

**THE  
MACARONI  
JOURNAL**

**Vol. 6, No. 8**

**December  
15, 1924**



*The*  
**Macaroni Journal**

Minneapolis, Minn.  
December 15, 1924

Volume VI      Number 8



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

*May the  
Thoughtful and Forgiving  
SPIRIT  
of the  
Christmas Season  
Always Fill Our Hearts!*

—•—  
National  
Macaroni Manufacturers  
Association

*Publishers of  
The Macaroni Journal*







# CHICAGO MILL BOXES

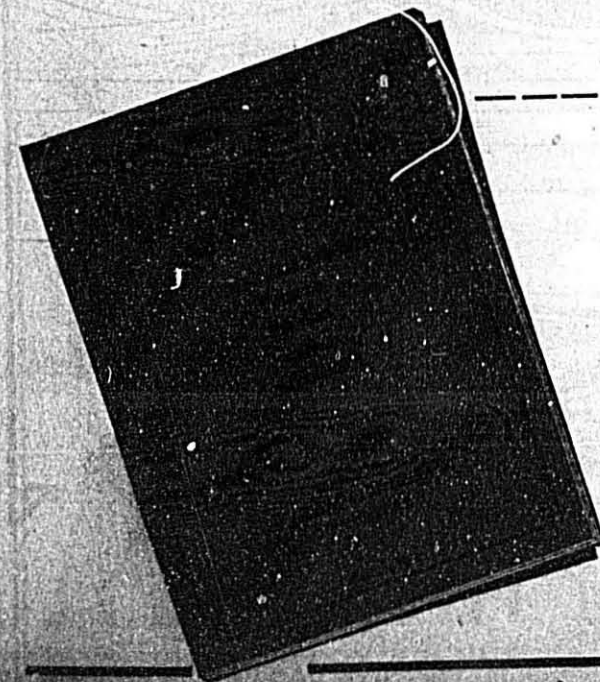
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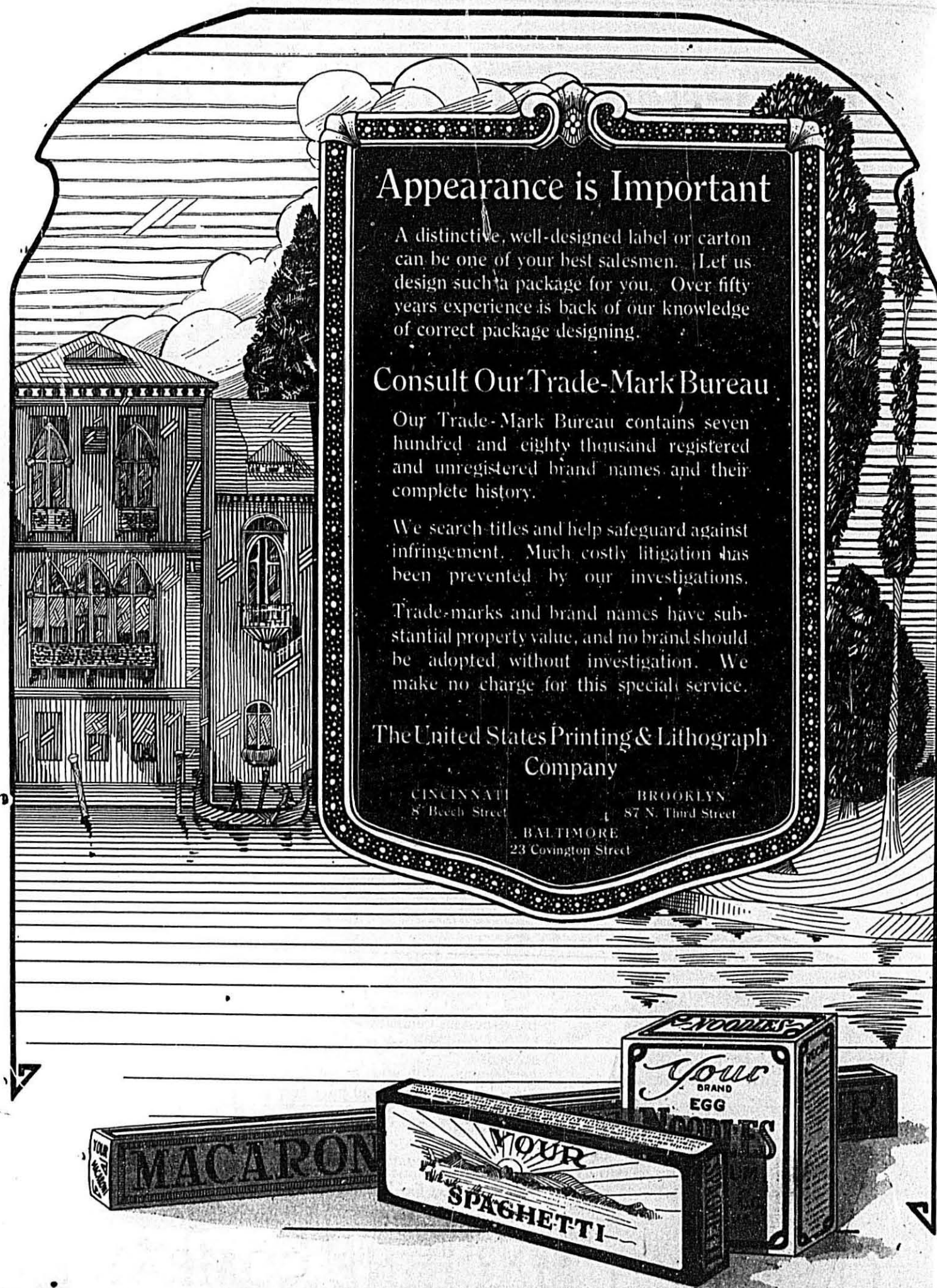
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OCTOBER





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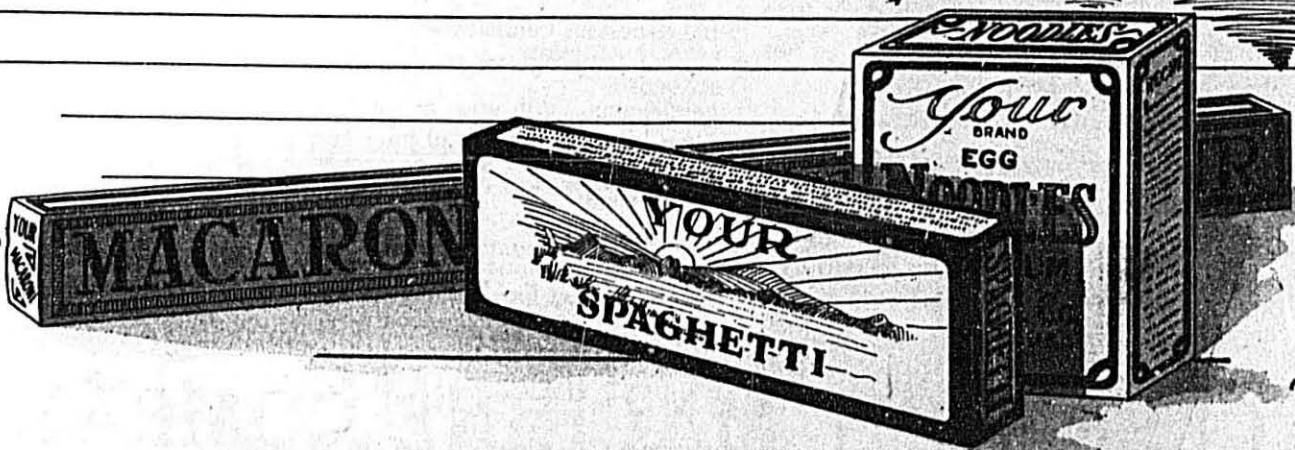
Our Trade-Mark Bureau contains seven hundred and eighty thousand registered and unregistered brand names and their complete history.

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

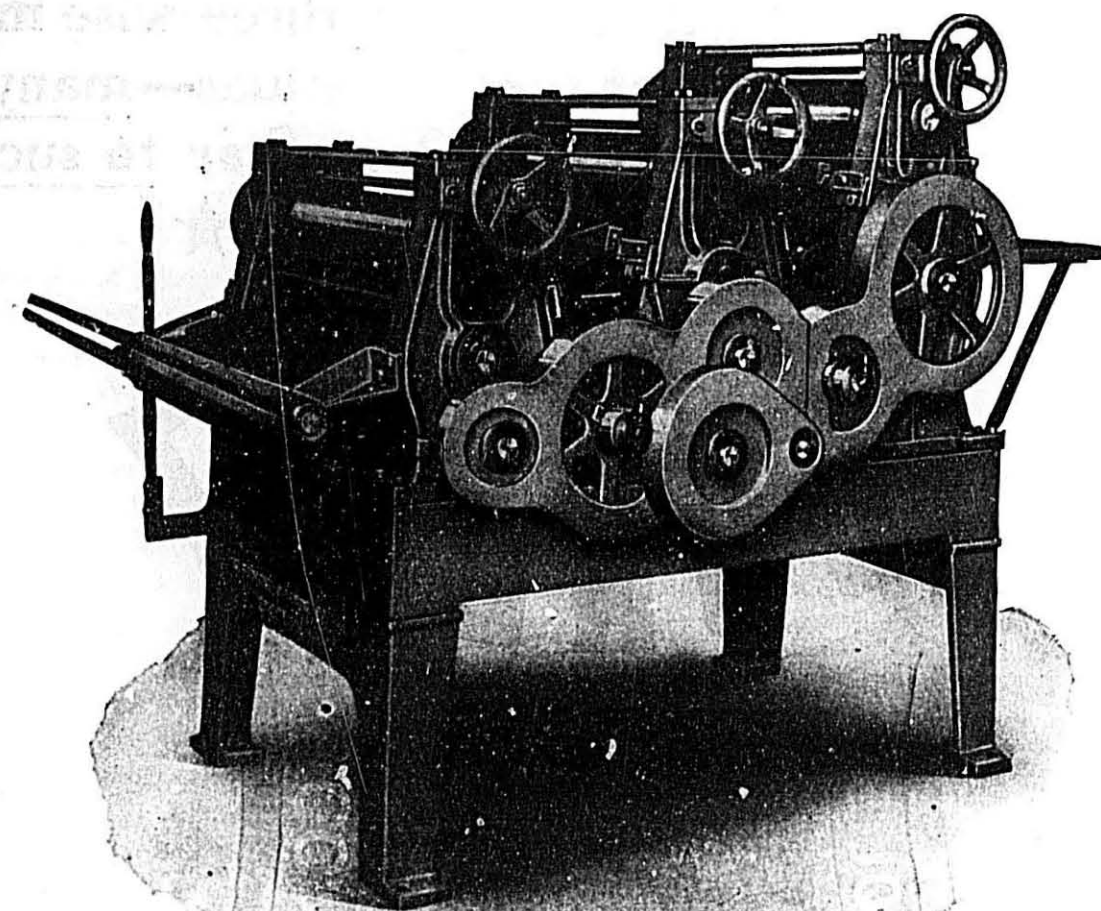
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And now again we wish you a most

**Merry Xmas**



and all the good things of the Holiday Season

And let us be glad that the only three wise men followed the Star on that first Christmas—many are wise today and they all follow Two Star to success.

★ ★ Always the Best ★ ★



**QUALITY**

**SERVICE**

*Eat More Macaroni—the*

*Best and Cheapest Food*

**MINNEAPOLIS MILLING CO.**

MINNEAPOLIS, MINN.



# THE MACARONI JOURNAL

Volume VI

DECEMBER 15, 1924

Number 8

## Camouflaged Macaroni Must Go

The aim of the progressive element in the macaroni manufacturing industry should be not only a modernization in the manufacturing process but also a change in the very nature of the product itself, if necessary to meet and suit present day conditions. Manufacturing policies that were considered proper and practical a decade or two ago have either been changed or discontinued as experience suggested. Manufacturers have been educated to the fact that they must keep in step with progress if they would succeed.

Heretofore it has been the policy in this country, an almost unwritten law for most macaroni men, to follow generally the policies and practices in vogue in Italy, the country where this food originated or at least became modernized. Showing the true American spirit macaroni manufacturers have not been content to remain as followers of the old school of thought and, launching out independently, they are now in the position of recognized leaders in this particular industry. Nowhere has the production of this foodstuff made such progress as it has enjoyed in America under the able leadership of shrewd and canny manufacturers who have always striven for improvement both as to quality and quantity of their products.

The most recent manifestation of the spirit of progress that pervades the macaroni manufacturing industry in America is the proposal to eliminate entirely the manufacture of products containing "added coloring." Because of the very general demand on the part of the better class in the industry, backed almost solidly by the wishes and desires of distributors and consumers, a law is about to be proposed to Congress whose object it will be to prevent entirely all traffic in macaroni products that are artificially colored.

When this proposal was first made a few months ago it met with expected opposition on the part of a certain group who are still guided by the policies of their ancestors, manufacturers content to let well enough alone. A campaign of education was immediately launched and even these were brought to a realization of the harm which was being done our business by the practice of coloring goods to make them appear what they are not. It is, then, most gratifying to note that within the past few weeks sentiment has materially changed so that many who at first fought the proposal are now solidly behind the movement and are strongly urging the proposed legislation, particularly as it affects domestic and imported goods alike.

The use of "added coloring" in macaroni products may

have been a necessity years ago when this foodstuff was mostly made out of the ordinary bread flour but, with the development of the durum wheat culture in this country to its present status, when highly colored semolina is obtainable at all times to give the finished goods a natural golden color, every vestige of excuse for adding coloring apparently has vanished.

Colored macaroni and noodles will soon be accorded the same treatment in this country that is shown colored margarine. It is deserving of the same treatment as in both cases its apparent use is to deceive. Even the highly colored "Bologna Style" products, which some manufacturers insist must have the added tint to make them acceptable, would come under the ban if the bill becomes a law. If it is the purpose of coloring "to please the eye," as supporters claim, how can this be attained when in the process of cooking the products the added coloring is boiled away?

During November 1924 the National Macaroni Manufacturers Association sought to ascertain the exact attitude of the macaroni men toward the proposed legislation and mailed to every manufacturer in the country a referendum on the subject. All were asked to give their views and to confidentially vote their convictions on the proposal. The results to date are most gratifying to those who are sponsoring the passage of a law that would entirely eliminate the use of "added coloring," to the end that macaroni products be permitted to sell on their merits without camouflage. The law is being supported by the ratio of 15 votes to 1.

The passage of such a law would be a wonderful boost to this young industry, especially as it comes from the industry itself. It would be proof to the business world and to the consumers that the macaroni men consider the interests of distributors and consumers as well as their own. It would serve to place our products more favorably in the minds of those whom we are seeking to have become greater and greater users of one of the best foods offered on the American markets today.

Read the referendum which is reproduced elsewhere in this issue. Study carefully the reasons for and against which have been thoughtfully prepared for its proper consideration. Then vote your views on the proposed law, if you have not already done so.

It is the object of the sponsors of the proposed bill to push its passage in the next Congress only if there is a prevailing sentiment in the industry in favor of the bill. On the other hand, if there is a strong feeling that manufacturers should continue to be permitted to use "added coloring" in macaroni products for any reason whatsoever, they will be guided accordingly.

Whatever may be your attitude, vote your views. Vote in favor of the bill or against it; but under all circumstances **VOTE!**



# Argument No. 5

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

All cooperative advertising campaigns have not been a howling success. It would be foolish to expect it. So much depends on the plan adopted, the management and the men behind the movement. The Periodical Publishers Association of America, which recently made a survey of this form of publicity by 33 trade associations, finds that failures are due to one of 6 general causes.

## PITFALLS IN COOPERATIVE ADVERTISING

The success of a cooperative advertising campaign depends upon so many factors that it is not surprising that a considerable number of efforts along this line have met with disappointment.

The unusual success of a few of the early campaigns, particularly that of the California Fruit Growers, stimulated a veritable epidemic of association advertising.

However, these pioneers have helped to chart dangers which the more recent cooperative advertising has avoided and the mortality of association campaigns has been greatly reduced in the last 3 years.

Specifically, the following may be enumerated as the chief causes of failures of cooperative campaigns:

1. Cooperative advertising campaigns have failed frequently because they did not have some definite goal, or the thing that has been undertaken was not of a nature to be accomplished by consumer advertising. A cooperative campaign, just as much as the advertising for any firm or corporation, must have some definite object in view if it succeeds. If the thing undertaken is not so definite and worthy as to be appealing, there is small chance of success. For instance, one advertising campaign undertook to impress the public that the city in which it originated was the logical location for a certain line of manufacture. That kind of appeal might have proved successful in attracting manufacturers of that industry to the city, but in stimulating sales of the product of the manufacturers who were already there it was an utter failure as the seasoned advertising man would expect.
2. They have undertaken the impossible. The great American public will not eat more of any product, or read more literature or walk more just because some association tells them to.
3. Association advertising has some times failed because of lack of leadership. Usually some outstanding dominant figure in the industry is necessary to inspire confidence and point the way.
4. A number of times, the amount of money appropriated has not been at all adequate to the task undertaken. Results have been expected too soon and the difficulty of getting an idea over to the public has been vastly greater than the advertisers appreciated.
5. Failure has come a number of times because of a poorly planned campaign. One very active association of large manufacturers has not made a success primarily because the members cannot agree on the details of the campaign. They cannot agree as to mediums, as to the appeal to be made nor as to the general purpose.
6. Campaigns sometimes are discontinued because they are thought to have accomplished their purpose. The National Terra Cotta Society is one of the advertisers which has that idea about its consumer advertising. That that is a wise stand for an advertiser to take has by no means been demonstrated. However, it does account for the suspension of some cooperative advertising.

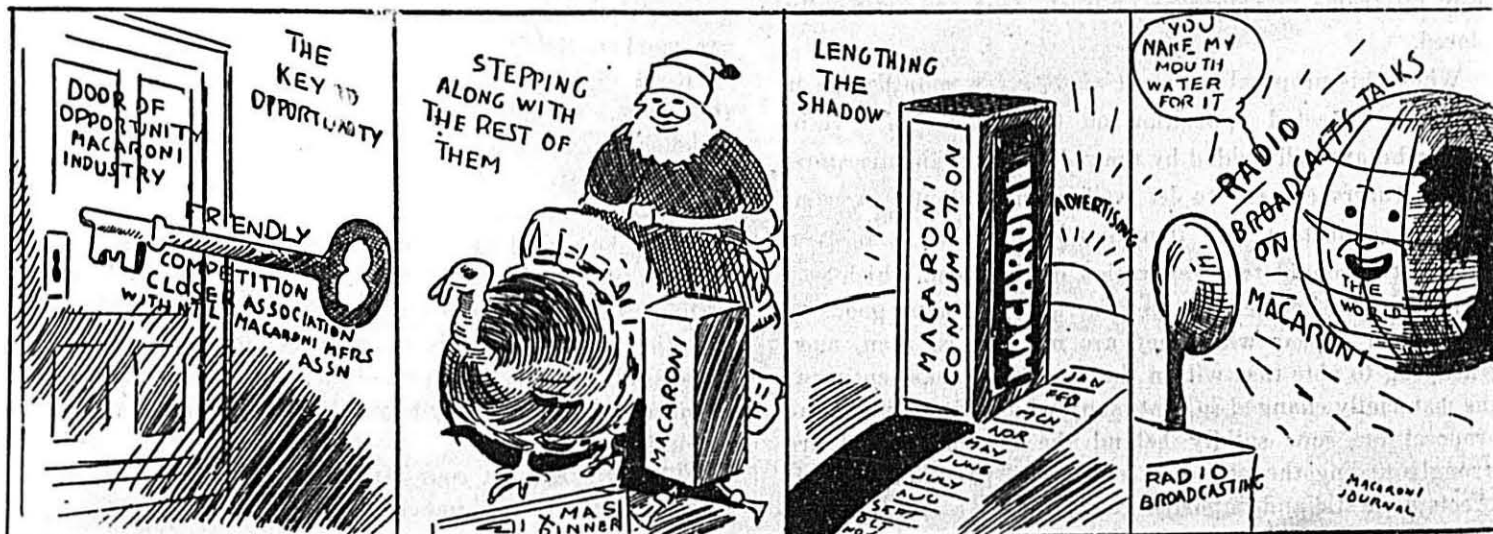
Given a definite aim, a well planned campaign, led by men of influence, adequately and justly financed, and an efficient management, there is no reason why there should be more uncertainty in cooperative advertising than in that of any individual firm. The advertising, of course, should be managed by a man who has specialized in marketing, just as much as statistical or technical departments should be under specialists.

In the past, associations which were well organized and had been in existence for a considerable time undertook campaigns; and because they already had a properly functioning organization turned their publicity work over to the same management as an added activity for supervision. That was evidently unfair to the management and a handicap to the advertising. If the members are not sufficiently interested in their joint advertising to see that it is skillfully managed and that it is as adequately provided for as their individual advertising, little can be expected of it.

Cooperative advertising calls for a very high degree of genuine cooperation of the participants. It can and has accomplished more for an industry than the members could achieve independently. Cooperative advertising is beyond the experimental stage. It has proved itself. Failures hereafter will be charged to those participating and not to the nature of the undertaking.

(Profiting from the experience of pioneers in this form of publicity why could not the Macaroni Manufacturers "put over" an educational campaign, financed on the basis of a fraction of a cent a pound? Sentiment is propoundously in favor of something along this line being done in the macaroni industry. All that is needed to give it a fair and deserving trial is to crystallize this sentiment behind an existing organization, or a new one, which is hardly necessary. How will this best be done? Mr. Macaroni Manufacturer, it's up-to-you!)

(Read final argument in January issue.)



AS SEEN IN CARTONS

# Status of the Trade Association

Believing that the best interests of business, and the people it serves, can be best conserved if the status of the trade association be clarified, the Chamber of Commerce of the U. S. has appealed to the president and congress for the passage of legislation to clearly establish the rights and limitations of trade association under the Sherman law.

The Chamber of Commerce of the United States has a special interest in trade associations because they form about one third of the constituent membership of the Chamber. It thoroughly believes that trade associations legitimately conducted are an essential element to the promotion of American business and that legislation which would make them impossible, or make it impossible for them to function properly, would hinder not only industry but also the prosperity of the nation.

In connection with the Sherman act, prosecuting authorities of the government have proceeded in such a way as to cause doubt in the public mind, not only as to the trade associations against which action has been instituted, but as to trade associations against which apparently no action whatever has been contemplated. The consequences are serious. Organizations and individuals against whom no accusation under existing law has been brought or is in contemplation are subjected to the injustice of being viewed with suspicion by the public. This is destructive of trade organizations. It takes constant effort to keep trade associations representative and vigorous. When suspicion is unjustly directed at an association, its members leave it. There is rapid disintegration.

The Chamber holds no brief for trade associations that infringe the law, nor is it desirous of criticizing the action of the authorities in regard to these offenders. It is simply recognizing and pointing out the facts with a desire of remedying a situation which is tending to hinder the development of business.

Trade associations serve a very useful purpose which is generally overlooked. In the prosecution of trade associations the public, and perhaps to some extent the authorities, regards the trade associations as representing corporations with huge accumulations of capital. The fact is that the larger and richer the corporation the less its need for a trade association. It has in itself the means of obtaining all of the information which it needs in order successfully to compete. Not so with the smaller concerns. They cannot afford, except through pooling their interests through a trade association, to get together business data at their own expense.

The membership of the national Chamber through a referendum vote

has made the following recommendations regarding the use of statistics by trade associations:

Statistics of capacity, production, stock and sales, and statistics of actual prices in closed transactions, should be collected by a trade association for its industry or branch of commerce. Such statistics should be distributed without any comment or interpretation which could induce or facilitate concerted action on the part of members. The statistics should be made as available by a trade association to the public and government agencies as to the members of the association.

It is the duty of the Chamber's board of directors to advocate the carrying into effect of these recommendations. In so doing it has to consider not its own opinion of the legality of the activities which are included, but the attitude of the government and its officials who have relations to the question. If it is forced to a conclusion that the view is held in government circles there is illegality in the activities the Chamber's members have declared are desirable, it must consider seeking from congress such minor amendments as will affirmatively permit the activities it advocates. Parenthetically it may be added that obviously the Chamber does not seek repeal of the Sherman law.

## Cooperation and Claims

The railways of the country have paid out as much as \$100,000,000 a year in satisfaction of claims from domestic shippers for overcharges or for loss and damage. A great deal has been done by our railroads and express companies in reducing this large economic waste through publicity campaigns and special appeals to the shippers, so that today the figure is considerably less. The shippers themselves and the receivers of goods have perhaps not done their share, advises E. S. Gregg of the U. S. Department of Commerce.

So long as a shipper continues to use a certain kind of packing which regularly results in claims for overcharge or loss and damage and does not get from the carrier that delivers his goods or the customer who receives them constructive criticism as to what is wrong, small progress will be made in eliminating this large loss to the whole country.

It is time for the shippers and receivers of goods to lend their help to the effective work that the railways are doing to reduce claims for overcharge and loss and damage.

A few concrete suggestions of ways in which shippers and receivers can give effective help are herewith given. Shipping clerks should inclose a packing list with the goods shipped, asking the receiver to specify if errors in description of goods result in higher freight charges, if goods reach destination in poor condition, and how faulty packing might be remedied. A con-

stant interchange of this kind of information will inevitably result in more effective packing and marking of goods. Further, when the shipper and receiver have come to an agreement on the details of packing, other shippers and receivers of similar goods should be notified through the proper channel. This channel would perhaps be the appropriate trade or traffic association.

The successful completion of any such effort will rest in large part on traffic managers; they should see at once the value of this work and should insist that their receiving and shipping departments take an active part in the campaign.

Elimination of claims for overcharges and for loss and damage benefits first and most directly the shipper. When this subject is broached the shipper is too apt to say that such talk is propaganda for the railways. The railways unquestionably gain from any reduction in claims that they have to fight or pay. The first gain, however, is to the shipper whose goods arrive safely and at the smallest expense to his customer, who is thereby satisfied and encouraged to place another order. The receivers benefit by getting their goods so that profitable sales can begin without any loss of time.

The purchasing power of the country as a whole is always increased when unproductive effort is eliminated. That claims for overcharge and loss and damage are unproductive cannot be logically denied.

## World's Standing Armies

Statistics show that the United States has the greatest army of men available in time of war, in the entire world. The count shows that her army would number over fifteen and a half millions, with Russia a close second. China has about fifteen millions, Japan comes next with six millions, five hundred thousand, Germany, Great Britain, and France follow closely with their available man power between five and six millions.

## Whah Yo' Been

Aunt Mary Wells is one of the few "befo' de wah" darkies left in a little Kentucky town. Recently she was discussing with her employer the merry-go-round that was running up on the corner.

"Nawsuh, Mr. Malcolm," she said, "naw-suh, I don't ride on none o' dem things. Why, Mr. Malcolm, I've seen some o' these here fool niggers git on that thing and ride as much as a dollar's worth and git off at the very same place they gits on at; an' I sez to 'em, 'Now you spent yo' money, nigger, whah yo' been?'"—Sat. Eve. Post.

The best gift carries no price tag.



## GAIN IN AGRICULTURE

## Seeks Coloring Data

Report for Year Shows Much Improvement—Last Document by Late Secretary H. C. Wallace—Much Data Given.

Prospects are that the gross income from agricultural products in the United States for the crop year 1924-25 may reach approximately \$12,000,000,000 compared with \$11,500,000,000 in 1923-24 and \$9,550,000,000 in 1921-22, says the annual report of the late Secretary of Agriculture Henry C. Wallace. The report was transmitted to the president by Secretary Howard M. Gore, who explains that although Mr. Wallace did not see the final draft of the report, it was prepared under his direction and is believed to express his own views regarding the agricultural situation.

The report declares that American agriculture is in the best position it has held since 1920. Prices of many crops are at the highest point in 4 years, and costs of production have declined from the high point of the depression period. This year's harvest was in many respects the finest in 5 years. Though not the greatest in volume of products it was the best balanced and represented the best income.

The total acreage in all crops in 1924 is estimated to have been about 370,000,000 acres. This was a decline of about 3,000,000 acres from the area planted in 1923 and a decline of 6,000,000 acres from the area planted in 1919, when the last census was taken.

## Improvement Unequally Distributed

"Though the crop story of 1924 spells improvement to agriculture as a whole the improvement will not be shared equally by all sections of the farm population," says the report. "Grain producers, who had a cash income from sales in 1923 of about \$920,000,000, may earn this year approximately \$1,210,000,000. Of this prospective increase of \$300,000,000 the wheat growers stand to gain by far the greater share. Wheat growers in hard winter and spring wheat areas will gain more than other wheat growers.

## Gain in Wheat Situation

Improvement in the wheat situation has been the outstanding event in the agricultural history of 1924, the report declares. As the year began the world grain market situation was more favorable than at any time since the general price deflation of 1920-21. Apparent surpluses of bread grains had been much reduced and the world's crop promised to be between 300,000,000 and 350,000,000 bu. below that of last year. Exportable surpluses in the principal producing countries were reduced and requirements of the importing countries were increased. Indications were that wheat would continue throughout the crop year on a price

(Continued on page 12.)

"WHERE DO YOU STAND ON THE ARTIFICIAL COLORING QUESTION?" asks M. J. Donna, secretary of National Macaroni Manufacturers association, of the macaroni manufacturers of the country in presenting to them a referendum on the worthiness of the proposed law seeking its entire elimination.

All honestly made food products are sold on their MERITS by well-meaning FOOL MANUFACTURERS who are continually fighting the few who either innocently or purposely try to make their goods APPEAR to be WHAT THEY ARE NOT.

In our INDUSTRY, this conflict has centered for years around the legal (?), but very questionable and objectionable use of ADDED COLORING. The trade generally believes that the use of any and all Artificial Coloring should be eliminated by AGREEMENT or by LAW.

It has been found impossible to get the wilfully guilty ones to AGREE NOT TO USE ADDED COLORING and as a last recourse a LAW to this effect is about to be proposed in the United States Congress to apply on IMPORTED and DOMESTIC Macaroni Products alike.

We want to make sure of the attitude of the Macaroni Industry in this country on this move and would appreciate an EXPRESSION of OPINION from you on this matter. Copy of Proposed Law is attached.

YOUR opinion will be held STRICTLY CONFIDENTIAL as we are interested in the GENERAL rather than in the individual opinion. So please fill out the inclosed questionnaire on this vital subject and send it immediately to M. J. Donna, Secretary at Braidwood, Ill.

Failure to express your views would hardly be fair to you and to the others. It might leave the impression that you favor this action when actually you are opposed. Don't be afraid to say YES or NO as you feel about. Your interests and those of the Macaroni Manufacturing Industry in this Country will best be served if YOU and ALL the others will voice your views on this important and timely subject.

## THE COLORING QUESTION

"How did the practice of adding coloring to Macaroni Products first come about?"

Before SEMOLINAS of Durum and other Hard Wheats were discovered, Macaroni Makers were compelled to use ordinary FLOURS. The big variety of flours and the crude methods of manufacture in the Industry's infancy, necessitated the use of ADDED COLORING.

BUT, with Good Semolina quite plentiful in this country, a fair degree of NATURAL COLOR is obtained from the natural raw materials, and coloring has lately become more of a "FAD" than a necessity.

## Arguments Advanced in Favor of Added Coloring

1—It tends toward uniformity (?) in color.

Granting that this is so to a limited, but very limited, extent, you must agree that even by using coloring matter it is impossible to make the many varieties, sizes and shapes that many do and get them all of the SAME SHADE, no matter how much coloring is used.

The color of the finished products, as all know, is materially affected by the grade of raw materials, the mixing, kneading, pressing and drying processes. Added coloring has very little effect on these natural manufacturing agencies.

2—Imported goods are colored and attractive.

Yes, but what about the quality? Our proposed law would entirely eliminate the importation of "colored pastes" and it would no longer be necessary for American Macaroni Manufacturers to add coloring to their goods to compete with foreign goods.

3—Coloring "pleases the eye."

Modern SEMOLINA will color the finished products naturally and by eliminating foreign coloring Macaroni Makers have the added strong argument of the PURITY and HIGH QUALITIES of their goods.

## Strong Arguments Against Use of Added Coloring Matter

1—Will avoid TEMPTATION to use lower grade flours.

When SEMOLINA is high-priced, manufacturers are often tempted to use inferior flours and add coloring. This is the case today and "colored goods" of all shades and hues are flooding our markets. Semolina will be high-priced for some time. It is a good time to STOP COLORING.

2—Buyers buy mostly on "color."

Many buyers buy solely on appearance or "color." They offer ridiculous prices. To meet these inferior goods are made and a demoralized market results. Increased consumption is retarded and the whole industry suffers. Is that not the case today?

3—Color elimination would favorably impress consumers.

We would get much FREE PUBLICITY by proposing a law to entirely

# A Name - to live up to



THE Washburn Crosby Company has as old and honorable a name to protect as any legendary Kentucky colonel. This is why GOLD MEDAL SEMOLINA is never permitted to fall below the exceptionally high standard we have set for it.

Buy Value  
—Not Price

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

GOLD MEDAL  
SEMOLINAS

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

## WASHBURN CROSBY COMPANY

MINNEAPOLIS, MINNESOTA



eliminate "Added Coloring" in our products. It would be further proof of our fairness to the public and of our good intentions.

4—Would bring about increased use of BETTER INGREDIENTS.

If color were entirely eliminated, Semolina buyers would use greater care in buying raw materials. This would increase the quality of American-made Macaroni Products, gain for us renewed confidence in the distributing trades and bring about some badly needed increased consumption of the wholesome food we manufacture.

5—Would encourage better semolina production.

Keener buying would encourage durum millers to grind more high-grade and uniformly good Semolina and to seek elsewhere than the Macaroni Industry for an outlet for the inferior grades which now find ready buyers among the "COLOR USERS."

6—Would encourage better Durum Wheat production.

An increased demand for better Semolina would cause the Durum Millers to encourage Durum growers to produce more high quality Amber Durum and other suitable wheats, thus improving things all along the line.

7—Would decrease importation and foreign competition.

Stopping the importation of "Colored goods" would naturally force that grade of foreign-made products from the American markets and stifle ruinous competition from abroad.

8—Macaroni products would then sell on their merits.

By prohibiting the use of "Added Coloring" now used only to hide inferiority, at least mostly so, the proposed law would enable all Macaroni Manufacturers to offer to the distributing trades and the Consumers their PURE & GENUINE FOOD without "Camouflage."

CONSIDER THESE ARGUMENTS. EXPRESS AND MAIL YOUR VIEWS TODAY.

(A PROPOSED LAW PROHIBITING USE OF ARTIFICIAL COLORING MATTER IN ALL ALIMENTARY PASTE PRODUCTS)

A BILL

To prohibit interstate and foreign commerce in the foods known as alimentary pastes which contain added artificial color.

Section 1.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That interstate and foreign commerce in any district or territory subject to the jurisdiction of the United States in the foods known as alimentary pastes, such as macaroni, spaghetti, vermicelli and noodles, which contain added artificial color, are hereby prohibited.

Section 2.

That any person convicted of a violation of this act shall be guilty of a misdemeanor and fined not exceeding Three Hundred (\$300) Dollars or imprisoned not exceeding one year, or both, in the discretion of the court. The word "person" as used in this act shall be construed to import both the plural and the singular, as the case demands, and shall include corporations, companies, societies and associations. When construing and enforcing the provisions of this act, the act, omission or failure of any officer, agent, or other person acting for or employed by any corporation, company, society or association, within the scope of his employment or office, shall in every case be also deemed to be the act, omission or failure of such corporation, company, society or association as well as that of the person.

Section 3.

That this act shall be in force and effect from and after the First day of January, Nineteen Hundred Twenty Six (1926).

REFERENDUM

ARTIFICIAL COLORING OF MACARONI PRODUCTS

(Confidential)

1—Do you favor the CONTINUED USE OF or the ENTIRE ELIMINATION OF ADDED COLORING in Macaroni Products and WHY? Remarks:

2—Do you FAVOR or OPPOSE the proposed LAW prohibiting the USE of ADDED COLORING in Domestic and Imported Macaroni and WHY? Remarks:

3—What changes would you recommend in the PROPOSED LAW? Remarks:

Respectfully Submitted,

Date: ..... Firm ..... Place: ..... By .....

(Mail to M. J. Donna, Secretary, P. O. Drawer No. 1, Braidwood, Ill.) IF YOU HAVE NOT ALREADY DONE SO—VOTE Your Opinion NOW

(Continued from page 10.)

level considerably higher than that of the crop year 1923-24.

Total production of wheat in the northern hemisphere outside of Russia and China was estimated to be 2,750,000,000 bu., compared with 3,045,000,000 bu. last year. Russia seemed unlikely to export wheat, whereas last year she exported about 25,000,000 bu. Wheat crops of the southern hemisphere were estimated not to be larger than those of last year.

The demand for wheat from the United States, the report says, should be stronger than it was last year. Europe, outside of Russia, is short more than 100,000,000 bu. of wheat and approximately 100,000,000 bu. of rye. North Africa and Russia are out of the market. Canada, our most important competitor, will have at least 150,000,000 bu. less wheat than last year. High prices may result in lessened consumption of wheat in importing countries, but Europe and the Orient together will undoubtedly take all the wheat available for export from the United States at prices considerably above those of a year ago.

Nature has been good to most of the wheat farmers of the United States this year. She has given them large yields per acre and a total crop larger than that of last year on a reduced acreage. Reduced yields in foreign countries have brought about a market situation in which the American farmers are receiving higher prices for a larger crop. It seems reasonable to expect that the price farmers will receive for this year's crop will average about \$1.15 or better for the year. At this price the cash income from the wheat crop, as estimated Oct. 1, would amount to about \$800,000,000, compared with approximately \$570,000,000 last year.

Central Macaroni Co., Inc.

The Central Macaroni Co., Inc., has been incorporated under the laws of the state of New York with a capitalization of \$50,000. Its purpose is to manufacture and distribute various kinds of alimentary paste products manufactured under the most modern process according to Frank F. Palmison, the attorney in charge of the organization of the firm.

The Central Macaroni company has taken over the Tip Top Macaroni company at 11-13 Anthony st., Brooklyn, N. Y. Two well known pioneers in the macaroni industry in the eastern metropolis are the leading factors in the newly organized concern. They are Dr. P. E. Cuonzo and Vincent Cuonzo, formerly associated in the Westchester Macaroni company. Among the other directors and leading stockholders are Salvatore Laraja, Frank F. Palmison, Francesco Dacheille, Dominick Dacheille, Leonardo Rocci, Vito Albanese and Lucas Caputo.

Further details as to manufacturing plant, equipment and probable date of opening are not yet available.

# 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



## Governmental Regulation

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

The extensions of the functions of government in relation to the business of railroad operation were followed in 1913 by another outstanding piece of legislation—the so-called "Valuation Act." The act was the result of mixed motives. In the first place it was realized that the earlier rate laws lacked one important feature. How could it be determined whether the government's rates really were fair?

While shippers and the traveling public naturally desired the lowest rates at which they still could be assured of adequate transportation they also recognized that the railroad owners were entitled to a fair return on their investment. But, again, a fair rate of return on one valuation would be excessive if that valuation were only half as large and impossibly small if it were twice as large. Furthermore, it must be a real value not a fictitious one. It was therefore decided that an authoritative appraisal of the value of the American railroads must be made in order to provide a basis for intelligent rate making.

The appraisal was undertaken by the interstate commerce commission in 1913 and is still in process.

In 1920 the commission announced

a "tentative valuation" of \$18,900,000,000 based on a prowar level of prices, which obviously has since increased.

This period of legislation produced several outstanding results:

- 1st—A determination by a government body that the physical value of the railroads was practically equal to the face value of all their stocks and bonds; in other words that there was no evidence of "water."
- 2nd—Complete protection of the public against any conceivable abuses such as those that had prevailed during the period of self seeking, and,
- 3rd—A mass of complicated state and national legislation of a restrictive and punitive character, together with the threat of possible government ownership.
- 4th—Diminished earnings, due to a constant lowering of the level of rates and to the hesitancy of the interstate commerce commission to grant rate increases, while at the same time all expenditure levels were rising, thus resulting in
- 5th—A growing number of roads being forced into receivership, followed by
- 6th—The withdrawal of support by investors because of dwindling dividends, defaulted interest and fear of the future, and consequently,
- 7th—The virtual cessation of railroad expansion.

Now, indeed, had the common carrier been shorn of much of its power to serve. It was bound, helpless, "hog-tied." The old ideal of adequate transportation had become a half forgotten memory, when suddenly we were rudely awakened by the greatest emergency in our national history—the outbreak of the European war.

City Milling & Grain company of St. Paul. The new firm will go under the name of The Coles Milling company.

C. F. Miller, Chicago branch manager of Washburn Crosby company, accompanied by J. C. McKay of the navy aviation corps from Hampton Roads, Va., were callers at headquarters of the National Macaroni Manufacturers association in Braidwood, Ill., last month.

B. R. Jacobs made a personal investigation of the conditions confronting the macaroni and noodle manufacturers of the Pacific coast last month, giving special attention to specific complaints about improper practices of manufacture and distribution. The information gained through personal observations will be invaluable to the legislative and vigilance committee in its contemplated activities to rid the trade of unfair practices. The trip took him to the coast where the macaroni manufacturers welcomed his cooperation.

James T. Williams of the Creamette company, Minneapolis, was the macaroni manufacturer who traveled the farthest to attend the American Spe-

cialty Manufacturers convention last month in Atlantic City. Among others in attendance were, C. H. Burlingame of the Foulds Milling company, Chicago; Henry Mueller of the C. F. Mueller company, Jersey City; J. V. Canepa of the Canepa company, Chicago; C. S. Foulds of the Foulds Company, Inc., New York city; Messrs. Arkell and Nellis of the Beech-Nut Packing company of Canajoharie; Messrs. Crieger and Weidenhamer of the Keystone Macaroni company, Lebanon, Pa.; F. Hansen, former salesmanager of The Warner Macaroni company of Syracuse, N. Y., and M. J. Donna, secretary of the National association.

Frank Zerega, president of A. Zerega's Sons, Consol., of Brooklyn, spent several weeks during November at Hot Springs, Va., enjoying a well earned rest from the exacting duties of his business.

As a diversion from seeking orders for the well known egg products sold by the Joe Lowe company of New York city, Ellis C. Baum, salesmanager of the concern, went seeking bears in the Catoctin mountains of Maryland last week in November while enjoying a combination vacation and hunting trip. He reported bears to be even scarcer than egg orders at this season.

We are pleased to report improvement in the health of Wm. A. Tharinger of the Tharinger Macaroni company, Milwaukee, who was prevented from attending the American Specialty Manufacturers convention at Atlantic City because of illness.

Henry Mueller of the C. F. Mueller company, and president of the National Macaroni Manufacturers association, was honored last month in Atlantic City by his election as director of the American Specialty Manufacturers association for a 3 year term. The C. F. Mueller company was one of the first macaroni firms to become affiliated with the specialty association and in due recognition its chief officer was made a member of the official family of the important businessmen's organization.

Harry B. Smith, recently manager of the Chicago branch of the Washburn Crosby company, has been promoted to a position as salesmanager in charge of the company's southern trade and is now stationed in Atlanta, Ga.

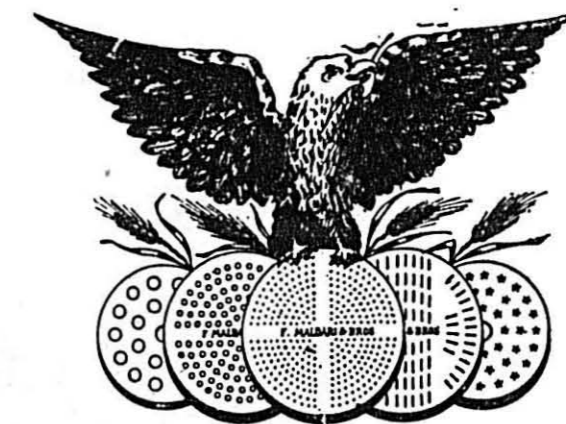
C. R. Heaney has resigned as manager of the durum department of King Midas Milling company of Minneapolis. He will be remembered as the former salesmanager of the Christian mills of that city.

There's no music like the laughter of a child. Make them laugh this Christmas.



## Compliments of the Season

F. Maldari & Bros., Inc.  
New York, N. Y.





### Interesting Export Figures

The bureau of foreign and domestic commerce of the Department of Commerce has released figures covering the 1923 exportation of American made macaroni products. A study of these gives one an idea of the immense scope of this phase of the macaroni business in this country as well as some other pertinent and interesting facts. Here are some things that may be gleaned from the table of exports:

1—That the general decline in the quantity of exported macaroni products that started as soon as the phenomenal war demands ceased has just about reached bottom and that from now on manufacturers should see a slight annual increase in this business.

2—That during the year 1923 7,159,864 lbs. of American made products were exported, bringing American macaroni and noodle manufacturers \$566,230. This compares favorably with 7,494,873 lbs. at \$604,984 for the previous year.

3—The British Isles, including England, Scotland and Wales, continue to be the biggest buyers of American made macaroni and they wish the better grades only. The total for 1923 was 1,633,409 lbs. at a cost of \$134,786. Of the total approximately 85% was destined for England, whence reshipment was probable.

4—The West Indies proved the second best market, getting 1,385,074 lbs. last year for \$86,920. Cuba maintained a slim lead over the Dominican Republic, these 2 islands combined taking over 90% of the products sent to the section of the globe.

5—Canada was a heavy purchaser of the very choice grades, taking 1,294,744 lbs. in 1923 at a value of \$111,177.

6—Exports to the Central American countries continue to be up to the standards of previous years, the 1923 business totaling 492,562 lbs. at an invoice value of \$29,872.

7—Mexico continued to prove a lucrative market during 1923, buying 889,673 lbs. for \$61,175.

8—Asia was strong for noodles and the finer strands of macaroni products, getting a total of 494,835 lbs. for \$52,795 in 1923. Japan and China were the big markets.

9—South America is not a good market, or rather one that has not been developed, as only 27,356 lbs. worth \$3,020 were sold in that hemisphere in the year being considered.

10—African purchases were small, though a slight improvement is noted from the dark continent as 5,719 lbs. worth \$723 were sent, probably mostly by indirect shipments.

11—Belgium and The Netherlands led the continental European countries as users of American products, though they showed a preference for the lower and cheaper grades. Belgium bought 299,312 lbs. for \$15,150 while

The Netherlands imported 190,610 lbs. at a value of \$10,062.

12—The better grades went to the northern countries, Belgium and The Netherlands excepted, while the cheaper qualities went to the torrid and southern zones.

13—The average per lb. value of the goods exported to the various countries varied greatly. Canadian purchases averaged 8½¢ a lb.; the British Isles, 8 1-5¢; Mexico, 6¾¢; West Indies, 6¼¢; Central America, 6 1-16¢; Belgium, 5¾¢ and The Netherlands as low as 5 1-16¢.

14—The countries buying small quantities wanted quality as the average per lb. value of macaroni sold in South America was over 11¢. in Asia it was 10¾¢ and in Africa over 12¢.

15—Italy, the original home of macaroni, did a little bargain hunting in this country buying 6790 lbs. for \$486, a little better than 7¢ a lb. for our products.

Below is given a list of the countries to which American made macaroni products were exported during 1923, as prepared by the bureau of foreign and domestic commerce, the quantity shipped to each country and the value thereof is included.

Country	Quantity	Value
Belgium .....	190,610	\$ 10,062
Estonia .....	150	9
Germany .....	34,514	3,240
Greece .....	9,627	755
Iceland and Faroe Islands	600	72
Italy .....	6,790	486
Netherlands .....	299,312	15,150
Norway .....	2,024	175
Sweden .....	300	14

**(THE BRITISH ISLES)**

(1,633,409 lbs., \$134,786)		
England .....	1,543,119	127,020
Scotland .....	74,690	6,557
Ireland .....	15,600	1,209

**(CANADA)—(1,294,744 lbs., \$111,177)**

Maritime provinces...	12,126	1,591
Quebec and Ontario...	601,994	49,565
Canada Prairie provinces .....	283,743	32,050
British Columbia and Yukon .....	396,871	27,971

**(CENTRAL AMERICA)**

(492,562 lbs., \$29,872)		
British Honduras .....	14,946	1,412
Costa Rica .....	11,497	905
Guatemala .....	19,139	1,710
Honduras .....	147,118	9,810
Nicaragua .....	25,565	2,099
Panama .....	270,536	13,525
Salvador .....	3,351	411
Miquelon and St. Pierre Islands .....	480	56
Newfoundland and Labrador .....	11,344	1,079
Mexico .....	389,673	61,175
Bermuda .....	21,397	1,872

**(THE WEST INDIES)**

(1,385,074 lbs., \$86,920)		
Barbados .....	1,017	118
Jamaica .....	23,498	2,366
Trinidad and Tobago .....	1,116	144
Other British West Indies .....	7,511	895
Cuba .....	625,941	39,093
Dominican Republic .....	624,586	35,816
Dutch West Indies...	7,588	761
French West Indies...	6,475	353
Haiti .....	76,924	6,468
Virgin Islands of U. S. .....	10,423	906

**(SOUTH AMERICA)**  
(27,356 lbs., \$3,020)

Argentina .....	480	64
Bolivia .....	470	59
Brazil .....	875	48
Colombia .....	5,532	656
Ecuador .....	778	80
British Guiana.....		
Dutch Guiana.....	787	79
Peru .....	14,034	1,336
Uruguay .....	140	13
Venezuela .....	4,260	691

**(ASIA)—(494,835 lbs., \$52,795)**

British India.....	2,479	348
Ceylon .....	5,325	844
Straits Settlements...	6,117	965
Other British East Indies .....	60	15
China .....	152,801	15,269
Chosen .....	2,850	498
Java and Madura....	24,849	3,276
Other Dutch East Indies .....	339	46
Far Eastern Republic.	3,640	293
French Indo-China...	1,200	300
Hongkong .....	4,242	664
Japan .....	140,433	20,317
Kwangtung, leased territory .....	240	49
Palestine and Syria...	5,328	527
Philippine Islands...	52,104	8,907
Russia in Asia.....	75	10
Siem .....	2,763	467
Turkey in Asia.....		

Australia .....	350,573	41,127
British Oceania.....	729	185
French Oceania.....	15,128	1,417
New Zealand.....	82,737	10,045
Other Oceania.....	137	18

**(AFRICA)—(5,719 lbs., \$723)**

British West Africa..	1,721	201
British South Africa..	2,798	369
Egypt .....	400	59
Liberia .....	214	19
Portuguese East Africa	72	10
Other Portuguese Africa .....	514	74

(lbs.) 7,159,864 \$566,230

### Strangest Postoffice

On Galapagos islands, 500 miles off the coast of Ecuador, there is a unique postoffice. It is a barrel in which letters are semi-officially placed for distribution, as visitors on the island are very few.

The United States postal service, and in fact all mariners who traverse these waters, know about this impromptu postoffice, and when passing that way collect any mail that might be waiting for exportation.

These islands received their name from the Spanish, which means "tortoise," as there are very large and vicious animals in great hordes throughout the land. These islands are very valuable to Ecuador (all 10 islands belong to this country), where tropical fruits grow in abundance.

The vegetation is marvelous, and many plants are to be found there, which are to be found nowhere else in the world.

Don't forget the needy children in your neighborhood. They have the first call on your charity.

May the Christmas glory shine  
All the year for thee and thine.

Merry Christmas! May all your wrinkles come from happy smiles.



**"Always in Good Condition—  
The Box Does It!"**

The two most important points in all retail sales are *condition* and *appearance*. *Price* is secondary when the other two are present.

Clean, unbroken macaroni products on the retailer's counter help customers to *"eat more macaroni."*

You carry insurance against all other hazards in your business—insure the *condition* and *appearance* of your products by using

**Good Wood Boxes**

**ANDERSON-TULLY COMPANY**  
Memphis, Tenn.



## New Salesmanship Applied to Macaroni

By Edith C. Williams, Food Science Bureau of the American Food Journal.

It is a well established fact that the salesman must know his product. This is essential in order that he may believe in it himself. He must have such an adequate background of information that his thoughts and ideas will focus upon it. In truth he must "live more and have his being" in thoughts and ideas about his product.

This knowledge, which should be almost infallible, ought not to be an assemblage of isolated data but should be linked up with the thoughts and activities of others. Such a type of information will enable him to create in others the desire for that which he has to offer.

### Give Salesmen Proper Background

If the salesman's product is a food-stuff it is now absolutely essential that he know something of its composition, nutritive value and place in a well balanced diet. As Dr. R. S. Copeland says, "There is a certain fundamental knowledge which any individual should possess regarding foods. Everybody should know the why and wherefor of eating"—and how vastly important it is that the food salesman know this "why and wherefor."

The salesman of macaroni must know macaroni. He must know macaroni from A to Z—this, of course, includes its history, production, composition, use in the body, the place it deserves in the average diet, and the actual uses which are now made of it.

### Knowledge of Values

This job of teaching salesmen to know macaroni is one which requires cooperation with the food experts of the country. In the research laboratories we find men and women working out the nutritive and dietetic problems which confront the macaroni manufacturer, distributor and salesman. An unbiased opinion formed on experimentation is given and the results are interpreted into material usable and understandable by the person of average intelligence. New recipes are compiled which will increase the use of macaroni by showing its palatability and attractiveness. An example of cooperation between industry and science is shown by work carried on at Columbia university. The director of the National Canners Research Laboratory sent his personal representative to Columbia to prepare a complete series of commercially canned cabbage. This has been used in the Columbia laboratories to determine the effect of the canning process on the destruction of Vitamin "C." Also through work done by the bureau of chemistry foods have been tested to determine whether they are deficient in proteins. In fact a seemingly endless list could be given of the research which has been con-

ducted on foods, its relation to health and therefore to happiness. The results of this work are interpreted into material usable and understandable by all.

Information of this type related to macaroni is invaluable to the salesman. He realizes that the housekeeper of today reckons success in terms of health and as she is becoming cognizant of the fact that it is through habits of healthful eating that health is attained, he wants to be able to supply the knowledge she demands. He should be in a position to tell of the composition of macaroni, its protein, mineral and energy producing content, and he wants to be able to tell of ways to include macaroni in the family diet.

Since advertising is now tested and checked to prove the validity or lack of validity in its claims, a salesman must know the truth and the unadorned truth about macaroni.

### Link with Education and Public

In addition to knowing the results of experimental data showing that macaroni is healthful and that it is palatable and makes attractive meals, the salesman, by a knowledge of the educational work of the country, can increase his scope of activities. A cooperation with the teachers of home economics is a most valuable link with the consuming public. Through booklets and leaflets and demonstration work the salesman can work with our home economics teachers. If they believe that macaroni is nutritious, attractive, palatable and deserves a greater place of importance in the average diet, they will include these facts in their instruction. If they teach their students the merits of macaroni, of course, the children will carry over this information to the home. (How often the teacher is unable to get the information which she desires.)

### Summary

It is necessary, moreover, to prepare a working plan whereby the results of the above mentioned work may be incorporated into a sales campaign. Nutrition workers in test kitchens and laboratories are able to assemble this scientific material in the forms of booklets or leaflets for distribution. They are also fitted to take the scientific array of facts which are obtainable from various and scattered sources, and transcribe them into a form accessible and understandable to the salesman and the public. Work done for Borden company, Penick & Ford, etc., may be useful in preparing this type of material for the salesman.

As another example of this kind of work is that of Dr. Holmes for the E. L. Patch Co. (See American Food Journal, October, 1924, page 455) in which

he shows the value of cod liver oil in nutrition. A working knowledge of the composition of fats and of the importance of vitamins gives him the ability to prove to the public that cod liver oil contains vitamins and is, therefore, of high value. The American public today is "alive" to all food facts and keenly interested in all which pertains to health. The oleomargarine salesman who is equipped with the knowledge that oleomargarine contains vitamins, as shown by Dr. Hawk, has a valuable piece of information to aid him.

Sir Richard Gregory's definition of scientific research divides into two classes. "First, in which the motive is solely to extend the boundaries of knowledge, while the second, the special purpose is to obtain results which have a direct bearing upon problems of manufacturers and construction." It is this type of research which is invaluable to the salesman.

Give your macaroni salesman a background of scientific information pertaining to macaroni.

### Weight Loss in Process

Due interest was shown by macaroni manufacturers in the reference to the "loss in weight through manufacture" given in "Questions and Answers" of November, and from several sections of the country comments were made on this important subject.

An eastern manufacturer states that the opinion offered that a macaroni maker is fortunate to net from 180 to 185 lbs. of finished products from a barrel (198 lbs.) of semolina, merely verifies what few tests he has made on that feature of the manufacturing problem. He admits he is unable to account for the high loss, attributing it to the probable difference in the moisture content of the semolina and finished macaroni.

Another firm claims a higher average, stating that during 1923 its loss never exceeded 10 lbs. and that oftentimes the percentage was even better than the highest figures that have as yet been quoted by manufacturers anywhere. He wonders if that would be due to his location. This would be true only insofar as his goods contain increased moisture content, which may not be an improvement as it would probably affect the keeping qualities of the goods when stored under ordinary conditions. The manufacturer came back with the statement that his products found ready sale and grocers were seldom called upon to carry his products over 4 to 6 months in the dull-est season.

That there is an appreciable loss in the manufacturing process all will agree. How can this loss in weight be reduced without in any way affecting the finished products is something in which all macaroni manufacturers are vitally interested. Tell us your views on this problem.

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

## Increase Our Capacity

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

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

## Finest Quality Semolina

modern milling science can produce.

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

Let us demonstrate and you will be convinced!

Wire today

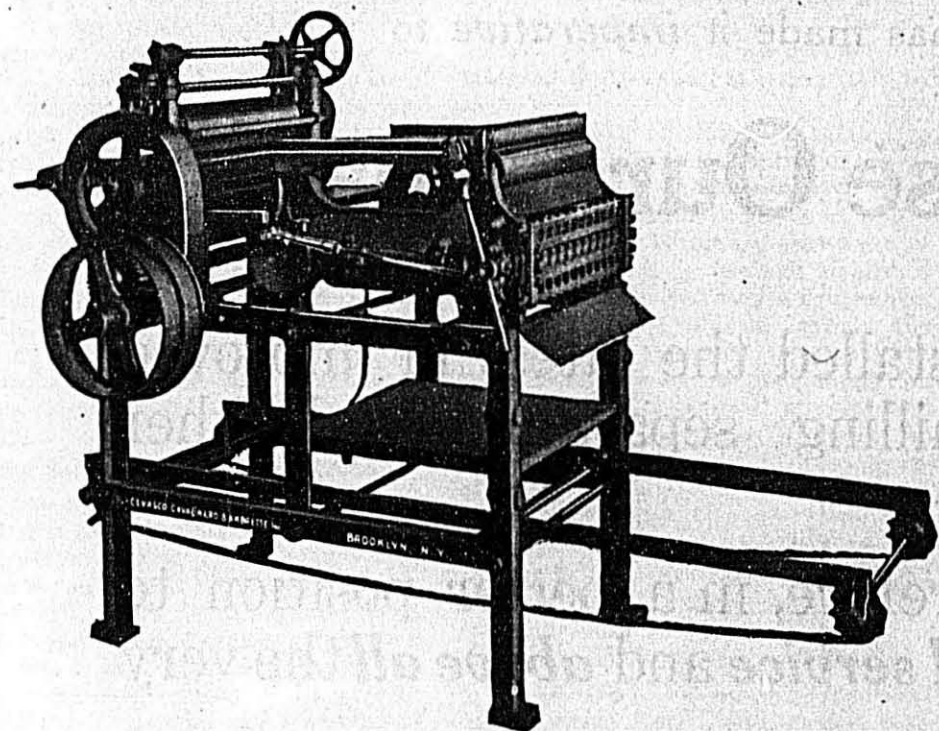
**Commander Mill Co. - Minneapolis**

Millers of

**Commander "Superior" Semolina**



# CEVASCO, CAVAGNARO & AMBRETTE, Inc.



*Improved Bologna Paste Machine*

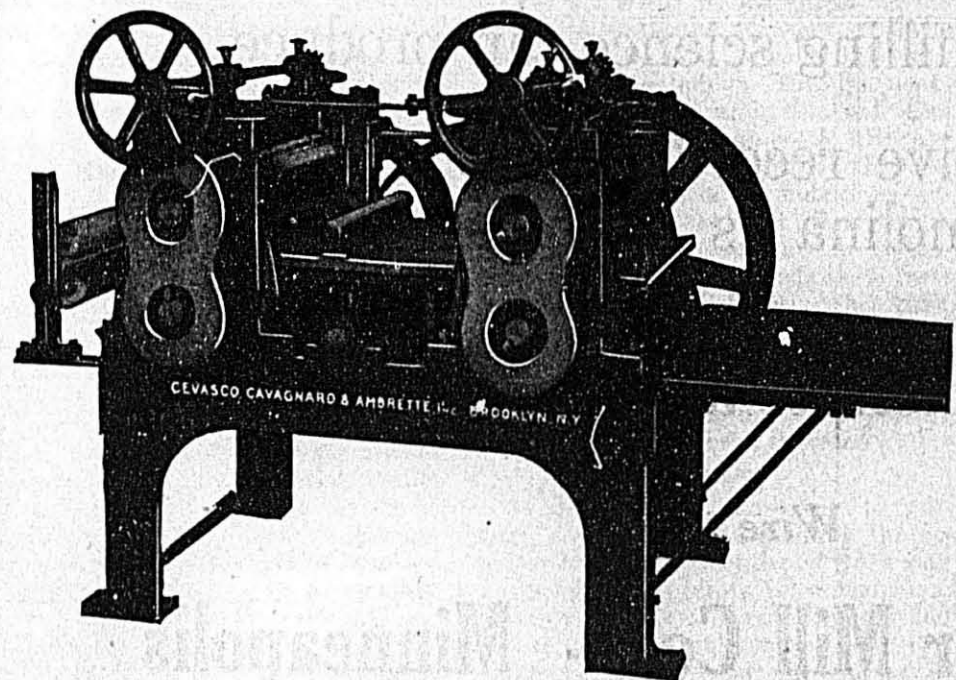
This illustration shows our Improved Bologna Paste Machine, which, like all other C. C. & A. products, is superior to all others on the market.

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

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

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

Standard Machine 20 in. wide.



*Latest Type Tamden Dough Brake*

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

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

Does in one operation what requires several on other machines.

Heavy and solidly constructed throughout.

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

*Full Particulars Regarding these Machines on Request.*

**156-166 Sixth Street**

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

# CEVASCO, CAVAGNARO & AMBRETTE, Incorporated

**Builders of High Grade Macaroni Machinery**

**Presses—**

**SCREW AND HYDRAULIC**

**VERTICAL AND HORIZONTAL**

**Kneaders**

**Mixers**

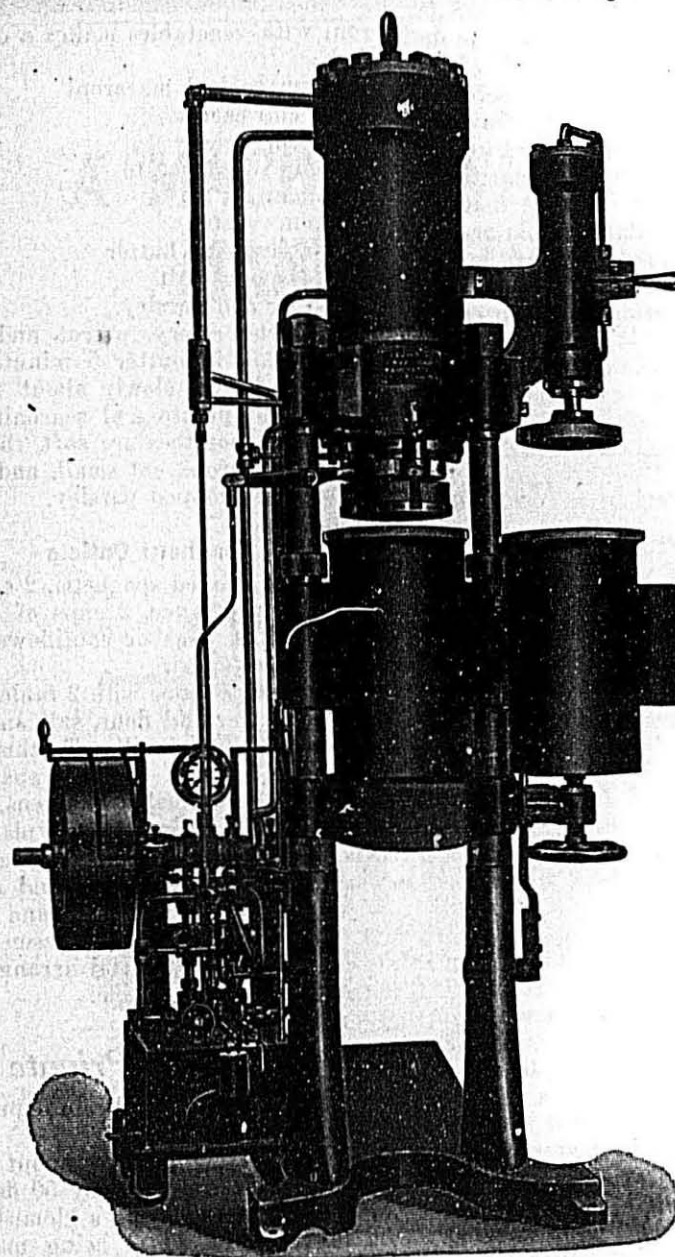
**Dough Brakes**

**Mostaccioli and Noodle Cutters**

**Bologna Fancy Paste Machines**

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

**Complete Plants Installed.**



**Type V-P Vertical Hydraulic Press.**

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

*Send for Illustrated Catalog, containing full information.*

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

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



## Is This Advertising Fair?

The better class of advertisers in different lines of business are agreed that comparative advertising is not productive of the best results. Also that calling the attention of the consumers to the defects in the products of competitors merely casts a reflection on all brands and will surely react against the author of this form of harmful advertising.

A case of this kind is being complained of in the macaroni industry and we sincerely hope that the manufacturer will see the error of his ways and retract all advertising along this line, particularly where reference is made to the inferiority of other brands, indirectly referred to in a circular sent broadcast to consumers.

A leading macaroni manufacturer on the western coast makes strong and justifiable complaint about what he considers a very improper advertising policy of a well known middle west firm that is staging a contest for the best reasons by consumers for preferring his brand. Objection is not being made to the contest but to the particular wording contained in "The Facts" presented by the advertising company in extolling the quality of its particular brand.

After saying that, "We use only a FLOUR milled from the best grade of AMBER DURUM wheat because it is unquestionably the finest for manufacturing macaroni products," a point which the complainant refuses to argue, the statement proceeds to cast a slur on all other brands by further saying, "Hold a piece of long macaroni and a piece of 'our' long macaroni up to the light. . . . In the ordinary brand you will notice DARK SPECKS and COAL DUST, while 'Our Brand' long macaroni will be entirely clear and almost transparent in its purity."

Another very harmful passage in the circular to which the complainant makes strong objections is the following: "Remember that when you buy an inferior macaroni product you must EAT THOSE SPECKS OF IMPURITY and so beware of the products that do not show this clear, amber shade when held up to the light."

The complainant rightfully states that macaroni products made from the very best grades of semolina will invariably show small specks when held up to the light; that this is the nature of the product and NOT a sign of impurity as implied in the circular to which this objection is made. The complaining manufacturer continues, "We notice that the 'advertiser' is using AMBER DURUM FLOUR, which is NOT SEMOLINA, and of course his product may not show these specks, which would be the case if he used a high grade semolina. If macaroni manufacturers are to correct the abuses of the trade, the larger companies

should be the first to set a good example."

To say that the natural, gluten carrying and mineral containing specks, distinctive of good, pure and wholesome semolina are "coal dust" is unfair and generally untruthful. Such publicity harms everyone including the advertiser himself. It leaves a stigma that adheres to the food in general rather than to any particular brand or brands. It may be that the copy for the circular complained of "got by" the able president of the concern guilty in this instance and that, now that his attention has been called to its impropriety, it will be immediately recalled and the damage repaired as far as it possibly can be under the circumstances.

### Tested Macaroni Recipes

#### Spiced Beef with Noodles

Get about 3 pounds of top sirloin of beef (in one piece), let stand in a pickle composed of the following for about 2 days, turning meat in the spicy mixture occasionally: 1/2 teaspoon of pepper, 1/4 teaspoon each of ground cloves and allspice, 2 tablespoons sugar, 1/2 cup of vinegar, 1 tablespoon salt, 1 small minced onion, 1/2 teaspoon celery salt, 2 bay leaves. Rub spices well into the meat before allowing it to stand. After removing from pickle wipe dry. Heat 1/2 cup beef or bacon drippings, and brown meats in them. Then add 3 pints of water or stock and cook gently for 2 hours, or until meat is tender. At end of this time add enough water or stock to replace that which has evaporated, put in a package of noodles, and simmer until they are tender. Serve meat in center of dish surrounded by noodles over which has been sprinkled grated cheese. When properly cooked this dish is delicious and has just the spicy flavor we all crave during the spring season.

#### Spaghetti Roast

One package spaghetti, 1 can of peas, 1 can of mushrooms, 2 cups of tomatoes, 1 onion, tablespoon of butter.

Prepare spaghetti. Then add peas, mushrooms, tomatoes and onion, browned in 1 tablespoon of butter. Add this to any roast which has been baking one hour and bake one hour more.

#### Spaghetti Goulash

1 can spaghetti with tomato sauce  
1 small can mushrooms  
1 tablespoon butter  
1 can oxtail or mock turtle soup  
1/2 cup grated cheese  
1 small chopped onion.

Drain the mushrooms and cut in small pieces. Melt the butter, add the mushrooms and the onion and cook for 5 minutes, then add the soup and bring

to the boiling point. Add the spaghetti and pour into a greased baking dish. Bake for 10 minutes, then sprinkle with the cheese and when it has browned slightly the goulash is ready to serve.

#### Vegetable Macaroni Soup

This unique combination of macaroni with vegetables makes a delicious dish:

1 cup cooked macaroni  
1-3 cup carrot  
2-3 cup celery  
1 cup sliced potato  
1 onion  
3 pints water  
3 tablespoons butter  
2 teaspoons salt  
Pepper and parsley.

Slice the celery, carrot and onion thin. Cook in butter 5 minutes, add water and cook slowly about 40 minutes. Add potato and seasoning and cook until potatoes are soft, then add cooked macaroni, cut small, and add 1 tablespoon chopped parsley.

#### Spaghetti Outlets

One cup cooked spaghetti, 2 eggs, 1/2 cup of white sauce, 2 cups of cooked string beans, peas or cauliflower, salt and pepper to taste.

Make white sauce with 2 tablespoons each of butter and flour, salt and pepper, and 1/2 cup of milk. To this sauce add 1 well beaten egg and spaghetti. Stir over heat until it thickens, so as not to let it boil. Spread on a plate and leave until cold. Shape into outlets, brush over each with egg and roll in bread crumbs, fry in hot fat and drain. Carefully cook beans and season. Pile in center of hot dish and arrange outlets around the vegetable.

### Lament of Private

In the army they call me a private. It is a misnomer.

There is nothing private about me. I have been examined by 50 doctors and they haven't missed a blemish.

I have confessed to being married and having no children.

I have told my previous occupations and my salary.

I have nothing in my past that has not been revealed.

I am the only living thing that has less privacy than a gold fish.

I sleep in a room with countless other men and eat with about 900.

I take my baths with the entire detachment.

I wear a suit of the same material and cut as 5,000,000 other men.

I have to tell a physician when I kiss a pretty girl.

I never have a single moment to myself.

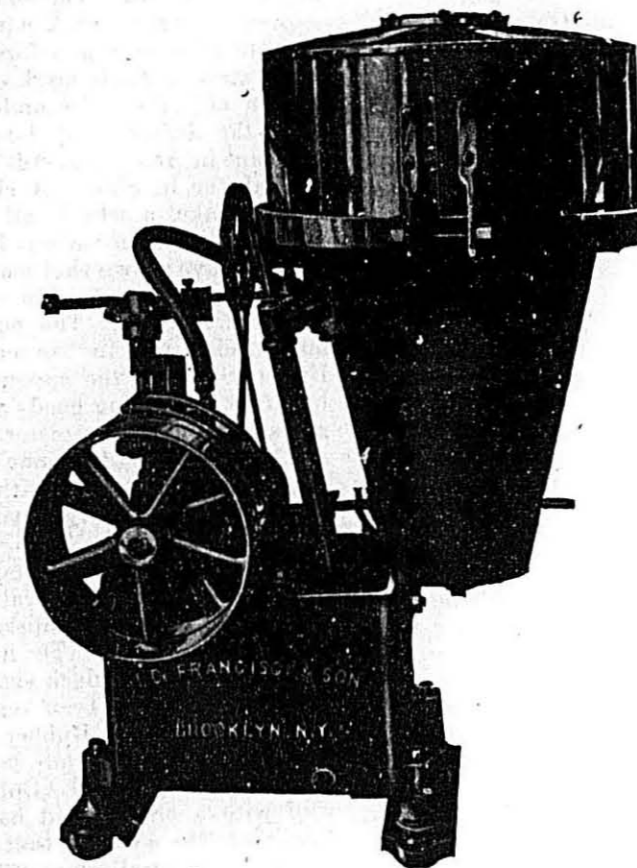
And yet they call me a "Private!" Private!

What the—!—Times-Picayune.

Think only of Giving and not of Receiving—that's the true Christmas spirit.

# DEFRANCISCI

## A MACHINE WHICH EVERY MACARONI MANUFACTURER SHOULD HAVE



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

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

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

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

## DeFRANCISCI DIE CLEANER

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

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

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

Write for complete details of these special offers.

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



## To Blanch or Not to Blanch

As indicative of the progressive thought in the macaroni manufacturing industry it is necessary only to note the controversy that is now on between leading durum millers and macaroni manufacturers as to the proper method of preparing these products for the table.

In the friendly controversy referred to there are 2 distinct views. By one it is claimed that macaroni and spaghetti should always be blanched in cold water after boiling and before serving. The other group maintains that the food is spoiled by this process. In both cases the exponents claim to be experts, real honest-to-goodness cooks, who base their views on wide experience in preparing tasty macaroni dishes.

The matter was brought to a head by a discussion of the subject by J. F. Bell, president of the Washburn Crosby company, on Sept. 5, 1924, when he said in part: "Unfortunately in the early stages of macaroni consumption in this country we had a very erroneous idea how to prepare it. It was prepared in such a way as to take out every bit of palatability. For one thing it was washed in cold water after boiling which alone will ruin its flavor. As a result of this misunderstanding on how to prepare macaroni its increase in consumption has not been up to expectations."

Lloyd Skinner of the Skinner Manufacturing company takes the view that many macaroni manufacturers urge that products be blanched before serving and sensibly argues that the macaroni manufacturing industry should agree on which is the proper process and jointly promote an educational campaign that will teach consumers just how macaroni and spaghetti should be cooked to present it in the most favorable condition.

We also have our own views on the subject in question but feel that the macaroni manufacturers of the country might well be interviewed thereon. What would be the object in douching boiled macaroni and spaghetti in cold water? Those favoring the process hold it causes the tubes and strands to maintain their shape and washes out of the product all foreign materials.

Those who object to blanching claim that it is not necessary to do this with macaroni made out of good semolina because in this case the products will not become mushy or pasty as when flour is used, in which case blanching is necessary to prevent its getting so.

There is something that is deserving of the concerted attention of leaders in the industry to the end that macaroni manufacturers should, as nearly as possible, get together in broadcasting the same information to the general public as to the best way to prepare our products for general consumption.

There must be a right way on which all will agree.

On this subject it would be well to have the views of the leaders. All are cordially invited to make their views known to this publication, telling us whether or not you believe that these products should be blanched after cooking.

### Good Trade Mark—What Makes It

Reprinted (in part) by Special Arrangement from System, the Magazine of Business, and by Permission of H. A. Toulmin, Jr., of Toulmin & Toulmin, Dayton, Ohio

Many tests have shown that few retailers know who manufactures even the best selling commodities. How much less does the consumer know the corporate name. Try it on yourself. Name the manufacturers of Gold Dust, of Robert Burns, of Hotpoint irons, of Grape Nuts, of Old Dutch Cleanser. How about Venus pencils, Camels, Gold Medal Flour?

#### How to Choose a Mark Wisely

No consumer cares about the company name; he wants a convenient handle by which to call for a product. Even that he may forget, but if he sees the trade mark, he can point at what he wants. Nearly everyone admits "I have a poor memory for names, but I never forget a face." That is true with most of us. It is something to remember when choosing a trade mark.

A trade mark should be chosen with two things in mind—its legality and its selling power. For the present, we will leave aside the legal requirements of a valid trade mark. From the selling point of view, an effective trade mark should be:

1. Distinctive and attractive to the eye and ear;
2. Easy to remember because simple and short;
3. Not like any other mark on a similar line of goods.
4. Easy to pronounce;
5. Easy to illustrate strikingly;
6. Easy to reproduce and not requiring expensive or complicated printing.

There are but few perfect trade marks, but the qualities of a flawless one can be described. Many beautiful designs make poor trade marks, if they are too complicated, too delicate, or too subtle.

Like a poster, the trade mark should be easy to reproduce, easy to understand, and striking in its bold characteristics. It should have high visibility at varying distances, or its detail will, many times, be lost. If the colors are too delicate they will become tarnished.

It is important that a design be capable of reproduction in various ways

on various mediums. It is no job for an amateur to make a design which will be equally striking on a letterhead and on a rough box. The designer must remember that the mark will be used on containers, on billboards, and on direct-mail literature. With all of this it must command attention in the small space allotted to it in the corner of a large magazine or newspaper advertisement.

Colored pictures are better than black-and-white pictures. The blue of Beech-Nut and Gold Medal are examples of the good use of color.

Especially, if you sell in foreign countries, the purchaser will rely principally upon the visual appeal of the trade mark. The identification by appearance, color, and form is far more important abroad than identification by any other means. The company name—even the trade mark name—may be hard to pronounce in a foreign tongue, but a striking trade mark of some well known object can be understood, despite the difference in language. An elephant in America is still an elephant in Italy or in Siam. A closed fist, a coiled snake, a wheel—all are simple symbols known in various lands.

Tests have shown that marks are still more effective in foreign countries if they are in color. The manufacturer may decide not to use color in the United States if the expense is great, but if he is shipping goods abroad such a mark should be registered in color and reproduced in the same way. There are many curious rules with respect to the registration of trade marks which are in color.

United States courts have decided that a trade mark, to be valid, must be confined to a special configuration in a well defined color. To illustrate, a white band on the black side wall of a pneumatic tire has been registered by the United States Rubber company. Goodyear uses as a trade mark a blue streak on the side wall. But a red side wall with a black tread has been refused, on the ground that these are merely the natural colors of the rubber.

A colored dot in a sash cord has been refused as a mark because it was not confined to any particular color, although the shape was definite. A gray band on the top of a rubber boot was refused registration, as also was a colored strand of a rope, but the Victor Talking Machine company was allowed to register a purple disc in the center of a record. These exemplify the seeming contradictions in the law.

The best gift of all—flash a ray of sunshine into a gloomy heart.

Those who have plenty should not forget those who have little.

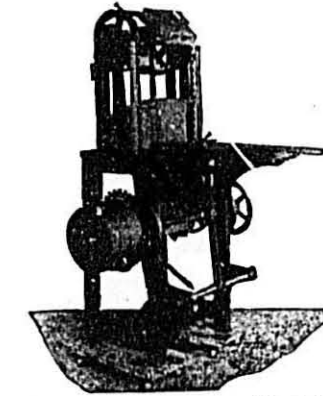
Now's the time to keep your heart softer than your head.

The husband usually gets trimmed by trimming the tree.



TRADE-MARK

## A Christmas Package



Forming and Lining Machine

Were it not such a common sight, each and every package which is daily brought before the housewife by PETERS AUTOMATIC PACKAGING MACHINERY, you would think of them as a parcel done up in Christmas style.

We are now located in our new factory and our engineers can give you without obligation any service which you may require, and no doubt we will be able to show you means by which you can procure even greater efficiency and economy in your well-run establishment.

Our catalog and descriptive literature will be sent upon request.

## Peters Machinery Company

4700 Ravenswood Avenue  
CHICAGO, ILLINOIS

*P. S. To all of our friends in the Macaroni Industry we extend our wishes for a Merry Christmas and a Happy and Prosperous New Year.*



## Publicity of Income Taxes

The Chamber of Commerce of the United States has outlined the position of American business on the question of making public the income taxes paid by individuals and corporations. Its attitude being representative of the honest and legitimate business interest of the country was presented to President Coolidge by the officers of that organization last month.

Against the position of the president and his insistence that American institutions guarantee to citizens sanctity in their private affairs, congress left in the revenue act of 1924 a part of the proposals which it had earlier debated, and which intended to make public information divulged on returns for the federal income tax. The exact extent of publicity required by the provisions which actually became law is now a matter of some controversy, but into this controversy the Chamber of Commerce of the United States has no desire to enter. Whatever the merits of

the controversy, the United States Chamber is on record as earnestly opposing any publicity in regard to returns or the amounts of tax that are paid.

The membership of the Chamber has declared that "fairness to citizens who act in perfect good faith should characterize such legislation as the income tax laws, under which all details of business transactions must be disclosed to administrative officials," and that the proposals for making returns open to the public, and for publication of figures appearing in returns, "violate the good faith which the government owes to its citizens, to protect them in their private affairs."

In view of the unfavorable reaction caused in all parts of the country by the steps which have been taken with respect to publicity under the revenue act of June 1924 the Chamber hopes for immediate repeal of the new provisions contained in the law of 1924.

### Sincerity and Success

"Almost daily articles appear in various magazines and journals about men whose business achievements started in some humble way," says The Wholesale Grocer in commenting on the life of a well known macaroni manufacturer who has gained deserved success through intense personal application to his business, coupled with high ideals of his duty to fellowmen. The article covering an interesting career is quoted herewith, in part:

Almost daily articles appear in various magazines and journals about men whose business achievements started in some humble way. Invariably these successes are not identified with the grocery business, and yet there have been a number of most interesting successes among men who have come up through the ranks of the retail grocery business. James T. Williams, president of the Creamette company, Minneapolis, is one of these.

Mr. Williams started life on a small farm in Renville county, Minn. When he was 15 years of age, he began the sale of groceries to neighboring farmers during his summer school vacation, traveling from house to house taking orders. This experience caused Mr. Williams before long to desire to go into the grocery business for himself. And so when but 20 years of age, with only \$24 and a loan of \$100, he started a business that was his own. Before many years went by the annual sales of his concern had grown to \$100,000, a very good business in those days for a grocery store. A most remarkable feature of this business was that during the 13 years that Mr. Williams was in the grocery business his total credit losses did not exceed \$500. To this

factor born of necessity Mr. Williams attributes largely his success.

The limited capital which he had in the beginning gave him no choice but to do a strictly cash business. Later, however, as he established a small amount of credit with the jobbers, he



took on charge accounts with limited and strict terms of credit. He recognized that the business of credit customers was more certain but his limited credit with the jobbers brought home to him most forcibly the imperative necessity of having definite understandings with these customers as to the length of credit and of insisting on prompt payments at the time agreed upon.

Having reached the pinnacle of success in the grocery business his abundance of energy caused him to look for larger fields of endeavor. The manufacturing business attracted his attention. Most naturally he chose a grocery line. He took over a small macaroni firm which, like many others in

those days, had a difficult time making a success. From the very start he realized the necessity of putting out a product that was differently better in order that the trade might be supplied with a product of distinct character and quality. These ideas were expressed in the now familiar product known as Creamettes. It enjoys a magnificent sale from coast to coast, besides having a fine distribution in foreign markets, particularly Canada and England.

With the idea of further capitalizing the popular trade name Creamette, and further enlarging the Creamette line, he has recently introduced on the market with fine initial success Creamette Chewing Gum. It gives every promise of being a happy addition to the Creamette line.

Mr. Williams has always been an enthusiastic association man and is a firm believer in self regulation within the trade itself in keeping with what is considered ethical and proper practices, taught by example rather than by words.

"If your business is to be more successful, you must elevate not only your own standards but those of your business associates as well," he said. "The human system, no matter how strong it might be, will in time wither and decay in an unhealthful climate or location if nourished only by the impure atmosphere of unpleasant surroundings. The same with your business. It is bound to do likewise in a location where there is distrust of each other among the merchants and consumers, if no one helps to the upbuilding of the general conditions and surroundings. So, therefore, it is the duty of every live business man to do what he can to elevate the standard and condition surrounding the business in the locality in which he lives. It is his duty to use his influence to bring the business men together that they may exchange ideas that would be of benefit to each other, and get the confidence and respect of each other as they should have, and by so doing will get the confidence and the respect of the citizens. Will conclude by saying, get together and do your duty as business men and citizens."

His trade association activities brought Mr. Williams into close touch with most of the progressive movements in the local and state grocers associations, serving as an officer of both the Minneapolis Retail Grocers and the Retail Grocers and General Merchants Association of Minnesota before abandoning the retail for the manufacturing field.

He was president of the National Macaroni Manufacturers association for 4 years during which time he founded the Macaroni Journal, now published in Minneapolis, and during the war served the industry and the government in many important ways.

Like all truly successful men his family life is ideal. He has 5 beautiful children, a wonderful wife, a nice home and many close friends.

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

Questions that we like to submit to every Macaroni Manufacturer:

- DO you want to end your macaroni drying troubles?
- DO you want to economize on your daily production?
- DO you want to save labor?
- DO you want a better drying system?
- DO you want to increase your production without enlarging your factory?

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


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

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

**Our guarantee will protect you**

Do Not Delay—Write Now to:

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AMOROSO & DI MARINO, Sole Agents




### Capital City Milling & Grain Co.

#### DURUM WHEAT MILLERS

St. Paul - Minn.

Capacity 1500 Barrels



## CHEROKEE SEMOLINA

Uniform Quality  
manufactured from  
Best Grades of  
Durum Wheat

**CAPITAL CITY MILLING & GRAIN CO., St. Paul, Minn.**



# Grain, Trade and Food Notes

## Wheat Export Record

Total exports of wheat and flour during the present crop year are likely to run well in excess of 200,000,000 bu., says the United States Department of Agriculture in an analysis of available export figures. Exports last year were 156,430,000 bu.

The department's estimate is based on the increased exports over last year since the beginning of the crop year July 1 up to the end of October. Preliminary returns from the department of commerce indicate exports of 118,000,000 bu. during the 4 months this year, as compared with 73,800,000 bu. in 1923 which was 47% of the total exports for that year. Exports during the same period in 1922 were 115,000,000 bu. or 52% of the exportable surplus in that year.

Wheat exports during October promise to exceed those of any preceding month since August 1921 the Department of Agriculture says. Estimates based upon preliminary returns give the exports from the principal ports during October at 41,800,000 bu., compared with 32,662,000 in September. Exports of flour during October are estimated at the wheat equivalent of 8,200,000 bu. Total exports of wheat and wheat flour are estimated at 50,000,000 bu. compared with 39,200,000 bu. in September.

Exports of wheat, not including flour, to the United Kingdom during the four weeks ending Nov. 1 are reported at 8,000,000 bu.; Italy 2,000,000 bu., and to other European countries 22,000,000 bu. Declared exports to Canada were 2,000,000 bu. compared with 14,000,000 in September. Practically all of the declared exports to Canada represent wheat shipped in transit through that country for export from Canadian ports.

Duluth was the principal port of exit in October with 10,000,000 bu. of wheat, followed by Galveston with 6,000,000 bu., and New York 5,000,000 bu. Exports from other ports during the month were as follows: New Orleans 3,600,000 bu.; Portland Ore., 3,700,000 bu.; Philadelphia 2,216,000 bu.; Chicago 1,500,000 bu.; Baltimore 1,000,000 bu.; Seattle 900,000 bu.; Milwaukee 516,000 bu.; other ports 886,000 bu.

## Sales Affect Wheat Prices

The importance of the foreign market as a factor in the recent rise in grain prices is indicated by the larger wheat exports at higher prices during the first 2 months of the present export season, declare officials of the Department of Agriculture.

Wheat exports during September were nearly 8,000,000 bu. more than in August, and approximately 9,000,000 bu. over September 1923. Exports for

August and September were approximately 11,500,000 bu. over the corresponding period last year. Total exports from Aug. 1 to Sept. 27 this year were 41,195,896 bu. compared with 29,606,715 bu. during the same period a year ago.

Exports to the United Kingdom in September were 4,210,000 bu.; Italy 2,250,000 bu.; and other European countries 10,417,000 bu. Declared exports to Canada were 7,195,000 bu. in September and 6,178,000 bu. in August. Nearly all the declared exports to Canada represents wheat in transit for export to other countries.

Chicago during September was again the principal port of exit with 6,205,000 bu., followed by Galveston with 4,618,000 bu.; New Orleans 3,060,000 bu.; Portland, Ore., 2,384,000 bu.; Duluth 2,007,000 bu.; New York 1,666,000 bu.; Philadelphia 1,215,000 bu.; and Baltimore 1,288,000 bu.

## Wheat of Higher Quality

Approximately 73% of the winter wheat crop this year grades Nos. 1 and 2, which is the highest percentage in these grades since 1919, reports the Department of Agriculture. It is estimated that 30.3% of the crop is in grade No. 1, and 42.8% in grade No. 2. The proportion of the 1920 crop falling within these 2 grades was 71.5%. 74% of the spring wheat crop this year is within grades Nos. 1 and 2 as compared with a recent high mark of 78.5% in 1922.

## Canadian Wheat Export Surplus Reduced

Canada may export about 180,000,000 bu. of wheat this year should the November crop estimate be borne out by the final returns, declares the U. S. Department of Agriculture in an analysis of crop and carryover figures. Canada last year exported 343,000,000 bu.

The carryover of 28,000,000 bu. from last year's crop plus the estimated crop of 272,000,000 bu. this year makes available 300,000,000 bu. for this year's supply compared with 486,000,000 bu. available for last year.

The grade of grain now in elevators indicates that the quality of the crop is below that of last year. Only 40% in elevators Nov. 1 graded No. 2 Northern spring or better, compared with 60% in 1923 and 80% in 1922. The lower grading of the bulk of the wheat may indicate a larger percentage of unmerchantable wheat, the department says. Last year it was estimated that about 4% of the crop was unmerchantable and 4% was lost in cleaning.

Losses from unmerchantable grain and in cleaning have varied in recent years from 5 to 10% of the gross production. Estimating the loss this year

at 10% would reduce the quantity of merchantable grain to 244,000,000 bu., of which about 80,000,000 bu. will be needed for seed and for bread, leaving 193,000,000 bu. for export and carryover at the end of the year.

Stocks at the end of the year have varied in recent years from 10,000,000 to 28,000,000 bu.

## Argentine Wheat Crop Smaller Than Last Year's

The first official forecast of the Argentine wheat crop is 190,000,000 bu. compared with 247,000,000 bu. produced last year, according to a cablegram from the International Institute of Agriculture at Rome.

About 70,000,000 bu. including seed, feed and grain milled for food are needed for domestic requirements, and there will be available for export and carryover during the year Jan. 1 to Dec. 31, 1925, some 120,000,000 bu. from the current crop, provided the final returns of the crop bear out the estimate given, the department says.

Stocks of wheat on hand Oct. 1 were reported at about 27,000,000 bu., and allowing 15,000,000 bu. for consumption during the remaining 3 months of the year, the quantity of old crop available for exports and carryover would be about 12,000,000 bu.

## Larger Wheat Area in Canada

The area seeded to winter wheat in Canada up to Oct. 31 is reported by the Dominion bureau of statistics at 832,200 acres compared with 767,200 acres on the same date last year, and with a harvested area of 773,945 acres in 1924. The condition of the crop is reported to be average.

## Macaroni Recipes in Menu Box

The Gold Medal home service department under direction of Miss Betty Crocker is carrying out some good propaganda for macaroni and spaghetti in connection with general campaign covering the possible uses of Washburn Crosby products.

A special department has been arranged in the Gold Medal home service recipe box for macaroni and spaghetti recipes. This useful box is being widely distributed. It is provided with a special index card marked "Macaroni and Spaghetti Dishes." Accompanying this card is one that tells of the value of macaroni as a food and then several containing tested recipes as to how best to prepare this food in its many appetizing ways.

This is a constructive effort on the part of an allied firm and its work is meeting with the approval of many of the leading manufacturers who are aided by the educational propaganda thus put forth.

"Give" says the Optimist; "Take" says the pest.

# BUHLER BROTHERS' for

Works at Uzwil, Switzerland

"Quality"

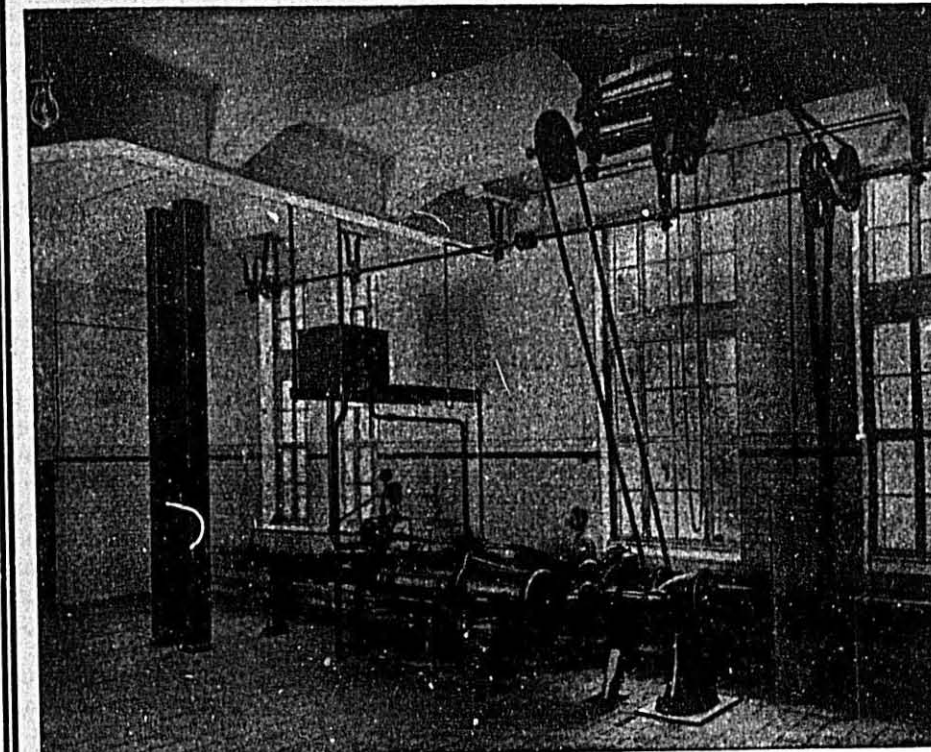
The BUHLER  
Horizontal  
Shortgoods  
Press

of which the largest user of Buhler Presses said:

"I know of no improvements I could suggest on this Press as it is the most perfect Machine I ever saw."

Th. H. Kappeler

Sole Distributor for Buhler Machinery  
44 Whitehall St., New York



# THE CHAMPION'S POLICY

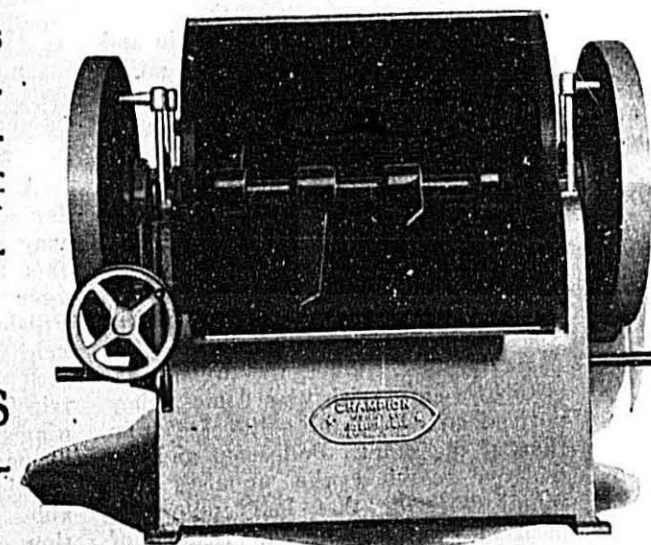
"BEST MACHINES AT FAIREST PRICES"

Special for Macaroni and Noodle Manufacturers

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

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

Try our MIXERS once you'll always use one.



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

Write for particulars

Champion  
Machinery Co.  
Joliet, Ill.



# Notes of the Macaroni Industry

## Installs Switchboard

The Foulds Milling company has installed a switchboard in its plant at Libertyville, Ill., to facilitate handling of telephone calls. Direct connection will be made with the various departments by the private switchboard operator whose duty will be handling the telephone calls in and out of the plant.

## Angelica at Brooklyn

According to papers filed with the state secretary, the Angelica Macaroni Company, Inc., has been organized in Brooklyn with a capital stock of \$50,000 to manufacture the various kinds of macaroni products. Joseph Elivian, Giuseppe Giannone and Anton Rizzo are the directors of the new company.

## The Heart of America Company

Kansas City, Mo., gained a new food factory when the macaroni plant of The Heart of America Manufacturing company, a Kansas City organization, began operation Sept. 15 in its new plant at Ninth st. and Woodland av.

The building is a brick structure, 2 stories, 70x120. It's equipped with the most modern type of hydraulic machinery, capable of producing about 3 tons of macaroni a day.

The Heart of America Macaroni Manufacturing company was organized last spring with S. Comulane as president and F. M. Zaner, vice president.

## Ft. Worth Supplies 10 States

Macaroni products made by the Ft. Worth Macaroni Co. of Ft. Worth, Texas, is sold in 10 southeastern and southern states, reports P. Mazza, secretary and manager of the concern.

The Ft. Worth Macaroni company has been in existence more than 25 years and has now modernized its plant to a point that it's able to convert about 90 bbls. of semolina into numerous forms of macaroni products daily.

The company employs about 40 people and has a monthly pay roll averaging \$2,000. It manufactures the "O. B." brand.

## Award Prizes at Fair

The Birmingham Macaroni company awarded numerous prizes to those who attended the recent Manufacturers and Housewives Expositions at the Municipal Auditorium last month in that city. The company representatives distributed daily many packages of its Eagle brand. The women took particular interest in this food product that is becoming quite popular in the southern section of the country.

## New Plant at Fresno

Construction of a new \$40,000 macaroni plant will start in Fresno, Calif., early next year, according to announcement made by Alfonso Borelli, presi-

dent of the Fresno Macaroni Manufacturing Company, Inc. The building will be a 2 story brick construction, 50x100, and will be erected in the rear of the company's factory at 1133 "E" st.

The present plant has a capacity of about 40 bbls. daily and with the new equipment and enlarged quarters the Fresno plant will become one of the largest in central California.

Articles of incorporation has been filed showing a capitalization of \$300,000.

Alfonso Borelli is president, John Maddona is vice president and D. Mar- lino, secretary-treasurer.

The estimated cost of the plant includes equipment which will be of the most modern character and cost about \$20,000.

## Plant Too Noisy

Neighbors of the D. E. Benedetto macaroni factory, situated in South Ozone Park near Brooklyn, N. Y., have complained about the noise emanating from the spaghetti factory, the case having been heard last month by one of the superior judges of that district. The complainants allege that the noise had become unbearable because of the vibration imparted to the whole building by the machinery used in the food manufacturing process. The judge made a personal investigation and agreed that there was considerable noise attending the operation of the machinery, but felt that an agreement that would not injure either party in the suit should be arranged if possible and the case was postponed pending such an agreement.

## Fire in Bassano Plant

A fireman was slightly injured while fighting a midnight fire last month in the macaroni factory owned by Louis Bassano at the rear of 141 Williard st., Bridgeport, Conn. The flames were quickly subdued and the damage confined to the machinery and contents of the building. Loss is estimated at \$4000 with insurance to cover.

The fire was of unknown origin and the police authorities are investigating it. The building that housed the factory is the property of Peter Paone.

## Bella Sicilia Stills

Fire in a small macaroni factory at 1062 East New York av., in the Brownsville section of Brooklyn, N. Y., the last week in November, revealed the fact that the Bella Sicilia Macaroni company was hardly what its name implied. When the firemen arrived to extinguish the flames, they noticed an odor totally different from that of macaroni. Policemen and detectives searched the premises and found 13 stills that had apparently been in recent operation. Instead of cases of macaroni they found 16 cases,

each containing 5 gallons of alcohol, and 12 barrels of the same liquid.

The police seized the alcohol and the apparatus but could find no one who admitted being in any way connected with the so-called Bella Sicilia Macaroni company, which by the way never appeared in the list of macaroni plants as used by any of the recognized authorities in the macaroni manufacturing business.

## Caruso Macaroni Suit

Claiming that the Atlantic Macaroni company of Long Island City, N. Y., was indebted to him to the amount of \$300,000 for his part in gaining the consent of the late Enrico Caruso, famous Italian tenor, for use of his name in connection with a brand of macaroni products marketed by the company, Marziale Sisca has started suit in the New York courts to recover that amount. According to the complaint filed Sisca, at the request of the corporation named, obtained the opera singer's consent to the use of his name and also a written indorsement of the new brand of macaroni bearing the name "Caruso Brand." He further alleges that the Atlantic Macaroni company promised to compensate him suitably before he undertook the task of interesting Caruso, but has failed to live up to its obligations. Sisca also claims that the great tenor profited by the arrangement through money paid him between August 1917 and the time of his death and that his estate and his widow, Mrs. Dorothy Benjamin Ingram, is still receiving returns under the agreement.

The Atlantic Macaroni company entered a general denial.

## Installs Automatic Filler

The Fontana Food Products company of South San Francisco, Calif., has installed an automatic blending and filling outfit at its plant which practically completes the automatic handling of the products from raw state to finished state. This concern operates one of the largest plants on the Pacific coast producing a general variety of macaroni products and noodles.

## A Flour Holdup

A recent increase in the price asked for semolina in the New York market may or may not be attributed to the fact that W. V. Dickenson, salesman for the New York office of the Pillsbury Flour Mills company, was held up by thugs last month in Yonkers. While he was out on a pleasure trip 2 highway men hopped on the running board of his automobile and aided by persuasive powers of 2 ugly looking pistols, demanded money and valuables. Their harvest was \$10, though they overlooked \$200 in their hurry to do a fast job.

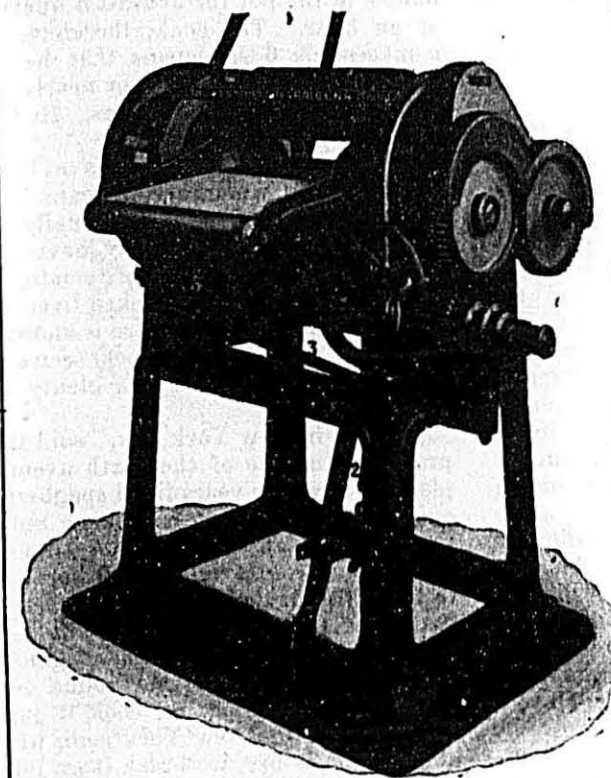
Tel. Central 5115

Before Buying

**INVESTIGATE—T. E. L. PAT.**

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

Est. 1893 - Bologna (Italy)



T. E. L. Dough-Breaker Creation

Roughening & Calibrator Combined, Serial 501

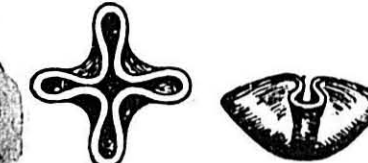
Calibrator Break with four changes of speed

Duplex & Triplex with variable change of speed —Appliance—

No. 1—Safety pedal drop 2 1/2 inches lower cylinder eliminating accident.

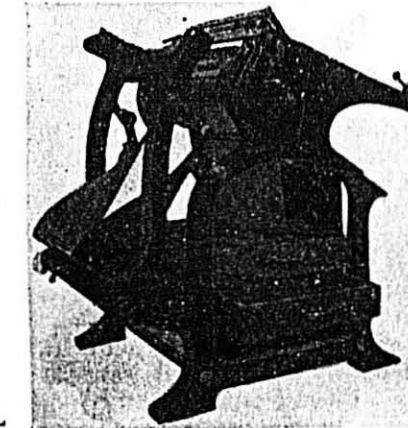


EGG-NOODLES, SEA-SHELL



FIORETTO PAT. REG. — NOVELTY —

Bologna Style Stamping Machine T. E. L. Serial No. 507



Standard Width 15 and 20 inches.

Write for Particulars.

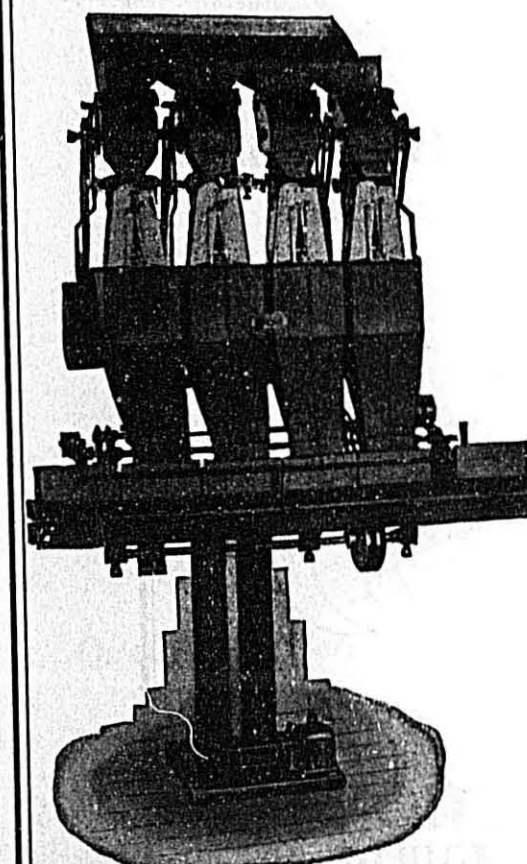
**G. A. ROSSI**

EXCLUSIVE AGENT FOR

1 30-44 Union Trust Bldg.

CHICAGO, ILL., (U. S. A.)

Dough Breaker, Serial No. 501 Conveyer for Return of Dough—Continuous Front Feeding



Made 2 Sizes, 20 to 60 Pkgs. a minute

**JOHNSON**

**MACARONI TYPE SCALE**

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

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

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

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

**JOHNSON**

**AUTOMATIC SEALER CO., Ltd.**

BATTLE CREEK, MICH.

New York 39 Church St.

Chicago 208 S. LaSalle St.

Los Angeles, Cal. Marsh Strong Bldg.



### Press Gleanings

(The Philadelphia Inquirer—Nov. 10, 1924.)

#### Unpretentious Home Industry

Doesn't it always give you a little thrill of pride when you're away visiting and some one mentions with praise some concern which is located in your home city?

Well, that was exactly what happened not long ago—while calling on a manufacturer in another state. We were talking over various food products, and he made a remark of such respect and esteem for the A. C. Krumm & Son Macaroni company that immediately I made up my mind to see for myself this model factory.

Shortly after returning home I went out to the Krumm factory, not far from the center of the city, and entered an immaculately clean and pleasant set of offices. Upon learning that my purpose was to visit the various departments and to see the process of manufacturing macaroni, spaghetti and noodles, the plant manager himself took me through, beginning at the top floor.

All the workrooms were light and airy, giving a feeling of spaciousness—the employes were uniformly clad in neat, clean clothing, and the huge machines, almost human in the work they did, were shining in their fresh paint.

I could not refrain from an exclamation of surprise as we walked from one room to another. "I thought your plant was quite old, instead of new," was my remark, to which my guide genially replied, "Oh, yes, we have been here a good many years, ever since Mr. Krumm founded the business."

"Then how in the world do you manage to keep everything looking so new?" I queried. At that he laughed and let me into the secret. "Whenever there is a period of quiet, or we catch up with our orders and have a bit of time to spare, instead of laying off our employes I give each of them a tool or paint-brush and set them to work freshening up the works," he said. "By putting each department in charge of one man and holding him responsible, and then running a little competition between the various departments, it keeps them interested and holds our standards high."

And every word was true, for you could scarcely see a scrap of anything on the floor. The wooden carriers were spick and span and the racks in the huge drying rooms looked as if they were new too. There was a feeling of leisure as we passed by the different workers, and yet it could easily be seen that each was busily occupied.

This little plant supplies the egg alphabet for one of the largest soup companies in the world. The quality of its noodles, macaroni and spaghetti is excellent, and it made me feel very proud indeed that we had such a hard-work-

ing; progressive concern right here in our city, employing our own people and doing its bit quietly and yet persistently.

After that, whenever I went into the grocery store the blue and yellow package bearing the name of Krumm took on a new significance, and in my mind's eye I could see the quiet, busy workers preparing these wholesome products for your kitchen and mine.

(The New Orleans Item—Nov. 9, 1924)  
**Spaghetti Makes Good**

Spaghetti has come into new fame in the city of New York, and many new places for the cooking and vending of that slippery Italian viand have appeared. Some genius evolved the idea about two years ago that the cooking of the long and slippery rods of flour paste could be made a diverting public function. They had been places galore before this new idea, but in all of them the spaghetti and macaroni, its cousin, had been boiled in the seclusion of the kitchen.

The up-to-date spaghetti outfit for window display consists of a flat gas range or hot plate device, on which is shown a battery of six shining sauce pans. A box of spaghetti lies temptingly near. The white-capped and apron-swathed chef dips with cotton-gloved hand into an open container, takes out a bunch of yellow fibres, looks all about him, and then puts them in one of the saucepans.

Spaghetti is prepared for consumption in relays and is served in various degrees of ebullition. The native Italians want it cooked no longer than eight minutes, but the second generation and most Americans want their spaghetti "soft," which means it must bubble in the pot for at least a quarter of an hour. The cook, therefore, so manages his 6 saucepans that he always has a supply ready, or nearly so, to suit the tastes of all comers. He has hard, soft, and medium.

At the side of the pots is a little steam bath in which are the cans containing sauces. There are usually at least four ads. One may have his spaghetti with a dressing of tomato, or mushroom, or chopped chicken liver, or just plain meat sauce. There is another Milanaise preparation which seems a blend of all three and has plenty of garlic in it.

"People in New York city," said the proprietor of one of the Sixth avenue places, "have for years liked spaghetti, only they never knew how much until they had the opportunity of seeing it cooked in a front window. We serve it to them also in the way they prefer it; that is, if the Italian or one who has traveled in Italy likes his spaghetti long, so he can wind it around his knife, well and good, we cook it just so. Then for the New York man, who likes the short size, we break it up into four or five-inch lengths and so make him happy, also."

The House  
of  
Perfection

Always at  
Your  
Your Service

Where Others Have Failed,  
We Have Succeeded.



Why not deal with a reliable house?

**INTERNATIONAL  
MACARONI MOULDS CO.**

252 Hoyt St.

Brooklyn, N. Y.

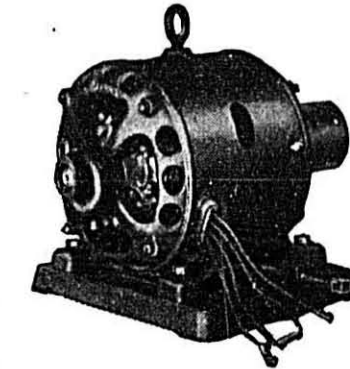
**Cheraw Box Company, Inc.**  
Seventh and Byrd Streets,  
Richmond, Virginia

**SATISFACTORY**

**Wooden Macaroni Box-Shooks**

**NOTE**—Our shooks are made from tasteless and odorless gum wood. Sides, tops and bottoms are full one-quarter inch thick and one piece. All ends are full three-eighths inches thick.

**Electrical Installations  
for  
Macaroni Factories**



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

*Not one dissatisfied customer*

**CONCORD ELECTRIC CO.**

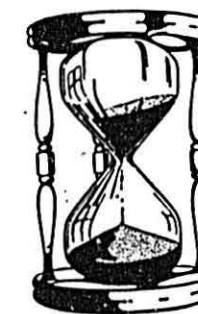
J. C. Marcellino, Prop.

1303 DeKalb Ave.

Brooklyn, N. Y.

**Discriminating Manufacturers  
Use**

**Hourglass**



**Brand**

**PURE DURUM SEMOLINA AND FLOUR  
RUNS BRIGHT, SHARP AND UNIFORM**

*Quality and Service Guaranteed*

*Write or Wire for Samples and Prices*

**DULUTH-SUPERIOR MILLING CO.**

Main Office DULUTH, MINN.

NEW YORK OFFICE: F 7 Produce Exchange  
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BOSTON OFFICE: 88 Broad Street  
CHICAGO OFFICE: J. P. Crangle 14 E. Jackson Blvd.



## Opposes Child Labor Law

What Are Your Views on the Proposed Child Labor Law?

The Chamber of Commerce of Davenport, Ia., like many other leading business and civic organization, has gone on record as being unalterably opposed to the adoption of the twentieth amendment to the Constitution of the United States, which would give to congress authority to regulate the employment of child labor between the ages of 14 to 18 years of age. Its stand was made known through strong resolutions adopted by a big majority vote of its constituents.

In its effort to bring the attention of the people to the aims and purposes of the proposed legislation it has been sending broadcast copies of the resolutions depicting the attitude of the business men of that section and reasons for same.

"Do you wait for a fire before you purchase insurance?" it asks in appealing that all give this change in the basic law of the country all the attention and consideration so important a law should have. "There is considerable danger in the present apathy shown by the manufacturers toward the ratification of the twentieth amendment. We hope that it will not be ratified but the proponents of this measure have a vast organization in the field bent on accomplishing their purpose. They will succeed unless every possible effort is put forth to combat their activities.

"The amendment is a direct attack upon state rights, apprenticeship labor on the farm, or in the home. By it, congress is granted exclusive control of all persons under 18 years of age, even to the prohibition of any direction or request of the parent. It spells ruin to the American home, which is the foundation of our country's greatness."

### Reasons for Opposition

Arguments are advanced that the proposed amendment should be defeated for the following reasons:

That to all intents and purposes the amendment is an undefined entering wedge to a larger and broader field of activity. That the history of the proposed amendment, indicated by act and expression of its proponents and advocates, plainly sets forth enthusiastic frenzy and zealous fanaticism with respect to family relations, the sanctity of the home, the rights of parents and freedom of individuals, contrary to all established standards of American life.

That its full operation will stultify the home by alienating affection, reverence and respect by growing youth for parental guidance and authority. It abrogates the rights or privileges of the father or mother to control or direct the destinies of their own flesh and blood creations, their children.

That child labor on farms would be possible only under license from a government bureau for children between 14 and 18 years of age, prevent them from doing even ordinary chores or to carry on any of the developing activities that have been the making of some of America's best men and women.

That apprenticeship training would be nullified particularly where it is practical to combine school and vocational training.

That it would establish the principle that to the child under 18 years of age work is the coequal of alcohol and must be prohibited by law. It would inoculate in the American home the serum of socialism in its most fatal form.

That it would add to taxation, now overheavy, and turn loose throughout the country an added horde of prying office holders. In short the chamber feels that the proposed law is revolutionary.

### Food Ruling

12311. Adulteration and misbranding of spaghetti and macaroni. U. S. v. 10 Boxes of Spaghetti and 10 Boxes of Macaroni. Default decree of condemnation, forfeit-

ure, and sale. (F. & D. Nos. 18281, 18282, 1. S. Nos. 12104-v, 12106-v, S. No. W-1476.) On February 2, 1924, the United States attorney for the District of New Mexico, acting upon a report by the Secretary of Agriculture, filed in the District Court of the United States for said district a bill praying the seizure and condemnation of 10 boxes of spaghetti and 10 boxes of macaroni remaining in the original unbroken packages at Raton, N. M., alleging that the articles had been shipped by the Queen City Macaroni Mfg. Co. from Denver, Colo., on or about January 5, 1924, and transported from the State of Colorado into the State of New Mexico, and charging adulteration and misbranding in violation of the food and drugs act as amended. The spaghetti was labeled in part: "Golden West Brand Spaghetti Manufactured And Guaranteed By Queen City Macaroni Manufacturing Co. \* \* \* (Rubber Stamp) '5 Lbs. Net.'" The macaroni was labeled in part: "Golden West Brand Macaroni \* \* \* Queen City Macaroni Manufacturing Co."

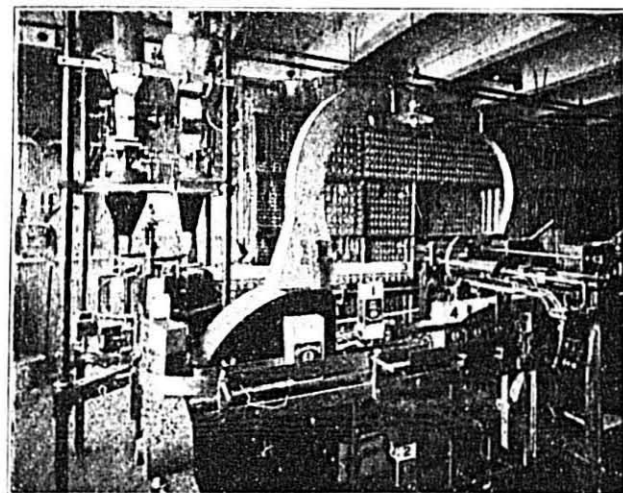
Adulteration of the articles was alleged in substance in the label for the reason that excessive moisture had been mixed and packed with and substituted wholly or in part for the said articles.

Misbranding was alleged for the reason that the statements, "Spaghetti" and "Macaroni," appearing in the labelings of the respective products, were false and misleading and were intended to deceive and mislead the purchaser. Misbranding was alleged with respect to the said spaghetti for the further reason that the quantity of the contents was not plainly and specifically marked on the outside of the package.

On April 19, 1924, no claimant having appeared for the property, judgment of condemnation and forfeiture was entered, and it was ordered by the court that the products be sold by the United States marshal HOWARD M. GORE, Acting Secretary of Agriculture.

### Seek Canadian Semolinas

Millers of durum wheat grown in Canada are advised by the Canadian government trade commissioner at Milan, Italy, that there is a good opening for the sale of Canadian semolina in northern Italy, owing to the scarcity of the durum crops in Europe. The opportunity for developing this business is bettered because of action of the Italian government, which recently abolished temporarily the import duty on this product. Canadian millers are invited to send samples and to take advantage of the opening thus affording them to widen their market in a country where semolinas are usually very extensively demanded.



## Cartoning Elbow Macaroni

AND OTHER SHORT CUTS

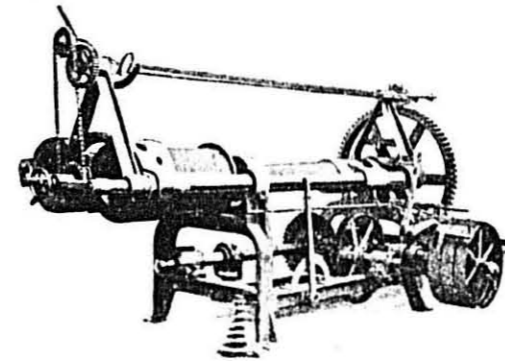
Automatically on "National" equipment insures tight, clean packages with a minimum of labor and materials.

## Our Combined Sealer and Net Weigher

may be directly connected with our Wax Wrapper to preserve uniform moisture content and ward off insect attack.

**NATIONAL PACKAGING MACHINERY COMPANY**  
170 Green Street, Jamaica Plain, BOSTON, MASS.

## D. & E. Cutting Press



### STYLE H--DOUBLE OR SINGLE CYLINDER

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

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

Repairs to Walton Machinery.

### DIENELT & EISENHARDT, Inc.

1304-18 N. Howard Street  
PHILADELPHIA, PA.

Established Over 50 Years

Made to Satisfy  
Packer, Jobber  
and the Retailer.



Solid Fibre

or

Corrugated Fibre  
Shipping Containers

Made by

**ATLAS BOX CO.**

1385 No. Branch St. CHICAGO

# SEMOLINA

## FOR QUALITY TRADE

It's a Pleasure  
to Send Samples

**CROOKSTON MILLING CO.**  
CROOKSTON, MINNESOTA

**"CROOKSTON MEANS-FIRST QUALITY"**



**The Macaroni Journal**

(Successor to the Old Journal—Founded by Fred Becker of Cleveland, O., in 1903.)

A Publication to Advance the American Macaroni Industry.  
Published Monthly by the National Macaroni Manufacturers Association.  
Edited by the Secretary, P. O. Drawer No. 1, Braidwood, Ill.

**PUBLICATION COMMITTEE**  
HENRY MUELLER, JAS. T. WILLIAMS  
M. J. DONNA, Editor

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

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

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

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

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

Vol. VI December 15, 1924 No. 8

**Questions and Answers**

**Average Moisture Content**

Question—

A leading firm asks: What is the average moisture content of macaroni?

2. What is the maximum moisture macaroni may contain and still not spoil when packed in boxes?

3. What is the minimum moisture macaroni may contain and retain its shape?

Reply—

The government ruling is to the effect that macaroni, spaghetti, vermicelli, etc., are made of dried pastes of hard wheat and do not contain over 13.5% of moisture.

This merely gives the maximum permitted under the rulings of the department that has in hand the enforcement of food regulations, and it does not prevent one from manufacturing or selling macaroni products of a lesser moisture content.

While we are not able to give exact or dependable figures in answer to questions 2 and 3, it is a known fact that goods intended for the seaboard or damper sections of the country are usually manufactured with the low moisture content, while not as much care in the moisture extraction process is required in goods manufactured in the lowlands and intended for distribution in the elevated sections of the west.

(Manufacturers having figures on moisture in macaroni are invited to submit them to the editor of this department in spreading useful information.)

**Troubled by Weevils**

A western manufacturer states that macaroni products sent to the southwestern Pacific coast region soon become infested with weevils and similar pests; that the macaroni business in

that section is naturally affected as weevils have now made their way into jobbers' warehouses, grocers' shelves, etc.

Question—

Is there any cure for this difficulty? Do you know whether it takes a certain amount of moisture in macaroni products for weevil eggs which are contained in macaroni to hatch?

Reply—

Careful study and long experiments by Dr. R. N. Chapman of the University of Minnesota make him conclude that there is no chance of either weevils in egg form or in mature state to withstand the manufacturing process. On that basis ALL weevil infections must come from the outside and after the goods are finished in the press rooms. The possible points of infection are—the drying, packing or shipping rooms in the plant; the railroad car, the warehouses, the storerooms of jobbers and grocers and the grocers' shelves. The problem is rather one for the distributor than that of the manufacturer. If macaroni is delivered from the packing department uninfested then ordinary care on the part of those through whose hands the goods pass should permit delivery of products in first class shape.

**Patents and Trade Marks**

**PATENT**

**Spiral Macaroni Die**

On Sept. 2, 1924, patent rights were granted Guido Tanzi of Long Island City, N. Y., on his macaroni die. Patent number is 1,506,869. Application for the patent was made June 30, 1922, and there were 5 claims associated therewith. The official description of the invention follows:

"Means for producing spiral macaroni, which consists of a die having a compound opening, said die being provided with a crescent shaped recess for guiding said macaroni.

"A die for producing spiral macaroni having a die plate, a plurality of inserts therein, each said insert being provided with an obliquely disposed perforation in the inner wall thereof and a pin in each said perforation, the outer and inner walls of said die plate being extended upward at an angle to direct material through said perforations."

This die will produce a spiral strand which heretofore had to be made by laborious handwork.

**TRADE MARKS APPLIED FOR**  
**Apollon**

The Washburn Crosby company has applied for registration of its trade mark "Apollon" for its durum wheat flour. Application was filed March 20, 1923, published Sept. 2, 1924. Company claims it has been using trade mark since Feb. 17, 1923. The trade mark consists merely of the word, "Apollon" in heavy black type.

**Little Queen**

Leopold Benjamin Lier of New Or-

leans, La., doing business as the Royal Brand Paste Factory, made application on May 5, 1924, for registration of the trade mark "Little Queen," which applicant claims he has been using since 1902. It was published Oct. 14, 1924. The trade mark is an upright rectangle across the top of which appears the words "Little Queen." In the center is an oval showing a baby squatted in a wheat field feeding 2 hens. It is to be used in connection with noodles manufactured by that concern.

**Termini Type**

A. Bologna & Co. of New Orleans, La., has applied for registration of their trade mark, "Termini Type, Pasta di Semola." Application was filed Aug. 1, 1924, and published Oct. 14, 1924. Company claims it has been using trade mark since Jan. 1, 1924, and when registered will use it on its macaroni. The trade mark is rather fanciful, a picture of the goddess Ceres appearing in the foreground at the left, carrying sheaves of wheat. To the right is the picture of a warship in a bay with a high mountain forming the background. Just below appears the trade name "Termini Type, Pasta di Semola," the first part in outlined type and the second part in solid type. In the published notice it is made known that "The words 'Pasta di Semola' and 'Type' are disclaimed apart from the mark shown in the drawing."

**TRADE MARKS GRANTED**

**La Sorrentina**

On Nov. 1, 1924, it was announced that the trade mark filed by Rocco Parretta & Co. of Utica, N. Y., filed June 20, 1924, published Aug. 26, 1924, was duly registered for use on macaroni and other alimentary paste products. The trade mark is "La Sorrentina" in heavy black type letters arranged in an inversed curve. Company claims it has used the mark since 1916.

**WANT ADVERTISEMENTS**

Five cents per word each insertion.

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

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

**A. ROSSI & CO.**

Macaroni Machinery Manufacturer

**Macaroni Drying Machines**

That Fool The Weather

387 Broadway - San Francisco, Calif.

**The W. K. Jahn Co.**

INCORPORATED  
BROOKLYN, N. Y. CHICAGO, ILL.  
Bush Terminal Bldg., No. 10 561 East Illinois Street  
Telephone Sunset 8035 Telephone State 6661

Importers of  
**GOKL EGG PRODUCTS**

FOR  
**NOODLES**  
PURE  
CHICKEN HEN EGG  
YOLK

SPRAY GRANULAR

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

Prices and Samples on Request

**CONTRACT NOW FOR 1924-1925!**

**NOODLES**

If you want to make the best Noodles—you must use the best eggs.

We know your particular requirements and are now ready to serve you with—

**Special Noodle Whole Egg—**

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

**Special Noodle Egg Yolk—**

Selected bright fresh yolk—entirely Soluble.

Samples on Request

**JOE LOWE CO. Inc.**

"THE EGG HOUSE"  
New York

CHICAGO BOSTON LOS ANGELES TORONTO  
Warehouses  
Norfolk Atlanta Cincinnati Detroit Pittsburg

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

ACCUMULATORS  
PRESSES  
PUMPS  
KNEADERS  
MIXERS  
FITTINGS  
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SINCE 1851

Outside Pullbacks.  
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<p><b>OUR PURPOSE:</b></p> <p>Educate Elevate</p> <hr/> <p>Organize Harmonize</p>	<p><b>ASSOCIATION NEWS</b></p> <p><i>National Macaroni Manufacturers Association</i></p> <p><i>Local and Sectional Macaroni Clubs</i></p>	<p><b>OUR MOTTO:</b></p> <p>First— The Industry</p> <hr/> <p>Then— The Manufacturer</p>
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## Conference on Distribution

A project for bringing together retail, wholesale and manufacturing interests of the United States in an effort to cut down the costs of distributing the wide array of articles for which the general public, as the ultimate consumer, pays has been announced by the Chamber of Commerce of the United States.

A conference of representatives of the 3 branches of merchandising activity will be held in Washington early in January under the auspices of the department of domestic distribution of the national Chamber. It will consider the problem of distribution, compounded of all the factors that enter into the spread of the price of an article on its way from producer to consumer, and will formulate a program of investigation to be carried on by representative committees of business men and economists.

The recommendations of these committees, each dealing with a different phase of the inquiry, will form the basis of discussion at a final conference representing all branches of commercial activity involved in distribution, and a definite course of action to reduce the costs, which necessarily enter into prices, will, it is hoped, be evolved.

The undertaking of the Chamber constitutes the first concerted attack upon the problem of distribution from the point of view of the distributor. The field of inquiry which the forthcoming conference will cover is for the most part unexplored. It has at times been criticized as the field of greatest price expansion. In support of this criticism it has been asserted by one set of investigators that of each dollar spent by the consumer almost half, 49c, goes to pay for the costs of distribution and all that it entails. Whether this is correct or not, the purpose of the conference, as announced, will be to point the way by which expenses in this field may be reduced.

"Few subjects relating to what is called business," the department of domestic distribution, which is making preparations for the conference, says in its announcement, "are of so great

interest to the average man or woman as what happens in the spread of price between producer and consumer. Periods of high prices bring about an insistent demand that the public shall be shown why the cost of articles, generally speaking, should be doubled, or even trebled, between producer and consumer. There are very good reasons why this situation should be uppermost in the mind of the average person since the cost of living today is about 60 per cent above that prevailing in 1913.

"The complaint does not stop there. Profits not only seem too large but the public suspects that too many people are getting it and it is eagerly trying to arrive at an understanding of distribution comparable, at least, to the understanding which the public has of production. This interest is reflected in many ways, chief among which are the various investigations conducted in Washington and the various kinds of legislation which are given attention.

"The Joint Commission of Agricultural Inquiry uncovered a great many important facts regarding distribution but they were of a temporary character. The commission did not deal at all with many of the important elements of distribution which today remain untouched.

"Bankers, insurance companies and manufacturers are provided with the means for studying their common problems of cost and methods. Among all the large groups of business men, distributors as a single body, when faced with problems common to all of them, are found least able to defend themselves from unjust charges or to escape from many of the conditions which form an obstruction to the most efficient merchandising practices. In this connection it is of special interest to note that the owners of establishments employed in distribution constitute the largest single class of business men in the United States, numbering not less than 1,500,000.

"One of the difficulties encountered in approaching the problem of distribution is that, unlike transportation and manufacture, it is almost wholly in-

visible. Transportation and manufacture are visualized as organized systems, even machines, while distribution is regarded principally as a series of acts. For the former there is available much valuable statistical information. For the latter there is little or none. Some of the trades have taken measures to bring their members into a more harmonious relationship but very little has been done to create machinery which shall bring together representatives of an entire trade in all its branches.

"Charges are frequent that there are too many grocery stores, but they cannot either be admitted or denied because even the approximate number of groceries is not known. Producers of merchandise cannot apportion their sales because the number of outlets is not known.

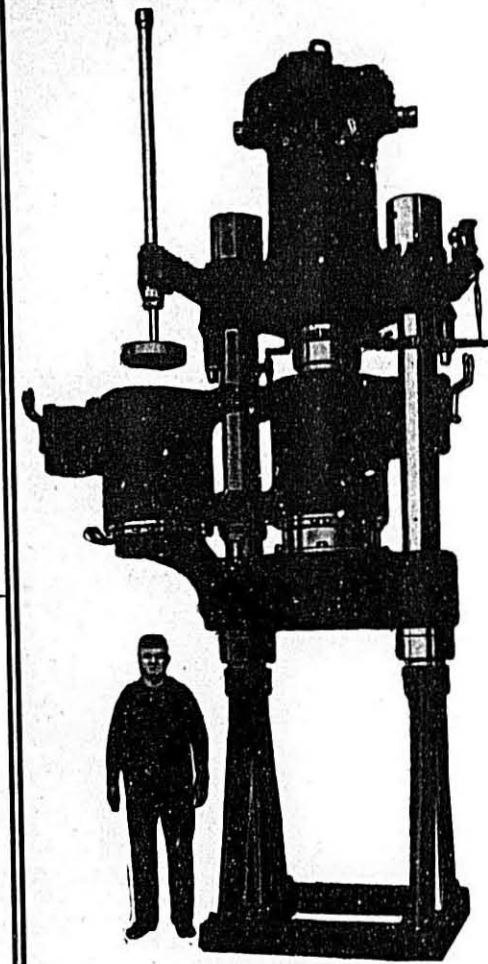
"These and many other considerations enter into the problem of distribution. As practical results of the contemplated survey it is possible that material savings may be accomplished by reducing the amount and number of failures throughout all industry by reducing the costs of doing business and the ultimate price to the consumer and by placing the distributor in a better relation to his customers."

### Yaeger Sells Interest

C. F. Yaeger, well known to the macaroni manufacturing trade, has disposed of his interest in the A. C. Krumm & Son Macaroni company of Philadelphia to A. C. Krumm, Jr. Early in January he will assume his new duties as manager of one of the departments of the Stein-Hall Manufacturing company in Chicago.

Immediately after selling out his interests in the east, Mr. Yaeger left on a hurried trip to Europe to look after some interests across the waters. He sailed Dec. 19 on the S. S. Magnolia for the port of Cherbourg, France, and plans to return on the S. S. Majestic early in January.

The many friends in the macaroni manufacturing industry made by Mr. Yaeger during his short but successful career as a maker of high class food products all join in wishing him every success in his new business.



# John J. Cavagnaro

*Engineer and Machinist*

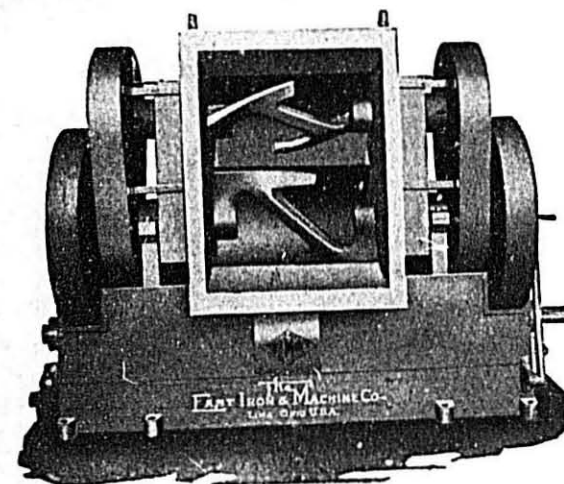
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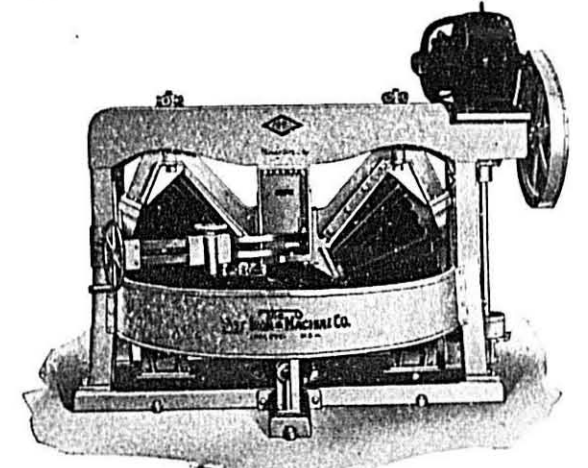
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