of Aurora, Ill., the firm's salesman in northern Illinois. This was Mr. Brown's first visit to headquarters, and he and Secretary M. J. Donna briefly considered many of the problems seriously affecting both the durum millers and the macaroni manufacturers. Consideration was also given to the part which the durum millers are to take in the 1924 conference of macaroni manufacturers at Niagara Falls.

Fred A. Hamilton, representing the Minneapolis Milling company, left Chicago the latter part of April for Cleveland where he underwent a successful operation. Reports are that he is fully improved and has resumed his duties. Look out for Fred now that he is the same genial but persistent salesman.

Finds Business Costs

The National Macaroni Manufacturers association through its Washington office submitted to the association members last month an interesting table of cost of producing bulk and package macaroni covering 1923. The survey included plants east of Buffalo and Pittsburgh and shows plainly the cost of producing macaroni along the Atlantic border. The firms contributing to the survey represent a total output of 53,500,000 lbs. of bulk goods. Four large and leading package good producers having a total output of approximately

27,000,000 lbs. furnished the data from which was arrived at the approximate cost of manufacture and distribution of package goods. Egg products were not included in this survey.

The figures are most interesting and association members to whom they were sent find them most useful for comparative purposes. It makes them wonder more than ever how several manufacturers can afford to sell bulk macaroni at 5c per lb. in light of the results shown by the survey particularly when there must be added to the figures arrived at such costs as freight, discounts, interest on investment and bad debts.

This is one of the services that the National association is providing members only.

Macaroni Men at Wholesaler Convention

Macaroni manufacturers, particularly those doing business through the wholesalers of the country, have found it profitable to attend the annual convention of the National Wholesale Grocers association and many will undoubtedly attend this year.

The 1924 conference of the wholesalers will be held May 27, 28, 29 and 30 in the Congress hotel, Chicago. A program interesting alike to manufacturer, retailer and wholesaler has been arranged and the convention committee is planning to make the gathering this year the most notable event in the history of that organization.

At the wholesalers convention last year in St. Louis, an interesting meeting of the macaroni manufacturers in attendance was held. It is planned to hold an impromptu meeting of such representatives of the macaroni indus-

try as will be in attendance in Chicago, should there be any desire along this line this year.

Several macaroni men who are planning to attend have already expressed the hope that a sectional meeting of the kind referred will be held on the afternoon of May 29 and if the macaroni manufacturers who plan to go to Chicago for the wholesalers convention will make it known to Secretary M. J. Donna of the National Macaroni Manufacturers association, arrangements will be made for an informal meeting of macaroni makers, as such, to consider any and every subject of interest.

Gatherings of this kind cannot help but be profitable if they permit of only an exchange of views and opinions. The wishes and desires of those who are planning to attend will guide whatever action is to be taken relative to a macaroni meeting on May 29 in Chicago. Make known your intentions and wishes.

Secretary Supervises Survey

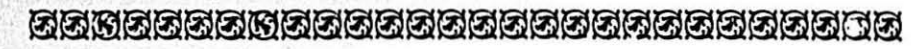
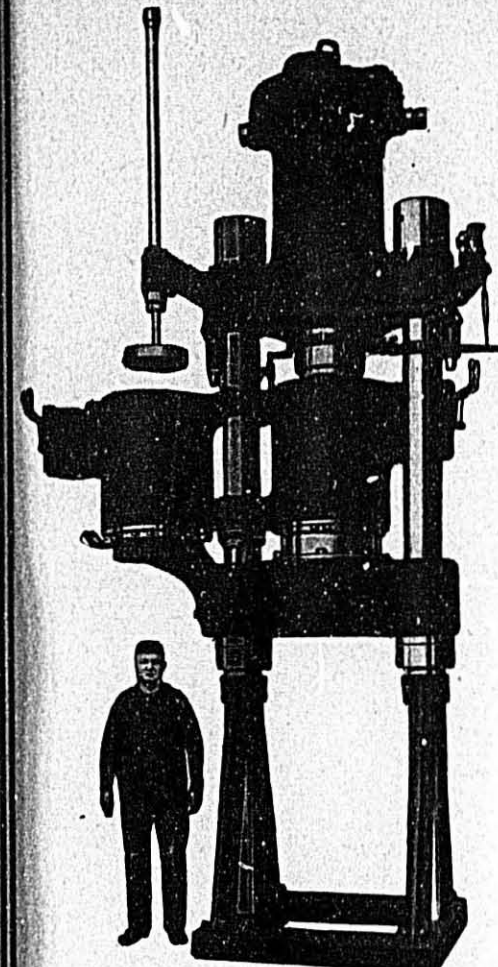
(Continued from page 23.)

will note also, in examining the graph of the first three months of 1924, while it showed the same general tendency of a raise in January and decline in February and a rise again in March, the demand has been better than in the previous years with the exception of 1920.

6—Name your three poorest business months. The three best.

The poorest business months seem to be June, July, and part of August and the best business months seem to be September, October and November.

Yours very truly,
M. J. DONNA, SECRETARY
MACARONI CO.



John J. Cavagnaro

Engineer and Machinist

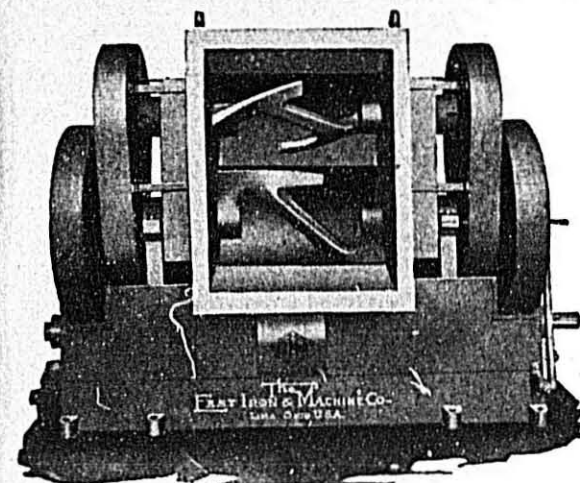
Harrison, N. J. - - U. S. A.

Specialty of

MACARONI MACHINERY

Since 1881

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



"EIMCO"

Mixers and Kneaders

Insure Uniformity, Color and Finish

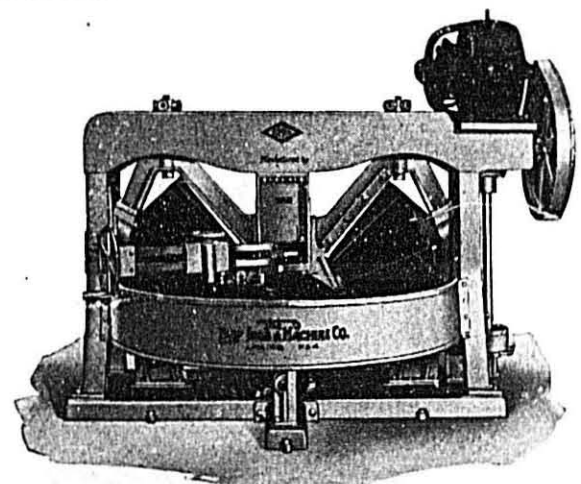
"Eimco" mixers develop the full strength of the flour and produce perfect doughs, absolutely uniform in color, temperature and finish, just like an expert would do it by hand but they do it many many times quicker—also much quicker than ordinary machines—because they are scientifically designed and built.

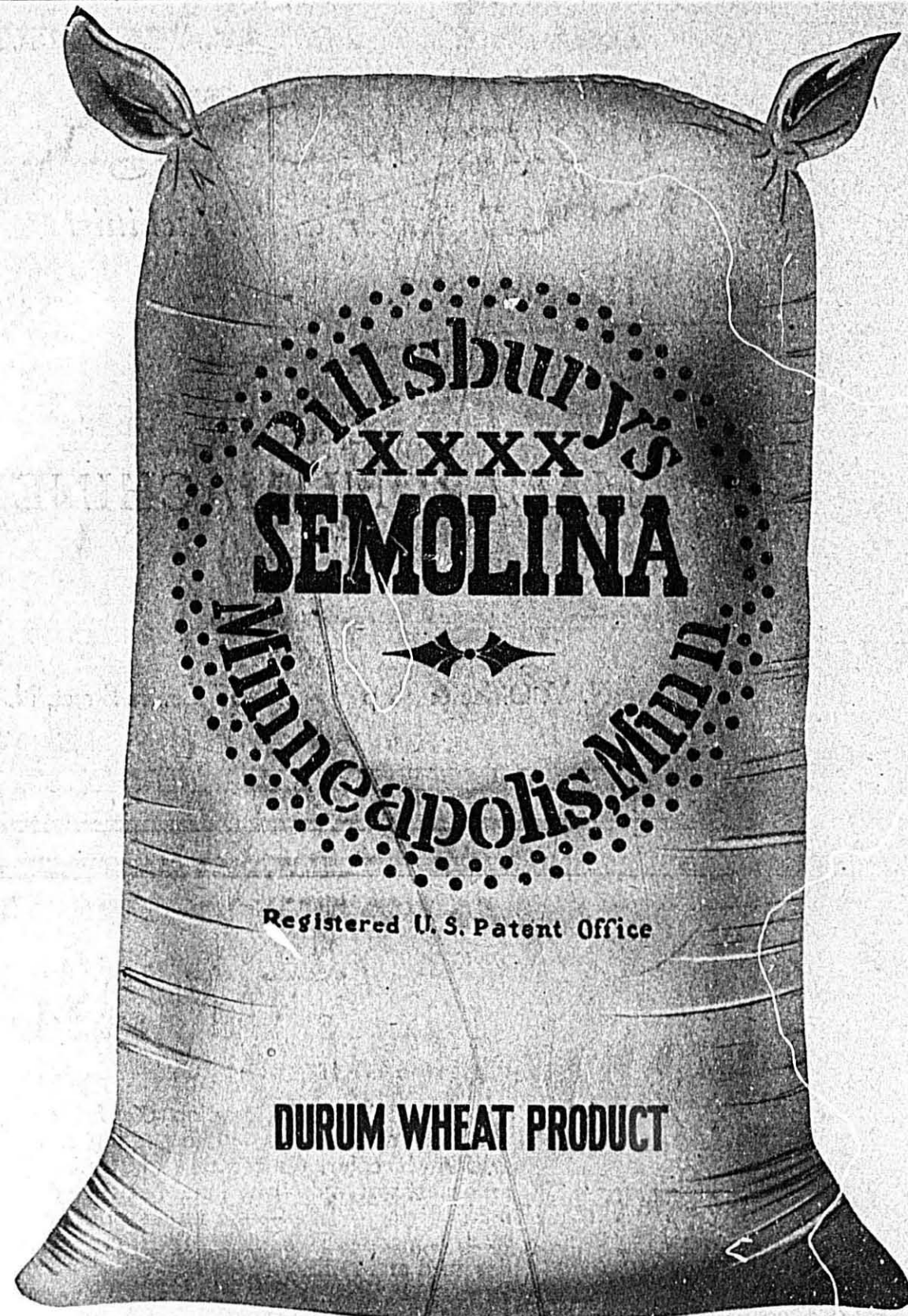
"Eimco" kneaders knead the lumps of dough, as they come from the mixer, into one solid ribbon and give it uniform texture and they do it quicker and better than ordinary kneaders. They are equipped with plow and have scrapers at rolls to prevent dough from clinging. All gears are fully enclosed.

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

Ask us for bulletin and photos.

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





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