

**THE
MACARONI
JOURNAL**

**Volume 7,
Number 2**

June 15, 1925

The Macaroni Journal

Minneapolis, Minn.
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Volume VII

Number 2



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

Convention Facts

- What?* Annual meeting of Macaroni men of America and Allied Trades.
- Where?* Traymore Hotel, Atlantic City, N. J.
- When?* July 7-8 and 9, 1925.
- Object?* Promoting better business understanding and improving conditions.
- Whom?* Everyone interested in the production and distribution of macaroni and noodle products is welcome.
- Rates?* Special Railroad fares on the Certificate Plan.

**REMEMBER:—THE TIME—THE PLACE
and THE DATE.**

Come—Bring your associates, competitors
and family.

Appearance is Important

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

Consult Our Trade-Mark Bureau

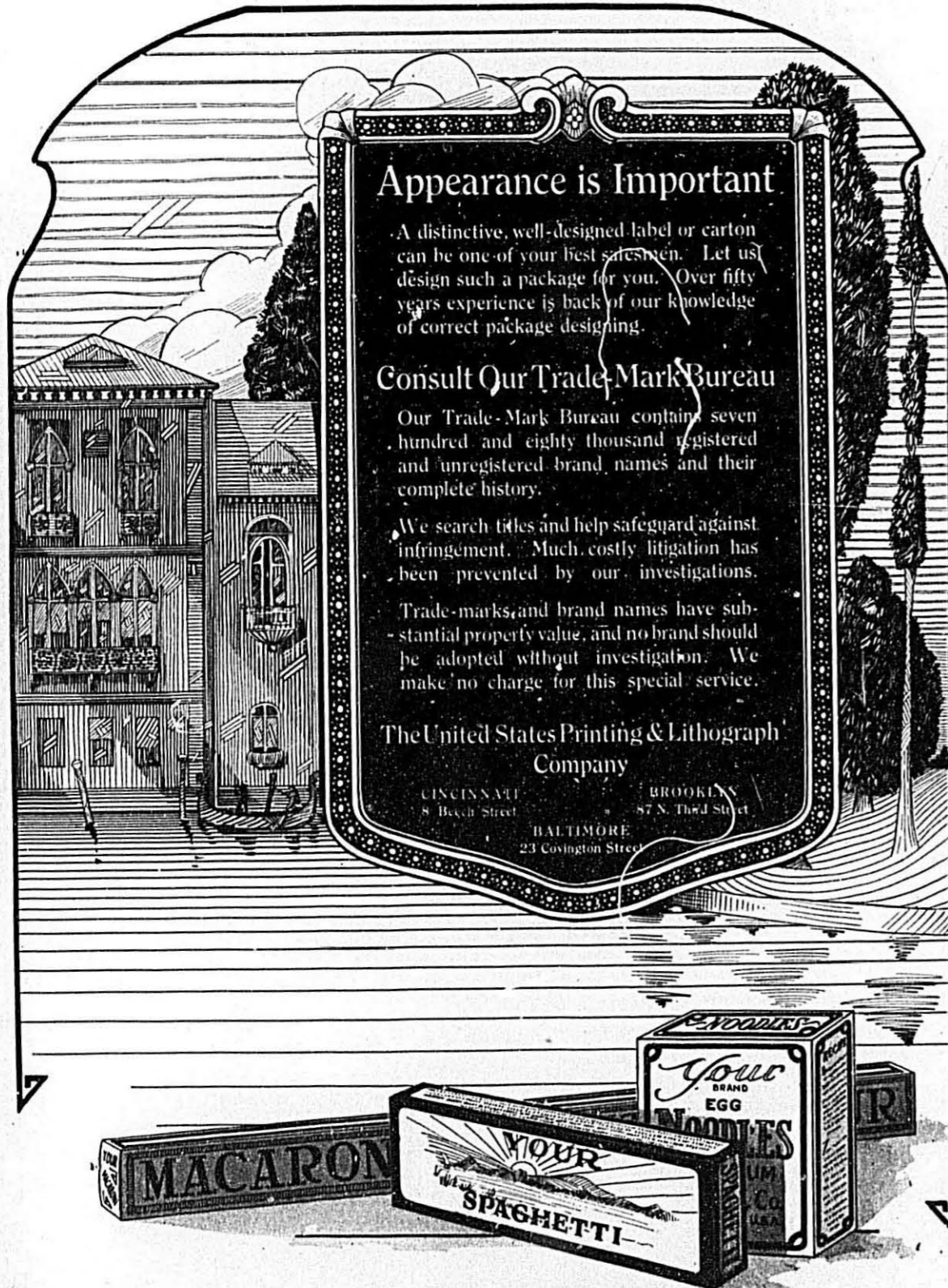
Our Trade-Mark Bureau contains seven hundred and eighty thousand registered and unregistered brand names and their complete history.

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

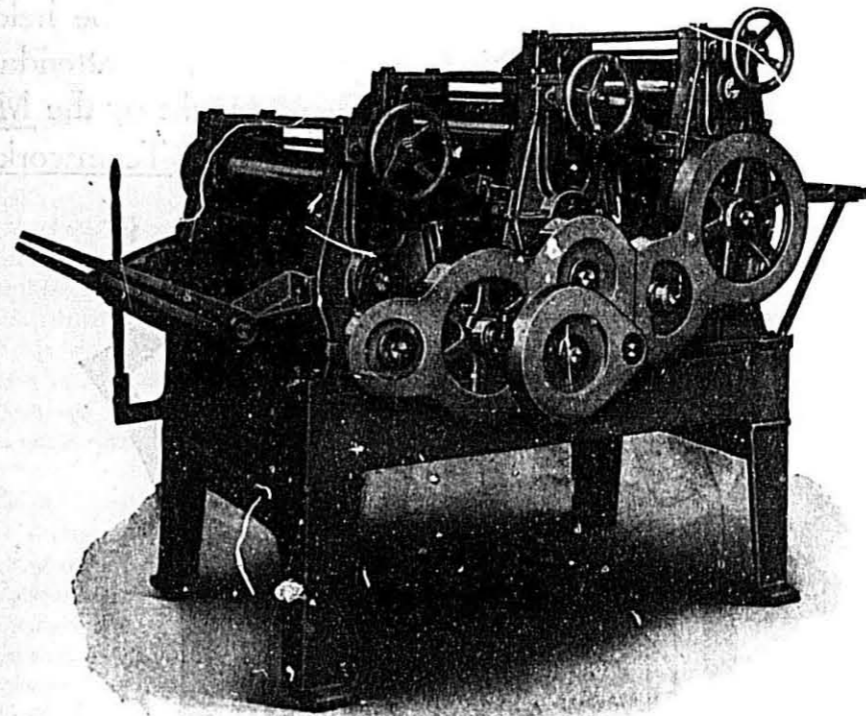
Trade-marks and brand names have substantial property value, and no brand should be adopted without investigation. We make no charge for this special service.

The United States Printing & Lithograph Company

CINCINNATI 8 Beech Street BROOKLYN 87 N. Third Street
BALTIMORE 23 Covington Street



The Clermont Triplex Calibrating Dough Breaker



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

Also manufacturers of "Clermont"
Dough Breakers
Calibrating Dough Breakers
Noodle Cutting Machines

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

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

To attend the 1925 CONVENTION of the MACARONI and NOODLE MANUFACTURERS, is the duty of every member of this big family, the ALIMENTARY PASTE INDUSTRY.

The word "CO-OPERATION" must be proven by the fact that every member believes in it.

No industry can exist and have a prosperous life without "CO-OPERATION".

It is for your benefit as an individual, and at the same time for the benefit of the industry as a whole, that you join the crowd at Atlantic City, N.J., Hotel Traymore on July 7th, 8th and 9th.

Arrange your business to be there without fail.

CLERMONT MACHINE COMPANY
77 WASHINGTON AVENUE BROOKLYN, NEW YORK

Theodore Roosevelt used to say that the only effective way for any group of men or athletes to get what they were after was thru Teamwork—and that Teamwork was the coordination of effort of every one of a group of men or athletes working together toward the achievement of their common goal.

Let us then get together at the **National Convention** to be held at the **Hotel Traymore, Atlantic City, N. J., July 7-8-9**. Your attendance and co-operation at this Convention is the Teamwork sought by the Macaroni, Noodle Manufacturers and Allied Trades. Only thru Teamwork can we expect to share in the benefits of this great movement.



QUALITY

SERVICE

Eat More Macaroni—the

Best and Cheapest Food

MINNEAPOLIS MILLING CO.
MINNEAPOLIS, MINN.

THE MACARONI JOURNAL

Volume VII

JUNE 15, 1925

Number 2

The Industry's National Conference

What is and rightly should be the big national event in the business life of the Macaroni and Noodle Manufacturing Industry in America and of its allied trades, is the annual conference of these interests under the auspices of the National Macaroni Manufacturers Association.

This year this important and significant gathering will be on July 7-8-9, 1925, in Traymore Hotel, Atlantic City, N. J. From the advance interest manifest in this meeting, it should be one of the most progressive and far-reaching ever held.

Those who are sponsoring this "GET-TOGETHER" meeting of the various interests in and connected with macaroni making are extremely anxious to have all classes, groups and affiliations well and ably represented there. They are planning a program that will affect, progressively, bulk manufacturers, noodle makers, package men, suppliers of raw materials, machinery and packing necessities.

The 1925 conference of the macaroni manufacturing interests has been properly termed—"A Business Meeting for Busy Macaroni Men." From the opening ceremonies on July 7 to the farewells on the afternoon of July 9, the program will be devoted to a serious consideration of every phase of the industry, spiced with discussions to encourage what is best for every group, class or section, and all of this nicely blended with just the right amount of entertainment to add zest to the gathering.

For instance, here is a subject that will interest all of us. Never before in the history of our industry in America has it been confronted with such uncertain semolina market conditions. The price of this basic raw material, already high, will have a tendency to go higher and everyone has been asking himself and everyone within reach, "What will become of the Macaroni Industry?"

Each of us has our own idea of what will happen. If we could only be certain, we would know just what to do this summer and fall. At this annual conference, which every progressive manufacturer should attend, each will have an equal opportunity to air his views, voice his opinions, com-

pare them with those who are equally studious of past, present and future conditions, and to modify his answer to conform with the prevailing general trend.

Our good friends, the representatives of the various allied trades, will be there in force. They will advise you unselfishly, realizing, as they always do, that upon your success, theirs greatly depend.

The allied trades have been invited and unquestionably will join in an open, frank and honest discussion of the various phases of the manufacturing business from raw materials stage to the sales end.

There will be government officials, leaders in business and industry and men of national repute in attendance. They will come with the sole purpose in mind of freely advising for your welfare and for the general progress of our industry.

The bulk manufacturers will be there fully assured of a hearing on any problem in which they are specially interested and confident that their policies will get deserving support of all the other interests.

The noodle makers will be on hand to watch out for their particular interests and to help promote a harmonious program that will benefit every group.

The package men will attend to help boost the good game along, subservient to the general interests of industry, willing to counsel, advise and be directed.

The various groups, sections and clubs will have the privilege of the floor in all open sessions as will the smallest manufacturers, who should make it a point to attend.

There will be entertainment as well as work. Many macaroni manufacturers and allied tradesmen will take advantage of the opportunity to bring along the ladies and kiddies to enjoy this pleasant combination of a business-vacation.

The stage is set, the program is prepared; all that is needed is the unselfish cooperation of all those who have the welfare of the industry at heart, to attend and to join heartily and earnestly in bringing about improved conditions from which all will benefit.

Trade Associations Upheld

Two recent decisions by the courts of the country with respect to the activities of trade associations will be of interest to macaroni manufacturers, particularly those who believe in association activities.

For several years in some quarters there has existed an idea that many of the trade associations were operating in violation of the Sherman antitrust law and there have been issued several orders by governing bodies "to cease and desist."

Cement Associations

On June 1 the supreme court of the United States ruled that the Cement Manufacturers Protective Association and its 19 component member firms were not operating in violation of any law, and that the injunction issued by the federal district court in New York city, restraining it from continuing its trade practices, should be withdrawn and charges dismissed.

The cement manufacturers had organized a trade association for the purpose of gathering and disposing information concerning their particular lines of business. Its object has been to give members credit information to enable them to guard against misrepresentations, deception and imposition. Members were permitted to conduct their respective businesses independently in every respect. Its principal activity was the gathering and disposing of reports relating to credit covering the financial responsibility of dealers in cement and contractors engaged in cement work, as reflected upon promptness by which they paid their bills; the volume of contracts made for the delivery of cement to be used, the manufacturers claim, in guarding against spurious contracts and against detractions involving misrepresentations and other statistical data covering production, shipment and stocks on hand.

It was the practice of the members to send to the secretary of the association monthly the names of all persons whose accounts for cement were 60 days over due. No agreement to not sell delinquents was found. This decision generally upholds the ordinary activities of trade associations that do not seek to set prices, regulate production or otherwise act to restrain trade.

Fur Traders Association

Last month the U. S. district court, southern district of New York, held that it was not illegal for trade associations to collect and disseminate certain forms of credit information among members. The decision was in the case of U. S. A. versus Fur Dressers and Fur Dryers Association.

The evidence indicated that the association named issues monthly to its members a confidential list of all customers whose undisputed accounts of more than \$100 have remained unpaid longer than 50 days; the association

rules providing that members shall do business only on a cash basis with the concerns so listed.

The government charged this to be a conspiracy in restraint of trade, and asked for the dissolution of the association, the main attack being directed against the circularization of the unpaid accounts list and the agreement to do business only for cash with those so in arrears.

"The defendants did nothing that involved interstate commerce," said the court. "They created no monopoly. They fixed no prices. The association simply regulated business for its members in a way tending to promote rather than restrain legitimate trade. Nothing that the association did or could do under its by-laws was injurious to any of its members or the public. No one except a person looking for an unfair and dishonest advantage could object to its regulations."

Commenting on the decision Arthur Brisbane, in his daily press service to leading newspapers, says:

"The supreme court decides that the trade association method of cooperating, within great industries, is not a violation of the antitrust law.

"That's a most important and very wise decision, but it will cause roars and heart pains in certain circles.

"It means that the heads of great industries can agree on prices to be paid by the public, and it will save much trouble to cement makers, steel men and others.

"It will be said that the decision will open the door to extortionate price fixing, and there is no doubt that it will facilitate excesses if manufacturers are foolish enough to indulge in them.

"But that can be attended to when the time comes. Meanwhile, prices will be stable, wages can be made fair, without giving the mean employer an unfair advantage.

"And the business should go to the best goods and the best salesmen."

These decisions will aid materially in concluding just what activities may be legitimately carried on by trade associations. For some months Secretary Herbert Hoover of the department of commerce has been seeking an understanding on this phase of business activities.

Eye Appeal

"It is not how many colors but how they are used that counts." That is the text of an interesting pamphlet recently distributed by the United States Printing and Lithograph company of Cincinnati, O., urging manufacturers to properly "dress up" goods offered to the public.

The most brilliantly colored package is not always the one that possesses the great "eye appeal." One less vividly

tinted, but in which the colors are artistically manipulated and placed to create the harmony of contrast, usually produces the more favorable impression. This company employs an army of men who have devoted years to the production of the finest lithographed color printing and their experience is at the service of macaroni manufacturers seeking an attractive and effective "dress" for their products.

Comments Pro and Con

The interesting article from the pen of Robert E. Livingston of New York city, "Spagetti, Dish of Kings, Staple of New York's Millions," caused much favorable comment on its reproduction in the May issue. Complimentary letters were received from macaroni manufacturers, allied tradesmen, restaurateurs and leading food authorities.

A. L. Ruland, manager of the durum department of the Washburn Crosby company, Minneapolis, while generally praising the article, questions 2 statements therein.

He praises the timeliness of the article on the same subject treated in bulletin No. 10 and an accompanying booklet which was distributed by his firm to hotel, restaurant and club stewards, food manufacturers, etc., including macaroni makers.

He questions as to the number of manufacturers in Greater New York which was placed at 500, also the fact that "hard red spring wheat" was used in making spaghetti, etc. He pointed out that red durum wheat is totally unfit for macaroni purposes and that when this grade enters the wheat mixture it causes trouble.

When the attention of the author was called to these points he advised that the reference to "hard red spring wheat" was taken from Green's "Food Products of the World" and that the census figure of manufacturers in Greater New York was from a responsible representative of one of the largest manufacturers of this trade. In explanation, Mr. Livingston states the regular manufacturers total 121; that there are many small manufacturers and dealers, the latter running plants in the rear of their stores, and these must have been included in the total.

The author of the article is an old newspaper man with 20 years experience on the New York Herald during James Gordon Bennett's ownership. Extreme care in printing facts prompted him to make a careful checkup by consulting manufacturers of spaghetti. Information was gained in interviews with the largest manufacturers in the metropolitan district.

The author complimented the publishers on the manner in which the article was handled and expressed pleasure over the interesting and favorable comments its publication brought forth from the readers. The macaroni industry will welcome further articles of this nature.

Safe and Sane Celebration

Immediately after the good citizens of this country have finished celebrating America's National Holiday—July 4—the progressive Macaroni Manufacturers of the country and the supply men will start for Atlantic City, N. J., where they will celebrate the annual National Conference of their industry.

This year the celebration will be held in Traymore Hotel, Atlantic City, N. J., starting Tuesday, July 7, and continuing through the 8 and 9. The celebration will be a peaceful one—safe and sane.

Every good manufacturer should show his patriotism to his industry by joining in this monstrous celebration and thus helping to make it the success that will result when the macaroni men of the country enter wholeheartedly into the spirit of the occasion.

A BUSINESS PROGRAM has been developed that will appeal to busy business men. Prepared talks have been limited to a few exceptionally good ones. The sole aim of the 1925 National Conference will be to aid macaroni men in matters of their special interest.

You may expect to be entertained during the convention week. Well, you will be, but pleasure will be subordinated to business at this 1925 National Celebration of the Macaroni Industry.

Will you be there? Sure thing! Bring the family along. They'll all enjoy it.

Remember to ask the ticket agent for a Certificate for reduced railroad fare when you order your ticket. It will mean a big saving to those who come great distances and to others who bring along wife and the kiddies.

Celebrate the Macaroni Industry's National Holiday at Atlantic City, July 7-8-9, 1925

Reduced Fares to Macaroni Convention

The cost of attending a National Convention of the Industry is always an important factor to be considered.

Therefore, we are exceedingly pleased to announce that the leading railroads are offering Special Reduced Rates for the Atlantic City Conference of Macaroni Men and Allied Tradesmen on July 7-8-9, 1925.

The Special Convention Rate is—ONE and One Half Fare on the "CERTIFICATE PLAN."

This Special Rate is open to ALL Macaroni Manufacturers, their Representatives, their Families and to ALL Allied Tradesmen connected with or interested in the Industry's National Meeting.

A big attendance is urged. Remember that the ladies and children are in-

cluded and that there must be at least 250 CERTIFICATES presented for validation to make the low rates effective.

Plan to attend. Invite competitors to do so. Bring along the family. Don't fail to ask for and obtain a CERTIFICATE from the ticket agent when you purchase your ticket to Atlantic City for what will undoubtedly be the Biggest and Best Convention of the industry ever held.

The following directions are submitted for your guidance:

1. Tickets at the regular one way tariff fares for the going journey may be obtained on any of the following dates (but not on any other date): July 3 to 8 (July 2 for distant cities). Be sure that when purchasing going ticket you request a CERTIFICATE.

Do not make the mistake of asking for a "Receipt."

2. Present yourself at the railroad station for tickets and Certificates at least 30 minutes before departure of train on which you will begin your journey.

3. Certificates are not kept at all stations. If you inquire at your home station, you can ascertain whether Certificates and through tickets can be obtained to place of meeting. If not obtainable at your home station, the agent will inform you at what station they can be obtained. You can in such case purchase a local ticket to the station which has Certificates in stock, where you can purchase a through ticket and at the same time ask for and obtain a Certificate to place of meeting.

4. Immediately on your arrival at

The meeting present your Certificate to the endorsing officer, M. J. DONNA, Secretary, as the reduced fares for the return journey will not apply unless you are properly identified as provided for by the Certificates.

5. It has been arranged that the Special Agent of the carriers will be in attendance on July 8, from 8:30 a. m. to 5:30 p. m., to validate Certificates. If you arrive at the meeting and leave for home again prior to the Special Agent's arrival, or if you arrive later than July 8th after the Special Agent has left, you cannot have your Certificate validated and consequently you will not obtain the benefit of the reduction on the home journey.

6. So as to prevent disappointment, it must be understood that the reduction on return journey is not guaranteed, but is contingent on an attendance of not less than 250 members of the organization at the meeting and dependent members of their families, holding regularly issued Certificates obtained from Ticket Agents at starting points, from where the regular one way adult tariff fares to place of meeting are not less than 67 cents on going journey.

7. If the necessary minimum of 250 Certificates is presented to the Special Agent, and your Certificate is duly validated, you will be entitled up to and including July 13th to a return ticket via the same route over which you made the going journey at one half of the regular one way tariff fare from

Abe's Epigrams---"Character"

"Character constitutes the finest kind of collateral upon which to raise friends or money."

Sooner or later the average individual often finds it necessary to borrow money and, if any considerable sum is to be raised, collateral must be given to secure the loan.

An interesting case was that of the man who went to his bank to see how much he could borrow without any collateral at all. The reply rather surprised him for the banker said:

"\$5,000 on your character, \$5,000 on your ability, that's \$10,000; and \$10,000 on your business—\$20,000 in all."

This reply gave the business man some food for thought, for it was interesting to him to know that his ability and character had kept step in the public estimation.

A year later he went back to his bank and asked the same question and was told that he could borrow \$40,000 in all, for the banker felt that he had gone through crises which had proved the integrity of his character, the shrewdness of his ability, and that he had increased the value of his business.

If you and I take time to look around upon the community we will soon discover that there are many people whose character is all right but who have not

ATLANTIC CITY CALLS

The 1925 Conference of the Macaroni Men of America is to be both profitable and enjoyable to all who attend.

Low railroad rates and fair hotel rates will prevail.

Mix BUSINESS and PLEASURE for a week. Here's where it can be done profitably.

Macaroni Men! Atlantic City Calls;

Your Industry Beckons.
LET'S ALL ANSWER "YES!"
Remember it's July 7-8-9, 1925.

the place of meeting to the point at which your Certificate was issued.

A Resume

Decide to attend this Convention. Bring along the family; make this part of your vacation.

Invite all macaroui and noodle makers to come along.

Ask for and get a CERTIFICATE from station agent for every one way ticket purchased. Have it stamped "MACARONI CONVENTION."

We must have 250 Certificates to make low rates effective. All tickets costing over 67 cents will be counted.

Present your CERTIFICATES to Secretary Donna during the convention for endorsement.

COME! Help make 1925 meeting, the BIGGEST and BEST!

made the most of opportunity, and whose ability has not kept pace with their character.

For example, there is a middleaged man who has been filling the same position year in and year out. His character is good as far as morality and integrity go, but because he has never had push or pep enough to advance very much in the business world, nor has he been thrifty enough to put aside a dollar,—his borrowing value would be very low.

A friend of his in speaking of this, placed it at \$500, for he said:

"Jim is as honest as the day is long, and if he lived he would pay back that \$500, and if he dies he has an insurance of \$1,000 which would bury him, even up the small bills he has, and pay me. But I wouldn't lend over \$100 on his business ability. He is faithful and can follow an established routine but he has no initiative and not the slightest ability to direct others. Ten years ago I thought Jim was going to do a good deal more than he has. I'm disappointed in him."

Now the situation is that Jim's total borrowing value is only \$600, and that at the hands of a friend who appreciates his good qualities. His borrowing value has dropped steadily for the last decade—in place of going up. At that time

there must have been opportunities for him to prove himself—but he hasn't done it. It will not be a very great while before he will be pushed aside for younger help, and at 65 or before that, in all probability, he will join the great army of those who are dependent upon their relatives.

It is well worth while for all of us to stop long enough to consider just how much we personally are likely to be rated by our friends, and business associates—how much for example, we could borrow on character, ability and business. Is this borrowing value going up or is it going down? If it is advancing, is it advancing as fast as we would like to have it. If our value is not increasing as rapidly as we think it ought—there must be a reason. Perhaps we are not selling ourselves to the community for all we are worth. Maybe we are not appreciating the opportunities for service about us which will prove us to be sound, and fine, and strong. Selfishness undermines the borrowing value of many an individual.

Then if our value is decreasing in place of increasing—there must be a reason, and no time should be lost in discovering just what the reason is. A remedy should be applied—the right remedy, before it is too late.

Our character is what we really are, and we really are what we earnestly wish to be. Our ability is in large measure what we make it. We are not all gifted in a way to make us great musicians or inventors or prodigies, but the average individual possesses native ability enough to hold his own in the business world and in daily life if he will but develop his latent talents.

Without character ability will often lead us far astray. The person most to be feared in the world is a clever crook. Character is the foundation upon which to build. Without character the foundation is a shifting and sandy one. It is a man's first and best collateral.

Sometimes young people think that character is something not to be taken too seriously. These people always have a jolt coming to them, for the stable and worthwhile people of every community are the ones who have an established character in an emergency. Character is what counts!

HE TOLD HIM

The man seated himself in a restaurant and made a long study of the menu.

"Waiter," he said at length, "I have only two shillings. What would you suggest?"

The waiter removed the menu before adding: "Another restaurant."—Tit-Bits (London).

ROUTINE

Samaritan (after the smash-up)—"Now, sir, where would you like me to take you?"

Confirmed Grade-Crosser—"To the Jones Emergency Hospital, please. They give me fifty-trip rates."—Life.

MEET YOU at ATLANTIC CITY

BIG things are in store at the 1925 Macaroni and Noodle Manufacturers' Conference at the Hotel Traymore, Atlantic City, July 7th, 8th and 9th. You know that we have been preaching, urging, and doing our best to bring about co-operation between macaroni manufacturers and the furnishers of their raw materials.

There is no possible way to cultivate cooperation quite so good as personal contact, so we are going to be present at the big conference with all the ideas, energy and enthusiasm we can muster.

We expect to see you there and feel that some real accomplishments will result.

Cordially Yours,

DURUM DEPARTMENT
WASHBURN CROSBY COMPANY
Millers of GOLD MEDAL SEMOLINA

Good Food a Business Getter

The Gold Medal Service department of the Washburn Crosby company has printed and distributed over 5000 copies of an interesting and attractive booklet carrying the long but meaningful title of "Good Macaroni and Spaghetti Dishes Are Good Business Getters." The title is a statement full of importance to the macaroni manufacturing trade; it contains more truth than poetry, for the reason that investigations have proved its truth.

The booklet is handsome in color, serviceable in arrangement and contains some excellent approved recipes for the proper preparation of an assortment of tasty macaroni, spaghetti and noodle dishes sure to please every taste.

Its introductory paragraph is timely, calling attention to the popularity of these products as prepared by restaurants in the New York metropolitan district as a specialty, a trend that has been the subject of many newspaper and magazine articles recently.

"It's surprising what crowds flock to New York's Italian restaurants—people of all types and descriptions—from all parts of the United States; and New Yorkers who get the habit repeat, and repeat, and repeat."

"Why? Because at those restaurants macaroni and spaghetti are prepared the RIGHT WAY. And when macaroni and spaghetti are prepared the right way there is no more delicious, satisfying and economical dish to be had anywhere in the world. Furthermore any chef who tries once to prepare various macaroni and spaghetti recipes as the Italians have devised them is delightfully surprised how easily, surely and economically these delicious dishes are put together."

This is but another manifestation of

the cooperation which this company and other durum millers have always given the macaroni manufacturing industry. The booklets, together with copies of that company's bulletin No. 10 issued May 5, 1925, have been sent to hotels, restaurants, clubs and other distributors of well prepared foods. This work is highly approved by the industry and the author is being congratulated for its thoughtfulness and inspiration that led it to put into execution so helpful a scheme.

Copies of the booklet may be obtained by writing A. L. Ruland, manager of the durum department of Washburn Crosby Company, Minneapolis, Minn. The book is the work of G. Cullen Thomas of the Bakers Service department, who had the able assistance and cooperation of Mr. Ruland.

Help Grocers Help Selves

An abstract of an address before the convention of the National Wholesale Grocers association June 9, 1925, at West Baden, Ind., by Hilmer V. Swenson, advertising counsel for the "Phone for Food" campaign, is the following interesting reading:

"Cooperative advertising is being practiced so successfully by many lines of business today that I have wondered why a business so vast as the wholesale grocery industry hasn't utilized this force.

"Consider the success of the citrus growers of California, the city of Miami, Fla., the florists' 'Say It with Flowers' campaign, the paint and varnish companies' 'Save the surface and you save all' advertising and innumerable others.

"Unity of action put these over.

Do You Know

THAT 21,000,000 letters went to the Dead Letter Office last year?
THAT 803,000 parcels did likewise?
THAT 100,000 letters go into the mail yearly in perfectly blank envelopes?
THAT \$55,000.00 in cash is removed annually from misdirected envelopes?
THAT \$12,000.00 in postage stamps is found in similar fashion?
THAT \$3,000,000.00 in checks, drafts and money orders never reach intended owners?
THAT Uncle Sam collects \$92,000.00 a year in postage for the return of mail sent to the Dead Letter Office?
THAT it costs Uncle Sam \$1,740,000 yearly to look up addresses on misdirected mail?
THAT 200,000,000 letters are given this service, and—
THAT it costs in one city alone \$500.00 daily?

AND DO YOU KNOW?

THAT this vast sum could be saved and the Dead Letter Office abolished if each piece of mail carried a return address, and if each parcel were wrapped in stout paper and tied with strong cord?

MORAL: Every man knows his own address if not that of his correspondent.

PUT IT IN THE UPPER LEFT HAND CORNER!

"If all these other lines of business can take advantage of the basic principle 'In union there is strength' why can't you, with resources stretching out in every direction, take advantage of the same principle and achieve results far beyond the success attained by any other industry?"

"There is only one course to pursue—develop and make better this channel for your food products, the independent retailer. Make him a more efficient merchant. Make him keener and more aggressive. Put the magic words of salesmanship in his mouth."

"Your grocers have the strongest forces available for cooperative effort and advertising of any industry I know of, but I don't believe that one in 10 of you has considered the possibilities."

Tested Macaroni Recipes

Macaroni with Dried Beef

½ package macaroni
1 cup evaporated milk
2 level teaspoons cornstarch
¼ cup water
1 small jar dried beef.
Boil macaroni 20 minutes in slightly salted water. Test before draining, as some brands require a little longer time to cook. Drain, rinse with cold water and drain again.

Make white sauce with evaporated milk, water and cornstarch. Cook until thickened, then add dried beef, picked in small pieces.

Butter baking dish and fill with alternate layers of macaroni and creamed dried beef. Cover top with fine bread crumbs, dot with butter and bake 10 to 15 minutes.

Of course, if the evaporated milk is not at hand, the regulation white sauce made with butter, flour and sweet milk can be used in every instance where a white sauce is mentioned. But it must be remembered that butter and milk are taken in moderate quantities and may not always be ready to meet the demand of one or two extra guests. While a can of evaporated milk and a package of cornstarch will be always ready.

Italian Spaghetti

There are many recipes for this dish, but one of the best is made as follows: Boil 1-3 lb. of veal, cut in cubes, in a large frying pan, then add enough water to simmer. When the meat is about tender, add 3 cups cooked spaghetti, and 1 cup tomato puree. Season with salt and pepper and let cook until thickened. Turn out piping hot on a large platter and sprinkle top with grated snappy cheese.

HIS RECREATION

Tourist—"But what do you do here when you're lonely?"
Mountaineer—"Oh, I shoot at ol' Bill Seroggins down in the valley."—American Legion Weekly.

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

To Prevent Waste in Shipping

An interesting booklet and a useful wall chart to help users of gummed tape have been sent to shippers by the National Association of Gummed Tape Manufacturers. The title of the booklet is: "Efficiency in the Shipping Room." It is neatly printed in colors and tells how to use gummed tape to the best advantage in closing fibre shipping containers.

The booklet illustrates step by step how a container should be taped to withstand the abuse of transportation and gives condensed freight, express and parcel post rules on the closing of

shippers. This educational work bears out the motto of the association: "To Prevent Waste in Shipping."

Anyone who has watched reports from railroad claim departments knows that a startling sum is wasted each year through carelessness in packing and sealing containers. The waste is made up of lost and damaged goods and goods pilfered from packages not properly sealed. Every precaution a shipper can take to prevent this waste is money in his pocket.

The method of taping outlined by the association, and which conforms to the

outlined certain standards as a guide to its members in maintaining quality in its tape. These standards recommend certain weights of kraft stock for each width of tape, a specified length of tape in each roll, and a quality of gumming that is uniform and dependable.

All tape manufactured by members of the association bears the label illustrated herewith. The original label is 5 1/2 x 3 in. in size, printed in colors and embodies the trade mark of the association which is also shown here. This trade mark bearing the familiar railroad crossing sign contains the appropriate slogan, "When Sealed with Tape, It Travels Shipshape."

St. Louis Firms Unite

Three St. Louis firms have entered into an arrangement whereby the manufacturing of macaroni products will be consolidated under one roof, though separate sales organizations will be retained. The firms involved are: Ravarino & Freschi Importing and Manufacturing company, Mercurio Bros. Spaghetti Mfg. Co., and The Viviano Grocery and Macaroni Co.

The very modern manufacturing plant of Ravarino & Freschi at Kingshighway Blvd. and Shaw av. will be utilized by the consolidated firms to manufacture the products required by the 3 concerns which will operate under their original names as jobbers. The manufacturing company, combining the 3 firms, will go under the name of St. Louis Macaroni company.

This consolidation follows along the lines adopted by several of the leading firms in Chicago a year or two ago. The object is to reduce manufacturing expenses.

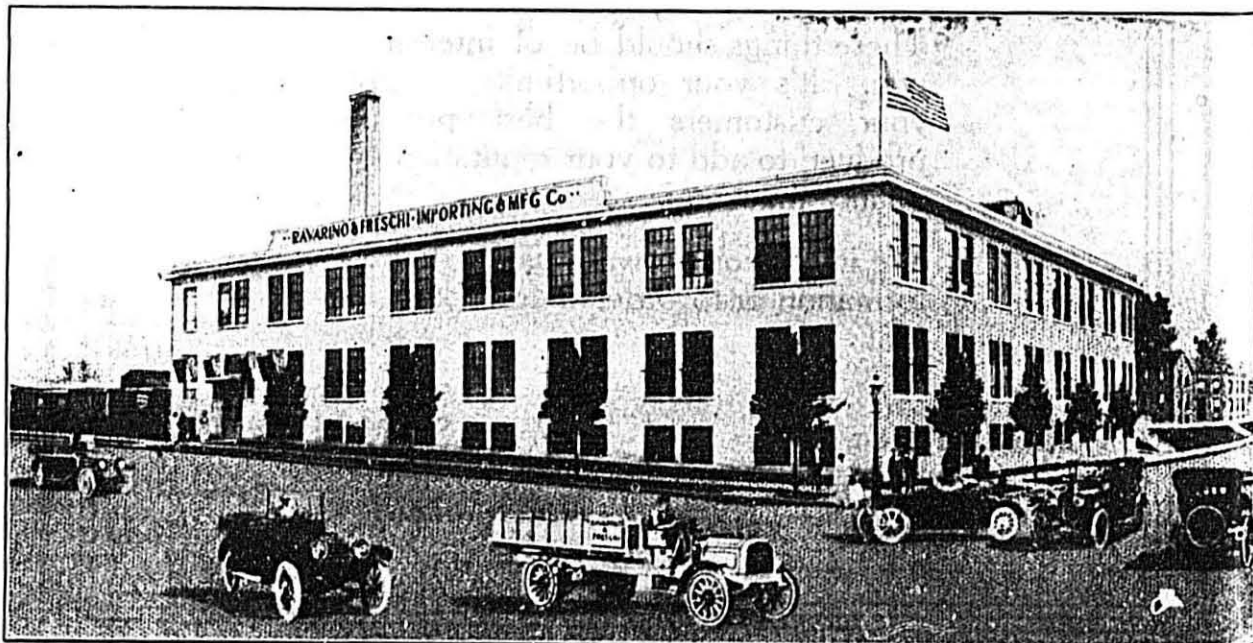


fibre containers. The chart gives similar information but in abbreviated form so that it can be conveniently read from the wall of the shipping room, and hence be a daily guide and handy reminder to the packers and sealers.

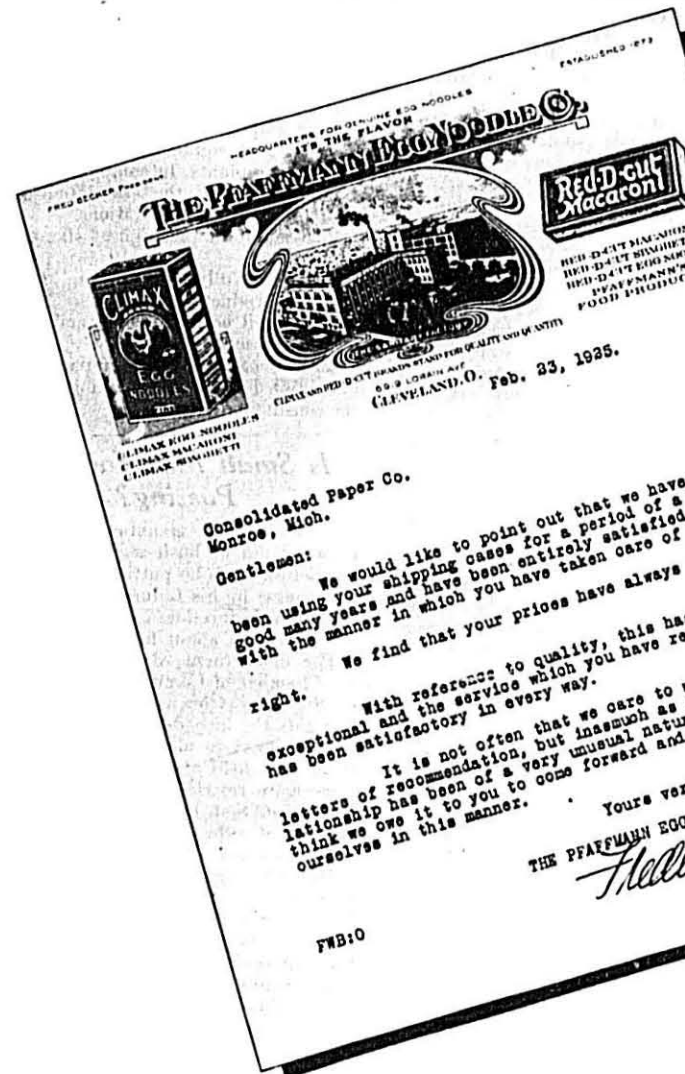
These 2 pieces of printed matter constitute the hub of the educational campaign that is being conducted by the association this year by direct mail and in prominent publications reaching

standard rules of common carriers, makes the tape do double duty—i. e., it not only seals the container but reinforces it at the edges and corners where the fibre is scored to make the bend and where it is most likely to receive the punishment in shipping.

Not only is the National Association of Gummed Tape Manufacturers distributing this instructive literature, but when the association was formed



Years of Satisfactory Service



This letter is typical of the attitude of our customers toward Consolidated folding paper boxes, solid fibre and corrugated Containers. It proves, better than anything we could say, the quality of our product and the quality of our service.

Consolidated Paper Co.
Monroe, Mich.

Gentlemen:

We would like to point out that we have been using your shipping cases for a period of a good many years and have been entirely satisfied with the manner in which you have taken care of us.

We find that your prices have always been right.

With reference to quality, this has been exceptional and the service which you have rendered, has been satisfactory in every way.

It is not often that we care to write letters of recommendation, but inasmuch as our relationship has been of a very unusual nature, we think we owe it to you to come forward and express ourselves in this manner.

Yours very truly,

THE PFAFFMANN EGG NOODLE CO.
Charles W. W. J.

FRB:O



We make Consolidated folding paper boxes, corrugated and solid fibre containers for some of the largest firms in this country. The selection of Consolidated containers by firms doing millions of dollars' worth of business annually is proof of Consolidated quality and delivery service.

CONSOLIDATED PAPER COMPANY

MONROE, MICHIGAN

Branch Sales Offices

BALTIMORE
502 Garrett Bldg.

BUFFALO
811 White Bldg.

CLEVELAND
205 Phoenix Bldg.

KANSAS CITY
1401 E. 76th St. Terrace

BOSTON
80 Boylston Street

CHICAGO
Room 462 Wrigley Bldg.

INDIANAPOLIS
508 Fidelity Trust Bldg.

NEW YORK
39 Cortlandt Street

GLENFIELD, PA.—A suburb of Pittsburgh

"There Ought to Be a Law" ---

Many business men frequently lose sight of the interdependence of their particular business with other lines, even though these be only distantly related. Bearing on this point we quote from The Nation's Business the official magazine of the Chamber of Commerce of the United States which is attempting to bring about better appreciation of the intricate relations of government and business, and also a better appreciation of one industry's problems by another. It reads:

"There Ought to be a Law"

"Business is stubborn and selfish!" said a congressman the other day to the editor of Nation's Business. He had just heard the result of a business battle. The secretary of commerce had called lumbermen to Washington to fix a standard inch board.

"Get together," he urged, "solve your own problems."

The lumbermen welcomed the opportunity to do the job themselves; they realized that if they didn't, congress might. (Then there would be the devil to pay as well as more federal inspectors, investigators, and a supervisor.) Bad for business; bad for the consumer.

So this great industry, represented by mill men, wholesalers, manufacturers, retailers, architects, and builders, worked all day and night, and the next day and night. One thirty-second of an inch hopelessly divided them. The secretary of commerce made a personal plea. More discussion. Finally a compromise; a standard and an extra standard board were adopted.

It was this incident which aroused the congressman's ire.

"You can see for yourself. There's a typical case. Business is stubborn, selfish, and stupid. Fighting over a thirty-second of an inch! That is why congress has to make hundreds of laws each year regulating business!"

The editor had attended the meetings. Otherwise he could not have answered the challenge.

"It does seem like a small thing," he replied, "a thirty-second of an inch. Yet that thirty-second of an inch involves the scrapping of millions of dollars' worth of machinery; it involves destruction of hard won markets, entailing endless confusion; it would mean a realignment of thousands of freight tariffs, both rail and water; it would require a revision of building codes in 20 odd states; it would—"

"Hold on," said the congressman, "I didn't realize—"

That is the trouble. There are too many of us who do not realize the tremendous interrelation of industry today, who prescribe a simple legislative pill. It's so easy to say, "There ought to be a law—." But business, now so complex, cannot be treated so simply.

In 1919 the Russians couldn't buy tea, India, which raises it for them,

couldn't buy textiles of England. The Manchester mills had the greatest slump in 60 years. Cotton dropped, and the south couldn't buy; wholesalers along the Ohio river failed. Thus Cincinnati families suffered, and all because the Russians quit drinking tea.

Again. A shipment of pianos was tied up in a South American port because the purchasers could not pay for them. A man in Omaha invented Eskimo Pie with chocolate coating. It swept the country, necessitating more cacao from Ecuador. The trade balance was restored, credit reestablished in New York. The Ecuadorians got their pianos; our manufacturers got their money; piano workers their wages. New markets were opened for wire and wood and steel and all the things which go into a piano.

All because a man in Omaha thought of selling ice cream in a chocolate cover.

Our industrial processes, growing more intricate daily, breed misunderstandings—and oftentimes bad legislation. No one mind today can encompass these far flung interrelations. H. G. Wells says regarding them:

"It is a race between education and catastrophe!"

Our national wellbeing depends upon a wider understanding of business. And that means, simply, the sum total of your understanding and mine.

Canners Adopt Code

The National Canners association has adopted a code of ethics to govern members in conduct of their business and relations with the public.

To assure the consuming public the best canned food that scientific knowl-

CONFER WITH COLLEAGUES IN CONVENTION

July, the vacation month of the year, is the ideal time for macaroni men to get away from their business worries for a week and to see the beauties of the seashore, the splendors of the World's Greatest Playground, Atlantic City.

Mingle with your fellow business men in a combined vacation and business trip to the 1925 conference of the Macaroni Industry, July 7-9, 1925, at Hotel Traymore, Atlantic City, N. J.

While business is dull now, prospects are bright. Make the most of the present situation by conferring with your business colleagues under the best possible conditions at this annual convention of the Industry.

Bring along the good wife and the family to help you keep in good cheer. The benefits to you and to the industry will be of inestimable value.

edge and human skill can produce, and to establish relations with allied industries and trades on a basis of justice and fairness, the association makes the following statement of principles:

"To use in the preparation of our products only suitable materials which are sound and wholesome.

"To employ sanitary and hygienic methods and equipment in the operation of our plants, to comply with the sanitary code of the association and all food laws and regulations.

"To maintain the highest standards of quality.

"To truthfully describe and represent our products.

"To fulfill both the spirit and letter of all contracts.

"To recognize always a paramount obligation to safeguard the interests of the consuming public."

Is Small Manufacturer Passing?

Is the small manufacturer being crowded out of business by his larger competitor or is he putting himself out of business by his failure to realize the evolution in production and distribution going on about him?

The department of manufacture of the Chamber of Commerce of the United States says he has little to fear if he fights the inroads of time by adapting his plant to meet changing conditions. His field of operation might become more restricted, but within it he is stronger than he would be if it were spread out. He is in closer touch with conditions and the needs of his trade.

But the mortuary tables of business show that the small manufacturer must be as alert as his bigger brethren. The blame for failure rests upon those who fail, not upon the more successful and larger manufacturers who succeed.

The department of manufacture is ready to aid the small manufacturer by suggesting methods of waste elimination and reducing production costs and increasing efficiency by better ways of cost accounting.

In some industrial sections chambers of commerce are taking an interest in the welfare of their members by suggesting cooperation in the study of their common problems—a movement that is attracting serious attention.

WITHOUT HALF TRYING

"Have you had static on your new radio?"

Mrs. Newlywed—"Well, Harold has had Los Angeles and Cuba, and I'm sure he could get static if he wanted to."—Life.

HE OUGHT TO

Boss: "No, I am afraid you won't do. You don't know enough about the business."

Applicant: "Don't I, though? I'm engaged to your stenographer."—Lightning Line.

PROBLEMS

Every Industry has it's own peculiar problems,

AND

Some one within the Industry capable of solving them.

For the purpose of considering these problems and arriving at satisfactory solutions thereof, frequent friendly conferences are favored by the progressive men in the industry.

That is the SPIRIT behind the open conference of the Macaroni Manufacturers of America and Allied Trades to be held in Traymore Hotel, Atlantic City, July-7-8-9, 1925.

BRING YOUR PROBLEMS PERSONALLY
TO
THE 1925 CONVENTION

BUT

Refer Your BOXING PROBLEMS To Us

Our experience of many years in building boxes best suited to your special needs is always at your service.

Our BOXES Will DELIVER THE GOODS

ANDERSON-TULLY COMPANY

Good Wood Boxes

Memphis

MODERATION IN DIET

Or Partaking of All Healthful, Properly Cooked Foods in Suitable Proportion—Underweight Favorable for 30 Years.

There is too much talk of dieting in the restrictive use of the word, in the opinion of Dr. Lewis F. MacKenzie of Newark, N. J., who recently discussed the question of whether a sparse diet made for longevity. The question was prompted by the fact that insurance companies do not regard the overweight person, 30 years old or more, as a really good risk. The mortality of such persons, over that age, rises with advancing age. After age 30 underweight is favorable.

"Moderation in all things dietary is better than elimination of any particular class of foods except in the case of certain diseases," explained this member of the Prudential medical staff. "By moderation I mean partaking of all healthful, properly cooked foods in reasonable and suitable proportion. According to a man's physical build, his living habits and activities he needs different quantities and kinds of food. If a person would be well and free from all the nagging little ills that take the joy out of life and have the energy to do his day's work without undue fatigue he should watch his diet and exercise.

"Women in particular are going mad on the question of reducing. It is the fashion to be thin to the point of emaciation and women of all ages and sizes are half starving or drugging themselves in the effort to look like the caricatured figures in the fashion sketches. I do not approve of extreme self denial of food. In its place I should stress exercise in the open air.

"It is true that insurance companies do not regard the overweight man or woman as a good risk, but we are willing to make some allowances for racial and family tendencies. Various races have inherited different tendencies in this respect but never to such an extent that they can not be controlled by proper diet and exercise. The overweight man who comes from a line of lean ancestors is more likely to suffer from his excess weight than the man who comes by his weight naturally because he springs from a family of big, heavy men.

"Overweight does not necessarily imply overeating despite occasional statements to that effect. Any excess of weight is a burden which puts added strain upon the heart. People with a natural tendency to put on flesh must restrict their diet somewhat and at the same time, if in a sedentary occupation, make an effort to get a healthy amount of outdoor exercise.

"Proper food taken in moderation makes for good health and with good health we should have hope for longevity. A person need not take all the

pleasure out of eating—he need not live on the husks. Whether the diet should be sparse or bounteous depends upon the person, his individual tendencies and his kind of work."

Hoover on Advertising

At the advertising men's convention held at Houston, Texas, last month, Secretary of Commerce Herbert Hoover made pertinent remarks about advertising. The keynote of his address was that "the notion that advertising is an economic waste has long been abandoned." In part he said:

Socialists—and they have not been alone have argued that advertising is simply an added expense to the cost of selling goods, and therefore an inexcusable burden on the consumer. If that were true, advertising would be before this have gone the way of the hairy elephant and the dinosaur and would be seen in museum exhibits only. It has had to have a sound business reason for living and it has had.

Hard headed business men, meeting ruthless competition, prove every day the fallacy of the added expense argument. If by not advertising the merchant could sell his goods for less, he would not advertise.

But it doesn't work out that way. Advertising increases sales volume. When sales volume is increased, the merchant has an opportunity to make a small profit on a large number of sales—as Henry Ford is doing—instead of making a large profit on a few sales.

PRICES, PRESENT AND FUTURE

The month of May 1925 witnessed some very sharp advances in the durum wheat market with deliveries below normal. Everything points to an exhaustion of the 1924 crop in hands of growers.

The semolina prices did not fluctuate as radically as did durum because of the lack of buyers. Macaroni manufacturers seemed content to await developments before buying more than they actually needed for the present dull trade in their product.

Crop reports have not been as definite as might be expected at this time of the year. Though unfavorable conditions have generally prevailed the spring wheat is reported as farther advanced than the 1924 crop, being from one to two weeks ahead.

Semolina prices continue high and prospects are that they will soar even higher during the remaining months of this crop. The extent of the rise will depend on the progress being made by the crop now in the fields. A bumper crop will serve to hold prices steady, while spotty or low yields will boost them.

The general opinion among durum millers seems to be that macaroni manufacturers who are fairly well covered for normal run of business will be in a position to get some profits from a market that promises to be much better as the season advances.

Rent, taxes, clerk hire, etc., is a more or less fixed expense, which must go on whether sales are large or small. So with a large volume of sales and a small profit on each one, the consumer gets his goods for less and the merchant makes the profit which he must have to continue in business.

This applies to judicious advertising, but not to everything that is labeled and sold as advertising. Advertising that is handled by those who understand what can be done by it and how to get results from it profits both the seller and the buyer.

But there is quack advertising, just as there are quack medicines. Strong claims are made for both. They both resemble the real product but neither produce the desired results.

Technique of Service

A new technique is coming in the business world—the technique of service.

Many of us have for years been trying to give service to our customers and the public; but we have been rather clumsy at it.

Very few of us have done it whole heartedly and well.

Very few of us have really studied what service means, in all its details.

We say that it means courtesy and the Golden Rule and giving people what they want in a pleasant way.

So it does; but it means far more than this.

It means new ways of pleasing, obliging and attracting the public.

It means more and more of the personal touch, and less of cold blooded routine.

It means originality as well as courtesy; and inventiveness as well as good manners.

It means working out the spirit of friendship and applying it to all the details of buying and selling.

Service is as great a word as astronomy, and vastly more important to us because people are of more consequence than stars.

Service is the noblest thing in business, as well as one of the most profitable.—The Efficiency Magazine.

ALL-YEAR-ROUND TONIC

Mr. Macaroni Man, try this all year 'round tonic for what ails you.

Try an application for admission in the National Macaroni Manufacturers association.

Blend with it a promise to do your full share in carrying on its good work.

Stir up interest among the membership, spread its influence for good.

Follow with active cooperation with the leaders in the trade, and help arouse enthusiasm in all progressive efforts.

Apply it thoughtfully and be not stingy with the tonic—pass out doses to those who need to be thoroughly imbued with the rightful spirit for promoting the industry's good.

Try this tonic now. The first application will guarantee a permanent cure for the ILLS OF THE MACARONI INDUSTRY if due care is exercised in making the original application and the tonic taken with regularity.

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

BETTER MAIL CAMPAIGN

Postmaster General Undertakes Week of Effort Toward Elimination of Dead Letter Office — Would Save People Millions and Much Time.

Offenses against good mailing practices are not confined to the average man who mails only his yearly quota of 112 letters, Postmaster General H. S. New declared in connection with his June better mailing campaign.

The business man, who is naturally expected to take every precaution in the interest of intelligent communication with his clients or customers, often falls woefully short in providing adequate safeguards for efficient delivery of his mail.

Comparatively few business letters reach the Dead Letter Office because the business man learned long ago to have his return address printed on his envelopes if only for its accruing advertising value.

There are firms however, that purposely leave off return cards when sending out circulars and advertising matter. They seek this method of arousing curious recipients to examine letters which otherwise might be consigned unopened to the waste basket.

But "nixies"—meaning letters requiring directory service before delivery can be effected—are comprised largely of business letters, and this service costs the post office nearly two million dollars yearly.

The practice of buying sales lists—usually antiquated ones—for advertising soliciting through the mails is especially prolific of nixies. The owners of such lists seldom attempt to keep them current although the post office will furnish clerks to revise such lists at the nominal charge of 65 cents an hour.

Advertisers in newspapers, magazines and elsewhere often fail to specify their own street addresses. Answers therefore, particularly where the advertiser is situated in one of the larger cities, just as frequently are returned to the senders.

"That's a penny wise and pound foolish policy," Mr. New said. "The return of one letter marked 'Not Found' will do the advertiser more harm in the town from which it came than he can repair with many thousand dollars of advertising."

"The person to whom it is returned will give him plenty of advertising, but it will be of the wrong kind."

Almost as foolish is the firm—and there are many of them—which fails to carry its complete address, including street number, city and state, on its letter heads and other stationery, particularly order blanks.

Famous last words, "I'll catch him at the next corner."—A. S. A. Bulletin.

THE CONVENTION SPIRIT—CLOSER COOPERATION

To the Macaroni Manufacturing Industry and Allied Tradesmen—GREETINGS!

You are all invited to take a prominent part in the 1925 Conference of this industry in Traymore Hotel, Atlantic City, N. J., July 7-8-9, 1925.

Its purpose is solely to provide friendly meeting of competitors for the industry's general good.

It's for the good of all groups and should have undivided support of everybody interested in the industry.

We quote from Rudyard Kipling to state how necessary it is for ALL to PULL TOGETHER.

"It ain't the guns nor armaments,
Nor funds that we can pay,
But close cooperation
That makes us win the day."

It ain't the individual
Nor the army as a whole,
But the everlastin' teamwork
Of every bloomin' soul."

It's OUR INDUSTRY. LET'S ALL PULL FOR IT.

Friday—Macaroni Day

To be truly helpful to an industry a trade organization or a trade publication need not actually give help but may often be just as serviceable if it makes a good suggestion. This is the opinion of one of the largest distributors of macaroni products on the Pacific coast, who turned a "help hint" into a very helpful movement in that section of the country.

Instead of a special day once a year macaroni manufacturers face the opportunity of popularizing a MACARONI DAY weekly. This can be done on Fridays; all that is needed is more publicity along the line obtained through the efforts of the Fontana-Hollywood company of San Francisco in "The Commercial Index" of Salt Lake City.

Here is another suggestion which we hope will bear fruit. When placing advertisement in any grocer magazine or in newspapers hand them a little story similar to that which we reproduce below; they will be pleased to use it and much good will result to you and to the industry.

The article is headed: "Why not make Friday Macaroni Day?" It reads:

Suggestion Susceptible of Profit

A pertinent query, opportunely put, is the above with reference to the popular and economic food product suggested, which of course includes the entire paste foods list, and in fact has great possibilities.

Friday, of course, is a day when a very large proportion of our popula-

tion abstains from eating flesh foods—but they eat, just the same. Hence it is obvious that their needs and wants must be appeased and provided for with other foods, such as cereals, paste food products, etc., etc.

The enterprising merchant may make much of this as a suggestion—for it can be easily demonstrated that for economy of cost as to cash outlay and genuine, nourishing, strength building food value, cereals and paste foods defy being beat.

A Good Idea—Put It Over

The suggestion as made by a prominent food products tradesman, reads: "Why Not Make Friday Macaroni Day? To the woman who wants a change in the menu—explain to her the goodness, convenience and economy of serving macaroni products once a week.

Display Macaroni Products Fridays

Few items in the food products catalog really afford a bigger opportunity for developing a permanent and substantial increase of business, than do paste food products. The whole list—macaroni, spaghetti, vermicelli, shelloni and all the various forms of production, such as animals and the numerous figures, are good and popular sellers, and the art work and attractiveness involved in their packing add materially to the ease of their salability.

Get the Habit!

On the whole it would seem merely a matter of retailers getting the habit of displaying macaroni products regularly and prominently, and putting a little push on Friday, when their efforts should be rewarded by greatly increased sales of these profitable commodities.

Almost no food product will stand a more severe test for household economy—that is, cheapness to your customer, than will the macaroni products. And economy for the consumer always has a great meaning to the merchant. Any help to a customer that will aid that customer materially to "make both ends meet" in providing for his family necessities, will automatically make the customer a more desirable one for the merchant—the economical householder is always most desirable business. He means to pay his bills by the simple process of living within his means, and the retailer is highly interested in cooperating with his customer in this respect, for also it is only when the customer pays his bills that the retailer may meet his own obligations, and thus help keep the wheels of commerce and industry moving.

RADIO NOISE EXPLAINED

Friend—"What a horrible noise comes from that radio set!"

Radio Fan—"Well, I guess you would make just as bad a noise if you were coming out of ether."—Everybody's.

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

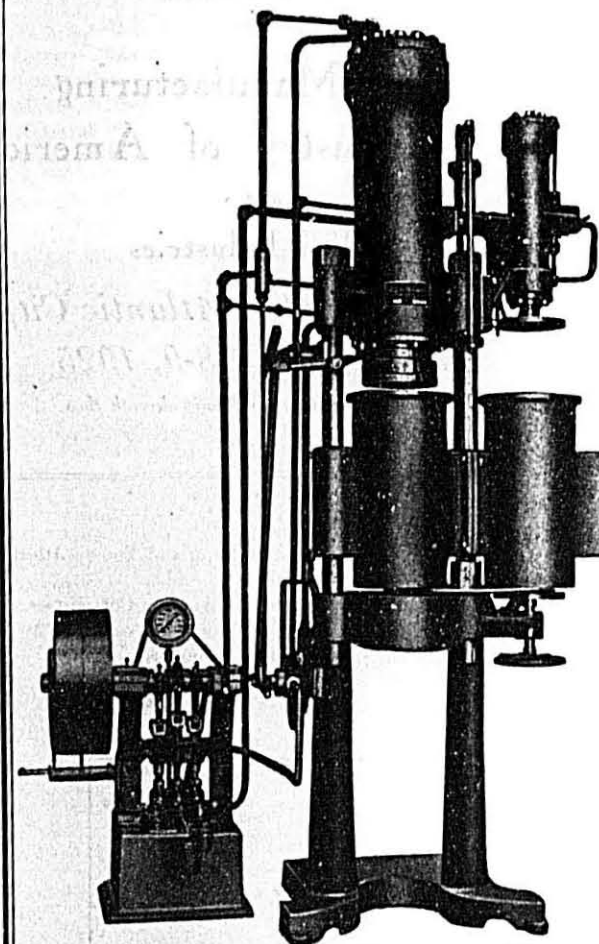
Bologna Fancy Paste Machines

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.

Preliminary Program of the Twenty-second Annual Conference



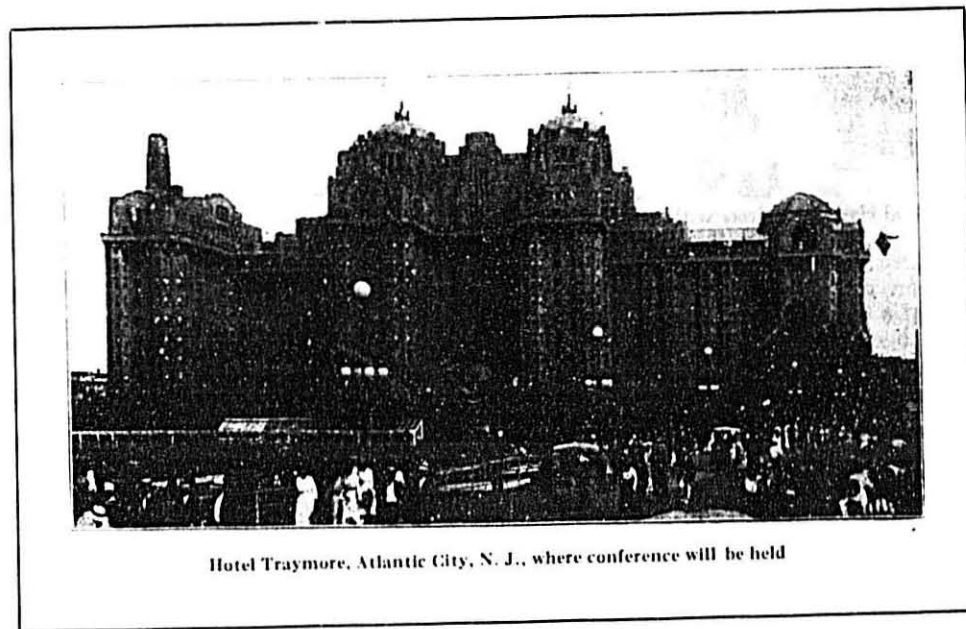
Broadcasting a business convention for busy business men

of the
**Macaroni Manufacturing
Industry of America**
and
Allied Industries
*Traymore Hotel, Atlantic City,
N. J., July 7-8-9, 1925*
All Sessions in Belvedere Room, eleventh floor

Tuesday, July 7

9:00 a. m.—Registration of Manufacturers and Allied Tradesmen.
10:00 a. m.—Call to order—President Henry Mueller.
Song—"America"
Welcome—Frank L. Zeraga, Past President.

Address—"Your Trade Association and You"—Attorney Charles W. Dunn.
2:00 p. m.—Appointment of Convention Committees.
Address—"World Trade in Macaroni."—Dr. J. A. LeClerc of the U. S. Department of Commerce.
General Topic—"Protecting Our Industry"—Tariff, Ex-



Hotel Traymore, Atlantic City, N. J., where conference will be held

Responses—By various interests represented.
President's Annual Message—Henry Mueller.
Report of Treasurer—Fred Becker.
Report of Secretary—M. J. Donna.
Report of Vigilance Committee—B. R. Jacobs.

pansion, Trade Evils"—By Interested Macaroni Manufacturers.
(GENERAL ENTERTAINMENT THROUGHOUT CONVENTION PERIOD)
Bathing—Boating—Yachting—Deep Sea Fishing.

June 15, 1925

THE MACARONI JOURNAL

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Beach Riding and Strolling—Shore Dinners—Sightseeing.
Special attention to ladies and children by special committee.

Wednesday, July 8

9:30 a. m.—Reports of Committees.
Address—"The Friendly Retailer."—Philip A. DePuyt, President National Association of Retail Grocers.
Address—"Phone for Food"—John W. Morey, President National Wholesale Grocers Association.
Address—"Law Enforcement and Macaroni Standards"

7:00 P. M.

Informal Banquet—Registered Members and Guests.
Appetite Tackler—"Scrambled Eggs"—E. C. Brown of Joe Lowe Co., New York City.
After Dinner Cocktail—"A Manufacturer's Delenomy"—Dr. E. J. Cattell of Philadelphia.

Thursday, July 9

9:30 a. m.—Reports of Committees.
Address—"Fire Prevention in Industry"—T. Alfred Fleming of National Fire Waste Council.



A section of the beach at Atlantic City with Hotel Traymore in the background

—Dr. F. C. Blane, Director of Food Control Laboratory, Department of Agriculture.

2:00 p. m.—Reports of Committees.
General Topic—"A Progressive Firm.—Miller and Manufacturer"—By Durum Millers Committee:
A. J. Fischer—Pillsbury Flour Mills Co.
A. L. Ruland—Washburn Crosby Co.
Martin Luther—Minneapolis Milling Co.
E. T. Villaume—Capital City Milling & Grain Co.
W. W. Sutherland—Duluth-Superior Milling Co.
W. E. Onsdahl—Commander Mills Co.
Discussion—By Macaroni Manufacturers.

Address—"Promoting Health Thru Proper Food Manufacture"—Dr. Frank J. Monaghan, Commissioner of Health, New York City.

Address—"Macaroni a Body Builder"—Dr. J. C. Curran of Near East Relief.

General discussion of any and all problems not previously considered.

2:00 p. m.—Business session.

Election of Officers.

Selection of Time and Place of 1926 Convention.

Adjournment.

Use Care With Checks

Checks, blank and canceled should be kept under lock and key.

Carelessness in the handling of checks costs American business \$350,000 every time the sun rises, or the tidy sum of approximately \$125,000,000 a year.

None of us can tell when a check manipulator may fix his eyes on us.

The only sensible thing is to be careful.

If all were as careful as they ought to be forgers wouldn't have such an easy time and get away with such enormous sums of money every day in the year.

As 95% of all our business in the United States is done by check, 400 billions of dollars in checks was written in 1922. Probably more than this in 1923.

This immense sum of 400 billion dollars was about fifty times what was in circulation in the year mentioned. The same money, of course, is used over and over. This wouldn't be possible to this extent if cash were used.

It only goes to show how many checks are used and the startling menace of carelessness.

Check books, blank checks, and canceled ones should be carefully guarded because canceled checks carry genuine signatures which may be copied or transferred, and blank checks may be used by unscrupulous individuals.

Never cash a check for a stranger, even when he wishes to buy something and give his check in exchange. If the check is larger than the bill of goods purchased so there is a cash refund the circumstance is to be regarded with suspicion.

To sign a blank check or one not definitely filled out for a stated sum of money should never be done. That check may be lost or stolen. Better make it out to some individual for a certain sum, and it is a measure of safety to stamp the check as not over a mentioned amount. This is a valuable safeguard.

When deposits are made out for the bank and sent by mail or even if handled by a trusted employe, it is good business to stamp them, "For deposit only." Otherwise loss or theft makes easy work for the crook.

Identification by strangers should not be accepted. The stage may be very carefully set. Use tact but why take such a risk? Better refuse sometimes when the check is all right, than to get badly stung some day.

When verifying a check use your own judgment. To follow the suggestions merely of the one tendering the check may be to walk into the arms of an accomplice.

Checks stamped "Certified" are not necessarily safe. Many certification stamps have been stolen and false ones made. Let your bank pass on such a check before you accept it.

Check up canceled vouchers regularly yourself and watch for any suspicious or unusual conditions.

To give a blank check to a stranger is unwise. It is better to be "just out of them."

In writing a check take time enough to do it plainly and carefully. Leave no blank spaces or gaps which could be filled in. See that writing and figures agree and that the signature is characteristic and strong.

Use an ink of a special make or color not easily duplicated or altered.

Be careful that date and serial number are correct.

Avoid giving or sending a check by mail unless it is protected.

Avoid giving a stranger a check who has no known business connections. You can't tell where that check will land.

If you maintain a checking account investigate check protectors and check insurance. It is better to do it now than to wish later that you had.

Talk with your banker about safeguarding your cash. He will have some valuable suggestions to make and will be glad to offer them.

Do not make checks out to "cash." This is considered poor business.

Do not overdraw your bank account. It gives a bad impression all around.

Do not take anything relating to your checks for granted. Play safe!—An Exchange.

Macaroni Cooker Premium

Something novel but useful is being offered by the Foulds Milling company of Chicago and New York as a premium to housewives who buy macaroni products. The first objective is to sell the Foulds brand but the real purpose behind the offer is to provide a permanent utensil for proper preparation of macaroni and spaghetti in the home.

The premium is a specially designed aluminum kettle with a colander and self strainer combined. It is equally adaptable for cooking vegetables and similar foods. Placed in the colander the macaroni or spaghetti never touches the bottom of the kettle, and when cooked can be strained easily by merely lifting the colander and allowing the water to drain into the outer kettle.

The premium is offered to all housewives at half price, that is \$1.75 when accompanied with grocer sales slip showing the purchase of 4 packages of Foulds macaroni products. The offering of premiums with purchases has been used as a business stimulator for many years, but a premium that aids in the proper preparation of the product sold is novel enough to receive mention and favorable comment.

Railway Gatekeeper (to Motorist)—

"Keep back there till the train passes. I ain't got no time to sweep you up if it hits ye."—Exchange.

Drifters and Steerers

Most of the people of the world today are drifters. If things break their way they are happy; if otherwise, they are miserable.

A few are steerers.

These few make things happen. They do not wait for opportunity to knock. They go out and make the opportunity come to them.

If things are wrong they proceed to make them right.

If they have had bad luck they turn it into good. If obstacles confront them they overcome these obstacles and proceed.

These people usually have 2 thoughts in mind—an end which they wish to attain and an unshakable will to attain it.

Bye and bye Fortune gets tired of disappointing these people and things cooperate with them. Circumstances give way to that indomitable will which thus finds an opening to succeed.

These people know what they want and are working to get it every moment of the time.

They are in command of their lives; not wholly in command, of course, because circumstances affect these to a certain degree; but by cooperating with circumstances they find some way by which to win.

These then are the successful ones. The others are the drifters.

Men and Trees Alike

If a tree grows alone the timber is no good. The branches of the tree spread out and the wood becomes full of knots, says an exchange.

But if the tree keeps with its fellows in the forest the branches grow close and the timber is close and true.

It is the same with human beings as it is with trees. When we keep to ourselves we get knots in our dispositions but when we mingle with our fellows the knots disappear.

What better argument could be advanced in favor of closer cooperation between men, particularly those of like business interests!

Macaroni Men, do you get the point? Let's get closer together and grow uniformly but surely.

Stand together like trees in the forest and soon our problems, the knots referred to, will disappear and all of us will be the better for it.

Enroll under the banner of the National Macaroni Manufacturers association and help our industry to grow as it should, upward, ever upward.

Start right by determining right now to attend the 1925 Conference of the Macaroni Manufacturing Industry July 7-8-9, 1925, in Hotel Traymore, Atlantic City, N. J.

TRADE CUSTOMS AND PRACTICES

Label Manufacturers National Association

Preamble

The efficient organization and conduct of industry benefits both producer and consumer and contributes toward economic progress.

The formation of a Trade Association representative of any given industry and the establishing of equitable Trade Customs and Practices make for greater economy and better quality and lowers the cost of its product.

1. **Contracts**—All contracts shall carry a specific date for completion.

(a) **Changes**—After preparation and acceptance of design or copy all changes shall be at the expense of the purchaser.

(b) **Cancellation**—The purchaser shall not cancel any contract nor delay the work except on terms which shall satisfactorily compensate the manufacturer.

(c) **Quantity**—an over-run or under-run not exceeding 10% in each item shall be accepted and paid for at the unit contract price.

(d) **Billing**—All goods shall be billed on completion or on the contract date.

(e) **Terms**—Net cash, without discount, within 30 days from invoice date. Interest shall be charged on overdue accounts.

(f) **Default**—Default in payment of any due amount shall justify the manufacturer in stopping further work and demanding payment for all work done, material furnished and profit to have been made under the contract.

(g) **Freight**—All sales shall be f.o.b. shipping point. If freight is prepaid the full amount plus 5% (or the net amount if allowed and not prepaid) shall be included in the contract price and/or billing.

(h) **Warehousing**—Should a purchaser require warehousing a special monthly charge shall be made to cover the full value of storage, insurance and building.

(i) **Delay**—All contracts shall be subject to delay by fire, accidents, strikes, transportation and conditions beyond the manufacturer's reasonable control.

2. **Designs**—All sketches shall be paid for. Speculative or free sketches add unnecessarily to cost and therefore to selling price. Competitors' designs shall not be copied or reproduced without the owners consent.

3. **Engravings**—The net cost of all designs, engravings, dies and etc., shall be included in the contract price. The manufacturer is the owner of same. The unnecessary duplication of engravings should be avoided. It is an economic waste and increases both cost and selling price.

MEMBERS

Brandau-Craig-Dickerson Co.	Nashville	Michigan Lithographing Co.	Grand Rapids
Brandon Printing Co.	Nashville	The McDonald Printing Co.	Cincinnati
Brooks Bank Note Co.	Springfield	The Nevins Church Press	New York City
The Calvert Lithographing Co.	Detroit	The New Columbus Lithograph Co.	Columbus
The Central Lithograph Co.	Cleveland	Riverside Printing Co.	Milwaukee
Colorprint Label Co.	St. Louis	Schmidt Lithograph Co.	San Francisco
Compton & Sons Litho & Ptg. Co.	St. Louis	The Simpson & Doeller Co.	Baltimore
Epsen Lithographing Co.	Omaha	Stecher Lithographic Co.	Rochester
Robert Gair Company	New York City	Traug Label & Lithograph Co.	San Francisco
H. Gama & Bro.	Baltimore	Traug Label & Lithograph Co.	Seattle
A. Hoan & Company	Baltimore	The U. S. Printing & Lithograph Co.	Cincinnati
A. Hoan & Company	Richmond	The U. S. Printing & Lithograph Co.	Brooklyn
Karl Lithograph Co.	Rochester	The U. S. Printing & Lithograph Co.	Baltimore
The Kohn Fatsch & Miller Co.	Chicago	The Utah Lithographing Co.	Salt Lake City
Manz Corporation	Chicago	Western Lithograph Co.	Los Angeles
Maryland Color Printing Co.	Baltimore	Woodward & Tiernan Printing Co.	St. Louis
The Maryland Lithographing Co., Inc.	Baltimore		

Notes of the Macaroni Industry

Joins Dyer Company

A. S. Bennett, sales counselor and business analyst, who is well known among macaroni manufacturers, having addressed conventions in 1923 and 1924, has joined the George L. Dyer company of 42 Broadway, New York. He assumed his new connection May first.

Mr. Bennett has specialized in making extensive surveys of the sales problems of various industries, including macaroni manufacturing, and will be a valuable addition to the force of experts available to the clients of the Dyer company.

The many friends of Mr. Bennett in the macaroni industry will wish him unbounded success in his new work.

Fire Destroys Water Tank

In some unaccountable way the large water tank that stood alongside the factory building of the Savarese Macaroni company, Baltimore and 9th sts., Baltimore, Md., caught fire last month and was destroyed. The tank was empty. It stood on an elevated structure about 50 feet above ground.

Sues Bankrupt Firm

The Minneapolis Milling company of Minneapolis, Minn., is one of the several creditors that have sued the American Macaroni corporation of Buffalo, N. Y., for an old debt. The macaroni firm has been in bad financial straits for nearly 2 years during which time it has practically been out of business. Martin Luther, general manager of the Minneapolis Milling company, was in Buffalo last month supervising the case heard in the supreme court of western New York.

Origin of Name Spaghetti?

In an article dealing with etymology of foods the Des Moines Tribune gives to readers what many, even among spaghetti and macaroni manufacturers, find a new version of the origin of the name "Spaghetti" as it applies to a form of alimentary paste. The writer states that the name was derived from the name of the man who first offered this form to the public.

"A series of celebrations in Italy will mark the birthdays of Dante, Garibaldi and Spaghetti—the 3 f's as it were: ferno, freedom and food.

"Of these 3 great Italians the least known is Spaghetti, although spaghetti is much more widely known than Dante's products. Millions eat spaghetti without having the faintest notion that it ever was spelled with a capital 'S,' but no one who reads Dante would think of putting Beatrice in lower case.

"Spaghetti first made spaghetti in 1625; he was internationally known as a food inventor but reference works today call his namesake macaroni. Perhaps there is plagiarism here.

"It is a new idea, this notion that Spaghetti was a man. Dipping into the etymology of foods we may discover many another forgotten hero; tapioca, succotash, hominy, kraut and tomato all seem to offer possibilities for unfilled niches in the epicurean hall of fame. The present tendency to magnify racial traits may find some ammunition here; it may be that Succotash was led to his discovery because he was a half breed and that Hash was of very complex ancestry."

Omaha Macaroni Product

While the total value of all the products manufactured in the city of Omaha has nearly doubled in 10 years, the total for 1924 being \$388,018,541 as compared with \$196,312,537 in 1914. The increase in macaroni manufacture greatly outstripped this ratio. During 1914 the total value of macaroni products made in Omaha was only \$356,000, in 1924 the total had reached \$1,540,000, an increase of about 500%. In listing the increase in factory output for 1924 the Chamber of Commerce of that city pointed with pride to the increase in manufacture and distribution of macaroni products. The increase is attributed to the importance of the city as a primary grain market and its central location for distribution.

Zerega Back from Europe

John Zerega, one of the leading members of A. Zerega's Sons, Consolidated, Brooklyn, N. Y., has returned from a three month trip through Europe. He personally inspected several of the large alimentary paste plants in the countries visited and interviewed many leading business men. Business conditions particularly in France were found at a very low ebb.

Mr. Zerega visited Spain, southern France from Cannes to Grenoble, crossed Switzerland and then through France to Havre. The trip was made by motor and he covered over 3600 miles.

Chamber Luncheon in Macaroni Plant

A good policy of the commerce and industry committee of the Chamber of Commerce of San Diego, California, that has been creating interest throughout the country, is that of encouraging home industry by holding its meetings in the various plants of the city. The business sessions are invariably preceded by a tour of inspection by means of which the members of the committee are made thoroughly familiar with the plant operations.

During the month of May this committee was the guest of the San Diego Macaroni Manufacturing company and of its popular owner, E. De Rocco.

During the extensive inspection trip through the plant Mr. De Rocco explained fully the kneading, pressing,

shipping room. He satisfactorily explained how sixty or more varieties were manufactured in that plant from the same dough.

The twenty members of the commerce and industry committee of the Chamber of Commerce were given a luncheon by the macaroni manufacturer at the conclusion of the trip of inspection. "Made in San Diego" spaghetti, especially prepared for the visitors featured the luncheon. Another feature was a well received talk by Mr. De Rocco.

He told of the extensive work done by the United States government in introducing into this country a variety of wheat especially adapted for macaroni manufacture. America now leads in the production of this grain which is known as durum wheat.

The committee was headed by William H. Ellison, executive chairman, who in company with twenty other members, representing almost every business interest in the city, thoroughly enjoyed the hospitality of the macaroni manufacturing firm in its new and modern plant.

Macaroni Company Is Incorporated in Ogden

The Utah Macaroni Manufacturing company of Ogden, Utah, was incorporated May 10, 1925, with the filing of articles of incorporation with the county clerk. The company has a capital of \$75,000 divided into shares of \$1.00 each.

Incorporators and directors are: Salvatore Polidoro, president; Elizabeth Polidoro, treasurer; Israel Parley Combe, vice president; Leo Nielsen, secretary; all of whom, with D. R. Wheelwright and Lillie K. Nielsen are directors.

Fredonia Company Incorporated

The Fredonia Macaroni company of Fredonia, Chautauqua county, New York, has been granted articles of incorporation. The capital stock of \$50,000 is controlled by three brothers, A. and J. and M. E. Guarino of that city. Extensive improvements to its present manufacturing facilities are being planned and will be made as soon as business conditions warrant.

Rotarians Like Spaghetti

While the macaroni manufacturing industry learned indirectly of the entry of the Foulds Milling company in the spaghetti canning business, the Rotary Club of Franklin, Indiana, received first hand information of this new venture at its meeting on May 13th.

L. V. Burton of the Franklin drying and packing processes to the Foods Products company of Franklin, Indiana, where Foulds spaghetti is being canned, addressed the weekly luncheon of the Rotarians, choosing

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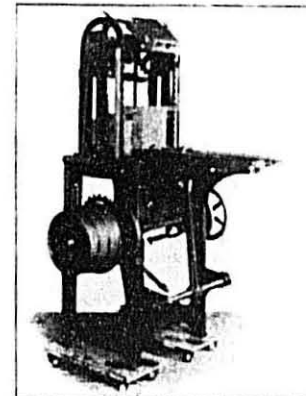
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Unless Something Unforeseen Happens

We will meet you at the Convention again this year in Atlantic City.

Bring your packaging problems with you and turn them over to our representative so that you will be carefree during your Convention days and forevermore as far as a solution to your packaging problems is concerned.



Peters Machinery Company

4700 Ravenswood Avenue

CHICAGO

ILLINOIS

for his subject, "We Don't Grow Spaghetti, But We Can."

His talk was bolstered by special music by Miss Margaret Mullendore, pianist. Several of the Rotarian songs were given the spaghetti twist, the words thereof being changed to apply to the popular food under consideration and consumption at that luncheon.

Domino Brand Dominates

"Take good northern wheat, mix it properly with Ozark spring water and manipulate the mixture with the proper Italian skill and the result is a very popular food product, Domino brand of macaroni, spaghetti and vermicelli." This, briefly, is the view of "The Leader" of Springfield, Missouri, in telling of the success of the Domino Macaroni factory of that city.

The Springfield, Missouri, plant has made an astonishing growth since it was established there eight years ago. Beginning in a very small way with one hydraulic press, it has grown despite of the various vicissitudes and setbacks which small concerns must struggle through, until today it has six large presses and a daily capacity of about 8000 lbs.

The company's principal share of business is Missouri, the south central and southwestern states. Its success, the owners claim, is due to the injection into the above mentioned formula, the improved business methods under the management of able American business men.

The officials of the Domino Macaroni company are: W. W. Woods, president; W. J. Dysart, vice president and treasurer; Charles R. Jones, secretary and manager; and Carmelo San Paulo, superintendent.

Fire Loss Is \$20,000

The Galina Macaroni Manufacturing company's plant on Greenville av., Johnston, Rhode Island, was totally destroyed by fire the morning of May 7. The loss was estimated at \$20,000 including damage to neighboring buildings. Besides the machinery and special equipment the macaroni plant suffered a loss of finished stock and raw material to the value of \$3000.00.

The fire also badly damaged the home of Alphonse Testa, manager of the macaroni plant. Cause of the fire is unknown nor has it yet been determined whether or not the plant will be rebuilt.

Gain in Macaroni Exportation

Macaroni in all its varied forms was one of the food commodities that showed an appreciable gain in quantity exported during April 1925 as compared with the business of the same month last year. The increase amounted to over 318,000 lbs. according to Dr. J. A. LeClere, grain specialist of the foodstuff division of the U. S. Department of Commerce in his release of May 25, 1925.

The unit value of the macaroni prod-

ucts exported during April 1925 also shows a slight increase, the average being \$.684.

The table of exports submitted shows that during April 1925 the total quantity of macaroni, spaghetti and noodles exported was 876,000 lbs. valued at \$73,000 as compared with 559,000 lbs. in April 1924 worth \$42,000.

For 10 months of the fiscal year July 1, 1924, to April 30, 1925, the exports of this commodity had reached 7,082,000 lbs. valued at \$569,000. During the same period ending April 30, 1924, the exportations totaled 5,889,000 lbs. bringing \$472,000.

Foulds to Make Cones

The Foulds company of New York has taken over the Cone Company of America, manufacturer of the well known "Havacone" products. This concern has two large plants, one in New York and another in Chicago. As soon as the plans of extension are fully completed, this concern will become one of the largest manufacturers of ice cream cones in the country.

Butte Company Gets Charter

Articles of incorporation have been filed by the Imperial Macaroni and Noodle company of Butte, Montana. This concern has been in existence for many years and its incorporation under the state laws is in keeping with a well developed plan of plant and business extension. The company has a capital stock of \$50,000 in shares of \$100 each. The directors are Amos Booth, H. L. Tanner and Jessie J. Booth of Butte, Montana.

Randazzo Plant Destroyed

For the third time within the past 4 years, the Randazzo Macaroni Manufacturing company's plant at 9th and Carr sts., St. Louis, Missouri, suffered from explosions. The last one on May 18th practically destroyed the plant, causing a loss of over \$100,000. An explosion on April 26, 1921, merely broke a few windows, but the second one on June 19, 1923, was followed by a fire resulting in a damage estimated at \$160,000 to the company, factory and surrounding building.

A heavy blast shortly after 8 o'clock on May 18th, followed by a lighter one brought ruin to the very modern plant of this firm. Several persons were slightly injured in fighting the intense fire that resulted. The three story brick building was completely gutted. Stock, both raw and finished, valued at between \$45,000 and \$50,000 was destroyed, as was the complete machinery equipment whose estimated value was over \$65,000. The loss is only partially covered by insurance.

The Randazzo Macaroni and Importing company is owned by three brothers, A. L. Randazzo, Joseph N. Randazzo and John L. Randazzo. Marco Randazzo, 62 years of age, the father of the owners of the company, is the night watchman. He was not present

in the building at the time of the explosion and the owners are unable to explain the cause of the disaster. Neither have they determined just what will be done toward repairing or rebuilding.

Trains on Spaghetti

Leon Labriola who claims the Italian "catch-as-catch-can" wrestling championship attributes his strength, dexterity and general ability to his diet in and out of training. Spaghetti is his favorite dish. He says that he always eats spaghetti a half hour after exercising, but never before.

His natural rival, Angelo Taramaschi, who has frequently competed with him for mat honors also likes his macaroni. The latter is known as the Italian strong man who frequently exhibits his strength in various ways, such as holding a pair of automobiles or a flock of men on his chest or the tremendous feat of serving as the connecting link between two teams of draft horses.

Mueller Float a Beauty

Industry, to Jersey City, is a living, breathing, clean thing and an important part of its physical life. To prove this to its citizens and to thousands of world visitors it staged a monstrous Industry Parade on Saturday, May 16th, made up of 500 or more floats representing every phase of the industrial life of that city.

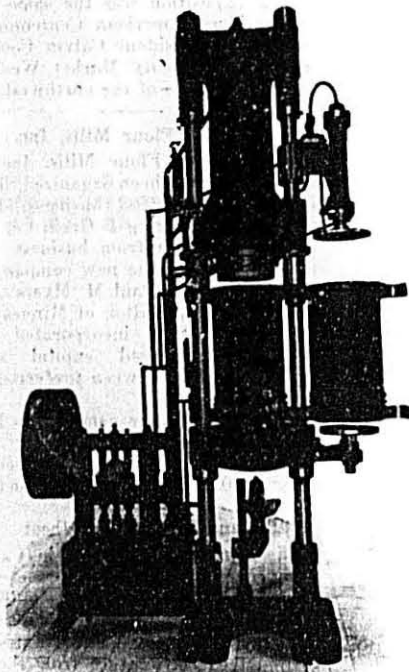
One of the many pretty floats in the parade was that entered by the C. F. Mueller Co. of Jersey City, New Jersey. This company's float was part of the patriotic section of the parade and it was appropriately decorated in the national colors.

Cleanliness First

Travelers who have seen the manufacture of macaroni and spaghetti in some of the foreign countries have been impressed with the sanitary conditions under which such products are produced in America. In practically every plant of any consequence in this country cleanliness is the rule, first, last and always. This is the conclusion of many newspaper reporters who have visited different plants and made known their impressions through the press of the country.

American macaroni manufacturers are generally complimented not only because of the cleanliness of their plants but also for the great care taken in the selection of their raw materials and the general willingness of the macaroni manufacturers of this country to promote any improvement that tends to produce higher grades of suitable macaroni wheats. The sanitary methods of manufacture, coupled with the usual care in buying suitable raw materials, are the 2 best advertising facts that macaroni manufacturers should use in bringing about the desired increase in the consumption of these products.

DE FRANCISCI

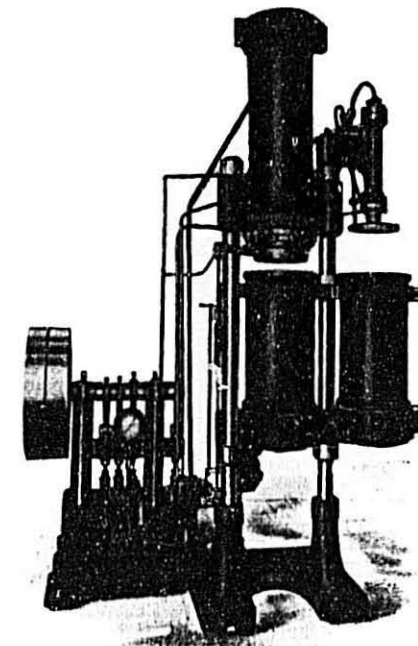


Hydraulic
Presses

Kneaders

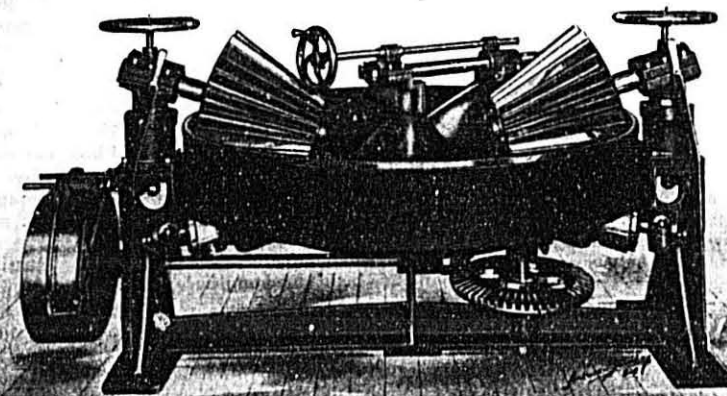
Mixers

Die
Cleaner
Machine



PRESS STYLE A

PRESS STYLE C
STATIONARY DIE TYPE



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BROOKLYN, N. Y.

Grain, Trade and Food Notes

Weevil Expert Promoted

Dr. R. N. Chapman of the University of Minnesota faculty has been promoted by the board of regents to professor in charge of the department of entomology of that great institution. He succeeds Dr. W. A. Riley, who goes to the department of animal biology.

Dr. Chapman has become distinguished for his investigations of insects infesting mill products, stored cereals and macaroni products. He is



well known to the macaroni manufacturing trade having appeared on several occasions before the annual conventions of the industry with several interesting papers on weevils. His advice has been sought widely and, in acting thereon, the weevil evil has been eliminated to a great extent. He has gained a deserved reputation among scientists and manufacturers who are pleased to learn of his promotion.

Little Rumanian Wheat

European countries that formerly depended upon Rumania for their supply of macaroni wheat will have to continue to look elsewhere for this grain to fill their requirements. According to reports from the agricultural interests of that country it will be several years at least before Rumania regains the rank among the wheat exporting countries it enjoyed before the war.

Facing a shortage of bread wheat for the large cities the farmers have somewhat increased their wheat acreage, but unfavorable weather conditions apparently will continue this country in the class of wheat importing countries.

Wheat Prospects Less Favorable

Last year's favorable wheat situation in the United States may be somewhat reversed this season. At least that is the prophesy of the Department of Agriculture as of June 1.

Instead of bumper crops in time of world shortage, a poor yield is in sight here as against a likelihood of better crops abroad. Many western states report an abandonment of about one half of their wheat acreage while the aver-

age abandonment in the country is about 1 acre out of 3.

The "poor" condition reported on May 1 was not changed by the cold and unfavorable weather of that month. This, of course, refers to the winter crops.

The spring crop is planted but it is too early to judge prospects other than to say that they are more favorable.

Great Northern Flour Mfg. Co.

The Great Northern mill at St. Cloud, Minn., has been acquired by W. E. Coles, Jr., of St. Paul, Minn., who will take immediate possession and operate it as the Great Northern Flour Mfg. Co. The mill consists of 2 units, totaling nearly 1000 bbls. daily. One of the units is to manufacture durum products.

The new proprietor is well known to the macaroni manufacturing industry because of his previous connection with the Capital City Milling and Grain company of St. Paul. The mill will continue to market "Best-of-All" brand of bread flour and will select a suitable brand name for its semolina. Production of quality goods will be the new company's manufacturing policy. With the added production capacity of the Starbuck, Minn., mill, also owned by Mr. Coles, his plants will have a daily production capacity in excess of 1200 bbls.

Small Wheat Carryover

Government officials and wheat experts agree that on July 1, the end of the crop year, there will exist the smallest carryover of wheat in many years. The estimate is placed as low as 125 million bu., as compared with 283 million on July 1, 1924, and 256 million bu. in 1923.

Even at this low figure there is sufficient for the world's needs until the new crop. It emphasizes the importance of the 1925 wheat production.

Practically all the available quality durum wheat has been marketed and the carryover in this grade will be insignificant. There is some ordinary durum on the market, but as that seldom enters in the manufacture of semolina it will have little effect on prices of the latter.

Norse-American Centennial Exhibit

Occupying a prominent position near the main entrance of the great Northwest Industrial Exposition in the Twin Cities the week of June 6, 1925, the Gold Medal Home Service Department booth of Washburn Crosby company was quite a center of attraction.

The exhibit consisted of models of the various mills, replicas in miniature and an extensive display of durum wheat, semolina and macaroni products. Macaroni and spaghetti in a sprayed arrangement of sheaves against a background of black served

as a setting for this feature of the exhibit. Various pieces of literature on durum wheat, macaroni products and their proper preparation were freely distributed. Two entire days of the exposition were used in featuring macaroni and spaghetti dishes.

This exposition was the same dates as the Norse-American Centennial attended by President Calvin Coolidge, and the Twin City Market Week for retail merchants of the northwest.

Capital Flour Mills, Inc.

The Capital Flour Mills, Inc., St. Paul, Minn., has been organized to take over the assets and business of the Capital City Milling & Grain Co. The latter will retire from business. The incorporators of the new company are M. W. Waldorf, Paul M. Myers of St. Paul and C. P. Walton of Minneapolis. The company is incorporated with \$300,000 authorized capital stock, equally divided between preferred and common.

The B mill of the company is being overhauled, to operate shortly after July 1. It will have a daily capacity of about 1000 bbls. of durum products.

Canadian Winter Wheat

The winter wheat crop in Canada this year is expected to be somewhat smaller than that of last season despite larger acreage, as indicated in a report just received by the United States Department of Agriculture from the Canadian dominion bureau of statistics. Crop conditions in western Canada are generally favorable and the season is earlier than for the last 2 years, the report says. The acreage remaining for harvest, allowing for abandonment which is reported at 4%, is placed at 793,000 acres compared with 774,000 acres harvested in 1924.

A yield of 23.8 bu. per acre is indicated, as based on a condition of 100%. Although condition as of May 1 last year was reported to be only 99% the average yield was considerably above average, being finally estimated at 28.8 bu. per acre.

Russian Grain Shortage

After exporting 25,000,000 bu. of wheat and 42,000,000 bu. of rye in the season of 1923-24, Russia this season is suffering from a shortage of bread grains. According to recent official announcements it will be necessary for the Soviet government to purchase abroad during 1925 the equivalent of from 6,000,000 to 9,000,000 bu. of wheat with a possible maximum of 12,000,000 bu. It is expected that most of these imports will be in the form of flour. There have already been reports of large purchases of wheat and flour on Russian account both in England and the United States.

Reports of prospects for grain crops in Russia in 1925 are conflicting. The

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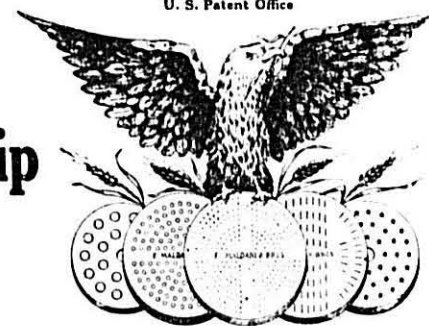
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MALDARI'S INSUPERABLE MACARONI BRONZE DIES

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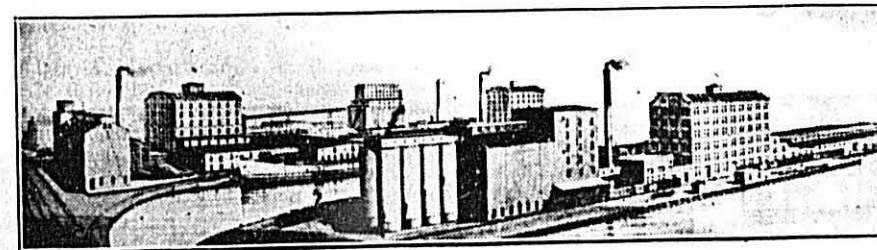
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BOSTON OFFICE: 88 Broad Street
CHICAGO OFFICE: 14 E. Jackson Blvd.

International Institute of Agriculture reports that Russian fall seedings are not larger than last year. The government has reported to the Russian council of trade unions, however, that fall seedings were 5% larger than in 1923. In the Ukraine, according to the International Institute, wheat seedings are larger than last year but rye seedings are smaller. Weather conditions in Russia have not been generally favorable for winter cereals, and it is probable that winter killing will be heavy. In the important winter wheat areas of the southwest, however, weather conditions were more favorable than elsewhere. The government is urging the peasants to increase spring seedings in order to make good the losses from winter killing, and it is reported that some of the foreign grain purchases will be distributed to the peasants for seed.

This will interest macaroni manufacturers who have considered Russia as the source of the cheap macaroni wheat which enabled some European countries to flood the American markets with low priced products.

However, it also seems to deepen the mystery. Where do the foreign manufacturers get their cheap wheat if not in Russia? Rumania has prohibited all exportation of this grain. While American manufacturers are more concerned in the prices quoted rather than the competitors' source of supply, still the question is mystifying.

Chestnut Flour in Italy

Chestnut flour is quite popular in Italy and statistics issued by the Leghorn consular district in Italy show that about one half of the annual chestnut crop of that district is manufactured into flour, a small portion of which is exported. The Chamber of Commerce states that the amount of chestnut flour produced in 1921 was 13,750 metric tons; in 1922 16,800 tons, and in 1923 22,800 tons.

The wholesale prices of chestnut flour at the places of production per 100 kilograms (220.46 lbs.) were 130 Italian paper lire in 1921, 118 lire in 1922, 120 lire in 1923.

Canned Frozen Eggs

Fifty million pounds of canned frozen eggs are used annually in the United States by restaurants, hotels and in home cooking, according to Popular Science. "They cost from 3 to 5¢ per lb. less than unshelled eggs and are handled more easily. The first process in egg canning is chilling the eggs in a room at a temperature of 31 deg. F. for from 12 to 24 hours. This stiffens the whites and makes it easier to separate the whites from the yolks.

"Girls then candle the eggs to detect and remove bad or moldy ones. Each girl candles on an average of 900 dozen a day. Egg canning is done from the middle of March until the middle of September. From the candlers the eggs pass to the breakers,

who open and separate them if desired. Canned eggs are sold in the form of whites only, yolks only, or mixed whites and yolks. If no musty eggs are discovered, they are then packed in wax lined cans and sent to the freezing room, where they remain for 72 hours at from zero to 4 degrees below temperature. The entire process from the breaking of the egg until it reaches the freezing room takes only 8 minutes. The last step is wrapping the frozen eggs in heavy paper and placing them in refrigerator cars, in which they start on their journeys to many parts of the world."

Canadian Flour to Russian Government

A transaction involving purchase of 1,300,000 bbls. of flour was consummated last February in New York between agents for the Russian soviet government and two large Canadian flour milling companies. This is said to be the largest flour order in the history of the world's milling as it totaled \$12,000,000 in value. According to the reported terms the flour is being shipped from New York to Batum on the Black sea in southern Russia, where it will be distributed to relieve the starving millions in that country. It is estimated that 165 trains will be required to haul the flour from Canada to New York and that the sale will necessitate use of 22 ships of ordinary capacity to convey the flour to its final destination.

As a result of this record breaking order, large quantities of Canadian and American hard wheat are being used in milling the flour and the mills of Canada have been operating full capacity with a view of an early completion of the order. Shipments started immediately after the order was placed and have been going forward regularly. The terms provided for cash payments on delivery of flour to the ships in the New York harbor.

North African Wheat Acreage

Preliminary estimate of the Algerian wheat acreage received by the United States Department of Agriculture from the International Institute of Agriculture at Rome, together with estimates of French Morocco and Tunis, brings the total of the 3 north African countries reported to date up to 7,570,000 acres against 6,920,000 acres for the same countries last year, an increase of 650,000 acres.

The Algerian estimate of 3,407,000 acres for the current crop is slightly below the estimate of 3,480,000 acres for the area harvested last year. Increases, however, have been reported for both French Morocco and Tunis which more than offset the decrease in Algeria.

Harvesting in these countries is now beginning and latest reports of conditions are generally favorable. In some districts of Algeria the effects of the drought remain, but in most sections

conditions are satisfactory. The conditions in Tunis and Morocco are average. Although it is too early to forecast production it may be safely assumed that, barring unusual circumstances, the outturn will be considerably in excess of last year.

These dispatches are of interest to macaroni manufacturers because these countries are the source of supply for macaroni wheat used by several of the leading alimentary paste manufacturing countries of Europe that export considerable quantities to America.

Indian Wheat Crop Short

The Indian Punjab wheat crop is forecast at 108,000,000 bu. against 150,000,000 bu. produced last year, a reduction of about 42,000,000 bu. or nearly 30%, according to a cablegram received by the United States Department of Agriculture from the International Institute of Agriculture at Rome. The Punjab is the most important wheat producing province, accounting in normal years for approximately one third of the total Indian wheat crop.

No definite forecast has been received for the wheat crop of the United Provinces which are next to the Punjab in importance, but a recent condition report indicated a crop about 70% of normal. If these forecasts are borne out, it seems quite likely that the total Indian crop will show a considerable decrease, and India will have no exportable surplus of wheat for the coming year.

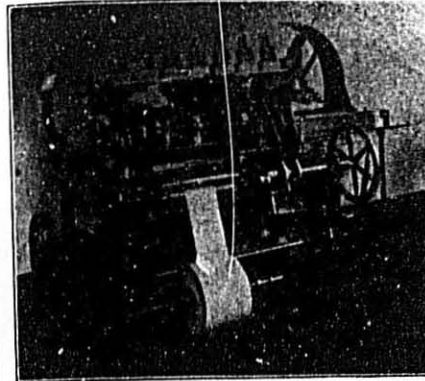
The effect of the decrease in the Indian crop, however, may be partially offset by the favorable conditions in Europe and North Africa. In Europe conditions outside of Russia are generally favorable. In the lower Danube the crop is showing steady improvement. A recent report from Hungary states that wheat is tillering well and growth is now making rapid progress. The April 1 condition reports of Germany, Austria and Poland are above average. Conditions in Czechoslovakia on the same date were good.

Crops in North Africa have developed rapidly since the moisture supply has become adequate. Conditions in Egypt and Tunis are reported as 100% of normal. In Morocco average yields are expected. Conditions in Algeria are satisfactory except in a few districts where the effects of the drought remain.

ONE HITCH

"Dinah," said the mistress, "I hear you are married."
"Yassum, I've got a good man now."
"Does he provide for you all right?"
"Yes, he's a good provider, but I've skeered he is going to be cotched at it."
—Everybody's Magazine.

Sometimes it takes a lot more nerve to stick to a job than to quit but the reward is greater.



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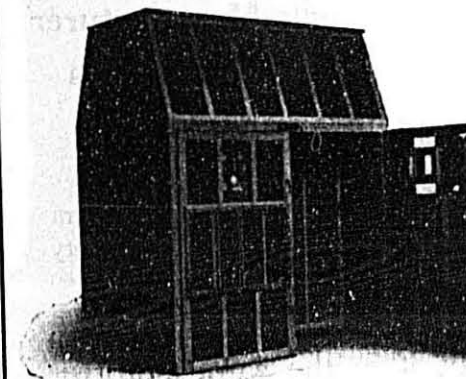
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A Few Reasons Why

There is a reason for everything. There are even some good reasons why macaroni and noodle manufacturers should attend the annual convention of the industry. Most of them are known to all of us but it appears timely to mention them now as a reminder.

The Reasons

—It's your convention, that of the macaroni and noodle manufacturing industry, and it should be patronized by this group first.
 —Your problems will be specially considered and your advice thereon warmly welcomed.
 —The tariff on imported macaroni products will be considered from every angle with the object of co-operating harmoniously for the general good of the American Industry.
 —Amicable trade relations will be established with the distributors of our products through plans advocated by leading officers of various distributing associations who will address the convention.
 —Striking revelations of trade practice violations investigated by vigilance committee of the industry and cures effected.
 —Inside facts as to plant sanitation in so far as it affects food production by a health authority of national repute.

—Some pertinent advice seeking to reduce the ordinary fire hazard in macaroni plants by an authority on this subject.
 —The legal rights and limitations of manufacturers with respect to the many activities involved, will be discussed by an attorney recognized as the peer among lawyers who specialize in matters involving business and business interests.
 —An educational treatise on the laws governing the proper manufacture of alimentary paste and the standards of quality in which every manufacturer is deeply interested—by a government food authority in the Department of Agriculture.
 —Some straight facts about macaroni imports and exports, their effects on local products and studied recommendation for the improvement of both by a government official in the Department of Commerce.
 —A vacation from business at a time when you can best afford it and under auspices most promising.
 —A "get-together" meeting attempting to placate all interests in promoting the general welfare of the industry.
 —A profitable convention, timely staged in beautiful and impressive surroundings that should attract

macaroni manufacturers, their friends and families.

—Timely advice on the semolina situation by the leading durum millers whose interest in the welfare of the industry has so continuously and pleasingly been manifested.
 —Low railroad fares on the Certificate plan—a fare and a half for the round trip—based on a minimum of 200 persons attending this convention, business associates and their families included.
 —A friendly meeting of competitors in a friendly and open discussion of every problem affecting the trade.
 —The national conference of your business which you should encourage by personally attending and urging others to do so.
 Mr. Macaroni, Noodle Manufacturer and Allied Tradesmen:
 Now think up one other good reason why you should be there and come for that reason.

MUST BE GOOD WATCHES

Customer—"But if you are selling these watches under cost price, where does your profit come in?"
 Assistant—"We make our profit out of repairing them."—London Opinion.
 "Rhubarb is versatile. It is both a food plant and a drug."
 It has nothing on cabbage. You can eat it or smoke it.



A SILENT SALESMAN

An Attractive and Convincing Label on your Macaroni Package or Case is an effective and permanent salesman. Our staff of Artists is at your Service. Designs and Prices at your request.

USE BETTER LABELS

DRYERS

That will dry your macaroni perfectly

Stop all the waste—acidity—cracked and moulded goods

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USING

BAROZZI DRYING SYSTEM

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 New York City District

Make money and better macaroni

WELCOME!!

Every Macaroni and Noodle Manufacturer
 All Representatives of the Allied Trades
 Everybody interested in any way

That is the Spirit behind the Invitation to the Macaroni Industry's Conference in Traymore Hotel, Atlantic City

July 7, 8, 9, 1925.

Let us ALL accept it in the same spirit—

Let's All Go!!

You are welcomed also to try our Medium Semolina, specially milled to produce high grade macaroni products.

Crookston Milling Company - - Crookston, Minn.



Cherokee Semolina

Made from the best selection of Amber Durum Wheat is most economical for the Macaroni Manufacturer.

Our wheat cleaning process eliminates and destroys any insect eggs that might be on the wheat berry, as well as removing all dirt. This insures Macaroni of the best keeping quality.

We have a good supply of No. 1 Amber Wheat.

CAPITAL FLOUR MILLS INCORPORATED

SAINT PAUL

MINNESOTA

DEFENDS PRICE FIXING

Banker Finds Plan Only Solution of Many Business Problems—Practice of Partial Payments for Luxuries and the Like Scored, or "Easy" Credit.

Fixing of prices of commodities under supervision of a fair government body is offered as the only solution of the serious problems affecting business in America. At least this is the panacea offered by Julian W. Potter, president of the Coal and Iron National bank, who said in a recent address, in part as follows:

"There is a great prejudice in this country against permitting price fixing, but this policy within reasonable limits is not only desirable but necessary to prosperity. Competition has become so strong that prosperity will be measured by the policy of our government toward consolidations, which means cheaper production costs; and toward the right of producers to agree among themselves, under the supervision of the trade commission, to a living price for their products.

Extreme Competition Harmful

"We have reached a point in America where a clear cut decision must be made as to whether the duty of the government lies primarily with the in-

dividual or with business, for unfortunately these two work in a circle. On the one hand, if we accord the manufacturer a high tariff, the consumer must pay higher prices for his necessities. On the other hand, if the manufacturer is not prosperous, labor cannot in turn buy freely from the consumer in his line of business, thereby curtailing the prosperity of this individual. If competition becomes too strong, and price cutting becomes prevalent you are enabled to make your purchases to great advantage, but with the result that the producer suffers, which eventually affects you adversely as an individual.

"Due to the improved service of the railroads, the jobber and retailer are enabled to purchase goods as needed, instead of piling their shelves with large inventories for fear of transportation delay. You frequently hear the manufacturer say, 'Business is good, but I haven't a great many forward orders,' and in normal times he never will have them again, unless the railroads lower their present standard of efficiency. Look at the small inventories of the published statements of the great corporations. These are, undoubtedly, a real factor in the present cheap and easy money market.

Curtail Easy Credits

"Overproduction and competition have become so great in this country that we are prone to say, 'Business is

rotten,' when our volume is really above normal. The only trouble is that the manufacturer's margin of profit is so narrow that he must do an abnormal volume to show any profit. In order to maintain this abnormal volume we are resorting to a very dangerous practice, namely, partial payments for everything. It is not so bad when we limit our instalment payments to necessities, but today we buy automobiles, radios, musical instruments, and even wildcat stocks, on monthly payments, until the average man of limited means owes his whole year's salary to the finance and instalment houses. It takes no vivid imagination to see the eventual outcome of his regrettable practice—procuring easy credit."

Resigns From Tariff Board

The resignation of Commissioner William Burgess of New York from the United States tariff commission was accepted by President Coolidge as effective June 1, 1925. In a letter to the president on April 24 Mr. Burgess pointed out to him that for over a year he has been desirous, for personal reasons, to retire from the commission. Owing to the many cases pending, he agreed to serve till June 1. The resignation was accepted with reluctance and Mr. Burgess thanked for his good work on the commission. No one has yet been named to fill this vacancy on the board.

THE CHAMPION'S POLICY

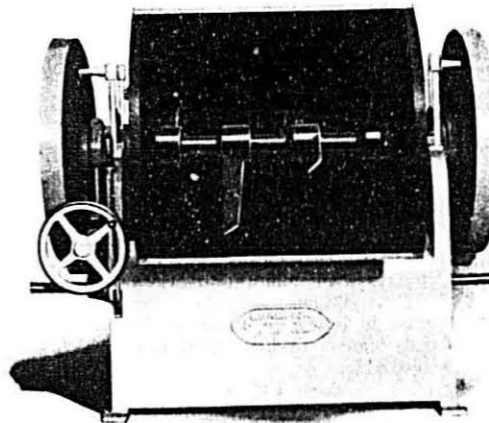
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Special for Macaroni and Noodle Manufacturers

1 bbl. Champion Mixer B. D.	\$485.00	With 3 h. p. Motor connected	\$595.00
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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.

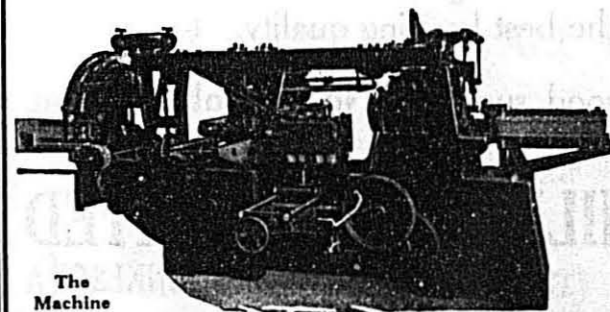
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Champion Machinery Co.
Joliet, Ill.

Meets Every Requirement of "The Ideal Container"



THE STOKES & SMITH TIGHT-WRAPPED PACKAGE



The Machine

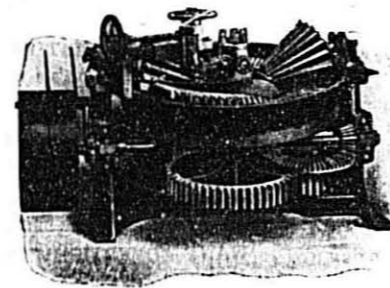
The Tight Wrapped Package, which has long been used for Flour, Cereals and other products, is now coming into use for Macaroni, Spaghetti, Noodles, etc. The many advantages of the Tight Wrapped Package, as wrapped on the Stokes & Smith Package Wrapping Machine, make it the ideal container for food products.

Let us tell you about the latest package and the machine for wrapping it. We will send samples if you desire. No obligation on your part whatever.

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Yours for a "Rousing Convention."
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For Better Results and More Uniform Products

USE
PENZA'S Bronze Macaroni **MOULDS**
With Patented "Kleen-E-Z" Removable Pins

A trial will convince you of their superiority.

Frederick Penza & Company
788 Union St. BROOKLYN, N. Y.

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.

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M. J. DONNA, Editor

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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. VII June 15, 1925 No. 2

OVERPRODUCTION BAD

Readjustment of Industrial Production Needed—Specifies Coal Mining Conditions—What About Macaroni?—A Cut or, More Consumption.

Secretary of Labor James J. Davis, in an address before a convention of business men last month in Atlantic City, stated that overproduction, especially of coal, is seriously injuring the nation's economic conditions.

The secretary declared that the country had not yet stopped speeding up of production necessary during the war and that a readjustment of industrial production is therefore necessary.

"Our annual consumption of coal at present," he said, "is about 500 million tons a year, but we are producing 850 million tons. The average working man can do in 2 days all the production labor necessary to meet the present demands for a week."

"In 6½ months, enough shoes are made by shoe manufacturers to meet the demands of the nation for a year."

What About Macaroni?

What the secretary says about coal and other commodities, might well be repeated about macaroni, spaghetti and noodles. This industry is not only at the wartime peak in production, but considerably beyond it. Many new plants have come into existence since the war and immense extensions made in old plants within the past 5 years, the result being that capacity production is impossible. Most plants work at full force less than one half time and much business is done on such a slight margin of profit during the dull season that favorable balances are sel-

dom shown even with the help of the few good business months.

The solution lies in one of two directions—decreased production or in the creation of new consumer demand. Which road will the industry choose to lead the macaroni manufacturers out of their present difficulties?

Patents and Trade Marks

Under this heading we note monthly in a brief form all announcements by the United States patent office, all patent rights granted macaroni machinery inventors and manufacturers, applications for registration of trade marks, labels, prints and titles and such other information as may from time to time be issued by this government body concerning the trade mark rights of macaroni and noodle firms of the country.

TRADE MARKS APPLIED FOR

Herculias
On March 25, 1925, the Italian-American Paste Company, Inc., of San Francisco, Calif., filed for registration its trade mark "Herculias." The application was published on May 19 and all opposition thereto must be filed within 30 days of the publication date.

The trade mark consists of the brand name in heavy black type. The company claims to have used this mark since 1915.

Kunco
Louise R. Cunco, doing business as John B. Cunco & Sons of Boston, Mass., manufacturer and distributor of bottled spaghetti sauce, filed an application on Feb. 14, 1925, for registration of his trade mark "Kunco," for use on firm's products. Notice of application was published on May 19 and opposition thereto will have to be filed within 30 days.

The trade mark consists of the word "Kunco" in heavy black type letters in an arch arrangement. Use claimed of the trade name since Feb. 1, 1924.

Maurice Brand
R. Maurice & Co., Ltd., Willesden, London, Eng., filed an application on Feb. 18, 1925, for registration of a fanciful figure to be used as its trade mark on macaroni, bread and other foods and ingredients of foods. Notice of application was published May 19, 1925.

The trade mark shows a prancing horse ridden by a knight of old, the whole figure presumably being the top of a monument. The company claims use of this mark since April 1919.

Big 3
The Chicago Macaroni company announces it has applied for the registration of its trade mark "Big 3" brand. The design, both for the label used on bulk goods and on packages, consists of red, white and blue triangles with a large figure "3" in center and the word "Big" interlocked. Official notice of application has not yet been published by the patent office, the information coming direct from the company.

Creamettes
The Creamette company of Minne-

apolis, Minn., which has for many years used the brand name "Creamettes" on its macaroni products and lately extended it to include matches, gum, and cream of wheat, has applied for registration of this trade name to cover a variety of grocery products numbering about 25. Application was filed May 19, 1925.

The trade mark consists of the word "Creamette" alone in heavy type. Use claimed continuously since Jan. 29, 1917.

Trust-Me
Daniel Grocery company of Murphysboro and West Frankfort, Ill., wishes to register its trade mark "Trust-Me," according to application filed May 19. Aside from macaroni and spaghetti sold under this name, about 50 other grocery and allied products are listed for registration under this trade name.

The trade mark consists of the word "Trust-Me" in heavy type, the letter being arranged in an arch formation. The company claims use of the brand name since September 1923.

Patented Designs
Giuseppe Banucci of New York city was granted patent rights on an ornamental design for macaroni and similar products. The term of the patent is 14 years. It was given Design No. 67,351 on the date of registration, May 19, 1925. Application for patent was filed Jan. 17, 1925.

POOR GUESS
Customer—"But you guaranteed this watch would last a lifetime."
Clerk—"Certainly; but you looked pretty sick the day you bought it."
Pep.

Work makes prosperity; prosperous times are those in which people hope to get enough to stop work.

RESPONSIBILITIES
Gypperdale—"So you've finally decided to go to work?"
Slickerbilt—"Yes, I've got to support my used car in the style to which it's been accustomed."
—Life.

Cupid is a great court favorite.

WANT ADVERTISEMENTS
Five cents per word each insertion.

FOR SALE: Patented macaroni and spaghetti dryer, rotary type. Pfaffmann Egg Noodle Co., Cleveland, Ohio.

A. ROSSI & CO.
Macaroni Machinery Manufacturer
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That Fool The Weather
387 Broadway - San Francisco, Calif.

JUST THINK!

FOR THE FRACTION OF A PENNY A PACKAGE
JOHNSON WAX WRAPPING WILL PROTECT YOUR PRODUCT AGAINST WORMS WEEVIL MOISTURE AND DETERIORATION.

ISN'T THAT WORTH THE MONEY?

Wrapping Machines—For Waxed or Glassine Paper

JOHNSON MACHINE
Wax Wrapped Packages Are Insurance Against Returned Goods

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 House of Perfection Always at Your Service
Where Others Have Failed, We Have Succeeded.

Why not deal with a reliable house?
INTERNATIONAL MACARONI MOULDS CO.
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NOODLES
If you want to make the best Noodles—you must use the best eggs.
We know your particular requirements and are now ready to serve you with—
Special Noodle Whole Egg—
Dehydrated Whole Eggs—selected—Fresh Sweet Eggs—particularly bright color.
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Selected bright fresh yolk—entirely Soluble.
Samples on Request
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<p>OUR PURPOSE:</p> <p>Educate Elevate</p> <p>Organize Harmonize</p>	<p>ASSOCIATION NEWS</p> <p><i>National Macaroni Manufacturers Association</i></p> <p><i>Local and Sectional Macaroni Clubs</i></p>	<p>OUR MOTTO:</p> <p>First— The Industry</p> <p>Then— The Manufacturer</p>
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IN COAL CAR, NEVER

Durum Will Collect Particles Which Means Loss to Farmer, Says Mill Expert—Different Sort of Milling From Spring Wheat.

The importance of loading durum wheat only in the proper kind of box-car, scrupulously clean, cannot be over-emphasized. Above all, durum must never, under any circumstances, be loaded in a freight car that previously has contained coal. M. H. Strothman, supervisor of traffic for Washburn Crosby company, Minneapolis, and chairman of the Northwest Regional Advisory board committee on flour, feed and hay, is authority for the above statements.

"Durum wheat undergoes a process entirely different from that employed in the milling of spring wheat," said Mr. Strothman. "Durum flour does not pass through a separation process, as does spring wheat flour, and small particles of coal that may creep into the wheat stream result in a discolored product and cause severe losses. Many durum millers, including the Washburn Crosby company, now eliminate these losses to the greatest possible extent by rejecting all cars which show that they previously have contained coal. When a car does not give evidence of having contained coal at the time unloading is begun, but shows signs of previous coal contents when unloading is partly completed, the balance of the durum is rejected. In either event, the farmer is the ultimate loser.

"It is, therefore, of the utmost importance that cars which are offered for loading of durum wheat at country elevators and which give evidence of having contained coal be rejected instantly by the loader and demand made by him for cars that have no coal whatever in them. Coal usually is found in the lining of a car and more or less of it always seeps through into the wheat. It is just this seemingly small-negligence, whose seriousness heretofore has not been appreciated by the country shipper, that results in severe losses.

A car which has contained coal can be swept out and used for spring wheat loading, but it cannot be used for transporting durum wheat, under any circumstances. This is a very easy matter to correct and proper explanation of it will accomplish a world of good for farmers and shippers of the northwest."

Insofar as the finished macaroni products are concerned, the dark specks in durum wheat after milling are natural. The coarser granulations

permit some of the outer shell of the wheat to remain in the resultant flour or semolina, and when made into translucent macaroni products are often discernible as dark specks.

Though coal may find its way into wheat or any other products shipped in coal cars extreme care on the part of the elevator and mill owners makes it almost impossible to get past the rigid inspection that the wheat usually undergoes before milling.

Personal Notes

B. S. Scotland, president of the Joliet Macaroni company, Joliet, Ill., E. L. Kaffer, secretary, and Karl Gammel, chief engineer of the same firm, were visitors at the headquarters of the National association in Braidwood, Ill., the last week in May.

Henry Mueller of the C. F. Mueller company, Jersey City, N. J., and president of the National Macaroni Manufacturers association, left the middle of May for an extended tour of the country. During his trip he will take in the southern states, the Pacific coast and return by way of the central route the last week in June.

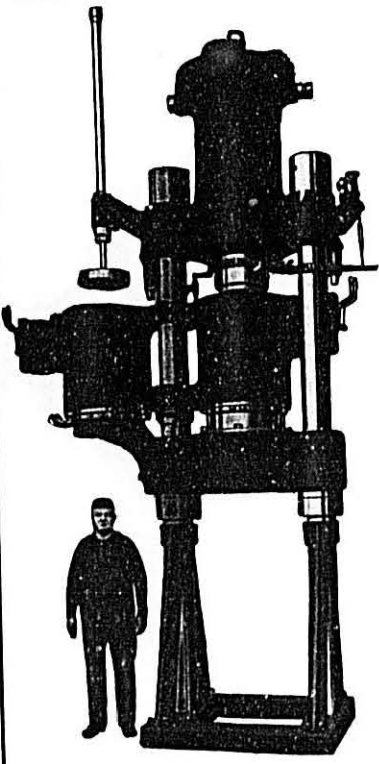
James T. Williams, president of the Creamette company of Minneapolis, Minn., last month went to Seattle, Wash., and other northern Pacific coast states in a combined pleasure and business trip.

A. C. Krumm, Jr., popular president of A. C. Krumm & Son Macaroni Co. of Philadelphia, Pa., has been undergoing some special treatment for his teeth and he reports that he has every hope that his "new furniture" will be in fine shape for a shore dinner when the time for the convention of the macaroni industry rolls around.

SURE PROOF

"Here! Have you forgotten that you owe me ten quid?"
"No! Didn't you see me trying to hide as you came along?"—Bulletin (Sydney).

Happily most of our lost opportunities pass unrecognized.



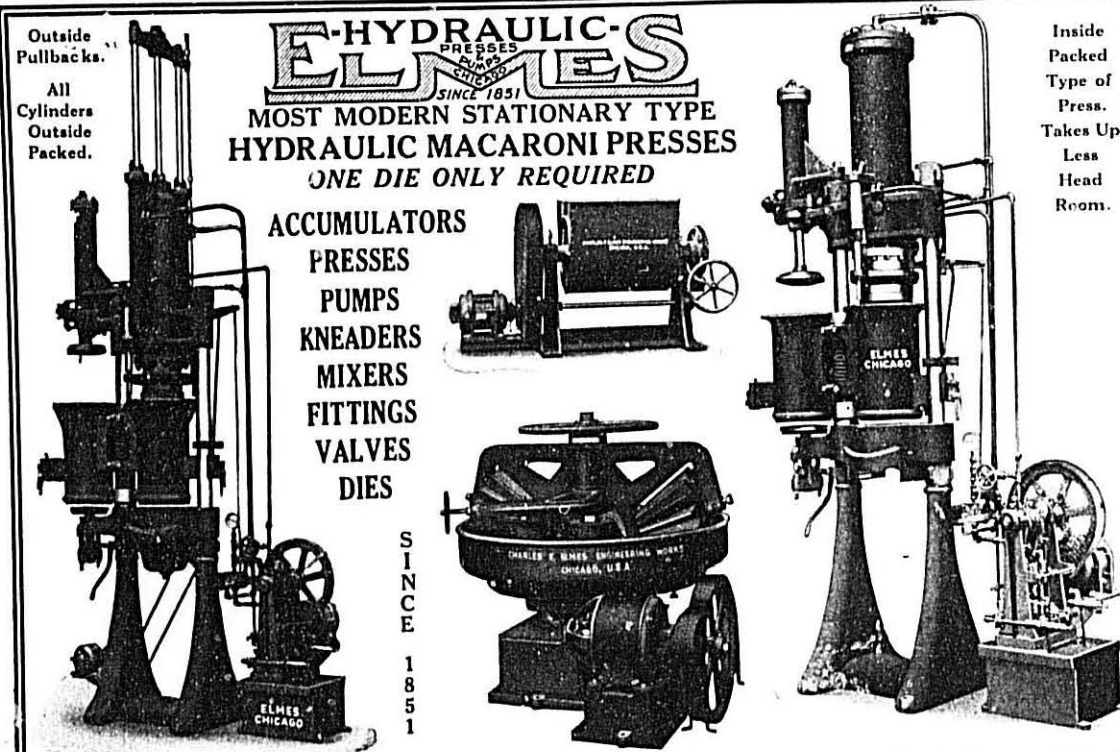
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