

**THE
MACARONI
JOURNAL**

**Volume 7,
Number 8**

**December 15,
1925**

The
Macaroni Journal

Minneapolis, Minn.

December 15, 1925

Volume VII

Number 8



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

Christmas Greetings

In your heart may the true
Christmas spirit abide!
In all your daily affairs
May it always guide!

*The
National Macaroni
Manufacturers
Association*



Commander Semolina

Always Gives Excellent Satisfaction



You Can Make Better Macaroni
With Commander Semolina

ALL GRANULATIONS
Milled Scientifically From Selected Durum Wheat

ASK FOR SAMPLES

COMMANDER MILL COMPANY

MINNEAPOLIS, MINNESOTA

"Durum Wheat Semolina Has No Rival"

December 15, 1925

THE MACARONI JOURNAL

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If the Foundation Gives---*The Edifice Topples*

By Ernest V. Madison



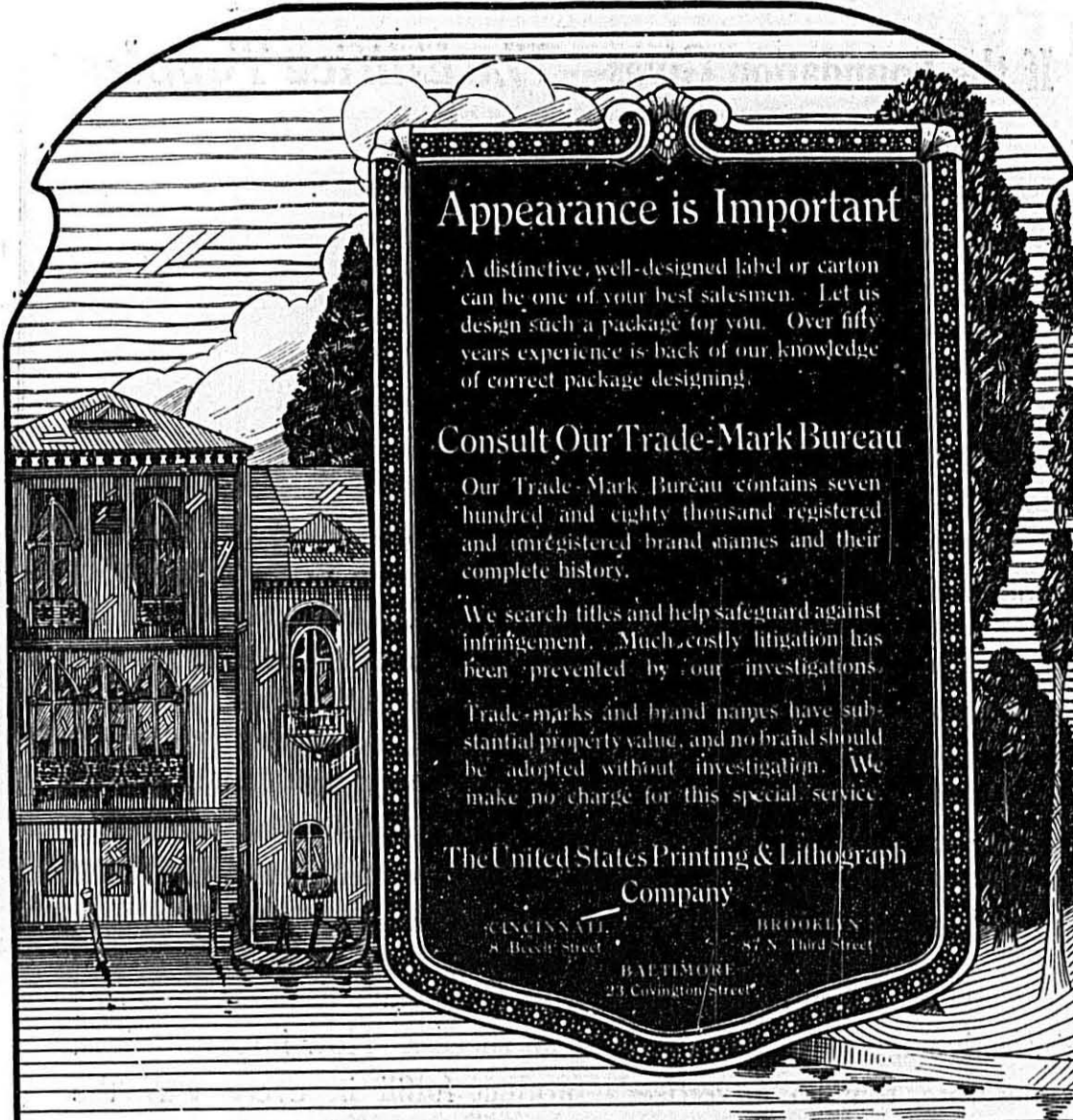
Man praises to friends and business associates that which he knows through experience or repute to be reliable and efficient.

This praise constitutes "word-of-mouth" advertising—the most powerful of all advertising mediums.

It is one of the aims of printed advertising to influence potential "word-of-mouth" advertising. The qualities and achievements of products are set forth educationally by written word, that they may break a trail for the spoken word to follow.

This spoken force—"word-of-mouth" advertising—can be as effective *against* as *for* a commercial success. How important it is, therefore, that an advertiser's product fulfill in every way the claims of the printed word. And how necessary it is that he put into the manufacture of the advertised product the utmost in materials, workmanship and service.

Products advertised in this issue of *The Macaroni Journal* are more desirable in every way. Their *general excellence* is the very *foundation* on which the manufacturer's advertising edifice rests. If it is crumbly, the entire edifice topples and is lost.



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

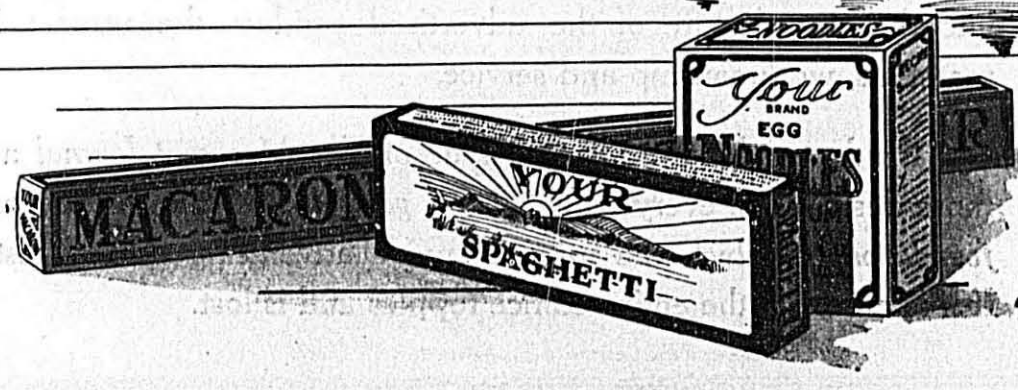
Our Trade-Mark Bureau contains seven hundred and eighty thousand registered and unregistered brand names and their complete history.

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 Beeson Street BROOKLYN 87 N. Third Street
BALTIMORE 23 Covington Street



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**

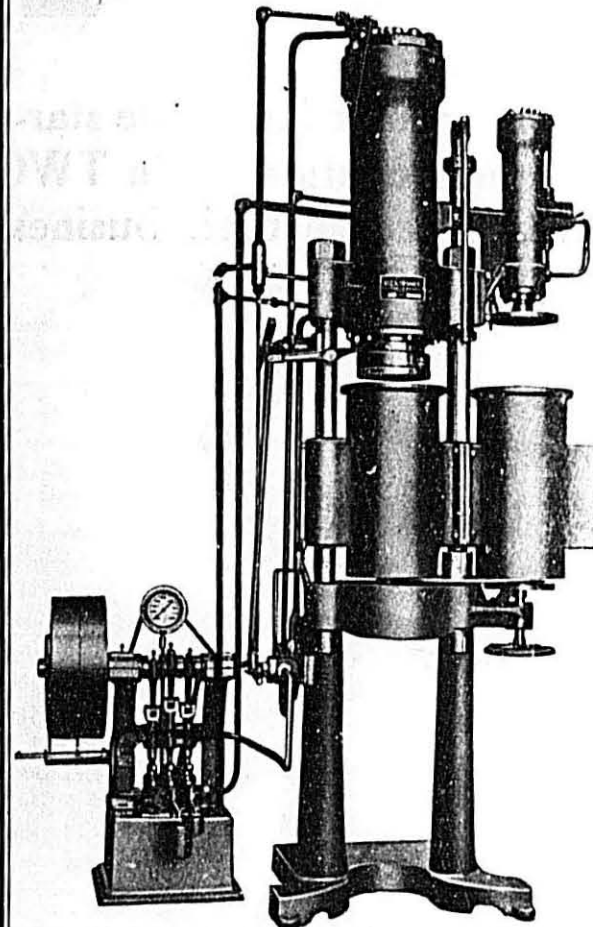
**Bologna Fancy
Paste Machines**

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.



Merry Xmas Everybody



and remember

that though the wise men of old followed only one star—
the wise men of today put their confidence in TWO
STAR—it has never failed to increase their business

★ ★ ALWAYS THE BEST ★ ★



QUALITY

SERVICE

Eat More Macaroni—the

Best and Cheapest Food

MINNEAPOLIS MILLING CO.

MINNEAPOLIS, MINN.



THE MACARONI JOURNAL

Volume VII

DECEMBER 15, 1925

Number 8

1925 Trade Review

A general review of the trade situation for the year 1925 discloses the pleasing information that the macaroni manufacturing business was very satisfactory and slightly above normal.

In spite of the rather early, though usual spring and summer slump and the other common drawbacks that generally confront the industry, most of the firms enjoyed bigger orders for immediate delivery and heavier bookings for future shipment. Flour and semolina supplies were adequate and of a fairly average quality, while price fluctuations were normal.

While business generally has greatly improved the macaroni makers must still content themselves with profits much smaller than the average food manufacturers enjoy. In this regard there will be a natural adjustment as business methods improve. Many factors have contributed to the satisfactory conditions that prevailed throughout the year. Among the most important ones from the macaroni men's viewpoint may be mentioned the following:

NO UNDUE EXPANSION. The postwar expansion mania has happily subsided. A few small firms were organized during the year. Several new plants were erected and additional units constructed, but in most cases the expansion may be attributed to a natural growth of the particular business concerned.

PLANT MERGERS. Several firms found it practical to combine to lower cost of doing business or to restrict competition in natural territories of distribution. As a result there now exist several bigger and more responsible firms in place of several struggling companies.

SMALL FIRMS CLOSED. Several small firms were forced to quit during the year because they found it impossible to compete with the better organized larger firms. This movement might well continue in the future for the betterment of the entire industry.

COMPETITION. Domestic competition has been keen but fair. Prices were reasonable and profits moderate. In several isolated instances manufacturers still continued to sell for the mere pleasure of selling. Adulterations and misrepresentations were less frequent and the number of flagrant violations of the recognized business ethics greatly reduced.

IMPORTATIONS. The expected increase in macaroni imports was recorded. In some markets foreign made macaroni products were offered at ridiculously low prices. Importers have so far failed in their determined effort to recapture the lucrative American market, which will always

remain lost to them if the American firms will continue to improve their products with the consistency shown in the past. High freight rates and the instability of foreign exchange have helped to keep our home markets safe for Americans.

EXPORT BUSINESS. Annually the quantity of American made macaroni sent abroad is increasing. The peak in the export business was reached this year. The countries of the Western Hemisphere were our leading buyers. Great Britain and Australia also purchased large quantities. This business should continue to develop favorably as the American firms become better organized for the export trade.

IMPROVED METHODS. Better plant equipment and greater care in manufacturing resulted in greatly improving the quality of domestic macaroni products. More modern machinery has been installed, much painting done in hundreds of plants and plant sanitation carried on with studied precision. Some firms have made their plants veritable models and have been thrown open for public inspection. The result has been a stimulation of interest in and consumption of macaroni.

DRAWBACKS. Business was somewhat adversely affected by the reduced buying power of a portion of our population, due to strikes, crop failures and business disturbances. Happily these drawbacks were localized to sections and did not seriously affect the general situation. On the other hand the potato shortage has proved beneficial to this business because macaroni and spaghetti are quite frequently substituted for the costly potato.

PROPAGANDA. It is an outstanding tribute to the industry that so much more than ordinary favorable propaganda was spread during the year 1925 to popularize macaroni. Aside from its known food value and the variety it offers, the economy of more frequent use of this food was stressed. The leading firms of the country as well as the National association receive credit for effective work along this line, getting for the industry much free and valuable publicity.

COOPERATION. Never before has the spirit of cooperation between manufacturers been so manifest. Jealousies were submerged and personal differences forgotten. The feeling extended through the wholesalers, jobbers and retailers to the consumers, and as a result there was noticeable during the year 1925 a very favorable and welcome trend toward the coveted increase in the consumption of macaroni products in American homes.

On the whole the year 1925 has been quite satisfactory. On the foundation thus laid the future is most promising. Let unselfish cooperation for the industry's general good be the policy of all who realize that only through understanding can the individual goal be attained. Let's pull together for BIGGER and BETTER BUSINESS in 1926.

KEEPING LETTERS HUMAN ---EXCESS BAGGAGE

By Sherman Perry, American Rolling Mills Co.

What makes the letters of one man stand out, grip and command attention, while the letters of another are quickly shot into the waste paper basket? This is the question eternal in letter writing. Perhaps no one thing can be pointed out as the germ which must be eradicated to effect a cure. There are many spots of contagion that must receive careful treatment.

But if you will carefully inspect any letters that made a lasting impression on your mind, I believe you will find one characteristic common to all those letters: they were written in crystal clear, conversational English, the words the writer would have used had he been face to face with you.

Good letter writing, then, is first good speech recorded on paper. It is the kind of speech everyone uses in the accomplishment of those bigger things of life. It is the simple, direct, understandable sort of speech that Lincoln used. Early in his life, Lincoln made up his mind that, whenever he wrote, he would write as though he were talking. In this way he kept his mind focused on the reader. He anticipated questions and objections. He decided just what it was that the reader wanted to know, and then he told him, in so far as possible, in words of one syllable arranged in logical understandable order.

If we could get this one principle firmly fixed in mind and practice it until it becomes a habit, we would lift our letters out of the commonplace. The reader would see in them a new light, a new force, a new something that we call personality.

How many letters do you see nowa-

days that really conform to good speech? How many letters do you write that could really pass the test when measured by the good speech yardstick?

I have read thousands of letters, and the most glaring defect I have found almost universally common is the use of hackneyed, worn out, stock expressions that deaden one's thinking apparatus, that encourage mental laziness, and throttle individual development.

Here are just a few expressions that every correspondent might well throw overboard. They are excess baggage that run carrying charges too high; moreover, they wear a common mug.

According to our records
Advise
Along these lines
And oblige
As per
At an early date
At hand
At your earliest convenience
Attached find
Attached hereto
Beg
Same
By return mail
Duly noted
Enclosed please find
Esteemed favor
Hand you
Has come to hand
In reply, wish to state that
Permit me to say
This is to inform you that
We wish to call your attention to the fact that
Your letter received
Yours of recent date to hand.

But you say: "They are good form." But are they good speech? Who talks like that? There is a homely phrase that will help every writer of letters to keep clear of the rut. It is: Say it; don't write it.

Prefer American Macaroni

Mexico affords an excellent market for macaroni, spaghetti, vermicelli and other forms of Italian pastes, reports Oct. 16, 1925, Alexander V. Dye, commercial attache in Mexico City. American made macaroni is given the preference by buyers over the domestic product.

Two classes of the product are on sale, imported and domestic. The former brings a wholesale price of about 8 pesos (1 peso equals \$0.49) a box of 22 kilos (1 kilo equals 2.2 lbs.), and retails for from 1.20 to 1.40 pesos a kilo, while the domestic product sells wholesale for about 4 pesos a box and is sold retail for from 60 to 80 centavos a kilo. In spite of the difference in price dealers state there is much more demand for imported macaroni than for the domestic product which fails to retain its shape when cooked, becoming a glutinous mass.

Superiority of the American made product is due to the fact that it is made of a hard wheat. Because of the mild climate, it is impossible to grow this variety of wheat in Mexico.

The United States supplies by far the greater part of the macaroni brought to this Mexican market. Formerly a great deal was imported from Italy but, due to a shortage of wheat in that country in recent years, it has almost retired from the local market.

In 1924 imports of macaroni amounted to 1,221,000 lbs., of which 1,075,000 lbs. came from the United States. In 1923, 1,236,000 lbs. were imported, of which 1,014,000 lbs. were from the United States.



WHO PAYS FOR ADVERTISING?

Guesses as to Cost on Nationally Known Articles Seven Times Too High.

By Stanley R. Roberts, Advertising Manager, Carnation Milk Co.

Some people have queer ideas about advertising. "Advertising costs billions," they say. "Cut it out—reduce the high cost of living."

What about it? What is there to this idea that advertising is a waste of money?

Of course, no one will deny that money can be wasted by foolish advertising, just as no one will deny that a salesman who cannot sell is a loss to his house.

There probably always will be injudicious advertising, just as there always will be cases of bad management in business generally. We can discuss the effects of intelligent advertising only as they have been experienced by successful firms.

Advertising Is Economical Salesmanship

Advertising is simply printed salesmanship. Most advertisers use both printed and personal salesmanship. If they were to cut out advertising they would have to employ personal salesmanship solely. Think of what that would mean in cost. For example, during 1924 Carnation advertising rang 43 million doorbells throughout the continent and registered its message. It would have taken 3365 men making 35 calls a day for 365 days to have done that job—at about 28 times the cost.

Money Spent in Advertising Works Hard

But that does not show who pays for the advertising.

Authoritative investigations carried out among some of the leading manufacturers of the United States prove conclusively that in the majority of cases these manufacturers have been able to improve quality and reduce cost as a result of greater production obtained through national advertising. The Campbell Soup company is a notable example of this. Its advertising appropriation is probably one of the largest in the states. The company proved that this vast expenditure has been offset by the economies it has effected, so that the consumer gets a better product at a lower price.

So while the consumer, strictly speak-

Advertising Removes the Wall of Uncertainty and Buicks Business.

ing, pays the advertising bill, just as he pays for every cent of expense—for overhead, salesman, labor, raw material and all the other items which enter into the cost of the finished product—he actually comes out ahead.

He comes out further ahead in most cases than he imagines. The average person guesses several times too high when he estimates how much advertising expense is included in the price of the articles which he buys. Not long ago a large number of people were asked what they thought was the advertising cost on a 7 cent cake of Ivory soap. The average of all guesses was 1/4 cents. The actual cost was less than one fifth of a cent. The guesses were over 7 times too high.

The Acid Test

The acid test of advertising is how it works out in practice. In the keen competition of today the manufacturer who makes the best product and cuts the corners closest in production and selling methods gets the big prize. Manufacturers spend vast sums of money on improved machinery and processes—just to shave the cost of production a fraction of a cent. If by discontinuing advertising they could put their product into the hands of the consumer at a lower cost, they would quickly jump at the chance.

But you don't see them jumping. You don't see many of the nonadvertisers driving their advertising competitors to the bankruptcy court. What we do see is successful businesses advertising consistently, expanding their output, improving their product, lowering the cost, and giving the dealer a more salable article and the consumer a better article for less money.

Where the Dealer Benefits

To sum up—intelligent advertising is money in the dealer's pocket, because it means salability, turnover, increased profits.

It is money in the consumer's pocket because it means better quality mer-

chandise and a lower price through more economical production and distribution. Also, it provides a most valuable service to the consumer in the way of education. As an example, through the advertising columns of magazines and newspapers the housewife learns how to prepare better meals, how to arrange her kitchen, how to decorate her home, how to preserve her personal appearance, how to protect the health of herself and her family. This is education that she could not obtain so cheaply in any other way and could not obtain so completely at all.

Result of Advertising

In the final analysis, the consumer pays for all advertising, but thanks to advertising, he is better fed, better clothed, better housed, better transported, better amused and better educated. So advertising is an economic business force that raises the standard of living and reduces its cost.—Cannery Notes, Nov. 1925.

Quaker Oats Company Buys

The Aunt Jemima Milling company of St. Joseph, Mo., was purchased last month by the Quaker Oats company of Chicago. The price offered for the entire property and business of this well known pancake flour concern is approximately \$3,655,000. The transaction has been approved by the shareholders of both firms. Robert R. Clark, formerly president of the Aunt Jemima Milling company, has been retained as manager of the plant.

According to announcement made by the purchasing company the St. Joseph plant will be operated on an enlarged scale. It will continue to manufacture the "Aunt Jemima" pancake flour and other flour brands including its well known "Golden Sheaf" and "Royal No. 10 Trade Mark." The Quaker Oats company thus adds to its long line of grain foods the well known products of the Aunt Jemima company.

FISH DAY

Member—By Jove, Betty, you look nice enough to eat!

Secretary—Well, you young cannibal, don't forget that this is Friday.

Member—I never thought of that. By jings, I'll eat you tomorrow night!

Secretary—You may not survive today. You may get eaten yourself.

Member—Well, if I couldn't eat you on Friday, they couldn't eat me on Friday, either, Miss Betty!

Secretary—Don't you fool yourself, you—poor fish!

Plant + Quality + Advertising

Under the title "Making Macaroni" the American Miller of Oct. 1, 1925, carries an accurate, interesting and well set up article on the manufacture of what is becoming recognized as a staple food. It deals with what is probably the best known macaroni plant in the Pacific coast, that of Fontana Food Products company of South San Francisco, whose reputation was attained through ably planned and well directed advertising in a variety of mediums, after building an ideal food manufacturing building and producing therein goods of high quality.

The subject was well handled by the editor. The description of this plant might well apply to a score or more of the leading plants of the country whose owners are equally proud of their plant arrangement for cleanliness of manufacture under the most favorable conditions for employees. The Fontana company is being congratulated on the favorable publicity it obtained through this article and on its general advertising scheme.

The article, in part, is as follows:

Looming conspicuously on the skyline of South San Francisco are the substantial, clean cut appearing buildings which make up the plant of the Fontana Food Products company. It is here that Fontana's macaroni, spaghetti

and vermicelli in all of their various attractive shapes and sizes, are manufactured, packaged, and started on their way through market channels. (Macaroni, spaghetti and vermicelli are the same in composition but macaroni is in the form of a tube, while spaghetti is smaller and solid, and vermicelli is solid and smaller still).

The plant impresses both the chance passerby and the one who makes a careful inspection of the interior as a place where cleanliness is a paramount object. The great expanse of white concrete walls, and the generous stretches of steel-framed glass, are but two of the many evidences that the management has made its food factory a pure food factory.

The production of macaroni and other edible pastes at this plant is on a large scale, but the term quantity production tells but half the story at this South San Francisco plant: quality production is the elder, equally interesting half of the Fontana food story.

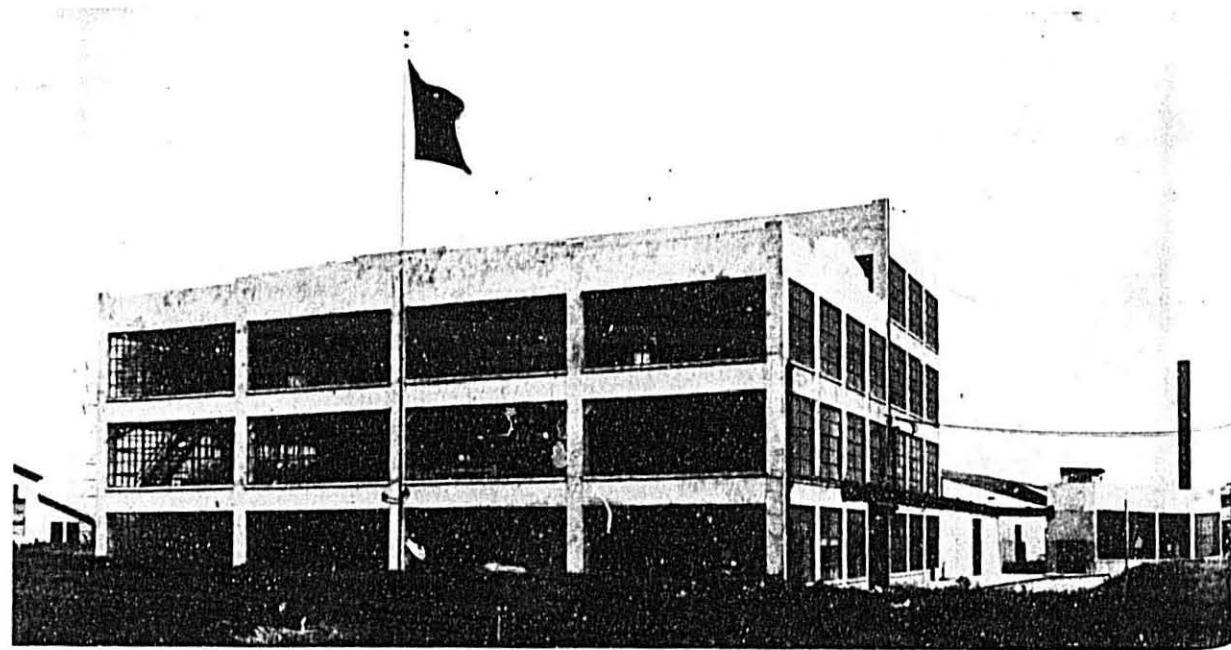
In the work of creating this edible paste manufacturing enterprise, first came a thorough study of various paste formulas. One was finally developed which for flavor, nutrition, and cooking consistency, the company believes, is unsurpassed. As soon as the Fontana formula was decided upon, the design-

ing of the processing equipment was in order. Most careful work was required in this connection but patents were finally obtained by Mark E. Fontana on an extensive battery of processing machines. It was at this point in the history of the company that the attractive and practical, fireproof buildings were erected. When the plant was built there was something to put in it; the new machinery had made-to-measure accommodations. Giant hydraulic presses were installed. The plant's own water purifying system was built. The best kneading and mixing machines and flour bolter were set up.

Small wonder then that with so carefully planned and so completely outfitted a factory, production was successful from the first. In the batteries of machines, every possible labor saving device is incorporated. Each machine is especially interesting for its electrical equipment which makes it a separate unit, with an individual governing switch. The units are so contrived that they are automatically regulated insofar as possible.

The curing (generally called drying) department of the factory is the division that is largely responsible for the unvarying results that are achieved in the finished products. The whole system of temperature and atmosphere

(Continued to page 12.)



Fontana Food Products Co. plant, situated at South San Francisco, California.

Why it is folly to substitute for *Durum Wheat*

LET'S consider it from the most important side of all—from the point of view of permanently increasing sales.

More than 90% of the macaroni products of this country are made with Durum Semolina. The ever increasing popularity of macaroni products is undoubtedly largely due to this fact.

For one thing—Durum wheat yields a sweet, nutty flavor no other wheat does. Lovers of macaroni products have become accustomed to this flavor. They look for it. They are disappointed if it is not there. In fact, this distinctive flavor has done much to increase the consumption of macaroni products in this country.

And just as important—Durum Semolina is granular-porous. Thus boiling water will instantly permeate when the macaroni is immersed in it for cooking. It will not cook to pieces or become soggy. All the original flavor and nourishment is retained.

Is it not wise, then, to continue along this broad highway of assured quality and popular demand—and to stick unswervingly to Durum Semolina in making macaroni products? It is the road of increasing sales.

NOTE: Many macaroni manufacturers now print the sentence, "Made of Durum Semolina," on each one of their packages. It is the consumer's assurance of quality.



Eventually Why Not Now?

GOLD MEDAL SEMOLINA

WASHBURN CROSBY COMPANY

Minneapolis, Minn.

Millers of Gold Medal Flour

Macaroni—For the Thin and the Fat

By Elizabeth Cole



"What! potatoes! Good Heavens, no. I might put on a pound or two!" exclaimed a slim little flapper at the next table. "And 'as for rolls and butter I never eat 'em," she added.

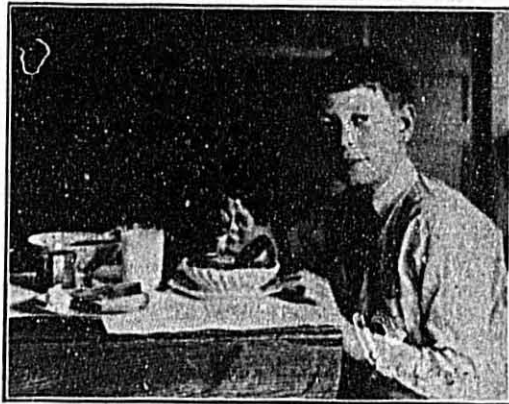
Remarks like that are heard on all sides nowadays from young and old. The subject of diet seems to be the piece de resistance in conversation at most meals. And a good thing it is, too, for men and women to become intelligent about the subject, watch their weight and eat only well balanced meals. The days of gormandizing belong to the past, and we know now that we can be fat or thin according to our food rations.

The trouble with this dieting question, however, is that a great many men and women go in for it without thoroughly understanding their own individual requirements. Possibly Mr. Brown was advised to eat chops and pineapple to get thin. Mrs. Brown decides to follow suit, the debutante daughter who wishes no hips eats nothing else. Because this is served at the Brown table Tom in high school is also expected to grow strong and healthy on this combination. Now what may be good for Mr. Brown may be the worst thing in the world for the active daughter and son. They need nourishing food and if they do not get it their health will suffer, not always in the years between 15 and 20 but later on in life. For the growing years are those in which strength and resisting powers are built up to fortify against sickness germs. Malnourishment is very serious, for in run-down malnourished bodies the tuberculosis germ easily gets a foothold.

Well balanced meals need not by any means be sumptuous ones. Oftentimes the simplest foods are most nourishing. Meat once a day is enough—eggs may

be substituted and also macaroni or spaghetti with vegetables make excellent main courses for a luncheon or dinner. Plenty of vegetables such as onions, tomatoes, lettuce, peas, beans, cabbage are necessary. If a person wishes to diet and is working actively to require fuel for his body he may combine his vegetables with macaroni and have a hearty nourishing dish.

The body requires fuel to keep it functioning and the unit of measurement for this heat is called a calorie. Everyone requires a certain number of calories a day depending on his work, his condition of health and his general energy expenditure. An average has been found to be between 3000-4000 calories a day for a healthy grown man.



The growing years are those in which strength and resistance powers are built up to fortify against sickness germs. Intelligent food planning is essential. What is the most suitable diet for each individual case with meats, grains, including macaroni products, fruits, vegetables and milk as a basis? Christmas seals help to make possible clinics where food values are taught to housewives.

Some foods have more calories to the amount than others. For example, one well known dietitian says that 1 cup of macaroni is equivalent to 100 calories. Comparing this with other food values—one extra large egg equals 100 calories, 2 ounces of cooked lean meat, 1 medium potato, 1 large sponge cake, 3/4 oz. of sweet chocolate, 1 tablespoonful butter or other fat, respectively equals 1 calorie.

The fuels that keep the human body functioning are protein, fat and carbohydrate. Vegetables such as peas and beans, nuts, milk and eggs, cereals have the largest amount of protein; bacon, butter, cream, cheese and beef are rich in fat; while fruits, starchy

foods, potatoes, sugar, oysters, are rich in carbohydrate. Macaroni is rich in protein and carbohydrate but it is not classed among foods rich in fats. IT IS NOURISHING THEN, WITHOUT BRING FATTENING. And for food value received it is an excellent and inexpensive family dish. When combined with cheese, however, it has a different food value for cheese contains fat and 1/2 cup of macaroni and cheese is equivalent to 100 calories. Five tablespoons of macaroni with tomato sauce is equivalent to 100 calories.

There are possibilities in macaroni, therefore, for the one who will grow fat or for him who will grow slender. The main thing is to use this food with the proper combinations.

The National Tuberculosis association and its 1500 affiliated associations carry on a campaign to prevent and stamp out tuberculosis. In December they conduct their annual Christmas seal sale, the funds of which support the educational campaign. Macaroni Journal readers are asked to help.

Plant + Quality + Advertising

(Continued from page 10.)

regulation, states a company representative, is covered by Fontana patents, because it is very valuable in overcoming the difficulties that sudden weather changes bring. A change in the heat or humidity outside the plant, unless such a central system is at work, creates a change inside the factory that often affects the consistency of the paste to an objectionable degree.

Macaroni and the rest of the edible paste family seem to be on the road to greater popularity in this country. The American people generally have but recently been awakened to the high nutritive value and the taste-attractiveness of the various hard wheat paste products such as the Fontana company turns out. The demand for these in all markets has been growing rapidly.

The advertising agency that prepares and handles the Fontana advertising, the Honig-Cooper company, has an interesting account represented in these edible paste products. The agency seems to be making the most of the possibilities; it has taken the macaroni, spaghetti, vermicelli, elbow macaroni, egg noodles, and the new macaroni specialties—butterflies, daisies, alphabets, and shells, and built the story of their deliciousness and superiority into one of the most effective small space newspaper advertising campaigns ever.

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

Formulas for Egg Pastes

American businessmen have a reputation of being generally honest. Deliberate deceptions are rare. Violations of trade practices loom large in the eyes of the industry effected.

In our industry there are many violations of food laws and trade practices which can be attributed to lack of knowledge rather than wilful intent. Recently the bureau of chemistry cited a number of noodle manufacturers because their products were alleged to be deficient in egg solids.

In every case it was found that these manufacturers had been using liquid or frozen eggs. They had been purchasing these products on guarantees that they contained a certain percentage of egg solids and on the basis of this guarantee they were computing the amounts required to comply with the government standard.

Because the noodle manufacturers have been depending solely on the guarantees of the egg manufacturers Dr. B. R. Jacobs, Washington representative of the National Macaroni Manufacturers association, has obtained some definite information concerning the government requirements for the egg content of egg pastes. This information is sent generally to the industry as one form of service which the National association is striving to give gratuitously.

The bureau indicates that manufacturers of egg pastes should have laboratory control of their purchases of eggs and in the absence of such control they must assume responsibility for deficiencies of eggs in their products.

Noodle manufacturers will not find it necessary to test every batch or even shipment but periodically the eggs purchased should be tested for egg solids, and the finished egg pastes should be tested for egg content. If this is done once a month the sellers of eggs will soon learn that they must deliver a product of uniform composition and the men in charge of the mixing in the plant will be made more careful.

The attitude of the bureau of chemistry of the U. S. Department of Agriculture as stated by Dr. D. R. Browne, chief of the bureau, is as follows:

The bureau acknowledges receipt of your letter requesting data on the moisture content of commercial egg used in the manufacture of egg pastes. You discuss the difficulties which manufac-

turers encounter in attempting to put out their products of as little egg content as possible and yet stay within the standard.

You are undoubtedly familiar with Department Bulletin 846, "Examination of Frozen Egg Products and Interpretation of Results," on page 76 of which are given summarized data of analyses showing the limits of variation of the composition of the eggs examined in that investigation. The bureau has on file similar unpublished data which differ only in minor respects from those given in the bulletin. It is assumed manufacturers are interested primarily in the minimum solids content of commercial egg, and these, according to the analyses we have available, are approximately as follows:

Commercial liquid whole egg—minimum solids 26%.

Commercial liquid yolk—minimum solids 37%.

Commercial dried whole egg—minimum solids 93%.

Commercial dried yolk—minimum solids 95%.

You recognize, I am sure, the danger which confronts the industry of putting out egg pastes in violation of the law if an average moisture content is assumed for these egg products and the flour used. The practice which seems to have grown up in the industry of assuming average solids values for the ingredients of egg pastes is undoubtedly based upon an erroneous conception of the significance of the department's definition and standard for egg noodles which requires these products to "contain not less than 5% by weight of the solids of whole, sound egg, exclusive of the shell." This definition and standard is not to be regarded in the light of a standard of excellence for egg pastes but to the contrary the limit set is in fact a criminal tolerance. An egg paste falling below this limit in egg content is regarded as deficient in a valuable constituent and justifies action under the food and drugs act, a law criminal in cast, even though it is administered as a corrective measure.

It follows that manufacturers who are putting out their products according to formulas based on average solids contents of ingredients and designed to give, on the average, an egg content of 5% in the finished product, are, because of the variation in the solids content of commercial egg and of flour, putting

out perhaps half of their output below 5% egg solids and thus in violation. It is our understanding that very few manufacturers actually have determinations made of the solids content of the ingredients used. In the absence of accurate analytical data on each batch of raw materials used, the only possible way the industry can assure itself that its finished products are not largely in violation is to make its calculations for batch formulas upon minimum solids content of commercial egg and maximum moisture content of flour, that is, 13.5%. Unless such a scheme of calculating batch formulas is generally adopted, or unless manufacturers provide for analysis of each batch of ingredients used, it is inevitable that difficulties will be encountered.

The food control laboratory of the bureau has calculated the following formulas for egg pastes, assuming appropriate minimum solids content of the commercial egg and maximum moisture content of the flour:

For each sack of flour of 98 lbs., use:
 18 lbs. 15 oz. of commercial liquid whole egg, or
 13 lbs. 5 oz. of commercial liquid yolk, or
 5 lbs. 5 oz. of commercial dried whole egg, or
 5 lbs. 3 oz. of commercial dried yolk.
 For each sack of flour of 140 lbs., use:
 27 lbs. 2 oz. of commercial liquid whole egg, or
 19 lbs. 1 oz. of commercial liquid yolk, or
 7 lbs. 9 oz. of commercial dried whole egg, or
 7 lbs. 7 oz. of commercial dried yolk.

While it cannot be said that the minimum values for commercial eggs given in the first part of this letter will be applicable in all cases to commercial egg and that smaller values may not sometimes be encountered, pastes made by these formulas will in almost all instances contain an amount of egg solids which will bring them within the tolerance of 5% if natural unadulterated egg material is used. In practice it might be advisable for manufacturers to use slightly more egg product than is indicated in these formulas to provide against the possibility of lots of egg products having less of solids than found in our investigations.

BUT DID THIS GET OVER?

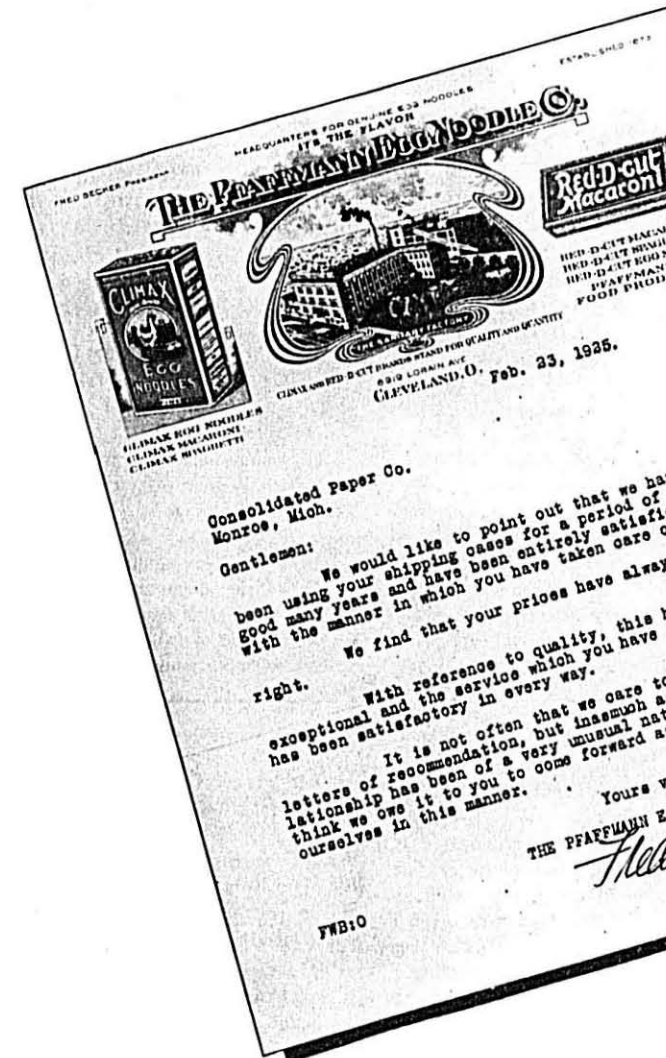
Irate Parent: "You can get rid of money faster than any man I know."
 Son: "True, dad, but listen: By getting rid of it quick I save lots of time, and time, you know, is money."

December 15, 1925

THE MACARONI JOURNAL

15

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.



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.
BOSTON
80 Boylston Street

BUFFALO
811 White Bldg.
CHICAGO
Room 462 Wrigley Bldg.

CLEVELAND
205 Phoenix Bldg.
INDIANAPOLIS
508 Fidelity Trust Bldg.

KANSAS CITY
1401 E. 76th St. Terrace
NEW YORK
39 Cortlandt Street

GLENFIELD, PA.—A suburb of Pittsburgh

Do Your Foremen Properly Represent Your Management to Your Men?

By E. W. McCullough, Manager Department of Manufacture, U. S. Chamber of Commerce

In these days when competition is close—the supply of goods adequate—the buyer exacting in his demands for prices and service—are you meeting the situation satisfactorily to yourself? If not, this is the time to find the leaks and straighten the curves.

No organization can attain its fullest possibilities unless its physical equipment, such as machines, buildings, capital and the like, is paralleled by an efficient human organization which, in addition to all technical requirements of skill and experience, is based upon the recognition of the importance of loyalty, team work, and a clear understanding in the minds of the men of the basic economic principles around which all successful industry must radiate. It is no longer a problem where a knowledge of tools and machines holds dominant control, but one in which the question of men and methods has become an outstanding consideration.

The Federated Engineering Societies committee report on waste in industry appointed by Secretary Herbert Hoover says that:

" . . . The responsibility for more than 50% of the waste in industrial processes can be laid at the door of management."

This condition may have been good enough yesterday but today industry is demanding improvement. Many are asking what may be done to increase the efficiency of production.

Something can be done—is being done along several lines. Progress in industry is not made by spectacular innovations. It is the steady and everlasting accumulation of exact knowledge, improved methods and tested experience—the product of many minds working toward the goal of getting a little better day's work, a little better product, a little better human relationship.

The pertinent question asked alike by the large and small industry is, what and where is the logical point of attack to help existing conditions—to assist in reducing the 3 billion dollar annual accident bill, the costly labor turnover, the elimination of waste here and there, the boosting of production efficiency,

the proper training of workers and understudies, the development of team work and morale?

What part can the FOREMEN play? The man directly on the firing line is the FOREMAN. He is the connecting link between the management and the men. To the men the FOREMAN represents the management; to the management he represents the men.

Leaders in industry agree that the FOREMAN holds the key to production—he is the one expected to put it over. But what about his TRAINING for so important a task, a large part of which is dealing with the human factor? Has he had opportunity and encouragement to learn to analyze his job, to study new methods and machinery for obtaining production, to study human relations, cost and overhead, fundamental economies of industry,

and other topics of equal importance?

FOREMEN LIKE SALESMEN MUST HAVE THE ABILITY TO GAIN ACTIVE CONFIDENCE AND GOOD WILL IN ADDITION TO THEIR MORE TECHNICAL ABILITIES.

THE FOREMAN REPRESENTS TO THE AVERAGE MAN UNDER HIM THE COMPANY, AND WHATEVER HE DOES OR SAYS TO THE AVERAGE MAN EMPLOYED IS THE COMPANY'S ATTITUDE.

Now coming back to your own situation which is your primary concern—what are you doing for your foremen and they for you?

A few lines on your situation addressed to this department will bring you a copy of this pamphlet, containing information of value—not advice—to help you help yourself.

Orchestra a Hit

Sponsored and supported by the Crescent Macaroni & Cracker Co. of Davenport, Iowa, the Crescent orchestra has gained an enviable position as a leading musical organization of that section. It has been heard by millions over the radio, because of its regular appearance on the programs of Station WOC, Davenport, Iowa, situated "Out Where the West Begins" and "In the State Where the Tall Corn Grows."

On Tuesday night, Nov. 10, 1925, it

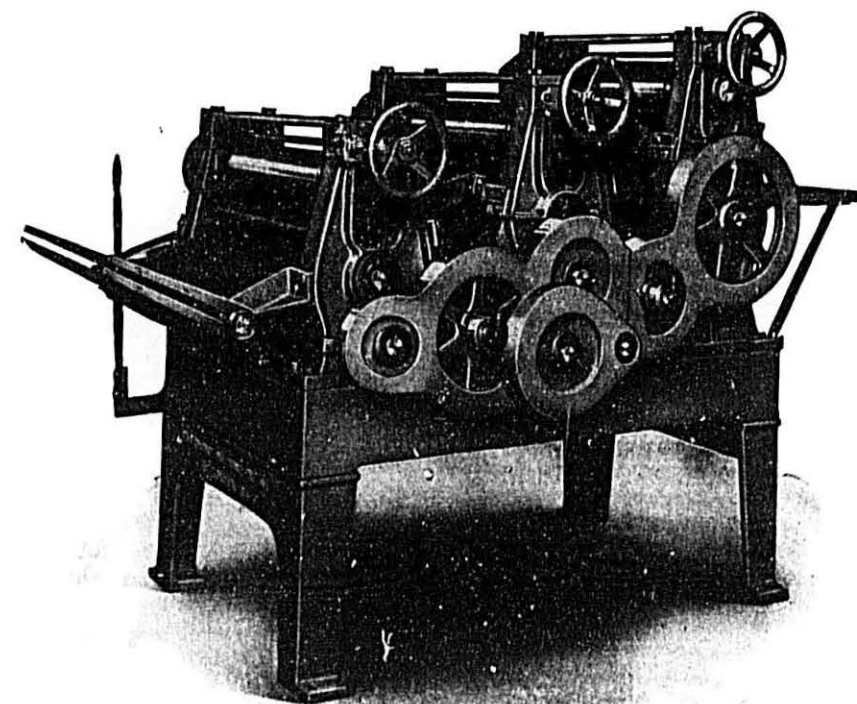
broadcast an appropriate Armistice Day program. Just before the conclusion of its interesting program at 11 p. m. the orchestra and the station observed "Two Minutes of Silence" as a mark of respect to American fighters who lost their lives during the World war and to commemorate seven years of peace since the signing of the armistice.

The macaroni company is being highly complimented on the excellence of this popular orchestra and its fine programs.



The Crescent orchestra, under direction of Bernie Schultz, which broadcasts each Friday afternoon, and during evening schedules once each month, from WOC, the chiropractic radio station at Davenport. Bernie is a violinist of no mean talent, and prior to his WOC engagement he was a recording artist for prominent phonograph companies. The Crescent programs are sponsored by the Crescent Macaroni & Cracker Co. of Davenport.

The Clermont Triplex Calibrating Dough Breaker



By actual test this machine is able to flatten 50 lbs. of dough per minute, with a 3½ H. P. Drive, and besides no operator is required to work this machine.

We are also manufacturers of "CLERMONT"

Dough Breakers
Calibrating Dough Breakers
Noodle Cutting Machines
Noodle Folding Machines for package and bulk trade

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

We are taking this opportunity of expressing to our satisfied and prospective customers our deep appreciation of the cordial relationship which has existed between us in the past and which we hope will continue indefinitely. Among our assets we like to count the only one which money cannot buy—your good will. And at this holiday season, we wish to all our friends, competitors and the industry in general, Happiness and Prosperity. We extend to you all, cordial Christmas Greetings and a Happy New Year.

CLERMONT MACHINE COMPANY
77 WASHINGTON AVENUE
BROOKLYN, NEW YORK

WHOLESALE IS FOUND NECESSITY

*Short Cuts to Reduce Marketing Costs
Not Found in Survey—Middle-
man Has Real Function.*

Significant changes in the field of distribution—the integration of marketing, cooperative marketing, chain store development and installment buying—are disclosed in the report of the committee on methods of distribution which will be submitted to the National Distribution Conference at its general meeting, Dec. 15 and 16 in Washington.

After an extensive survey of the various channels through which goods are transferred from producer to consumer the committee finds that there are no short cuts by which the costs of marketing may be materially reduced. The middleman (the wholesaler), who is often blamed for taking too large a proportion of the consumer's dollar, is performing, it concludes, a necessary function, which is performed by some other agency even if he is eliminated, so that the expense of wholesaling remains.

The survey, undertaken with the idea of focusing attention upon wasteful practices in marketing, was made by a representative group of business men, including wholesalers, retailers, manufacturers and representatives of chain stores, mail order, house-to-house selling and cooperative organizations.

"Channels of distribution," the committee says in its report, "have developed as they exist now because in general they furnish the most economical and expeditious methods of getting goods from producers into the hands of the consumers. Market channels and methods are not cut and dried and methods have been and are being improved through the competitive attempts on the part of manufacturers and distributors. These channels cross, merge and separate again into diverse ways in different industries, to meet the particular needs as they are being discovered. It is not practicable or desirable that there shall be any distinct aggregation of distributive functions along uniform or precise lines. It is desirable, however, that the functions shall be simplified where possible and adapted to changing conditions, for these conditions are the outgrowths of fundamental changes.

"Weaknesses exist in marketing organizations just as they exist in factory

organizations and management and changes and improvements are coming gradually as the weaknesses are sought and identified, one by one through the force of competition.

"The middleman system of marketing has developed for the simple reason that middlemen are able to perform the marketing functions in the most economical and effective manner. Middlemen achieve economies in 2 principle ways: they acquire skill in performing marketing functions through specialization and achieve economies by combining products made by different producers or manufacturers.

"The term, elimination of middlemen, is slightly misleading, because when one so-called middleman is eliminated, the producer, or someone else, has to undertake the functions previously performed by the eliminated middleman."

Cartons for National Advertisers

Cartons are used by national advertisers not only to pack merchandise but

Salesman's Handy Calendar

First Class Excuses for Not Doing Business.

Arranged Chronologically for Ready Reference.

JANUARY

"Can't do any business this month; everybody's taking inventory."

FEBRUARY

"Very short month. See me next month."

MARCH

"They say that after Easter they'll be ready to talk business."

APRIL

"Too much rain has put a damper on business."

MAY

"Not ready yet. Will surely do something on next trip."

JUNE

"The man with the say-so was out of town at their trade convention."

JULY

"Won't do anything on our proposition until after the summer."

AUGUST

"Everybody's away on vacation."

SEPTEMBER

"Prospects are waiting to see how the fall business is."

OCTOBER

"Can't do anything now until after the election."

NOVEMBER

"Too busy now with Christmas orders; told to see him after the holidays."

DECEMBER

"See us after the first of the year."

(REWIND and REPEAT)
—Exchange.

also to advertise it to the public. The free advertising space on the lid of the display carton is of greater value than any other class of advertising comparatively because of its availability to prospective and interested buyers.

The idea is to hook up the advertising copy on the lid of the display carton with the general advertising of the popular priced, trade mark articles by reproducing the advertisements that appear in magazines and large posters. The successful use of this display space depends upon the reproduction of these advertisements by skillful artists, engravers, and carton manufacturers.

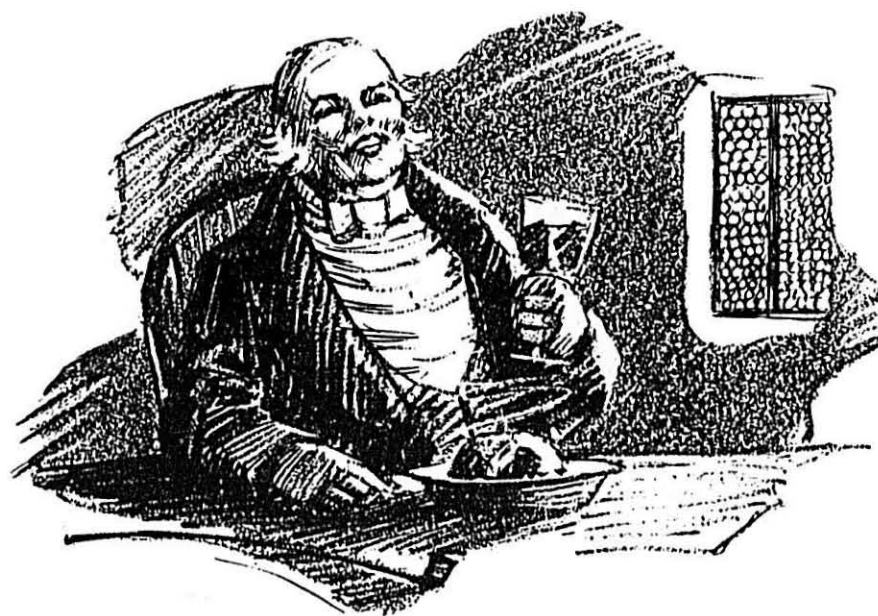
A considerable portion of the advertising appropriation can be used to advantage in display carton advertising, especially by manufacturers who have already a wide retail distribution. The percentage of the appropriations to be devoted to display carton advertising depends upon the possible retail distribution of the display cartons through the sales force. The effectiveness of this class of advertising is unquestionable, when the cartons are properly designed and the advertisement successfully reproduced. The carton work must be of the highest calibre.

In addition to the display carton, the printed carton in which the article is packed is of almost equal importance. In many instances display cartons are not used and the articles are displayed on the retailer's shelves or cases, in the printed carton.

Furthermore the printed cartons carry the advertisement into the homes of the consumers. These consumers are customers and it is considered good policy to advertise to customers to maintain business.

Many cartons have no advertising value because the advertisements on them are not attractive, the cartons being designed only as containers for the articles. Such packaging is absolute waste of good advertising space that could be utilized at relatively small additional cost.

When a manufacturer buys advertising space he pays for the right kind and quality of circulation and for attractive advertising copy. When he buys cartons for advertising purposes he should buy—boxboard of good quality—an artistic and attractive design—fine printing plates and good workmanship. If he buys cheap cartons he kills the advertising value and sometimes makes it negative.—The Package Advertiser.



The Proof of the Pudding—

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

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

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

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

ANDERSON-TULLY CO.

Good Wood Boxes

Memphis

ITALIAN DISHES IN HOTEL FONTANELLE

Are Italian dishes prepared in the old fashioned Italian way by an Italian chef good to eat without the average bottle of red wine so easily procurable in Italy?

That's what Gene Eppley, owner of Hotel Fontanelle, Omaha, Neb., wants to know, according to the Omaha Bee.

Eppley is inaugurating a novel meal for the after theater diner who will be at Hotel Fontanelle every Wednesday and Saturday nights.

"It's to be spaghetti and raviola, 2 nationally known Italian dishes and dishes that are as much in demand in the larger hotels of the city 'after the show' as chop suey is in a chop suey parlor."

"It's all they eat in the larger hotels," Eppley said. "And how they eat it! Especially the spaghetti."

Serving of the Italian dishes was started following numerous requests re-

ceived by David Bernabo, chef at Hotel Fontanelle.

"Everybody wanted spaghetti," the chef said. "I talk to Signor Eppley. He say all right."

The chef was born in Parma, Italy, and began his culinary career 21 years ago. His early experience was gained in European hotels, noted for the zest and piquancy of their foods. In the United States he has served in some of the best known hotels of the east, among them Hotels Commodore and Vanderbilt in New York.

Asked the difference between the after theater suppers he prepares at the Fontanelle and those he formerly served in Italy, Bernabo replied: "Only the wine is missing. Maybe Americans prefer it so. But that is the difference."

Nugent Heads Trade Board

Commissioner John F. Nugent succeeded Commissioner V. W. Vanfleet as chairman of the federal trade commission on Dec. 1. This is in keeping with the policy of that organization to rotate the chairmanship annually among the members of the commission. For this reason there is no political significance in the promotion even though the new commissioner is a democrat. No change in the policy of the commission is expected to be made because of the change in chairmanship.

Millers Federation Meets

The semiannual meeting of the Millers National Federation was held at the Edgewater Beach hotel, Chicago, last month. The membership report indicates that the member firms have a total output of about 74,000,000 bbls. of flour annually. On the present basis of dues the yearly revenue of the federation is about \$88,000.

The outstanding action taken by this meeting was the unanimous adoption of a resolution urging all members of the federation to install a cost accounting system recommended by the Controllers council. It was termed the vehicle which would carry the millers along the road to making a profit. The plan is in 2 parts, one suitable for small millers and the other for larger ones. Its gen-

eral use would enable millers to be guided by the same factors in governing their sales and general business.

Sydney Anderson is president of the federation in addition to allied trade representatives being enrolled.

Identifying One's Product

Quite frequently when President Coolidge desires to take a walk unofficially he mingles with the crowds on the streets of Washington and few pay any attention to him. Those who happen to look his way probably wonder whether he is a bookkeeper or a school teacher.

But when he is in the White House or in an official procession, why, the whole multitude cheers and honors him.

Identification of things makes all the difference in the world in the viewpoint of the public says Meredith in Merchandising Advertising.

The product you are selling, without any mark of identification, looks very much the same as any other product. It attracts no particular attention at all.

But when it is identified definitely by advertising as the product with certain qualities, then the public is interested and will buy it.

The trade mark is vitally important in the merchant's selling. It should always be in every display of the product, in every newspaper advertisement

he runs, and shown to every prospective buyer.

It is like the White House to President Coolidge.

Philadelphia Fair a Success

The promoters of the annual food show in Philadelphia are highly pleased with the success of the event staged last month. It was probably the most imposing food show held in that city. There were over 160 exhibits, with novel displays that interested the attendance that ran well over the 325,000 mark, and kept nearly 700 attendants busy at demonstration work.

Two macaroni firms were among the exhibitors. The A. C. Krumm & Son Macaroni company of Philadelphia and the C. F. Mueller company of Jersey City. During the show these firms distributed thousands of samples, recipes and macaroni booklets.

Macaroni Displays Attract

Two appropriate booths at the 10th annual food show of the St. Paul Retail Grocers association in St. Paul, Minn., last month attracted the attention of many of several thousand of visitors. The demonstration work went a long way toward acquainting the public in that section with the true value of macaroni products as a wholesome, substantial and economical food.

The 2 exhibits referred to were made by the Minnesota Macaroni company of St. Paul and the Creamette company of Minneapolis. A feature of the show was the "Model Grocery Store." On its immaculate white enameled shelves were displayed the products of all the exhibitors of the show.

Federal Trade Commission Creed

We do not believe that success is a crime.

We do not believe that failure is a virtue.

We do not believe that wealth is presumptively wrong.

We do not believe that poverty is presumptively right.

We do not believe that industry, economy, honesty and brains should be penalized.

We do not believe that incompetence, extravagance, idleness and inefficiency should be glorified.

We do not believe that big business and crooked business are synonymous.

We believe that 90% of American business is honest.



SOLID FIBRE SHIPPING CASES

Manufactured by
PHILADELPHIA PAPER MFG. CO.
Fibre Container Co. Division

MANAYUNK, PHILADELPHIA, PA.

NEW YORK OFFICE · 110 EAST 42ND STREET.

THE WORLD'S STOMACH

Possible Food Shortage Big Problem for Some Nations—Hardly True of Whole World, However.

There was undue pessimism in the prediction made by Henry A. Wallace at the Williamstown Institute of Politics that a world shortage of food would develop within the next few years and would become so important by 1960 that another great war would develop among "nations in their scramble for food and markets."

Now, 1960 is only 35 years away. Nearly all of us hope to live that long. Therefore, if what Mr. Wallace says is true, all of us are directly affected.

But there is strong reason to doubt that it is true. Mr. Wallace, son of the late secretary of agriculture, is director of Wallace's Farmer and knows something about American agriculture. But we doubt that his statement is based upon a wide knowledge of world conditions.

The question of food is now and has been for some years a problem for some nations. Among these are Italy and Japan. Three solutions are proposed; namely, emigration, birth control, and the production of more food. Birth control is strongly opposed on moral grounds. The possibility of producing more food varies with the nation concerned. The problem of emigration has delicate international aspects.

For some nations, then, the shortage of food is a real problem. But is it a world problem? Hardly. It is only of academic interest for the world at large, and probably will continue so for at least the remainder of this century.

As far as this country is concerned we can always return, when necessary, to millions of acres which have been abandoned because it was not deemed worth while to continue to farm them while better land was available. Great irrigation projects which have been abandoned can also be returned to in case of emergency.

Moreover, Professor McFall of the agricultural economics department of the Massachusetts Agricultural college, declares that the United States, by present farming methods, can support a population of 350,000,000, and by applying the far more efficient German methods can support a population of 574,000,000.

The statement has been made that most of the highly productive land of

the world has been put under cultivation. That will not be believed by most men who have traveled widely and who have seen the luxuriant productivity of land which has never been touched by man.

The productivity of the African continent is beyond prediction. South America has hardly been developed. Its resources are surely comparable to those of North America. Mexican production is not $\frac{1}{2}$ of 1% of what it could be in case of world necessity.

The fact is that nobody can prophesy what resources the world will discover in the ground. But there is plenty of assurance that the world need not worry about a lack of sufficient exercise for its stomach.

Specialty Men in Washington

Many of the leading macaroni manufacturers of the country, particularly those engaged in the package business, are members of the American Grocery Specialty Manufacturers association and attend the conventions of this leading food manufacturers' organization. This year the convention was held Dec. 8, 9, 10, in the new Hotel Mayflower, Washington, D. C., and attracted a normal number of macaroni men.

President Henry Mueller of the National Macaroni Manufacturers association was chairman this year of the standing committee on auditing. An informal meeting of the macaroni manufacturers in attendance was held with President Mueller presiding. Particular attention was given to the question of macaroni definitions and standards as well as to the 1926 convention of the macaroni manufacturing industry.

The specialty men's convention was most successful. Wednesday was the big day of the open meeting. Herbert Hoover, secretary of the department of commerce, Attorney Charles Wesley Dunn and William E. Humphrey, until recently chairman of the federal trade commission, were among the leading speakers on that day.

Trade Extension Program

The National Association of Box Manufacturers will continue its trade extension work, according to resolutions adopted at the 26th semiannual convention in New York city last month. The box manufacturers have been suffering intense competition which it is hoped to minimize through

the advertising program recently launched on the value of "good wooden boxes" for almost every shipping purpose.

The membership report represents an annual cut of nearly 500,000,000 ft. of lumber. It is proposed to conduct a special membership campaign with the idea of enrolling every active wooden box and shoo manufacturer. Every member will be urged to devote some time each month toward inducing non-member manufacturers to come into the fold and share the burden of upbuilding the wooden box business.

The wooden box association is seeking a slogan to be used in its sale promotion campaign. Prizes aggregating \$200 have been offered and over 3000 slogans have been received. No decision has yet been reached. B. F. Masters of Rathborne, Hair & Ridgeway of Chicago was chairman of the convention.

A Prophecy

To prophesy what will or will not occur in the future is very difficult. Ofttime the future can be foretold by present conditions. Colonel Leonard P. Ayres, vice president of the Cleveland Trust company and a statistician and economist of wide repute, is quoted to have forecast with considerable confidence 5 distinct developments in the business situation for 1926:

- 1—A check to the automobile industry.
- 2—A recession in the building boom.
- 3—A reversal of the stock market trend.
- 4—A limitation of installment selling of goods.
- 5—A decline of the Florida boom.

"It appears fairly certain that these developments will occur next year. Trade in general is very prosperous, all the indices showing the largest volume of trade in our industry. Manufacturing is also active but not at a record breaking level. Employment conditions are generally good but there is no shortage of labor. Of course there are still isolated sore spots in business."

"WE SHOULD WORRY"

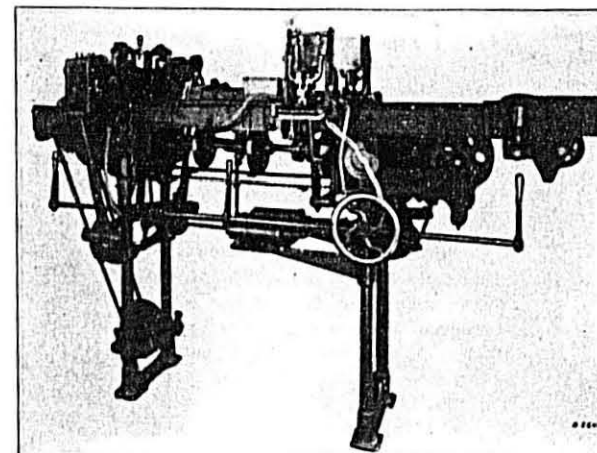
We should worry about what our opponents say of us! Let's be like the little boy who had chased a cat up a tree. He was grinning and looking up at the cat when a lady stopped and said to him:

"You bad boy! How would you like to have some big rough animal chase you up a tree like that?"

"Believe me, lady," the boy solemnly averred, "if I could climb a tree like that, I wouldn't give a whoop who chased me!"



IT WORKS LIKE MAGIC!



The Peters Folding and Closing Machine illustrated above, actually wraps the contents of a package *within the package*. An unique operation and a great labor saving facility.

The Peters Automatic Package Machinery affords the means of producing the most protective and economical package goods for all the nationally known macaroni producers.

OUR CATALOGUE, ENGINEERING SERVICE AND QUOTATIONS ARE YOURS FOR THE ASKING

PETERS MACHINERY COMPANY

4700 Ravenswood Avenue
CHICAGO, ILLINOIS

IS BUSINESS ECONOMY

Advertising Is Definite Factor in Cutting Distribution Costs—Advantage to Producer and Consumer.

Advertising is given a definite place in the economy of marketing, or distribution, by the committee on market analysis, advertising and advertising mediums of the National Distribution Conference.

Although the committee concludes that there is a large element of waste in advertising, due to lack of information or misjudgment of market conditions, it finds it to be an important economic factor in the reduction of distribution costs, resulting in advantages both to producer and consumer.

"Broadly speaking," the committee says in its survey, "it would seem that where the advertising creates an increased demand for products of a certain class, a wider distribution of such products,—in other words, makes new business, bringing about lessened distribution costs and lessened production costs, owing to increased demands—there can be no doubt as to the value of such advertising, not merely to the concerns that pay for it but also to the public that consumes the goods.

Effective advertising by national distributors as a general rule produces one or more of the following results:

1. Decreases the cost of selling.
2. Lowers the cost of production on account of increased volume.
3. Lowers prices to the consumer and thereby raises the standard of living.
4. As a byproduct, aids in the education of the general public.

"In addition to the 4 results obtained by advertising which have been mentioned above, advertising often has the following beneficial effects for the manufacturer, dealer, or consumer:

1. Advertising aids in stabilizing production.
2. Advertising aids in standardization and quality.
3. Advertising aids in the simplification of products.
(Elimination of unnecessary items in the line.)
4. Advertising helps to prevent fluctuation in prices."

A well rated, successful manufacturer is an active member of the trade as-

sociation and a reader of his trade journal.

Fewer Factories to Steady Work

One of the recommendations in the annual report of Secretary of Labor James J. Davis made public early in the month was cutting down the plants or factories in number to guarantee steadier work to employees.

The report commended the improved relations between employers and workers, the practical absence of employment and the diminution in strikes.

"The overdeveloped state of some of our larger industries was given as the reason for the part time employment of labor most notable in 1925. Our productive machinery and equipment in many of the large industries cannot be run 300 days per year without producing a stock that cannot be sold in this or in any other country.

Flour Industry Worst

"The flour mill industry shows the worst situation of all; 2.8% of the plants, employing 42% of the whole number of workers engaged in the industry, produce 62% of the output, while 85% of the establishments produce but 12%.

"Take that of bituminous coal. There are 338 shipping mines in the state of Illinois. These operated an average of 139 days a year. Had 84 of these 338 mines operated 300 days, they could have produced 5,000,000 tons more in one year than all of them produced in 1924. Go down the line and in nearly every industry you will find the same appalling state of affairs.

"I do not advocate a movement toward monopoly or trusts such as were conceived a few years ago; not a single control or factory in each industry, but a cutting down of the number to the point where each establishment upon a competitive basis, could operate at least approximately 50 weeks in each year.

Labor Where Needed

"What is needed is some system that will keep going only the coal mines and the manufacturing plants necessary to produce what we need and can sell, and to keep an adequate number of workers employed for 300 days in the year. We need some system for scattering workers where they are really needed."

Business Philosophy

Every man wishes to make money. Here is the surest and safest way: Make yourself useful.

Don't gamble; don't speculate; don't try to get something for nothing.

Give useful, conscientious service. Do each job that comes your way the best you can.

That's about all there is to it.

This formula may not bring you a millionaire's income, but it will insure you an income that will enable you to own your home, to educate your children and to spend the sunset years of your life in peace and contentment.

There may be exceptions; the best we can do is to speak in terms of averages; but if you make yourself useful the chances are all in your favor.—P.L.A. Ledger.

GEMS FROM THE PRESS

Macaroni Held Near Meat Equivalent

Several countries have for ages relied on different forms of wheat as a daily staple, and instead of baking their dough they have fashioned it into countless dried pastes, tubes and flat ribbons, which we know by the various names of macaroni, spaghetti, noodles, etc. The wheat used in all these pastes is of a variety known as durum, which contains more than the average amount of gluten, a quality necessary to make the tubes hold their shape after drying. It is for this reason, too, that quite a considerable amount of starch is removed from the wheat, known as "semolina," the light amber, glutinous meal from which these foods are manufactured.

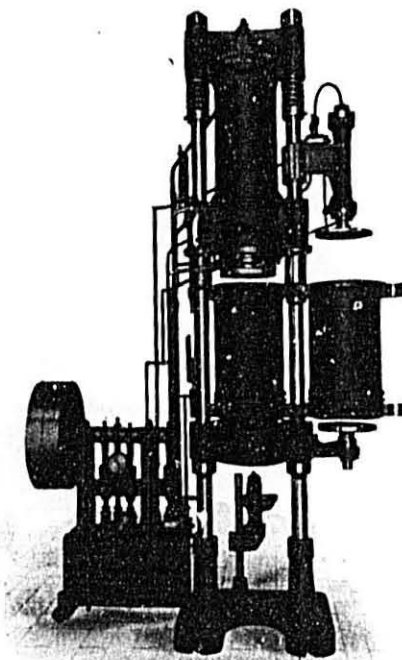
It is perhaps a common impression that "macaroni is all starch" and that it is to be regarded practically as the equivalent of potatoes, rice or other purely starch food. On the contrary, these pastes are more nearly meat equivalents, owing to this very high amount of gluten (or protein) that they contain.

Gilman Thompson, London, says: "Macaroni, weight for weight, is as valuable for flesh making in the animal economy as the most nutritious meats, beef or mutton, and is very considerably more digestible than meat, making it especially valuable as a food in cases of rheumatism, lumbago, gout."
—San Francisco (Calif.) Call.

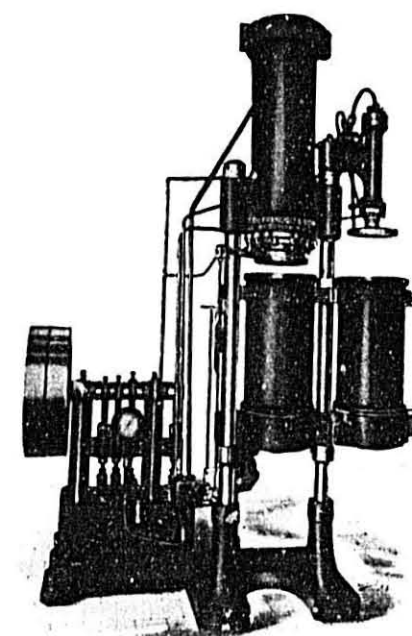
Cooking and Health

In a discussion of the preparation of food at a meeting of the Macaroni Manufacturers association emphasis was laid on the desirability of care in cooking because of its relation to health. There is also a relationship between good cooking and thrift. The French are among the world's best cooks because, being thrifty people, they want no waste. So they cook everything so deliciously that nothing is left over.—Pittsburgh (Pa.) Post.

DE FRANCISCI



PRESS STYLE C
STATIONARY DIE TYPE



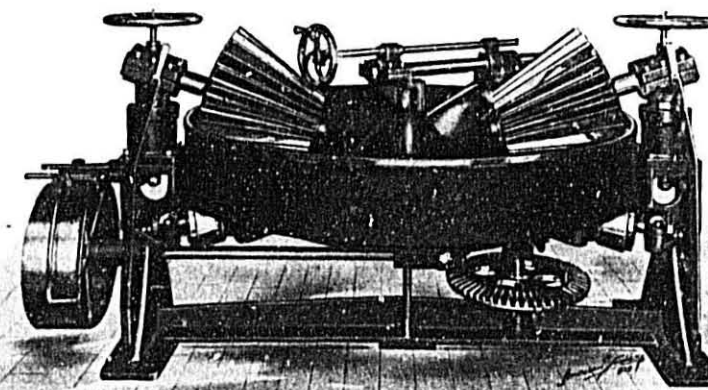
PRESS STYLE A

Hydraulic
Presses

Kneaders

Mixers

Die
Cleaner
Machine



I. DeFRANCISCI & SON

219 MORGAN AVE.

BROOKLYN, N. Y.

Grain, Trade and Food Notes

"Axminster" Rust Proof

A new wheat, "Axminster," has been developed by Samuel Larcombe, widely known agricultural expert of Manitoba, Can. It is claimed to be highly resistant to black stem rust and when sufficient seed is available it will be very suitable for planting the sections where wheat rust is most prevalent.

Mr. Larcombe began the development of this wheat in 1916. Last year a test was made against Marquis and other varieties. The Axminster wheat showed less than 5% of rust infection as against nearly 100% infection in other varieties. The new wheat yields about 30% more than Marquis and is equal to this variety in milling value.

Flag Smut a Bar

A public hearing was held in Washington, D. C., Dec. 8 on the proposal of the United States Department of Agriculture to bar from the country all wheats and certain wheat products affected by flag smut (*Urocystis tritici*). This most destructive disease is not widely prevalent in this country but appears to have gained much headway in India, Japan, China, Australia, Union of South Africa, Italy and Spain. It is hoped that through the establishment of strict quarantine this disease that at times destroys more than one half of a crop will be restricted to the affected areas.

5c Potatoes

With the lowly potato in the food luxury class the macaroni manufacturers should not overlook the opportunity of recommending that his products be frequently served as a substitute. The 1925 crop is approximately 100,000,000 bu. short of the 5 year average crop and Canada with an equally short crop is about the only source of imported potatoes. The high price is aided by the ruling that potatoes from most of the big producing countries of Europe are not admissible because of objectionable potato diseases prevailing there.

During the early part of the month the prevailing retail price was about 5c per lb. Some markets reported a scarcity of the better grades, particularly those at some distance from the producing centers. The estimate for 1925 is now placed at 340,000,000 bu. Sweet potatoes are also scarce, the 1925

production being only 75,000,000 bu., so little relief can be expected from that source.

Macaroni manufacturers everywhere should launch a "Substitute Macaroni for Potatoes" campaign. It will be welcomed by the careful buyers and help introduce this product into homes where it has seldom appeared. In all probability it will result in adding thousands of consumers to the list of regular users of macaroni products.

New Paper Board Association

At a called meeting of the manufacturers of boxboard, corrugated and solid fibre boxes and folding boxes held in Congress hotel, Chicago, in September, the paper board industries association was organized to take over the activities of 3 heretofore existing organizations; Boxboard association, National Container association and Folding Box Manufacturers National association.

Fletcher M. Durbin of the Sefton Manufacturing Corp. of Chicago was chosen as the first president of the combined associations. G. R. Browder formerly head of the Container association, has been named general manager and treasurer to have direct supervision over all the employes of the association. H. A. Dickie of the Folding Box people is named assistant general manager and will have full charge of the eastern office in New York city. H. S. Adler is the secretary and Morris Townley the legal adviser.

The general offices of the Paper Board Industries association will be maintained at 608 S. Dearborn st., Chicago, where the more important meetings of the executive committee will be held.

The consolidation move is one of economy as well as the concentration of like interests. The new association starts off with a strong organization and should attract to itself practically every worthwhile manufacturer in these lines.

A Costly Appetite

The Scientific American estimates that the United States citizens spend approximately \$49,000,000 a day for foods to supply their varied appetites. This is a mere trifle of \$16,000,000 per meal. One need not be a great mathematician to conclude that it requires

\$1,500,000,000 per month for foods or a grand total of \$18,000,000,000 a year. It is about 50c a day for each man, woman and child.

About one third of the total of Uncle Sam's food budget is spent for bread, potatoes, fruit, sugar and other vegetable foods. The remaining two thirds goes for meat, fish, eggs, butter, cheese, milk and similar foodstuffs.

What share of this almost inconceivable amount is spent annually for macaroni products? The total per meal is so small as almost to be infinitesimal. Figuring the total macaroni production to sell at 15c per lb. the annual sales would be less than \$70,000,000 or 70c per person per year. Divide this by 1000 and you arrive at the approximate amount spent for each person each meal.

If the macaroni industry could bring about an increased consumption of only a very small fraction of 1% what an enormous amount of money would be realized therefrom! There is a splendid opportunity of selling an increased share of the food consumed by Americans if the manufacturers are determined and proceed in a persistent, well organized and fully developed educational campaign.

Advertising Food Products

During the year 1924 there was spent in newspapers, periodicals and trade journals a total of \$14,534,445 in food products advertising. More money was spent to encourage the American public to eat more of particular foods or brands than for any other classification of products. Canned foods received the greatest publicity about two fifths of the total being spent lauding them. About one fourth of the total was spent in advertising cereals, flour, etc. The total food products advertising expenditure for 1924 was divided as follows:

Canned foods.....	\$5,647,883
Cereals, flour, etc.....	3,630,692
Desserts, jams, etc.....	1,569,635
Miscellaneous.....	994,023
Dried fruits and nuts.....	917,510
Hams, bacon, etc.....	884,627
Fresh fruits.....	409,641

World Wheat Crop Larger

Wheat production in 32 countries of the Northern Hemisphere this year is nearly 300,000,000 bu. more than last year, being 2,953,000,000 bu. compared

December 15, 1925

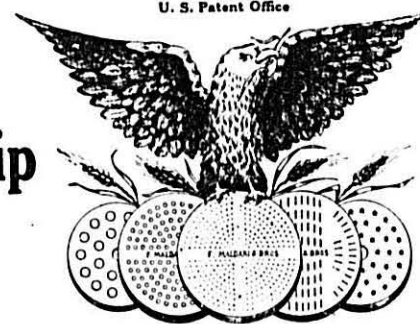
THE MACARONI JOURNAL

27

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Advice Worth Heeding

When the question of building a New Macaroni or Egg Noodle plant comes up for consideration, the advice of a practical man is well worth considering.

There are many things to think about before building a Noodle or Macaroni Plant, adopted especially for Package purposes.

Naturally you don't want your factory to cost too much. Every dollar invested in a plant is a permanent overhead. Even more costly however is investing in a plant inefficiently constructed. Rapid depreciation, shut down for repairs and other evils impose burdensome charges against production cost.

My system of operation and preliminary studies followed by design and most efficient methods have saved owners considerable money because from start to finish their interest and mine are identical.

Write for further information to

THE M. A. SYSTEM
2822 West 29th. St. C. I.
Brooklyn, N. Y.

with 2,684,000,000 bu. in 1924, the United States Department of Agriculture reports on the basis of estimates received up to Nov. 12. The 1923 crop was 3,022,000,000 bu.

The outturn in the Southern Hemisphere is still somewhat uncertain, but conditions to date indicate a crop about the same as last year. A reduction of 65,000,000 bu. under last year in the Australian crop according to a preliminary estimate may be offset by an increase in the Argentine crop where conditions to date have been unusually favorable and a record acreage is reported. The crop in the Union of South Africa is forecast at 8,341,000 bu., which is somewhat above the average production.

The Canadian crop is now placed at 422,000,000 bu. compared with a previous early estimate of 372,000,000 bu. The crop last year was 262,000,000 bu. There should be available for export and carryover from the Canadian crop this year somewhat more than 300,000,000 bu.

Only about 800,000 bu. of Canadian wheat was imported duty paid from July 1 to Nov. 7, and the price differential at present is not sufficiently wide to encourage heavy imports from that country. Prices of wheat in world markets fell rapidly early in the season in adjusting from an old to a new crop basis, the low point being reached in October, but there has been some rise since then.

Big Grocery Merger

A merger of 3 chain grocery stores was made known last month through articles of agreement signed by the involved principals. The 3 companies concerned own a large number of stores in Boston and vicinity. The merger involves \$5,000,000 in capital stock which will be exchanged for the stock of the 3 chain stores affected.

The new company will be known as the First National Stores, Inc. The firms included in the combination are the O'Keffe's, J. T. Connor company and the Ginter company. M. O'Keffe is president of the new concern; A. F. Goodwin of the Ginter company is chairman of the board and C. F. Adams of the John T. Connor company is treasurer.

For the present the established stores will carry their old name. Some of these will be discontinued in keeping with the policy of the old and new firms to conduct stores in communities only

in sufficient number to meet the needs of distribution. Such new stores as may be opened will carry the new firm name.

Breakfast Food for Nova Scotia

What is said to be a novel combination of fruit and cereal in the shape of a new breakfast food is soon to be placed on the Nova Scotian market, according to reports submitted to the department of commerce by American Consul Bernard Gotlieb, at Halifax. It is reported that the new food is composed of apples and wheat and was evolved as the result of a visit by a food expert of the department of colonization development of the Dominion Atlantic railways to the Annapolis valley with the object of investigating the manufacture of food products from the valley resources. A series of experiments, it is said, culminated in the successful blending of apples and wheat in flake form. This is said to be the first time in the history of the cereal industry that such a combination has been made successfully.

The food is in the form of a golden flake resembling closely the better known corn flake which is now on the market. The flavor of the new flake is that of the apple. The product is well dried and consequently is said to possess good keeping qualities in addition to being palatable and easily digested.

Adulterated Foods in Chile

More than 34% of the food articles examined by a special investigator for the Municipality of Santiago, Chile, were found adulterated, according to a report made to the officials. Most of the adulterants were found to be harmful to the health of the consumer. The report aroused considerable discussion and the authorities have decided on a course of action that will prosecute all firms and individuals guilty of manufacturing and distributing adulterated food products.

Italy Encourages Wheat Growing

For governmental encouragement of wheat production in the Agro Romano region of Italy, by a royal decree of July 4, 1925, there was established a "permanent committee on wheat" of 9 members, its object being to study and submit to the government means for increasing the wheat production of the Kingdom, as reported by Vice Consul Ralph A. Boernstein, Rome.

This committee has decreed that of the 484,000 acres comprising the Agro

Romano district, 25 to 50% of the arable land shall be devoted to wheat during the season 1925-26 and that prizes shall be awarded to the farmers producing the best and purest types of wheat.

It is expected that enforcement of the foregoing provisions will materially increase the area and intensify the hitherto modest wheat production in the Agro Romano region so as to meet the needs of the Italian capital.

Well Balanced Macaroni Meal

A well balanced meal with macaroni as the principal dish is being recommended by one of the leading dietitians of the country as especially suitable for luncheon. It is a happy combination of meat, macaroni and vegetables. The meal consists of macaroni and ham, apple and celery salad with a suitable dessert.

This luncheon for 4 persons, although decidedly inexpensive, furnishes all the food elements which the body requires. The apple and celery salad offers the necessary bulk which should always be served with so concentrated a dish as ham and macaroni.

Macaroni and Ham

Boil 1½ cups of elbow macaroni in salted water until tender. Drain. Heat 2 tablespoons of ham drippings and brown a large onion sliced—remove the onion and add 2 level tablespoons of flour to the fat. Mix thoroughly and add 1½ cupfuls of milk. Season to taste. Cook until the consistency of a medium white sauce. Grease a baking dish or casserole with ham drippings—put in a layer of cooked macaroni then a layer of boiled or baked ham that has been diced (about 2 cups), add a layer of the fried onions, a few strips of pimentos or sweet red pepper, then another layer of the macaroni. Pour over the white sauce, sprinkle well with paprika and dot over with butter. Bake in a moderate oven until thoroughly heated through and brown. This makes a very inexpensive and tempting luncheon dish.

With this dish she served apple and celery salad, using a boiled dressing to marinate the apples and celery. The salad was served on the same plate with the macaroni and ham. As dessert some leftover cake was served with lemon sauce. Each child was served a glass of milk, while we adults indulged in delicious coffee.

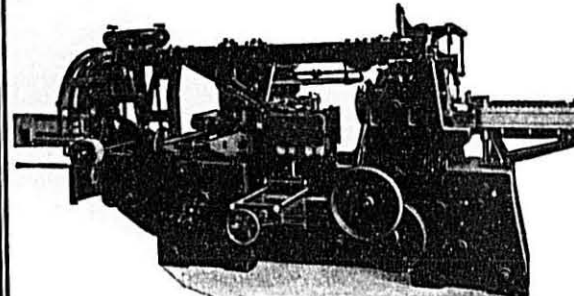
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The Stokes & Smith
Tight Wrapped Package



The Package

Stokes & Smith Automatic Package
Wrapping Machine.
Capacity, 48-60 tight-wrapped packages
per minute.



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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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
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Special Noodle Whole Egg—

Dehydrated Whole Eggs—selected—
Fresh Sweet Eggs—particularly bright
color.

Special Noodle Egg Yolk—

Selected bright fresh yolk—entirely
Soluble.

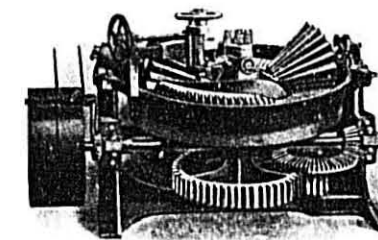
Samples on Request

JOE LOWE CO. Inc.

"THE EGG HOUSE"
New York

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WAREHOUSES
Norfolk Atlanta Cincinnati Detroit Pittsburgh

D. & E. Kneaders



To The Trade:-

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

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

Yours very truly,

DIENELT & EISENHARDT, Inc.
R. P. BOGGS, Sales Manager

DIENELT & EISENHARDT, Inc.

1304-18 N. Howard Street
PHILADELPHIA, PA.

Established Over 50 Years

Like Attracts Like

A noted psychologist was discussing the fine points of a salesman's etiquet.

He said that the salesman should wait for the prospect to offer to shake hands, that he should avoid putting his hands on the prospect's shoulders, that he should keep his clothes well pressed, avoid red neckties, shine his shoes, and so on.

This advice undoubtedly fell on some impressionable minds and was heeded. Other minds didn't get it at all. Probably those who needed the advice weren't even at the meeting.

That is the trouble with trying to improve the world. Those who need the information aren't present or, if they are, do not understand what is said.

It is therefore to be concluded that the company that desires its representatives to be a credit to the policies and ideals of the house must do its real work at the time of employment.

Like attracts like. A salesmanager who can't see the soup spots on the applicant's vest will never gather around him a group of neatly dressed salesmen, even though he sends them a letter every week emphasizing the importance

of an attractive personal appearance. Some men simply are not conscious of dirt or disorder. They must be tagged and eliminated at the start.

Yet there is a place for this type. They are more successful in doing business with dirty and disorderly prospects than are the well dressed, spick-and-span salesmen.

The alert, nervous salesman is unconsciously defeated when he tries to do business with a slow, sleepy, dull proprietor. He has no patience with his dilatory methods. He calls on him infrequently. Another salesman who shaves every third day and seldom washes his ears gets the business.

It is not meant that the upstanding salesman will not succeed far beyond the sloppy type. He will get the orders of the first class houses which pay their bills promptly. Also he will probably do twice as much business in a day as his boorish rival.

The world is a large place and it contains all kinds of people. It could be made a more attractive place to live in if more people had a keener desire for self improvement. As it is, the good advice reaches the ears of only a limited few who profit largely because the others are so negligent.

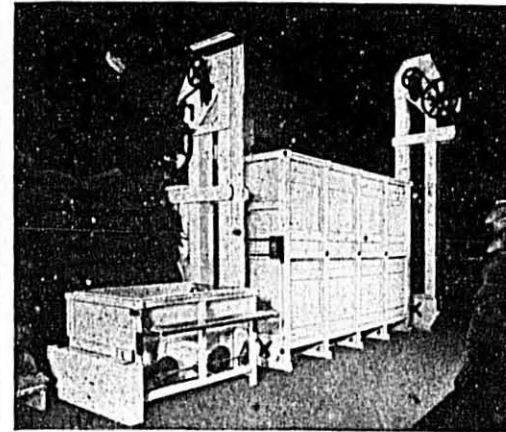
The Medal of Gold

"The Medal of Gold" by William C. Edgar, formerly publisher of the "Northwestern Miller," is a wonderful story of the industrial achievement of the Washburn Crosby company since its foundation in Minneapolis. Through the book of 366 pages there winds a story of the previous achievement of Cadwallader Colden Washburn, founder of the famous milling company.

The book is well bound, profusely illustrated and contains a complete story of flour milling as associated with the history of the company. The author based his writings on old records and reports of the milling industry since its inception in the Twin Cities shortly after the Mexican war, as well as on personal interviews with leaders in the trade who have been in close contact with the flour milling business of the northwestern metropolis.

The founder of the concern is termed "The Man of Vision," who discovered a field awaiting him, grasped the opportunity and developed it so that the Minneapolis-St. Paul section well deserves its reputation as the leading flour milling center of the world.

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One of our Blending, Sifting and Storing Outfits of 100 barrels capacity. Will be built to meet the requirements of any size plant—from 10 barrels to 1,000 barrels daily capacity.

Modernize Your Plant

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Dependable, Efficient, Time-Saving, Clean-Handling and Guaranteed

CHAMPION FLOUR HANDLING OUTFIT

You eliminate all guess work thereby insuring a uniform product.

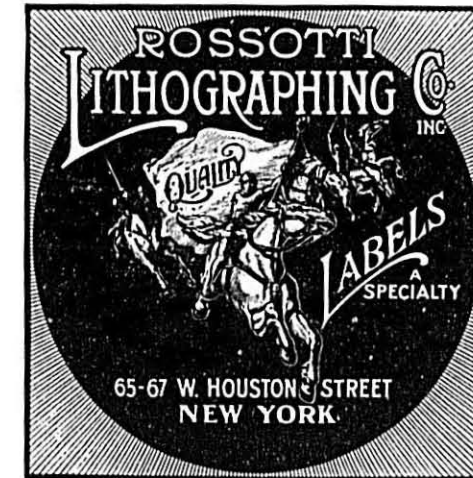
Champion Flour Outfits

now in daily service in numerous macaroni and noodle plants in America.

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Manufacturers of
Mixers - Noodle Brakes - Flour Handlers



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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.

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2/A SEMOLINA



This is a short extraction of medium granulation for making special high quality macaroni. If interested in furnishing macaroni noticeably better in quality, try a carload of 2/A.

CAPITAL FLOUR MILLS, Inc.
MINNEAPOLIS MINNESOTA SAINT PAUL

Notes of the Macaroni Industry

Director Ill

For nearly a year William A. Tharinger, president of the Tharinger Macaroni Co., Milwaukee, Wis., and director of the National Macaroni Manufacturers association, has been in poor health. In spite of this he has attempted to carry on the arduous work of managing his business. Last month he



suffered a relapse necessitating his complete disassociation with all business affairs. He has placed himself under strict medical treatment and will enjoy a well earned period of rest. His associates in business, his friends in the industry and his fellow directors of the National association join in wishing speedy and complete recovery.

Alba Company Incorporated

Papers were filed with the New York authorities last month for the incorporation of the Alba Macaroni Manufacturing Co., Inc. The capital stock of \$25,000 is mostly in the hands of the 3 directors, G. Giammarinari, A. Mistretto and N. Rosalia. The firm will enter into the manufacture of macaroni products and allied foods.

Williams a Director

James T. Williams, president of the Creamette company and one of the well known macaroni manufacturers in the country, was honored by election as a member of the board of directors of the Minneapolis Manufacturers association at its meeting last month. On the occasion of his installation into office along with 7 other new directors, J. E. Edgerton, president of the National Association of Manufacturers, delivered an interesting address, warning manufacturers against the danger of radicalism. As business reverses in the coun-

try first affect the manufacturer, the speaker cautioned this group not to let present prosperity lull them into the false security of thinking there is no further danger in radical doctrines, and in substantiation pointing out this legislation recently passed because of the clamor of the radical element of the country.

Mr. Williams' elevation to the office of director of the Minneapolis Manufacturers association is a tribute to his untiring efforts in promoting the interests of the business men of his community and indirectly a credit to the industry he represents.

2 Firms at Springfield Fair

The Keystone Macaroni company of Lebanon, Pa., and the C. F. Mueller company of Jersey City, N. J., had very creditable exhibits at the Ohio Food show at Springfield the first week of November. Over 50 booths made up the exhibits that attracted thousands of visitors. Prizes were awarded to the good cooks who best prepared for the table articles exhibited at the show. This contest was easily the most popular and interesting feature of the exhibition.

Support Cooking Institute

Macaroni manufacture and its proper preparation for the table was skillfully outlined to over 1000 housewives in Binghamton, N. Y., last month by Mrs. Edna Riggs Crabtree, who is recognized everywhere as the "Non-Scientific Housekeeper," cooperating with the Binghamton "Press" Home Keeping series. This noted authority on home keeping was assisted by Miss Louise Mitchell of Chicago, a graduate in domestic science and one of the leading cateresses in the country.

The Foulds company gave financial support to the institute and aided materially in presenting the subject matter to the attendance that taxed the capacity of the high school auditorium during the 4 sessions of the institute. It presented a prize basket of its products and other foods that properly accompany macaroni and spaghetti, together with interesting recipe booklets telling what macaroni is and how it can be prepared.

Cooperation with cooking institutes and food demonstrations of this kind is in keeping with the policy of the lead-

ing firms of the country to educate the consumer on the food value of macaroni products.

American Beauty at Sioux City

The American Beauty Macaroni company of Denver, Colo., and Kansas City, Mo., had a fine display of its products in Sioux City, Iowa, food show the last week in October. Through several press releases containing pictures of the plant and the manufacturing process this company received some favorable publicity as did the products it manufactures. The Journal of Sioux City carried an interesting story of the company's operations. It terms macaroni products as "exceptional health giving and body building foods, recognized by experts everywhere as nature's really perfect foods for persons of all ages."

"Macaroni products contain all the elements necessary to sustain life and promote health and growth from infancy to old age. A close analysis shows macaroni to be one of the best balanced foods. It contains protein for muscle building, carbohydrates and fats for energy and heat and mineral matter that plays so important a part in the digestive system—elements that furnish everything needed for building a strong, vigorous and healthy body. Truly, it is a better food for all ages."

September Exports and Imports

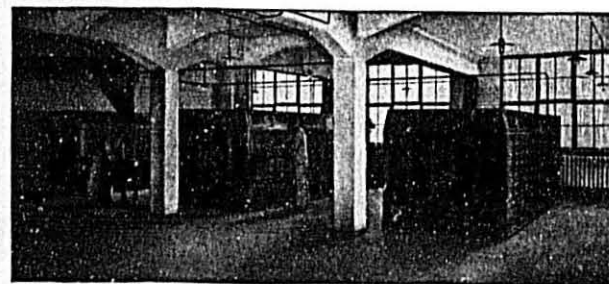
The countries on this side of the world continue to be chief markets for American made macaroni products based on figures released by the department of commerce for September 1925. The Dominican Republic leads with the purchase of 109,000 lbs., Canada received 97,000 lbs., Mexico 80,000 lbs. and Cuba 40,000. In Europe the United Kingdom of Great Britain and Ireland lead with an importation of 93,000 lbs., while Australia bought from us 21,000 lbs.

The total September exports showed a falling off of nearly 100,000 lbs. as compared with the shipments of the previous month but an increase of over 50,000 lbs. over the September 1924 business. The September 1925 exports totaled 533,413 lbs. valued at \$47,660. For the same month last year the exports were 484,174 lbs. worth \$41,314.

There has been a steady increase in the export business throughout the year 1925, as shown by the returns for the

BUHLER BROTHERS' for

Works at Uzwil, Switzerland



The Cut Goods Dryers Mod. QN-6 & 7
Capacity 1360 and 1600 lbs.

For information please ask:

Th. H. Kappeler

Sole Distributor for Buhler Machinery
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"Quality"

The BUHLER
Cut Goods Dryers

are the best known in U.S.A.
and the most efficient
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Elbows and
Soup-Pastes, etc.
have to be dried

Low power for driving
Small floor-space required

No heated air

Little attention

Very short Drying Time.

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It's a Pleasure
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CROOKSTON MILLING CO.

CROOKSTON, MINNESOTA

"CROOKSTON MEANS-FIRST QUALITY"

first 9 months. The total from January 1 to Sept. 30, 1925, is 6,308,790 lbs. which brought to American exporters \$531,173. The increase is noted when compared with 5,400,874 lbs. worth \$422,079 for the same period in 1924.

The imports so far this year show an even greater increase than did the export business. For the 9 months ending Sept. 30, 1925, we imported 4,679,957 lbs. of macaroni, vermicelli, noodles, etc., for which we paid \$324,256. For the same period last year the imports were only 2,853,513 lbs. worth \$187,256.

For September 1925 a total of 383,328 lbs. of these products reached our shores bringing the importers \$26,847. In September 1924 the quantity imported was only 295,742 lbs. worth \$20,580.

New Secretary at Tharinger's

Though financially interested in the Tharinger Macaroni company of Milwaukee, Wis., for many years, Frank J. Tharinger has taken no active part in its management. Starting Nov. 1 he assumed the position of secretary and general manager of the firm assisting his brother, Wm. A. Tharinger, president, in the general management of the plant. Frank J. Tharinger recently resigned as assistant secretary of the Old Line Life Insurance company of Milwaukee.

Incorporate Cardinale Co.

The Cardinale Brothers, who have been operating a plant at 1309 Metropolitan av., Brooklyn, N. Y., incorporated last month under the name Cardinale Macaroni Manufacturing Co., Inc. The capital stock is \$75,000. The directors are Andrea Cardinale, Giuseppe Cardinale and Ignazio Maggio, all of Queens county.

With the new capital available extensive plant improvements are being considered as the owners feel that the prospects are good for greatly enlarging their field of distribution.

I. J. Grass Dead

Just one week after the completion of his new plant at 60th and Wentworth av., Chicago, and the realization of his life long dream, I. J. Grass passed away on Oct. 4. Death was due to enlargement of the heart. Deceased was well known to the trade in the Chicago district, where he spent practically all his life in the noodle manufacturing business. Starting as a boy in a small home plant operated by his mother, he later became the manager of a larger

plant on East 59th st. On the day of the transfer to the firm's most modern plant he became seriously ill and within one week had passed away.

Mr. Grass has been affiliated with the National Macaroni Manufacturers association for several years and though not active in the organization's affairs he was always interested in its welfare. His son, A. J. Grass, will succeed to the management of the I. J. Grass Noodle company.

Fire Destroys Cellar Plant

A small macaroni plant in the cellar of Vincenzo De Filippo, Hillside av., New Haven, Conn., was destroyed by fire last month. The loss including the 3 story building and equipment is valued at \$12,000. This little home plant was operated by the De Filippo family. Machinery was placed in the cellar and the first floor was used for storage and drying of the manufactured products, while the family occupied the upper floor.

Busalacchi Has Fire

Fire caused by overheating of a pulley bearing did considerable damage to the Busalacchi Brothers Macaroni plant at 157 Huron st., Milwaukee, in November. The heated bearing set fire to the ceiling causing dense smoke and several thousand dollars damage to goods.

Pennsylvania Food Law

The general food act of Pennsylvania has served as a model for food legislation in other states. It is produced here, with added comments to show how macaroni manufacturers may take advantage of the provisions of this and similar laws eliminating abuses that have been found both irritating and costly. The law is as follows:

General Food Act of State of Pennsylvania

Sec. 1. Be it enacted, etc., That it shall be unlawful for any person, . . . , to manufacture, sell, offer for sale, expose for sale, or have in possession with intent to sell, any article of food which is adulterated or misbranded within the meaning of this act.

Sec. 2. That the term "food," as used in this act, shall include not only every article used for food by man, but also every article used for, or entering into the composition of, or intended for use as an ingredient in the preparation of, food for man.

Sec. 3. That for the purpose of this

act, an article of food shall be deemed to be adulterated:

1st. If a substance has been mixed or packed with it, so as to reduce or lower or injuriously affect its quality, strength, or purity.

2nd. If any substance has been substituted, wholly or in part, for the article.

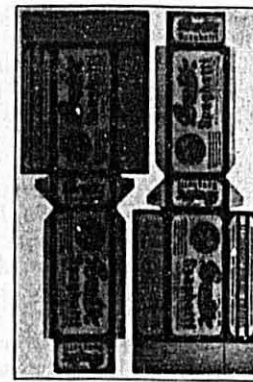
3rd. If any valuable constituent of the article has been, wholly or in part, abstracted.

4th. If it be mixed, colored or changed in color, coated, . . . whereby damage or inferiority is concealed, or so as to deceive or mislead the purchaser; or if by any means, it is made to appear better or of greater value than it is.

Providing, That this act shall not be construed to prohibit the use of harmless colors of any kind, in confectionery, when used for coloring, and not for any fraudulent purpose.

It will be noted that in Sec. 1, the sale, offer for sale, exposure for sale or having possession with intent to sell any article of food which is adulterated or misbranded is prohibited. This would prohibit the importation of macaroni products which are misbranded or adulterated from other states into Pennsylvania as well as applying to the manufacturers within the state. Sec. 3 provides that an article is deemed to be adulterated if it is mixed or packed with any substance which reduces or lowers its quality or strength or purity, or if any substance is substituted wholly or in part for the article, or if it is mixed, colored or changed in color whereby damage or inferiority is concealed or so as to deceive or mislead the purchaser, or if by any means it is made to appear better or of greater value than it is.

The act specifically permits the use of harmless colors in confectionery when not used for fraudulent purposes. The law enforcing officials of Pennsylvania interpret this section to mean that, since color is specifically permitted in confectionery and no other article of food, it was the intent of the law makers to specifically prohibit it in every other article of food, particularly when it concealed damage or inferiority or was made to appear better or of greater value than the article is. The general opinion is that this law prohibits the use of added color in all alimentary pastes sold within the state of Pennsylvania.



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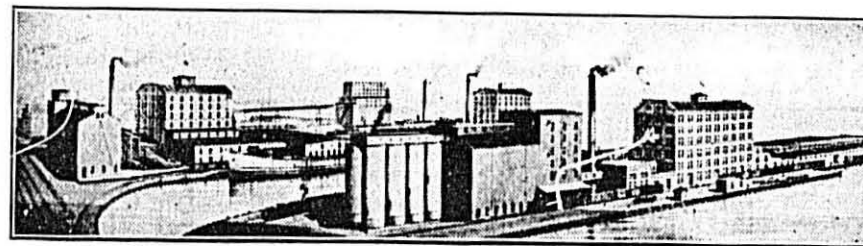
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Made From Pure, Selected DURUM WHEAT, Which Requisite
To Assure all the Essentials of a Highly Nutritious, Palatable Macaroni.

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BOSTON OFFICE: 88 Broad Street
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The Macaroni Journal

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 of Cleveland, O., in 1903.)
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ADVERTISING RATES
 Display Advertising . . . Rates on Application
 Want Ads Five Cents Per Word

Vol. VII December 15, 1925 No. 8

Questions and Answers

Statistics Would Be Valuable

Query: A New York firm of lawyers representing a big macaroni exporter seeks affidavits to establish the true market value of semolina macaroni the middle of 1920. A Norway firm refused to accept shipment of 2000 cases of 22 lbs. each. As a result of the refusal the merchandise has to be sold to close the account. "We are writing to inquire if it would be possible for you to give us an affidavit as to the market price of 'Semolina' macaroni on the 3 dates mentioned, May 19, June 5 and Oct. 27, 1920, and on 2 or 3 days immediately preceding and immediately following these dates."

Reply: National association is not a selling organization and has no records of prices. Referred them to several macaroni exporting firms which were glad to give information desired.

Let This Sink In

A trade association is purely a business organization as it usually consists of representatives of the best business minds in the industry concerned. As cooperation is necessary in the conduct of individual business, so it will help in carrying on the business of a combination such as a trade group represents. Listen to this argument:

The Test of Greatness
 No man is smart enough to work out his problems alone, recently stated E. D. Gibbs,

advertising director of the National Cash Register company, Dayton, O., in discussing the essentials of success in business.

It is interesting to observe how the really big men who are holding down big jobs ask for suggestions. They go about with open minds. They are not hampered by precedents; they are willing to change their minds if better ideas are found.

This is the true test of the really great man—his willingness to take advice from others, even though that advice may be opposed to his own views and ideas. Train your men (and yourself) to cooperate with others. Teach them to have open minds. Give them the benefit of frequent consultations, of meetings, of helpful books and other literature. Expansion goes with cooperation.

Mr. Macaroni Manufacturer, there is no better training school than your own trade association. While it may not always espouse your views and ideas in every particular, it must be conceded that on the whole it always espouses the cause of the industry. As a result everyone benefits from any cooperative action that may be agreed upon. Try and see this point and then determine to cooperate by taking an active membership part in the association program of your industry.

Patents and Trade Marks

In November 1925 the Official Gazette of the United States patent office recorded several trade marks of interest to macaroni manufacturers. Among them are the following:

Minneapolis Milling Company

The Minneapolis Milling company of Minneapolis, Minn., on July 20, 1925, applied for registration of the shield which it uses as a trade mark. It claims to have used this trade mark since Nov. 14, 1914. Public notice of this application was made on Nov. 3, 1925, and oppositions thereto must have been filed within 30 days. The trade mark is intended for use in describing the company's products including semolinas, wheat flours and wheat offals.

The trade mark consists of a representation of a shield in blue, enclosing a 5 point star in red on which appears the words "Minneapolis Milling Company, Minneapolis, Minnesota." Within the shield and the star plain spaces are provided for insertion of words descriptive of the grades of products packed.

Fall-Leaf

Henry Soodsma & Co. of Paterson, N. J., seeks to register their trade mark "Fall-Leaf," covering alimentary pastes and other products. Application was filed Aug. 14, 1925, claiming use

since March 1, 1919. It was published Nov. 10, 1925.

The design consists of the trade name in heavy black type, the letters arranged to form a part of an arc.

Contadina

A. Zuaro & Son of Brooklyn, N. Y., wish to register their trade mark "Contadina" for use on loose packed and canned macaroni. They claim use of this trade mark since July 1, 1925. Application was filed Sept. 9, 1925, and published Nov. 10, 1925.

The trade mark consists of the picture of a maid dressed in a picturesque costume. Her left arm enfolds a sheaf of wheat and in her right hand are held several wheat heads. The whole is enclosed in a fancy scroll and over it appears the trade name "Contadina."

Views of Authorities

Good Meat Substitute

Macaroni is a very palatable and nutritious food. It can be kept for a length of time without deterioration and is comparatively inexpensive. Being high in protein it can readily replace meat in the diet.

Food Industries

By Vulte and Vanderbilt, 1914.

Judging Quality of Macaroni

A good quality of macaroni should have a soft, yellowish color, should be rough in texture, elastic, hard and should break with a smooth, glassy fracture. In boiling it should double its original size and should not become pasty and adhesive.

Food Industries

By Vulte and Vanderbilt, 1914.

"I threw a kiss at Mary today."
 "What did she say"
 "Said I was the laziest man she ever saw."

WANT ADVERTISEMENTS

Five cents per word each insertion.
 FOR SALE—One Johnson Top and Bottom Sealer. Peter Rossi & Sons, Braidwood, Ill.

A. ROSSI & CO.

Macaroni Machinery Manufacturer

Macaroni Drying Machines
 That Fool The Weather

387 Broadway — San Francisco, Calif.

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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DRYERS

That will dry your macaroni perfectly

Stop all the waste—acidity—cracked and moulded goods

Save labor 75%

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Make money and better macaroni

SUCCESS

in producing and marketing a useful Product in Cartons can be traced to two causes,—

Low Production Cost and Means of Protection

to preserve the Product from the Factory to the Consumer.

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for Lining, Weighing, Filling, Sealing and Wrapping Cartons—not only offers the most ECONOMIC method of Packaging in Cartons, extremely LOW cost of maintenance and repairs but—the Lining and Wax Wrapping methods of protection guarantee the delivery of your Product to the Consumer in

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JOHNSON

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NEW YORK, 30 Church St., CHICAGO, 208 S. LaSalle St., LOS ANGELES, CAL., 607 Marsh-Strong Bldg.

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

The bureau of the census is making plans for the next biennial census of manufactures, which will cover the year 1925, as provided in the act of Congress approved March 3, 1919.

In deciding upon the items to be covered by the census, the bureau has consulted with the representatives of various manufacturers' associations with a view to obtaining, as far as practicable and without making the schedule too elaborate, information which will be of value to the representatives of the several industries concerned, and at the same time furnish a record of the progress of manufactures generally throughout the United States.

Recognizing the value and importance of this work to the macaroni manufacturing industry, we have arranged to cooperate with the bureau in collecting the data for the census.

The blank forms upon which reports should be made will be mailed by the bureau to all manufacturers about Jan. 1, and a report will be required from each manufacturer whose gross products are valued at \$5,000 or more for the year 1925. It is to be hoped that every manufacturer concerned will have his records in such shape that he can fill out the schedule within a few days after its receipt, as the tabulation of our industry will not be made by the bureau of the census until reports are received from all manufacturers engaged in it.

We therefore urge our readers to furnish this information, in case they are manufacturers, soon after Jan. 1 in order that we may have as early as possible in 1926 the statistics which will show the condition and record of the macaroni manufacturing industry for the year 1925.

Figures deducted from the 1923 census and released by the bureau of cen-

plants made their census reports last year. Among them must have been many fair sized companies, judging from the totals arrived at. The 1923 census is as follows:

Spaghetti, Vermicelli and Noodles	
No. of establishments.....	343
No. of wage earners (average)....	4,098
Wages paid in 1923.....	\$4,332,312
Materials (flour, semolina, eggs, etc.)	\$16,646,400
Value of production.....	\$29,556,501
Value added by manufacturing....	\$9,137,532

These figures are interesting. They are important. Help make them more accurate for 1925 by immediately filing your report after Jan. 1 on the census blank to be supplied you by the government bureau which guarantees to hold strictly confidential all information about your plant submitted in this census survey.

"Class" Advertising Hints

- Sales follow good advertising.
- Advertising is helping to stabilize business.
- Honest advertising serves the customer, too.
- Business paper advertising carries a wallop.
- Better business should stimulate better advertising.
- What the advertising says may help sweeten the invoice.
- Good will is the bonus earned by the persistent advertiser.
- A good product plus a good advertisement makes a good sale.
- In advertising, as in golf, the follow through tells the story.
- Iron out the peaks and valleys of business with good advertising.
- In mixing the ingredients of your advertising, don't forget Enthusiasm.
- The automobile saves a lot of walking—advertising saves a lot of talking.
- Make every advertisement a stone in the structure called public good will.
- A little humor in your advertising may lubricate the fountain pen of your prospect.
- The best kind of cooperative advertising is advertising that cooperates with the buyers.
- "Do it now" is the best model for salesmen; "Think of tomorrow" for advertiser.

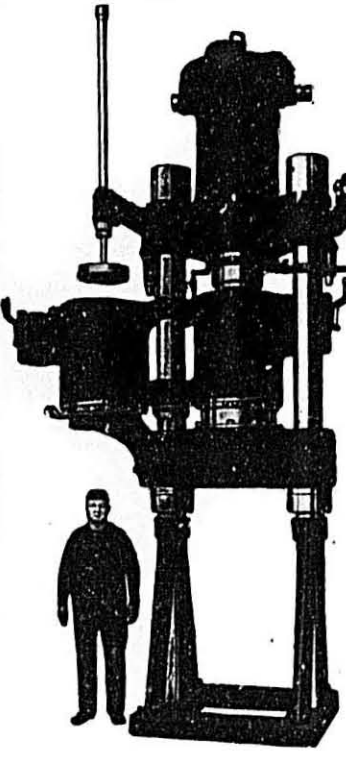
Personal Notes

Martin Luther Improved
Martin Luther, vice president and manager of the Minneapolis Milling company, who was quite ill last month, has fully recovered. His rapid recovery was cheering news to the semolina buyers with whom he has established his cheerful business relation.

Groff at Boston
Richard L. Groff, well known Minneapolis representative of the Commander Mill company, has been installed as manager of that firm's office in Boston. He will have direct supervision of the New England territory. He assumed his new duties Nov. 18.

A. C. Loring Marries
A. C. Loring, president of the Pillsbury Flour Mills company, married last month. The bride was Mrs. Mary Shenon Hart of Minneapolis.

If no one ever calls you by your first name there's something wrong with YOU.

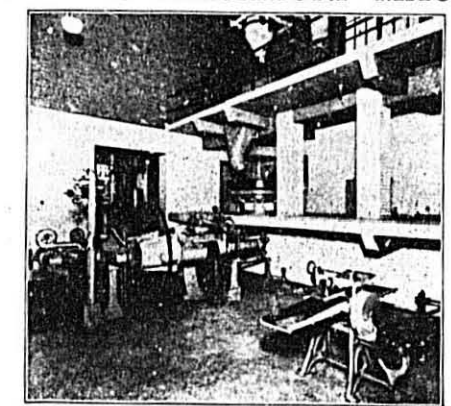


John J. Cavagnaro
Engineer and Machinist
 Harrison, N. J. - - - U. S. A.




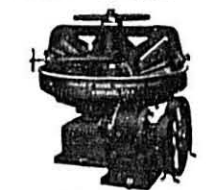

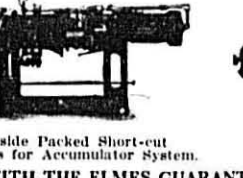


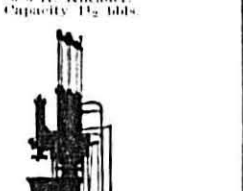
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An Elmes Short Goods Press, Mixers and Knaders on Balconies.

 2-2 1/2 hbl. Mixer Bolt Driven.	 1 1/2 hbl. Mixer Hydraulically Tilted.
 91-inch Kneader Capacity 2-3 hhbls.	 5-6 ft. Kneader Capacity 1 1/2 hhbls.
 Inside Packed Vertical Press.	 Inside Packed Short-cut Press for Accumulator System.
 Die Washer.	 Outside Packed Short-cut Press and Pump.
 Outside Packed Vertical Press.	

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made from
DURUM WHEAT
IS BEST

Because—

It has the best flavor—the best natural color—a high gluten content and will not become pasty when cooked. It is highly nourishing and easily digested.

Durum wheat is ideally suited by nature for the manufacture of the best macaroni.

Eat Macaroni
made from
Durum Wheat

Pillsbury Flour Mills Company

"Oldest Millers of Durum Wheat"
Minneapolis, U. S. A.