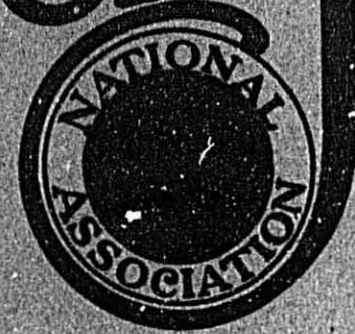


**THE  
MACARONI  
JOURNAL**

**Vol. 6, No. 7**

**November  
15, 1924**

# The Macaroni Journal



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

Minneapolis, Minn.  
November 15, 1924

Volume VI

Number 7

## I Believe

I believe in the stuff I am handing out, in the industry I am working for, and in my ability to get results.

I believe in working, not weeping; in boosting, not knocking; and in the pleasure of my job.

I believe that a man gets what he honestly goes after, that one deed done today is worth two deeds tomorrow, and that no man is "down and out" until he has lost faith in himself.

I believe in today and the work I am doing; in tomorrow and the work I hope to do, and in the sure reward that the future holds.

I believe in courtesy, in kindness, in generosity, in good cheer, in friendship and in honest competition.

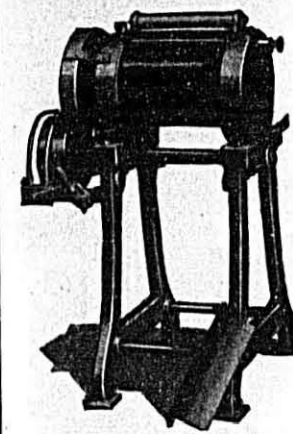
I believe there is something doing, somewhere, for every man ready to do it.

I believe I'm ready—right now.—*Elbert Hubbard.*

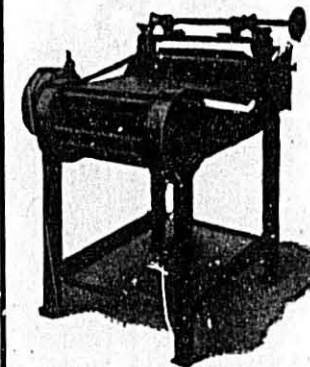


*He knows this Macaroni is good because it is packed in "CHICAGO MILL" Boxes!*

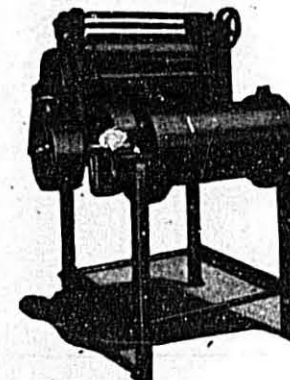
**CHICAGO MILL AND LUMBER COMPANY**  
 510 N. DEARBORN ST.  
**CHICAGO**



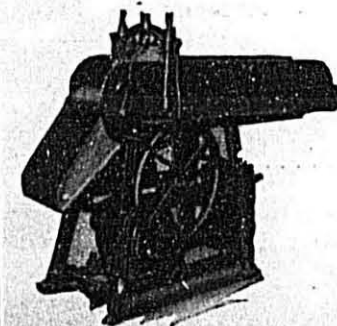
Roller Noodle Cutter



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.

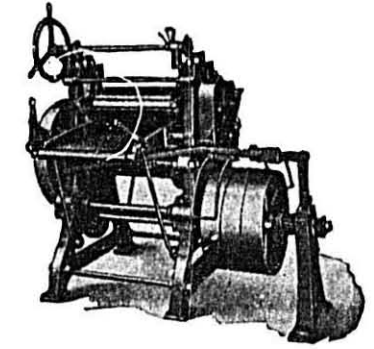
They are designed and built to eliminate skilled operators as much as possible.

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".

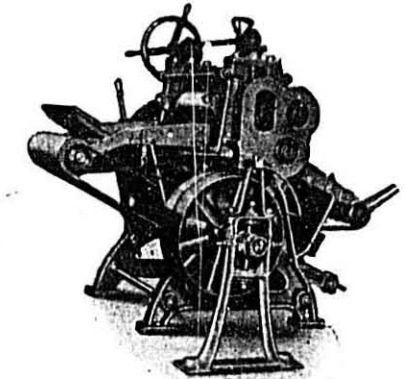
*Our catalogue will be mailed on request.*

**CLERMONT MACHINE CO.**

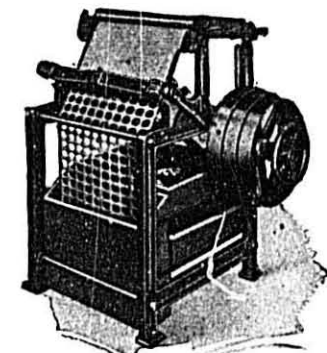
77 Washington Avenue  
 BROOKLYN, NEW YORK



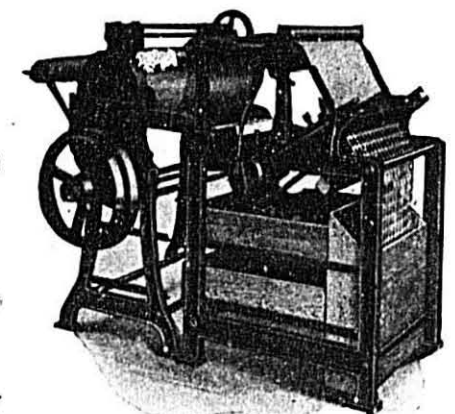
Reversible Dough Breaker



Roughening Non-Reversible Dough Breaker.



Fancy Stamping Machine for Bologna Style Noodles.



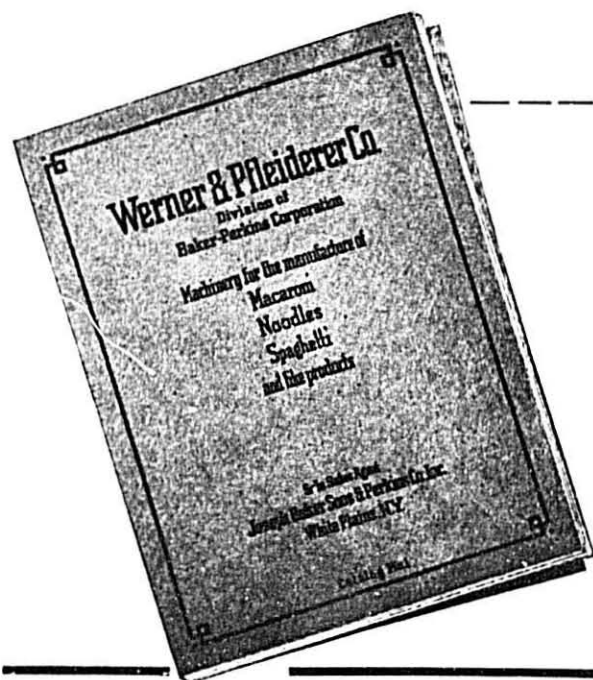
Fancy Stamping Machine With Calibrator Attached.



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



drop us a line or mail this coupon



baker-perkins company inc  
saginaw, michigan

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

my name .....

my firm's name .....

address .....

city ..... state .....

OCTOBER

# 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



TEN GOOD REASONS FOR USING TWO STAR  
SEMOLINA ON THE NEW CROP—COUNT 'EM  
AND REMEMBER  
★★ THERE IS NO STAR LIKE TWO STAR ★★



QUALITY

SERVICE

*Eat More Macaroni—the*

*Best and Cheapest Food*

**MINNEAPOLIS MILLING CO.**  
MINNEAPOLIS, MINN.

# THE MACARONI JOURNAL

Volume VI

NOVEMBER 15, 1924

Number 7

## Friendly Competition

*"No man is good enough to govern  
any other man without his consent."*

Webster's dictionary defines "Competition" as "the act of seeking, or endeavoring to gain, what another is endeavoring to gain at the same time." Also as a "rivalry, as where two or more persons are engaged in the same business and each seeking patronage." Will this apply literally to "Competition" as we experience it today?

Competition has existed since the early dawn of history. Had there been a second man on earth at the time of Adam he might have had strenuous competition for the hand of Eve, the mythical snake notwithstanding.

In the ordinary course of evolution, first came the individual playing a lone hand against man, beast and nature; then followed the family, the clan, the tribe and the state; later, the nation as we know it today.

The business world underwent a similar evolution. At first man provided solely for his own bodily wants; on mating he developed so as to provide for his mate and family. As his productive abilities developed, he had to enlarge his circle of the users of his services or production till competition sprung up in the form that we find it in this age. From that small beginning comes the intricate system known in this age as "Business."

Our business, that of manufacturing macaroni and similar products, is merely a small branch of that general business that encircles the world. It is a relatively new development in the present day business world and still has many rough edges that will be smoothed off only naturally through time and under proper guidance.

The one irritating rough spot that requires immediate attention in our industry may be termed "Competition." As competition is now carried on among us, it may be termed disastrous competition. We are going through a phase of our business that other older industries had to cope with, successfully if they progressed. From this stage we also will emerge safely if we be considerate and cautious.

In order to help bring about understanding out of what might be termed chaos in business, trade associations were formed to promote the general interests of a particular line of business. Trade associations are merely a necessary means whereby individuals are enabled and encouraged to practice that essential element—"Cooperation."

Leading the macaroni industry is the National Macaroni Manufacturers Association organized to facilitate the elim-

ination of abuses, to improve trade practices, to establish friendly group relations, to determine proper standards of quality and to disseminate helpful trade information. By this means it hopes to bring about "Friendly Competition" that aims to build rather than destroy.

The National Association can hope to succeed only if it gains the backing of the better class of business men in the industry. Without it the National organization representing this industry will fall short of its objective—bringing about "Friendly and Profitable Competition" through proper service and helpful cooperation.

Every macaroni maker who gives good service with an honest product helps the reputation of every fair and honest competitor whose product gives a similar service to the consumer. Every honest sale helps the sale of every honest made product and every fair business practice helps every other manufacturer and distributor in the same line.

With business in our line limited, competition naturally becomes keen and, at times, nasty. In order to avoid this last stage some means must be found to stifle unnecessary production, particularly of inferior products or to increase demands for our foodstuff. If either course is chosen, the better classes in the industry will be depended upon to lend their experience and their training in carrying it on to a successful conclusion. It is here that the National Macaroni Manufacturers Association hopes to be of greatest assistance.

Happily there is no thought of compelling unwilling ones to do what a few leaders or even a majority agree upon, but rather to educate them to the fact that success in business is not altogether a matter of dollars and cents on the right side of the ledger, though that is encouraging, but in the knowledge that our business is conducted along approved lines and that it fills a niche in the business world of which any firm is an infinitesimal part.

Macaroni manufacturers of all classes whether large or small, in any stage of development new or old, can well afford to confer and consult with each other and can best do so under the auspices of the unselfish National Association that stands ever ready to serve the whole group. Through self education it is hoped to bring about more friendly competition in the macaroni manufacturing and distributing business in this country. All are interested to help this movement which will benefit alike both the participant and the standpatter.

Through "Friendly Competition" let us batter down the disastrous conditions that confront us. Don't wait for others to do it, but start today. You're following will be great and appreciative.

# Argument No. 4

Being One of 6 Arguments Favoring Cooperative Advertising, Started August 1924 Issue

Judging from the experiences of 33 associations which have made use of cooperative advertising to enhance their business, the Periodical Publishers Association of America concludes that there will be a big increase in this form of publicity in the various trades in the future.

Cooperative advertising has been successfully used for the following unselfish purposes:

- 1—Habit forming campaigns—educating public to new methods.
- 2—Concentrating demand of smaller number of styles—thus allowing simplification in manufacture.
- 3—Protecting an industry from attacks because of popular misunderstandings.
- 4—Promoting sales by forming general background for individual advertising.
- 5—Increasing consumption of an established product.
- 6—Correcting bad trade practices.
- 7—Expanding the sales season.
- 8—Teaching the public to recognize and appreciate quality.

## SALES OF PAINT AND VARNISH ARE GREATLY INCREASED BY "SAVE THE SURFACE" CAMPAIGN

Save the Surface Campaign, The Bourse, Philadelphia, Pa.

Up to 1919 the sales of paint and varnish were increasing no more rapidly than the growth of population.

An organization of the leaders of the paint and varnish industry was made at that time which had for its basic purpose advertising those products. An investigation showed that only a very small part of the paint and varnish was being used that was really needed to prevent deterioration of buildings, fences, furniture and farm implements.

The immediate purpose of the campaign was to impress upon the people of the country the fact that they could not afford to delay painting and varnishing; the deterioration of exposed surfaces was so great that lost of paint and varnish was small in comparison.

The first advertising campaign was started in 1920 with approximately \$100,000. Within 2 years that amount was doubled. The consumption of paint and varnish has already been more than doubled. In 1922 sales were 37% higher than in 1921 and 16% higher than in 1920. 1923 sales increased 19% over 1922 or 63.6% over 1921.

Evidently, to give the Save the Surface campaign full credit for this increase would be overoptimistic. It did, however, perform an educational function which made the advertising of each of the member manufacturers much more effective, and for that reason the amount of advertising placed by the different manufacturers who participated in the Save the Surface campaign very greatly increased.

The number of members is about 60% of the firms of the paint and varnish business but they represent from 85% to 90% of the business of the industry.

Three year contracts for providing the funds for continuing the advertising were recently renewed.

(Macaroni manufacturers have one of the best foods. They are convinced that it is good. Has the story of macaroni been properly and convincingly told to the millions of probable new consumers who await your arguments? It has been done by others, why not the Macaroni Industry?

(Read Argument No. 5 in December issue.)

## Choosing a Scapegoat

The sixth of a series of short articles on "The American Ways" prepared by Bank of the Manhattan company, New York, N. Y., dealing with America's troubles in solving the stupendous transportation problems.

...

It was in an angry and vengeful spirit that the American people in the 'eighties entered what may be characterized as the corrective, punitive and repressive era of American railroad transportation.

Although the abuses and evils of the immediately preceding period were to a substantial extent the logical results of a change in the viewpoint of the people themselves, from one of promoting the growth and prosperity of the nation to that of individual selfseeking, the railroads alone were blamed. They were visible, tangible targets at which to aim. Upon them fell the full force of public indignation.

Blinded by bitterness, the American people forgot their original objective of adequate transportation and began to think and act upon the assumption that the railroads were something outside of the general economic structure of the country, and were to be dealt with in a spirit of antagonism as something external and alien.

On the other hand, thoughtful pub-

lic leaders and conservative railroad managers had come to recognize the need for governmental measures to end the abuses that had developed during the preceding years. The first step in this direction was the enactment in 1887 of the law creating the interstate commerce commission which, with later legislation, put an end to the "rebate evil"; other steps soon were taken by congress and the various states prohibiting discriminations between shippers and the issuance or acceptance of free railroad passes.

However, the mass of the people were not to be satisfied with merely corrective and protective measures. Their mood was one of bitterness and anger which called for punishment, and politicians were not slow to sense an opportunity to advance their personal political fortunes. Therefore in congress and every legislature throughout the country antirailroad legislation became the order of the day. The railroads became the football of politics.

Among the measures advocated during this period was government ownership and operation of railroads.

President Warren Harding in one of his last speeches, commenting on this change in the attitude of the public,

said: "It is a curious trait of human nature that we acclaimed railroads in the building and then turned to hamper them in operation."

However, the real, underlying sentiment of the people was not yet in favor of departing from the "American Way," by making the government everything and the individual a mere automaton. This was shown in a striking manner in 1908; the presidential candidate of one of the leading parties, wrongly assuming that the idea would be politically popular, proposed that the government should own and operate the railroads, and he was overwhelmingly defeated.

One of the most important pieces of legislation enacted during this period was the Hepburn act of 1906. While this law was designed primarily as a purely protective measure and gave to the government the authority, on complaint of a shipper, to limit a rate established by a railroad, it was prophesied that assumption of even this power would inevitably lead to actual rate making and thus drive the government into every detail of railroad operation.

It was not long until additional legislation was enacted enlarging and extending the government control over rate making and by 1910 the interstate commerce commission was authorized to exercise practically full rate making power.

# Report of Research on Macaroni

Prepared by William C. Lorand for the American Package Macaroni Association.

## "A"

### Assimilability of Macaroni, Digestibility of Macaroni

Arnold Lorand of Carlsbad says, "It is well tolerated and quickly taken up into the system. Nor does macaroni contain any of the injurious substances so common in other protein foods, substances which make difficult work for the liver and blood vessels."

Rubner, another authority, says "Macaroni (the durum wheat product) is rich in gluten, and less than 11% of it is lost in the process of digestion and assimilation."

I have already quoted the great work "Diet in Health and Disease," page 133, as to the digestibility of macaroni. Right on the same page you will find an indictment of oats on the ground that they contain too much indigestible cellulose, and yet you will hardly find a pantry shelf in the United States of America that is not stocked to the guards with Quaker Oats. In fact, millions of dollars have been made by manufacturers of oats products on the erroneous and misleading proposition that they were the greatest of food for vigor and for energy. They are not.

Chauvois, another distinguished French authority, especially on diabetes, says that although most carbohydrate foods must be forbidden in diabetes, there is no objection to macaroni, especially as it is invariably palatable and easily taken up.

Graves, another authority on this subject, says, real macaroni is made of durum wheat rich in carbohydrates and protein, practically all of which are absorbed in the body and without taxing the alimentary organs. This authority concludes with the statement that "Macaroni is one food that might well be used by a far greater number of our American people."

Robert Hutchinson of Edinburgh, Scotland, in his "Foods and Principles," page 218, says, "The use of macaroni is indicated in conditions where complete digestibility is required and where it is advisable to leave behind in the intestines the smallest residue possible."

Anna Barrows, instructor in domestic science, Teachers college, Columbia university, New York city, says in G. H. page 269, "In place of meat—what? Mentions macaroni, first among the farinaceous dinner substitutes for meat: also croquettes of macaroni with or without cheese." This author also says that bread, contains too much starch to be considered as a meat substitute.

Macaroni is an almost perfect building up food, free from the unassimilable waste products which so much abound in many other articles of protein diet.

Macaroni is made from flour rich in gluten and is absorbed into the system almost in its entirety.

Lulu Graves, "Modern Dietetics," p. 58, says: "Macaroni is made from the harder varieties of wheat. It is rich in carbohydrates and proteins and is almost entirely absorbed in the body."

Robert Hutchinson, M. D., F. R. C. P. (Edinb), in "Food and the Principles of Dietetics" (1911), says, p. 218: "Macaroni is made from flour rich in gluten. It is highly nutritious, and its use is indicated in conditions where it is advisable to leave behind as small a residue as possible in the intestines."

## "B"

### Nutritiousness of Macaroni

Gilman Thompson, perhaps the greatest authority, of London, England, says on page 180 of his book on foods that "Macaroni, weight for weight, is as valuable for flesh making in the animal economy as the most nutritious meats, beef or mutton, and is very considerably more digestible than meat and does not cause formation of uric acid, making it especially valuable as a food in cases of rheumatism, lumbago, gout."

In New York city, the public analyst on subjects of nutrition is Charles E. Sohm, F. I. C. F. C. S., and he says on page 163 of his investigation that "Macaroni deserves a far more prominent place among cereals in the home than it occupies at present. It contains a considerably higher percentage of protein than bread, and being made from durum wheat it is much richer in nitrogenous matter than flour, as commonly used: also that this durum gluten is absorbed into the system almost in its entirety."

The great French authority, Fernie, in his book "Meals Medicinal," page 438-9, says the same thing.

Suffice it to say that few of us realize that there is an international controversy between Germany, Italy, France, Japan and China as to which one of them originated this world famous and most nutritious of all foods. Yet it is true. Macaroni is not only a muscle building food for strength and body power, but because of its grateful qualities in digestion it is really a delicacy also.

On page 220, Lorand says:

"We have every reason, therefore, to accord first place to macaroni as a nourishing food, for even the ordinary commercial varieties represent per kilo a total of 3360 to 3600 calories."

In Dr. Harvey W. Wiley's book "Not by Bread Alone" we read: ". . . Macaroni is usually made from wheat rich in protein and is wholesome, nutritious and palatable." On page 19 of the same book we read: ". . . ni-

trogenous foods or proteids which nourish the muscles, brain, nerves and tendons."

Herbert S. Carter, M. A. M. D., Paul E. Rowe, Ph. D., and Mason, H. H., A. B. M. D., in their book "Nutrition and Clinical Dietetics," 1917, show p. 604, that macaroni has one of the highest caloric contents per 100 gallons among wheat preparations; also show (p. 630) that one cup of macaroni has a fuel value of 392 calories compared with the following (cup: 3 4-5 ounces):

	Calories
Haddock, 1 pound.....	324
Lamb chops, 1 serving.....	329 (3½ oz.)
Whole milk, 1 cup.....	169 (3½ oz.)
Beefsteak (porterhouse)	
1 serving.....	207 (3½ oz.)
Cottage cheese.....	124 (4 oz.)
Eggs.....	120 (3 oz.)

## "C"

### Building-up Value of Macaroni—Repairing Waste Tissues—Protein Value

We think of bread, zweiback, whole wheat bread, and even the nutritious hard tack of the United States army as being high in protein, which is the element that builds up the tissues of our bodies and gives us strength, but you will observe immediately following a table which is quoted literally from the great authority of "Diet in Health and Disease," page 694 (by Friedenwald and Ruhrah), which displays in deadly parallel the great superiority of macaroni.

The importance of this table deserves comment because a sharp contrast is drawn here between the most nutritious breads and protein foods known to man and—macaroni, with the conclusions emphatically in favor of the latter.

The authorities for this table are among the most eminent in the profession, and what they here tell us about macaroni ought to be published broadcast for the information and education of the public, athletes, workers as well as invalids and convalescents, never forgetting the omnivorous appetites of boys and girls.

The following is the table:

"Diet in Health and Disease"  
1919—P. 694

### Salt Content of Foods

	Na Cl in per cent of Natural Substances	Protein & Av. for Nitrogen content Divide by 6.25
Barley bread.....	1.38	11.1
Army hard tack.....	0.95-1.60	7.9
Petite Beurre (Bletfeld).....	1.87	
Gray bread (oats and rye).....	0.71	
Wheat bread.....	0.70	8.0
Wheat bread (Berlin rolls).....	0.69	9.4
Berlin black bread.....	0.66	
Graham bread.....	0.61	
Oat bread.....	0.48	

Leibnitz Kakes (Cakes)...	0.47	
Pumper Nickel.....	0.46	
Gray bread (rye & maize).....	0.40-0.68	
Waffles .....	0.40	9.8
Zweiback .....	0.38	
Aleuranat bread.....	0.34	
Brown bread (ammunition bread) .....	0.21-0.68	
Gray bread (2/3 rye-1/3 white meal).....	0.18-0.59	11.9
Wheat bread.....	0.18	8.0
Gray bread (white & rye).....	0.15-0.48	11.9
Macaroni .....	0.067	13.4
Noodles (thin).....	0.064	11.7

Charles E. Sohm, public analyst in New York city, states that "Macaroni contains a considerably higher percentage of protein than bread, and being made from durum wheat it is much richer in nitrogenous matter than wheat flour as commonly used; also that this durum gluten is absorbed into the system almost in its entirety."

No other food or group of foods can "hold a candle" to macaroni for health, for the building up of the body strength and for keeping mankind fit and well. It is the one perfect food for weak and strong. It has its place equally in the regimen of the soldier and the athlete and the diabetic of the hospital and the home. It is the greatest of all foods for youngsters, for the little folks who are everlastingly hungry and who are building up their little bodies into the strong and hearty men and women of tomorrow.

Dr. A. N. Bell, in "Popular Science" monthly, vol. 66, page 450, says: "... importance of tissue building foods in such cases (tuberculosis) ... foods which build up and repair waste tissues."

Rubner says that in macaroni (durum wheat) rich in gluten, only 11% is lost.

Dr. Harvey W. Wiley says in his book "Not by Bread Alone," page 52:

"Among the byproducts of cereals rich in protein one of the most important is macaroni. The average amount of protein in macaroni is over 12%. Macaroni is usually made of wheat rich in protein and is wholesome, nutritious and palatable."

U. S. Naval Act, June 29, 1906, indicates a quarter pound of macaroni as equivalent (in the ration) to four pounds of fresh vegetables—or four pounds of flour.

Dr. Harvey Wiley also says: "... Among the byproducts of cereals rich in protein, one of the most important is macaroni."

"The average amount of protein in macaroni is over 12%. Macaroni is usually made from wheat rich in protein and is wholesome, nutritious and palatable."

"This food has about twice as much mineral matter as ordinary white flour. In other words, it contains about two thirds of the total mineral matter of the wheat itself. Hence, as a source of protein in cereal products, where a rich nitrogenous diet is desired, material of this kind is preferable to white flour."

We hear much of the value of oat

meal as a tissue and brain builder, but the greatest authorities in the country put one ordinary serving of macaroni as having a protein value equal to one and a half servings of oatmeal, while on page 492 the great authorities of the College of Physicians and Surgeons of Baltimore (on the table of Krause-Garre) assign a Scotch oatmeal only 300 calories and to macaroni 350—to rye bread 210 and graham bread 250.

One ounce of macaroni contains about 55 grains of proteid, nearly 77% of starch, and only a decimal fraction of fat. The fat deficiency is usually made up by adding cheese, etc.

Chas. E. Sohm, public analyst, in his "Nutrition" (New York, 1914), p. 163, says:

Macaroni is made from special flours richer in nitrogenous matter than those generally employed for bread making; thus, whereas ordinary flour contains on the average of 8 to 10% of protein, macaroni contains usually 11 to 12½%. It is, therefore, deserving a more prominent place among cereals in the household than it occupies at present.

"It is less of a tax on the alimentary organs to digest macaroni than it is to digest the majority of bakery breads."

"D"

**Muscle Building Quality of Macaroni**

Macaroni, in the language of Garibaldi, is the food of the workers, the great muscle builder, the one dish of which the appetite does not tire.

Perhaps the most distinguished British authority on diet is the Hon. R. Russell, author of the work "Strength and Diet." Turn to page 154 of that volume and you will find the following paragraph: "... a staple food of southern Italy is macaroni, and the people there are strong and hardy. Women as well as men are the greatest burden bearers in the world."

Dr. Wiley in his book "Not by Bread Alone" states the following: "... nitrogenous foods or proteids, which nourish the muscles, brain, nerves and tendons."

"E"

**Diabetes**

Now comes another surprise, on no less an authority than John Phillip Street, in his article on macaroni and spaghetti in the "Modern Hospital," Vol. VIII, page 463. He says: "Many brands of macaroni show a carbohydrate reduction of from 40% to 50% and possess positive merit in the dietetic for diabetes." There is even an analytical table showing the difference in values of what he calls the "diabetic macaronies" and when you recall the fact that there are now over one million and a half of sufferers from diabetes in the United States alone, you may easily glimpse the market for macaroni in this direction if the facts on the subject are brought home to their attention and the authorities quoted.

You have heard of the famous Arnold Lorand of Carlsbad. He is quoted throughout the world on such subjects as we are now discussing and on pages 220 and 221 of his great work on health and diet, he says: "I recommend macaroni; it is nutritious and easily digested and does not impose any hard work on the stomach and digestive functions."

John Phillip Street, in his article on macaroni, spaghetti, etc., in "Modern Hospital," 1916, Vol. VII, p. 463, says: "Certain brands of these edible pastes have been exploited for the feeding of the diabetic."

The Brusson, Dreto and Jiret brands have nothing to commend them as special foods for the diabetic, their carbon and starch content being actually higher than the ordinary unexploited brands. The Hoyt and Loeb preparations, on the other hand, show a carbohydrate reduction of from 40% to 50% and are not without merit for the purpose claimed.

Chauvois, L. "Regime des Diabetiques," Paris, 1908, says: that in the treatment of diabetes, hydrocarbons must usually be forbidden, but there is a certain amount of carbohydrate toleration. Macaroni is given the third place of tolerance in a list of eleven carbohydrates, potatoes being placed first and oatmeal second.

(N. B. Many persons cannot tolerate potatoes and oatmeal, but they might find macaroni palatable.)

"F"

**Value in Cases of Liver and Kidneys and Hardening of Arteries, Gout, Etc.**

The famous Arnold Lorand of Carlsbad says, "... Macaroni thus forms an ideal food for liver and kidney patients, as well as arterio sclerosis, gout, hardening of the arteries, etc. Macaroni is excellent in all such cases because it does not lead to the formation of uric acid. Also, macaroni antagonizes intestinal putrefaction."

There are millions of men and women in America who are living in constant dread of hardening of the arteries. They are seeking foods which, despite their sedentary habits, will keep them nourished and in health without injuring the system. Here, then, is another vast audience who would be glad to read the story of the health virtues of macaroni.

Even in the simplest booklet form such a story would bring requests for copies by the hundred thousand. The reason being, that the appeal is direct and not generality. No audience is so responsive to information of this kind as those who are ailing or who fear they may be.

R. L. Alsaker, M. D., in his book "Dieting for Bright's Disease," on page 67, that Arterio Sclerosis and Bright's Disease go hand in hand.

Arnold Lorand, in "Health Through National Diet," page 220-221, says:

"Macaroni does not contain any injurious substances, either for the liver

or the blood, and thus forms an ideal food for liver and kidney patients."

Lorand also says in the same chapter that macaroni is the ideal food for gouty persons and sufferers from arterio sclerosis (hardening of the arteries) and is "free from purin bases."

"G"

**Caloric Value**

Lorand of Carlsbad concludes his reference to macaroni by the following sweeping statement: "We have every reason therefore to give first place to macaroni as a nourishing food, remembering that it contains per kilo, a total of 3360 to 3600 calories."

Milk .....	contains 20 calories to the ounce
Peas .....	16 " " "
Oatmeal .....	18 " " "
Macaroni .....	26 " " "

Seelye Little of Rochester says that oatmeal contains 285 calories to the pound, whole milk 325, and macaroni 415. This is found on page 110 of Little's book.

Here is another comparison which goes even further:

Butter .....	contains of proteid 30 to the oz.
Eggs .....	" " " 47 " " "
Cream .....	" " " 75 " " "
Canned corn .....	" " " 84 " " "
Oatmeal .....	" " " 84 " " "
Macaroni .....	" " " 90 " " "

Now comes a table—another table of comparative energy values:

Haddock, 1 pound.....	324
Lamb chops.....	329
Whole milk.....	160
Beefsteak .....	207
Cottage cheese.....	124
Macaroni .....	392

As to the energy value of macaroni, there appears on pages 81-2 of Friedenwald and Ruhrah a comparative table showing the calories of many leading articles of food in a way which the average person can understand. For instance, these authorities state that one tablespoonful of macaroni baked with cheese is equal to 4 eggs, or 4 glasses of milk, or 3 entire chicken sandwiches, or a dozen and a half of raw oysters, or a double helping of meat stew, or 2 ham sandwiches, or 2 large country sausages, or 6 tablespoonfuls of peas, or 3 Vienna rolls, or 3 slices of whole wheat bread.

Carter, Howe, and Mason ("Nutrition and Clinical Dietetics," 1917, p. 616) give: 3.85 ounces as giving 100 calories (fuel value). The percentage of its distribution is:

14.0 protein	} 100 calories
15.0 fat	
71.0 carbohydrates	

"H"

**Hospitals**

I take the liberty of suggesting that your association should have prepared, either a little booklet addressed to the medical profession and to food journals generally containing a digest of these and the other authorities in this connection. Macaroni is already included in the soft diet of nearly all leading hospitals in America. I have upwards

of thirty direct references upon this, but the profession and the public should be given the facts in condensed form, and as forcibly as possible in order that they may realize the supremacy of macaroni in such cases and uses.

Robert Hutchinson, M. D., F. R. C. P. (Edinb.), in "Food and the Principles of Dietetics" (1911), says, p. 218:

"Macaroni is made from flour rich in gluten. It is highly nutritious, and its use is indicated in conditions where it is advisable to leave behind as small a residue as possible in the intestines."

"J"

**Bright's Disease**

R. L. Alsaker, M. D., in his book "Dieting for Bright's Disease," page 101, lists macaroni as the chief item of the "dinner menu."

Macaroni is made from flour rich in gluten. It is highly nutritious, and its use is indicated in conditions where it is advisable to leave behind as small a residue as possible in the intestines.

"K"

**Value for Children**

In "Good Housekeeping," March 1918, page 52, Dorothy N. March says:

"What place does macaroni hold as a richly nourishing food? Macaroni is composed of 74% to 75% of starch, 13% to 14% of protein, 10% of water, 1% of mineral matter, and 1% of fat. It is plain from this analysis that the value of macaroni is due alone not only to its high starchy content, but to its tissue building material and mineral content as well as these make it particularly valuable in children's diet."

"With a little thought as to combinations and varieties macaroni can be used as the chief ingredient of main dishes at breakfast, luncheon and supper . . ."

Dr. Harvey W. Wiley says in his book "Not by Bread Alone," page 52: "Among the byproducts of cereals rich in protein one of the most important is macaroni. The average amount of protein in macaroni is over 12%. Macaroni is usually made of wheat rich in protein and is wholesome, nutritious and palatable."

Dr. Frank X. Walls, Chicago's leading baby specialist, adds macaroni to the diet of his babies at the age of one year—or whenever they are taken off milk.

Dr. Walls conducts the largest children's clinics in Chicago, notably that at the Presbyterian hospital.

He usually suggests that it be cooked with cheese, tomatoes or cream sauce. In the majority of cases, the babies like it and thrive on it. It is easy for them to digest and at the same time is highly nutritious—something that makes them grow.

He says that you probably will not find it on most baby diet lists, but that there are many fine foods which are not on these stereotyped lists.

He recommends macaroni for prac-

tically all of the babies under his care and observation.

"L"

**History, Durum Wheat, Etc.**

**MACARONI WHEATS**

**Introduction**

For more than thirty years there have been occasional introductions into this country of the hardy, glassy wheats of the durum group, chiefly from Russia, but also from Algeria and Chili. In Europe, they are called simply hard wheats and correctly so, since the hardest bread wheats of the world are really soft compared with them. In this country they have not until recently been sufficiently well known to receive a special name. Now, however, through the recent introduction and publications of the department the term macaroni wheat is becoming rapidly adopted, and its application is already pretty well understood.

Heretofore these wheats have been received with but little favor. In spite of their excellent yields and hardiness, the lack of a market made their establishment a practical impossibility for the time. Our own macaroni factories were using ordinary bread wheats, and the attention of foreign factories had not been called to the possibility of securing excellent durum wheat from this country, and our millers refused to receive such wheat . . . Elevator men also refused to handle it . . . In the light of such facts one is forced to believe that there is before us the possibility of establishing practically a new wheat industry of great magnitude.

**Characteristics of Macaroni Wheats**

Macaroni wheats properly belong to the durum group, known by the botanical name of "Triticum Durum." In France they are called "Ble' dur"; in Germany, "Hartweizen"; and in Spain "Trigo duro." They are also sometimes called barley wheats or "Gerstenweizen" because of their resemblance to barley. . . .

Macaroni wheats are adapted to soils rich in nitrogenous matter but considerable alkaline, and they invariably give the best results in hot dry climate . . . grown to the greatest extent in east and south Russia, Turkestan, north Africa, and the drier portions of Argentina, Chili and India.

The American Food Journal, November 1917.

"Macaroni, spaghetti, vermicelli and dried pastes made of the semolina of hard wheat. They contain not more than thirteen and one half per cent (13.5%) of moisture."

Flour macaroni, flour spaghetti, flour vermicelli are dried pastes made of flour or of a mixture of flour and semolina. They contain not more than thirteen and one half per cent (13.5%) of moisture.

Macaroni is made not from wheat merely, but from hard wheat—durum wheat—always was, and always will be.

And that which is not made from

hard wheat is not true macaroni.

The authorities are unanimous. Sir Humphrey Davey says (Agricultural Chem.): "This wheat, in consequence of the larger quantity of gluten it contains, is peculiarly fitted for making macaroni."

Again, A. Gautier (Paris) in his work on "Diet and Dietetics," page 212-213, says: "It is the hard wheats, with their smaller grains, cernous and translucent, that are the cereal grains richest in nitrogenous matter."

Further, I quote the following from the "Board of Trade Journal," which cites in the Scientific American Supplement, No. 1272, page 30,395, as follows: "The British consul at Naples gives the following account of macaroni: Macaroni is made of hard red wheat, usually from the Black Sea, mixed with Italian wheat, grown mainly in the plains round Foggia. This is ground into semolina (not flour), the bran and husks are removed and the semolina kneaded in hot water till it has the appearance and consistency of dough, etc."

There are all sorts of theories as to the origin of the word "Macaroni." One fact seems certain, that it is derived from the old Greek word "Makasia," to cook to a broth; and thence through the old Italian "Maccare," to bruise or to crush.

Let us analyze a step further, however, as to what is macaroni wheat. That there is but one true macaroni wheat, and that durum, and durum only, seems clearly indicated in the bulletins of the U. S. Bureau of Plant Industry, 1-10-1902—L 630.51—U. P. 691:

**U. S. Bureau of Plant Industry Comparison of Foreign and Domestic Macaroni**

There are in general these differences, however, which are usually quite distinct: (1) The foreign is yellowish, the domestic white or grayish white; (2) the foreign is more vitreous in fracture than the domestic; (3) the foreign preserves its shape larger in cooking than the domestic; (4) the foreign is more elastic and not sticky in chewing like the domestic. The word "foreign" must be understood here to apply to the best French and Italian products made from true macaroni wheats.

**Preparation of Semolina**

Macaroni factories, with few exceptions, obtain their flour or semolina already prepared. . . . In Marseilles the preparation of semolina has become a special industry and large establishments for this purpose have formed, which stand in the same relation to the macaroni there that the flour mills here do to our bakeries.

Now, let us consult the American Food Journal, certainly an authority on

this and kindred subjects if authorities exist. In the November issue, 1917, the reader will find the following conclusive paragraphs:

"Macaroni, spaghetti, vermicelli, and dried pastes made of semolina of hard wheat.

"They contain not more than 13.5% of moisture."

In addition to the foregoing, I submit the following detailed data on the "Triticum Durum," taken from the various bulletins of the Bureau of Plant Industry for assemblage in this report.

**U. S. Department of Agriculture Bulletin of the Bureau of Plant Industry**  
66—75  
1904 1905

L 630.51  
U. P. 691  
P. 24  
5639

**Triticum Durum**

From Uralsk Territory, Russia, December 12, 1900

Kubanka, "One of the best macaroni wheats known and sown in the spring, admirably adapted for growing in the semi-arid regions, between the one hundredth meridian and the Rocky mountains, and North Dakota to Texas, and also New Mexico, Arizona, Utah, eastern Oregon and the Palouse country."

P. 25  
5646

**Triticum Durum**

From Taganrog, Don Territory, Russia, December 1900

Gharbovka, "A spring wheat but may be sown in late autumn south of the 35th parallel. This and No. 5643 are the best of the Taganrog macaroni wheats. Adaptation same as for three preceding numbers.

P. 151  
7581

**Triticum Durum**

From El Outaya, Constantine, Algeria, September 26, 1901

Kahla, "This wheat will be found to differ from the Kahla No. 7794 of the high plateau region, as it comes from plants grown by irrigation on the somewhat salty sands of the Northern Sahara Desert. . . . This seed is from the farm of Mr. Charles des Places at El Outaya. As a macaroni wheat, its rank is not known, but its ability to grow in alkaline soil makes it especially valuable for any experiments in the irrigated salt lands of America and Asia Minor.

They are also grown in Spain, Italy, Greece, Rumania, Mexico and Central America.

So far as the writer can determine, Russian macaroni wheat was first introduced into this country in 1894 by this department. It was of the variety Arnautka and was purchased at Odessa, Russia. It was afterwards distributed annually by the department for several years and attracted much attention because of its hardness, early maturity

and yield, and in Lincoln county, Illinois, it ripened two weeks earlier than other spring wheats. In Dixon county, Nebraska, it yielded 30 bushels per acre and ripened four to six days earlier than other varieties. In Minnesota it ripened a week earlier than Scotch Fife and yielded remarkably. . . .

**Constipation, Indigestion, Etc.**  
Gourand indicates macaroni as "light," especially for intestinal digestion, and quotes Combe as recommending it strongly in his regimen for gastric and intestinal dyspepsia.

Further, he says: "Macaroni agrees with all whose bowels function badly, i. e., in liver complaints, Cardiac (heart) affections, Bright's Disease and very often in Arthritis (inflammation of the joints).

And finally Gourand makes this point, the importance of which for the purposes of this research can scarcely be exaggerated:

"In dyspeptic tuberculosis, rapid and lasting fattening is often achieved with a generous diet of macaroni."

Macaroni holds a prominent place also in Rubners' "Diet in Intestinal Diseases," page 474, Friedenwald and Ruhrah (Zeitschr. f. Biologie, Vol. XV, p. 115).

**Department of Agriculture, Washington, D. C.**

**Table Showing Composition**

	Protein	Fat	Starch	Mineral matter	Water
Oatmeal . . . . .	15.6	7.3	68.0	1.9	7.2
Corn meal . . . . .	8.9	2.2	75.1	0.9	12.9
Wheat flour (Spring) . . . . .	11.8	1.1	75.0	0.5	11.6
Wheat flour (Winter) . . . . .	10.4	1.0	75.6	0.5	12.5
Entire wheat flour . . . . .	14.2	1.9	70.6	1.2	12.1
Graham flour . . . . .	13.7	2.2	70.3	2.0	11.8
Pearl barley . . . . .	9.3	1.0	77.8	1.3	10.8
Rye meal . . . . .	7.1	0.9	78.5	0.8	12.7
Rice . . . . .	7.8	0.4	70.4	0.4	12.4
Buckwheat . . . . .	6.1	1.0	77.2	1.4	14.3
Macaroni . . . . .	11.7	1.6	72.9	3.0	10.8

**With Blushes**

The Anderson-Tully company of Memphis, Tenn., manufacturer of high quality box shooks for the macaroni industry, and for many years a regular advertiser in this publication, pays us a high compliment in presenting a renewal of its advertising contract. Shelby Preston, assistant salesmanager, writes on Oct. 29, 1924: "We inclose contract covering advertisement in The Macaroni Journal for the coming year. We are very well satisfied with your service and feel that you have cooperated with us in every way."

This expression from a manufacturer of "Good Wood Boxes" is flattering though we do strive to gain and hold the good will of the industry supplying the macaroni manufacturing field.

**Knows Its Child**

Gee! I'll say that cow is looking at us with malicious eyes. Goodness, George, it might possibly be the mother of that veal steak we had for dinner.

# To-day~ To-morrow and Forever



HOW large a concern grows depends upon how little its product varies from day to day. Success comes quickest when ingredients are always uniform. Seek out the most dependable Semolina and stick to it.

**Buy Value  
—Not Price**

*GOLD MEDAL Semolina is the best value every day in the year.*

**GOLD MEDAL SEMOLINAS**

- SEMOLINA No. 1—Coarse granulation
- SEMOLINA No. 2—Med. granulation
- SEMOLINA No. 3—Fine granulation
- DURUM FANCY PATENT
- DURUM FIRST CLEAR
- MARELLA—blend 60% Fancy Patent 40% SPECIAL WHITE—First Clear

## WASHBURN CROSBY COMPANY

MINNEAPOLIS, MINNESOTA



# Golden Rule Sunday, December Seventh

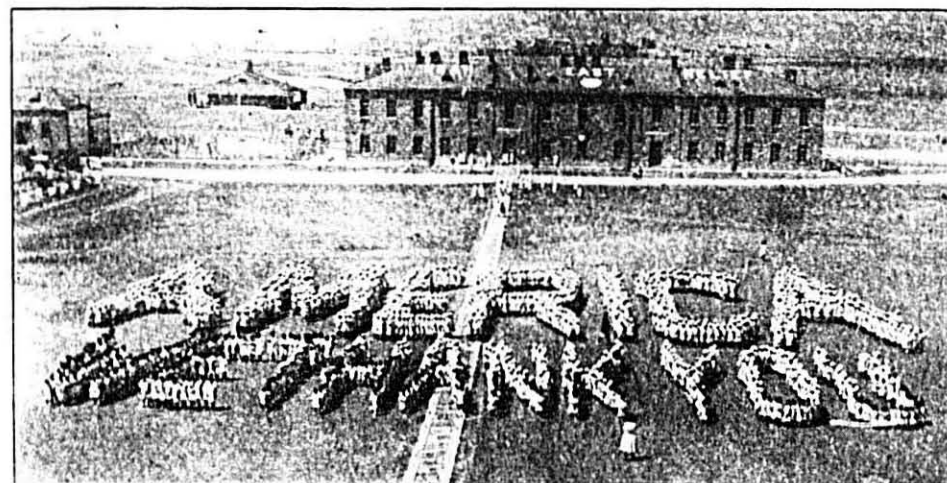
One of the finest opportunities the macaroni manufacturers of America have ever had to educate the public on the value of their product is given by the Near East Relief which has inaugurated the general observance of International Golden Rule Sunday, December 7.

On this day, sponsored by President Calvin Coolidge and leaders in practically every line of endeavor, people are asked to eat a simple meal such as is served every day in Near East Relief orphanages and then, having put themselves in the place of the homeless little orphans for a day, to provide as generously for their support as they would like to have provided for them if conditions were reversed—in other words to apply the Golden Rule:

"Whatsoever ye would that men should do unto you—or unto your children if orphaned—do ye even so unto them."

In order to familiarize the public with the simplicity of diet of these dependent orphans as well as to dramatically present their needs dinner meetings are being held in the leading hotels of the large cities at which orphan rations are served. Almost invariably **macaroni and cheese** is the principal dish. It is always pointed out that the children thrive so well on simple rations that the death rate in a Near East Relief orphanage is less than in an average American city. Before American food arrived the death rate was 200 children per day. When one considers the low state of exhaustion in which relief workers found these children and how they were restored to normal health, one realizes that similar food can certainly be served to advantage in building up strong, sturdy children in this country.

Near East Relief is asking the cooperation of all the macaroni manufacturers and the grocery stores in promoting observance of Golden Rule Sunday in behalf of the Near East Relief orphans. The day will be far more generally observed this year than last because the campaign began much earlier and is receiving far greater publicity. Seven national billboard advertisers



2,500 orphan children at Alexandropol, Armenia, where 12,000 live in a great orphan city, expressing their appreciation for American aid.

are giving their space for 2 weeks to the Near East Relief to advertise Golden Rule Sunday. In all about 20 national advertisers have consented to give Near East Relief space and, in addition to these, leading department stores and grocery stores all over the country are cooperating in putting over the Golden Rule Sunday message. Probably no other campaign since the world war has received such universal endorsement.

President Coolidge in his letter re-

ceived at Golden Rule headquarters, 151 Fifth av., writes:

"I believe that the international observance of this day may not only save the lives of thousands of destitute but may possibly have an even greater benefit in the way of reflex influence upon those who thus observe the Golden Rule and help to establish it as a reality in daily living. The interna-

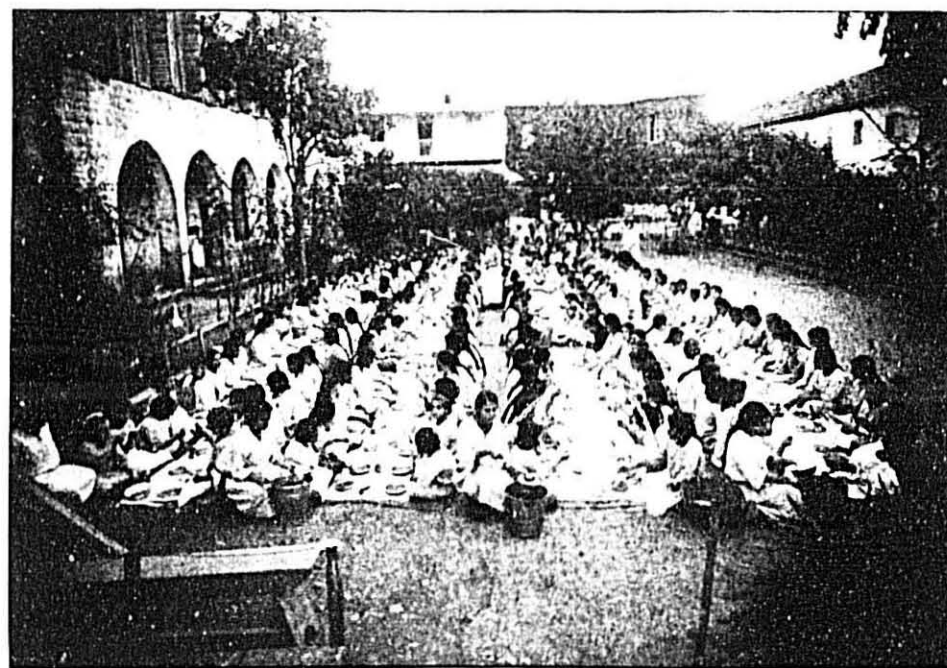
tional observance of this day might well contribute materially to the betterment of international relations and abiding world peace."

Other leaders sponsoring Golden Rule Sunday are Cleveland H. Dodge, William H. Taft, Irving T. Bush, Edward A. Filene, General James G. Harbord, W. Freeland Kendrick, Henry Morgenthau, Frank Morrison, Cardinal O'Connell, Franklin Roosevelt, Charles M. Schwab, Osear S. Straus.

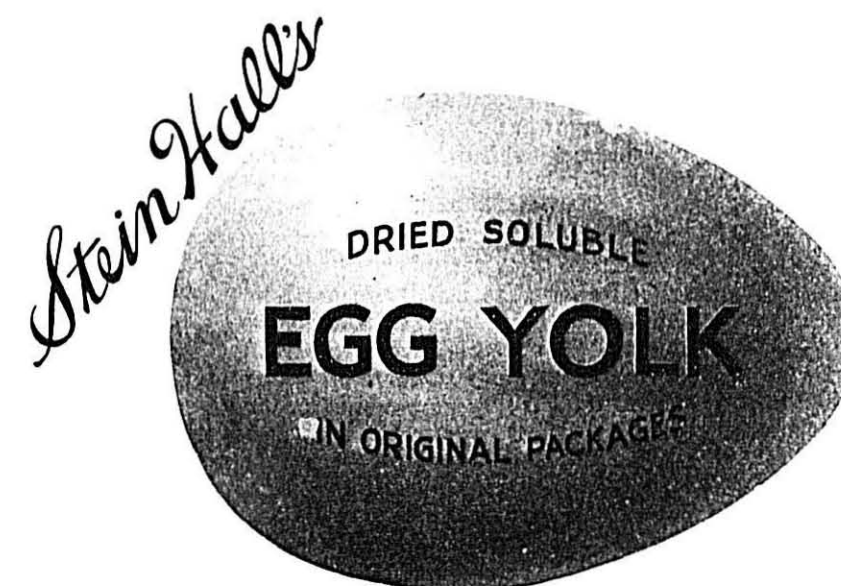
The plight of the Near East Relief orphans is especially appealing because they are the innocent little victims of wars and race hatred. America would not see them perish for want of a helping hand. Therefore America must see the job through, which means that these homeless little folks will have to be provided for until they are old enough to take care of themselves. 60% ARE LESS THAN 12 YEARS OF AGE.

Near East Relief, the organization chartered by congress to look after the unfortunate people in the Levant, has saved over a million lives and cared for more than 100,000 children.

There are today in Near East Relief orphanages close to 40,000 boys and girls who are being fed and clothed and trained to take their part in reconstructing a new Near East. Thirty types of industry are taught, the type depending on the needs of the country where the orphanages are situated, and the special aptitude of the children. The majority of the orphans came from a pastoral people and will naturally be-



As a special treat girls in the Near East Relief orphanage at Juniye, Syria, are having their luncheon of macaroni soup and bread out of doors.



PURE  
FRESH  
SWEET  
CLEAN  
ECONOMICAL

*Unexcelled for noodles*

Stocks in principal cities  
Write for Samples

ALSO ALBUMEN  
AND WHOLE EGG

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

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DIRECT IMPORTERS  
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come farmers—but not the kind of farmers their fathers were. One of the first constructive measures inaugurated by the Near East Relief was the importation of American farm machinery to increase the food supply so sorely needed in a famine stricken land. The next progressive step was to organize schools to train orphan mechanics to operate the machinery. Just prior to his graduation at the age of 16 one of the boys made every part of a 4 foot automobile by hand, the one cylinder engine, steering apparatus, 2 gears and rope tires. Given a cup of gasoline the car went much to the joy of the children and the special gratification of the instructors in the orphanage machine plant.

While it is of the utmost importance to train these children to be self supporting at an early age, it is equally important to send them out in the world sturdy, healthy citizens. To that end the Near East Relief maintains 33 hospitals and 61 clinics. The work is supervised by 8 American doctors, 21



Will you fill their bowls this year? ;

American nurses, 52 local doctors and 121 local nurses; the local doctors and nurses are for the most part well trained but destitute refugees. To perpetuate the public health service introduced by Near East Relief, 2 nurses training schools have been established,—one at Alexandropol, the largest orphanage center, and one at Athens. The first school for the blind children in Greece was also opened by the Near East Relief at Athens during the past year.

In addition to children now under the care of the Near East Relief there are close to 100,000 children, mostly orphans, living in refugee camps for whom no provision is made—denationalized little victims of the territorial changes resulting from the Great War. It is to provide some measures of comfort for these forlorn little waifs, as well as to continue the care of Near East Relief orphans that you are asked to observe Golden Rule Sunday, December 7.

### Strange Animal Imported

An animal with a body shaped like that of a dachshund but with webbed feet, with a head like an ant eater and with long hair, and which sings somewhat like a bird, was brought to New York from South America by the commercial attache of the American em-

bassy at Buenos Aires. This peculiar animal is said to be the first of its species to be brought to this country. The attache discovered it while surveying a rubber plantation of the Amazon valley. The "what-is-it" will be presented to the zoological gardens at Washington, D. C.

### Food Fair Season

Food shows are usually in the limelight during the fall and winter months. The 1924-25 season is now in full swing in practically every state of the union.

The larger cities observed food weeks during October and in most of them macaroni and similar products were favorably displayed. Among the many fairs which have been observed the past month may be mentioned the following:

The Hudson County Grocers Association Food and Household Show was held, the C. F. Mueller Co. of Jersey City, N. J., had one of the most attractive booths at the show. Besides showing its products, experts taught how to properly prepare a tasty dish of macaroni or noodles. Samples were distributed and literature passed out to the throngs. Interest in this show was created through the sale of rebate tickets at the stores of the 400 grocers connected with the association. As a result the attendance was exceptionally large without the attraction of the theatrical performances resorted to in previous years and at other fairs.

The Prince Macaroni company of Boston gave some good publicity to its products at the Boston Food Show. Practically the same form of advertising as is usually employed in food shows was used. In the demonstration work and lectures the superiority of well made products, especially the Prince Superfine brand, were extolled. The exhibitor repeatedly told the thousands in attendance that the superior quality of its brand was due to the high quality wheat products used and the advanced scientific process of manufacture that the products underwent. Good macaroni is appreciated by people versed in good food elements. It is rich in gluten which permits it to absorb several times its weight of water without becoming pasty or disintegrating. The public should refuse to purchase or use macaroni that becomes pasty or disintegrates in cooking, proves bitter in taste, or that contains artificial coloring to cover up poor quality.

The Chicago Food and Household Appliances Show attracted thousands of visitors eager to learn what was new in the way of foods and the accepted method of proper preparation. The J. B. Canepa company displayed its well known "Red-cross" brand. Its booth was a center of attraction every afternoon and evening and thousands of pounds of the prepared food was consumed in the form of samples issued to the eager men and women some of

whom tasted this foodstuff for the first time in their lives.

The Illinois Products Exposition was held in the American Exposition Palace in Chicago. An attempt was made to exhibit the natural products of the state and the hundreds of articles manufactured therein. The Joliet Macaroni company through the Joliet Association of Commerce undertook to show how American macaroni is made and to amplify its good points.

### Food From the Air

Aladdin rubbed his lamp and palaces materialized out of space. Professor Daniel Berthelot, one of the most illustrious savants of France, is a more modern magician who has created sustaining food out of the air we breathe.

This astounding announcement is calmly made by Professor Berthelot in a new book, "The Science of Modern Life." Here is the wonderful picture which this modern Aladdin's prophecies draw of the future.

Light factories will replace farms and the present methods of manufacturing goods; heat will become valueless as energy; the age of steam and industrial chemistry will seem barbaric to our descendants; all effort will be reduced to a minimum and a "workless paradise" will practically be attained.

Professor Berthelot states that he has actually succeeded in creating food containing all essential properties necessary for the preservation of life, using only the natural air ingredients of carbonic acid gas and vapor. The miracle, he states, has been achieved by means of an "ultra solar ray."

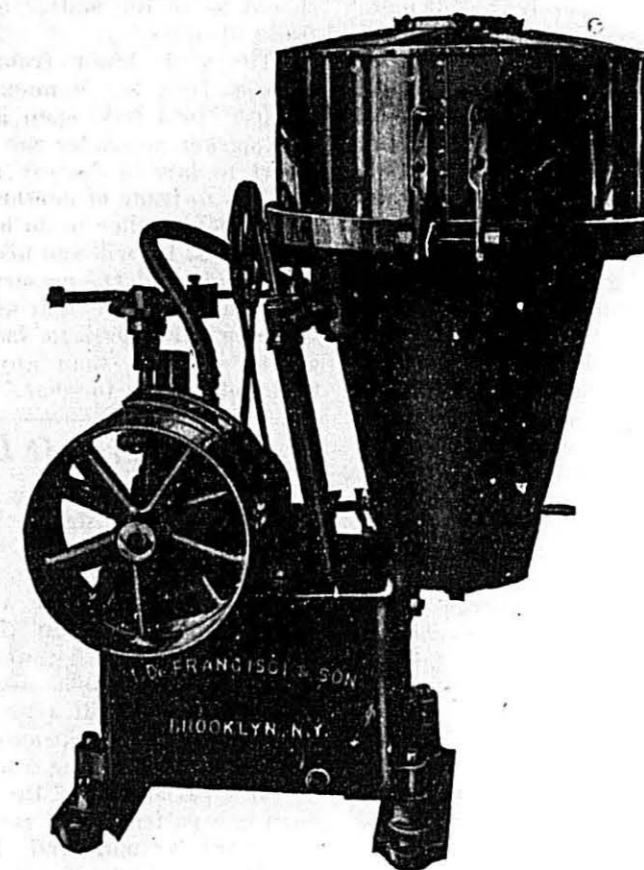
This wonderful age may still be a long way off, but we do hope that when it arrives the macaroni manufacturers will "have made their pile" and be in a position to retire to a life of ease and plenty.

### Wettest Spot in World

For many years the Khasi Hills in Assam, India, have been thought to be the wettest place in the world but recently it has been proven by meteorologists that on the island of Kauai, in the Hawaiian group, there is incessant rain. The government gage has recorded 455 in. each year for the last 11 years. The crests of the mountains on this island are almost constantly hidden by clouds and the air is saturated with moisture. Here the trade winds sweep from across the Pacific with scarcely a break throughout the entire year. Rushing up the valley to the basin at the foot of the mountains they are forced upwards with stupendous speed. On its rise of 4000 ft. to the summit the mass of rushing air is cooled at the rate of one degree every 175 ft. until the clouds appear, and then more slowly but sufficiently for the almost incessant rain from which this mount gets its name, "Wainaleale."

# DEFRANCISCI

## A MACHINE WHICH EVERY MACARONI MANUFACTURER SHOULD HAVE



Manufacturers who have never used this efficient die cleaning machine have no idea what it can save them.

They know that dies are their biggest item of expense and that *clean* dies mean smooth macaroni—free from "saw-edges", splits and streaks. They know that proper cleaning shows which holes are plugged, preventing overloading of the dies and giving longer die life.

They know that dies cleaned by running them on the press means a waste of at least six inches of good macaroni with each such cleansing and they know that hand cleaning requires many hours and is costly and laborious. It also scratches and roughens the die which scratches and whitens the macaroni.

The ordinary cleaning machines or "washers" do not really *clean* a die. They only wash off mush on the outside and you will immediately see the difference when you start to operate.

## DeFRANCISCI DIE CLEANER

This is the first and *real* die cleaner on the market. It thoroughly *cleanses* any die from 8 in. to 21 in. in diameter in from 15 to 30 minutes and requires absolutely no attention when in operation. It has no valves to get out of order and it soon saves you many times its cost in labor, in die life and in the quality of macaroni.

Manufacturers who were perfectly satisfied with their die cleaning methods till they *tried* the DeFrancisci Die

Cleaner do not see today how they could get along without it. On evidence of your responsibility, we will be glad to send this machine for 30 days FREE trial in your own plant so that you too can note its savings at first hand. We offer similar trials of DeFrancisci Presses, Kneaders, Mixers and other items of macaroni machinery.

Write for complete details of these special offers.

**I. DeFRANCISCI & SON**  
219 Morgan Avenue, Brooklyn, N. Y.

## Retailers Lose National Biscuit Case

The U. S. supreme court acting on an appeal from the U. S. circuit court in the state of New York in the now famous National Biscuit company and Loose-Wiles Biscuit company cases has refused to review the decision of the lower courts. The appeal was made by the federal trade commission after getting an adverse decision in the lower federal courts. In these cases the federal trade commission was supported by the National Retail Grocers association and several other retail organizations.

### History of the Case

Retailers have contended that the biscuit companies were guilty of discrimination when they sold their products to the buying exchange store systems, delivering to the various units and allowing the quantity discount of 15% on the aggregate purchases billed through headquarters, but refused to grant the same privilege to the units of various buying exchanges and co-operative wholesale houses made up of retail grocers.

The federal trade commission took the stand of the different groups of retailers and attempted to enjoin the biscuit companies to compel them to sell their products on an equal basis. The case was brought to trial before the U. S. circuit court of appeals in May 1924. The judgment of the federal court reversed the orders of the federal trade commission. The latter then petitioned the U. S. supreme court for a writ of certiorari to review the judgment of the circuit court of appeals. The supreme court late in October denied the commission's request, thus terminating the case.

In the arguments made before the United States circuit court of appeals the buying exchanges and the federal trade commission contended that the manufacturer ought to be compelled to sell every buying exchange, or, in any event, compelled to do so unless he treats the retail grocer who owns two or more stores as if he were two or more different customers. The biscuit companies argued in court that no manufacturer engaged in private business ought to be compelled by the federal trade commission or any other government body to sell to buying exchange nor, indeed, compelled to sell to anybody; he should be free to choose his customers, and the buying exchange as well as other possible avenues of distribution should stand or fall upon its own merits, without the interference of any plan of government.

### Dunn Reviews Decision

In the New York press Charles Wesley Dunn, counsel for the American Specialty Manufacturers association, in an interview on the decision is reported as having commented as follows:

"In declining to review and hence affirming the opinion and judgment of the United States circuit court of ap-

peals in the biscuit cases," said Mr. Dunn, "the supreme court has again affirmed the fundamental principle so well applied in the Colgate case that a manufacturer acting alone in the course of a private business unaffected by unlawful monopoly may freely select his own customers and sell his own products at his own price, which ancient common law right of freedom to trade all the antitrust laws were enacted to preserve and therefore do not restrict.

"Here the biscuit companies do nothing more than allow uniform quantity discounts to each retail grocer customer based upon his aggregate monthly purchases for his own trade, regardless of whether he operates one or more stores, and refuses to fill the combined orders of retail grocers made to get a higher discount than each would otherwise receive upon his own separate purchase. In short, what all the companies do is to sell their own products at their own price and to their own selected customers.

"Of this merchandising plan the independent retail grocers complained to the commission, and the commission by order forbade it upon the asserted ground that it involves both an unfair method of competition offensive to Section 5 of the commission act and a discrimination in price between purchasers outlawed by Section 2 of the Clayton act. This for the alleged reason that the plan results in giving the retailer operating a chain of stores an undue price advantage in competition with the retailer operating a single store which has the capacity, and tends to substantially lessen competition and to create a monopoly in the retail distribution of the products affected.

### No Monopoly Charge

"It will be noted that there is no charge of monopoly in the manufacturer, who here acts alone, or in his business. His plan is said to be illegal solely because of its alleged monopolistic effect in the subsequent distribution of his products. The theory of illegal conduct is patently untenable. Indeed it is absurd. This is apparent when it is considered that a manufacturer has a clear legal right to sell the whole output of his product to a single buyer and thus completely suppress all competition in its resale.

"But the doctrine of freedom to trade which it is the public policy expressed and enforced by the antitrust laws to secure means that if and so long as he acts alone in a private business itself free from the taint of illegal monopoly a trader may freely conduct it in his discretion. He may sell his product at any price he pleases and can get, or he may give it away. He may sell it to each customer at a different price if he can do so. He may sell it to all, to any, to one, or to none. Whatever he does under these circum-

stances is his own business and not that of the government.

"In fact the commission's proceeding here is a challenge to intelligence. It is not to be wondered therefore that the supreme court, without opinion, dismisses the commission's petition for a writ of certiorari to review the unanimous judgment of the circuit court of appeals against it.

"Whatever objection there may be to any such sales plan must be purely economic. It cannot be legal. And whatever complaint any trader has against it must be adjusted by the normal processes of economics and not by law. That leaves the solution where it should be in the matter of all purely trade disputes.

"The great lesson from this litigation—as from the Mennen litigation—is this: In a free, open and competitive market no trader can successfully resort to law to destroy the right of freedom to trade of another, to compel a buyer or a seller to do business with him against his will and his terms. And, if we might add, the preservation of the great and essential right of freedom to trade in all American business is of greater moment than any immediate trade advantage to some."

### History of Soft Drinks

There is an interesting story about how the first soft drinks happened to be made. Back in the days of the American revolution a man named Townsend Speakman was running a little drug store in Philadelphia. He supplied medicines for Washington's army, and was pretty well known. One day a doctor asked him to fill a prescription of carbonated water. Speakman succeeded in compounding the concoction. The doctor's patient liked the new water. Soon one patient after another passed the word around and before long Speakman had lots of calls for the new medicine water. But Speakman was a keen business man and conceived the idea of flavoring the medicine water with fruit juices to increase its popularity. The plan worked. Its popularity spread like wildfire. That was the beginning of the carbonated soft drink business. The soft drink business has been growing ever since. Last year, for example, the people in the United States consumed 8,000,000 bottles of nonalcoholic beverages, an average of 75 bottles for every man, woman and child.—Progressive Grocer.

In a western town there is hung a sign that reads:

4076 people died last year of gas.  
39 inhaled it;  
37 put a lighted match to it;  
4000 stepped on it.

Some people profit by their experiences; others never recover from them.

# The Peters Package

The largest percentage of the best macaroni packaged goods is sold in PETERS STYLE PACKAGE. From a plain carton blank and a piece of lining paper the PETERS FORMING AND LINING MACHINE sets up and lines, automatically, a carton ready for the Packing Table.

This package is automatically folded and closed by the PETERS FOLDING AND CLOSING MACHINE and it is then wrapped and labeled by the PETERS WRAPPING AND LABELING MACHINE.

## Peters Machinery Company

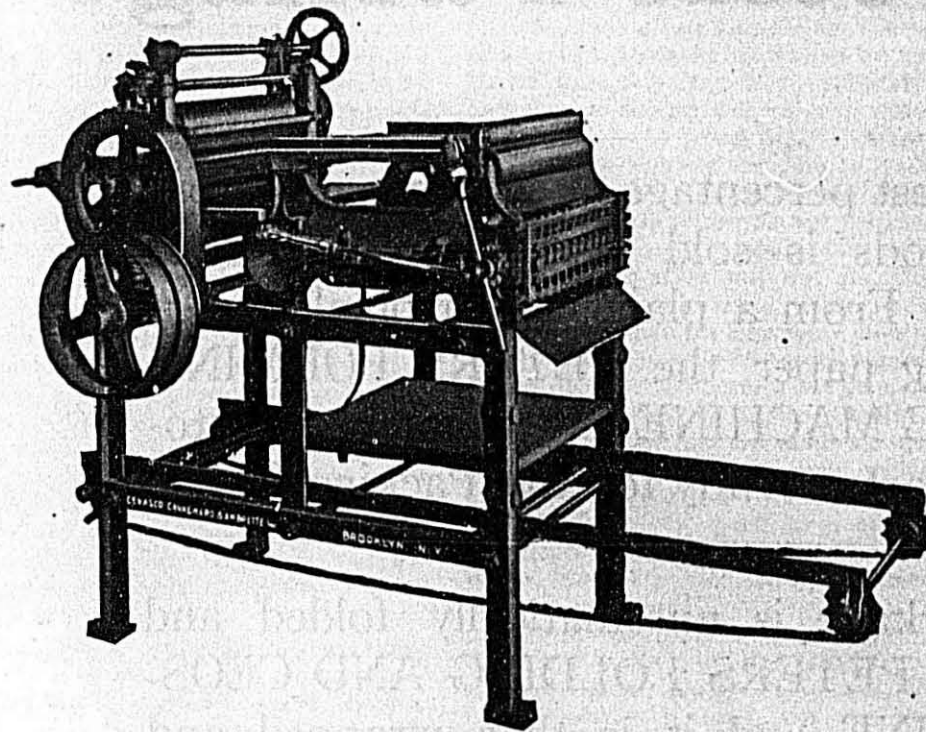
4700 Ravenswood Avenue  
CHICAGO, ILLINOIS

AUTOMATIC PACKAGE MACHINERY that will form, line, fold, close, wrap and seal cartons.

Write for catalog and full information.



# CEVASCO, CAVAGNARO & AMBRETTE, Inc.



*Improved Bologna Paste Machine*

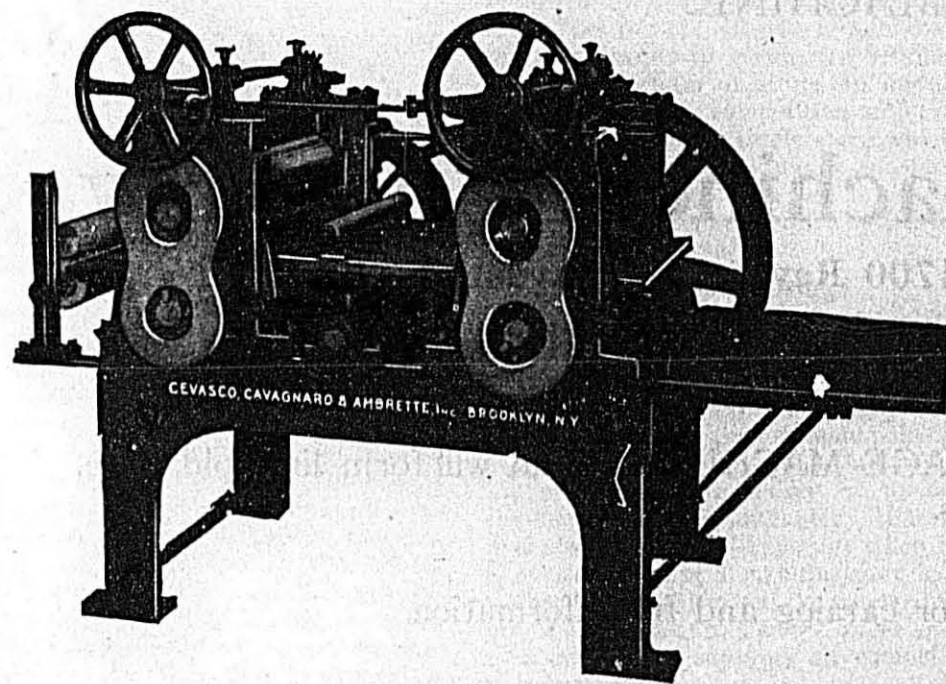
This illustration shows our Improved Bologna Paste Machine, which, like all other C. C. & A. products, is superior to all others on the market.

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

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

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

Standard Machine 20 in. wide.



*Latest Type Tamden Dough Brake*

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

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

Does in one operation what requires several on other machines.

Heavy and solidly constructed throughout.

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

*Full Particulars Regarding these Machines on Request.*

**156-166 Sixth Street**

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

# CEVASCO, CAVAGNARO & AMBRETTE,

*Incorporated*

**Builders of High Grade  
Macaroni Machinery**

**Presses—**

**SCREW AND  
HYDRAULIC**

**VERTICAL AND  
HORIZONTAL**

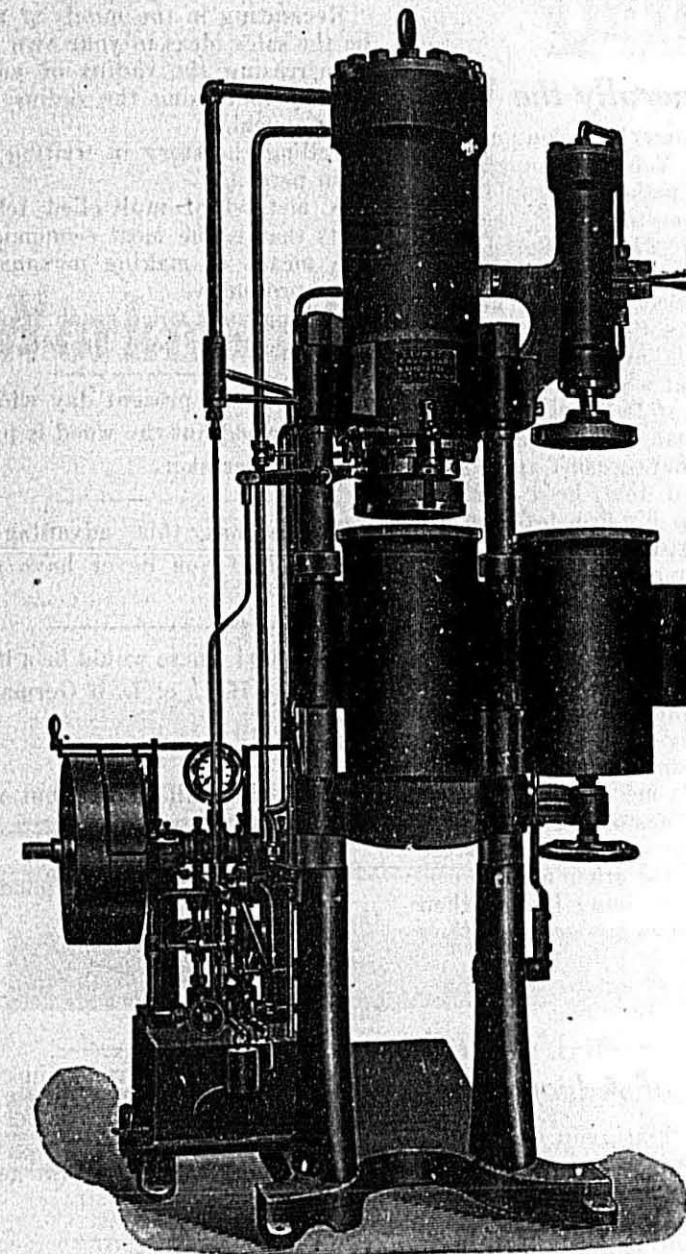
**Kneaders**

**Mixers**

**Dough Brakes**

**Mostaccioli and  
Noodle Cutters**

**Bologna Fancy  
Paste Machines**



*Type V-P Vertical Hydraulic Press.*

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

**Complete Plants Installed.**

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

*Send for Illustrated Catalog, containing full information.*

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

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

## Will This Convince You?

There are still some macaroni men who are unmindful of the harm that will accrue to their business if proper protection is not given the American industry in the way of a fair tariff on imported macaroni products. Perhaps they will change their views on reading the following, being an offering of imported goods at ridiculous prices.

H. J. Staiti of 4 Bedford st., New York city, whose letter head states that he is an "Importer and Exporter-Manufacturers' Representative," on Oct. 9, 1924, wrote A. F. Ghiglione & Sons, Inc., at 4715 6th st., Seattle, Wash., believing that they were wholesalers, as follows:

No doubt you are aware of the increased cost of wheat which has been the cause of the increased price on macaroni, so taking all the facts into consideration, it will be more convenient to handle the imported rather than the domestic macaroni; first, because the price of the imported macaroni is almost as low as the price of the domestic for which local manufacturers are asking as high as \$2 per box of 22 lbs. for the Genoa type, which is the imported product, which is better and which will always be preferred by the consumers at a reasonable price, figuring the cost price of Liras 28.50 at the prevailing rate of exchange on Liras, the price will be \$1.80 per box of 10 kilos net (22 lbs.) duty paid.

Secondly, in offering this product, I offer the well known brand of Fill, Cassanello & Co. of Genoa and this too is an advantage as the good quality of same is notorious.

Another consideration is, that in importing the macaroni you will eliminate the disadvantages of having the local manufacturer offer and sell to your very clients even for quantities, at the same price as is billed to you for superior qualities and aside from the patriotic spirit which every good Italian of origin feels for his homeland, it must be admitted that macaroni was first produced in Italy and, as now they have the Russian wheat with which to manufacture, they are in a position to replace on this market, a product the quality of which has been forgotten.

In conclusion—business is business—and a desirable product at a reasonable price and good profit for the importer are elements worthy of consideration. I feel sure that after you have convinced yourselves of the truth with palpable facts, you will favor me with a trial order.

As stated above, the price for the imported macaroni is Liras 28.50 per box of 10 kilos net (22 lbs.) f. o. b. Genoa. Payment against documents less 1% discount or against 60 days' acceptance from the date of B/L with documents attached. Should you like to place a trial order so that you can see the quality, I shall be glad to serve you.

(Signed) H. J. STAITI.

The offer is reproduced here as made, grammatical errors included, to convince the doubtful ones, if there are many more, that imported macaroni products are again fighting hard to regain the lucrative American markets in spite of the present tariff duty on this class of foodstuff. Comments on this offering should be interesting and will be welcomed.

This should help stiffen the backbone of many who have not considered, as seriously as they should, the matter of increased protection against foreign

competition. It should result in more determined backing of the move for a 3c a lb. duty on all imported macaroni products which the industry is seeking at the hands of the United States tariff commission.

### That's Generally the Way

Once upon a time, long, long ago, my children, before Volstead thought that the best way to make the people enjoy their liquor was to create the 18th amendment, several Irishmen decided to have a blowout on Saturday night, and it was decided that each member of the party bring a gallon of real good whiskey, dump it into a tub, and then go on a spree that would bring them to the 7th Heaven of Delight.

But Pat (what would happen to Irish stories if there wasn't any Pat?), however, decided that he'd put one over by bringing his fire, less the fire water, in a crock, that is, just to bring a gallon of water and dump it into the tub with the result that it would hardly be detected.

But little reckoned he with the other sons of Erin for they all thought the same idea, and when they got there—to drink the whiskey—you know the rest. The fatalities were terrible.

Which reminds me of the fact that at so many meetings of the association many of the members get up and state that this, that or the other ought to be done, and they are doing it, and then every other member pledges that they will do likewise, but do they do it? Well, read the story again. You'll get the point.—Fibre Container.

### Definitions of Advertising

Telling others things you would like them to know.

Speaking to the multitude instead of to a few individuals.

Duplicating your selling talk in millions of places.

Telling a story in a day that would otherwise take a year.

Giving a national voice to the merit of your product.

Saving time by multiplying your sales appeal.

Speaking to an audience consisting of the nation.

Selling a desire for your product through printed publicity.

Helping your product to help you make good.

Letting everybody know what only a few people know about your product.

Telling the word why you are proud of your goods.

Spreading the news of your product's merit.

Going to the public instead of waiting for it to come to you.

Making your business safe for success.

Sowing the seeds of ideas that grow into sales and goodwill.

Tens of thousands of salesmen in type.

A wholesale reminding to the public of what you have to offer.

Telling again and again the things that the public ought to know.

Recreating in the minds of the public the sales ideas in your own mind.

Increasing the radius of your success by increasing the radius of your sales appeal.

Telling the story in writing instead of in person.

A method of multiplied telling of facts that is the most economical.

A means of making personal effort more productive.

Making your voice reach from ocean to ocean.—Ray Deeo Broadcasts.

Much of the present day whiskey is aged in wood but the wood is provided by the undertaker.

Silence has this advantage over speech—that you never have to take it back.

Cheer up! There would be a lot more 'ell in the H. C. of L. if Germany had won.

The world is all a stage, but a bunch of us are just scenery.

Men are like pins—no good when they lose their heads.

A green salesman sells more goods than a blue one.

The wrong road never brings you to the right place.

Never mind the bumps but keep out of the ruts.

Some are good musicians with the soup spoon.

An optimist is one who carries a corkscrew.

Man is the biggest thing in sales—MANship.

Many run fast enough but not soon enough.

Discourage the use of obscene language.

The careless man is usually the lazy one.

It's the wets who are really dry.

## MALDARI'S INSUPERABLE BRONZE MOULDS

with removable pins

### Quality

Trade Mark  
Reg.  
U. S. Patent Office



## Workmanship

## Service

## Satisfaction

F. MALDARI & BROS., Inc., 127-31 Baxter St.,  
NEW YORK CITY

SEND FOR CATALOGUE

Established 1903

## 'NATIONAL'

### PACKAGING MACHINERY

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

Manufactured and distributed exclusively by

NATIONAL PACKAGING MACHINERY COMPANY BOSTON 30, MASS.

## Read Our Advertisements

They represent real news—that special information that serves as a guide to the careful and prudent—for the head of the concern,—for the plant superintendent,—for the production manager, who, by keeping posted on the particular advantages which may be got from time to time from the different sources of supply, broaden the scope of their usefulness and perform important economies at a time when good raw materials, efficient machinery are most needed.

**Our advertisements are interesting, instructive and the advertisers most worthy of your patronage.**

## Government Ruling and Standards

Changed conditions in the macaroni and noodle manufacturing industry necessitate occasional changes in the government rulings and standards pertaining thereto to keep up with natural progress. Though announcements of new rulings on the manufacture of this foodstuff have been made on the occasion of their promulgation there are still many manufacturers unacquainted with the rulings now in force. For their benefit and as a reminder to the entire industry we publish the laws and rulings by the bureau of chemistry insofar as they affect macaroni or noodle products.

### Alimentary Pastes

Food Inspection Decision No. 171 containing definitions and standards for macaroni, spaghetti, vermicelli, flour macaroni, flour spaghetti and flour vermicelli, was adopted by the bureau of chemistry joint committee on definitions and standards in November 1916 as a guide in enforcing the foods and drugs act. It was provided as follows:

**Macaroni, Spaghetti, Vermicelli** are dried pastes made of semolina of hard wheat.

They contain not more than 13½% of moisture.

**Flour Macaroni, Flour Spaghetti, Flour Vermicelli** are dried pastes made of flour or of a mixture of flour and semolina. They contain not more than 13½% of moisture.

### New Ruling

On Feb. 14, 1923, the bureau of chemistry published the fact that it had under consideration changes in the rulings and definitions affecting alimentary pastes to the end that they be made more easily enforced. The present attitude is shown in the following announcement:

Pending the announcement of revised definitions 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.

### Egg Noodles and Plain Noodles

The old ruling pertaining to the egg and moisture contents of noodles was contained in Food Inspection Decision No. 162 adopted in 1915. Its provisions are as follows:

**Noodles, Egg Noodles** are dried alimentary pastes made from wheat flour and eggs. They contain not less than 5% by weight of the solids of whole, sound egg exclusive of the shell.

**Plain Noodles, Water Noodles** are dried alimentary pastes made from wheat flour without egg, or with less

than 5% by weight of the solids of whole, sound egg exclusive of the shell.

### New Ruling

To clarify the old ruling and to make it more easily enforced the secretary of the U. S. Department of Agriculture made the following explanatory announcement on July 14, 1924.

**Dr. C. A. Browne, chief of the bureau of chemistry announces, that—egg yolk may be substituted in whole eggs in making egg noodles.**

"The bureau has acquired information which indicates that a product in which egg yolk has been substituted for whole egg is the equal if not the superior of egg noodles as defined by the standard. In view of this information and pending a reconsideration by the joint committee on definitions and standards of the existing standard this bureau is recommending no action against the products sold as egg noodles if they contain not less than 5% by weight of the solids of egg yolk or not less than 5% of the solids of whole, sound egg exclusive of the shell or not less than 5% of a mixture of the solids of egg yolk and whole egg exclusive of the shell.

"Attention is called to the fact that commercial dried egg yolk contains some moisture. A product made with 5 lbs. of dried egg yolk to 100 lbs. of flour would not necessarily contain 5% of the solids of eggs. Due correction should be made for the amount of moisture in the dried egg yolk and in the finished product. As a general proposition at least 5.5 lbs. of the dried egg ingredient to 100 lbs. of flour would be necessary."

## ADOPT STANDARDS

**Manufacturers Find Plan Beneficial—Macaroni Men Urged to Use Same Practice—Thirty-two Trades on List Now.**

While in the macaroni manufacturing industry there has been much talk about the needs of standardizing products on the basis of quality, sizes, etc., other industries have been acting.

Recent progress along this line receives favorable comment in a bulletin recently issued by the department of manufacture of the Chamber of Commerce of the United States:

"The buyer today finds it a physical impossibility to inspect all his purchases. He accepts most of them on faith in the seller or on faith in the standards set up by the industry dealing in the commodities he requires. Where the individual producers guarantee quality they in time build up what we term 'good will,' a valuable asset. Why should not all manufacturers in any line cooperate in affording the buyer the same protection?"

"It is being done, as the list of as-

sociations which have already adopted standards shows, but it should become a universal practice not only in our domestic trade but in our dealings abroad. Secretary Herbert Hoover of the department of commerce in discussing our opportunities for world trade mentioned the establishment of standards of quality which would insure foreign buyers getting just what is promised them in the sales transactions, as an important and vital factor.

"'Made in America—Quality Guaranteed,' may be made to carry prestige abroad where neither price nor advantageous terms would."

Reference to foreign trade is interesting but macaroni manufacturers are more concerned in domestic business. Everything that is said about foreign business applies also to home distribution. Faith in the macaroni industry through the knowledge that standards of quality have been adopted would materially aid in establishing this food business on a much firmer and substantial basis.

### Find Standards Helpful

The department of manufacture gives a list of 32 trade associations which have already adopted quality standards and calls on others to study the beneficial effect this policy has had on these trades. Among adoptions that may be of interest to the macaroni men are the following:

The American Bakers association, co-operating with the U. S. Department of Agriculture, has promulgated standards and definitions for bread, registers approved making materials and issues certifications of quality to bakers measuring up to the standards agreed upon.

The Folding Box Manufacturers association has quality standards for its basic materials, box board, and deception in this business is fast disappearing.

The Gum Paper Manufacturers association has quality standards established and has adopted a trade mark which serves as a certification of quality.

The National Association of Glue Manufacturers has standards for determining viscosity and jelly strength of glues, together with standard equipment for conducting these tests.

The National Container association has standardized names of its products, qualities, mill specifications, tests and shipping regulations.

The National Pickle Packers association has agreed on standards for size, shape, quality, grades and quantity of pickles.

The Salt Producers association maintains an average quality above 99% pure for its refined salt.

The Rice Millers association has agreed upon standard grades of quality and maintains an efficient inspection and certification service.

Macaroni manufacturers should soon agree on standards that will be as beneficial to them as the above named, and many other trade associations have found these to be from practical experience in their own lines.

## Ianieri's Rapid Drying Process for Macaroni and Noodles

Questions that we like to submit to every Macaroni Manufacturer:

DO you want to end your macaroni drying troubles?

DO you want to economize on your daily production?

DO you want to save labor?

DO you want a better drying system?

DO you want to increase your production without enlarging your factory?

The IANIERI'S RAPID DRYING PROCESS is the *Only Modern, Economical System* that can answer the questions.

**It will SAVE 75% of time, space and money**

We construct a first drying-chamber at our expense in your factory from which you can get your own idea.

*Our guarantee will protect you*

Do Not Delay—Write Now to:

**JOHN IANIERI COMPANY,** 553 North 63rd Street, PHILADELPHIA, PA.  
AMOROSO & DI MARINO, Sole Agents

Tel. Central 5115

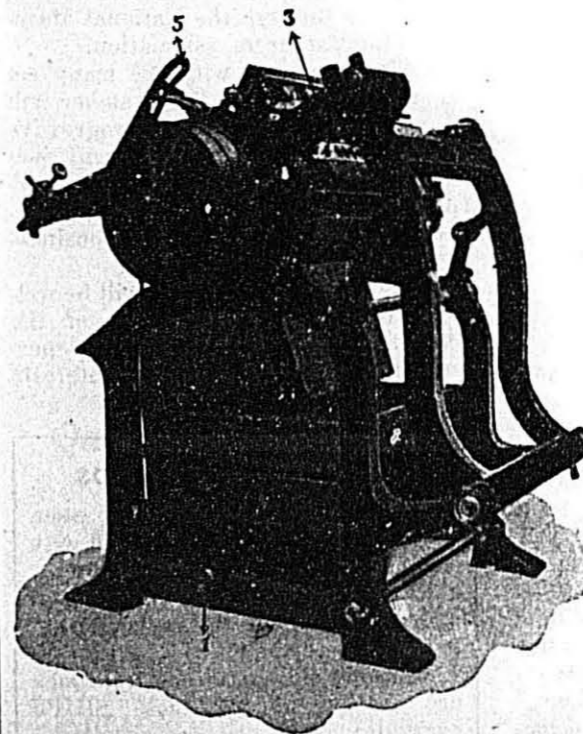
Before Buying

**INVESTIGATE—T. E. L. PAT.**

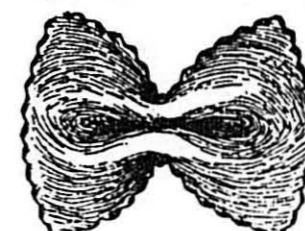
ING. BRUNO COMASTRI, (Inc.) ENGINEERING WORKS, Manufacturer

T. E. L. SERIAL No. 507

Est. 1893 - Bologna (Italy)



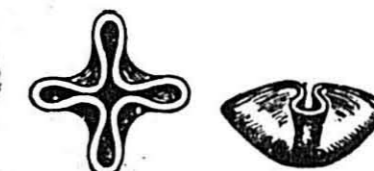
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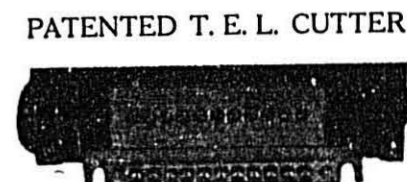
EGG-NOODLES, BOW-TIE



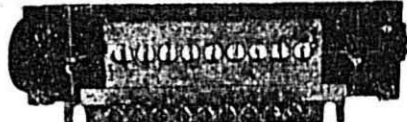
EGG-NOODLES, SEA-SHELL



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— NOVELTY —



PATENTED T. E. L. CUTTER  
TYPE OF MALE & FEMALE DIES  
NO SPRINGS



STANDARD WIDTHS  
15 and 20 inches

Write for Particulars.

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EXCLUSIVE AGENT FOR

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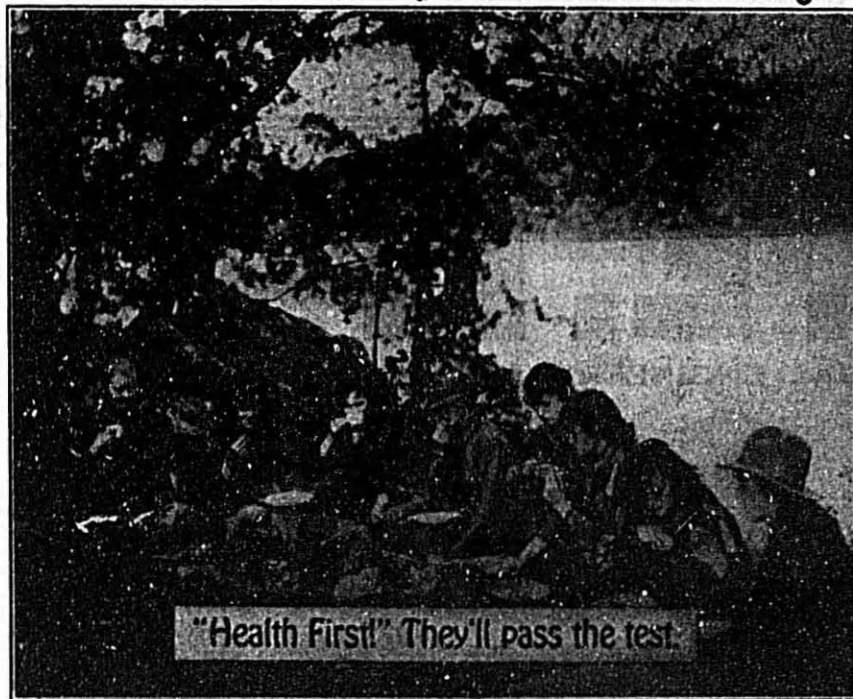
## Why Macaroni Should Be Popular

By Elizabeth Cole



When Yankee Doodle, that wise wag, came to town (as we all have known since childhood) he stuck a feather in his hat and called it macaroni. We used to suspect he called it that because he must have something to rhyme with "pony." We know differently now—he wished to popularize that delightful food, macaroni! And he has been decidedly successful.

Why should macaroni be popular? Our ancestors never paid much attention to food values. Plenty of potatoes and meat, pies, hot biscuits and hearty puddings for the most part made up their diet. It is only in recent years that doctors, nurses, health workers and housewives have been concerned in preparing menus that would be both nourishing, well balanced and at the same time palatable. And with this interest in furnishing the most healthful foods



to the family mothers have come to find out the value of macaroni, spaghetti, vermicelli, noodles and such products. They have come to realize the excellent potatoes and meat. To build a strong body that will resist disease and have energy and muscular development we need starches, proteins, mineral elements and vitamins. Starchy foods, fats and oils are used most economically to create energy. Bread, cereals, macaroni, potatoes, butter and cream are needed by the man or woman who is active and, also by all children. Protein foods are milk, eggs, cheese, fish, meat, beans, peas and nuts. Foods rich in mineral elements are vegetables,

fruit and whole grain cereals. We need a mixture of all of these but the one to avoid getting too much of is the protein type.

In the dozens of attractive ways to cook macaroni or spaghetti there is a chance to combine in one dish the necessary elements that make up a healthful meal. Cheese, fresh vegetables, milk, eggs, plus the starch element in the macaroni or spaghetti, and a salad, with fruit for dessert make a meal, delicious to taste and health building. Meat is the most expensive article on the diet and many food experts agree that the average adult or child does not need to eat nearly as much as he does. Four ounces a day is sufficient for nourishing quality of this type of food, as well as the great possibilities for cooking it in all sorts of ways and making a most delicious variety in the daily diet.

The secret of using macaroni and spaghetti healthfully is to combine it with fresh vegetables. Cheeses and sauces make it nourishing as a substitute for

adults, and two ounces a day for children 6 to 10 years of age. A good way to reduce meat in the diet is to eat a little less each day until the desired limit is reached and to help camouflage its absence one may combine leftover meat with spaghetti and serve an inexpensive yet deliciously appetizing hot dinner.

People would do well to live up to what Miss Lucy H. Gillett says in Food for Health's Sake: "The cost of food is not a good basis for judging its value. One should consider the food value received in return for the money spent." While one should not substitute macaroni altogether for potatoes one may

use macaroni economically and it is especially valuable when combined with vegetables.

One of the diseases that may be avoided by the man or woman who realizes the need for energy foods is tuberculosis. The National Tuberculosis association and affiliated agencies conduct a campaign that seeks to teach people that healthful foods, sunshine, rest and fresh air will go far toward stamping out this disease. They are holding their annual Christmas seal sale in December and the more seals that are purchased the more successful can be their educational work in 1925.

### New Business Temple

The new home of the Chamber of Commerce of the United States has been completed in Washington, D. C., and now becomes this country's home of BUSINESS. The structure, situated on Pennsylvania av., is one of the most beautiful business buildings in the world, and from it will issue messages of interest to the business men of the country on national affairs.

These messages will go forth in "The Nation's Business," the monthly magazine of the Chamber, whose editorial offices are there and under supervision of Merle Thorpe, its able editor.

The United States Chamber of Commerce through its various departments has done some great good for business generally, and all industries are welcome to make use of its appointments in their research and extension work. The business men of the country are invited to make the new home of the Chamber headquarters when in the nation's capital on business.

The macaroni manufacturers of the country should be proud of the wonderful Temple of Business because of the share they assumed in its erection, contributions to the building fund having been made through the National Macaroni Manufacturers association.

A closer contact with the many activities carried on by the Chamber will prove most beneficial to the progressive manufacturers and the macaroni men of the country should lose no opportunity to take advantage of the willingness of this trained group of business men to aid business generally.

When in Washington you will be welcome to visit the new home of the Chamber of Commerce, which represents the organized business interests of this country.

### Some Famous Ships

Ships are the world's biggest asset. Fellow-SHIP greets the world with a big handclasp and appreciation. Friend-SHIP weathers all storms and carries men in the harbor of understanding.

More big successful macaroni men are getting aboard these SHIPS every day.

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

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

## WOOD BOX SHOOKS

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



Anderson-Tully Co.  
MEMPHIS, TENN.

Accidents Do Happen!

## 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.

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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

### WCCO and Macaroni

The Gold Medal Radio Station, WCCO, has arranged to broadcast throughout the winter messages of special interest to the macaroni industry. Miss Betty Crocker, the nationally known member of the Gold Medal Home Service department of the Washburn-Crosby company, who broadcasts food talks daily from WCCO, at 10:45 a. m., will devote 2 mornings a week to lectures on macaroni products, their food values and proper method of preparation for the table. In addition she will tell of individual macaroni and spaghetti dishes as occasion offers in her other programs of the week.

Speaking of this feature, Vice President J. F. Bell of the Washburn-Crosby company, owner of this popular radio casting station in the northwest, says: "There are tens of thousands of housewives throughout the northwest who listen in almost every morning to the delightful and instructive discussions by the popular Miss Betty Crocker. While her present program calls for 2 talks on macaroni products each week we hope and believe that Miss Crocker will soon devote 3 or 4 mornings to the discussions of macaroni and spaghetti and the delicious dishes which they will make. We are very sure that if a distinct response reaches her she will be most inclined to do so."

The macaroni manufacturing industry is keenly interested in the attempt being made by the station in broadcasting the appreciation of macaroni as a daily food and increasing its consumption by the American people. Macaroni manufacturers having radio receiving sets should instruct their families to listen in when Miss Crocker talks on this subject of deepest interest and to urge their friends to do likewise. She will appreciate their comments, not only on the reception but on the timeliness of her discussions and the thoroughness with which she covers the subject. Macaroni manufacturers surely appreciate the efforts of the various members of the allied trades who are cooperating with them toward a slow but sure education of the American public to the value of the excellent products which the American macaroni manufacturers are striving to provide for home consumption.

### A Matter of Business

Do you discount your bills? If not, you are losing a good bet. Perhaps the fact that so many people do not discount their bills is the reason they have had the reputation, now fast disappearing happily, of being poor business men. When it is possible to earn a discount by paying bills promptly do so, by all means, even if you have to borrow money to pay them. You will gain considerably in the transaction and your credit will be maintained at a high point, which is an important point.

Just how much you will gain finan-

cially can easily be seen. If you discount 3 bills of \$1,000 each, getting 2% 10 days on each, you will earn, by the discount, \$60. If you have to borrow the money at a legal rate it will cost you \$15 for the \$3,000. You have cleared \$35.

### Plant a Tree a Year

Professor Henry Graves, dean of forestry in Yale, has come forward with the suggestion that the United States spend about \$100,000,000 in the next 15 years to teach forest preservation, and to provide reforestation aid.

Just think what it would mean to this country if each person would plant a tree each year. In the east societies have been organized and one may become a member by planting a tree. In some of the schools they offer prizes and rewards to those who have planted most trees during the year. When one stops to think of the thousands of trees that are lost in one forest fire is it any wonder that the people of the United States are trying to make us realize the great necessity of more trees.

In Norway they have a remarkably good way of reforesting. They have a law compelling anyone who cuts down a tree to plant 3 saplings to take its place. It is a certainty that one of these will live, and should they all live, so much the better.

There is a movement on foot to have each class in each school throughout the country, plant a tree somewhere, preferably on a motor highway into the city, on our Arbor Day. This is a fine plan and is one that should be encouraged.

### New York Greatest Port

New York is by far the greatest of all the ports of the nation.

It handles more than half the export trade of the states, and has forged away ahead of London, and its facilities for moving freight and relieving congestion are surpassed by no port in the world today.

One may realize the supremacy of the port of New York from the fact that during a month over 500 ships made their departures, and on 65 different trade routes. The next greatest port is the port of New Orleans, but from there only 200 ships leave.

Much commerce finds its way to the port of New York, and during the World war the shipping of foodstuffs, as well as rice, cotton, sugar, coffee, and lumber and war accoutrements far surpassed the authorities' anticipations.

### What the World Eats

Statistics gathered in this country reveal some very interesting facts in regard to the world's diet. The average American eats 150 lbs. of meat a year, and in this he leads the world. Italy is second with but 25 lbs. a year.

Ireland is a very easy winner when it comes to potatoes. The average consumption is 4 lbs. per day.

The American eats 150 eggs a year, which is many more than any other nation, but he consumes only 4 lbs. of rice a year, as compared with 550 lbs. for the average native of Bombay, who seems to have few other articles of food.

The consumption of coffee in the United States is around one billion lbs. annually or approximately 40 billion cups. This requires 40 billion oz. of cream. Eighty-five million lbs. of tea are consumed, or 21 billion cups, requiring 1/2 billion oz. of cream. This also brings out the fact that 800 million lbs. of sugar, or one tenth of the sugar consumed for all purposes in the United States, is used in tea and coffee.

### Why Days Are So Named

Sunday was anciently dedicated to the sun.

Monday comes from an Anglo-Saxon word meaning "day of the moon."

Tuesday is from an Anglo-Saxon word Tivesdag, derived from Tiw, the God of War, and dag, meaning day.

Wednesday is from Woden or Odin, the highest god of the Scandinavians.

Thursday is originally consecrated to Thor, the God of thunder.

Friday is from Friegeadag, a derivative of Frig, the goddess of marriage.

Saturday is from Saturn, the Anglo-Saxon form was Saterndag.

### O WONDERFUL HORSE!

"O horse, you are a wonderful thing; No buttons to push, nor horn to honk; You start yourself, no clutch to slip; No spark to miss, no gears to strip; No license buying every year, With plates to screw on front and rear; No gas bills climbing up each day, Stealing the joy of life away; No speed cops chugging in your rear, Yelling summons in your ear. Your inner tubes are all o. k., And, thank the Lord, they stay that way;

Your spark plugs never miss and fuss; Your motor never makes us cuss. Your frame is good for many a mile; Your body never changes style. Your wants are few and easy met; You've something on the auto yet!"  
—Exchange.

It isn't hard to smile when you remember that many of your griefs of yesterday are jokes to you today.

Time checks power and equalizes all things and gives the new generation a chance.

Embrace your opportunities—especially if they are good looking.

Are you the fellow who stirs up the dust in industry?

## Buhler Brothers

Works at Uzwil, Switzerland

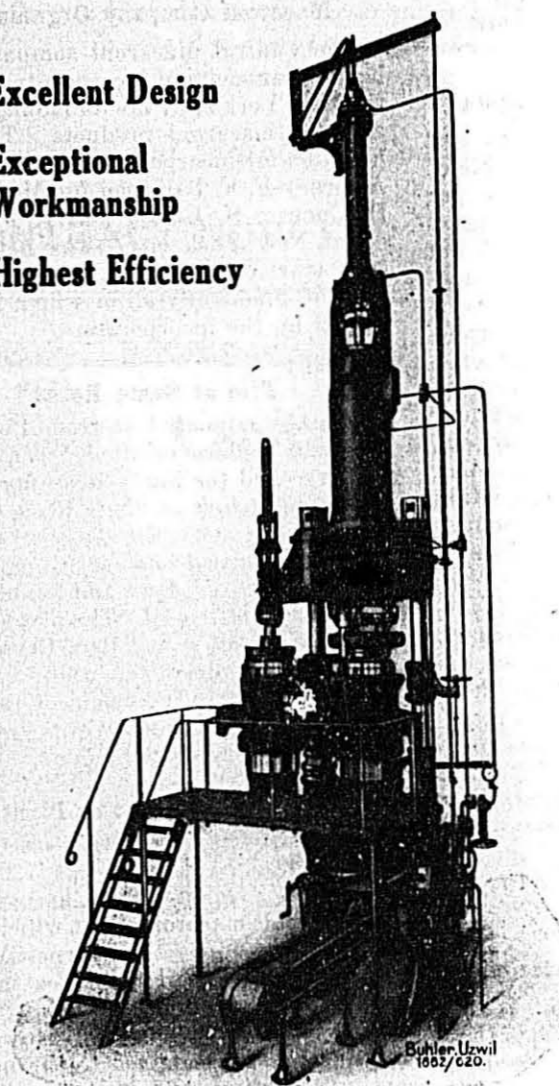
### PASTE GOODS PRESSES and DRYERS

are still the outstanding  
Machines for the manufacture  
of first class Macaroni and  
other Paste Goods.

Excellent Design

Exceptional  
Workmanship

Highest Efficiency



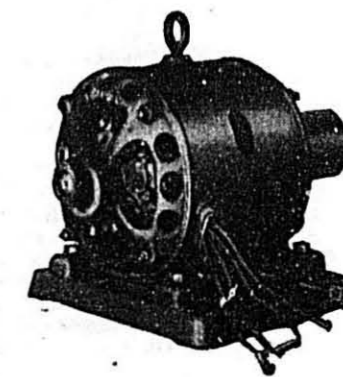
For information and catalogues please ask

**Th. H. Kappeler**

Sole Distributor for Buhler Machinery

NEW YORK OFFICE, 44 Whitehall St.

### Electrical Installations for Macaroni Factories



10 years of experience in the electrification of macaroni factories enables us to give exceptional service.

Not one dissatisfied customer

**CONCORD ELECTRIC CO.**

J. C. Marcellino, Prop.

1303 DeKalb Ave.

Brooklyn, N. Y.

## COMMANDER

### Semolinas Durum Patent and First Clear Flour

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

Ask For Samples

**Commander Mill Company**  
MINNEAPOLIS, MINNESOTA



# Notes of the Macaroni Industry

## Misbranding—Adulteration

Cases of misbranding and adulterating macaroni products are rather rare occurrences lately because of the inherent desire among those engaged in the industry to keep well within the laws governing the manufacture and distribution of food products. Two cases against the one firm are, however, reported in the United States Department of Agriculture "Service and Regulatory Announcements" for September 1924. We reproduce the decision of Acting Secretary of Agriculture Howard M. Gore in each case and without comment.

12287. Adulteration and misbranding of macaroni. U. S. v. 8 Boxes of Macaroni. Default decree of condemnation, forfeiture, and sale. (F. & D. No. 18285. I. S. No. 12122-v. S. No. W-1472.)

On February 2, 1924, the United States attorney for the District of New Mexico, acting upon a report by the Secretary of Agriculture, filed in the district court of the United States for said district a libel praying the seizure and condemnation of 8 boxes, 20 pounds each [4 weighing 30 pounds each and 4 weighing 5 pounds each], of macaroni, remaining unsold in the original packages at Capulin, N. M., alleging that the article had been shipped by the Queen City Macaroni Manufacturing Co., from Denver, Colo., January 12, 1924, and transported from the State of Colorado into the State of New Mexico, and charging adulteration and misbranding in violation of the food and drugs act. The article was labeled in part: (Shipping package, larger size) "Golden West Brand \* \* \* Manufactured and Guaranteed By Queen City Macaroni Mfg. Co. \* \* \* Denver, Colo." (rubber stamp) "Artificially colored." (stencil) "Macaroni," and "Extra Fine Semolina Net Weight 20 Lbs." (Shipping package, smaller size) "Golden West Brand Macaroni Manufactured and Guaranteed By Queen City Macaroni Manufacturing Co. \* \* \* Denver, Colo." (rubber stamp) "5 Lbs. Net."

Adulteration of the article was alleged in substance in the libel for the reason that it contained excessive moisture, which had been mixed and packed with and substituted wholly or in part for the said article.

Misbranding was alleged for the reason that the statement "Macaroni" was false and misleading and deceived and misled the purchaser.

On April 10, 1924, no claimant having appeared for the property, judgment of condemnation and forfeiture was entered, and it was ordered by the court that the product be sold by the United States marshal.

—HOWARD M. GORE,

Acting Secretary of Agriculture.

12256. Adulteration and misbranding of alimentary paste. U. S. v. 10 Boxes of Alimentary Paste. Default decree of condemnation. I. S. No. 12121-v. S. No. W-1471.)

On February 2, 1924, the United States attorney for the District of New Mexico, acting upon a report by the Secretary of Agriculture, filed in the district court of the United States for said district a libel praying the seizure and condemnation of 10 boxes, 20 pounds each, of alimentary paste, remaining unsold in the original packages at Raton, N. Mex., alleging that the article had been shipped by the Queen City Macaroni Manufacturing Co. from Denver, Colo., January 12, 1924, and transported from the State of Colorado into the State of New Mexico, and charging adulteration and misbranding in violation of the food and drugs

act, as amended. The article was labeled in part: (Shipping package) "Golden West Brand \* \* \* Manufactured And Guaranteed By Queen City Macaroni Mfg. Co. \* \* \* Denver, Colo." (stencil) "Extra Fine Semolina Net Weight 20 Lbs." (case) "Mezzani," "Ziti," and "Perlatelli," respectively.

Adulteration of the article was alleged in substance in the libel for the reason that a product containing excessive moisture and in part artificially colored had been mixed and packed with and substituted wholly or in part for the said article.

Misbranding was alleged for the reason that the statements appearing in the labeling, "Extra Fine Semolina," "Mezzani," "Ziti," and "Perlatelli," "Net Weight 20 Lbs.," as the case might be, were false and misleading and were intended to deceive and mislead the purchaser. Misbranding was alleged for the further reason that the quantity of the contents of the said packages was not plainly and conspicuously marked on the outside of the package.

On April 10, 1924, no claimant having appeared for the property, judgment of condemnation and forfeiture was entered, and it was ordered by the court that the product be sold by the United States marshal.

—HOWARD M. GORE,

Acting Secretary of Agriculture.

## Consumption 1½ Lbs. Per Capita

With the per capita consumption of macaroni products among the people of Canada estimated at only 1½ lbs. per annum, the Canadian Macaroni Manufacturers association will seek to bring about an increase by consistent and constructive publicity. One of the advertising features now receiving serious consideration is the designation of a week to be known as "Macaroni Week," according to P. Bienvenu of C. H. Catelli, Limited, of Montreal, Canada, treasurer of the Canadian Macaroni Manufacturers association and chairman of its publicity committee. The definite date of the publicity week is not yet decided upon.

Macaroni products are quite favorably known along the Atlantic coast, the Pacific coast and the valley of the St. Lawrence in Canada where these products are consumed in greater quantities than in the interior provinces. It is hoped that through publicity the value of this product as an every day food will appeal to the Canadians and bring about the more frequent appearance of macaroni, spaghetti, and noodles on Canadian tables.

## Must Label "Colored" Macaroni

The food laws of the state of Washington have rules governing foods that had been artificially colored, according to food articles that recently appeared in the New West Trade of Spokane, from which we quote in part: "It has been pointed out that another regulation applies to the handling of bulk macaroni in addition to the one requiring labeling as such, paste products which are made of flour instead of semolina. This other restriction applies to artificially colored macaroni. Any product of this nature sold from bulk

must be carried either in a container labeled 'artificially colored' or else must be placarded in a similar way. Packaged products so manufactured must of course be marked in accordance on the carton."

## Hawaiians Like Macaroni

Macaroni in its various forms is eaten in Hawaii by all peoples. The Japanese like it best but the Filipinos, the Chinese, the Koreans and the Portuguese like it too, and it is becoming steadily more popular. A considerable portion of the Hawaiian consumption is home made macaroni and noodles. There are also a few small plants that manufacture in quantities sufficient to supply local needs. Most of these products are imported from United States and Japan. Vermicelli comes from China.

## Macaroni Company Organized

The Central Macaroni company has been organized and incorporated under the New York state law to manufacture and sell macaroni products. The application for incorporation was made by Attorney F. F. Palimson for Messrs. A. D. Cuonzo, S. Laroja and L. Caputa, all of New York city. The new concern started with a capitalization of \$50,000, practically all of which is controlled by the incorporators.

## Fire at Santa Rosa

Damage estimated at from 15 to 20 thousand dollars resulted from a fire that wrecked the Santa Rosa macaroni and paste factory at Santa Rosa, Calif., a few weeks ago. The interior of the plant was burned and large quantities of finished pastes, flour, and boxing materials were destroyed. The plant is the property of Anton and Paul Bertolucci who have occupied the paste factory for many years. The origin of the fire is undetermined though it was first discovered near the elevator shaft.

## Fire Threatens Foulds Plant

Fire of unexplained origin started in a large wooden building at 720 No. Clinton st., Syracuse, N. Y., and spread to the Foulds macaroni plant which was formerly owned by the Warner Macaroni company. Girl employes in the threatened section of the plant were forced to leave their work. However, the damage was confined to the neighboring building and to some extra equipment in the rear of the plant. Much of the damage was due to water used in fighting the blaze.

## Message by Radio

Through the courtesy of the United States Printing & Lithographing company of Cincinnati, Ohio, which took an active interest in the Canned Foods week, Nov. 8 to 15, arrangements were

## The W. K. Jahn Co.

INCORPORATED

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

CHICAGO, ILL.  
561 East Illinois Street  
Telephone State 6661

Importers of

## GOKL EGG PRODUCTS

FOR

## NOODLES

PURE

CHICKEN HEN EGG  
YOLK

SPRAY

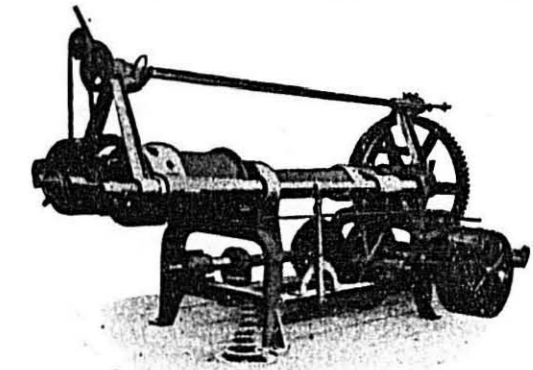
GRANULAR

Do you know the new government ruling  
in regard to egg in noodles?  
If not, write us.

Prices and Samples on Request

CONTRACT NOW FOR 1924-1925!

## D. & E. Cutting Press



### STYLE H—DOUBLE OR SINGLE CYLINDER

Cylinder	Floor Space	Weight	Driving Pulleys
9 or 10 in.	5 x 10 ft.	5000 lbs.	20 in. dia. x 3 in. face

This press is complete and compact, is entirely self contained and is arranged to cut all lengths of short macaroni. Shipped ready for belts. Steam or gas connection as desired. ALL GEARS GUARDED.

Repairs to Walton Machinery.

## DIENELT & EISENHARDT, Inc.

1304-18 N. Howard Street  
PHILADELPHIA, PA.

Established Over 50 Years

## 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 CO., St. Paul, Minn.

made whereby 2 interesting messages about canned foods were broadcast from Radio Station WSAI, the United States Playing Card Company of that city. The first message was thrown on the atmosphere Nov. 8 and a second one on Nov. 13. A circular distributed by William H. Gersie, manager of the Cincinnati company, so well known to the macaroni manufacturing industry, caused many thousands of radio receiving-set owners to tune in for the two interesting talks.

#### Macaroni Men at Chicago

Fifteen macaroni manufacturers from the Mississippi valley region gathered Nov. 7, in the Hotel La Salle, Chicago, in an informal meeting to consider matters of general interest to the industry.

Henry D. Rossi, Braidwood, Ill., second vice president of the National Macaroni Manufacturers association, presided. Unfair practices in manufacture and distribution of macaroni products were considered and condemned, particularly those that bring about demoralization of the macaroni markets either through use of inferior raw materials or by quoting prices below cost of manufacturer.

The conference generally agreed that while an educational campaign to acquaint housewives with the food values of macaroni products was of prime importance the first step should be an educational campaign that would make the macaroni manufacturer realize that he is not in business for charity's sake. On the face of rapidly rising market in which semolina has increased several dollars a barrel the macaroni manufacturers felt that the industry was deserving of a compensating increase in the price of its products. Reports from various manufacturers in different sections were that prices had advanced though not as rapidly as has the cost of the raw materials.

The question of supporting a movement that would bring about the passage of a law to entirely eliminate all "added coloring" in macaroni products was given unanimous approval in the conference. There was not the least sign of an objection to the proposed movement except that it was generally agreed that the law should be made applicable to all alimentary pastes, applying to all styles of macaroni products and noodles.

A luncheon was served to the gathered manufacturers in a private dining room of the Old Colony club arranged through the courtesy of C. S. Foulds of the Foulds Milling Co.

#### Joliet Salesmen's Meet

The annual meeting of the salesmen of the Joliet Macaroni company was held the first week in November in Joliet, Ill. A sales campaign was outlined by B. S. Scotland, president and manager of the company. A banquet was given for the salesmen and com-

pany officers at the Woodruff Inn on Friday evening, Nov. 7, and a program of talks and music was broadcast by radio from station WWAE of that city.

#### Directors to Meet

The fall meeting of board of directors of the National Macaroni Manufacturers association will be held Nov. 19 and 20, in Hotel Traymore, Atlantic City, N. J., on the occasion of the annual convention of the American Specialty Manufacturers association. Many of the leading macaroni manufacturers of the country and members of the specialty organization will annually attend the conference of this group of business men. Taking advantage of the gathering of the leading macaroni manufacturers short conferences are annually held at which affairs of the macaroni industry are given general consideration.

#### Planning Package Department

According to F. A. Nopenz, Chicago representative of the G. D'Amico Macaroni company of Chicago Heights, Ill., plans are under way for erection of a large addition to the present plant to be ready early next spring. The company, which has confined its production to bulk macaroni, will then launch a package brand. Plans for the additional space have been approved though it has not yet been definitely decided just when the construction work will begin.

#### Whole Wheat Noodles

Taking advantage of the dictates of fashion, which aims to popularize the slim figure which proper dieting insures, J. F. Elam Sales Service, Inc., of Chicago is offering "Elam's 100% Whole Wheat Egg Noodles" to its customers. This firm has put on quite an extensive advertising campaign based on its manufacturing policy of making noodles from "stone ground whole wheat flour," freshly ground for each batch, claiming that the finished products do not have the "pasty" consistency of ordinary noodles. The campaign started on the Pacific coast and is now being conducted throughout the central section. While it has not met with the greatest success, General Manager J. F. Elam is hopeful. Although not questioning the food value of whole wheat noodles, it is questionable whether or not they will ever become popular except as a fad, as has been the case with bread and rolls.

#### Among the Machine Builders

Cevaseo, Cavagnaro & Ambrette, Inc., macaroni machine builders of Brooklyn, N. Y., report that the company has enjoyed an excellent business during the past 6 weeks. One of the largest orders received by the firm this season was that for the macaroni machinery needed to equip the new plant being erected by the Milwaukee Macaroni

company. Among the other plants supplied by this company were the following:

Viviano Grocery company, St. Louis, Mo., one 13½ in. stationary die type press, one press for short goods, kneader and mixer.

Vitantonio Macaroni Manufacturing company of Cleveland, Ohio, a kneader and mixer.

Ponce, Alba & Romeriz of El Paso, Texas, one press for long goods, one kneader and a mixer.

Nicolo Vizzini & Sons of Rochester, N. Y., a 12½ in. press for long goods and a kneader and a mixer.

#### Prosecute Fraudulent Diploma Users

An echo of the fraud perpetrated on the guileless macaroni manufacturers and other business interests by the so-called "Industrial Expositions" supposedly held in Milan and Rome, Italy, late in 1922 and early in 1923, finds expression in a case about to be heard in New England.

A macaroni manufacturer of that section of the country was awarded a diploma and a gold medal testifying to the excellence of his macaroni products. Similar awards were made to other macaroni men on payment of stipulated amounts for like "honors." The former company, however, transgressed ethical business laws by using as a label for its products a cut of the valueless diploma.

The federal trade commission has been investigating cases of this character and has been aided by the National Macaroni Manufacturers association, whose activities last year uncovered the fraud to which altogether too many macaroni men fell prey.

It is acknowledged that there can be no legal objection to receiving diplomas or gold medals from any source but when such award is made use of to injure competitors, the legitimate business men have a right to expect the protection of the legal authorities of the government. Much interest is being manifested by the macaroni manufacturers of the country in the outcome of the case about to be filed in the eastern courts against the persistent offenders.

#### Newest Scenic Highway

One of the most remarkable motor highways in America from a scenic and engineering viewpoint has just been completed in Colorado over the Rocky mountains, and is open to motor traffic. A particularly interesting feature of this new western thoroughfare is that it is constructed for 221 miles, over the old roadbed of the Colorado and Midland railroad which ran from Colorado Springs to Glenwood Springs.

Girls get marcelled to look good over the "week" end.

Being college bred is sometimes only a 4 year loaf.

# SEMOLINA

## FOR QUALITY TRADE

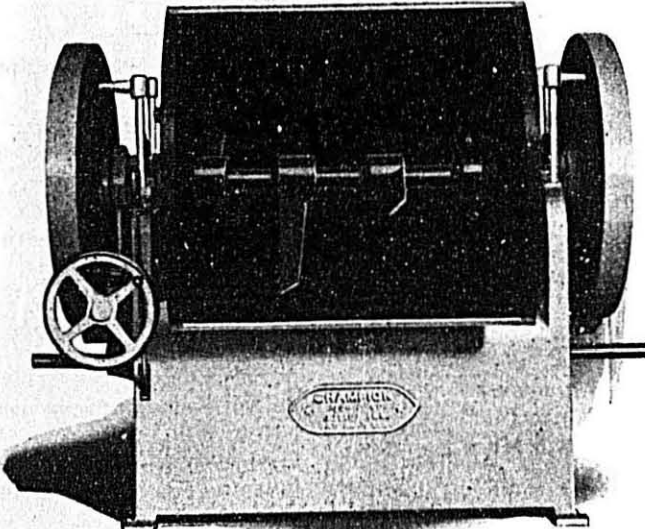
It's a Pleasure  
to Send Samples

### CROOKSTON MILLING CO.

CROOKSTON, MINNESOTA

"CROOKSTON MEANS" - FIRST QUALITY"

## BUILT FOR SERVICE



Special CHAMPION Mixer  
for  
Macaroni Spaghetti Noodles

## A DOUGH MIXER

Guaranteed to take care of the  
difficult mixing of doughs for  
Macaroni, Spaghetti and  
Noodles.

---

Special Shaped All-Steel Blades.

---

Mixes Semolina or Flour  
Thoroughly-Uniformly-Rapidly

---

Economical  
Easy Running  
Long Wear

---

Ask a CHAMPION User or Write  
**Champion Machinery Co.**  
Joliet, Illinois

## Agricultural Exports Heavy

Exports of agricultural products from the United States were greater volume in September than any preceding month since September 1921, says the United States Department of Agriculture. The index number of volume of all agricultural exports in September was 158 as compared with 100 which is used as the average for the period July 1909 to June 1914.

The index number in July was 67 which represented the smallest volume of exports in 10 years, and in August the index was 92. The rapid increase since July is due to the beginning of shipments from the new crops of wheat and cotton and is to a very large extent seasonal, although this year the seasonal increase is greater than usual because the exportable surplus of both cotton and wheat is expected to be larger than last year.

Wheat exports in September were 32,662,000 bu. compared with 15,408,000 bu. in September last year. Exports of wheat flour in terms of grain were 7,000,000 bu. compared with 14,400,000 bu. in September 1923. Rye exports were 11,560,000 bu. compared with 2,560,000 bu. the same month last year. The increased exports of bread grains appears even more important, says the department, when it is considered that the export price of wheat in September was \$1.36 as compared with \$1.12 a year ago, and the export price of rye \$1.23 compared with 95c last year.

### Containers in Small Quantities

The Brooklyn Fibre Syndicate, Inc., of Brooklyn, N. Y., has purchased the fibre board and fibre container manufacturing plant of Brockway Fitzhugh Stewart, Inc. This firm will give special heed to the requirements of the fibre container users of the New York metropolitan district. William R. Wisser, president of the purchasing concern, believes the increased use of fibre containers has been delayed by the fact that containers of this class had usually to be purchased at distant points and in carload lots. To this had to be added the storage cost on the heavy purchases. Firms using only a relatively small number of containers per year continued to use wood boxes though they might have preferred fibre shipping boxes had these been speedily available in reasonable quantities. To test out his views the firm is to cater to smaller sizes and hurry up orders. The experiment is being watched with interest both by containers manufacturers and shippers.

### Distributors Form Association

The general outdoors and house to house distribution of advertising literature and samples has become so extensive within the past few years that the leaders in this business have seen fit to

organize themselves, forming what is known as "The National Distributors Association Inc." with headquarters in Chicago. R. J. Ralston is president and general manager of the new organization and Phil Freed is secretary. It is composed of nearly 2000 responsible representatives of the business who handle work in practically every city as well as the country sections. The national association vouches for its members and will stand responsible to any manufacturer or advertiser where any member fails to deliver services contracted for by the organization.

### France to Import Bread Grains

The supply of bread grains in France is somewhat short of domestic requirements, according to cable dispatches of the French wheat and rye crops received by the United States Department of Agriculture from the International Institute of Agriculture at Rome. The wheat crop is officially estimated at 282,000,000 bu. compared with 276,000,000 bu. the revised estimate for last year, and rye at 40,000,000 bu. compared with 37,000,000 bu. in 1923. Domestic wheat requirements including seed are commonly estimated at 340,000,000 to 350,000,000 bu. Considering the long milling processes used and the incorporation of 8% substitutes into wheat flour it is likely that imports during the current year will be kept at a minimum, although short crops in the countries of North Africa will make it necessary for France to draw upon other sources to meet the deficit in her supply of bread grains.

### New York Manager

W. R. Morris, formerly manager of the Washburn-Crosby company operations in Kansas City covering the southern territory, has been appointed manager of the company's New York office. Mr. Morris is well known to the macaroni manufacturing trade having formerly been associated with the durum sales department of his company. He will take up his duties as manager in the New York office immediately giving his entire attention to domestic distribution in that territory.

T. C. Estee, recently elected vice president of the Washburn-Crosby company, will continue as resident director in New York city, cooperating with Mr. Morris in promoting the business of their company.

### Canadian Potato Crop

The southern provinces of Canada produce large quantities of excellent potatoes annually a goodly portion of which find a market in this country. This year the crop will be slightly below the average owing to a cut in the acreage. About 532,400 acres of land was devoted to the growing of potatoes in Canada this year as compared with

655,900 acres last year, according to estimate by the Canadian bureau of statistics. The prairie provinces and Ontario have good crops as have the maritime states, while Quebec's production will show a falling off.

### King Midas Mills Sold

Two flour mills, the property of the King Midas Milling company of Minneapolis, have been sold to the VanDusen-Harrington company of the same city. The mills affected by the transaction are in Shakopee and Hastings, Minn. The purchasing concern will continue to operate its new properties. The two mills have a combined daily capacity of 4200 bbls.

### Businessman Export Manager

Washburn-Crosby company announces the appointment of R. F. Bausman, New York, as export manager, in charge of all export activities of the company. Mr. Bausman has for several years served as manager of the European sales for Washburn-Crosby company of Minneapolis, Minn.

The Lord freezes the water but we must cut our own ice.

The "weak" days are—yesterday and tomorrow.

The foolish "darn" their luck, the wise mend it.

Things that never happen worry us the most.

Many run fast enough but not soon enough.

He is a good orator who convinces himself.

A pound of idleness weighs twenty ounces.

The less you have the more there is to get.

Many are dead but they don't lie down.

To improve with age improve your time.

A good horse cannot have a bad color.

Road "hogs" should be put in the pen.

If you are up against it, go around.

Some can't think; others won't.

Even honest fellows steal kisses.

Bobbed hair is rough on rats.

**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.

# 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  
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# JOHNSON MACARONI TYPE SCALE

for weighing Elbow and Alphabet Macaroni, Noodles, Spaghetti and similar Products.

The substantial construction of this Scale and its parts are all designed with a view of eliminating Feed trouble, thereby insuring accuracy.

A Rotary Feeding device under the Feed Hopper controlled by flexible Baffles or Stops insures a steady flow to the Scale Hoppers and prevents breakage and clogging.

Installed with Johnson Sealers, makes the Ideal Packaging line—and installed with other machines, it improves the whole equipment.

# JOHNSON

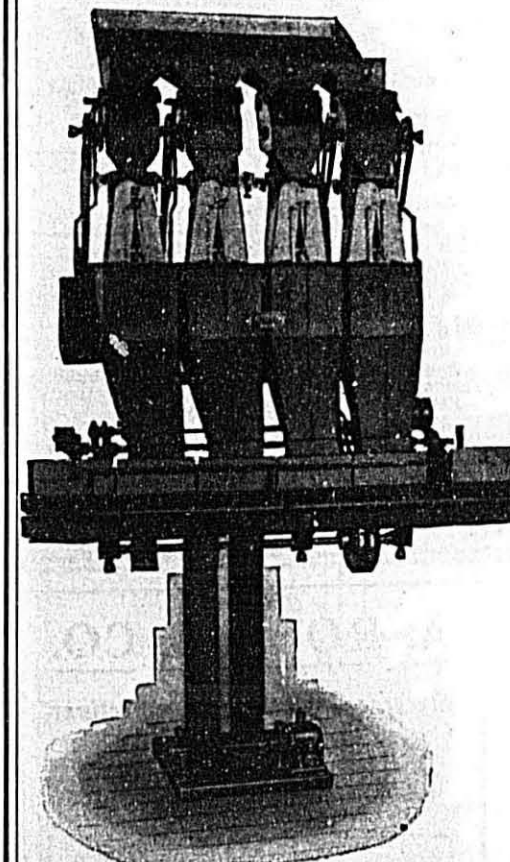
## AUTOMATIC SEALER CO., Ltd.

BATTLE CREEK, MICH.

New York  
39 Church St.

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Marsh Strong Bldg.



Made 2 Sizes, 20 to 60 Pkgs. a minute

### 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 JAS. T. WILLIAMS  
M. J. DONNA, Editor

**SUBSCRIPTION RATES** . . . . .  
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**SPECIAL NOTICE**  
COMMUNICATIONS:—The Editor solicits news and articles of interest to the Macaroni Industry. All matters intended for publication must reach the Editorial Office, Braidwood, Ill., no later than Fifth Day of Month.

THE MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns.  
The publishers of THE MACARONI JOURNAL reserve the right to reject any matter furnished either for the advertising or reading columns.  
REMITTANCES:—Make all checks or drafts payable to the order of the National Macaroni Manufacturers Association.

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

Vol. VI November 15, 1924 No. 7

### Questions and Answers

#### Investigating Losses

An expert industrial engineer who is making a survey of a progressive eastern plant to ascertain just where loss occurs in converting semolina and flour into finished macaroni products asks for statistics on this phase of the macaroni manufacture. Those having figures on the points in question other than those given herewith might submit them to the office of the national secretary for the general information of the industry.

Question: How many pounds of macaroni are produced from a barrel of flour?

Reply: With good care and under best manufacturing conditions macaroni manufacturers would do well to average between 180 and 185 lbs. of sound, finished products to a barrel of flour. We find the average below this.

Question: What is the percentage of waste in the handling of flour?

Reply: We have no figures that would throw light on this point.

Question: About what would be under ordinary conditions the percentage of broken macaroni?

Reply: So many factors enter here that it would be impracticable to estimate the percentage of broken macaroni. The condition of the dough, the grade of semolina used, the temperature of the dough at the time of manufacturing, the drying process and the care in handling products from the raw to the finished state all affect the quantity of broken goods.

Make light of your troubles by keeping them dark.

### CLENDENIN REPORT IN PAMPHLET FORM

Macaroni manufacturers will find so much valuable information in this report that thousands of reprints in pamphlet form will be ordered for circulation to branch houses, food officials, dietitians, physicians, salesmen and trade papers.

We will print this interesting article in a neat and well bound booklet size 6" x 9", with your firm name on cover, at the following rates:

500 copies.....\$25.00  
1000 copies.....\$40.00

(\$25.00 a thousand for each additional 1000.)

All orders should be placed with M. J. Donna, Secretary of the National Macaroni Manufacturers Association, P. O. Drawer No. 1, Braidwood, Illinois, not later than December 15, 1924.

#### Order Blank

National Macaroni Manufacturers Association, Braidwood, Ill.

Kindly reprint for us in pamphlet form ..... copies of the Clendenin Report. Insert our firm name on the front cover of the pamphlets.

### Macaronigrams

Waste not, want not.  
To have friends, be one.  
Think twice, speak once.  
Keep up by keeping ahead.  
A stitch in time saves nine.  
It is never too late to mend..  
Do as you would be done by.  
Many an open mind is empty.  
It's seldom pas-time to get up.  
Kill time by working it to death.  
Nothing venture, nothing have.  
A man forewarned is forearmed.  
A kiss is nothing divided by two.  
A small spark makes a great fire.  
How uncommon is common sense.  
Don't play the dog in the manger.  
Do your best, that's all angels do.  
Those who only hope are hopeless.  
A lie is legless but it travels fast.  
Birds of a feather knock together.  
A little field may grow good corn.  
A wild night always has its mourn.  
Good wives make the best husbands.  
Use soft words and hard arguments.  
Even a mistake proves that you tried.  
He who has push doesn't need pull.  
Don't burn the candle at both ends.

The world's greatest ship is—Friendship.

Fortune favors the brave and the wise.

Many aim at the truth but miss the mark.

Musically speaking, snoring is sheet music.

Better divide the dollar than fight for it.

He that falls today may be up again tomorrow.

Cheer up! You can't sunburn when it's cloudy.

We like most everything fresh, except people.

"Nothing doing" is the result of doing nothing.

Love is a sweet dream; marriage the alarm clock.

Do your own thinking. Remember, you must pay the bills.

### WANT ADVERTISEMENTS

Five cents per word each insertion.

FOR SALE—Stencil machines, guaranteed re-bullets, low prices. Diagraph Stencil Machine Corp., 1602 S. Kingshighway Blvd., St. Louis, Mo. (11)

FOR RENT—Fully equipped Macaroni Plant. Capacity 5 barrels. Four drying rooms 1200 pounds capacity each. 3-story brick building. Monthly rent \$150. Write for particulars. Felix Colavecchio, Des Moines, Iowa.

## BUSINESS CARDS

### GEO. B. BREON

Specializing in Macaroni Shooks. Prompt Local or Carload Shipments.

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### A. ROSSI & CO.

Macaroni Machinery Manufacturer

Macaroni Drying Machines That Fool The Weather

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# Made to Satisfy Packer, Jobber and the Retailer.



Solid Fibre or Corrugated Fibre Shipping Containers

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## ATLAS BOX CO.

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The House of Perfection Always at Your Service

### Where Others Have Failed, We Have Succeeded.



Why not deal with a reliable house?

## INTERNATIONAL MACARONI MOULDS CO.

252 Hoyt St. Brooklyn, N. Y.

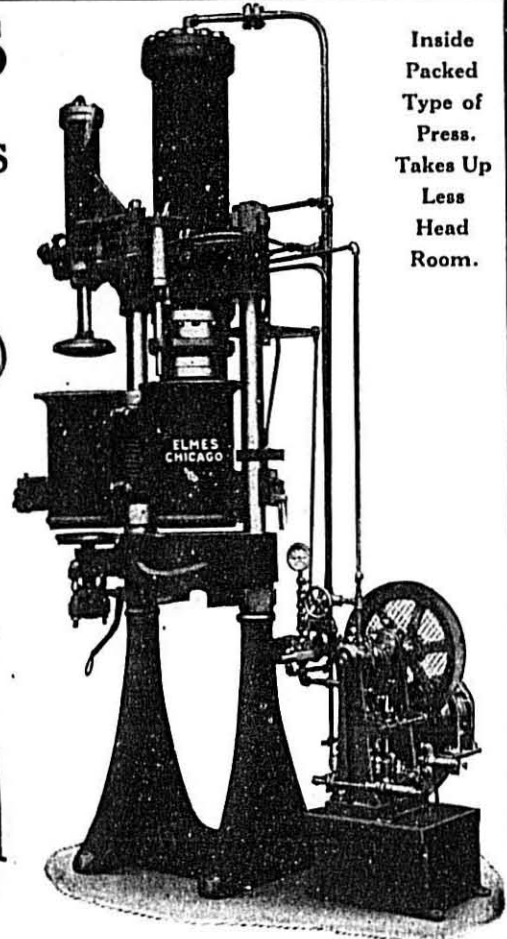
Outside Pullbacks. All Cylinders Outside Packed.

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<b>OUR PURPOSE:</b> Educate Elevate Organize Harmonize	<b>ASSOCIATION NEWS</b> <i>National Macaroni Manufacturers Association</i> <i>Local and Sectional Macaroni Clubs</i>	<b>OUR MOTTO:</b> First— The Industry Then— The Manufacturer
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## Mr. Vigilance at Work

Macaroni manufacturers everywhere are congratulating the newly appointed Legislative and Vigilance committee on the start it has made in carrying out its aims and purposes. While as yet no punitive action has been taken this will be done in the case of the most persistent violators of accepted business practices.

The vigilance committee's policy is to approach all offenders in a most friendly manner, show them the errors of their ways and appeal to their business fairness to discontinue any and all practices about which complaints are registered. No publicity is given either the name of the complainant or the accused, though this will be done in all cases where it will be found necessary to resort to law to stop injurious practices.

A resume of the activities of the vigilance committee since its appointment last July has just been made by Dr. B. R. Jacobs, Washington representative of the National association. A half dozen or more cases are reviewed, as are the various state and national laws and regulations which are most frequently violated.

### Violations and Violators

A New Jersey manufacturer has been reported to the proper state authorities on 2 specific charges. The first one was that bulk noodles sold by retail grocers supplied by that firm were being offered as noodles or egg noodles. Analysis showed that the product was artificially colored and contained only 0.43% of egg solids.

The same manufacturer sold package noodles direct to the retail trade at from 85c to 90c per dozen in 8 oz. packages. Analysis showed only 0.90% egg solids. This product should contain not less than 5% of egg solids to be labeled as egg noodles. In both cases final determination is pending the action of the New Jersey food authorities.

A Massachusetts private brand labeled as being high grade macaroni was analyzed and found to have been manu-

factured out of a "clear" grade of flour. The manufacturer denies all allegations and the controversy is still pending between manufacturer and distributor.

A Pennsylvania manufacturer was accused of packing Bologna style macaroni which later sold as noodles. Through friendly correspondence the innocent manufacturer has agreed to label his products "Bologna Style Macaroni, Artificially Colored," ordering new labels which have the approval of the vigilance committee.

Another firm in the same state has been checked for the use of the term "noodles" in connection with products that are of the same class. This firm has agreed to cooperate with the vigilance committee and the bureau of chemistry, a conference having been arranged with the latter for a general consideration of the matter.

The board of health of New York city is now investigating several cases

submitted by the national vigilance committee against retailers who are buying Bologna style macaroni artificially colored and selling it for egg noodles. This has been found a fine paying business, as these goods are purchased at from 10c to 13c per lb. and retailed at any price from 18c to 25c a lb. The idea that the public is being deceived hardly ever enters in the transaction. The state food commissioner of New Jersey has also several such cases under investigation and action thereon is promised shortly.

In New York city macaroni plants are classed as bakeries under the sanitary code. Many of the smaller plants are being surveyed by the authorities. Plant cleanliness is being considered as much of the inferior macaroni offered in the metropolis is made in these small so-called macaroni factories.

Better watch out or the Vigilance Committee'll get you.

The distance between some men's ears is one block.

Most "bad eggs" are fresh.

## Food Industry Conference

The second national conference of food industries of America will be held Monday, Nov. 24, in the Waldorf Astoria, New York city, under auspices of the Food Products Institute of America. The success of the first conference a year ago was most encouraging to the backers of the movement for an organization to coordinate all the activities of the food industries.

The object of the conference is to bring together in friendly meetings representatives of food producing and distributing trades representing every section of the country, every part of the industry, and every factor of the trade; to promote more general good feeling among all parts of the food industry.

A general invitation has been extended to the executive officers, salesmen, managers, production managers, purchasing agents, advertising managers and traffic managers of all companies manufacturing or distributing foods in bulk or

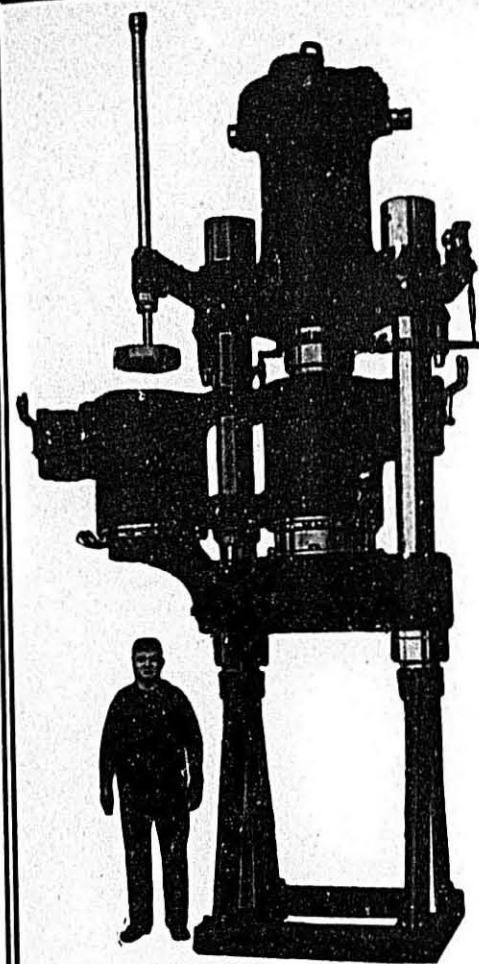
in package. Also food growers and machinery builders for the food industry.

J. H. Mulliken of the Washburn-Crosby company, Minneapolis, heads the board of governors of the institute and Dr. Frederic Dannert, with offices at 45 Academy st., Newark, N. J., is economic director of the institute maintained there by this organization.

The institute acts in an advisory and investigatory capacity for 58 national trade associations, 7 supply and equipment associations and 51 principal trade journals covering the food industries, serving as a central clearing house of information.

A successful firm is one that sells goods that do not come back, to customers that do.

A gentleman is one who doesn't have to prove it.



# John J. Cavagnaro

Engineer and Machinist

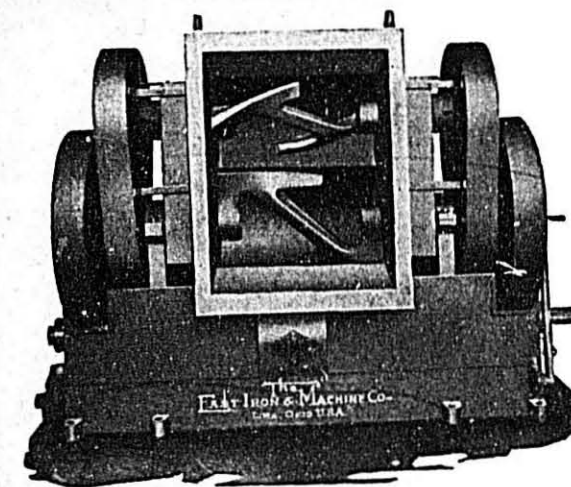
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## MACARONI MACHINERY

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# "EIMCO"

## Mixers and Kneaders

Insure Uniformity, Color and Finish

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

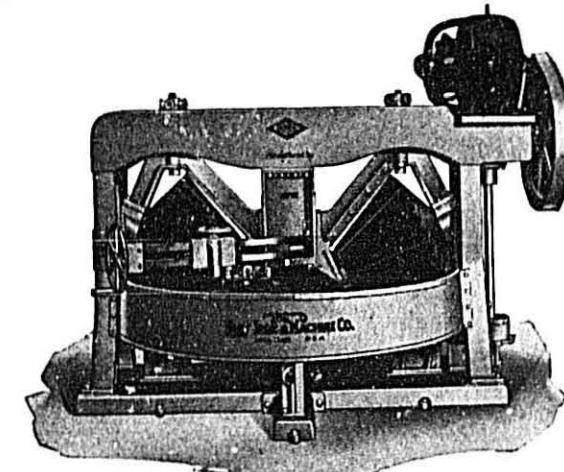
"Eimco" kneaders knead the lumps of dough, as they come from the mixer, into one solid ribbon and give it uniform texture and they do it quicker and better than ordinary kneaders. They are equipped with plow and have scrapers at rolls to prevent dough from clinging. All gears are fully enclosed.

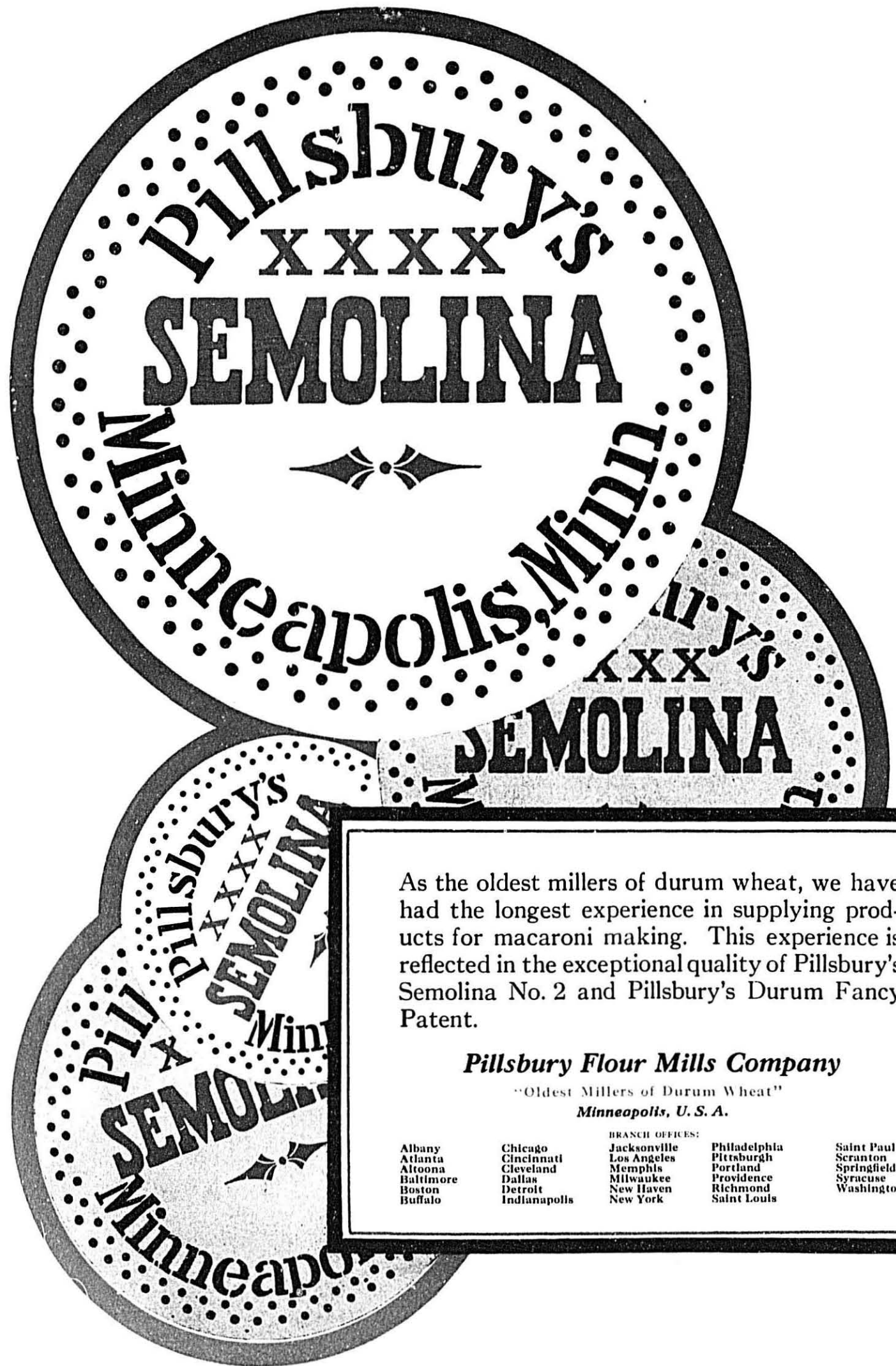
Save time, labor, power, and make better doughs at less cost. "Eimco" mixers and kneaders will do it for you.

Ask us for bulletin and photos.

## The East Iron & Machine Co.,

Main Office and Factory, Lima, Ohio.





As the oldest millers of durum wheat, we have had the longest experience in supplying products for macaroni making. This experience is reflected in the exceptional quality of Pillsbury's Semolina No. 2 and Pillsbury's Durum Fancy Patent.

***Pillsbury Flour Mills Company***

"Oldest Millers of Durum Wheat"

***Minneapolis, U. S. A.***

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