

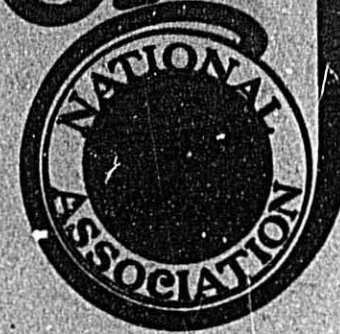
**THE  
MACARONI  
JOURNAL**

**Vol. 6, No. 10**

**February 15,  
1925**



# The Macaroni Journal



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

Minneapolis, Minn.

February 15, 1925

Volume VI

Number 10

## *Progress Results From Superior Intelligence*

"Truly capital, surplus, profits and progress are the results of brains. In fact that which we call labor is intelligent effort directed toward some desired end. Otherwise such results could well be obtained from a machine.

"In the last analysis what the workman sells is his intelligence. But it is still true that the management and direction, of which surplus and profits are born, is a rarer skill, and yet more acute intelligence which we in general designate as brains.

"It is on the continued existence of this power in man, which is the result of effort and training, that not only the advance but the maintenance of our present standards depends."

CALVIN COOLIDGE,  
*President of U. S. of A.*





## The Proof of the Pudding —

THE final results are what count. Good ingredients, style, form and the best intentions all count for nothing when the finished product fails to fill the bill. Fancy promises mean but little.

The careful business man counts his eggs after they are hatched,—after they are delivered. He knows that his customers like well delivered goods better than salesman's promises.

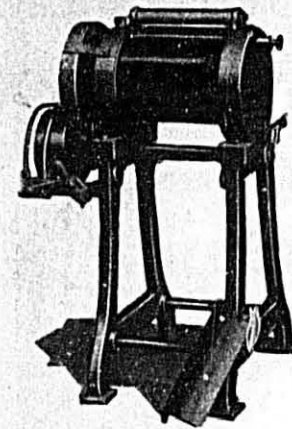
And that is why the experienced shipper favors Anderson-Tully boxes. They stack up well in the final reckoning. Back of them is a thoroughly equipped plant that does the job from start to finish. Back of them is thirty-five years of experience and satisfied customers.

If you do not know how well Anderson-Tully boxes will fill the bill and solve your packing problems, it will pay you to drop us a line. You will find that they are the cheapest in the long run. Let us quote you.

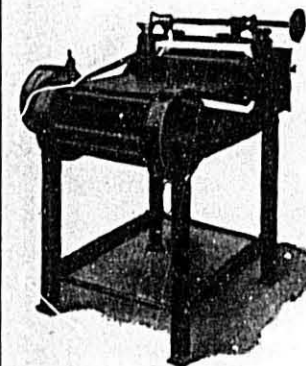
ANDERSON-TULLY CO.

Good Wood Boxes

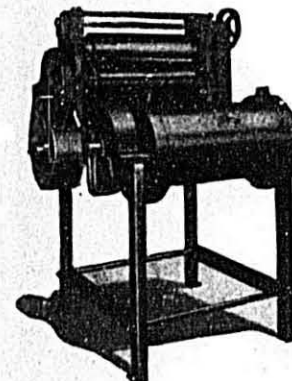
Memphis



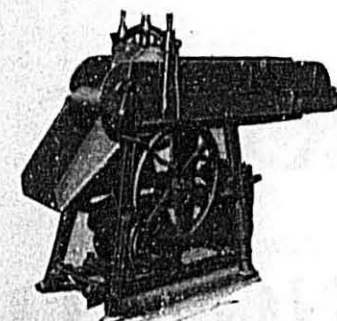
Roller Noodle Cutter



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.

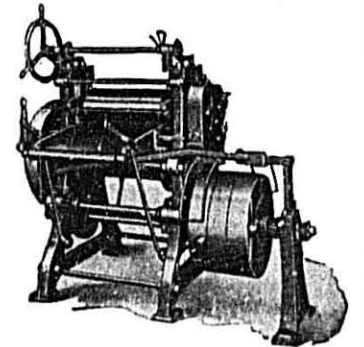
They are designed and built to eliminate skilled operators as much as possible.

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".

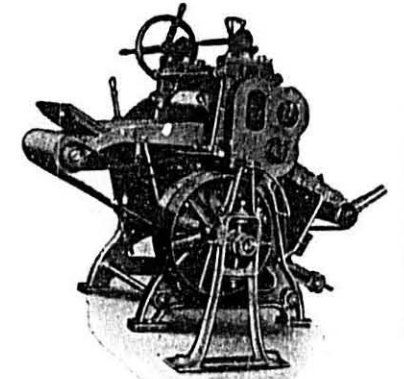
*Our catalogue will be mailed on request.*

## CLERMONT MACHINE CO.

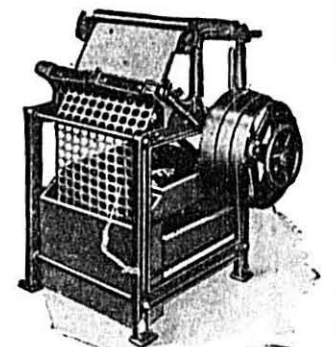
77 Washington Avenue  
BROOKLYN, NEW YORK



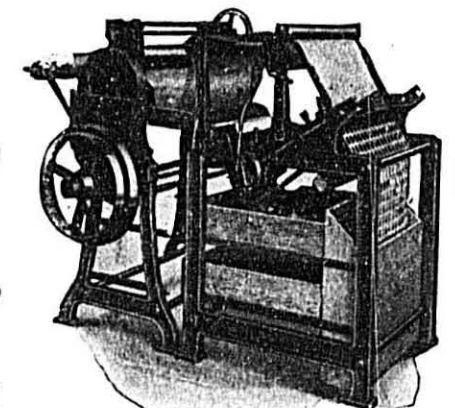
Reversible Dough Breaker



Roughening Non-Reversible Dough Breaker.



Fancy Stamping Machine for Bologna Style Noodles.



Fancy Stamping Machine With Calibrator Attached.



TEN GOOD REASONS FOR USING TWO STAR  
SEMOLINA IN THE YEAR 1925—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 FEBRUARY 15, 1925 Number 10

## Is Macaroni Industry Sufficiently Organized?

One of the most common questions asked about the Macaroni Manufacturing Industry in this country by business experts who are making a general study of American business as well as by those who have entered the business within the past few years is,

**"Why is it that the Macaroni Men of America are not better organized?"**

"Other industries with a far less promising field for good and for expansion, with an even greater diversity of problems, have seen fit to thoroughly organize themselves, so why this backwardness on the part of macaroni men who stand to profit so much by closer cooperation of business men who have staked their capital, their experience and their very reputation against the future?"

Unfortunately the question cannot be answered by the statement that "The Macaroni Industry Is Thoroughly Organized."

There is, however, more cooperation between macaroni manufacturers than surface indications show. Unfortunately, again, it must be admitted that the industry is not as properly organized as it should be because there are still in this business many of the old school who are suspicious of their competitors and will not "lay their cards on the table," as should be the case where real, honest-to-goodness and worthwhile cooperation exists.

The condition may be stated somewhat differently, by saying that the Macaroni industry in America is fairly well organized but that there seems to be a lack of that coordination of effort between the different organized groups, that would bespeak the best interests of the whole industry. Let us consider the situation more fully.

Right here we wish to congratulate the leading bulk manufacturers of the country who have recently organized what is known as "The United States Macaroni Manufacturers," and particularly their publically expressed attitude toward the NATIONAL MACARONI MANUFACTURERS ASSOCIATION of which most of the leaders have long been members and sincere coworkers.

We wish also to congratulate them on the launching of their small monthly review that will serve as a connecting link between members of like interests. Reference is made to the four page number of the "Macaroni Manufacturer" which made its initial appearance in January. This little trade organ is ably edited by L. E. Cuneo of the Connellsville Macaroni Company of Connellsville, Pa., and president of the newly organized bulk manufacturers association. It should go far in cementing the best interests of this group and promoting their relations to the other members of the macaroni industry.

The industry generally will be pleased to learn of the aims and objects of the newly organized group and particularly its attitude toward the National Association. On this subject we are pleased to quote as follows from the first announcement:

The Objects of the United States Macaroni Manufacturers are to stimulate quality production in all plants and to raise the already high standards which prevail;  
To furnish credit information to members and to facilitate distribution of their products through trade channels;  
To work for increased tariff on imported macaroni;  
To advertise the food value of macaroni through an educational campaign;  
To correct abuses which may creep into the industry.  
Neither this Association nor its official organ, the "Macaroni Manufacturer," is in any way a competitor of that splendid body of macaroni men, the NATIONAL MACARONI MANUFACTURERS ASSOCIATION or of its official organ, THE MACARONI JOURNAL. All of us are members of the older organization, but because of our special problems, it has been necessary to organize within the industry.  
The new association was formed NOT with the idea of separating from the NATIONAL ASSOCIATION. Its members have remained within that splendid organization and will continue to work unceasingly with it. The United States Macaroni Manufacturers is in no sense a rival or competitor but a part of that group that for years has carried the flag of the industry, upward and forward.

This move marks a new epoch in organization work in the macaroni manufacturing industry. It is hoped that some acceptable plan may be agreed upon whereby every objective of this new body of upright farseeing men as well as those of every other group or club, may be concentrated under ONE ORGANIZATION, representing every interest in the Industry and presenting to the world a solid and determined front. The greater the number of organizations that spring into existence the more thoroughly will the idea of CO-OPERATION THROUGH ORGANIZATION be sold to the macaroni men. The ultimate result will be that kind of an organization that the students of business and the more progressive manufacturers are concerned about and have intended the NATIONAL ASSOCIATION to be.

In proof that the spirit of organization really exists in this industry, it is but necessary to recall the various groups that are today functioning favorably to those directly interested. Two splendid associations are in existence in the eastern part of the country and, because of the happy and friendly cooperation that they have continually shown toward the efforts of the NATIONAL ASSOCIATION, they have accomplished much beneficial and lasting work for the industry there.

The older organization, the American Macaroni Manufacturers Association with headquarters at Brooklyn and of which Dr. B. R. Jacobs is the Executive Secretary, has always shown a friendly and helpful attitude toward the NATIONAL ASSOCIATION, joining heartily in its work and particularly active in solving local problems. Dr. Jacobs is also the Washington representative of the National Association and in this way much coordinate action has been taken from which not only the members but the entire industry profited.

To look after the affairs of the smaller manufacturers the Greater New York Macaroni Manufacturers Association



was organized last year. Through its able and efficient secretary, Alfred Mastrojanni, the varied interests of this group have been studied and their welfare promoted.

With a similar objective in view the leading manufacturers of Southern California have more recently associated themselves into what is called the Southern California Macaroni Manufacturers Association and selected as their leader, Mr. William Francis Ireland, an attorney of high standing and one closely associated with trade association work who serves as Secretary of the new group. In stating the attitude of his organization toward the NATIONAL ASSOCIATION, he says:

I wish it definitely understood that we desire to cooperate with you in whatever is fair and just and that in giving you this cooperation we wish to receive the same in return. As a trade association executive of wide experience, I am personally aware of the value of cooperation and promise it 100%.

Mention may well be made of various other macaroni clubs and groups that have long functioned for their particular welfare in different sections of the country—The Philadelphia Macaroni Club, the New England Macaroni Club, the Tri-State Macaroni Club of West Virginia, Maryland and Western Pennsylvania, the Western New York Macaroni Club, the Southern Macaroni Club and the Pacific Northwest Macaroni Club. All of these have been and some still are important factors in their respective communities. All have been active in local affairs but thoroughly in accord with the NATIONAL ASSOCIATION in all matters of a national and a general nature.

All the foregoing answers the query referred to above. Verily, the Macaroni Manufacturers of this country are more thoroughly organized than are the same business interests anywhere else in the world. They appreciate the need of a strong organization as the only factor that will bring to its product the popularity that its quality deserves. They manifest it not only in retaining their membership in the parent body, the NATIONAL ORGANIZATION, but also in urging their members to do likewise as have the newly promoted United States Macaroni Manufacturers in their public announcement last month.

They are a part and parcel of the NATIONAL ASSOCIATION that looks after the national and broader questions confronting the industry while at the same time affiliating themselves with local and special groups to help work out problems of a local nature.

### Increase Sales?

Before you reduce a selling price to stimulate business figure how much increase you must gain to make up the same profit—in dollars. On a 25% margin:

5% cut calls for 18 2/3% more volume.

10% cut calls for 50% more volume.

15% cut calls for 75% more volume.

With a cost of \$75, and selling price of \$100, a 10% cut gives you \$90 sales—\$15 profit. You must increase your sales two thirds to get back the other \$10 profit. Or half, if you figure it from the original \$100 basis.

You'll have to sell \$118.75 to make up even a 5% cut. Does that look so easy? Suppose that same 5% were put into

The NATIONAL MACARONI MANUFACTURERS ASSOCIATION is naturally pleased with the attitude of the various groups and has ever striven to merit their confidence by aiding and assisting them in every way.

Differences of opinions often occur due to the fact that a question viewed from a national standpoint often appears in a different light than when it is considered locally only without respect to its effect on the industry in other sections. However, these differences have never been so great but that the "give and take" policy recommended by the Southern Californians can easily apply with the most beneficial results to the whole industry.

The NATIONAL ASSOCIATION notes with great satisfaction this trend toward a more thorough organization of the macaroni industry. Each newly formed union of special interests serves more than ever to sell the organization idea to the industry.

From this the NATIONAL ASSOCIATION and the Macaroni Industry profits as it but further proves what few now question, that there is room and there ever will be a need, for a strong central organization, national in scope and capable of seeing things from the broader viewpoint, the industry's welfare.

To the various groups we offer our best wishes. To cooperate with them will be a pleasure and to serve them to the utmost will always be the intention of the NATIONAL BODY.

We again invite those who are members of the various groups or organizations, either local or sectional in nature, to affiliate themselves with and behind the NATIONAL MACARONI MANUFACTURERS ASSOCIATION to better insure an early and proper solution of the different problems with the aid of this old, well established and widely recognized NATIONAL ASSOCIATION.

In summarizing the general conditions, it may be said that the macaroni industry in this country is fairly well organized but somewhat disjointedly.

All that seems necessary is for the leaders to agree on doing what they have always favorably proclaimed, to amalgamate behind the tried and true national body as thoroughly aroused and interested members, willing to help one another to solve problems of all kinds.

The Macaroni Manufacturing Industry will be fully organized when manufacturers learn to adopt the policy of "One For All and All For One."

advertising the product. It should, if wisely spent, produce the additional sales quite as certainly as the cut price. And the effect would carry on. For advertising influences the thinking of customers, and possible customers.

Advertising builds up a mental habit of recognizing a name—it could be your name—in connection with a product. People become familiar with a name.

And familiarity does not breed contempt. It breeds confidence.

The proof? This—of 2 untried products in a drug store you will buy Colgate's rather than Jones'. Not because you know anything about the product (remember, we said untried), but because you do know the name.

But fancy Colgate taking a cent a can off his talcum powder, instead of

spending—as the firm did in 1923, with one exception—the largest amount of any magazine advertiser in the country.

How much, without advertising, would the Colgate name mean to you? How much would it mean to the druggist? Or, for that matter, to Colgate?

The stimulus of a cut price to sales is at best temporary. It is by no means certain. And it surely reduces profit.

The same money put into advertising is a definite stimulant to sales. Always its effect is to hold sales steady in a dull market, or to increase sales in a normal market. And it is not a temporary measure. All of which is merely another way of saying that the advertising appropriation can be considered—and it should be—on a definite percentage basis in relation to selling cost.

## Methods of Competition Condemned---Official "Unfair List"

The federal trade commission through its secretary at Washington, D. C., has made public a list of business practices which have been declared by that body as unfair. This list is taken from the report of the commission covering the year 1924, of important cases dealt with during that period. In many of them decisions have been obtained while in others decisions are pending. For the guidance of business in general, the following list of condemned practices are noted:

### Practices Viewed Unfair

Among the unfair methods of competition and Clayton law violations condemned by the commission and prohibited by orders to cease and desist may be mentioned the following:

Misbranding of fabrics and other commodities respecting the materials or ingredients of which they are composed, their quality, origin, or source.

Adulteration of commodities, misrepresenting them as pure or selling them under such names and circumstances that the purchaser would be misled into believing them to be pure.

Bribery of buyers or other employes of customers and prospective customers to secure new customers or induce continuation of patronage.

Making unduly large contributions of money to associations of customers.

Procuring the business or trade secrets of competitors by espionage, by bribing their employes, or by similar means.

Procuring breach of competitors' contracts for the sale of products by misrepresentation or by other means.

Inducing employes of competitors to violate their contracts or enticing away employes of competitors in such numbers or under such circumstances as to hamper or embarrass them in business.

Making false or disparaging statements respecting competitors' products, their business, financial credit, etc.

The use of false or misleading advertisements.

Making vague and indefinite threats of patent-infringement suits against the trade generally, the threats being couched in such general language as not to convey a clear idea of the rights alleged to be infringed, but nevertheless causing uneasiness and fear in the trade.

Widespread threats to the trade of suits for patent infringement arising from the sale of alleged infringing products of competitors, such threats not being made in good faith but for the purpose of intimidating the trade.

False claims to patent, trade mark, or other rights or misrepresenting the scope thereof.

Intimidation for the purpose of accomplishing enforced dealing by false-

ly charging disloyalty to the government.

Tampering with and misadjusting the machines sold by competitors for the purpose of discrediting them with purchaser.

Trade boycotts or combinations of traders to prevent certain wholesalers or retail dealers or certain classes of such dealers from procuring goods or goods at the same terms accorded to the boycotters or conspirators, or to coerce the trade policy of their competitors or of manufacturers from whom they buy.

Passing off of products, facilities, or business of one manufacturer or dealer for those of another by imitation of product, dress of goods, or by simulation or appropriation of advertising or of corporate or trade names, or of places of business, and passing off by a manufacturer of an inferior product for a superior product theretofore made, advertised, and sold by him.

Unauthorized appropriation of the results of a competitor's ingenuity, labor, and expense, thereby avoiding costs otherwise necessarily involved in production.

Preventing competitors from procuring advertising space in newspapers or periodicals by misrepresenting their standing or other misrepresentation calculated to prejudice advertising mediums against them.

Misrepresentation in the sale of stock of corporations.

Selling rebuilt machines of various descriptions, rebuilt automobile tires, and old motion picture films slightly changed and renamed as and for new products.

Harassing competitors by requests not in good faith, for estimates on bills of goods, for catalogs, etc.

Giving away of goods in large quantities to hamper and embarrass small competitors, and selling goods at cost to accomplish the same purpose.

Sales of goods at cost, coupled with statements misleading the public into the belief that they are sold at a profit.

Bidding up the prices of raw materials to a point where the business is unprofitable for the purpose of driving out financially weaker competitors.

The use by monopolistic concerns of concealed subsidiaries for carrying on their business, such concerns being held out as not connected with the controlling company.

Intentional appropriation or converting to one's own use of raw materials of competitors by diverting shipments.

Giving and offering to give premiums of unequal value, the particular premiums received to be determined by lot or chance, thus in effect setting up a lottery.

Any and all schemes for compelling

wholesalers and retailers to maintain resale prices on products fixed by the manufacturer.

Combinations of competitors to enhance prices, maintain prices, bring about substantial uniformity in prices, or to divide territory or business, or to put a competitor out of business.

Acquiring stock of another corporation or corporations where the effect may be to substantially lessen competition, restrain commerce, or tend to create a monopoly.

Various schemes to create the impression in the mind of the prospective customer that he is being offered an opportunity to make a purchase under unusually favorable conditions, when such is not the case, such as—

(1) Sales plans in which the seller's usual price is falsely represented as a special reduced price made available on some pretext, for a limited time or to a limited class only.

(2) The use of the "free" goods or service device to create the false impression that something is actually being thrown in without charge when as a matter of fact fully covered by the amount exacted in the transaction taken as a whole.

(3) Sales of goods in combination lots only with abnormally low figures assigned to staples the prices of which are well known, and correspondingly highly compensating prices assigned to staples the cost of which is not well known.

(4) Sale of ordinary commercial merchandise at usual prices and profits, as pretended government war surplus offered at a bargain.

(5) Use of misleading trade names calculated to create the impression that a dealer is a manufacturer, selling directly to the consumer with corresponding savings.

(6) Plans ostensibly based on chance, or services to be rendered by the prospective customer, whereby he may be able to secure goods contracted for at particularly low prices, or without completing all the payments undertaken by him, when as a matter of fact such plans are not carried out as represented and are a mere lure to secure his business.

(7) Use of pretended exaggerated retail prices in connection with, or upon the containers of, commodities intended to be sold as bargains at lower figures.

(8) Falsely claiming forced sale of stock, with resulting forced price concessions, when as a matter of fact there is mingled with the customary stock inferior goods, and other methods are employed, so that as a matter of fact no such concessions are in fact accorded.

Seeking to cut off and hamper com-



petitors in marketing their products through destroying or removing their sales display and advertising mediums. Discriminating in price.

Subsidizing public officials or employees through employing them or their relatives under such circumstances as to enlist their interests in situations in which they will be called upon by virtue of their official position, to act officially.

Suggesting to prospective customers the use of specific, unfair, and dishonorable practices directed at competitors of the seller.

Imitating standard containers customarily associated in the mind of the general purchasing public with standard weights of the product therein contained, to sell to said public such commodity in weights less than the aforementioned standard units.

Concealing business identity in connection with the marketing of one's product.

Misrepresenting in various ways the advantages to the prospective customer of dealing with the seller; such as—

(1) Seller's alleged advantages of location or size.

(2) False claims of being the authorized distributor of some concern.

(3) Alleged endorsement of the concern or product by the government or by nationally known businesses.

(4) False claim by a dealer in domestic products of being an importer, or by a dealer of being a manufacturer, or by a manufacturer of some product of being also the manufacturer of the raw material entering into said product.

(5) False claim of "no extra charge for credit."

(6) Of being manufacturers' representative and outlet for surplus stock sold at a sacrifice, etc.

Tying or exclusive contracts, leases or dealings, in which, in consideration of the granting of certain rebates or refunds to the customer, or the right to use certain patented equipment, etc., the customer binds himself to deal only in the products of the seller or lessor.

Showing and selling prospective customers articles not conforming to those advertised, in response to inquiries, without so stating.

Direct misrepresentation of the composition, nature or qualities of the product offered and sold.

Use by business concerns associated as trade organizations or otherwise, of methods which result in the observance of uniform prices for the products dealt in by them, with consequent restraint or elimination of competition; such as use of various kinds of so-called standard cost systems, price lists or guides, etc.

Securing business through undertakings not carried out and through dishonest and oppressive devices calculated to entrap and coerce the customer or prospective customer, such as—

(1) Securing prospective customer's signature by deceit to a contract

and promissory note represented as simply an order on approval, securing agents to distribute the seller's products through promising to refund the money paid by them should the product prove unsatisfactory, and through other undertakings not carried out.

(2) Securing business by advertising a "free trial" offer proposition, when as a matter of fact only a "money back" opportunity is offered the prospective customer, etc.

Giving products misleading names so as to give them a value to the purchasing public or to a part thereof which they would not otherwise possess, such as—

(1) Names implying falsely that the particular products so named were made for the government, or in accordance with its specifications, and of corresponding quality, or are connected with it in some way, or in some way have been passed upon, inspected, underwritten, or indorsed by it.

(2) That they are composed in whole or in part of ingredients or materials, respectively contained only to a limited extent or not at all.

(3) That they were made in or came from some locality famous for the quality of such products.

(4) That they were made by some well and favorably known process, when as a matter of fact only made in imitation of and by a substitute for such process.

(5) That they have been inspected, passed, or approved after meeting the tests of some official organization charged with the duty of making such tests expertly and disinterestedly or giving such approval.

(6) That they were made under conditions or circumstances considered of importance by a substantial fraction of the general purchasing public, etc.

Interfering with established methods of securing supplies in different business in order to hamper or obstruct competitors in securing their supplies.

## SEMOLINA STANDARD?

**Durum Miller Wants No. 2 Granulation Determined and Then Made Official—No Uniformity—Views Asked.**

Does the macaroni manufacturing industry want a semolina standard? Periodically this question crops out, is threshed out pro and con, and without any definite action.

Here it is from a new quarter, from a durum miller who has recently discovered that there are good grounds for action that will bring about an understanding on this subject.

The question he asks is herewith submitted to the many readers of The Macaroni Journal for consideration and discussion:

Do you not think that it would be advisable for the members of the National

Macaroni Manufacturers association to decide on just what granulation would constitute a No. 2 semolina and then take it up with the laboratories so as to have it standardized?

The miller is led to ask the question and make the above proposal because of the lack of uniformity among chemists in the different laboratories in determining just what a No. 2 semolina actually is. He has made some extensive investigations, submitting identical samples of his product to various laboratories and received replies of so varied a nature that he feels that something should be done toward standardizing the chief ingredient of macaroni.

One laboratory tells the miller that a No. 2 semolina is one that is comprised of granulations that will go through a No. 40 grit gauze and remain on a No. 70 XX silk cloth, while another states that in making semolina tests a No. 72 cloth is used, calling it No. 2 all that will remain on that size cloth.

In manufacturing his product the miller declares that he uses a much coarser cloth than either of the laboratories has specified. While formerly using a No. 62 cloth this durum miller has seen fit to reduce it to a No. 58 cloth in answer to the insistent demands of his trade. His real objection to the present rule governing semolina granulation is that what one chemist terms No. 2 semolina is termed either higher or lower by others.

This is a question that has been puzzling millers and macaroni manufacturers for years and upon which there seems to be little chance of agreement. Government officials have never determined just what constitutes No. 2 semolina and an attempt made several years ago by one of the leading durum millers to have the government make a ruling on this point was a miserable failure.

Here is a question of vital concern to all macaroni manufacturers. A decision as to what constitutes a No. 2 or a No. 3 semolina would serve as an excellent guide in buying and selling. Interested members of the macaroni industry are invited to air their views on the this subject. SEND YOUR COMMENTS TO THE MACARONI JOURNAL FOR PUBLICATION. It is hoped in this way to arrive at some understanding as to just what the macaroni manufacturers feel that No. 2 semolina should be to merit that grading.

## That Trouble Wasted

A Scotchman with a heavy bag slung over his shoulder boarded a train. He laid his burden carefully in a corner and presently the conductor came along and asked for his fare. He offered the usual penny.

"The bundle is threepence," said the conductor.

"Threepence for the bag?"

"Yes."

"Come on out, Jimmy," said the Scotchman; "it's cheaper to ride on a seat."—Lightning Line.

## Income Tax Department

By M. L. Seidman, C. P. A., of Seidman & Seidman, Certified Public Accountants

This is the second of a series of articles on how to prepare income tax returns, that will appear regularly in these columns. Mr. Seidman is chairman of the committee of tax consultants of the committee of American Business Men. He is a well known tax expert and has written numerous articles on taxation. Mr. Seidman will answer all questions on the subject directed to him by our readers. Such questions should be addressed to this publication, addressed to the Tax Editor. To receive attention, all communications should be signed by the writer. Mr. Seidman's answer, however, when published will not reveal the identity of the inquirer.

In the previous article there was explained the class of persons subject to the income tax law. It was there pointed out that all persons who come under the law do not necessarily have to file returns but that the requirements as to filing returns are covered in a distinct set of rules. It is the explanation of these rules that will form the basis of this article.

So far as the individual is concerned, the requirements are based upon the size of his income. In the first place, every individual that has a gross income of \$5,000 or over must file a return. It should be noted that the requirement is a \$5,000 gross income, not net income. It may be that an individual has no net income, or on the other hand, has actually sustained a net loss. Yet if his gross income is \$5,000 or over, he must file a return.

By gross income is meant the total income from salaries, professions, business, interest, rent, dividends, etc., before considering the deductions allowed by law. The gross income from a business is determined by deducting from the sales, the cost of the goods sold, giving the gross profit. The point to be borne in mind is that it is not the sales that determine gross income from a business, but rather the amount of gross profit.

The question of gross income will be treated in more detail in a subsequent article. What should be here remembered is that all individuals who have a gross income of \$5,000 or over, must file a return.

The rule is also laid down that, irrespective of the amount of the gross income, if the net income of a single person is \$1,000 or over, he must file a return. No mention is made about any age limitation so that an infant is required to file a return if he has a net income of his own of \$1,000 or over, or a gross income of \$5,000 or over. Where the infant is unable to make his own return, it must be filed by his guardian or any other person charged with his care. For practical purposes, it can therefore be said that the parent must file the return for a minor child who is unable to file his own return.

It is noteworthy, in this connection, that the returns are not required of infants, unless they have income on their own account from their own property. The earnings from services of a child below statutory age, however, legally belong to the parents and must be reported in the parents' returns, unless the minor has been, what is technically called, emancipated. This, too, will be more fully discussed in a subsequent article.

So far as a married man is concerned, if his net income is \$2,500 or over, he must file a return, even though his gross income is less than \$5,000. This provision changes the law that prevailed when 1923 returns were filed. Under that law a return had to be made if the net income of a married individual was \$2,000 or over. The difference in the laws is accounted for by the change in the exemption allowed married individuals. This will be explained in the next article.

There is another factor to consider about the returns of married persons. The husband and wife have the right to file either separate returns in which their income is stated separately, or joint returns in which their incomes are combined. When it is advisable to file a joint return, and when separate returns, will be made the subject of particular discussion at a later time. However, it is pertinent here to note that the husband and wife, though two distinct individuals, are regarded as one for the purpose of determining whether a return must be filed. In other words, if the combined gross income of the husband and wife is \$5,000, a joint or separate return must be filed. The same result is true where their combined net income is \$2,500 or over.

This covers the law so far as the returns of individuals are concerned. Now, as to the other taxpayers. Although partnerships, as such, are not subject to tax because they are not regarded as an entity distinct from the partners who make up the partnership, every partnership is required to file a return showing its income and to whom that income is distributable. The partnership return is really in the nature of an information return, and supplies the government with the basis for auditing the partners' individual returns, with respect to their income from the partnership.

Every corporation (except those that are exempt, such as charitable institutions, etc.) must make a return, regardless of the amount of either the gross or the net income. In other words, all corporations that are subject to the income tax law must file a return, even though they need not in fact pay any tax.

Estates and trusts are regarded somewhat as single individuals and must file a return if their gross income is \$5,000 or over, or their net income \$1,000 or over.

In addition to these returns there may

be other supplementary returns, sometimes called information returns, that have to be filed. For instance, employers are required to file returns showing all the employees to whom they paid \$1,000 or over during the year. The requirements as to these, however, may best be considered at another time.

In the next article the subject of credits and exemptions will be considered, and also the requirements as to the place and the time for filing returns.

## Questions and Answers

Q. About one year ago two of my brothers who were in the sheep business were forced to sell and did not realize sufficient to meet their obligations. I had loaned them about \$2,000 to try and tide them over. I have not, and will not receive anything on this loan. Please advise me whether or not this is a legitimate deduction to make on my income tax returns.—C. F. B.

A. If the \$2,000 that you advanced was a pure loan and did not have the element of a gift, the loss is deductible by you.

## A Macaroni Taste

Besides the flesh of animals and the fish of the sea the people everywhere make use of some grain to supply the starch requirements of the human body. The Asiatic people have their rice, the Germanic race its rye, the Indian his corn, the French his bread, the British people their porridge and pudding, while the Italian depends on macaroni. In every case social and business intercourse has cultivated for the different people a taste for chief food of others. The Americans and the English have taken to eating bread, white bread and rolls, as is very popular in France, and have recently cultivated a liking for Italy's wonderful product, macaroni and spaghetti.

Macaroni is becoming more and more popular in America according to a syndicated article that has appeared in the leading food journals and newspapers of the country.

In commenting on the fallacy of eating bread with macaroni the article says that the Americans seem to think that when they eat macaroni they must also eat bread, and possibly potatoes beside. Although the three of these products are starchy foods, they need not necessarily form a part of each meal. When the Italian makes a meal of macaroni with tomato sauce, a little cheese, and follows this with some salad or fruit, he is getting a perfectly balanced meal, and one that careful eaters of all climes may well imitate. Macaroni products are rightfully entitled to a place on the American table at least several times a week, and may properly be substituted for potatoes and similar starchy foods thus giving a variety that is so pleasing.

You can always tell a failure, but you can't tell him very much.



## Has a Vivid Hunch--- Builds Macaroni Factory

When a man writes a successful poem he does it because of what he calls an inspiration, but when a man builds a successful business it may be due to a hunch. A man who builds a macaroni factory in this age needs, besides an inspiration or a hunch, much enthusiasm and determination.

To all of these Alfred Bianchi, manager of the Italian Macaroni company, Worcester, Mass., attributes his success. He also thoughtfully credits his kind mother and able brother for their excellent advice and necessary financial help that brought into operation a successful macaroni plant that has been Mr. Bianchi's dream for years.

Firmly convinced that his youthful dreams would be realized if he devoted all his energies and talent to the building and operation of a macaroni plant, he early developed plans for his dream factory. He purchased an abandoned plot of ground in a section of Worcester which he conscientiously believed would soon become an important business district. Assisted during spare hours by his brother John, who served on the police force, the foundation for the new plant was laid. The actual work of excavation was given their personal attention and by slow degrees the

basement was built by them. Having progressed thus far the financial interests of Worcester came to their assistance, and the present modern food plant is the result.

The Italian Macaroni company is now one of the leading industries in the manufacturing district of Worcester and it's entirely due to the determination of a youth who had a dream plus the necessary enthusiasm and determination to bring about its full realization. Alfred Bianchi, better known locally as "Freddie," is in charge as manager and supervisor. His brother John had other ambitions and after taking some special study in Boston was recently admitted to the bar.

This is a story of what 2 ambitious youths of foreign extraction have been able to accomplish. The macaroni plant is a model one and its management is in good hands. Incidents of this kind in the macaroni manufacturing industry are quite numerous and an occasional mention serves as an inspiration to others. Alfred Bianchi is deserving of the congratulations of his fellow business men who in various ways are expressing their pleasure over the manner in which he converted a hunch into a modern macaroni factory.

## PRICE LEGISLATION

Trade Associations Want Hearing Soon on Standard Price Bills in Congress—Present Claims Before House Committee.

Representatives of 22 national industries appeared before the members of the house committee on interstate and foreign commerce last month to ask for an early hearing on the standard price bills now in the committee's hands. The delegation consisted for the most part of secretaries and other officials of national trade associations who were there to attend the National Distribution Conference. The visitors were introduced to the members of the committee by Representative Schuyler Merritt of Connecticut, whose name is attached to one of the pending measures.

The trade association officials told the members of the committee that the industries they represent, and American business in general, is handicapped by the present uncertainty in regard to the rights of producers to protect purchasers of trademarked goods by fixing standard prices for the resale of these products. They did not back any particular one of the 4 measures of this kind now before congress but urged the

members of the committee to grant a hearing on the general proposition during the present session of congress so that the various industries interested might have an early opportunity to present their views in detail.

The visiting delegation included:

H. C. Balsiger, National Association of Retail Grocers; H. L. Toulme, National Wholesale Grocers association; Alfred L. Smith, Music Industries Chamber of Commerce; George D. McIlvaine, National Pipe & Supplies association; Elsie E. Wilson, League of Advertising Women; Sharon E. Jones, Pennsylvania & Atlantic Seaboard Hardware association; Edmond A. Whittier, American Fair Trade league; L. H. Nolt, National Cigar Leaf Tobacco association; Milton H. Rauck, National Cigar Leaf Tobacco association; W. Parker Jones, National Confectioners association; C. H. Waterbury, National Wholesale Druggists association; George B. Evans, National Wholesale Druggists association; Arjay Davles, Pennsylvania, New Jersey & Delaware Wholesale Grocers association; Simon L. Nye, American Booksellers association; Carson P. Fralley, American Drug Manufacturers association; John Speeder, American Manufacturers of Toilet Articles; Eugene J. Brokmeyer, National Association of Retail Druggists; W. L. Crounse, American Manufacturing Perfumers association; John Donnan, Southern Hardware Jobbers association; Allan P. Ames, Traller Manufacturers Association of America; Noel F. Rosasco, American Automotive Equipment association.

A strange feature of the grade-crossing situation is that the railroad companies seem bent upon keeping us all

from being killed, while we all don't seem to mind whether we are or not.—Columbus Ohio State Journal.

## IMPORTERS MUST IMP.

Trade Commission Decision Bolsters the Vigilance Committee's Work Against Unfair Competition—Misuse of Term Barred.

A restraining order issued last month by the federal trade commission against the promiscuous use of the term "importer" is interesting to business men generally, and particularly to the so-called importers of macaroni products. Cases similar to the one ruled on have frequently been reported by legitimate macaroni manufacturers who are called upon to meet ruinous competition from so-called importing firms that purchase competing goods in this country and so camouflage the containers as to simulate the imported products. It is pleasing to note that the action of the trade commission will make this practice unsafe.

The order was filed against the Hagen import company of New Jersey. The decision that use of the words "import" or "imported" in connection with the selling of goods or merchandise which is not imported into the United States from a foreign country is an unfair method of competition.

In its investigation the commission found that the trade name of the company was prominently displayed in newspaper advertisements, catalogs and other literature, although the respondent does not import any of the merchandise so advertised, but purchases it from companies situated in the United States. The merchandise was not imported but was manufactured within this country.

The particular instance of the misleading advertising was found in the description under which it sold barley malt extract. The product was labeled "Imported Bavarian Old Time Barley Malt Extract." This extract was not manufactured abroad and therefore was not imported into this country. The commission further found that the respondent's trade name and method of advertising certain of its products was misleading to the general public and unfair to the competitors who truthfully mark their merchandise.

Several cases of this kind have already been reported to the vigilance committee of this industry and macaroni manufacturers who must compete with this form of unfair competition are invited to submit evidence to the vigilance committee, that now is assured of support through this decision of the federal trade commission on use of misleading terms.

The double harness of matrimony won't hold for the trip unless there is a bridle on both tongues.

# If all Semolinas were alike



If all Semolinas were alike, the reliability and dependable service of the Washburn Crosby Company would still merit your preference for their products. But the fact that GOLD MEDAL is really a superior Semolina is the most important reason for your purchase.

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



## National Distribution Conference

A national distribution conference—the first of its kind ever held—to institute an inquiry into methods and costs of distribution under the auspices of the National Chamber took place Jan. 14 and 15 in Washington.

Secretary of Commerce Herbert Hoover made the opening address, pointing out sources of waste in industry, much of which he said could be eliminated by cooperative effort. President R. F. Grant presided at the opening meeting and later turned the chairmanship over to Theodore F. Whitmarsh, chairman of the domestic distribution department advisory committee and president of Francis H. Leggett & Co., New York city.

Although the chamber called this meeting, the conferees conducted its own discussion and from an examination of the lists of those registered it is obvious that all classes of distributors were represented.

The conference by resolution requested Secretary Hoover to appoint a committee on collection of business figures which it is understood is to be headed by Owen D. Young, chairman of the board of the General Electric company and a director of the National Chamber.

The chairmen of the other five committees are: Trade Relations, A. Lincoln Filene, William Filene's Sons company, Boston; Market Analysis, Advertising and Advertising Mediums, Stanley Resor, president of the J. Walter Thompson company, New York; Expenses of Doing Business, Robert R. Ellis, Hessig-Ellis Drug company, Memphis; Methods of Distribution, Dr. Mel-

vin T. Copeland, director of the Bureau of Business Research, Harvard university; General Conditions Affecting Distribution, Sydney Anderson, former chairman of the Joint Commission of Agricultural Inquiry.

The purpose of this initial conference was to discuss and learn the task which is before distributors to study their own problems. It was not their intention to meet and solve these puzzling questions by resolution or to attempt to find a cureall. Rather it was desired to get a consensus of opinion as to what are the most important problems and to lay plans for future work. The conference will meet later in the year to receive reports of the special committees.

A farreaching task was outlined by the conference for the committees which will take up the work in detail. This includes a survey of existing statistical sources and suggestions for a clearing house of statistical information to obviate duplication by those now engaged in such work; the analysis of trade practices and the devising of methods for correcting defects; with a study of the functions of the various agencies of distribution now in existence.

The interest displayed by the participants and the fact that the program was mapped out largely by themselves as they went along, together with the character of the personnel attending the conference, constitute sufficient proof that an effort has been begun to study effectively the problems of distribution.

## WHEN ARE GOODS SOLD?

**Manufacturers Hold Interest Through to Completed Consumption—Why They Aid Retailers in Sales—Endless Chain.**

Manufacturers are realizing now more than ever that their goods are never really sold until they have passed into the hands of ultimate consumers. Some have been forced to realize this fact because of test cases while others appreciate it as a business policy well worth developing. This is one of the reasons why so many manufacturers are sending their own salesmen into the field to aid dealers in making sales and creating a consumer demand for their products.

This phase of the selling business will probably be a revelation to macaroni manufacturers who are not familiar with the business practice or who have been fortunate enough to escape a convincing object lesson due to the actions of a supposed buyer that either willingly or unwillingly abrogates a buying contract.

A shipment of a thousand cases of macaroni to a jobber or wholesaler may serve as an example. Even though he is paid cash for the shipment, the manufacturer retains an interest in those goods throughout their course of distribution to the consumer. Should the goods become spoiled, checked or broken under ordinary care of shipment and storage, the macaroni manufacturer will find it practical to replace the imperfect goods if his reputation is to be maintained.

Because of this known policy of manufacturers to stand behind their products some unscrupulous dealers are continually scheming how they can gain the advantage of these trusting manufacturers. This results in much quibbling and misunderstandings that cause loss to both.

A shortage in the shipment or damage sustained in transportation is usually chargeable to the carrier, but in all cases the proof lies with the manufacturer and not with the buyer.

It is maintained and in many cases properly so that even when in consumers' hands the manufacturer does not lose his interest. If the goods in their journey through many hands from

manufacturer to consumer are by the latter received in imperfect condition, a claim for replacement usually takes the course of consumer to retailer, to wholesaler, to manufacturer. To protect his reputation the dealer must replace those goods with products of a known standard quality. He in turn forwards the claim to the wholesaler who passes it on to the manufacturer where settlement must be had for the same reason advanced by the retailer. When are your products fully sold? When they have been used by the consumer with entire satisfaction.

## WOOD VERSUS FIBRE

**Containers for Food Products Exportation Discussed—Former Material Favored by Specialists in Canned Foods.**

Wooden containers are recommended for shipment of food products, particularly canned foods, by Walter B. Timms of Warrington-Timms company, New York city, in his address before the convention of the National Canners association at Cincinnati, Ohio, last month. While it refers particularly to canned foods, and to products intended for export, his references to this feature are of interest to all food manufacturers and is quoted herewith:

"There is much discussion of the use of fibre as a substitute for the wood containers for canned foods. Whatever may be said in favor of the fibre container, and much can be as compared with the wood for domestic trade, there is no question that the wood container is much more satisfactory in the export trade.

"The condition of the container and its contents when it reaches the final retail distributor is of great importance and cannot be too carefully studied by you.

"We have lost an immense amount of export business in almost everything which we export because of the carelessness of American manufacturers and exporters in shipping to foreign countries merchandise in containers which did not carry it to its destination in good condition.

"This subject has been studied in almost every line of merchandise exported, and I would commend you to the care exercised by some foreign exporters, especially Germany, in this respect.

"You should study the market where you want to build up a demand for your goods and meet their views even if apparently foolish as to the condition of the merchandise shipped to them.

"Do not try to impress upon the foreign buyers how much more you know about the packing and shipping of food products than they do but find out how they want them packed and meet their views."

# BADEX

## Improves Macaroni

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

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

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

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

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

**Stein Hall & Co.**  
New York

**Stein Hall Mfg. Co.**  
Chicago

Manufacturers of Pure Food Products Since 1866



## COOKUP OF MACARONI

Leading Chemist Writes on Difference in Results With Various Kinds—Is Matter of Cellulose Walls—Complete Information.

One of the leading chemists of the country, whose opinion was asked as to why it was that some macaroni cooked up so differently from others, gave the following interesting explanation:

"You have called to my attention differences in the physical appearances of cooked macaroni made from durum semolina and from flour whether durum or winter wheat and have asked for an explanation.

"It has been noted that the surfaces of the product from flour are slimy or sticky and that it is necessary to blanch the cooked product to remove this stickiness and produce the same surface as with the semolina product.

"The explanation of this is that there is but a very small amount of starch in a free condition in the semolina, while there is a large amount free in the flour. The progressive reductions of middlings to flour ruptures the cellulose or woody cell walls of wheat kernel and either spills out the starch granules or leaves them in such a condition that they are easily dislodged when the mass is mixed with water to form a dough. The natural woody walls will withstand soaking, kneading, pressing and cooking, so that the amount of starch free from the cells is much less in macaroni made from a coarser granular product than from a floury one. Free starch on the surface of cooked macaroni produces a slimy feeling which can in large part be washed away in cold water. Starch cooked with the natural cells produces a comparatively rigid material even at the free surfaces.

"The whole matter hinges upon destruction of the cellulose walls, which are much like paper or wood and little affected by cooking, upon the one hand and their retention to a very large extent upon the other.

"These natural cells serve somewhat the purpose of the teaball or the percolator compartment in preventing dispersion of small particles."

### Trego Heads Cannery

E. F. Trego of Hoopston, Ill., was elected president of the National Cannery association at the 18th annual convention of that body held in Cincinnati, O., the week of Jan. 26, 1925. The new president represents the Hoopston Canning company and has long been associated with the management of the national organization.

Elmer E. Chase of the Richmond-Chase company at San Jose, Calif., was elected as 1st vice president; Leonard Earle Wood of San Francisco, Calif., as

2nd vice president, and Frank E. Gorrell of Washington, D. C., as secretary-treasurer. These officers will be assisted in managing the association affairs in 1925 by a board of 20 directors chosen from the leading canning states of the union.

The 1925 convention was well attended and was particularly notable for an exceptionally long and strong convention program. Speakers of renown representing almost every activity connected with business in general and canning in particular appeared on the program. Every phase of the canning business from the growing of the raw product to its home consumption was considered.

During the week there were several meetings of the allied associations and as the result of the conference and the success of the Canned Foods Week which these organizations have promoted, a resolution prevailed that the interested groups appoint a special committee to formulate, if possible, a plan for establishing, financing and operating a Canned Foods Foundation. To the various interested groups the question of the time and place for the 1926 convention was referred.

### High Prices and Substitution

When semolina prices are high it is the general tendency of the weak-kneed macaroni manufacturers to substitute their 100% low grade flours or a blend or low grade flour with semolina, either method seriously impairing the quality of the finished product. To make it more closely simulate the high quality goods that they produce under the more favorable conditions, coloring and perhaps excess coloring, is resorted to.

The merchandising of this inferior product is inimical to the whole macaroni industry for the reason that people who are led to try spaghetti or macaroni for the first time and unfortunately encounter a dish of low quality goods will be off of it for a long while. In the case of those who are accustomed to eat macaroni and spaghetti it may even develop a decided distaste toward this product. In either case it will have done irreparable harm.

Coloring is added for one purpose only by those who substitute raw materials of inferior grades and it is not to be expected that they should have the benefit of law or custom to uphold them in this evil practice. Macaroni manufacturers who continue to use only high grade raw materials in manufacturing their products and who will refuse to give way to the tendency of producing macaroni at a price and insist on a fair value for their honest-made macaroni and spaghetti will ever survive and progress.

She—"Why it's only six o'clock. I told you to come after supper."

He—"That's what I came after."—Lightning Line.

## AVOID SHORT CUTS

Sound Advice of J. P. Morgan—Nothing of the Sort Safe in Piloting Ship or Business—First Rule.

J. P. Morgan, recognized as the leading financier in this part of the world, is not given to making frequent public announcements. When he does talk on these rare occasions he says something that is always very much worth while. Macaroni manufacturers will be interested in the following article in the New York Commercial of last month, since there is compressed into 3 short paragraphs a lot of truth which readily appeals to all good thinking business people:

"In every profession also there is and must be a code of ethics, the result of years of experience. I take it that the newer the profession the more difficult it is to formulate its ethical code, for the experience has not been sufficient. I would say that the first rule should be: 'Never do anything you do not approve of in order more quickly to accomplish something you do approve of, for there are no safe short cuts in piloting a business or a ship.'

"Sound advice this, just as sound as the men who gave it. Avoid the short cuts—They are dangerous. Build safely and permanently, no matter whether it be character building or any other kind of building. Only the sound structures endure. Policies of expediency never make for permanency. Play the long game. Build for the future. Build honestly. Have a policy, a code. Stick to it. Remember you can't skin the game. There are no successful substitutes for hard, honest work and for truth and character. You will hear some smart men say they can sell an ounce of knowledge for more than the other fellow's pound, but in the long run the fellow with the pound wins.

"Following the war people everywhere were discontented and restless, looking for short cuts to happiness and prosperity. Chaos reigned. Old charts and landmarks were abandoned. Cure-alls were offered on every hand. But out of this, through experience and education, a saner viewpoint is developing. Men are no longer chasing will-o'-the-wisps. Political nostrum makers, vendors of 'pink pills for a pale nation' are not finding a ready market for their wares. The people are discovering the fallacy of short cuts and cure-alls. They are returning to common sense and fundamentals. Evidences of this are seen on every hand.

"Therein lies the greatest reason to believe that an era of better times is at hand for America and the world."

### THE AUTOMOTIVE TOUCH

"How are you getting along at school, Jimmie?"

"Fine. We're learning words of four cylinders now!"—Life.

The rapidly growing demand for **COMMANDER SEMOLINA** has made it *imperative* to

## Increase Our Capacity

We have installed the latest in improved purifiers, milling separators and other devices.

We are, therefore, in a better position to give you *real service* and *above all* the very

## Finest Quality Semolina

modern milling science can produce.

Our productive record *proves* that Commander Semolina is "*Right*" in every respect.

Let us demonstrate and you will be convinced!

Wire today

**Commander Mill Co. - Minneapolis**

Millers of

**Commander "Superior" Semolina**



# Poster Advertising to Obtain New Customers

Prepared for the exclusive use of The Macaroni Journal  
By P. F. LEACH  
Merchandising Manager Outdoor Advertising Agency of America, Inc.

The lower right hand corner on page 18 in the June 1924 issue of The Macaroni Journal, under the heading of "Advertising Pointers," contains a number of sentences chock full of advertising meat. The first 3 in particular might well sum up this entire article.

**The First says:** "Pick Your Audience."

**The Second says:** "Dig Deeper for Facts."

**The Third says:** "Test Your Advertising."

Well might they be called "The Three Cardinal Virtues of the Successful Advertiser." Each is a volume in itself, for we must know our audience before any advertising copy, whether it be newspaper, magazine, outdoor or direct-by-mail, is written.

We must dig deeper for facts if we would have appeals that will sell the product we are advertising. And, last, but not least, successful advertisers are gradually beginning to learn that the testing of their advertising will save them many thousands of dollars yearly.

"We must pick our audiences," "We must dig deeper for facts," and "We must test our advertising," if we are to successfully advertise to obtain new users of our products.

As an example we will suppose that we are a macaroni manufacturer making a product at least as good as the average. Our prices to the trade are in line with our competitors; we have a good trade mark and package but volume of sales is not increasing as much as we would like to have it, so we decide that we will advertise.

## The Poster Medium

It is plain that no sweeping assertion can safely be made as to the superiority or inferiority of poster advertising in comparison with other media. It may be well suited to one sales situation and inadequate to another—which is true of all media. One thing that can be stated, however, is that no advertising campaign can be said to be thoroughly planned if outdoor advertising is omitted from consideration.

The most outstanding thing about poster advertising is its success. It is forced to the attention of the entire moving population subconsciously through its size, color, repetition, location and permanence.

It is dominating through its faculty of—

**a. Reaching the masses**  
—through location on thoroughfares where the masses pass.

**b. Reaching the classes**  
—by virtue of special locations and artistic appeal.

## c. Impressing the trade

—seen daily by merchants as they pass to and from business and at other times.

## d. Increasing morale of field selling force

—Visible evidence to the salesman when working in his territory of the support being given him and the trade.

While our article primarily deals with poster advertising there are certain fundamental principles of all advertising which must be taken into consideration if the advertising is to sell the product it advertises.

## The Function of Advertising

We all know the primary function of any kind of advertising in business is to sell, or at least help sell, the product advertised. Therefore the first important problem that presents itself is:

To whom is the product to be sold?

We might then set down such questions as naturally present themselves when we consider "To whom may the commodity be sold."

- (1) Who are the users and buyers in our sales territory?
- (2) Where do they live?
- (3) How many are there?
- (4) How great is their desire for it?
- (5) How do they now satisfy their desire for it?
- (6) In what way?
- (7) By what brands?
- (8) What are their preferences, likes and dislikes, with reference to the various brands intended to fill this desire?

Further analysis of these questions makes it evident that they are partly psychological and partly economical; perhaps in most instances, primarily the former.

Thus the problem is psychological insofar as it deals with the human aspect of the market; that is, with the buyer, his desires, tastes, modes of living, habits of buying, his needs, demands and the like. In short, it rests on an understanding of human nature.

## Analysis of the Market

Therefore as we dig deeper for facts we find that our prospects are the various housewives, restaurants, hotels, schools, hospitals and industrial concerns having lunchrooms that are situated in our sales territory.

Investigation further shows that these prospects in order of their importance as possible purchasers of our product are:

- First—The Housewife.
- Second—Restaurants, lunchrooms and hotels.
- Third—Schools, hospitals and industrial plants having lunchrooms in connection.

This shows us that our first consumer appeal is to the housewife.

We know that waste in advertising is due largely to lack of information, failure to use adequate means to get the needed information and lack of knowl-

edge as to where the needed information may be obtained.

## Appeal to Be Used

The next question to be answered is by what means and in what manner may the mind of the potential customer be effectively influenced in favor of our commodity.

Investigation shows us that we have also a problem of education to present. That we must substitute macaroni products for one or more of the food products that our prospects at present are using more often than ours.

Suppose we decide on potatoes as our most logical competitor. We find that the average person eats potatoes at least once a day. In fact potatoes are eaten much more than any other vegetable. Hence substitution of macaroni offers a change in diet that will not only be welcome but healthfully beneficial as well.

Therefore our second step is to educate our prospects to serve macaroni products every so often in place of potatoes.

To do this we must consider the various questions that present themselves to us in this connection. Such questions as:

"What is the Most Appropriate Headline?"

"What is the most attractive form?"

"What are the most Appealing Arguments and Selling Points?"

"What is the most effective way of expressing them?"

"What will arouse attention to, and interest in, a certain proposition?"

"What will make the most convincing impression?"

"What is the most apt to secure response?"

We must find how they will influence people, and in particular the class of people we wish to reach by our poster campaign. A sale is made not in a man's pocketbook, but in his mind.

We will suppose that we have by this time decided on an appeal that we feel sure will satisfactorily sell our product; that our headline, the design and color scheme of our posters as well as the several dealer tieups that connect the dealer's store with our advertising are satisfactory.

We have now completed the first part of our cross word puzzle. We have picked our audience and we have scratched for facts as to how best to proceed to appeal to this audience, so our next problem is to test our advertising.

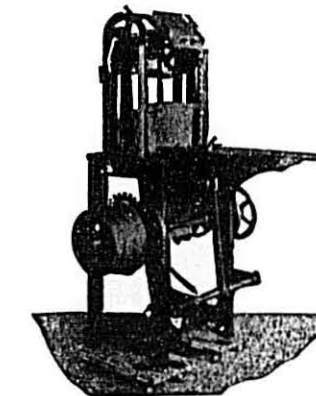
## Testing the Advertising

There are various methods of testing advertising—

The **FIRST** method is designed to



**YOU** can't come out once a year like the **GROUND HOG** and succeed in any business. The **GROUND HOG** knows his business but do you know yours?



Forming and Lining Machine

Our packaging machinery is known and used every working day in the year and produces the greatest percentage of macaroni packaged products in the United States.

Our engineering department will give you any information you may want regarding your own particular requirements and will consider it a privilege rather than an obligation to serve you.

*Write for catalog and other information.*

# Peters Machinery Company

4700 Ravenswood Avenue  
CHICAGO, ILLINOIS



give a measure of relative value of the advertising to the advertiser, based on casual inspection as to value, appropriateness of illustrations used, relative strength of text, relative memory value of both illustrations and text and which variation of trade mark and package was most suitable. This method of testing might be carried out with fifty, one hundred or one thousand, etc., persons giving their views on these subjects.

The SECOND method is making an analysis of past advertising and the results accomplished.

The THIRD method is the experimental, try-out campaign.

The FOURTH method is the questionary investigation.

The FIFTH method is to use the sales force to endeavor to feel out the coming campaign on its appeals.

The SIXTH method now generally considered the best, is to hire competent merchandising investigators that go into the field and talk with wholesalers, retailers and consumers and find out first hand just how the campaign as planned appeals to them all and show the various dealers how they can tie up their store with the advertising, thus moving the goods from their shelves.

In this connection, any good poster advertising agency has the necessary investigating personnel to carry out this work satisfactorily for the advertiser.

#### Merchandising Tie-Ups

Too many advertisers lose sight of this one thing which must be carefully worked out if their campaign is to be completely successful. What good is it to have your advertising sell the consumer on your product if they do not know where they can buy it?

It must be remembered that the merchandising of your advertising to your dealers is all important if your campaign is to prove successful.

Posters are of course recognized for the power of their pictorial and merchandising appeal. Posters through color and size establish individuality for the single poster—also for the entire campaign, if one color or color combination is persisted in.

Color is conspicuous; it makes possible a real appetite appeal, and above all through the medium of posters, color helps in a close tie up between the advertising and store display material as well as enabling an enlarged reproduction of the package, label or trade mark.

In general an advertisement as we have all heard many times, must—**Be seen, Be read, Be believed, Be remembered and Be acted upon.** To do all this your advertising must be thoughtfully and efficiently thought out, executed and directed.

So while there seems to be a great deal of needless, preliminary investigation necessary to insure our poster campaign's success, not only has that old

adage—"An ounce of prevention (preparation, and investigation of facts) is worth a pound of cure"—been proven the Waterloo of careless advertisers, but it is proving every day that the advertiser must base his advertising on facts if his advertising is to successfully and economically obtain new users for his product.

(Any manufacturer desiring merchandising and marketing analysis information on national or localized markets, need only communicate with the writer who will be glad to take care of all such inquiries personally.)

### Tested Macaroni Recipes

#### Macaroni a la King

4 lbs. uncooked macaroni.  
2 quarts cold cooked meat.  
3 cans corn.  
8 green peppers.  
1 quart celery.  
1 quart milk.  
1 quart bread crumbs.  
3 quarts liquor or gravy from cooking meat.  
3 t salt.  
1 t pepper.  
1 c flour.  
1 c butte: or butter substitute.

Cook macaroni in boiling salted water till tender; drain. Cook chopped pepper and celery in 2 cups water till tender; then add to meat liquor. Add butter, milk and flour to make a sauce. Place a layer of macaroni in a well buttered pan, add a layer of meat and corn and cover with sauce; continue until ingredients are used. Cover the top with buttered crumbs and bake till nicely browned. Garnish with parsley and serve hot.

#### Macaroni Apple Pudding

Two quarts boiling water, 1 tablespoon salt,  $\frac{1}{4}$  cup granulated sugar, 1 tablespoon cinnamon,  $\frac{3}{4}$  cup macaroni broken in pieces,  $\frac{1}{2}$  cup brown sugar, butter. Salt and sugar the water and bring it to a boil. Add the macaroni gradually, so as not to stop the boiling. Cook 20 minutes, drain. Peel the apples and slice them off the core. Cover the bottom of a baking dish with a layer of apples sprinkled with cinnamon. Alternate these layers until the dish is full. Cover it and bake in a moderate oven  $\frac{1}{2}$  hour, or until the apples are soft. Remove, cover and brown the top. Serve hot or cold with cream, or with hard or lemon sauce.

#### Macaroni and Celery Salad

One pint boiled macaroni, 1 pint celery,  $\frac{1}{2}$  pint chopped nuts,  $\frac{1}{2}$  pint salad dressing, 6 lettuce leaves. Cut the macaroni into  $\frac{1}{2}$  inch pieces. Cut the celery in the same manner and then mix the two. Then add the salad dressing and sprinkle in the nuts. Line the salad dish with the lettuce leaves. Place

the salad on the lettuce in the dish. Chill and serve.

#### Spaghetti and Broad Bean Mold

Cook 6 ounces of spaghetti in  $\frac{1}{2}$  cupfuls of water. Skim 1 lb. of broad beans and cook in salted water. Strain and mix half of them with 6 tablespoons of white sauce and  $\frac{1}{2}$  teaspoon of chopped parsley. Add salt and pepper to taste.

Into a buttered mold put a layer of spaghetti, then a layer of beans, until mold is full, having the last layer of spaghetti. Cover with buttered paper and steam for 40 minutes. Add  $\frac{1}{2}$  cup of bean water to the balance of the beans, season with cayenne and bring to a boil.

Turn the contents of the mold onto a hot platter, pour a part of the sauce around it and serve the balance in a gravy bowl.

#### Macaroni Mileuse

Wipe with damp cloth and cut in 1 inch blocks one pound of shin beef. Roll in flour and brown quickly in hot fat. Place in a deep saucepan and add 3 pints cold water, 2 onions cut fine, 1 medium sized carrot cut in dice. Bring to boil and cook gently until meat is tender. Add  $\frac{1}{2}$  cup tomato aux fine herbes, 2 teaspoons salt,  $1\frac{1}{2}$  teaspoons paprika, 6 ounces prepared macaroni. Bring to a boil and cook until the macaroni is well heated. Pour on large platter and garnish with finely chopped parsley.

#### Macaroni Outlets

Cook  $\frac{1}{4}$  lb. macaroni, cool and chop fine. Place in bowl and add  $\frac{1}{2}$  cup grated cheese, 2 tablespoons grated onion, 1 tablespoon finely minced parsley, 2 teaspoons salt, 1 teaspoon paprika, 1 well beaten egg. Mix thoroughly and mold into croquettes. Roll in flour, dip in beaten egg, roll in fine crumbs and fry in hot fat. Place in hot oven for 10 minutes to finish cooking.

#### Baked Spaghetti with Meat

$\frac{1}{4}$  lb. spaghetti.  
1 cup milk.  
1 cup grated cheese.  
2 tablespoons butter.  
 $1\frac{1}{2}$  cup chopped cold meat.  
 $\frac{1}{2}$  cup bread crumbs.  
1 egg.  
1 small green pepper, chopped.  
1 teaspoon chopped onion.  
1 teaspoon salt.  
 $\frac{1}{8}$  teaspoon nutmeg.

Cook the spaghetti in boiling salted water until tender. Place in a greased baking dish, add the milk, sprinkle with the cheese, and dot with butter. Mix the other ingredients together and spread over the top. Bake in a hot oven (500 degrees F.) until brown.

Some men work because they like it; others because their wives don't want them around the house.

## HELP THE DEALER TO HELP YOU

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

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

### BRAND NAMES AND TRADE-MARKS

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

## The United States Printing and Lithograph Company

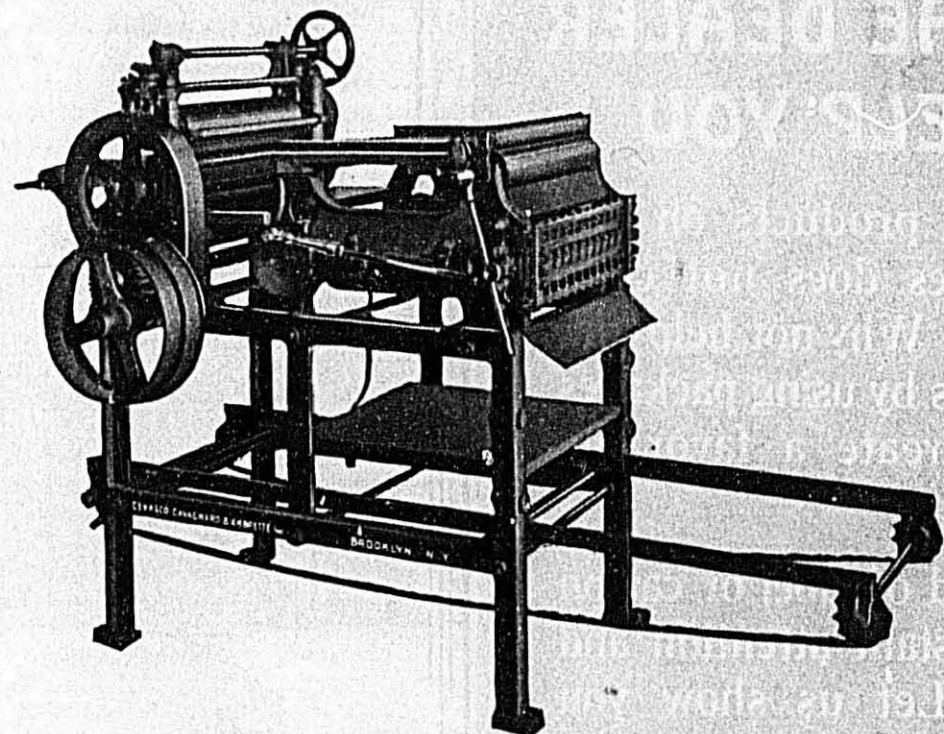
CINCINNATI  
8 Beech Street.

BALTIMORE  
23 Covington Street

BROOKLYN  
87 North Third Street



# CEVASCO, CAVAGNARO & AMBRETTE, Inc.



*Improved Bologna Paste Machine*

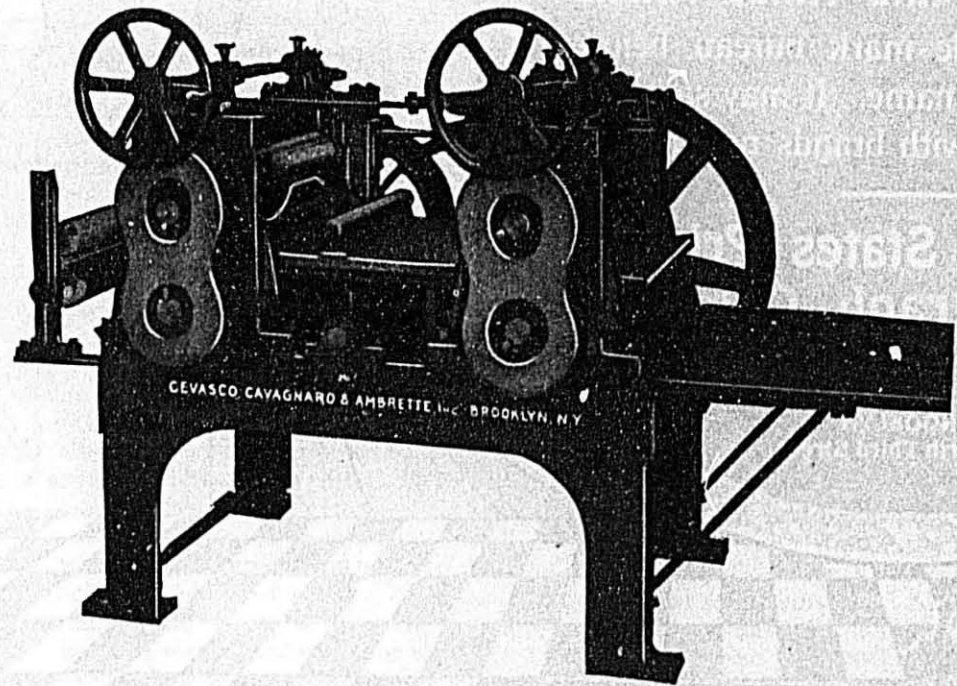
This illustration shows our Improved Bologna Paste Machine, which, like all other C. C. & A. products, is superior to all others on the market.

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

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

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

Standard Machine 20 in. wide.



*Latest Type Tamden Dough Brake*

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

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

Does in one operation what requires several on other machines.

Heavy and solidly constructed throughout.

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

*Full Particulars Regarding these Machines on Request.*

156-166 Sixth Street

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

# CEVASCO, CAVAGNARO & AMBRETTE, Inc.

**Builders of High Grade  
Macaroni Machinery**

**Presses—  
SCREW AND  
HYDRAULIC**

**VERTICAL AND  
HORIZONTAL**

**Kneaders**

**Mixers**

**Dough Brakes**

**Mostaccioli and  
Noodle Cutters**

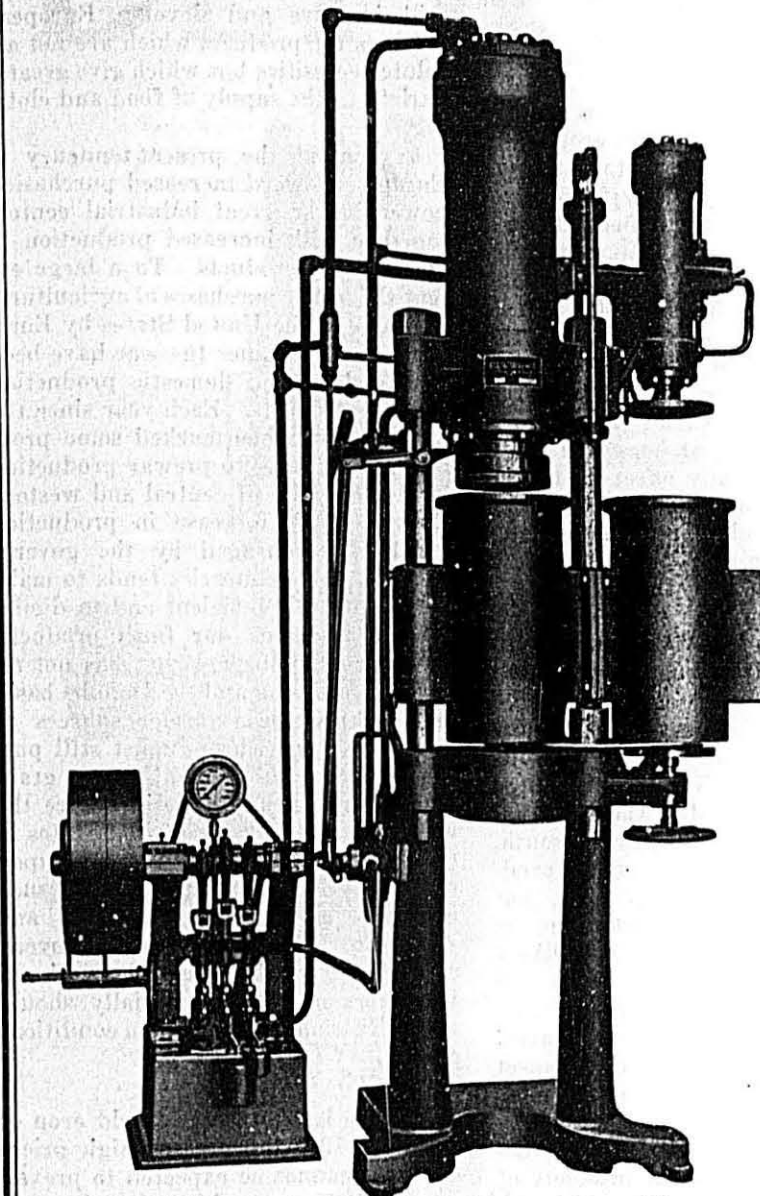
**Bologna Fancy  
Paste Machines**

**Die Cleaners**

Specialists in everything pertaining to the Alimentary Paste Industry.

Complete plants installed.

We do not build all the Macaroni Machinery, but we Build the Best.



**Vertical Hydraulic Press with Stationary Die**

At Last! The press without a fault. Simple and economical in operation; compact and durable in construction. No unnecessary parts, but everything absolutely essential to the making of a first class machine. Only two controls on entire machine. One valve controls the main plunger and raises cylinders to allow swinging. Another valve controls the hydraulic packer. No mechanical movements, all parts operated hydraulically.

Guaranteed production in excess of 25 bbls. per day. Reduces waste to one third the usual quantity.

Do you want to increase your production with less expense for power and labor? Let us install one of these presses in your plant on 30 days' trial. If it does not meet all our claims, we will remove the machine without any expense to you.

Our new catalogue is now ready for distribution, describing in detail the above machine and many others manufactured by us. If you have not received your copy, let us know and we will send it to you.

156-166 Sixth St.

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

159-171 Seventh St.

Address all communications to 156 Sixth Street.



## Agricultural Outlook for 1925

The following statement of the agricultural outlook for 1925 has been prepared by the United States Bureau of Agricultural Economics to provide a basis upon which farmers may make readjustments to meet economic changes.

### Domestic Demand

General business prosperity during the first half of this year will maintain the domestic demand for the 1924 farm products yet to be marketed and should stimulate the demand for the better grades of certain foods; but the domestic demand for the 1925 crops, from present indications, will be no better than the present demand, if as good.

The year 1925 opened with many factors pointing toward continued progress in business activity for the first half of the year. Agriculture itself out of the 1924 crops, is contributing an increased money income of about 500 million dollars, which is 4% above the total farm income from the 1923 crop. The improvement is particularly marked in the wheat and corn belts, where about 90% of this increase is found. While contributing to an increased prosperity of the agricultural population in certain sections too much importance should not be placed upon this moderate improvement. A large proportion of the additional income has already gone to reduce accumulated indebtedness of the past few years.

In addition to improvement in general business due to agriculture there has been a marked increase in industrial wage earnings as a result of the increase in employment in basic industries, particularly in woolen fabrics, pig iron and steel production. Building activity remains at a high level. Present easy credit induces further business expansion. The general price trend has been upward since June 1924 and is now at the level it reached during the period of active business in the spring of 1923. The unusual activity of the stock exchanges since last November indicates further general business prosperity, at least during the first half of this year. Therefore sustained urban demand may be expected for the portion of the 1924 farm products yet to be marketed. Active business with full employment of wage earners at good wages, such as is indicated by the present outlook, will stimulate particularly the demand for certain products such as cotton, wool, the better grades of fruits and vegetables, eggs, dairy and meat products.

Although the factors influencing the demand for the current crop are favorable they do not necessarily indicate the conditions under which the 1925-26 crops will be marketed. It is not assured that the industrial improvement of the first half of 1925 will continue into 1926 at the same high level. Should an over stimulation of business and

over production of manufactured goods occur in the next few months there may be expected to follow a reduction in business activity, and therefore slackened demand for some of the 1925 farm products.

It is further probable that in the season for marketing the 1925 crop there will be a lessened farmers' total income in certain regions, which, through reducing the demand for industrial products, may reciprocally weaken the urban market for agricultural products. In the wheat belt for example farmers should not expect a repetition of the unusual situation of 1924—a very good crop in this country and a short crop for the rest of the world. In the corn belt the short crop of hogs will probably be only partially offset by higher prices, while reduced feeding demands for corn will tend to reduce the total value of the corn crop. It is therefore probable that in the wheat and corn belts, which comprise a substantial portion of American agriculture, there will be a diminished income as compared with 1924.

Furthermore, the poorer returns for these sections will not be materially offset by the better conditions in the range and dairy sections and by the continuation of present conditions in the south. Relatively high prices for many products may prevail through 1925, but possible reduction in marketings as compared with 1924 makes it unlikely that income from the 1925 crops will be sufficiently large to continue to support any marked expansion in general industrial activity. With this prospect in view agriculture in 1925 will offer no greater support to urban prosperity than it did in 1924, and the urban demand for the agricultural products of 1925 is likely to be no better than the present demand, if as good.

### Foreign Demand

The foreign market for most of the products of the American farmer promises to be at least as good as it has been the past year. For specific products the strength of demand will depend both upon the purchasing power of the most important foreign markets and the competition to be expected in these markets from the most important foreign producers.

The European economic situation is distinctly brighter than it was a year ago. In the great industrial centers of western Europe more confidence is apparent and production has been resumed on a larger scale. Loans from the United States have been largely instrumental in strengthening the financial situation. Employment of labor at increased real wages has increased the purchasing power of agricultural deficit countries. This increased purchasing power, however, does not necessari-

ly mean greater imports of absolute necessities. In the wheat trade, for example, improved economic conditions facilitate trade but may not increase imports or consumption of wheat. Higher purchasing power, however, will improve and develop European markets for products which are not absolute necessities but which give greater variety to the supply of food and clothing.

In general the present tendency in Europe is toward increased purchasing power in the great industrial centers together with increased production of agricultural products. To a large extent the heavy purchases of agricultural products in the United States by European countries since the war have been due to decreased domestic production of these products. Each year since the war, however, has marked some progress in returning to prewar production in the countries of central and western Europe. This increase in production which is encouraged by the governments of these countries tends to make them more self sufficient and to diminish the need for our farm products. Grain production, however, has not recovered in Russia and the Danube basin and lacking these former sources of supply western Europe must still purchase much greater quantities of grain from overseas than she did before the war. The share of the United States in this greater market will depend upon the strength of competition from such countries as Canada, Argentina and Australia. As eastern Europe recovers, competition will become still more keen. Producers of wheat especially should watch Russian and Danubian conditions closely.

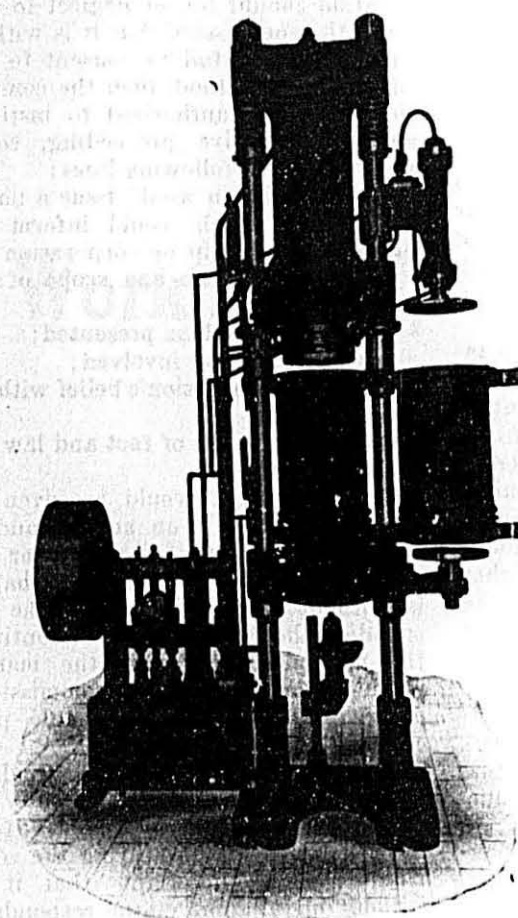
### Wheat

If there is an average world crop of wheat in 1925 the present high prices of wheat cannot be expected to prevail for the 1925 crop, although prices are expected to be better than in 1923. Growers of hard spring wheat are cautioned not to increase production above domestic requirements. If the spring wheat acreage in the United States is held to that of last year and an average yield is secured the production of hard spring wheat should about equal domestic requirements.

The year 1924 witnessed the very unusual situation of a large United States crop of wheat coming at a time of short world crop. The result was that the wheat grower in this country with a larger crop than in 1923 realized a much higher price per bushel than he received for the smaller crop of the year before. Present prices should not lead wheat farmers to deviate from programs looking toward a balanced system of agriculture.

The short crop of the world was due chiefly to low yields outside of the United States, and only slightly to a smaller acreage. The greatest decrease in production occurred in Canada, with

# DEFRANCISCI



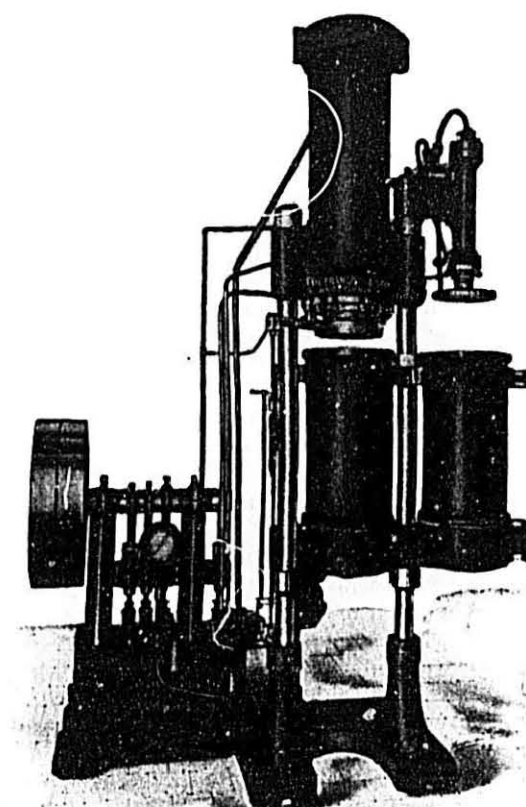
PRESS STYLE C  
STATIONARY DIE TYPE

Hydraulic  
Presses

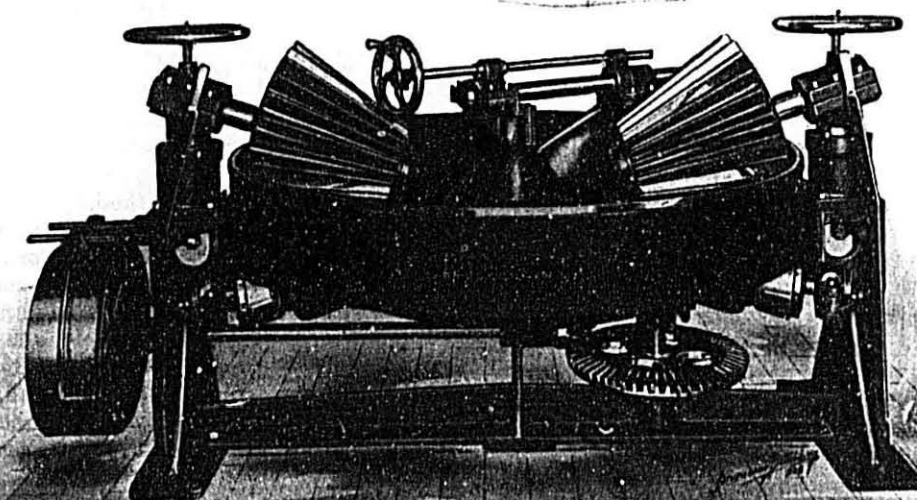
Kneaders

Mixers

Die  
Cleaner  
Machine



PRESS STYLE A



I. DeFRANCISCI & SON

219 MORGAN AVE.

BROOKLYN, N. Y.



considerable decreases in Argentina, Italy, and Germany. The prevailing high price of wheat as compared with the price for several years past is due not alone to a 10% reduction in the world crop but also to an increase in the world demand, which since 1918 has been on a definitely lower level than it was before the war. The low price that prevailed last year up to midsummer, due primarily to the large 1923 crop and heavy stocks, stimulated foreign consumption.

It appears that the world supplies at the beginning of the harvest of this year's crop will be very low. A small carryover will be a strengthening factor in the market until the movement of the new crop gets well under way and should help maintain prices for the early crop, but the world's wheat acreage and the developments in the condition of the 1925 crop will determine the market trend and ultimately the price.

The winter wheat acreage sown for the crop that will come onto the market this year, as reported for the United States, Canada, India, and 8 European countries, shows an increase of about 5½% over that of last year. The total acreage reported for winter wheat represents more than half of the total winter and spring wheat area of the northern hemisphere outside of Russia and China. The European countries reporting, which represent more than half of the total wheat acreage of Europe, show a slight decrease. If the plantings in other European countries have shown no increase, the winter wheat acreage in the northern hemisphere is still somewhat larger than last year, and barring serious winter killing and unfavorable weather during the growing season should produce a crop of winter wheat equal to that of 1923. The condition of winter wheat in the United States and western Europe is generally reported as good but conditions are less favorable in the important wheat section of the lower Danube basin.

Canada will begin the season next spring under somewhat of a handicap, for the fall plowing of land intended for next year's crop is reported as only 32%, as compared with 43% last year, and 48% in the fall of 1922.

If the spring wheat acreage in the United States is held to that of last year, and an average yield is obtained the production should about equal the domestic requirements. It seems probable that the present tariff in effect a production less than our requirements will bring a price for spring wheat appreciably higher than would a larger production. A situation may of course arise when the tariff will hold the very high milling wheats above the general level but leave the price of the remainder of the crop at the general price level for wheat.

#### Durum Wheat

Durum wheat will probably be the less profitable than hard spring wheat

except in those regions where higher yields are generally secured. A short crop of durum wheat in the Mediterranean basin, and an increasing demand in this country, have recently forced prices for this class of wheat to a level nearly as high as that for hard spring. The prices of durum wheat depend largely upon the export demand, since the production in this country is larger than our consumption. There has been some increase in the competition with durum wheat in the foreign markets by hard wheat from Canada and North Africa. If an average crop is obtained in foreign countries it may be expected to reduce the export demand for our durum, and a continuation of the present high price of durum as compared with hard red spring wheat could not be expected.

Much can be done by growers to increase the price of wheat regardless of the market situation. Careful attention to the quality and condition of the wheat when it leaves the farm adds considerably to the price; and the elimination of undesirable varieties in favor of those which yield well and command a premium on the market assures higher returns per acre with no increase in the cost of production. The quality and price of the wheat can be increased by preventing heat damage in storage through the use of inexpensive ventilators, and by removing dockage on the farm with simple cleaning apparatus. The screenings may be turned to valuable account as a feed for livestock.

#### Safe and Also Sane Trade Commission

If the bill presented to congress through the efforts of the American Grocery Specialty Manufacturers association meets the approval of that body, the federal trade commission will be made safe and sane for American business. The object of this amendment is to limit action by this trade body to what it knows to be facts rather than here says or believes.

The bill was drafted by Attorney Charles Wesley Dunn of the American specialty men and has the endorsement of all the leading business associations.

#### Substance of the Bill

Though copies of the full bill are not yet available, a comprehensive analysis of it has been issued by the National Wholesale Grocers association, which joined in framing the measure and will undoubtedly support its passage. In substance this runs as follows:

The bill proposed proposes: 1. That whenever the federal trade commission shall have reason to believe that a method of competition is unfair, and that action by the commission would be in the public interest, it shall first informally advise the person, partnership or corporation interested of its belief and the reasons therefor, and shall seek constructively and helpfully to determine

the questions presented without recourse to formal proceedings.

2. If the person, partnership or corporation interested shall show the commission that it is without jurisdiction or shall discontinue the method in question by consent, the commission shall not pursue the matter further; however, if the person, partnership or corporation should fail or neglect to convince the commission that it is without jurisdiction, or fail to consent to discontinue the method, then the commission would be authorized to institute an administrative proceeding, somewhat along the following lines:

The commission would issue a notice of hearing, which would inform the person, partnership or corporation of:

(a) The purpose and scope of the hearing;

(b) The questions presented;

(c) The method involved;

(d) The commission's belief with respect thereto;

(e) The reasons of fact and law for such belief.

The respondent would be given an opportunity to file an answer and if after consideration of such answer the commission should be satisfied that it is without jurisdiction, or if the respondent should consent to discontinue the method in question, the matter would be dismissed by the commission; otherwise the commission would proceed with the hearing.

At such hearing the respondent would be afforded an opportunity to present evidence in its behalf. If at the conclusion of the hearing the commission should determine that it is without jurisdiction, or the respondent should consent to discontinue the method in question, the commission would be authorized to dismiss the proceeding. However, if at the conclusion of the hearing the commission should be of the opinion that the practices indulged in constitute an unfair method of competition, then the commission would have jurisdiction to issue an order to cease and desist from using the method.

The bills further propose:

1. That orders to cease and desist issued by the commission shall be specifically drawn and shall be limited to the method in question.

2. That the commission shall not make public the name of any respondent in any proceeding unless and until an order to cease and desist has been issued against such respondent.

#### No Imagination

Proprietor of Summer Hotel—"Now over here is the ocean."

Ad Writer—"Where? I don't see any ocean."

Proprietor—"You don't! My dear sir, I'm afraid you're not the man we want to write our advertisements."—Life.

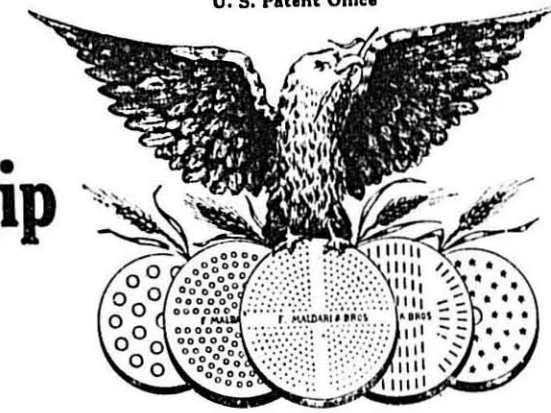
Carelessness and failure are twins.

## 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

## THE CHAMPION'S POLICY

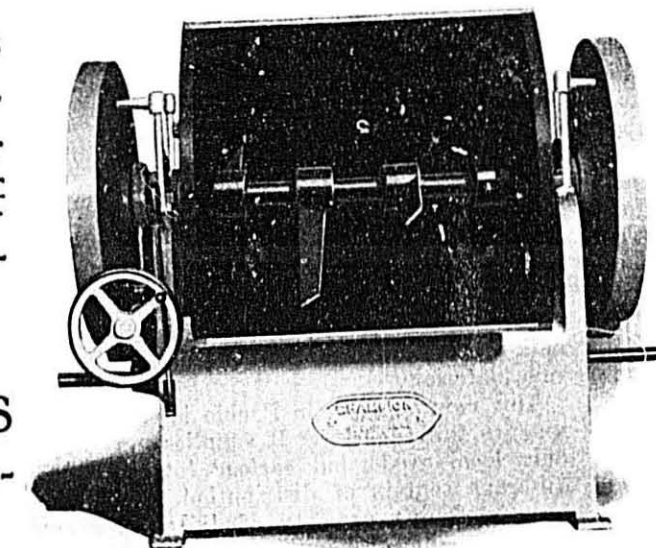
### "BEST MACHINES AT FAIREST PRICES"

Special for Macaroni and Noodle Manufacturers

1 bbl. Champion Mixer B. D.	\$485.00	With 3 h. p. Motor connected	\$595.00
1½ bbl. Champion Mixer B. D.	\$515.00	With 3 h. p. Motor connected	\$625.00
2 bbl. Champion Mixer B. D.	\$555.00	With 5 h. p. Motor connected	\$680.00
2½ bbl. Champion Mixer B. D.	\$585.00	With 5 h. p. Motor connected	\$710.00

Champion Mixers in continuous service 25 years or more. Names of long users supplied on request.

Try our MIXERS once you'll always use one.



The Cheapest and Best mixer offered to Macaroni and Noodle manufacturers.

Write for particulars

**Champion Machinery Co.**  
Joliet, Ill.



# Notes of the Macaroni Industry

## Broadcasts Secrets

Betty Barelay of Philadelphia sent a macaroni message through the air last month from radio station WOAX, Trenton, N. J. This food expert told in an interesting way just why they put holes in macaroni and how it is done. This was followed by some helpful suggestions as to the proper preparation of macaroni, and its little brother, spaghetti.

"Betty" is a man, Richard S. Bond of Philadelphia, who knows more about food than Old Man Epicure himself. His talks are valuable to the housewife who frequently writes him for special advice in addition to receiving the regular WOAX service to the home of the radio fan.

## Macaroni on the Air

The Joliet Macaroni company of Joliet, Ill., through arrangements with the owners of the local radio broadcasting station, WWAE, is providing that station with a 2 hour program every Monday night. The macaroni concern has leased the station for the winter months and its programs have been such as to bring in many commendatory messages from interested listeners of many states. The program is varied each week and pleasingly blends talks, stories, songs and music.

Every Monday night "Barney Mc-Arooney," a mythical Irishman, supposedly the originator of the food manufactured by the Joliet firm and a true lover of macaroni in every style, is a star. His funny stories contrast nicely with an intelligent discussion of the food values of macaroni products and this feature has pleased thousands of listeners.

Macaroni manufacturers who have radio receiving sets are invited to tune in on station WWAE every Monday evening and to encourage all their friends to do likewise. This station broadcasts on a wave length of 242 meters.

## Macaroni Recipe Contest

In hundreds of newspapers throughout the country there appeared within the past few months notices of a macaroni recipe contest arranged by Prudence Penny, who is recognized as one of America's leading editors of the food section of the American press. Hundreds of excellent recipes were sent in response to the call and more are pouring in.

In launching the contest Miss Prudence Penny urges Americans to "Eat More Macaroni." The appeal then continues:

"From Italy originally came one of the most satisfying foods available today. While at first we in the United States depended on imports for our supply of macaroni, spaghetti, vermicelli, noodles, etc., this food soon became so popular that durum wheat,

from which it is made, was imported and planted in the great American wheat belt, where it soon became even better in grade than that grown in Europe and American factories started making macaroni products.

"Durum wheat contains less starch and more gluten than other kinds, and besides it is rich in those phosphoric salts which the human system craves.

"Because of its origin most people regard macaroni as primarily an Italian dish and, because of the fabled Italian climate, a food mainly for warm weather use. Macaroni is even better in the fall and winter seasons, for it contains just those elements which the body needs to make it vigorous and capable of withstanding inclement weather.

"Another of its great assets is the many ways in which it can be prepared, for the extra gluten in the wheat binds it together tightly, keeping it in such condition that it retains its form and tenacity even after long boiling, and holding in the mineral salts so that the body can extract them rather than letting them go to waste in the cooking water."

## State Product Show

In order to popularize Montana made products the commercial interests of that state supervise an annual show in which the products are featured. Food products are prepared and served for luncheon and dinner, usually in a way to most advantageously present them to the diners. This is carried on through the various women clubs.

The Imperial Macaroni company of Butte, Mont., supplies the macaroni, spaghetti and noodles that are served at these shows. This is the leading macaroni manufacturing concern in Montana and it stands high in the opinion of the business leaders because of the uniformly high quality of its products.

## Colorado Firm Prospering

L. S. Bressler, manager of the Purity Bread company, made a spirited address before the Manufacturers and Jobbers association at Pueblo, Colo., last month, dealing particularly with the new department of his firm, that of macaroni and noodles manufacture. His firm has enjoyed a steadily increasing business due to the fact that products were kept up to the highest possible quality to sell at a reasonable price as against the policy of some firms to lower the standard of ingredients in the face of increasing prices of raw materials.

This new industry in Pueblo is running to full capacity. It supplies not only local needs, but carload lots to different centers of distribution. Its present drying capacity of 4 drying rooms capable of handling 10,000 lbs. daily, is being taxed to keep up with present demands. A personal invita-

tion was extended to every member of the Pueblo association to visit the macaroni plant, thus to learn first hand the intricacies of macaroni production.

## Fire Destroys Lazzari Plant

The Lazzari Macaroni company plant in the Lazzari building, at 224-28 Chess st., Monongahela, Pa., was destroyed by fire last month. In addition to the destruction of the machinery and equipment used in the manufacture of macaroni, an automobile company which occupied a part of the building lost 13 cars and 2 trucks in the fire. For 7 hours the firemen fought the fire which threatened to spread to nearby buildings. The total loss is estimated at \$60,000.

The Lazzari building was a 3 story combination brick and frame structure. The fire started when an automobile standing near the elevator shaft burst into flames, presumably from backfire, ate its way through the thin wooden partitions and soon the building was a mass of roaring flames. The fire chief was injured when he fell from a ladder. Peter Lazzari is the macaroni manufacturer and owner of the wrecked building.

## Kansas City Macaroni King

Rocco Sarli, president and general manager of the Kansas City Macaroni & Importing company, has been termed "The Macaroni King," by the press of his city in connection with the announcement of an addition to his plant which will make it one of the largest in that section of the country. Mr. Sarli has long been connected with the macaroni manufacturing industry in Kansas City and his product, particularly the Sarli Club brand, has made a wide and favorable impression on buyers and consumers. The contract for the addition to its present plant was let in December and the improvement is estimated to cost about \$140,000. Construction is to begin as soon as weather permits.

The company has purchased the entire block on which its plant is situated. This will permit expansion as business demands may require.

The present improvement is the 5th expansion undertaken by this company since its establishment in 1913. An idea of its growth is obtained from a comparison of the business of that year with that of 1924. The daily production in 1913 averaged 13 bags of raw materials, and in 1924 the average was 586 bags. This is to be increased to about 800 bags or 400 bbls. daily capacity when the addition is placed in operation. In 1913 the sales totaled \$86,000. In 1924 the volume was in excess of \$1,500,000. This being an increase of nearly 50% over that of 1923, according to a statement given out in the Kansas City papers.

The plant is 4 stories and basement

and will comprise a total floor space of 200,000 sq. ft. with the new addition. The valuation is estimated at \$750,000. Tracking facilities of the Kansas City Southern will be extended 4 blocks to the plant of the macaroni company.

The Kansas City Macaroni & Importing company employs 250 persons and has an annual payroll of \$250,000. The company is a close corporation with a capital of \$600,000. Among the leading officers and members of the company are Rocco Sarli, president and general manager; Thomas Basile, vice president; P. F. Vagnino, second vice president; A. Onofrio, secretary; M. Onofrio, treasurer, and John Tuccillo, assistant secretary. This com-

pany also operates a factory in Denver with about 100 employes.

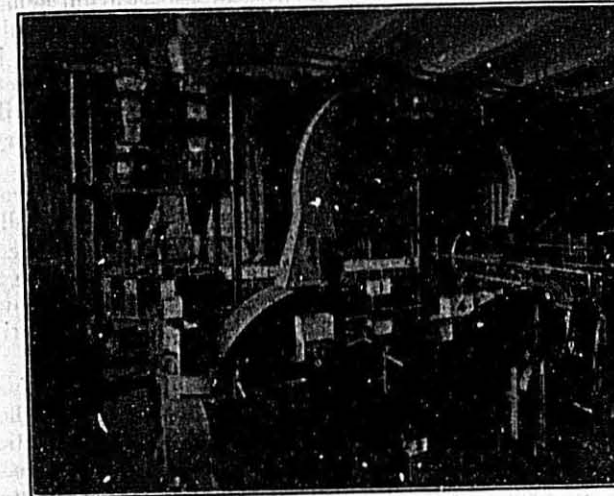
## Macaroni Prices Advancing

Reports from nearly all selling centers show that macaroni prices are somewhat keeping step with the advanced cost of flour and semolina. With wheat at more than 2 dollars a bushel, and good durum rather a scarce article, the cost of semolina is now higher per bbl. than it has ever been excepting during the war years.

In making known his advance in price one leading manufacturer says: "The advance is equivalent of \$1 per bbl. in the cost of raw materials, but even at that our range is \$2.50 a bbl.

below the actual market on the products used in manufacture. We are still using some semolina purchased on a more favorable market but must look forward to a replacement of our stock at current prices. Future advances are not only a probability but a practical certainty. In addition to the increased prices asked on semolina, macaroni manufacturers find that their investment is correspondingly increased and this added cost must be reflected in the selling price."

Following the lead of macaroni manufacturers, jobbers have advanced their quotations to conform to the basis now prevailing at the source of supply. Distribution continues without in-



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Uniform Quality  
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Best Grades of  
Durum Wheat

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ruption through the natural channels and demands are in many instances greater than the supply.

Any quantity of low priced macaroni may still be purchased but the better class of distributors recognize the fact that if the products are offered below the prevailing market they will prove to be manufactured out of inferior raw materials, and the quality is proving not only a drug but a detriment to business men who seek only fair and honest profits.

On the New York market bulk goods, Italian style, are selling from \$1.80 and upward for a 22 lb. box. This is a temporary price that will be increased if the wheat continues to make the advances shown last month.

#### Plotters Are Hunted

Search continues to be made for unidentified men who last month threatened to blow up the macaroni factory at 2243 Mullett st., Detroit, Mich., and the home of one of its owners, Peter Cavatiao, unless they were paid \$25,000. The threat was conveyed to the intended victim by telephone, giving him until 8 p. m. to produce the money. The police were immediately notified and a guard placed over the plant and around the home. No arrests have been made though 3 men who had made a similar threat several weeks ago are out on bail awaiting trial.

Samuel Serra, a partner in the business, has not been molested by the plotters.

#### Rockford Firm Incorporates

Early in January articles of incorporation were issued to the Rockford Macaroni Manufacturing company of Rockford, Ill., by the secretary of state. The papers show that the capital stock of the company, amounting to \$30,000, has been subscribed to by the 3 leading members of the firm. Vincent Coffaro of Rockford owns \$9,600 of the stock; Dominico Forrars of Chicago owns \$10,100 of it and I. Morans of Chicago has \$10,300 of the stock. The company's plant is at 1112 Rock st. and has been in operation for several years under the management of P. Casalena.

#### Is Given Building Permit

The Savoia Macaroni Manufacturing company had its plans for a new macaroni factory approved by the building commissioner. The structure is to be at 52nd st. and 19th av., Brooklyn, N. Y. It will be a 2 story brick affair, 95 by 245 ft., and its estimated cost is \$75,000.

#### Assignee Appointed

Though most of the macaroni manufacturing concerns of the country have been enjoying a fairly profitable business the past season, the Ohio Macaroni company of Cleveland found itself unable to meet its obligations so an assignee was appointed on Dec. 2, 1924, to straighten out its affairs. The duty

fell to H. A. Hauxhurst, member of one of the leading law firms of that city.

In reporting the assignment Mr. Hauxhurst states that the financial condition of the company is not extremely serious. It is planned to again place the plant in operation sometime this month under a new management and perhaps with some new capital. An extensive survey of the plant, its equipment, good will and possible business is being made by a group of experts under the supervision of the assignee, and the knowledge thus gained will determine the course of action in the future.

#### Open Plant to Public

Keeping step with the advanced thought in the macaroni industry which seeks to take the consuming public more and more into its confidence the San Diego Macaroni Manufacturing company of San Diego, Calif., has announced that hereafter its plant will ever welcome visitors. Special pains will be taken at all times to show the public the skillful art of manufacturing a product of which America is destined to become the world's greatest producer.

The company has recently completed a plant at 2308 Kettner Blvd. and it was thrown open for public inspection on Nov. 20, 1924, for the first time. It is a model of modern planning, with sanitary conditions and the welfare of the employes as a principal factor.

E. DeRocco is president of the company. Under his direction it has developed from a small concern of 600 lbs. daily production established 14 years ago to one of the most modern plants in that part of the country, capable of producing in excess of 8000 lbs. of various kinds of macaroni products daily. It is considered one of San Diego's most up-to-date food industries.

In a half page advertisement in the San Diego Sun announcing the opening of the plant President DeRocco extended a general invitation to the public, particularly the housewives, "to inspect what we can truthfully say, is the finest macaroni manufacturing plant in the west. You will see the little known inside workings of an important food manufacturing plant; how the pure semolina is evolved into the delicious products that grace your table in a score of ways; how these foods are manufactured in a spotless plant, where the most sanitary conditions prevail and are insisted upon."

The several thousands who inspected the plant on the opening day received favors from the owners and first hand information about the mode of making the world's best and most economical food.

#### Imported Goods Higher

An eastern importer of macaroni products made in Italy submits a sample of his spaghetti which he claims will cost him about \$2.07 for a 22 lb.

box, approximately 9.4c a pound in pound packages. The price is low in comparison with the cost of manufacturing macaroni products in this country and placing it in the hands of distributors, but an examination of the product shows it probably worth only what is asked for it. A very low grade of raw material is used in the manufacture of the goods in question and a high coloring is used to cover this inferiority. Some buyers will be misled but not those who really know a good product.

In this connection the report of the chemical analysis of several samples of imported goods recently made by Dr. B. R. Jacobs is interesting: "An analysis shows that this product is not made of the first quality durum semolina as the statement of contents would infer and therefore artificial color is used to conceal inferiority in product. Both the samples and the analysis will be submitted to the bureau of chemistry for action."

Here is what the analysis of the various samples show: "Egg Vermicelli (duplicate analysis) about 2.00% egg solids; Wide Egg Noodles, 1.09% egg solids; and the imported macaroni show that semolina is of inferior grade, artificially colored."

This is hard competition, especially for manufacturers doing business near the ports of entry for colored products. While they look upon the sale of imported macaroni products as legitimate competition, they feel that they should be properly and fully protected against the practice of selling imported goods for what buyers of the imported articles think that they should be but are not, in most cases.

#### Practice What Is Preached

Resenting the general attitude of the macaroni industry in America toward the colored imported macaroni products which it is hoped to eliminate through proposed legislation, a leading importer of the Atlantic seaboard recommends that the American macaroni manufacturers "practice what is preached." He contends that most of the macaroni men who favor the anticoloring proposal are guilty of selling highly colored goods. The opportunity was afforded the complainant to prove his contention and he was invited to submit samples of colored products that were improperly labeled and unfairly sold or offered.

#### W. F. Ireland Secretary

Wm. Francis Ireland, who has been appointed secretary of the Southern California Macaroni Manufacturers association, has long been connected with trade associations affairs. He is a licensed attorney and enjoys a good practice in Los Angeles, Calif. He is also vice president of the National Retail Bakers association and secretary-chairman of the Southern California Wholesale and Retail Bakers association. His

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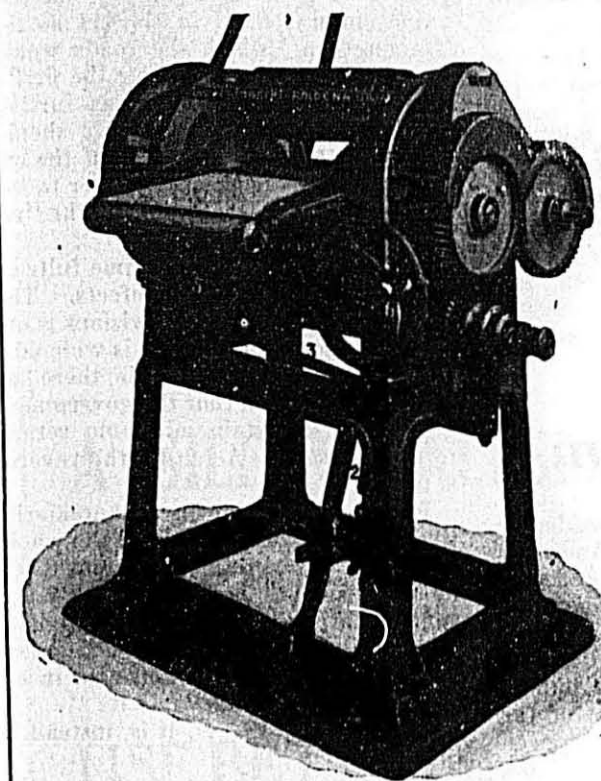
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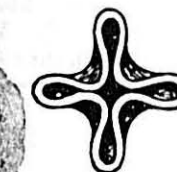
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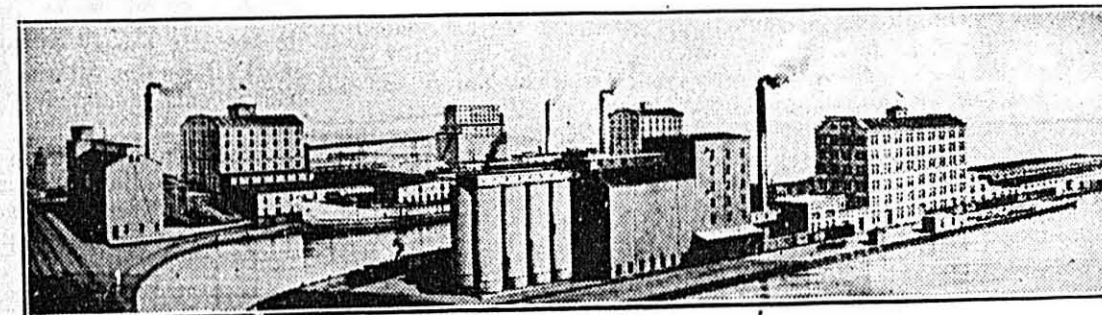
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success as a trade executive makes him a valuable man to the macaroni manufacturers of southern California who are fortunate in obtaining his service. The association headquarters are 314 Coulter building, Los Angeles. Twelve firms are at present enrolled as members.

#### Colored Noodles in Boston

A consistent complaint charging infringement of the federal food and drugs act by distributors who are offering so-called "Imported Egg Vermicelli" and "Imported Egg Noodles" in the district surrounding the city of Boston has caused a special investigation to be made by the authorities. Samples were submitted by macaroni manufacturers to the Macaroni Laboratories in

### New Approach to Old Problem

The ninth of a series of short articles on "The American Ways" prepared by Bank of the Manhattan company, New York city, dealing with America's troubles solving the tremendous transportation problem.

One America went into the war and a very different America came out of it. Pessimists who paint a gloomy picture of the demoralizing effects of the great struggle upon the nation forget that there was one tremendous gain; the War restored National Consciousness; it made the American people for the first time in generations really think and act as one.

National Consciousness! Only a people endowed with its possession could really be saved from the perils of a narrow, selfish outlook which can neither see nor understand that where there is no union there can be no strength. The individual, the industry or the section which has not a national consciousness and which is obsessed with a class consciousness of its particular interest can never be wholly patriotic or wholly wise. But when the people approach any problem as it affects all those concerned in it and with a clear conception of the joint interest, straightway the air begins to clear.

For more than a generation the American people had been indulging in a narrow outlook upon the railroad problem. When the early enthusiasm for adequate transportation for the nation was displaced by a selfish exploitation of the railroads for personal gain and individual advantage, private evils grew into public menaces which induced the violent reaction that had well nigh destroyed the usefulness of the railroads themselves. Now the mists began to rise and once again the true relation of railroad transportation to national unity and national prosperity was clearly defined. The people recognized once more that the so-called "railroad problem" was in reality their problem, not merely a problem of the railroads. They realized again that

Washington, D. C., where Dr. B. R. Jacobs made an analysis on Jan. 22, and found that these products contained only 2.5% of egg solids and were very highly colored.

This analysis shows the foodstuff to be considerably below the United States government requirements on egg noodles and a charge of misbranding has been placed against the products and is being investigated by the United States Department of Agriculture.

The predominating factor, however, remains that unless the use of coloring is entirely eliminated through the proposed law favored by the better class of macaroni manufacturers there will be constant violators of the present law and as a result hardship will continue to be worked upon the honest manufacturers in the trade.

railroad transportation is embedded in the very foundation of the American economic and social structure and that a weakening of the part is fraught with danger to the whole.

Again the public approached the solution of the railroad problem but no longer with the vengeful spirit of the prewar period. They felt the need for formulating a comprehensive national policy as a guide for future action. But whatever the policy might be they were determined that it must not include government operation. When the war was over the people demanded the return of the railroads to their owners. The nation had tried the other method, and then had returned to the "American Way."

In preparation for the return of the railroads to the owners congress undertook the task of working out a national policy, which finally took the form of what has come to be known as the Transportation Act of 1920. Out of much discussion the act finally was born. Radicals and reactionaries, advocates of government ownership and operation, railroad security holders, railroad managers, groups of shippers, agricultural and other "bloes"; in short representatives of practically every shade of opinion on the subject of railway transportation exercised an influence in the framing of the act.

When the government adopted the policy of rate control in 1906, it had been prophesied that such a policy would logically lead to complete governmental control and direction over every detail of railroad operation and development. This prophecy was largely fulfilled in the provisions of the new Transportation Act.

Having assumed these greatly enlarged powers the government found it necessary to determine the "fair return" which the railroads should be permitted to earn so that rates might be fixed on the basis of such "fair return." Since a fair return to the owners has

definite relation only to the amount of the investment involved it became necessary to find the value of the investment in the railroads.

For this purpose the "tentative valuation" of \$18,900,000,000 found by the interstate commerce commission was prescribed as a basis, and 6% on this valuation was fixed in the act as the "fair return" which the roads would be permitted to earn during the first 2 years—if they could. It was further specified that if any company should earn more than 6%, one half of the excess above 6% must be paid over to the government. This is known as the "recapture clause."

The act has not yet had time fully to develop its virtues or defects. The meaning of some of its provisions is obscure, while of others there is wide misunderstanding. For example, there has been an impression that the government guarantees a certain minimum return to the railroads. Actually, the reverse is true.

President Coolidge in a characteristically terse statement settled the whole discussion of guaranteed earnings when he said "It has been erroneously assumed that the act undertakes to guarantee railroad earnings." The interstate commerce commission also in an official statement, declared it: "... is not a guarantee . . . it is, instead, a limitation."

It is not possible here to discuss the many details of the new law. Its essential importance lies in the fact that it does provide complete protection for the public against a repetition of the conditions and abuses that developed during the period of self-seeking; in short, it retains all the previous protective enactments and provides new ones.

Only a few years have elapsed since the transportation act became operative and widely diverse views as to its efficiency in securing adequate railroad transportation are held.

"To rest with the present situation is impossible," says one leading railroad executive. "The alternative is government ownership and operation on the one hand; or, on the other, a return to the principles on which our government was founded."

To these and other conflicting opinions the public listens in a state of apparent indecision. Possibly deep in the nation's consciousness there is beginning to form a real conclusion as to what the ultimate policy should be. No lasting decision can be reached until the issues are clarified in the public mind. Surface indications, however, point to a consensus of opinion that the Transportation Act should have a fair trial before alteration and that there should be no further legislation until both its defects and virtues have become clear to the people as a whole.

You can make more friends through your business than business through your friends.



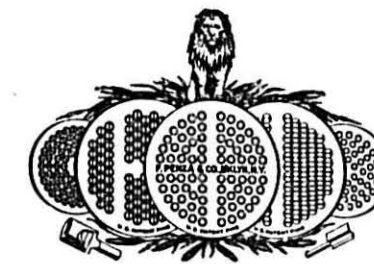
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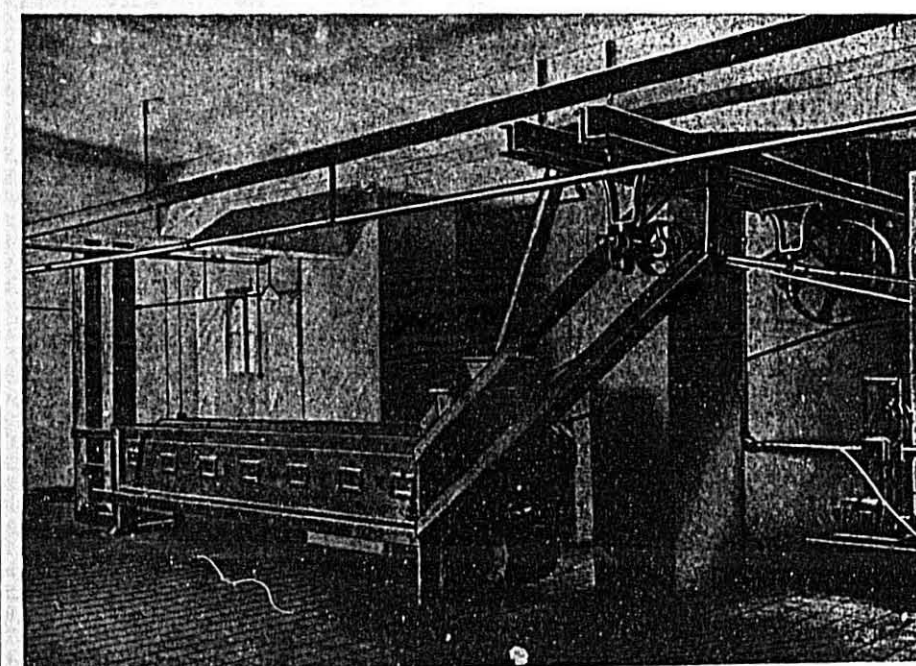
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## Winter Wheat Area

Official reports of the winter wheat area in France just received by the United States Department of Agriculture bring the total for 10 countries in the northern hemisphere up to 77,799,000 acres as compared with 75,500,000 acres in 1924. These 10 countries, which include the United States and Canada, represent more than 40% of the total wheat acreage of the northern hemisphere outside of Russia and China.

Data is still lacking for some of the important winter wheat regions such as Italy, North Africa, and India, which normally have a wheat acreage of more than 50,000,000 acres almost wholly of the winter variety. The Italian acreage is reported as slightly larger than last year, and private reports from India indicate an area fully up to that of last season. Seeding operations in North Africa were retarded by drought early in the season but latest reports indicate considerable efforts to extend the acreage.

The French area is placed at 13,330,000 acres against 12,802,000 acres last year. This increased acreage in France is regarded as important both because of the large acreage and the high average yield as compared with other wheat producing countries. The average yield in France for the 10 years 1914-1923 was more than 18 bu., and in 1921 the yield was above 24 bu.

## Roquefort Cheese

Roquefort cheese gets its name from the little French town of Roquefort—less than 1000 inhabitants—where it is made.

It is cured in the famous natural caves in Combalou mountain on the side of which the town is perched.

Through these caves blow draughts of cold, damp air, creating an atmospheric condition which exists nowhere else in the world.

In 1439 King Charles VII of France issued a special charter to the people of Roquefort establishing for them a special duty on cheese brought to them to be cured.

Only pure sheep milk is used in the manufacture of Roquefort cheese.

The French government constantly maintains a most rigid inspection of the flocks of sheep from which the milk is obtained and severe tests are made at the creameries to insure its purity.

## H-O Trade Mark Upheld

An interesting decision has just been rendered by the commissioner of patents in favor of the H-O Cereal Co., Inc. of Buffalo, which is making every effort to prevent infringement of its trade marks. The decision involved the trade mark "H-O," which the H-O Cereal Co., Inc., has used for nearly half a century. A New York corporation coined the

trade mark "Ho-food" and uses it on several cereal products. The H-O Cereal Co., Inc., contested the use of this trade mark by the competitor as infringing on its long established and used mark "H-O," and after contesting the matter in the patent office for a period of some 2 years the decision mentioned has just been published.

## Domestic Exports of Grains

During 1924 the value of the exports of grains and grain products from the United States was greater than for those of 1923 by \$122,450,000. The year was marked by striking gains in the exports of all grains except corn and rice, and by heavy losses in the exports of corn, rice and of certain manufactured products, based on figures recently released by the U. S. department of commerce.

The chief gains were made by wheat, the value of the exports of which was greater by \$120,624,000 than for 1923. Next in importance were: Barley, with a gain of \$12,427,000; rye, \$11,018,000; wheat flour, \$3,069,000; malt, \$1,619,000. Small gains were also made in the exports of oats, buckwheat, rye flour, biscuits, macaroni and "other corn and wheat preparations for table use." Thus the gain made by wheat is responsible for most of the creditable showing 1924 is able to boast over 1923.

On the other hand there were heavy losses suffered during 1924 as compared to 1923—notably in the exports of corn

(\$19,017,000), rice (\$5,551,000) and oatmeal (\$2,109,000). Smaller losses were recorded in the exports of buckwheat flour, corn meal and flour, hominy and grits, rice meal and flour, "cereal breakfast food not elsewhere specified."

The value of the exports of wheat during 1924 was 103% greater than during 1923, of barley 133% greater, malt 50%, oats 43%, rye 39%, rye flour 20%, biscuits and crackers 14%, wheat flour 3%.

The value of the wheat exports made up nearly 55% of the value of the combined exports of all grains and grain preparations for the table use. Next in order of importance was wheat flour with 21% of the total value. Thus the combined value of the exports of wheat and flour made up over 75% of the total value of the exports of grains and grain preparations. The products, the value of whose exports come next in importance, are rye, barley, corn, rice, malt, oat meal, oats, corn meal and flour, biscuits and crackers in the order named, wheat exports having a value of \$237,000,000, and biscuits and crackers \$1,791,000.

The value of the exports of the following commodities was in each case less than one million dollars: Rye flour, rice meal, cereal breakfast foods not elsewhere specified, hominy and grits, macaroni, "other grains and preparations," "other wheat products for table use," "other corn products for

DOMESTIC EXPORTS  
(Figures in thousands only)

	December		12 Mo. ended Dec.	
	1923	1924	1923	1924
Total grains and preparations of.....	\$20,378	\$45,887	\$31,302	\$43,750
Barley, bus.....	382	1,744	11,983	20,179
Barley .....	\$319	\$1,998	\$9,322	\$21,749
Malt, bus.....	204	465	3,224	4,480
Malt .....	\$210	\$519	\$3,222	\$4,841
Buckwheat, grain, bus.....	33	.....	50	122
Buckwheat, grain.....	\$35	.....	\$53	\$131
Corn, bus.....	2,044	437	42,188	18,336
Corn .....	\$1,738	\$535	\$36,806	\$17,789
Corn, meal and flour, bbls.....	35	34	624	435
Corn, meal and flour.....	\$157	\$204	\$2,627	\$2,227
Hominy and grits, lbs.....	630	1,127	49,382	29,893
Hominy and grits.....	\$15	\$34	\$943	\$659
Other corn preparations for table use, lbs...	573	367	5,473	6,953
Other corn preparations for table use.....	\$34	\$27	\$347	\$488
Oats, bus.....	56	518	3,227	3,983
Oats .....	\$30	\$315	\$1,695	\$2,423
Oatmeal and rolled, lbs.....	20,508	12,529	160,628	83,446
Oatmeal and rolled.....	\$676	\$510	\$5,634	\$3,525
Rice, lbs.....	28,101	22,634	292,852	122,615
Rice .....	\$1,208	\$1,285	\$11,574	\$6,023
Rice, meal, flour and broken, lbs.....	5,811	4,897	55,987	31,895
Rice, meal, flour and broken.....	\$128	\$170	\$1,300	\$946
Rye, bus.....	522	832	30,850	35,666
Rye .....	\$425	\$1,156	\$2,215	\$39,233
Rye flour, bbls.....	113	4	194	219
Rye flour.....	\$455	\$26	\$808	\$971
Wheat, bus.....	4,950	17,791	98,533	166,302
Wheat .....	\$5,510	\$28,624	\$116,490	\$237,114
Wheat flour, bbls.....	1,789	1,452	16,310	15,990
Wheat flour.....	\$9,086	\$10,121	\$88,151	\$91,220
Bread biscuits, cakes, and crackers, lbs.....	919	1,040	11,161	12,908
Bread biscuits, cakes, and crackers.....	\$129	\$129	\$1,577	\$1,791
Macaroni, spaghetti, and noodles, lbs.....	665	700	7,160	7,486
Macaroni, spaghetti, and noodles.....	\$56	\$55	\$566	\$590
Other wheat products for table use, lbs.....	661	817	3,799	7,055
Other wheat products for table use.....	\$51	\$85	\$312	\$549
Cereal breakfast foods, nes, lbs.....	269	485	14,280	9,293
Cereal breakfast foods, nes.....	\$82	\$52	\$1,294	\$899
Other grains and preparation of, lbs.....	715	638	5,560	11,859
Other grains and preparation of.....	\$31	\$61	\$346	\$566

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CROOKSTON, MINNESOTA

"CROOKSTON MEANS-FIRST QUALITY"

## The W. K. Jahn Co.

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# GOKL EGG YOLK

FOR

## NOODLES

SPRAY or GRANULAR

Entirely Soluble

Fine Golden Color

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Prices and Samples on Request

CONTRACT NOW FOR 1925-1926!

# 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  
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## Special Noodle Egg Yolk—

Selected bright fresh yolk—entirely  
Soluble.

Samples on Request

## JOE LOWE CO. Inc.

"THE EGG HOUSE"  
New York

CHICAGO      BOSTON      LOS ANGELES      TORONTO  
Warehouses  
Norfolk      Atlanta      Cincinnati      Detroit      Pittsburgh



table use," buckwheat, and buckwheat flour. The value of the exports of these commodities varied from \$971,000 in the case of rye flour to \$16,000 in the case of the last mentioned—buckwheat flour.

#### Argentine Crops Decrease

The second forecast of the Argentine wheat crop just received by the department from the International Institute of Agriculture at Rome, places production at 191,433,000 bu. as compared with 247,036,000 bu., the final estimates for 1923-24.

This second forecast is 1,000,000 bu. more than the first estimate of Nov. 15, but the increase is so slight that it will hardly affect the exportable surplus from the current harvest which was estimated at 120,000,000 bu. earlier in the season.

#### Indian Acreage

The first estimate of wheat acreage in India just received by the Department of Agriculture from the Indian department of statistics brings the total of 11 countries reported to date up to 109,445,000 acres against 105,103,000 acres for the same countries last year an increase of 3,742,000 acres or 3.5%.

The Indian acreage at this time is given as 31,646,000 acres, an increase of nearly 5% over the 30,203,000 acres reported at the same time last year and about 1.5% above the final estimate of 31,178,000 acres. The Indian department of statistics states that the first estimate usually represents about 98% of the acreage of India because of lack of complete reports from areas in native states.

Recent light rainfall in the Punjab has been beneficial to the wheat crop. In the United Provinces conditions are generally good except in some districts where rust is reported. These 2 provinces account for more than half of the total wheat acreage for all India.

The average yield per acre of wheat in India during the last 10 years has been 11.5 bu. Allowing for some further increase in acreage when complete reports from all areas become available, and continued favorable weather conditions, India should harvest a larger crop in 1925 than that of last season which was finally estimated at 364,000,000 bu.

#### European Winter Wheat Area

Winter seedings of wheat in Europe reported to date by the International Institute of Agriculture at Rome are below last year, reports from 7 European countries showing a reduction of about 4%.

The decrease in Europe, however, is not sufficient to offset the increase in areas seeded in the United States and Canada, the department says, the area seeded in 9 countries totaling 64,469,000 acres as compared with 62,698,000 acres last year. This represents about one third of the total wheat area of the

northern hemisphere outside of Russia and China.

Estimates of winter wheat acreage seeded in European countries reported to date as compared with last year are: Rumania 5,886,000 acres against 6,631,000 acres, Bulgaria 2,385,000 acres against 1,989,000 acres, Lithuania 185,000 acres compared with 179,000 acres, Belgium 373,000 acres compared with 343,000 acres, Spain 9,870,000 acres against 10,158,000 acres last year. The acreage of England and Wales is reported as 89% of last year and that of Italy as but slightly greater than last year.

The condition of winter seedings in the United Kingdom in general is reported not good. Germination in England and Wales has been slow and the plant is thin and weak, particularly in heavy soils. Seeding in Scotland was carried out under favorable conditions. In the Irish Free State extremely wet weather retarded winter sowings, winter wheat is thin, backward and suffering from prolonged wet weather. The condition of winter wheat in Italy is reported as generally satisfactory. In Egypt the condition of the crop is reported to be 100.

#### Large Australian Wheat Crop

The Australian wheat harvest is nearing completion and the forecast of 162,000,000 bu. received from the International Institute of Agriculture at Rome is the highest production recorded in the history of the commonwealth with the exception of 1915-16 when the crop amounted to 179,000,000 bu.

On the basis of the acreage reported as reserved for grain a production of 162,000,000 bu. indicates a yield of 15 bu. per acre. This is well above the average of 11 bu. for the preceding 10 years, but it does not reach the yield of 16 bu. per acre reported for the year 1920-21.

Present high prices now prevailing in the world's wheat markets make it seem probable that exports from Australia during the crop season Jan. 1 to Dec. 31, 1925, will show an increase corresponding to the increase in crop production, the Department of Agriculture says. From a crop of 125,000,000 bu. produced in 1923-24 about 76,000,000 bu. were exported during the year ending Dec. 31, 1924.

With an increase of 37,000,000 bu. in production this year over last the actual exports during the year 1925 may exceed 110,000,000 bu.

#### Foreign Buyers Force Market

The erratic wheat market of the past few weeks has been puzzling even experts and from the laymen comes the cry, "A Corner In Wheat." The \$2 wheat which many predicted has materialized and many students of conditions predict that it will go higher, some placing the limit at \$2.50 a bu.

The world's wheat shortage outside of the United States is unquestionably the cause of the rapid rise in the value

of wheat. This fact is significant from the activity shown in all the markets by foreign buyers. The Chicago Tribune of Jan. 20 comments on the heavy speculations in wheat futures on the Chicago market the previous day thus:

"On Jan. 19, 1925, the biggest cash wheat trade that ever occurred in a single day with between 5 million and 6 million bu. taken by foreigners in all positions. May wheat on the Chicago Board of Trade closed at \$1.90 $\frac{1}{4}$ , the top price on the crop so far. Foreigners have apparently overstayed the market and a tardy realization of the acute shortage led to a wild scramble of wheat offered by any country.

"Bulgaria, Austria, Germany, United Kingdom all bought freely. It is estimated by some of the leading American exporters that practically all of the surplus durum wheat in the United States has been sold abroad. Durum wheat sold f. o. b. Philadelphia one day at 20 $\frac{1}{2}$ c over May."

In proof of the prevailing opinion that foreign demand has favorably affected the price of wheat, we quote the following from the Northwestern Miller, which deals with the heavy increase in the export of this grain since the 1924 crop began to be marketed.

"The export movement of wheat from the United States continues, despite steadily advancing prices, with quite unexpected persistence. September's wheat shipments abroad, amounting to 32,662,000 bu., broke all previous September records; October, with 45,112,000 bu. of wheat exported, was nearly 10,000,000 ahead of the record set in October, 1920, and November, with shipments of 27,830,000 bu., likewise established a new record for the month. During December wheat exports have averaged more than 4,000,000 bu. a week. Altogether, from July 1 to Dec. 31, exportations of wheat from the United States, exclusive of flour, have amounted to about 145,000,000 bu. or 16% of the entire crop. Adding 30,000,000 bu. shipped abroad as flour, a full 20% of the 1924 wheat crop has already been exported. There remains perhaps another 10% for exportation during the next six months; if wheat buying keeps up at anything like its present rate, the balance left for shipment as flour will be lamentably small."

#### Italy's Wheat Crop

The wheat crop of Italy in 1924 is reported at about one third less than that of last year. As a result, the council of ministers decided to prohibit exports of wheat from Italy and to restrict the exportation of flour and semolina to 10,000 tons per month. The import duty on flour has been reduced from 1.65 gold lire to 0.65, Consul Leon Dominicani, Rome, reports.

Wife—"You seem worried, dear. Did anything go wrong at the bank today?"  
Bank Manager—"Yes—the cashier."  
—Judge.

The House  
of  
Perfection

Always at  
Your  
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.

Made to Satisfy  
Packer, Jobber  
and the Retailer.



Solid Fibre

or

Corrugated Fibre  
Shipping Containers

Made by

**ATLAS BOX CO.**

1385 No. Branch St.

CHICAGO

From The Macaroni Journal—  
June, 1924

#### Weevil Season—Beware!

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

THE ANNUAL WARNING

Wrapping Machines—For Waxed or Glassine Paper

**JOHNSON**  
MACHINE

**Wax Wrapped Packages**

Are Insurance  
Against Weevil, Bugs and Worms

A LETTER DATED FEB. 19, '24  
READS

"The writer has in his possession a Package of Our Brand Macaroni wax wrapped in August, 1917. This Package was opened and rewrapped on Nov. 16, 1923. The contents were found to be in absolute sound condition, no signs of weevil; The Macaroni was as Palatable and Fresh as any packed in our Plant that day."

(Name of this manufacturer and brand paper used on request)

Order Now—For Spring Delivery

**JOHNSON**  
**AUTOMATIC SEALER CO.**

Battle Creek, Mich.

New York  
30 Church Street

Chicago  
208 S. LaSalle Street

Los Angeles  
Marsh-Strong Bldg.



## 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

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Single Copies - 15 Cents  
Back Copies - 25 Cents

### SPECIAL NOTICE

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

THE MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns.

The publishers of THE MACARONI JOURNAL reserve the right to reject any matter furnished either for the advertising or reading columns.

REMITTANCES:—Make all checks or drafts payable to the order of the National Macaroni Manufacturers Association.

### ADVERTISING RATES

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

Vol. VI February 15, 1925 No. 19

## Patents and Trade Marks

### A Drying Plant

On Jan. 13, 1925, patent rights were issued to Pilade Barducci of Milan, Italy, on a drying system. The patentee applied for a patent on his apparatus on Aug. 25, 1922. The patent is No. 1,522,667. The official description of the patent follows: "A drying plant comprising, a room, means along the room for supporting material to be dried, a ventilating device reciprocable along the supporting means, the ventilating device including a casing having openings in its walls facing the supporting means, ventilating means inside the casing, the ventilating means including an air propeller rotatable on an axis positioned in the direction of travel of the device, and means at the front and at the rear of the propeller for deflecting air streams produced by the propeller, in a direction transverse to the path of the device."

### TRADE MARKS APPLIED FOR

The following trade marks have been filed with the patent office for registration and are published according to laws governing the registration of trade marks.

#### Romanza

Albert Musher doing business as Musher and Company at Washington, D. C., wishes to have their brand name "Romanza" for macaroni duly registered. Application was filed Nov. 14, 1924, and published Jan. 20, 1925. Applicant claims that he has used the brand name since Nov. 13, 1924. The trade mark is merely the word "Romanza" in heavy black type.

#### Shum Shum

Musher and Company of Washing-

ton also wish to have registered their trade mark "Shum Shum" for use on alimentary pastes. Application was made on same day as they asked the registration of their "Romanza" brand and facts are the same.

### LABELS

The label for its "Diaz Brand" registered with the patent office and published by that government body on Nov. 15, 1924, was acted upon favorably and the label was duly registered on Jan. 27, 1925. This label was filed by Campanella & Favaro Macaroni company of Jersey City, N. J., which has been using this brand name on macaroni products for some time.

### PRINTS

The "Caruso Spaghetti Place, B. C." was the title of the print duly registered in the patent office on Jan. 27, 1925, in accordance with a request made by Henry Blum and Peter Coha of New York city and published on Nov. 13, 1924.

## Questions and Answers

This department gives a monthly survey of the INFORMATIVE QUESTIONS submitted to the headquarters of the National Macaroni Manufacturers association by firms and individuals interested in the various phases of problems that concern the industry.

### Mutual Macaroni Insurance

Question (By a New York firm): Would you kindly give me information as to a good reliable Mutual Macaroni Insurance company?

Reply: To our knowledge there is no such insurance concern in existence.

### Association Membership and Benefits

An anonymous writer interested in macaroni manufacture on Jan. 15, 1925, asks that a reply be given him through the columns of The Macaroni Journal, to the following:

1. Question: Would a man who is not in business for himself be able to join the National Association?

## Used Machinery For Sale

1-13 1/2" Hydraulic Press  
1-13 1/2" Double Cylinder Screw Press  
1-10" C. C. & A. Upright Hydraulic Press with 2 Yolanda Dies  
2-10" Horizontal Cutting Presses  
3-1 bbl. P. M. Walton Kneaders  
2-1 bbl. Mixers  
1- Mustaccioli Machine  
1- Read Machinery Bin, 1 1/2 bbl. scale, water scales, and a lot of shafting, pulleys and hangers.

All this machinery is in first class condition and can be seen in operation. Priced very reasonable for Quick Sale.

## KURTZ BROTHERS

1021-25 So. Ninth St., Philadelphia, Pa.

Reply: Yes, as an Associate Member.

2. Question: What benefits would he derive from this?

Reply: The usual benefits that accrue to interested individuals and allied industries, by a closer association with manufacturers composing the industry in which one is interested.

3. Question: What would it cost?

Reply: Associate membership dues are \$100.

Milliners do not prosper in Mexico. Nearly every woman in that country goes bareheaded.

### WANT ADVERTISEMENTS

Five cents per word each insertion.

FOR SALE—A 2-barrel capacity Werner & Pfleiderer Universal kneading and mixing machine, complete with motor attachment, in A-1 condition. Ravarino & Freschi Imp. & Mfg. Co., St. Louis, Mo.

FOR SALE CHEAP—13 1/2" Walton Screw Press (long goods) and 10" one for short goods. In good condition. Address M. A. R., c/o Macaroni Journal, Braidwood, Illinois.

FOR SALE—One Machine, Bologna Style, made by Giacomo Toresani, Milan, Italy, with four dies and cylinder attached. Diameter 17". Also one breaking machine. Everything new. A good opportunity to save money. P. O. Box 75 N. S. Pittsburgh, Pa.

FOR SALE—20,000 maple sticks for Macaroni. Reasonable price. P. O. Box 75, N. S. Pittsburgh, Pa.

FOR SALE—Used Noodle Brake. In good condition. Peter Rosal & Sons, Braidwood, Ill.

## SPECIAL NOTICE

We are in the market for immediate delivery for Long Macaroni Presses and for Drying Equipment for Cut Goods.

Only bargains considered.

Give all particulars and lowest cash price f. o. b. Omaha in your first letter.

SKINNER MFG. CO.  
OMAHA NEBRASKA

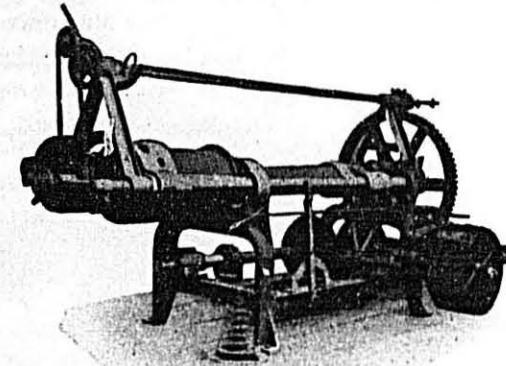
## A. ROSSI & CO.

Macaroni Machinery Manufacturer

Macaroni Drying Machines  
That Fool The Weather

387 Broadway -- San Francisco, Calif.

## 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.

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PHILADELPHIA, PA.

Established Over 50 Years

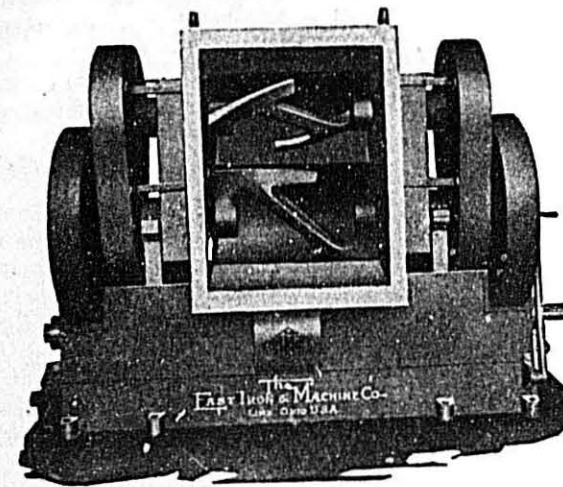
## Cheraw Box Company, Inc.

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.



## "EIMCO" Mixers and Kneaders

Insure Uniformity, Color and Finish

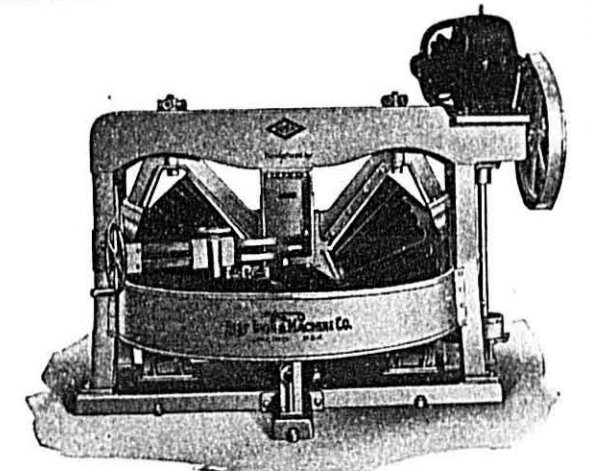
"Eimco" mixers develop the full strength of the flour and produce perfect doughs, absolutely uniform in color, temperature and finish, just like an expert would do it by hand but they do it many, many times quicker—also much quicker than ordinary machines—because they are scientifically designed and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

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

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

Ask us for bulletin and photos.

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





<p><b>OUR PURPOSE:</b></p> <p>Educate Elevate</p> <hr/> <p>Organize Harmonize</p>	<p><b>ASSOCIATION NEWS</b></p> <p><i>National Macaroni Manufacturers Association</i></p> <p><i>Local and Sectional Macaroni Clubs</i></p>	<p><b>OUR MOTTO:</b></p> <p>First— The Industry</p> <hr/> <p>Then— The Manufacturer</p>
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**C. B. Schmidt**, Davenport  
**Leon Tanguay**, New Orleans  
**F. A. Ghiglione**, Seattle

## Important Chicago Meeting

A meeting of the macaroni manufacturers of the central part of the country was held on Friday, Jan. 23, in Hotel La Salle, Chicago, under the auspices of the National Macaroni Manufacturers association and in connection with the periodical session of the board of directors of that organization.

About 30 were in attendance and, with President Henry Mueller in charge of the meeting, many matters of deep concern to the industry were discussed and considered.

The meeting opened with complimentary remarks by President Mueller in appreciation of the large attendance as indicative of the wide interest shown by leading manufacturers in the work of the National association and of the many problems confronting the industry.

### Anti-Coloring Bill

One of the leading topics of discussion was the proposed law favoring the entire elimination of "added coloring" to all macaroni products sold in the United States, imported as well as domestic. Attention was called to an amendment to the original bill which permits a manufacturer to color such products as he manufactures for export to countries where coloring is permitted and where buyers require it. The meeting went on record strongly favoring the adoption of the proposed law. In this attitude it was supported by the representatives of the various durum millers who attended the open meeting.

### Blanching

The timely question of whether or not macaroni products should be blanched after boiling came in for its share of attention during the meeting. Everyone in attendance was called upon to express an individual opinion. The general opinion seems to favor blanching in cold water only when macaroni or spaghetti is to be cooked in large quantities for serving later in small portions and for reheating.

This was also considered a proper practice where macaroni and spaghetti are served in salads. Otherwise blanching was voted harmful and inadvisable. The secretary was instructed to send

out a followup questionnaire in order to get a more general expression of opinion from the macaroni men of the country.

### Popularizes Macaroni

The question of macaroni publicity was given serious consideration. The feeling generally prevailed that the durum millers are probably in a better position to carry out a publicity campaign than are the badly divided manufacturers. To this end a motion prevailed expressing the sentiments of the meeting:

"That they would look with high favor on an intensive and consistent advertising of macaroni products by the interested durum millers for the purpose of elevating this food in the public mind and increasing its consumption. Also that a special committee of 3 be appointed to convey these sentiments to the interested durum millers."

James T. Williams of the Creamette company in Minneapolis, Wm. A. Tharinger of the Tharinger Macaroni company in Milwaukee, and John V. Canepa of the John B. Canepa company in Chicago were appointed on this committee.

### The Closed Meeting

At the conclusion of the opened meeting the representatives of the allied trades retired, the macaroni manufacturers threshed out problems in which they are vitally concerned. Very early in the meeting there prevailed a motion, unanimously adopted, offering congratulations to the newly organized United States Macaroni Manufacturers, which is composed of the leading bulk men of the country.

Matters pertaining to the 1925 convention plans were considered and a motion prevailed to have every macaroni manufacturer in the country consider himself a special committee of one to urge everyone else everywhere to attend, in order that the macaroni conference on July 7, 8 and 9, 1925, at Atlantic City may be the biggest gathering of this industry ever held.

### Board of Directors

The general affairs of the National

association were later considered by the directors. Two applications for membership were approved and a special drive launched to enroll more manufacturers as members of the association.

### Membership Sign

Secretary M. J. Donna presented several samples of membership signs and after their likes were made known it was voted that a membership sign be ordered and presented to every member of the National association on payment of his annual dues next April 1. The membership sign is a beautifully colored aluminum card that will make an artistic addition to any office. It is so arranged as to permit a dues card to be inserted annually on payment of dues.

The macaroni manufacturers, the allied representatives and friends enjoyed a delightful luncheon served in the Old Colony club of Hotel La Salle as one of the features of the most interesting meetings of the industry.

### Nets Over \$10,000,000

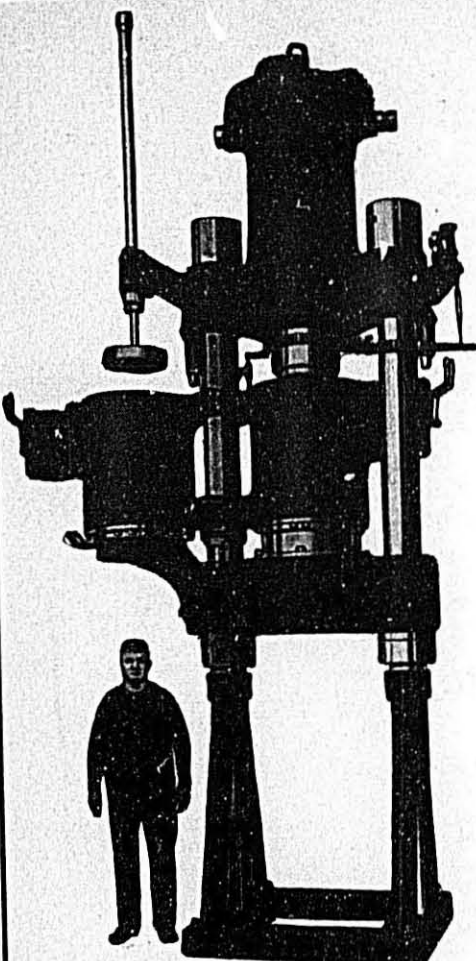
Montgomery Ward & Co., one of the leading mail order houses of the country, enjoyed an exceptionally good year of business in 1924, according to its annual statement. This shows a net profit of \$10,433,501 as compared with \$7,702,625 for 1923 and \$4,562,607 for 1922. This company's gross sales for 1924 amounted to \$162,715,494, an increase of 20.85% over 1923. The sales volume in 1924 was more than double the amount of business done in 1921.

### Unselfish Idea

A motorist speeding through a country neighborhood killed a hen. He stopped and pressed a two-dollar bill into the hand of little Edna, who was on her way to neighbor Reed's. Edna ran and told her mamma of her good fortune.

"Well," said her thrifty mother, "put the money in your bank and I will cut the hen's head off so we can eat her."

"Perhaps, mamma," said Edna, "as long as we have the money, we had better let the Reeds eat the hen. It was their hen."—Boston Transcript.



**John J. Cavagnaro**  
*Engineer and Machinist*

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

Specialty of  
**MACARONI MACHINERY**  
Since 1881

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

# ELMES


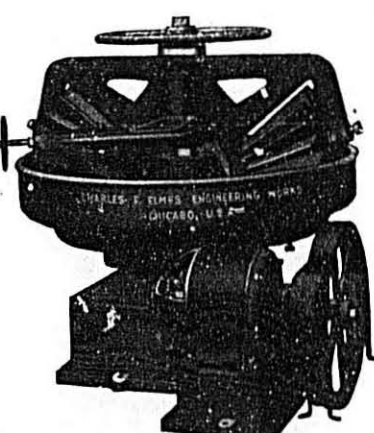
**MOST MODERN STATIONARY TYPE HYDRAULIC MACARONI PRESSES**  
*ONE DIE ONLY REQUIRED*

ACCUMULATORS  
PRESSES  
PUMPS  
KNEADERS  
MIXERS  
FITTINGS  
VALVES  
DIES

SINCE 1851

**CHARLES F. ELMES ENGINEERING WORKS, Inc., 213 N. Morgan St., Chicago, U.S.A.**

Outside Pullbacks.  
All Cylinders Outside Packed.

Inside Packed Type of Press. Takes Up Less Head Room.





Pillsbury's Semolina No. 2, Pillsbury's Durum Fancy Patent—the many macaroni manufacturers who use these splendid products will tell you of their remarkable quality. Your macaroni will have exceptional strength, finest amber color, and desirable flavor—always.

**Pillsbury Flour Mills Company**

"Oldest Millers of Durum Wheat"

Minneapolis, U. S. A.

Albany  
Atlanta  
Altoona  
Baltimore  
Boston  
Buffalo

Chicago  
Cincinnati  
Cleveland  
Dallas  
Detroit  
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