

**THE
MACARONI
JOURNAL**

**Volume 8,
Number 12**

April 15, 1927

The Macaroni Journal

Minneapolis, Minn.

April 15, 1927

Volume VIII

Number 12



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

United We Stand

The Holy Bible says:

*"Seeing their thoughts HE said
unto them: Every kingdom di-
vided against itself is brought to
desolation and house against
house falleth."--St. Luke XI.*

Abraham Lincoln said:

*"United we Stand; Divided we
Fall."*

Your Trade Association Says:

This old and still new theory applies
to our business today. Let us become
more strongly united as a matter of self
protection.



The Creed of C C of A

To strive mightily and consistently to build better Solid and Corrugated Fibre Shipping Containers and Boxboard than have ever been produced before in the history of the industry.

To so design our Containers that greatest packing and shipping economy may accrue to their users.

To carefully check each building phase to make certain of a finished Product of Quality that will be a credit to us and in every way satisfactory to its user.

To sell our Products intelligently and helpfully on their merits.

To supplement each order with conscientious service and co-operation.

To offer freely and without obligation our checking service by competent engineers to work out some definite economy, if possible, in the prevailing packing and shipping systems of shippers.

To make our Trademark respected in every field, wherever shipping Containers are used, for the three great basic attributes of our organization and Products it symbolizes—SINCERITY, QUALITY and SERVICE.

CONTAINER CORPORATION
OF AMERICA

AND
MID-WEST BOX COMPANY

111 W. Washington St.

CHICAGO, ILLINOIS



Five Mills — Nine Factories

Capacity 1000 tons per day

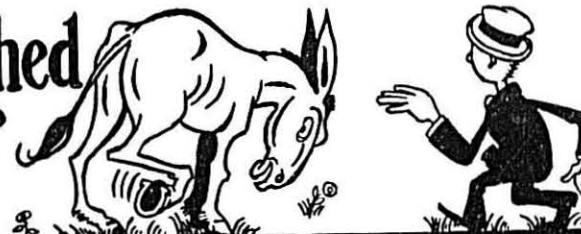
RETURN COUPON

CONTAINER CORPORATION OF AMERICA
111 West Washington Street, Chicago, Dept. 20

Gentlemen: Please have one of your experts check our present packing and shipping methods—without obligating us—for the purpose of reducing our costs if possible.

Name _____
Title _____
Firm _____
Address _____

Well Approached is Half Collected



A city man walked into a field and patted a gentle looking mule. When he regained consciousness, the farmer explained that his approach was wrong. Your problem is to find the proper approach to your debtors.

Collection Letter Number Four

Replies Prevent Drastic Action

The **HOMELAND MACARONI**
COMPANY
ANYTOWN ~ ~ U.S.A.

April 10, 1927.

The Credit Buying Company,
Anywhere, U. S. A.

My dear Mr. Buyer:

An old Indian proverb says: "He who bears the burden on his shoulders, knows its weight."

Perfectly true; but until he speaks up, the overburdened sufferer very likely will not receive the help he needs.

That is the purpose of this letter—to ask you once more to speak up, give us an opportunity to lighten your burden.

It is impossible to go on forever playing a one hand game. There is no thrill in making love to an image. We have written you five times and have sent you six statements of your indebtedness to us, yet you have ignored them all.

Do you know that nine out of ten judgments are obtained because the debtor refuses to answer letters? Don't drive us to legal action. It is expensive for us as well as you.

You must have a good reason for not paying your bill of \$120. Write today and tell us all about it. Use the back of this letter, if you like.

Sincerely yours,

SMN-J.

S. MacNoodle.

The fourth of a series of letters for collection of money from debtors whose accounts are in various stages of arrears. Adapted from the booklet "Consider The Approach" obtainable from the Metropolitan Life Insurance Company, New York, N. Y.

Quality

Service



★ ★ **Tustar** ★ ★

THERE IS NO SUBSTITUTE FOR TUSTAR

but

For those of our good customers who, because of certain price competition or for any other reason, wish to lower their costs without substitution of inferior raw material, such as flour, we have originated a new brand --COMET-- a pure durum Semolina of Standard Granulation, milled with the same care as Tustar, but from those types of durum wheat which can be secured without paying the present exorbitant premiums which prevail on the amber durum wheat from which Tustar is made.

ASK OUR REPRESENTATIVE ABOUT COMET

MINNEAPOLIS MILLING CO.
MINNEAPOLIS, MINN.

THE MACARONI JOURNAL

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To Act With Confidence

No men can act with effect who do not act in concert; no men can act in concert who do not act with confidence; no men can act with confidence who are not bound together with common opinions, common affections and common interests.—Burke.

What a wonderful motto for a trade association! Written and voiced by Edmund Burke, the great Irish-English orator and statesman, a century and a half ago it is just as vitally true today as it was at that time, and if mankind in general heeded the wisdom of this message wars and misunderstandings of all kinds would be avoided. Thus comments Glass Container, the official organ of the Glass Container Association to which this was submitted as a suitable motto.

To act in concert and with confidence! Knowing as we do the conditions confronting the macaroni industry in America we can truthfully say that there is great need for action of this kind and for this reason quote further from this timely and interesting article.

There could be no better motto for our association, but there are some things so good that to appropriate them exclusively for oneself would show only a selfish mind, and this quotation is a case in point.

In this era of enlightenment and progress it is well to analyze Burke's words anew and see just how their wisdom applies to us, each in his own field and in his own work, with the hope that in some way this cogent advice will be seen and followed by a much larger body of men than now compose our organization.

Let us begin with the last few lines of Burke's message, for our analysis must logically begin here: "No men can act with confidence who are not bound together with common opinions, common affections and common interests." This clearly suggests that first of all some type of bond should be established. Naturally the bond here intended is one mutually imposed, the very establishment of which will insure the setting for the development of common interests, common affections and common opinions. Then, when such associations have been formed and such affections and interests developed, it can reasonably be expected that the activities of men will be in concert; and if men will so act it will be with a confidence that will move the world.

The essence of this motto—unity, cooperation, teamwork—is the real reason that the horse, the bee, the ant, and man himself have survived; while the great self sufficient animals of antiquity, such as the mastodon and the dinosaur, have passed away and are remembered only by a few bones and eggs here and there, which beneficent nature has hidden until man, the weakling as compared with these giant beasts, has stumbled across them.

Take this motto to yourself; apply it to your business. If you are not bound together with others, having common opinions, common affections and common interests with yourself, and are not acting together for some intelligent purpose in concert and with confidence, let this be your immediate aim—to join such a group, to work with it unselfishly for the general good that will come from such activity.

It makes no difference how big you or your company may be, nor how able you are at this moment to take care of yourselves. The inevitable result of neglect on your part to follow Burke's principles set forth above will be your undoing. The world is expecting this type of association. It is the rule with intelligent Americans.

The Supreme Court has removed all barriers from honest cooperation and association for the healthful development and maintenance of business. What the individual will do is up to himself. We are strong for individualism in its place, and it has its place. But the great law of survival demands that we associate, treat our fellows with affection, respect their opinions, have a real interest in their welfare as well as our own, and act in concert where the object is big and worthy enough. Then we will look the world in the eye with a growing confidence, secure in the intelligence and effectiveness in such a business policy.

Guided and supported by several scores of leading manufacturers the National Macaroni Manufacturers Association has already accomplished great things for a badly divided industry. Much good has been done in the face of internal opposition, indifference and lack of support. How much more can be done if one hundred more macaroni men would show their confidence in their own industry by pulling with those who have pioneered this organized effort!

At no time in our industry's history has there been greater need for united action to cure present ills and to ward off pending disaster. You are asked to read once more the famous Burke's word of wisdom given above and let your conscience be your guide in determining your status with your trade association whose policies will be of your own determination and whose benefits are entirely in your hands.

Convention time is coming. Consider your own interests in connection with those of your competitors, and decide to submerge all for the common good by acting with confidence as Burke suggested so many years ago.

Pure Food Law Violators Subject to Heavy Penalties

Contrary to the prevailing opinion that the authorities are not active in enforcing the Federal Food Law with respect to macaroni products, the Department of Agriculture reports numerous seizures of artificially colored macaroni products which are in alleged violation of the Pure Food Law. In addition there have recently been reported several seizures by state food officials, principally in the eastern states. The actions referred to were taken against both manufacturers and distributors.

Confiscation

The Federal Government cases are practically all prosecuted under Section 10 of the Pure Food Law, which provides for seizure and condemnation of food products that are intended to be transported from one state, territory, district or insular possession to another for sale, and which having been transported remain unsold. The penalty under this section of the law is confiscation and destruction of the product together with subsequent publication of the court action. This is usually sufficient to discourage further attempts at violations as the publicity, aside from the loss of goods, has a salutary effect on the offender.

Fine or Imprisonment

Under Section 1 of the Food and Drugs Act, any person who violates the provisions of that act shall be guilty of a misdemeanor and for each offense shall, upon conviction thereof, be fined not to exceed \$500 or shall be sentenced to one year in prison or both, such fine and imprisonment being at the discretion of the court. For each subsequent offense and conviction he shall be fined not less than \$1000 or sentenced to one year imprisonment or both. This section refers to the manufacture within any territory or the District of Columbia of any article of food or drug which is adulterated or misbranded within the meaning of the act.

Transportation or Sale

Under Section 2, the introduction into any state or territory or the District of Columbia from any other state or territory or the District of Columbia or from any foreign country any shipment which is adulterated or misbranded within the meaning of the act is prohibited and any person who ships or

delivers for shipment, or having received shall deliver in original or broken packages for pay or otherwise any article adulterated or misbranded within the meaning of the act, shall be guilty of misdemeanor and for such offense shall be fined not less than \$200 for the first offense and for each subsequent offense not exceeding \$300, or be imprisoned not exceeding one year or both at the discretion of the Court.

Odius Publicity

Macaroni manufacturers, especially those who are prone to consider lightly the provisions of the Federal and state laws with respect to the artificial coloring of macaroni and noodle products, would do well to ponder on what would be the consequences to their business

reputation through the full enforcement of this pure food law. The law, through seizure and condemnations provided, is serious enough but more so would be the publicity which the law requires the courts to give all such cases after sentence is pronounced. A sentence of imprisonment would irreparably destroy confidence in the firm affected and indirectly harm the entire industry.

Action Against Bootleggers

Reports from New York, Philadelphia, Detroit and Chicago indicate that some drastic action is pending against a few manufacturers who apparently are persisting in "bootlegging" colored macaroni products in simulation of egg noodles and other egg pastes.

Famous Recipes of Prominent Club Women

MINNA HALL CAROTHERS

CONTRIBUTES

Spaghetti for Six People

BOIL in salt water one pound of Italian spaghetti for 20 minutes or until tender. To prepare the sauce chop 1 lb. of Bermuda onions and fry in ¼ lb. of butter, using a large deep pan. When brown add 2 small cans of tomato paste and the same amount of water, with ½ lb. of coarsely chopped spiced beef, chicken livers and baked ham. Season to taste with bay leaves, salt, pepper and paprika. Serve over the spaghetti with grated Parmesan cheese.

Mrs. Carothers is president of the Federation of Women's Advertising Clubs of the World, past president and a director of the League of Advertising Women of New York, member of the Women's Press Club and of the Women's City Club of New York.



Despite the busy life of a business and club woman, after all, we and our families must eat. This recipe for spaghetti has occasioned very favorable comment whenever served. While the sauce requires a little time and prepa-

ration, it is well worth the trouble taken. This is served as the main dish of the meal, and one may add cold cuts and hors d'oeuvres as an appetizing accompaniment.

MINNA HALL CAROTHERS.

Will Price Influence Sales Volume?

Reviewing some special research work carried out recently by the Dartnell Corporation of Chicago, a leading macaroni manufacturer, in a bulletin to his sales staff states that he is practically convinced that price reductions may show an immediate increase in the sale of the commodity but that they will not give it a permanent greater sale, largely for the reason that this increased volume does not increase consumption.

Increased sales that mean increased consumption will come only out of the sincere saleswork and extra effort put forth by the salesmen who have a quality product to offer and who are backed up by a firm of recognized high business standing.

From the bulletin, we quote several pertinent statements made by successful business men in several lines of business:

"It has been our experience that a decrease in the price of a product—unless that decrease takes the product out of a well defined price class and places it in a lower price class—does not appreciably affect the volume of sales. If a decline in price is so radical that the product on the revised sales price appeals to an entirely new group of people or a new buying class, that is different, and one would have the advantage of the increased market which had opened up in that case. To reduce price merely to increase volume would at best produce only a temporary advantage, because as soon as competitors reduced their prices they would again take their proper place in the market.—Col. Leonard P. Ayres, statistician for Cleveland Trust company.

"It is my personal opinion, and the opinion generally held by the executives of this company," says the manager of a large cereal plant, "that a decrease in price will not permanently increase sales or profits for any company manufacturing a stable necessity that cannot be merchandised on a style basis. It is our policy to decrease sales prices whenever our costs permit but our experience convinces us that in the cereal business low prices do not increase consumption or enlarge our market."

R. T. Graham of Pittsburgh Dry Goods company says:—"While temporarily sales may be increased by a reduction in prices if the line be a competitive one, the reduced price is very

quickly met by competitors and in a comparatively brief space of time becomes the established price. In the final analysis no greater volume of business is done on the item and any increased volume which may have been temporarily gained is offset by the reduced profit brought about through the lowered price."

J. Morek of the Perfection Manufacturing company says:—"I do not believe business can be materially increased by reducing prices, provided, of course, that prices are within reason in

the beginning. The fact of the matter is that it is always much easier to sell on a rising market. When there is a possibility of an advance in prices business invariably picks up."

The general conclusion of the survey is that reduced prices merely bring temporary spurts in business with greater competition that brings all to a common level, oftentimes lower than when the price war started. Customers should be sold on the quality basis and the products should be the very best possible to offer on that basis.

Early Durum Outlook

The Bureau of Agricultural Economics, U. S. Department of Agriculture, in its Agricultural Outlook Report for 1927 states that the outlook for durum depends almost entirely upon crop conditions in this country for the season and the yields in North Africa and southern Italy.

It warns the durum wheat farmers in the areas adapted for growing that grain to hesitate about replacing hard spring wheat with durum, though it may pay to substitute the latter for oats or barley. It is further believed inadvisable to increase the durum acreage because of the probable increase in harvested acreage of winter wheat due to satisfactory wintering of this crop.

The relatively high prices of durum

that now prevail are due to the short crop both in the United States and important foreign countries in 1926. Yearly reports from North Africa concerning the fall seedings indicate a less favorable condition than last year. Some reduction in area is reported but last year the crop turned out poorly.

Increased competition from Canada and Russia is also possible. An acreage in the United States equal to that of 1926, with average yield would result in a production in 1927 of 60,000,000 bus. This would about equal the 7 year average production 1920-26.

Should this acreage be seeded in the United States in 1927 and average yield be obtained here, in North Africa and in Italy, the position of durum wheat in America is likely to be similar to its position in 1925, when it was selling on an export basis.

In our northwest conditions are very favorable in the durum growing states. There is more subsoil moisture this year than in recent seasons and for that reason the outlook is promising. Durum wheat has been sown extensively in Minnesota, South Dakota, Montana and North Dakota. The winter has been fair and with good growing conditions the spring wheat crop is making satisfactory headway, according to the agricultural officials of that section.

A GOOD INVESTMENT

The happiest business in the world is that of making friends. No investment on "the street" pays larger dividends; For life is more than stocks and bonds And love than rate per cent; And he who gives in friendship's name Shall reap as he has spent.

COME TO MINNEAPOLIS

June 13, 14 and 15

Keep these dates in mind for the Twentieth-third Annual Conference of the Macaroni Manufacturing Industry.

Also that it will be held in Hotel Nicolet, Minneapolis.

Those of you who attend will find this year's program both helpful and entertaining.

Our friends in that section are promising some wonderful things, and usually keep their promises.

Hear our problem discussed, get first hand information about the 1927 durum crop and see a semolina mill in actual operation,—all of these among the variety of things that will please and educate.

Be in Minneapolis, June 13, 14 and 15, 1927

Costs, Wages and Profits

By Archer Wall Douglas

A significant development in business has been the gradual decline in the level of commodity prices during the past year or year and a half. This decline is ascribed mainly to 2 fundamental causes: (1) a potential capacity for a rate of production that is much in excess of any rate of demand that is likely to develop; (2) efficiency in transportation, which gives us an hitherto unknown promptness in delivery, facilitating hand-to-mouth buying and tending to keep the rate of production currently in step with the rate of sales.

Both these causes will probably continue to be effective for some time; but their effect will in all probability be more and more that of stabilizing prices.

Costs and Prices Down—Wages Firm

Falling prices have meant less profit to producers except in cases where the lower prices have been offset by reductions in operating costs, either by increased efficiency of labor itself or by greater employment of labor saving devices; or in cases where it has been possible to maintain profits by increased sales volume.

The once prevalent method of cutting wages and salaries to offset falling profits is today widely looked upon as shortsighted and uneconomical. Certainly this is shortsighted when viewed from the welfare of business as a whole, for it decreases the buying

The Trend of the Costs of Production in General Has Been Downward, While Wages Have Held Firm—Yet Profits in General Have Been Good.

power of the many with consequent falling off in the consumption of numerous commodities. Where the general wage level is maintained the purchasing power of wage earners is increased by declines in the costs of the goods they use.

Spring Brings Better Trade Conditions

The volume of retail and wholesale business is swelling under the natural impulse of the spreading and quickening of all manner of outdoor activities at this season of the year. The buying of spring and summer goods is proceeding satisfactorily in most lines. Prices in general are now somewhat firmer and are expected to continue firm with increasing demand. A generally satisfactory spring and early summer trade now appears to be well assured. And continued intelligent attention to costs bids well for profits and for sustained wages.

Fairly stable prices, low costs, fair wages and salaries, and fair profits, plenty of loanable funds in the banks for all who really merit the use of them, and the use of facts in planning business operations—such are some of the harbingers of "prudent prosperity" for 1927.

and tastily served macaroni and spaghetti dishes.

For use in serving church and lodge dinners, a special menu with kitchen tested recipes has been prepared entitled "Dinners for Fifty." These are prepared with the sole object of converting the diners into users of more macaroni and spaghetti in their homes after having acquired a taste for these tasty products served "en masse."

Miss Betty Crocker is highly pleased with the results of her macaroni lectures broadcast during the winter and especially her Lenten radio talk featuring macaroni that drew the biggest response from women and the biggest demand for recipes of any talk during the year. To her, the ever increasing popularity of varied recipes for the preparation of macaroni, spaghetti and noodles is a most encouraging and

welcome sign. So must it be to the macaroni manufacturers who are naturally profiting from this publicity work.

Women who are called upon to serve church or lodge suppers are frequently baffled. Oftentimes they would welcome help and advice on what to serve and how to serve it, particularly a food that offers a variety. Macaroni manufacturers would make no mistake in suggesting the Betty Crocker "Dinners for Fifty" recipes given herewith.

DINNERS FOR FIFTY

1 Menu

Italian Spaghetti or Macaroni with Frankfurters

Mashed Turnips or Buttered Beets
Ice Box Rolls

Cabbage and Apple Salad
Ice Cream and Devils Food Cake
Coffee

Italian Spaghetti

3 3/4 pounds uncooked spaghetti
1/2 cup butter
5 1/2 tablespoonfuls chopped parsley
1/2 teaspoon pepper
5 onions chopped
3 3/4 pounds of liver
3 1/2 tablespoonfuls salt
3 No. 3 cans tomatoes
2 pounds strong American cheese

1. Brown the chopped onion in butter. 2. Add the chopped liver, parsley, salt and pepper and cook slowly for 10 minutes. 3. Add the tomatoes and let simmer for about 20 minutes. 4. In the meantime cook the spaghetti using 5 quarts of boiling water to 1 lb. spaghetti, to which 5 teaspoons c. salt have been added. 5. When tender, drain. 6. Have platters buttered and hot and sprinkle with grated cheese. 7. Pile the spaghetti on the platters and pour the sauce over it. Sprinkle with more cheese and serve hot.

NOTE: If possible cook the spaghetti in 3 large vessels at once and watch to see that it does not stick to the bottom of the kettles.

Macaroni With Frankfurters

2 1/2 pounds macaroni
5 pounds frankfurters
2 pounds cheese—grated American
3 quarts white sauce

1. Add most of the grated cheese to the white sauce, reserving enough to sprinkle on top. 2. Boil the frankfurters for 10 minutes. 3. Remove skins and cut in thin rounds. 4. Combine the cooked macaroni, sauce with cheese, and frankfurters, and turn into smooth baking pans about 3 in. deep. 5. Sprinkle with grated cheese and paprika. 6. Place in the oven to brown on top.

Mashed Turnips

15 pounds turnips
1 cup butter substitute
4 tablespoonfuls salt
Pare the turnips, steam until tender and mash. Season with butter and salt.

(Continued on page 16.)

We guarantee you Uniformity so that you can guarantee Uniformity



ONCE you have established a standard for your macaroni products, nothing is so important as keeping that standard unchanged. Even the slightest variation is soon noticed by the keen eye of the modern housewife. And it may quickly result in a falling off of sales.

You can always count on the uniformity of each type of Gold

Medal Semolina in the making of macaroni products. They are analyzed and tested daily in our own laboratories.

We guarantee the quality and uniformity of every type of Gold Medal Semolina. We stand ready to return your purchase price of any sack of Gold Medal Semolina that is not up to our quality standard in every way.

Tested at the mill---uniformity guaranteed!

First—a corps of chemists analyze and test the Durum wheat.

Second—a sample of wheat from every

actly under commercial conditions.

Third—the finished product is finally subjected to actual boiling test.

The sample of Semolina thus obtained is actually manufactured into Spaghetti or Macaroni in the Miniature Experimental plant ex-

Fourth—only after these tests have proved the wheat equal to our high standard requirements is it unloaded into our storage elevator.



GOLD MEDAL SEMOLINA

WASHBURN CROSBY COMPANY, Dept. 245, MINNEAPOLIS, MINN.—Millers of Gold Medal Flour.

Clermont Machine Co. Wins Decision

The noodle folding and cutting machine of the Clermont Machine Company, Inc., is not an infringement on the noodle folding device for which the C. F. Mueller company holds patent rights. This is in accordance with the decision of Judge D. J. Campbell of the U. S. District Court for the Eastern District of New York, handed down on Feb. 26, 1927.

The defendant, the Clermont Machine Company of Brooklyn, feels vindicated in its stand that its machine was sufficiently different in the mode of operation as to be free from any charge of infringement. The plaintiff, the C. F. Mueller Company of Jersey City, N. J., is still of the opinion that its patents are valid, and read directly upon the defendant's machines.

Mueller Company's Statement

In the suit brought by C. F. Mueller Company against the Clermont Machine Company for infringement of the Mueller patents in the sale of the Clermont Machine Company's noodle cutting and folding machine, the United States District Court for the Eastern District of New York has recently handed down an opinion holding that the defendant does not infringe the Mueller patents. The C. F. Mueller Company has instructed its attorneys to take an immediate appeal from this decision to the United States Circuit Court of Appeals for the Second Circuit and expects to obtain a reversal of this ruling.

The District Court has held that the Mueller patents are valid and that all of the patent claims in suit read directly upon the machine and method of the defendant, but that the defendant does not infringe because the mode of operation of its machine is different from that of the Mueller machine. The C. F. Mueller Company will ask the U. S. Circuit Court of Appeals to apply the usual rule that the difference in the mode of operation does not avoid infringement where the patents are valid and the patent claims read directly upon the defendant's machine.

Clermont Machine Company's Views

The judgment in this suit corroborates our opinion and that of our attorneys from the beginning, that our machines do not infringe the Mueller patents. A letter from our patent attorneys states:

The machine in the prior suit against Zerega was, as the Court says, a Chinese

copy of the Mueller machine. Judge Campbell's decision in the suit against you was in substance that even though the Mueller patents are assumed to be valid sufficiently to cover such Chinese copy, your machine is so radically different in construction and mode of operation that it does not infringe. As the Court said, 'Mueller is entitled to a reasonable range of equivalents but he has not preempted the art of all means of producing a packageable unit of noodles, and even though the result may be said to be identical, the mode of operation and means by which the result is secured are different.' The mere fact that some of the Mueller claims, as a matter of words, read on your machine is immaterial. This has many times been held by the United States courts from the Supreme Court down, and Judge Campbell refers to one such Supreme Court case in his opinion. Of course there is an appeal from the decision, but we are confident that it will be affirmed.

Our policy always has been to keep away from all patents. We developed our machine on radically new lines and after our attorneys had made an exhaustive investigation of the Mueller patents and other prior patents. The wisdom of this course, and our judgment that our machines are clear of any infringement, has been justified by this decision.

Decision

In his decision Judge Campbell concluded that "The defendant's machine does not infringe and a decree may be entered in favor of the defendant dismissing the plaintiff's bill of complaint with costs."

The suit in equity was based on alleged infringement of claims 1 to 6, 8 to 14, and 35 to 39, of patent No. 1,192,336, issued by the United States Patent Office to Samuel Mueller for a machine for folding noodles, dated July 25, 1916, and all of the thirty claims of patent No. 1,217,891 issued by the United States Patent Office to Samuel Mueller for method of folding noodles, dated Feb. 27, 1917.

In the Mueller-Zerega case of last year the patents owned by Samuel Mueller were held valid, therefore the question rested on the method by which the noodle folding is accomplished.

The court claims that the Amouroux French patent is the nearest thing to Mueller's shown by the records but that does not anticipate the patent in suit, nor is it near enough to deprive Mueller of claim to invention.

The suit involves both the machine patent and the method patent, the for-

mer being "a combination of separately well known mechanical devices" and the latter "no more than a description of the operation or function of the machine which is really what Mueller invented."

In his decision Judge Campbell reviewed the various claims on machine and method covering the "single fold with the legs diverged," "the single fold with legs diverged and a double folding," and "the interlocking or formation of a 'W' or 'zigzag' steps which accomplish this result."

Both machines in question used old Werner & Pfeleiderer "noodle cutters" which have been made in this country the last twenty years. The first machine used by the Clermont Machine Company, called the "Chicago Machine," laid the noodles in substantially a letter "W." In a later improvement the form of the folded noodles was somewhat changed without a change in mechanism and mode of operation.

Aside from the Amouroux French patent previously referred to the defendant relied on Amouroux & Goyard, French Patent, No. 293,770 Courtine, United States Patent No. 843,932. On this the court states, "none of these patents of the prior art accomplishes the results by the same means or with the same method of operation as in the patents in suit. But however great may be the difference between them and Mueller, there is as great a difference between the defendant's mechanism and mode of operation and Mueller's."

"The Mueller patent is for a combination of elements all of which are old, but the product produced is a flat packageable unit of interlocked dough-bodies, an old article of food folded and packed in a form attractive to the purchasing public, and with rapidity and economy. This constituted invention and was a step in advance in the art, but the Mueller patents were in no sense pioneers. Mueller is entitled to a reasonable range of equivalents, but he has not preempted the art of all means of producing a packageable unit of noodles."

"The defendant's folding mechanism and mode of operation, while differing from the prior art, is much nearer to the Amouroux & Goyard, French, patent, and Courtine, United States, patent, than it is to Mueller's."

"The defendant's folding mechanism

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

and mode of operation differs radically from the Amouroux, French, patent."

"If defendant's folding mechanism and mode of operation infringe, then the Mueller patents would be broad enough to cover the three patents of the prior art, especially the United States patent to Courtine, and if that were so, then those three patents would anticipate the patents in suit, because that which infringes if later, anticipates if earlier."

"Broadly, the result accomplished by Amouroux & Goyard, Courtine, Amouroux, Mueller, and defendant is the same; but a result is not patentable."

This case has been closely followed by the macaroni and noodle manufacturers of America as it involves machines that are now and have long been in use in the industry.

The "Neverstop" Filler and Sealer

Stokes & Smith company of Philadelphia is distributing to the trade a well illustrated booklet describing its new Carton Filling and Sealing Machine for handling all forms of short cut macaroni.

The machine is a most compact one with a continuous operation from the weighing scale to the packing bench. The machine will set up, fill and close a printed carton for use without a

wrapper or in connection with the plain unprinted carton in filling it ready for wrapping. The carton never stops. By a unique process the filling is done while the carton moves at a uniform speed throughout the machine. In the "Neverstop" package machine the carton is automatically fed, bottom sealed, lined if necessary, tight sealed

Support Macaroni Association

Here are just a few reasons why everyone in the macaroni manufacturing business should belong to the National Macaroni Manufacturers Association:

1—Do you require a "Washington Service" to keep you acquainted with laws either proposed or enacted that will affect your business and your Industry?

2—Do you find time in your organization to watch the tariff trend and are you strong enough individually to make a favorable change therein?

3—Do you have facilities for gathering information about other manufacturers that will determine your relation to others in your industry?

4—Do you have a force of employees that keep you advised of changes in machinery, methods of manufacture and the general trend in business?

either by gluing or tucking and delivered ready for placing in the shipping container. The speed of the machine can be regulated up to 60 packages per minute. The illustrated booklet will be supplied to all interested manufacturers if a request is made to the company through its main offices in Philadelphia.

5—Do you not have problems that can be solved only by consulting competitors, talking it over with them on equal terms and with the great freedom that acquaintance breeds?

6—Do you not welcome new ideas on management, sales and generally increased efficiency of your organization?

Your National Association offers all of these services, as well as many others that are not so tangible. Manufacturers in all lines have come to a general understanding that membership in a national trade association is essential for the proper management of any manufacturing establishment.

Why should you not decide now, Mr. Non-Member, to help along the macaroni trade association work by joining as an active member and supporting the services which will be increased to the almost unlimited extent which the membership is willing to have and finance?

Work with and for your National Trade Association for benefits that can be gained only through a well organized Industry.

Nevy to Italy

Ralph Nevy, general manager of the Cumberland Macaroni Mfg. company, Cumberland, Md., left April 3, for a trip of 5 months to Italy. Mrs. Nevy and two children accompanied Mr. Nevy on his well earned vacation. They are sailing on the steamer "Conte Rosso."

THE ACID TEST

Customer—Why is it, Mr. Macaroni Man, that you have not yet called upon me for my account?

Manufacturer—Oh, I never ask a gentleman for money.

Customer—Indeed! How, then, do you get on if he doesn't pay?

Manufacturer—Why, after a certain time I conclude that he is not a gentleman and then I ask him and insist on getting paid.

A Pure Durum Wheat Product Backed by the Guarantee of the "KING MIDAS" Name

SATISFACTION



There Is No Substitute For Durum Semolina

KING MIDAS MILL COMPANY MINNEAPOLIS, MINN.

Write or Wire for Samples and Prices

No. 2 SEMOLINA

STANDARD

No. 3 SEMOLINA

Who Are the Successful Men in Our Industry?

Mr. Macaroni Manufacturer:

We naturally emulate those who have made good.

Look around you for those who have made good in our Industry. Who are they? Those who attend their trade conventions and meetings.

Ask them why they attend? "Because, I can't afford to stay away. I get so many new and good ideas from the speakers, better knowledge of competitors and general good that to stay away from the macaroni convention is to me 'Business Suicide.' Look for me at Minneapolis next June."

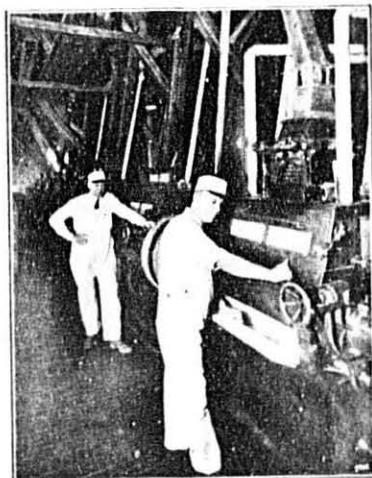
That's why they are successful. No narrow office walls, nor limited contact with salesmen, but the widest possible acquaintance with men and things in the whole industry is his business school.

This school is open to you, too. Its next session will start on Monday June 13, 1927, in Nicollet Hotel, Minneapolis, and you are invited to enroll early.

Hear how others accomplished things. Learn why others are successful. Profit by the experiences of your competitors and friends.

All of this you can have by merely attending the 1927 Convention of the Macaroni Industry of America. The question is not "Can I afford to go," but "CAN I AFFORD TO STAY AWAY?"

Photographic Story of Capital Flour Mills Operations

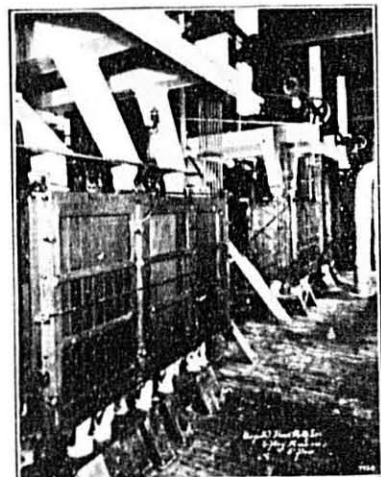


Line of rolls—grinding floor.

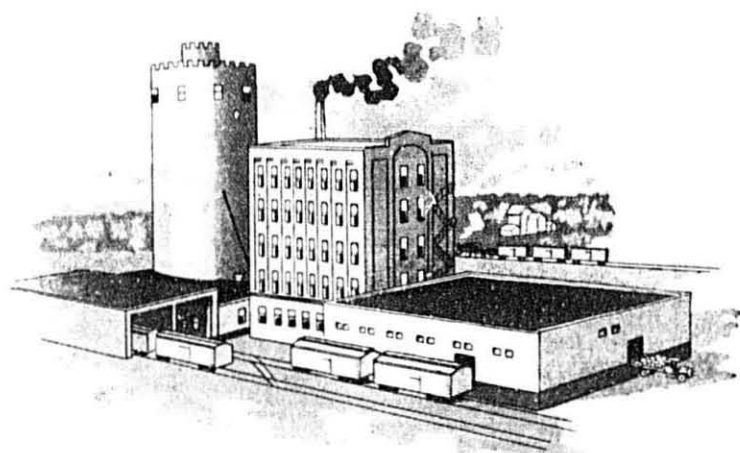
The Capital Flour Mills, Incorporated, was organized a little over two years ago to take over the assets of The Capital City Milling & Grain Company which had discontinued a few months previous.

There are two mills indicated as the A and B. The A Mill has a capacity of 400 bbls. in 24 hours and is operated largely for making Extra Durum Patent Durum Strachy Flour and a few Semolina. The B Mill was practically completed in the spring and summer of 1925. This mill has an easy capacity of a little more than 800 bbls. in 24 hours. It is designed and equipped for making the highest grade durum semolina and the wheat used in this mill is the best selected of either grades coming out of the Minnesota and Dakota markets.

The company is strongly financed and able to carry ample reserves supply of wheat at all times. J. P. Wall is president.



Sifting machines—5th floor.



B Mill of Capital Flour Mills, Incorporated, St. Paul, Minn.



Packing room—1st floor.



Part of purifying system—3rd floor.

April 15, 1927

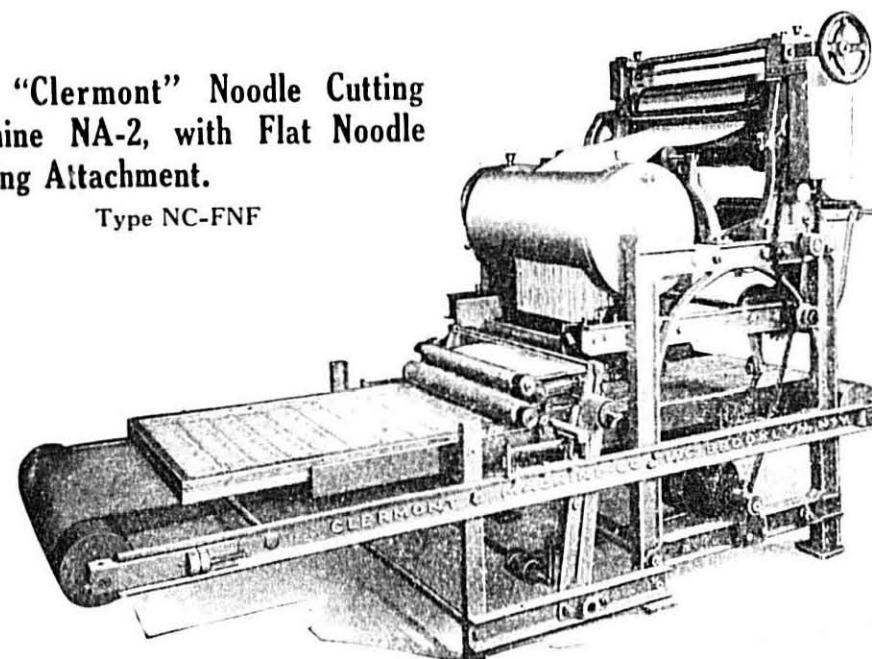
THE MACARONI JOURNAL

15

THIS IS

The "Clermont" Noodle Cutting Machine NA-2, with Flat Noodle Folding Attachment.

Type NC-FNF



Which has won the second Court favor in the law suit of C. F. Mueller Co. vs. Clermont Machine Co. Inc., as quoted on some other page of this publication.

Designed and built for the "Betterment of the Industry," we have spent a small fortune to fight the suit, in order to put this necessary labor saving device on the market, for the benefit of the trade.

We are proud to state that this machine is a real product of our inventive ability.

Write for detailed information and catalogue.

CLERMONT MACHINE CO.

INCORPORATED

77-79 Washington Ave.

Brooklyn, N. Y.

Cost of Trade Associations

Some interesting and invaluable facts were brought out by a survey made by Joseph N. Sletten of the National Funeral Directors association and reported to the last convention of the American Trade Association Executives.

The results were obtained by a comparison and compilation of questionnaires replied to by about 75 members of that organization of Trade Association Executives, covering many lines of industry.

Incomes

From the replies of 73 secretaries, trade association incomes are as follows:

25 have incomes of \$ 5,000 to \$25,000
13 have incomes of \$26,000 to \$50,000
8 have incomes of \$51,000 to \$75,000
9 have incomes of \$76,000 to \$100,000
5 would not disclose incomes.

The average is slightly more than \$35,000 a year. (The National Macaroni Manufacturers association does not average one third of this amount.) The income of the association is usually reflected in the size of the association.

How Income is Collected

41 out of 73 associations do not charge an admission fee. With the others admission fees range from \$5 to \$2000.

68 out of 73 associations collect dues from headquarters.

Basis of Dues

The dues of 47 out of the 73 associations are based on a graded scale under one of the following plans, dependent upon:

- 1.—Production volume, either so much per ton, so much per dollar value of production or sales, or so much for each unit of production.
- 2.—Gross or net sales volume.
- 3.—Units of machinery in factory or plant.
- 4.—Number of employes per member.
- 5.—Number of branch houses.
- 6.—Amount of invested capital in the business.
- 7.—One reported dues levied on an assessment basis.

Sources of Income

Dues vary from \$5 to \$35,000 a year. 87% have no financial arrangements with state or local associations.

44% are entirely dependent on dues from their income. The others, in ad-

dition to dues, derive income from as follows: publications, service bureaus, admission fees, convention exhibits, convention registration fees, interest on investment, special assessments.

Income from Trade Magazines

15 associations get 14% of their income from publications.

4 associations get 25% of their income from publications.

GENERAL CONCLUSIONS

Income from admission fees is practically negligible.

11 associations get an average of 23% of their income from service bureaus.

10 associations get an average of 18% of their income from convention exhibits.

17 associations get some interest on investments.

11 of the reporting associations do not operate on a budget.

The most popular fiscal year ends June 30.

32 associations have fiscal years ending December 31.

The experience of trade associations indicates that it is wise to have vouchers signed by one other officer in addition to the secretary.

The most popular procedure is to have a budget approved first by the board of directors and then adopted by members at the national convention.

The general practice is to have accounts audited annually by public accountants.

Classifying Expenditures

The average budget for trade associations submitted, was as follows:

Item	% of Assn. Income
Salaries	48
Printing	11
Travel and Entertainment	8
Headquarters	6
Bureau Appropriations	5
Surplus and Sinking Fund	5
Postage	3
Committee Appropriations	3
Periodicals and Dues	2
Telegraph and Telephone	2
National Convention	2
Board of Directors Meetings	2
Legal Expenses	1
Furniture and Equipment	1
Office Supplies	1
Total	100

Special activities such as national advertising, research work, law enforcement, publicity, scholarship in educational institutions, testing of formulas and standards, etc., are generally financed by special assessments.

The National Macaroni Manufacturers association; which through its sec-

retary holds a membership in the American Trade Association Executives, is one of the 73 firms considered in the above study. From what most of the members know of its income and expenses, the former's figures helped keep the figures at their lowest point. A larger membership in the Macaroni Association would increase its income and enlarge its scope of activity.

A Pinch of Our Products

Macaroni manufacturers are about to launch a drive against so-called macaroni and noodle recipes which call for only a nominal quantity of these products. Almost every daily paper, weekly and monthly periodicals contain examples of recipes that are at least wrongly named.

Here is an example of recipes which the industry should consistently combat. Compare with the quantity of the ingredients, a pound of beans, several whole carrots, etc. After the pot is filled "add a cup of noodles," and yet they call it noodle soup. The recipe follows:

Noodle Soup

Take about a pound of lima beans, soak over night. Put on to boil with lots of water, let it come to boil, then simmer slowly. Add salt, a few carrots, halved lengthwise, stalk of celery, sprig of parsley, parsnips halved lengthwise, a whole onion. When beans are done (do not let them cook to mush, but keep them whole), strain soup off, leaving beans whole. Put halved carrot and parsnip back in soup, but throw other vegetables away. Place soup over fire, when it comes to boil add half cup noodles. Do not make soup too thick. Add tablespoon of butter, season to taste and serve hot.

Dinners for Fifty

(Continued from page 2.)

White Sauce

- 1 cup butter or substitute
- 3 quarts milk
- 1½ cups Gold Medal flour
- 2 tablespoonfuls salt
- ¾ teaspoonful pepper

1. Melt butter, make paste of butter and flour and add to milk, scalded in double boiler. 2. Stir constantly until thickened. 3. Add salt and pepper.

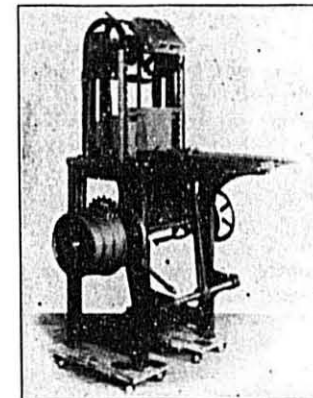
Buttered Beets

- 8 pounds beets
- 1 cup butter substitute
- 2 tablespoonfuls salt

Wash the beets and steam or boil until tender. Remove the skin, cube or slice. Reheat and add butter and salt.

We can safely say that the largest percentage of packaged macaroni products are automatically packaged by

Peters Package Machinery



THE least expensive cartons of the "Peters Style" are used with our package machinery — the least number of hand operators are necessary — hence the most economical package. Its protective features are recognized everywhere.

Our engineering staff are at your disposal. Our catalogue is yours for the asking.

PETERS MACHINERY COMPANY

4700 Ravenswood Avenue

CHICAGO, ILLINOIS

Carefulness Reduces Accidents

While major accidents in and about macaroni plants are happily rare there are enough minor accidents to warrant the special attention looking toward their reduction or elimination.

Every macaroni manufacturer knows how easy it is for an employe to be guilty of careless action which causes loss of limbs, time and money. Many of these avoidable accidents give grounds for legal action, often resorted to—to gain redress.

After every accident or mishap ways and means have been found whereby they might have been avoided. It is useless to lock the stable door after the horse is stolen and equally unavailing to deplore carelessness or neglect when the mischief has been wrought.

Accidents in macaroni plants may be divided into 2 general classes: injuries from mechanisms and injuries from carelessness. Practically all of the latter may be reduced by teaching employes to use care and forethought in going about their duties, and most of the former avoided by installation of mechanical guards.

During 1926 one of the leading macaroni firms of the country inaugurated a safety drive as a practical and wise policy to reduce the number and serious character of the accidents in its plant. Every conceivable danger was guarded against and the employes were cautioned to be extremely careful for their personal protection and the safety of their fellow workers. As a result the company is proud to report a reduction of more than 50% in accidents, not one major accident being recorded during the year.

Here are a few precautions that should be observed in every plant. They are based on a limited study of the accidents that frequently occur. Employes who neglect to observe these precautions are guilty of contributory negligence.

1. Equip every exposed part of your machinery with a proper guard.
2. Instruct your employe to stop a machine before attempting any other than his usual duty. A loss in production is preferred to a loss of a body member or life.
3. Permit nothing to be out of its place even for a few minutes. Employes unconsciously expect things to be where they properly belong.
4. Leave nothing on stairways or at the head or foot of a stairway.

5. Have every portion of your plant well lighted.

6. A danger sign should be posted where danger is imminent.

7. Inspect regularly all machines, trucks, chairs, ladders, elevators, elevator gates, revolving doors and mechanical devices.

8. Insist on employes being properly clad and shod in keeping with their work.

9. Urge safety in use of matches and prohibit indiscriminate smoking.

10. Install fire escapes and fire fighting apparatus. Have regular fire drills to acquaint employes, new and old, with just what to do should a fire occur.

11. Have your Safety Kit fully equipped and require employes to report the most minor cuts, bruises or accidents to themselves or others.

12. Keep machinery well oiled, floor thoroughly clean and passage ways unimpeded.

13. Supply employes with copies of rules of care and precaution during business hours.

14. Confer frequently with your employes and teach them the value and need of extreme carefulness while on the premises.

15. Stress the responsibility of each worker to himself, to his associates and to the public.

16. Give recognition to employes who observe your rules of carefulness and discharge those who persistently disobey them.

17. Use steam or hot water heat, electric lighting and regulated mechanical ventilation.

18. Stack your raw materials and finished products in a manner to avoid sliding and other movements that would endanger employes.

19. Hire only the most careful drivers for your automobiles, trucks and delivery wagons. Insist on their strict observance of all driving laws, and give due recognition to clean driving records.

20. Make every employe realize that upon him rests the responsibility of avoiding or greatly reducing the number of major and minor accidents in your plant.

Food Preparation Interests All

It is natural that people should be interested in the foods they eat.

Because travel has been made easier and people now have a personal acquaintance with almost every class on earth it may be said that they are per-

haps even more interested than ever before in the different kinds of food and their mode of preparation.

Many men, as well as women, desire to know all about the dishes that are placed before them and intelligent inquiries are generally not unusual.

In the H. J. Heinz plant in Pittsburgh where the famous 57 varieties are manufactured this increased interest in foods is studied and classified. The large corps of employes engaged in escorting people through the concern's big kitchens are schooled to deduce facts concerning the interests of the visitors and to report them to the officials.

One of the interesting departments of this company is that devoted to the manufacture of macaroni products, including the canning section.

Of the 50,000 or more people who visit this plant annually, a comparatively small percentage goes there merely out of curiosity or for entertainment. Most of them show a keen interest in the preparation of pure foods.

This applies to foreigners as well as Americans, for people from Europe, the Orient, South America, Africa and other sections are among the visitors who seek knowledge of food and its preparation.

Titled folks of Europe, housewives, women's clubs, university chemical classes, students of domestic science and others are in the stream of people that steadily moves through the plant.

"What is the recipe for spaghetti?" asks one woman while another wants to know the advantage of baked beans over boiled beans, and still another inquires what kind of vinegar is best for pickling and which is preferable for salads, or how the color of the red ripe tomato is so definitely retained in ketchup. The questions also run to sterilization and cooking utensils.

People are all insistent upon cleanliness and purity, and quality is the primary requisite to meet popular demands.

It is evident that interest in food has been stimulated by cooking classes, domestic science schools and the culinary and dietetic department in the daily newspapers and magazines.

The women of America are engaged in a study of food chemistry, and the application of intelligence and science to the daily menus in their homes is probably a big factor in the expansion of life expectancy in this country.

REMOVAL NOTICE

WE are pleased to inform the trade that on or about May 1, 1927, we will be located in larger quarters (our own home) at 266-268-270 Wallabout St., Brooklyn, N. Y. Our telephone number will remain the same, Williamsburg 0345.

The steady expansion of our business is due mainly to two factors:

1st.—Our firm policy to serve the trade for the "Betterment of the Industry."

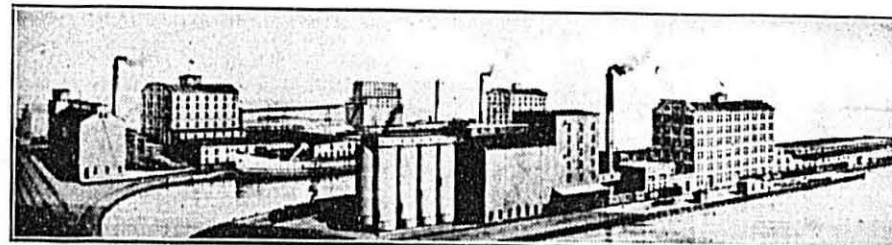
2nd.—The undivided support of the users of our machinery equipment, who are our best advertisers.

In order to increase the efficiency of our plant, new and up-to-date machine tools will be installed in addition to our present equipment.

We are designing a number of new labor saving devices which we expect to put on the market in a short time. These, we hope, will be "Links" to the "Clermont Chain of Machinery Equipment," designed and built to produce the best finished product at the lowest manufacturing cost.

CLERMONT MACHINE CO., Inc.

Brooklyn, N. Y.



THE UP-TO-DATE HOME OF
HOURGLASS BRAND
SEMOLINA AND FLOUR

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

DULUTH-SUPERIOR MILLING CO.

Main Office DULUTH, MINN.

NEW YORK OFFICE: F 7 Produce Exchange
PHILADELPHIA OFFICE: 458 Bourse Bldg.

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

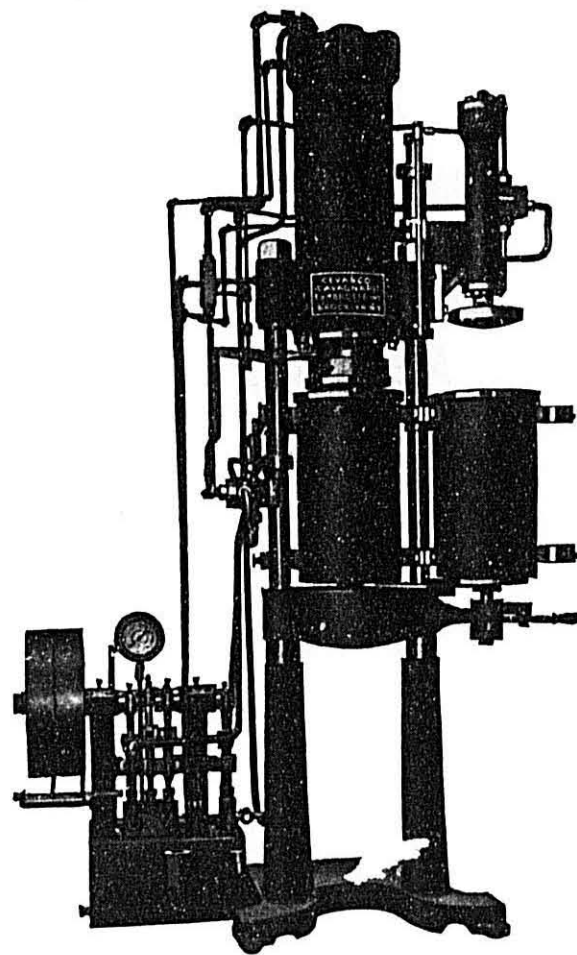
Consolidated Macaroni Machine Corporation

FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.

I. DeFrancisci & Son

Designers and Builders of High Grade Macaroni Machinery



Vertical Hydraulic Press with Stationary Die

between the two faces, there can be practically no wear on this part. Very little power required to set same as the movement is concentric.

MATERIAL. All cylinders are of steel, and have a very high safety factor.

QUICK RETURN. By means of an improved by-pass valve, we have reduced the pressure on the return stroke to practically nothing. By reducing the back pressure, the ram or plunger returns to its starting point in less than one (1) minute.

PACKER. While the hydraulic packer has independent control, it returns automatically when the main control valve is set to the return position.

CONSTRUCTION. This press is solidly and heavily constructed throughout. All material is the best obtainable. The base is very rigid and the uprights extend to the die platen support, thereby preventing any vibration of the press.

AT LAST! The Press Without a Fault.

Simple and economical in operation; compact and durable in construction. No unnecessary parts, but everything absolutely essential for the construction of a first class machine.

Only two controls on entire machine. One valve controls main plunger and raises cylinders to allow swinging. Another valve controls the packer. No mechanical movements, all parts operated hydraulically.

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

This press has many important features, a few of which we enumerate herewith.

LINING. Both the main cylinder and the packer cylinder are lined with a brass sleeve. By lining these cylinders, the friction is reduced and the possibility of any loss of pressure through defects in the steel castings is absolutely eliminated. It is practically impossible to obtain absolutely perfect steel cylinders. Other manufacturers either hammer down these defects or fill them with solder. Either of these methods is at best a make-shift and will not last for any length of time.

PACKING. New system of packing, which absolutely prevents leakage.

RETAINING DISK. The retaining disk at the bottom of the idle cylinder is raised and lowered by means of a small lever, which moves through an arc of less than 45 degrees.

PUMP. The pump is our improved four (4) piston type.

DIE PLATEN. The die platen or support is divided into three (3) sections for the 1 3/4 inch and two (2) sections for the 1 1/2 inch press. (We originated this system of sub-division of platen, since copied by competitors.)

PLATES. There are plates on front and rear of press to prevent dough falling when cylinders are being swung.

JACKS—SPRINGS. No jacks or springs are used to prevent leakage of dough between cylinder and die. Our special system of contact prevents this. Springs will lose their resiliency from continued use and will not function properly.

CONTROL VALVE. Both the main plunger and the packer plunger are controlled by our improved valve. The movable part of this valve rotates against a flat surface. As there is always a thin film of oil

Consolidated Macaroni Machine Corporation

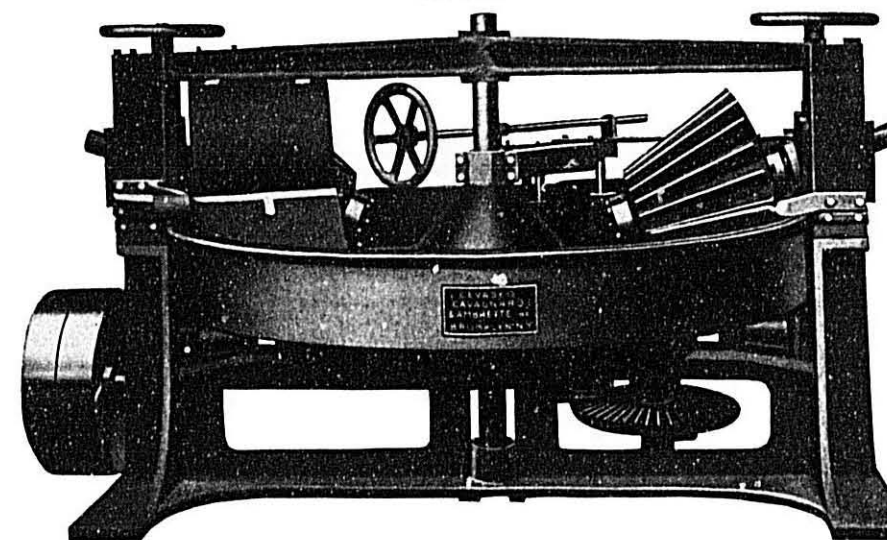
FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.

I. DeFrancisci & Son

Designers and Builders of High Grade Macaroni Machinery

Type K-G.



Kneader with Guard for Cone, Apron for Pan and Scraping Attachment to Prevent Dough adhering to Cones. The main driving shaft, which carries the pinion driving the large internal gear, is fitted with a roller bearing, adding greatly to the life of the machine.

Specialists in everything pertaining to the Macaroni Industry.

Complete Plants Installed. Let us Show You how to put your Plant on a Paying Basis.

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

HYDRAULIC PRESSES:--Vertical and Horizontal.

Kneaders. Mixers. Dough Brakes. Die Cleaners.
Mostaccioli & Noodle Cutters. Bologna Fancy Paste Machines.

156-166 Sixth St.

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

159-171 Seventh St.

Address all communications to 156 Sixth Street.

156-166 Sixth St.

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

159-171 Seventh St.

"THE ETHICS OF _____"

In an article headed "Sugar Without Sand" the Literary Digest recently treated with the delicate subject of Trade Practices vs. Trade Promises. How much this applies to the macaroni manufacturing industry is left for each individual to decide. That "action speaks louder than words" is still a true maxim, none will deny. At least we will be judged by competitors and by the public. The article follows:

"The ethics of _____" —and you may name any profession or business—is a common enough title of convention addresses, we are told, and now that convention days are at hand in this season of high resolve, when men will be fore-gathering to discuss the various problems involved in their respective businesses or professions, it is pleasant to hear that most of this talk on ethics really means something. It may be observed in the fact that the housewife going to market is actually getting proper weight for her money; fresh eggs are really fresh, butter is really butter, and there is no sand in the sugar. And business interchange is now said to be on a higher level than in the days when competition was of the cutthroat order, and the devil was naturally supposed to take the hindmost. Such is the general burden of an editorial in the New York Commercial, which tells us that "instead of hiding the information the way we were formerly wont to do, getting every new thought and giving as few as we could in exchange, the modern way is to unveil the facts, show competitors the books, give out the short cuts, place all cards on the table face up." Doors are said to be rarely locked against customers and competitors. As the profit in industry comes in trading or turnover of goods, so the profit in ideas comes likewise in trading. Yet all is not what it should be, for, we read:

"One of the pitiful facts about conventions is the hypocrisy which accompanies many such gatherings. Thus far many business men have not gotten away from double standards of ethics—one for convention purposes and the other for use in their business upon their return to their desks. Business men belong to the Kiwanis, Rotary, Optimist and other service clubs; they affiliate with trade associations and attend conventions. They hear inspiring addresses, adopt idealistic resolutions, subscribe to elevating educational movements, laud the Golden rule as the proper guide for business conduct, yet returning to the factory or office they decide that while all that is good "bunk" they guess they will run their business as always, getting

as much as possible and giving as little in return as possible.

"If the leaders in an industry will practise as well as preach these high ethical doctrines, their strength will give courage to the others who fear to be in the van but gladly follow courageous leadership. It appears that almost every industry has its own peculiar problems wherein sound ethics are badly needed by a goodly portion of the industry. In the fur industry, no mother seal would recognize as her offspring some of the material formerly offered to the unsuspecting customer as seal. In the furniture industry, cherry and mahogany look so nearly alike to the undiscerning, it is small wonder that much of the cheaper wood is sold at the price of the more valuable."

But there is improvement. A movement in Canada for better trade practise, we read, has resulted in an agreement among ice dealers to "give absolutely correct weight." "This is indeed meritorious," observes The Commercial, "and might be followed by certain retail dealers in this country. Official scale-testers can certify that the instruments are in good mechanical condition, but naturally they cannot inspect every load which takes its place on the scales they have verified. This must largely be left to the honesty of the man adjusting the balance."

But The Commercial thinks that trade practise is becoming more and more honest, remarking:

"Sly tricks are falling into disrepute. It is no longer considered good business to defraud the customer. There is something peculiar about the practise which always reverts to the disadvantage of the hypocrite and defrauder in the end. Industrial leaders can help along the movement toward honesty in business if they will. They are doing it now to a surprising degree. As conventions constantly grow a more popular custom the business man of high ethical standards can look his competitors square in the eyes at such gatherings without flinching. Though not always true it is often the unethical practitioner who does not belong to his association, does not attend conventions, consequently receives no help from exchanging ideas with the other man."

Clermont in New Quarters

Announcement to the trade was made last month by the Clermont Machine Company, Inc., that its plant will

be removed to new and larger quarters on May 1, 1927. The new home of the concern will then be at 266-268-270 Wallabout st., Brooklyn. The firm retains its old telephone number, Williamsburg 1345. According to C. Surico, president and general manager, and P. Cardone, treasurer and secretary, this move is necessitated by the steady expansion of the business. It is aimed to increase the efficiency of the concern in manufacturing macaroni and noodle machinery and machines for other lines for which this company specializes.

The new plant will be equipped with new machine tools and every facility for manufacturing its products at the very lowest possible cost.

Paying Wages by Smaller Checks—Pro and Con

The value of paying wages and salaries by check instead of by cash has long been recognized especially as a means of eliminating payroll robberies, but one of the difficulties has been the inability of the workers to get large checks cashed. To meet this situation one large paper mill in New England has been paying its employes in checks of 5 and 10 dollar denominations and is highly gratified with the results. An additional check provides the odd amount that goes to make up the total compensation.

In calling this plan to the attention of the macaroni manufacturers some of the drawbacks as well as its advantages are considered.

The procedure of course involves greatly increased work for the cashier and the officer who countersigns the checks, but it is believed by this particular company that the convenience to the employe makes the extra time and the extra work worth while. It surely makes it easier to get checks cashed in stores, banks, etc.

According to this same mill superintendent this method induces thrift on the part of the workers, who it seems are less likely to spend the majority of their money on payday, than they would if paid either in a single check or in cash.

In addition it has the tendency to decrease gambling on paydays, as well as to minimize loss through carelessness.

The new method also has the effect of leaving large payroll sums in the mill's account at the bank for the reason that the employes do not cash all of their pay checks at a single time. This spreads the actual payroll payment over the period of 2 weeks.

**LABELS
CARTONS
AND
SELLING
HELPS
OF ALL KINDS.**

Let us be your "Package Counselors."

**CONSULT OUR
TRADE MARK BUREAU.**

The courts have decided that trademarks and brand names are valuable property. No new name should be adopted without investigation. Our trade mark bureau contains records of over 829,000 brand names including all registered brands. Write for particulars. The service is free.

**The United States Printing
& Lithograph Co.**

Color Printing Headquarters

CINCINNATI BALTIMORE BROOKLYN
8 Berea St. 87 Covington St. 23 N. 3rd St.

Develop the Convention Habit

Address by J. H. McLaurin, President American Wholesale Grocers Association at National Canners Convention.

With the passing of the years I have learned to grow fonder of conventions; and I am wondering if a convention, as we know it, is not in fact in its origin an American institution. It must be so, for we are surely a convention nation. How we do love to hold them! I do not know who invented conventions, if that man's name were known we would have one more national holiday in the United States, and probably we would use that day for holding a convention!

This subject of eating is so constantly with us that we feel just a little bit fed up with it, and hence the desire to get away from it. And with that idea in control my thoughts have run afield as to some other subject which I might briefly refer to and which would be worth while. It occurred to me that there is no subject affording a wider field of discussion for an occasion in which the speaker is limited to a few moments than that of this very thing which has called us here—a convention.

I am able to make a statement here today, supported by both observation and experience, that there is no greater developer of men's minds and morals than a convention. What is a convention announcement except a call to folks to meet and mingle and discuss? And what is better than that as a diversion for men and women who are struggling with the commonplace things and the commonplace day, and each hour of the day waxing more self important, more excessively serious and more physically disabled? What they need, and what they get, is a convention—that dynamic explosive force which grabs them by the collar, lifts them off their feet and hurls them together as equals, and all eager to confer, consider and agree on ways and means for the common good.

The attitude of thousands of Americans to a convention is what the attitude of a southern negro is to an excursion—Go or Bust! I was born and reared, and I'm still rearing, in a southern community where the Negro is in no wise a negligible quantity. The

spring time in that section is as prolific with "xcussions" as is a dog with fleas. And when that season opens up the exodus is on. The remonstrances of the housekeeper with the female of the species and the employer with the male are impotent before the challenge, "There's gwine to be an 'xcussion to Savannah next week and I'se got to go." Jobs may be sacrificed, households and other activities may be demoralized, and indeed kingdoms may

and of others. It prompts a lot of us to realize that we are sitting in the front row when some other man is more entitled to that seat while we should take the seat behind him.

If you want to get real inspiration toward higher and better living come up here on this platform and stand where I am standing and look out on this sea of faces, catch the glint of the eyes into which I am looking; and, if your soul does not respond to that in-rushing tide of nobler thoughts, higher purposes and a finer interpretation of living, then you must be irresponsible indeed to the best influences which can flood a man's heart.

It has been said that you cannot know a man and hate him. And while you can qualify that statement if you are disposed to do it, you cannot get away from the fact that it is pretty nearly one hundred per cent true.

God pity the man who never attended a convention, who has never known what it is to have just this sort of experience come into his life, which is therefore much the poorer for the lack of it. In your own office you are probably the most important

COME TO MINNEAPOLIS

Macaroni and Noodle Makers:

Your next TRADE CONVENTION will be held in Nicollet Hotel, Minneapolis, Minn., June 13-14-15, 1927.

We can think of no better or stronger argument for attending this Macaroni Manufacturers Conference than those so ably presented here by Mr. McLaurin. His long successful career as president of the National Wholesale Grocers Association qualifies him as an authority on the subject.

—The Editor.

crumble but the "xcussion" to Savannah will move with its dark host of devotees.

And so it is, thank Heaven, with our conventions.

We come here jaded in mind and body; we go away built up and invigorated.

We come here discouraged; we go home with a new vision.

We come in our self conceit; we go away humble.

We come, many of us, with a monumental estimate of ourselves and our own opinions, and too frequently with an opposite value of the importance and the opinion of others; and we meet, rub shoulders, listen to the words of wisdom of those who come here qualified to speak them, and we go away with a consciousness that after all we are ourselves but cogs in the great machinery of human kind.

A convention is a leveler. It discovers for you and me those real values of which we have lost sight. It raises us from the valley of despair to the mountain top of hope and confidence. It opens blind eyes and makes them see. It revises our rating of ourselves

person and you are conscious of it, necessarily and properly conscious of it. But I want to tell you that you cannot live conscious of it right along month after month without suffering very ill effects.

I am not overlooking that specific purpose to which every convention must apply itself in relation to the cause which it represents, and no one, I am sure, will ever underestimate the importance of men and women coming together for the purpose of dealing directly with the technical phases of those agencies. But, as you will observe, I am stressing the value of the convention as an uplifting influence. I am mindful of the fact that a body of men like this cannot come together without giving thought to the part which we each play as citizens of a great nation. Therein I again find the convention to be a great developer and inspirational source. No convention fails to give consideration to the spiritual and material condition of the nation.

A convention brings into our lives a lot of things which the reading of books, the preaching of sermons, or other elevating, energizing influences

can never furnish. It gives us a finer, wider, truer estimate of real values as applied to folks; values we can get in no other way but through the thing we love to speak of as the personal touch. High principles in life are fine. Indeed they are all essential rules of living. A certain code of ethics is necessary to proper living. But these things are rather colorless and unconvincing when compared to the actual touch of men's hands and hearts and minds.

May this great American institution—THE TRADE CONVENTION—grow and prosper.

Noodles by Another Name

Commenting on the infringement suit recently decided in the New York federal district court, the Evening Sun treats humorously of the legal description of this food product that has been so popular for many years in American homes:

"Little did the ancestors of the present generation of noodles dream that the noodle family would be dragged through the public tribunals. Yet that has happened. And some astonishing

things have been disclosed as to the secrets of the house.

"For one thing, it appears that when Mr. Noodle puts on his high hat and goes to court he scorns the humble name of honest forbears and becomes Mr. Interlocked Doughbody. Noodle soup will never taste the same after this revelation.

"As sketched in legal phraseology his familiar features appear strange. He is described at one moment as 'a strip of dough with its free ends extending in the same general direction and spaced from one another laterally in the plane of the folded strip.' At another he is depicted as 'a strip of dough' folded to form 'a body having a plurality of diverging portions.' A third description of the noodle as 'a zigzag shaped body' is perhaps more intelligible to old friends of the family.

"All this comes about through a suit in which makers of one kind of noodle folding machines accused makers of another kind of infringing their patents. The United States District Court for the Eastern District of New York, after an exhaustive inquiry decided there had been no infringement. Although the results obtained by both varieties of mechanism were the same,

the court held that the processes of arriving at the results were different. After all, a folded noodle to the consumer is a folded noodle or, as the poet has it:

A noodle by the soup plate's brim
A folded noodle is to him.
And it is nothing more.

"Nothing more, that is, unless he can manage to think of it as an interlocked doughbody. Doubtless a doughbody folded and interlocked by one process will taste as good as one folded and interlocked by another. As to that, the soup alone can tell."

Simplicity is not the first but the last achievement.

EGG FORMULAS

To live up to the legal requirements of Eggs in "Egg Noodles" or "Egg Macaroni," the following formulas may be safely followed:

To 95 lbs of flour use:
20 lbs of Fresh or Frozen Eggs,
or 10 lbs of Fresh Yolks, or 5 lbs of Dried Whole Eggs or Yolks.

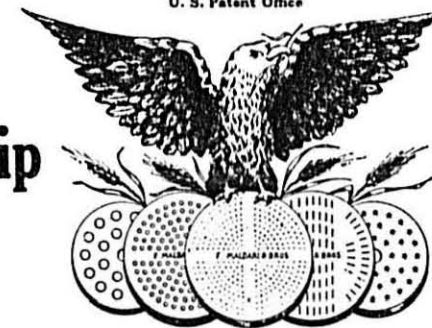
I affirm that my personal well being is best promoted by striving for the well being of others.

MALDARI'S INSUPERABLE MACARONI BRONZE DIES

with removable pins

Quality

Trade Mark
Reg.
U. S. Patent Office



Workmanship

Service

Satisfaction

F. MALDARI & BROS., Inc., Now at 178-180 Grand Street
NEW YORK CITY

SEND FOR CATALOGUE

Established 1903

Patents and Trade Marks

A monthly review of patents granted on macaroni machinery and application for and registration of trade marks applying to macaroni products.

PATENTS

In March 1927 there were no patents on macaroni machinery granted by the U. S. patent office.

TRADE MARKS REGISTERED

This month the following trade marks were registered and announced:

Sterling

The trade mark of the Joliet Macaroni company, Joliet, Ill., was registered March 22, 1927, and given serial No. 225,738. Application was filed Oct. 16, 1926, published in the Official Gazette Jan. 11, 1927, and in the February 1927 issue of The Macaroni Journal. The company claims use since Sept. 1, 1925.

The trade mark is the trade name in heavy script with the flourish of the letter "S" acting as an underscoring line for the full word. A distinctive feature is a double bar through the letter "S" resembling 2 pieces of short cut macaroni.

Contadina

The trade mark of Antonio Morici company, Chicago, Ill., was registered on March 29, 1927, and given serial No. 225,993. Application was filed Jan. 18, 1926, and published in the Official Gazette on March 30, 1926, and in the April 1926 issue of The Macaroni Journal. The company claims use since March 1924.

The trade mark is the trade name "Contadina" brand with the letters arranged in the form of an arc.

TRADE MARKS APPLIED FOR

Opposition to the registration of any of the following applications must be made within 30 days of its publication.

Carton Design

The Tharinger Macaroni company of Milwaukee, Wis., on Oct. 30, 1926, filed with the U. S. patent office a representation of a label for use on alimentary paste products and "More Particularly For Macaroni, Spaghetti, Vermicelli, Noodles and Egg Noodles, The Latter Two Both Dry and Wet and Prepared For Immediate Use." It was published March 1, 1927. The company claims use since June 10, 1919.

In the official announcement "applicant disclaims the representation of

the label as such, apart from the mark as shown in the drawing. The drawing is lined conventionally for blue and yellow."

Three Medals

The trade mark of the Chicago Macaroni company, Chicago, Ill., for use on alimentary paste products, namely macaroni. Application was filed Dec. 27, 1926, and published March 1, 1927. The company claims use since Feb. 25, 1926.

The trade mark is a fanciful arrangement of 3 medals arranged in the form of a 3 leaf clover. The stems represent sheaves of durum wheat. The medal at the left bears the name "Uniformity"; the one at the right the term "Purity"; the one above these two the term "Quality." In a scroll above the medals in triangular form appear the words "Three Medals" in heavy black type.

Ambo

The trade mark of the Duluth-Superior Milling company, Duluth, Minn., for use on durum semolina. Application was filed Jan. 12, 1927, and published March 8, 1927. Firm claims its use since Dec. 28, 1926.

The trade mark is the trade name in outlined letters of black and white.

Good Value

The trade mark of Fleming-Wilson Mercantile company, Topeka, Kan., for use on macaroni, spaghetti and vermicelli and other grocery products. Application was filed Oct. 16, 1926, and published March 8, 1927. The company claims use since Dec. 27, 1924.

The trade mark is the trade name

in heavy black type appearing in a rectangular white space formed in overlapping circles of black.

Cash & Carry

The trade mark of J. L. Rosenfield doing business as Rose Field Packing company, Alameda, Cal., for use on spaghetti, macaroni and many other grocery products. Application was filed Oct. 27, 1926, and published March 15, 1927. Firm claims use since Aug. 30, 1926.

The trade mark is the trade name in heavy type.

Cincinnati

The trade mark of Antonio Palazolo, Cincinnati, O., for use on macaroni. Application was filed Jan. 21, 1927, and published March 22, 1927. Firm claims use since May 17, 1926.

The trade mark is the trade name in outlined letters of white with black borders.

Duce

The trade mark of the Washburn Crosby company, Minneapolis, Minn., for use on semolina. Application was filed Feb. 11, 1927, and published March 29, 1927. Owners claim its use since Jan. 15, 1927.

The trade mark is the word "Duce" imposed on 2 crossed flags all of which is within a small circle. Near the base of the flag staffs are shown sheaves of durum wheat. Around the whole design is a larger circle made of double lines.

An empty wagon's rattle is heard further than a full one.

BELL RINGER

A Prize Winner submitted by
Henry Mueller, General Manager C. F. Mueller Co., Jersey City.

KEEP ON JUMPING!

A weak but ambitious young man ventured to approach a successful business man and inquired:

"May I ask you the secret of success?"

"There is no easy secret," replied the business man. "You just jump at your opportunity."

"But how can I tell when my opportunity comes?"

"You can't," snapped the merchant. "You've got to keep on jumping."

Now YOU tell one

CROOKSTON-SEMOLINA

From

Amber Durum Wheat

STRONG and UNIFORM
and of a WONDERFUL
COLOR

For Quality Trade

Crookston Milling Company

CROOKSTON, MINNESOTA



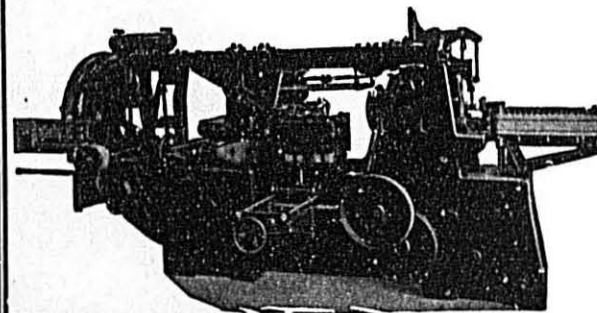
Meets Every Requirement of "The Ideal Container"

The Stokes & Smith
Tight Wrapped Package



The Machine

Stokes & Smith Automatic Package
Wrapping Machine.
Capacity, 45-60 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.

STOKES & SMITH COMPANY

Summerdale Avenue and Roosevelt Boulevard

PHILADELPHIA, U. S. A.

British Office: 23 Goswell Road, E. C. 1, London

Directors at Washington

At the spring meeting of the Board of Directors of the National Macaroni Manufacturers association held in Washington on March 28 and 29, plans were completed for the 1927 National Conference of the Macaroni Manufacturing Industry to be held in Minneapolis, Minn., June 13, 14, 15. Other timely matters were considered at the 2 sessions in the Carlton hotel.

Among those who took part in the deliberations were President Henry Mueller, Frank L. Zerega, C. S. Foulds, G. Guerissi, Frank J. Tharinger, Dr. B. R. Jacobs and M. J. Donna.

The general program for the 3 days convention was approved and the details left in the hands of the secretary. The offer of the durum millers to help entertain the visitors was accepted, this to include an inspection trip through a modern semolina mill, an outing, banquet and entertainment.

Among other matters acted upon, it was decided to issue a feature edition of the Macaroni Journal in June for distribution at the convention. "Good Will" and "Complimentary" advertising is to be solicited from all firms who are in any way interested in the progress and welfare of the Macaroni Industry. Individual manufacturers everywhere are to be urged to invite their leading supply firms to place new or additional advertising in this issue which promises to be the biggest ever published.

New by-laws for the National association were considered and the draft submitted by the secretary was discussed clause by clause. With slight changes they will be submitted to the convention for final adoption.

A Code of Business Ethics was also ordered prepared for submittal to the membership for suggestions and modifications so that something satisfactory to the organization may be agreed upon for final adoption at the convention.

The "Plan of Coordinated Action Against Unjust Claims For Injury to Health, etc.," as adopted by the American Grocery Specialty Manufacturers association and submitted to manufacturers and distributors for general approval, was closely studied, found most practical and every member of the National association was urged to adopt it. Copies of the plan in printed form had previously been submitted to the membership by Secretary M. J. Donna.

The report of the special committee on Semolina and Farina Definition and Standard was approved. It was to the effect that while the macaroni industry was ready to propose a ruling of this kind to the U. S. Food Standards Committee, the millers were not in a position to either approve or disapprove the manufacturers' recommendations owing to lack of time to fully study the proposal. In the millers' opinion

the abnormal conditions presented by the 1926 durum crop and the lack of sufficient data on which to act, warranted inaction at this time. As a result this committee merely put in a formal appearing at the hearing of the government body on March 29, asking postponement of action pending further consideration of this important subject. This move was considered preferable to presenting a definition that would in any way be controversial on the part of those most directly concerned therein.

Macaroni Exports and Imports

According to the monthly summary of foreign commerce prepared by the U. S. Department of Commerce, the trade in macaroni products continues to show an increase in exports over imports. During January 1927 we exported 751,089 lbs. of macaroni, spaghetti and noodles worth \$59,850, while the same month we imported only 322,457 lbs. worth \$27,469. In January 1926 our exports totaled 620,618 lbs. which brought to American manufacturers \$56,027, while the imports were 662,508 lbs. worth \$40,486. For the 6 month period ending Dec. 31, 1926, our total imports were 2,297,248 lbs. valued at \$182,688. For the same period of the previous year our imports totaled 2,859,099 lbs. valued at \$208,202.

During the last 6 months of 1926 our exports totaled 280,174,201 lbs. valued at \$4,686,013. While in the same period in 1925 our exports were 280,845,

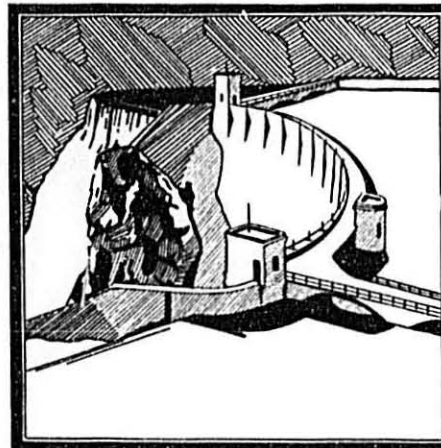
582 lbs. bringing to us \$6,321,709. This shows a slight decrease in quantity and a large decrease in value in face of greatly increased prices on raw material.

During February 1927 American firms exported a total of 884,000 lbs. of macaroni products as compared with only 669,000 lbs. in February 1926, and with 751,000 lbs. in January 1927. For the 8 months July 1, 1926, to Feb. 28, 1927, our exports totaled 5,851,000 lbs. as compared with 5,300,000 lbs. for the same period the year previous. For January and February 1927 our exports totaled 1,635,000 lbs. as compared with 1,289,000 lbs. in January and February 1926.

Mexico was proved our best market in February, buying 197,000 lbs.; United Kingdom was next with 177,000 lbs.; then came Canada with 103,000 lbs., Dominican Republic with 104,000 lbs. and Australia 46,000 lbs.

EXPORTS OF MACARONI BY PORTS AND COUNTRIES OF DESTINATION

	February 1927							TO-TAL
	New York	New Orleans	Mich-igan	Buffalo	Wash-ington	San Fran-cisco	All Other	
Irish Free State.....	3							3
Netherlands.....	10							10
Turkey E.....	15							15
United Kingdom.....	147		30					177
Canada.....			51	52	12		48	163
British Honduras.....		1						1
Costa Rica.....	1							1
Guatemala.....	*	2						2
Honduras.....		8						8
Nicaragua.....		2						2
Panama.....	3	34						37
Mexico.....	29	68				19	81	197
Jamaica.....		2						2
Cuba.....	12	28					6	46
Dominican Republic.....	1	101					1	103
Haiti.....	2	20						22
Virgin Islands.....							1	1
Colombia.....	1	*						1
Venezuela.....	3	*						3
British India.....	1							1
Straits Settlements.....	1							1
Ceylon.....	*							1
China.....	*				3		6	9
Java and Madura.....	2							2
Other Dutch East Indies.....	1							1
Japan.....							13	13
Australia.....	40						6	46
New Zealand.....	2						6	8
Africa.....	7							7
TOTAL	277	266	81	52	15	50	137	884



Roosevelt Dam "Made To Hold"

Wood Shipping Containers "Made To Hold"

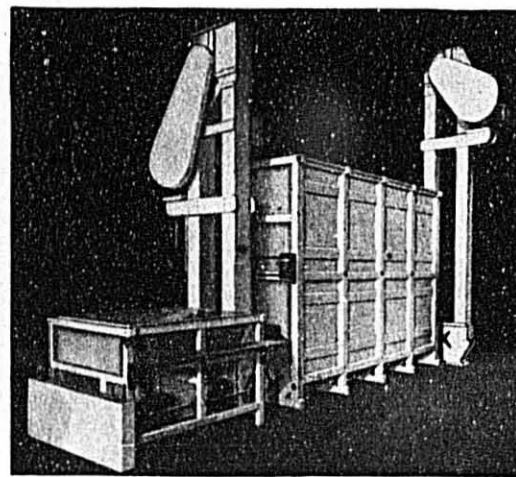
MADE from Nature's ideal box woods--Red gum or Cottonwood. Maximum strength and nail-holding qualities, combined with neat, clean appearance.

We are very glad, upon request, to submit samples REALLY REPRESENTATIVE of kind and character of Boxes we would expect to furnish.

ANDERSON-TULLY CO. & Memphis

Good Wood Boxes

STANDARDIZATION



The present day tendency in Macaroni and Noodle plants is to standardize production and quality.

To do so, standard machines are the first necessity.

Our experts are at your service in planning any changes in your present plant or in making plans for a new one.

Practically all of the modern plants in America are now using our standardized Flour Handling Outfits, our Mixers and Noodle Brakes.

Let us show you how you can save labor and cost of manufacture and still put out a better product of uniform quality.

CHAMPION MACHINERY COMPANY
JOLIET, ILLINOIS

Grain, Trade and Food Notes

Object to Refill of Packages

Whether or not it is practical, economical and sanitary to refill flour sacks is a matter that has been puzzling the trade for many years. Even though it is claimed that semolina will not stick to the sack as does the more finely ground flour, the question of the advisability of refilling flour sacks deeply concerns this industry.

The Bemis Bro Bag company has been conducting a quiet and extensive investigation of this problem, getting the views of millers and big flour users. It finds a very strong sentiment against the reuse of 98 lb. flour sacks after they have once been used and emptied.

Granting that this firm may be slightly prejudiced against the bad practice of refilling flour sacks, being a bag maker, its findings are of considerable interest to all manufacturers whose raw materials come in sacks. Even by those who contend that the first refill of clean and undamaged bags is practical, it is admitted that there is so much danger of contamination of contents the refilling should be done only under the best conditions. Here are the results of the investigations made by this company.

"Flour users, principally the bakers, would like to get rid of these bags for the following reasons:

- A. Bags are soiled in transit.
- B. Dough sticks to the cloth.
- C. Weevil infestation of flour.
- D. Disputes over bag allowances.

"Millers would like to get rid of used flour bags for the following reasons:

- A. Extra labor and expense involved in handling them.
 1. Inbound trucking.
 2. Counting and sorting.
 3. Office records and bookkeeping.
 4. Cleaning, power and labor.
 5. Extra warehouse space required.
 6. Packing room delays and extra labor due to breakage (approximately 10%).
 7. Failure of packers to report to bookkeeper number of bags broken.
- B. Danger of misunderstandings between mills and their customers arising from—
 1. Dickering at time of sale over allowance for using the customer's bags.

2. Back charges for incorrect count, defective bags, and bags broken in packing.
3. Identification of actual bags furnished by customer.
4. Infestation of flour with vermin.
- C. The additional source of mill infestation.

"To solve this problem of used flour bags it is proposed to divert these bags to other purposes by—

- A. Urging bakers and others to sell them at retail for the many purposes to which they can be put in homes, hotels and institutions. Attached is a list of 57 uses to which used bags can be put.
- B. We, or almost any other bag company, will purchase any surplus accumulation of used bags at a fair price.

"The millers can help promoting this scheme by—

- A. Urging the trade, directly and through their salesmen, to sell used bags for cash.
- B. Making it easy for trade to buy flour in new bags. This may be done by—
 1. Using actual cost of new bags in arriving at the basis price for flour in new bags.
 2. When fixing the differential to be allowed for bags furnished by the baker, keep in mind the actual cost of handling such shipments as compared with the basis figures.

"Apparently the trade still continues to use bags over and over again because they believe it is an economical practice and because they know of no other profitable distribution.

"If these used flour bags can be eliminated from use we believe it will be of great benefit to the flour milling and baking industries. From a sanitary point of view there can be no question but what the movement would be a good one."

Where Potatoes Go

The bureau of railway economics has just made a study of the production and marketing of white potatoes, a crop 6th in value and 8th in acreage among the agricultural products of the United States. The statistics show an extraordinarily wide distribution of shipments. Twenty-five large cities, for instance, actually drew their po-

tato supplies from one third or more of all the states of the Union. Chicago obtained potatoes from 37 states, New York from 23.

In some cases potatoes from a distance were shipped in larger quantities than those near at hand. For example Chicago received 2743 cars from Idaho for the year ended October 1926, 1060 cars from Minnesota and only 734 cars from Michigan. Colorado shipped almost as many cars as the last named state and Kansas sent 653 cars.

Rubber Covered Fruits

Tropical fruits in a fully ripened state, the deliciousness of which is not fully appreciated by most of the consumers, dipped in a rubber composition which shuts out the air preventing decomposition, may soon appear on distant markets. The composition becomes brittle when cold and is easily removed from the fruit.

Garnet Wheat Being Developed

The development by the Central experimental farm in Ottawa, Can., and the extensive sowing of a new wheat known as "garnet" will mean a saving of millions of dollars to western wheat growers, according to a report from the office of the American trade commissioner in that city.

Garnet wheat is a hard, red, spring wheat like the famous marquis wheat but has the advantage of ripening from 5 to 10 days sooner. This early maturing quality means that the area on which wheat may be grown will be extended north and consequently new areas will be open to cultivation.

In milling and yielding qualities there is little difference between the garnet and the marquis wheat but the garnet appears to be capable of outyielding the marquis by a substantial margin in districts where an early variety has the advantage. In strength of straw garnet is not quite equal to marquis and does not possess the same qualities of rust resistance. However, this disadvantage may be overcome by its ability to mature early.

Apple Eating Americans

The American people lead the world as apple eaters says the Department of Agriculture, which has been making a comprehensive study of apple culture and consumption. The records do not equal the proverbial "apple-a-day" but the average has reached the high

April 15, 1927

THE MACARONI JOURNAL

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figure of 3 apples a week per person. The British people are second with an average of 2 apples a week, while in most European countries the consumption is comparatively light.

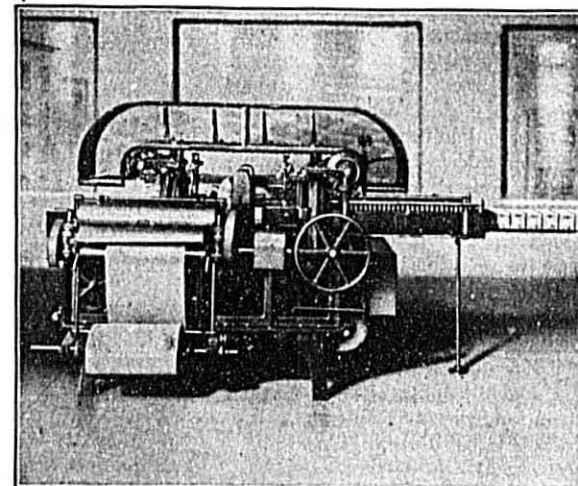
The export of apples ranks first in point of value with reference to the total exports of fresh fruit for the year ending June 30, 1924, the last figures available. During that 12 month period a total of 2,032,000 bbls. and 6,198,000 boxes valued at over \$23,000,000 were exported. Great Britain buys over three fourths of our surplus of fresh apples, while the Netherlands, Germany and Scandinavia are the biggest buyers of dried apples.

New York, Michigan and Virginia are the leading apple states. There is produced nearly one half of the commercial crop of apples sold in barrels. The northwest coast is becoming an important growing region, its apples being mostly sold in boxes. By means of cold storage nearly one fourth of a commercial apple crop is kept in its original fresh form from the time of harvest until market conditions warrant their distribution.

True wit must rest on a solid foundation of intelligence.

A Wax Wrapped Carton Is Superior to An Unwrapped One for the Following Reasons:

Superior Protection
Cleanliness
Appearance



JOHNSON MACHINES insure a tight, properly sealed wrap, and accurate transparency of the paper used.

Money spent for wax wrapping the Johnson Way pays dividends through increasing sales.

No other method of wrapping cartons provides such protection for their contents.

We are also manufacturers of complete packaging units consisting of net or gross weight scales, bottom and top sealing and lining machines, with and without automatic carton feeders.

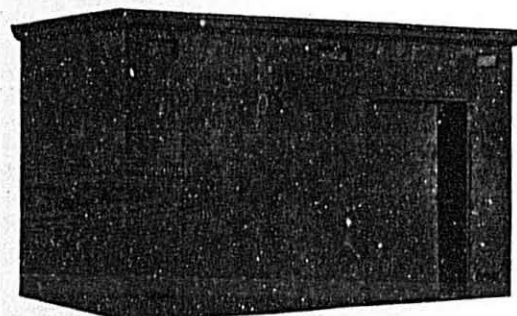
The Johnson Automatic Sealer Co., Ltd.
Battle Creek Michigan

Branches: New York — Chicago — London

JOHNSON
AUTOMATIC PACKAGING MACHINERY

IANIERI'S

Drying System for Macaroni



Room Model "B"
for Large Macaroni Plant
holding from 3000 to 7000 lbs.

JOHN IANIERI COMPANY
553 NORTH 63rd STREET
PHILADELPHIA, PA.

Notes of the Macaroni Industry

Macaroni in Calories

Innumerable statistics are offered by dietician and macaroni manufacturer alike to show the concentrated food value of alimentary pastes. Probably one of the most sweeping statements is that of Lorand of Carlsbad who said: "We have every reason therefore to give first place to macaroni as a nourishment food, remembering that it contains per kilo, a total of 3360 to 3600 calories." Milk contains 20 calories to the oz., peas 16 calories to the oz., oatmeal 18, and macaroni 26.

Another table shows that butter contains of proteid 30 to the oz., eggs 47 to the oz., cream 75 to the oz., canned corn 84 to the oz., oatmeal 84 to the oz., macaroni 90 to the oz.

Friedenwald & Ruharah have a comparative table showing the calories of many leading articles of food which the average person consumes. For instance these authorities state that one tablespoonful of macaroni baked with cheese is equal to 4 eggs or 4 glasses of milk, or 3 entire chicken sandwiches, or a dozen and a half of raw oysters, or a double helping of meat stew, or 2 ham sandwiches or rolls, or 3 slices of whole wheat bread.

Cuba and an Infant Industry

Italian and Spanish vermicelli is still preferred by Cuban chefs, imported at a rate of about 3000 cases monthly. There are several macaroni and spaghetti manufacturing plants on the island and to encourage the alimentary industry a protective tariff is to be placed on vermicelli. It is reported that an American firm will build 2 factories in Cuba for manufacture of vermicelli. This would result in an increased business for shippers of flour used in the finer grades of macaroni.

The general impression is that this industry is gradually to be absorbed by domestic factories. An indication of this is manifest in the fact that there was a considerable drop in imports in 1925 as compared with 1924, imports during the former 12 months aggregating 478,697 lbs., where in 1924 they were 1,278,398 lbs.

Brockway Firm Prospering

According to the reports by the managers of the Brockway Macaroni & Supply company at the annual meeting, business has been steadily growing, necessitating installation of a large

press to take care of the increased orders. More employes have been added to the force and a storage unit will have to be constructed to enable the company to carry larger stocks.

Fred Humphreys was elected president for the year 1927 and Carlo Martino vice president and general manager. W. H. Mayes was named secretary-treasurer. The directors in addition to these officers are Mrs. Margaret M. Bond, R. L. Warren, J. R. Humphreys and Sam Pedace. This company has a modern plant at Brockway, Penn., producing a high grade product having a wide distribution in its home state.

Spaghetti for Home Circle

The members of the Protected Home Circle enjoyed a spaghetti supper in their lodge rooms last month on the occasion of a class initiation of new members. This popular dish with all its appropriate trimmings was served by Brother Percy Lydecker, head officer of the lodge at Catskill, N. Y., and made a big hit.

Opens Branch Plant

A branch of the Pompeii Macaroni Factory, Inc., was opened last month in Santa Rosa, Calif. P. Testa, formerly owner of the Santa Rosa Macaroni Factory, has been engaged as manager of the branch of the San Francisco firm, that has plants and distributing depots also in Oakland and Los Angeles.

The new plant is a building at 320 South A st. which has been thoroughly remodeled and fully equipped to manufacture long and fancy pastes for the enlarged market that the parent firm enjoys along the Pacific coast.

Old Board Reelected

Convinced that a successful organization should be left undisturbed the stockholders of the Connellsville Macaroni company reelected its officers and directors at the annual meeting last month. The officers are:

President, F. A. Maddas; vice president, G. Corrado; secretary-treasurer, Lawrence E. Cuneo; additional directors, James C. DeOre and Roy Tremberth of Collinsville, J. C. Metzgar of Salina and E. Nannini of Jeanette, Pa.

The officers reported the firm is enjoying healthy and continuously growing business with every indication of

improvement during 1927. At the present time the company is completing the installation of additional machinery that will greatly increase the output. The improvements will cost upwards of \$40,000.

Popular Salesman Passes

C. M. S. Langione, one of the best known and most popular semolina salesmen in the country, died April 28 at his home in Newark, N. J., following a brief illness that culminated in pneumonia. He leaves a wife, a large family of children and hundreds of warm friends to mourn his sudden and unexpected death.

For many years he has represented the Washburn Crosby company in the New York Metropolitan district where he numbered among his best friends all of the leading macaroni manufacturers. He regularly attended the annual meetings of the macaroni industry and was always found among those who promoted the best interests of the trade. To the bereaved family goes the sincere sympathy of his many friends in the trade.

The Three Wise Men

During the winter months 3 macaroni manufacturers came out of the east to carry on activities pertaining to their respective committees looking toward betterment of the macaroni industry. They were fully acquainted with conditions, "knew their onions," and got what they were after.

Some durum miller who is acquainted with his bible wittingly termed them *The Three Wise Men of the East*. This biblical appellation did not swerve them from their duty though it did strike them as funny.

The result is that Henry Mueller, Frank L. Zerega and C. S. Foulds through their wisdom gained their points in spite of the humorous reference to their ability and purpose.

Joint Conference a Success

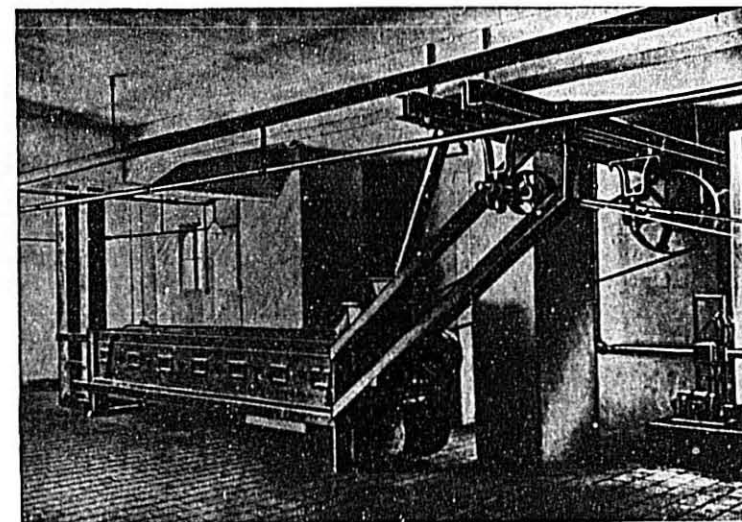
At the conference preliminary to the hearing on the proposed definitions and standards for "semolina" and "farina" March 29, 1927, in Washington, D. C., Sydney Anderson, Washington, D. C., president of the Millers National Federation, and E. C. Werner of 6625 Delmar Blvd., St. Louis, Mo., its chemist represented the durum millers. As a result of a lengthy discussion both sides

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arrived at a better understanding of the problems that must be solved before a suitable ruling on this point can be obtained.

It was quite generally agreed that the macaroni manufacturers and durum millers might better agree on some definition and standard and then try it out for a year or two without any government interference. Then, after a thorough trial and careful noting of its effects, the government might be called upon to establish said standards and definitions through an official ruling.

Stein-Hall Expands

Stein-Hall & Co., Inc., manufacturer of "Badex" and other ingredients widely known in the macaroni manufacturing trade and whose principal offices are in New York and Chicago, has increased its capital stock from \$2,000,000 to \$3,000,000, according to a notice filed with the secretary of state at Albany, N. Y.

Pompeii Firm Expanding

Following the example of the Bank of Italy, whose phenomenal success has gained the attention of the banking circles of the world, the Pompeii Macaroni Factory of the Pacific coast has chosen to expand along the lines of branch factories, rather than a central plant enlargement. According to E. De Bernardi, who represents the organization, this concern finds it more practical to locate and conduct small plants to care for special territories of distribution rather than to establish an unwieldy plant at some distance from the point of consumption.

This successful business organization was first established in San Francisco in 1892 as an individually owned and operated local plant. Within recent years it developed into a partnership and more recently into a gigantic corporation with 32 members. A. Bertini is president and general manager.

This company now has plants in San Francisco, Oakland, Santa Rosa and Los Angeles. Though they are all in California their output finds consumers in all of the western and Pacific states, in Mexico and in the Pacific Islands. P. Testa is manager of the plant recently opened in Santa Rosa.

A LA WILLIAMS

A sportsman of great imaginative gift was telling how at one shot he had bagged 2 partridges and a rabbit. His explanation was that though he had hit

only one partridge, the bird in falling had clutched at another partridge and brought that to earth entangled in its claws.

"But how about the rabbit?" he was asked.

"Oh," was the calm reply, "my gun kicked and knocked me backwards and I fell on the rabbit as it ran past."

Tested Recipes

Macaroni Custard

1 cup uncooked macaroni
1 medium sized onion
1 green pepper
¼ cup butter
½ cup sweet cream
1 cup sweet milk
1 cup soft bread crumbs
3 eggs
1 teaspoon salt
Dash pepper

Method: Cook macaroni in salted water until tender, then pour in a well buttered baking dish. Now cook the chopped onion and pepper in butter until soft. Scald the cream and milk together, and pour it on the bread crumbs, and add the cooked onion and pepper. Now add the well beaten eggs and salt and a little pepper. Pour mixture over the macaroni and set the baking dish in a pan of hot water. Bake in moderate oven until firm.

Noodle Charlotte

Boil 2 double handfuls of noodles, cut one half inch wide, in boiling water for 5 minutes. Stir constantly. Drain into a colander. Beat 6 eggs well and stir noodles into these. Butter a deep pudding dish and put in a layer of noodles. Sprinkle with a handful of raisins, some finely chopped almonds, some grated lemon peel and dot with bits of butter; add another layer of noodles and continue process until the dish is filled. Bake slowly for one hour. Serve with sauce.

Beef Ragout

Take one pound of beef, cut it into inch cubes and slice one onion very thin. To 2 tablespoonfuls of fat in a frying pan add the onion and meat, stir and cook until well browned. Remove from the fire and put the meat with the onion into a kettle. Add bunch of celery cut fine, 2 cupfuls tomato, ½ package of cooked spaghetti, teaspoonful salt, ¼ teaspoonful pepper and let it simmer for 3 hours, or until the meat is very tender. Add a little hot water if there is danger of scorching, but cook very slowly. Serve on

a platter; sprinkle with cheese finely grated just before serving.

Dutch Soup

Put one half cupful of grated cheese into a saucepan with 3 pints of milk. Simmer gently for 10 minutes. When the cheese is dissolved season with salt and pepper, tablespoonful of butter and pinch of sugar. Add one half cupful of cooked macaroni cut fine. Beat 3 eggs well, mix with a little of the soup and add gradually to the remainder, stirring constantly. Do not let the soup boil after adding the eggs. Serve with diced toasted bread.

Spaghetti and Sweetbreads

Sweetbreads, which only a couple of generations ago were considered and discarded as refuse by the butchers are now looked upon and recognized as food for kings and everywhere are in great demand. Here is one way in which they can be prepared into a most tasty and nourishing meal:

Blanch 2 sweetbreads and cut them each in 2 pieces. Fry them in butter and drain them. Have some cooked spaghetti, well seasoned and mixed with tomato sauce, in a mound in the middle of a serving dish, arrange the sweetbreads on the dish, garnish with parsley and serve with tomato sauce.

Bluefish With Spaghetti

Boil the fish for about 10 minutes. Let it drain and break it up into fine flakes, removing skin and bones. Make a white sauce, using a piece of butter the size of a walnut, 3 tablespoonfuls flour, 2 cupfuls milk and salt and pepper, boiling this until it is thick. Place a layer of the cooked spaghetti in a baking dish, then a layer of flaked fish, then a layer of white sauce, with a few slices of hard boiled egg added. Cover with bread crumbs, pour over a little melted butter and cook until well browned.

Macaroni Quenelle

One cupful cooked macaroni, quarter of a pound of breadcrumbs, 2 eggs, one cupful milk, one teaspoon chopped parsley, a pinch of powdered herbs, 2 tablespoons butter, 2 tablespoons chopped cooked ham, salt and pepper to taste. Cut the macaroni into small pieces. Bring milk to boiling point and pour it over the breadcrumbs; add the macaroni, herbs, butter, ham, eggs beaten, parsley and seasonings. Cover and steam for one hour. Serve with white sauce.

OUR NEW BRAND

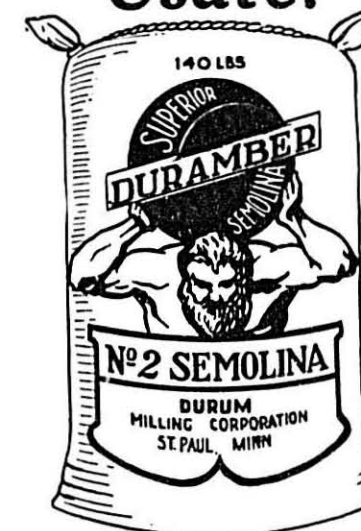


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The Macaroni Journal

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of Cleveland, O., in 1903.)
A Publication to Advance the American Macaroni
Industry.
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M. J. DONNA, Editor

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Want Ads - Five Cents Per Word

Vol. VIII April 15, 1927 No. 12

ONE MOMENT PLEASE!

Before going further, we wish you
would read again 2 particular articles
in this issue:

- The editorial,—"To Act With
Confidence," page 5.
- President McLaurin's address
on "Develop the Convention
Habit," page 24.

Purpose—To get you interested
in your Trade Association and to
have you come to the Macaroni Con-
vention in Minneapolis in June.

Questions and Answers

Proper Labeling

Question: Which term is both legal
and preferable for use on labels for
packages of macaroni products, "Pure
Durum Semolina," "Pure Durum
Flour," or "Selected Durum Wheat"?

Reply: This all depends on what
the contents are made of. Officially
semolina has not yet been defined
though its meaning is well known to
the trade. If made from semolina the
statement "Made From Semolina of
Selected Durum Wheat" would be
both legal and appropriate.

Packing To Meet a Price

Question: Please specify weights
most commonly used on "5 and 10 Cent
Sellers"?

Reply: Very few if any "5 cent sell-
ers" are on the market, though some
are still offered in the south. These
packages contain from 3½ to 4 oz. of

macaroni or spaghetti. "10 cent sell-
ers" usually contain 7 to 8 oz.

Macaroni Terms Explained

Question: Please explain the differ-
ence between the terms "Semolina,"
"Farina," and "Flour"?

Reply: In our trade "semolina" is
considered a granulation of durum
wheat. A similar granulation of
wheats other than durum is termed
"farina." A "flour" is the finer grind-
ings of either grade of wheat.

A Pioneer Passes

In the early morning of March 31,
1927, A. F. Ghiglione, one of the oldest
macaroni manufacturers on this con-
tinent, passed away following a short
illness. He was one of the best known
manufacturers of the pioneer group
that introduced the industry in Amer-
ica a half century ago.

A. F. Ghiglione was born on March
14, 1844, in Genoa, Italy. As a mere
child he became an apprentice in one
of the large alimentary paste manufac-
turing plants in his home city. Sensing
better opportunities in the New World
he arrived in New York in 1870 and
found little difficulty in following his
chosen profession.

As early as 1872 he had amassed
sufficient capital to go into business for
himself. After several years of suc-
cess he was seized with an urge to
"Go West." Shortly after the begin-
ning of the present century he sold
his New York plant and moved to
Seattle, Wash., where he built one of
the largest and most modern plants in
the northwest. To this day it is a
model.

This veteran manufacturer never ac-
tually retired from active connection
with his business though in the past
few years the plant and sales manage-
ment has been supervised by his well
trained sons Frank and Charles, who
have continued their father's policy of
quality production and fair business
dealings as opposed to unethical and
deceptive business practices.

Mr. Ghiglione had been a member of
the National Macaroni Manufacturers
association many years. Though far
distant from headquarters, he never
ceased his interest in association work
and could always be counted among
those who supported the worthy activ-
ities carried on by that organization.
In his passing the trade has suffered
great loss, the National association a
faithful supporter.

Two weeks before his death he cele-

brated his 83rd birthday and over 70
years of actual connection with his
trade—a wonderful record for the
"Grand Old Man of the Macaroni In-
dustry," as his intimate friends were
pleased to term him.

Jacobs the National Councilor

The National Macaroni Manufac-
turers association which holds a mem-
bership in the Chamber of Commerce
of the United States will be represent-
ed at the 15th annual meeting of that
organization in Washington, D. C., by
Dr. B. R. Jacobs who has been design-
ated our National Councilor. The
meeting will be held on May 3-5, 1927,
in the U. S. Chamber of Commerce
building.

The whole program centers around a
general discussion of the subject "The
New Business Era," focusing on the
present and coming economic changes
in the business life of our nation.

Visitors at National Headquarters

Among those who have a friendly
interest in the welfare of the macaroni
industry and the National association
who visited the headquarters of the
national organization last month were
the following:

C. Surico of Clermont Machine Co.,
Brooklyn, N. Y.

Frank A. Motta of Champion Ma-
chinery Co., Joliet, Ill.

H. T. Felgenhauer, Chicago repre-
sentative of Capital Flour Mills.

W. E. Ousdahl, manager of Com-
mander Mill Co., Minneapolis.

H. J. Gurnsey, Chicago representa-
tive of Commander Mill Co.

WANT ADVERTISEMENTS

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Perfection

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Your
Service

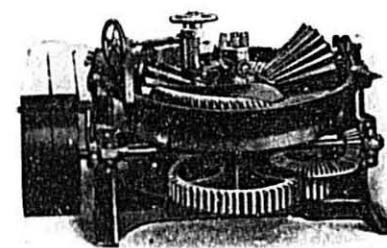
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We Have Succeeded.



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<p>OFFICERS, 1926-1927</p> <p>HENRY MUELLER, 1926-1927 President 180 Baldwin av., Jersey City, N. J.</p> <p>JOHN RAVARINO, First Vice President St. Louis, Mo.</p> <p>LEON G. TUJAGUE, Second Vice President New Orleans, La.</p> <p>FRED BECKER, Treasurer 6919 Lorain av., Cleveland, O.</p> <p>JOHN V. CANEPA, Director Chicago, Ill.</p>	<p>G. GUERRISI, Director Lebanon, Pa.</p> <p>C. S. FOULDS, Director New York, N. Y.</p> <p>M. J. DONNA, Secretary P. O. Drawer No. 1, Braidwood, Ill.</p> <p>Committee on Allied Trades Relations</p> <p>G. Guerrisi, Keystone Macaroni Co., Lebanon, Pa.</p>	<p>E. Z. Vermylan, A. Zarega's Sons, Consol., 26 Front st., Brooklyn, N. Y.</p> <p>John Ravarino, Ravarino & Freschi Imp. & Mfg. Co., Kingshighway and Shaw bvd., St. Louis, Mo.</p> <p>Legislative and Vigilance Committee</p> <p>M. J. Donna, Secretary Braidwood, Ill.</p> <p>Dr. B. R. Jacobs, Representative 2024 I st. N. W., Washington, D. C.</p>
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WITH THE SECRETARY

Going to the Convention

It is pleasing to note the general interest that is being manifested by macaroni men everywhere in the convention of the industry next June in Minneapolis. In the east plans are now being laid for the use of one or more pull-man coaches to accommodate those who will attend from New England, New York, Philadelphia and neighboring sections. The plan if successfully executed will not only permit the conventioners to travel in comfort but will favorably advertise the industry that needs just this sort of helpful publicity.

Why not something similar from other points?

Pulling Together

You will recall that Rudyard Kipling, the famous English poet, once said that the thing which puts men and organizations to the front is "The everlastin' teamwork of every bloomin' soul."

In our industry, with some pulling one way and others in another direction, how is progress possible? Team work is possible through affiliation and cooperation with your trade association. Get in and let's all pull the right way.

Moisture is Costly

While moisture in flour may be advantageous to some bakers who seek to bake larger loaves with the minimum flour, excessive moisture works a hardship on macaroni manufacturers who must extract most of it in the drying process. It is a double hardship in that it increases the weight and incidentally the cost of the raw material, and also increases the labor and time for properly curing the finished product. Because of the wide differences in opinion it would be well for macaroni men to have this raw material analyzed regularly for comparison with previous shipments of semolina and flour.

A "Newsy" Magazine

A friend congratulates us on the "Newsy" issue of this magazine published last month. Its "Newsiness" is entirely due to the help of many manufacturers who make a special effort to supply to the editor items of interest. You can play the game if you will. Let's hear from you.

Bell Ringer Echoes

The "bell ringing stories" that are being told monthly are "taking." Commenting on the one submitted last month by Frank J. Tharinger, president of the Tharinger

Macaroni company, Milwaukee, Wis., one fellow manufacturer said: "Well, I always knew that our friend from Milwaukee was a Tha-RINGER but now find that he is also a "Bell-Ringer." "You're progressing nicely Frank."

Cooperate

In the French-Canadian vernacular, Alson Lecor in the Montreal Witness states a fact that we all recognize but too seldom use in our business.

Ay tink Ay vill cooperate
Und help my neighbor out.
Ay can't get anyvere alone;
Dat's so vidout a doubt.

He need my help, Ay need his too,
Ve pull yust like a team
Ven he kvits quarreling vid me
Und Ay kvits fighting heem.

Ve neighbors act yust like big fools
Ven ve each odder fight
Und say de odder von is wrong
Ven neder von is right.

Important Dates

Arrange your business to enable you to be in Minneapolis on June 13, 14 & 15. Plan a combined business and vacation trip. It will pay you big dividends.

Association Interest Increasing

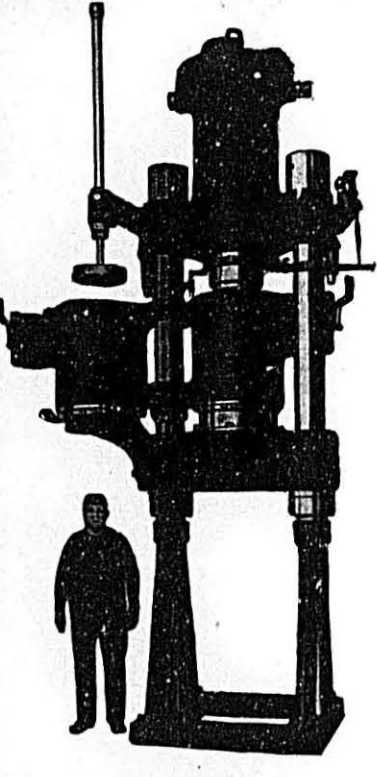
That the consistent work of the National Macaroni Manufacturers association is attracting favorable interest among nonmembers is evident from the many requests for information concerning its work that reach the national headquarters every month. Six firms asked for information, rates of dues, etc., the last week in March. It is hoped that all of them will accept the Secretary's invitation to join. To all other worthy firms is extended the same privilege. Why not be with the boys?

Meeting Expenses

There doesn't seem to be much trouble meeting expenses—one meets them everywhere. Money spent in attending your trade conventions is not an expense but an investment. Make an investment next June.

America First

Official Washington seems much more interested in establishing good government abroad than at home. Why not a stricter enforcement of the macaroni anticoloring law?



John J. Cavagnaro

Engineer and Machinist

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

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The Floors Won't Sag From Compressed Air Ballast

Horizontal Types for Low Pressure

Vertical Designs for both High and Low Pressure

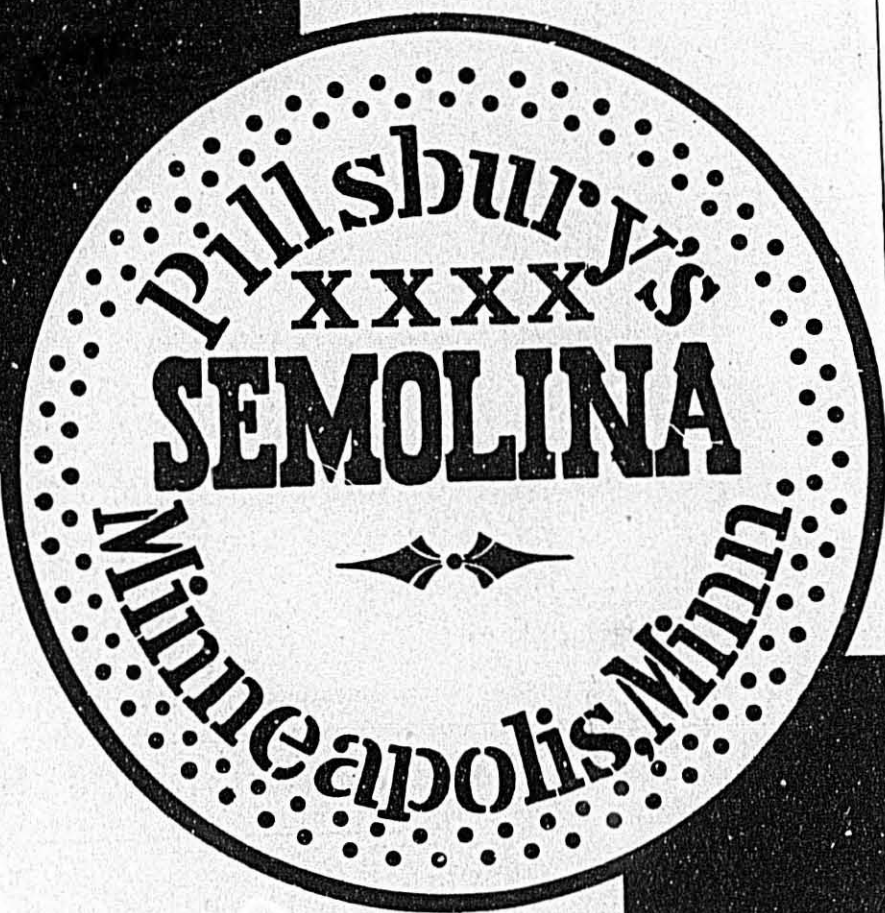
Write for Bulletin No. 623 on Compressed Air Ballasted Hydraulic Accumulators

ELMES' HYDRAULIC MACHINERY MAKES THE MOST MACARONI PRESSES PUMPS

EL-HYDRAULIC-ELMES

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