

**THE
MACARONI
JOURNAL**

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**April 15,
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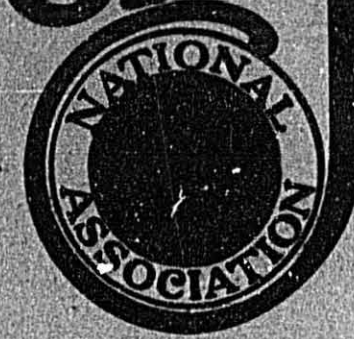
The Macaroni Journal

Minneapolis, Minn.

April 15, 1925

Volume VI

Number 12



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

A Double Birthday

* * *

The National Macaroni Manufacturers Association is *twenty-one years* old this month.

This month The Macaroni Journal completes *six years* of useful existence as the Official Organ of the National and the Industry.

We proudly celebrate this double birthday.

Those who are not now members of the National Association are invited to help us celebrate by joining in the good work which it strives to do for the whole industry.

You are invited. Volunteer your application.

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Selling Value**

Many sales over the counter are decided at the moment of purchase by the appearance of the label or carton. Does your package really help sell your product?

We offer you the experience gained during fifty years of effort in creating successful labels and cartons that have helped sell goods all over the world.

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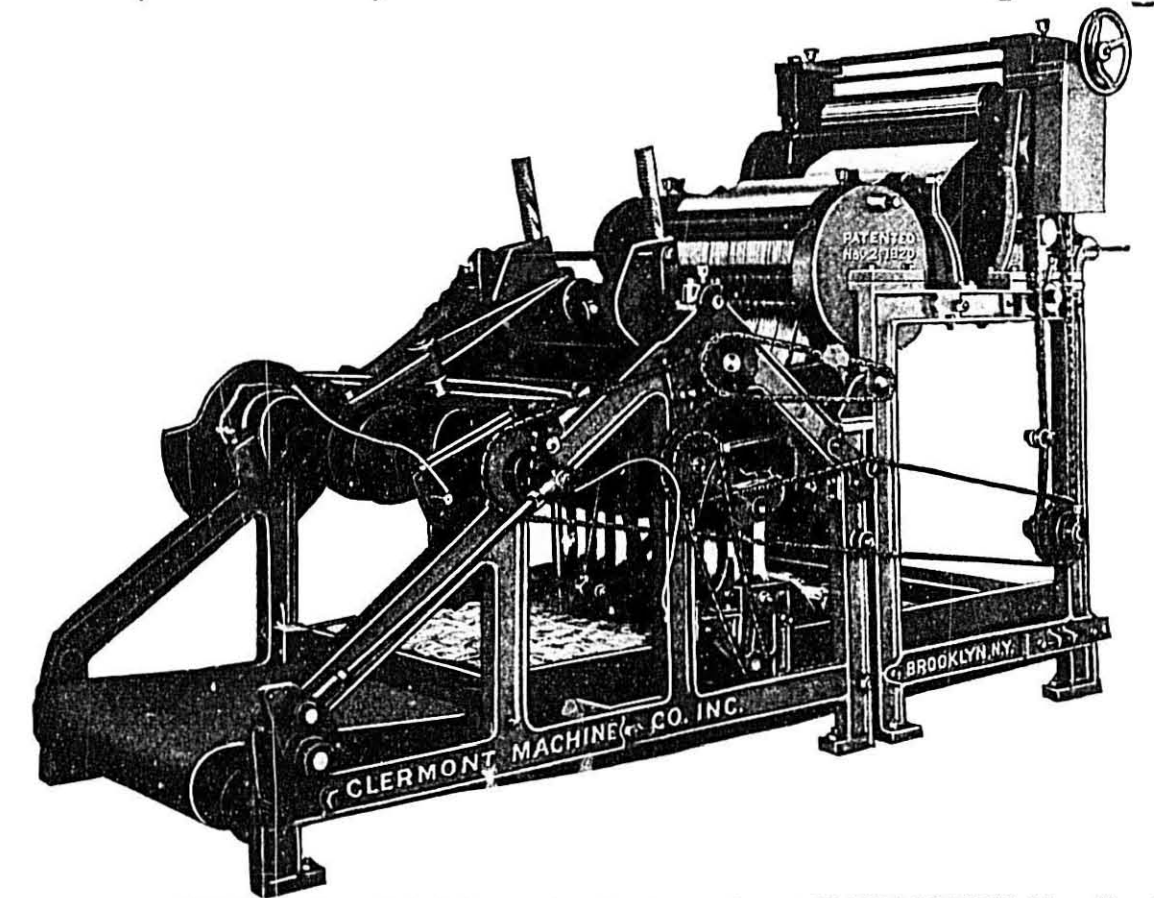
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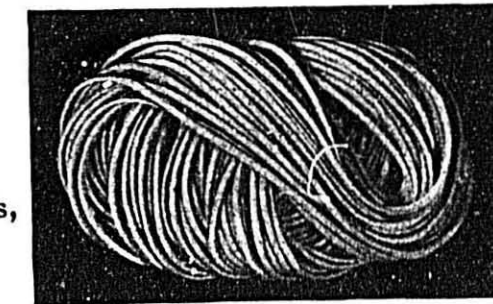
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THE MACARONI JOURNAL

Volume VI

APRIL 15, 1925

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The Birthday of the National

Twenty one years ago this month a group of the master minds of the macaroni manufacturing industry conceived the idea of closer cooperation for the common good through the organization of the interested firms of the industry into one compact and active body.

Twenty of these wideawake and farseeing men gathered on April 19 and 20, 1904, in Pittsburgh and then and there laid the foundation of the National Macaroni Manufacturers association that has since continued to serve this industry consistently and faithfully.

The sincerity of those pioneers who sponsored the association in an industry that was just beginning to make itself felt and heard in American business circles is well attested by the fact that exactly one half of the original organizers are still members, faithful to their trust and actively promoting its helpful work. The other founders have gone out of business for various reasons. Only one of the original 21 has deserted the National Association which they helped to establish.

For nearly one quarter of a century the National Macaroni Manufacturers Association has steadily pursued one particular goal. That goal is more and more to awaken the macaroni and noodle manufacturers of the country to the advantages offered by closer union of like interests and better understanding between manufacturers.

As "Advancement of the Industry" and "Cooperative Competition" were adopted as the basic principles of the organization at its first meeting, these still remain the principles that the National organization unselfishly guards and continually promotes even to this day.

This group has continued to unselfishly strive for the betterment of trade conditions affecting the industry, not for any particular group or section but for the general good. There is strong evidence that it will continue within our generation to be an important, vital and extremely useful factor in the industry's progress and that it can be counted upon at all times to help macaroni manufacturers gain and hold the rightful position due them in American business.

A study of the present membership of the National Association will prove that it has been and still is true to the principles adopted twenty one years ago. Sticking to its promise to serve the interests of no particular group or section but rather that of the industry generally it has earned and deserves that faith that so many manufacturers have always accorded this organization.

Approximately 50% of its present membership is made up of firms that manufacture only bulk goods; 10% of the membership is made up of firms that specialize in package goods; 35% of the members sell their products in both package and bulk form, while 5% of them are exclusive noodle makers.

Concerns in 20 states are enrolled as members. This is a remarkable representation when it is noted that in many states the industry does not exist, while in many others it is of little or no importance the small plants therein catering solely to local needs.

The National Macaroni Manufacturers Association is truly proud of its long record of achievement. It celebrates its Twenty First Birthday with the same fervor that the youth shows when he becomes a man on his twenty first year. It feels that on the experience gained during the past two decades it has developed a foundation on which more and greater good can be gained for those it represents.

The National Association is unselfish. It invites all interested macaroni and noodle manufacturers as well as members of the leading allied trades to join in with it to strengthen the organization and fortify it in its resolution to carry on for the good of all and to the intentional detriment of none.

If the concept of a modern and worthwhile organization such as the sponsors intended is to become woven into the scheme of business advancement for our industry, it must become a matter of first importance in the minds of the better class of manufacturers. By them the National Association must not be regarded as a fad or fancy, but rather as a major activity deserving the same support and cooperation given trade associations in other industries.

All the influential macaroni makers of the country must join in carrying out the "day in and day out" routine of helpful work of which there is still so great a need. They must become convinced ("sold," if you will) of the importance of a strong national organization before real constructive and lasting progress can be attained.

The officers and members of the National Association consider that one of the important purposes of the organization is to capture the eye, the ear, the interest of those honest, conscientious and influential manufacturers, no matter what their size or what goods they produce just so they are quality products; and to interest a wider and wider group in the activities that it is sworn to promote.

To this end, April 1925 has been designated as the Birthday Month, a month when New Members will be especially welcomed. Every known firm of high standing will be invited to join. Those approached are asked to subordinate to a slight degree, if necessary, their own interests for the common good. They will be asked to overlook the little defects, the oversights and the failings of the past for the greater good that can be accomplished when the National Association is given the backing that its past history proves it deserves.

Get out the application blank. Get a new one if necessary. File it with the National Association as one of the Birthday Members that are being enrolled during the month.

Read the many arguments in this issue. Do your Duty

What of the Future?

Eleventh and last of a series on "The American Ways" prepared by Bank of the Manhattan company, New York city, dealing at length with America's troubles involving the large problem of transportation.

In front of the custom house in New York are 4 wonderful stone groups. In each of them the principal figure represents a continent and typifies conditions as the sculptor sensed them 20 years ago. There is Africa asleep; Asia, aloof and mystical; Europe, proud and self centered; while youthful America, intent and eager, has her eyes fixed on the future.

It is the expression of the American spirit. Ours is a land not of memories but of expectations. We are a people who think in terms of the future. But for America the splendors of the future are largely conditioned upon her railroad development. We have not yet reached the terminus, for the present is but a way station. The lines come to us out of the past, freighted with experiences, and stretch forward in the direction in which we must travel in the years to come.

In a very real sense these lines have not been made by engineers, financiers, or transportation men. They have grown out of the consciousness of the people. They were originally built as the recognition of a national need. They have been stimulated by public approval, checked by public misunderstanding, and all but killed by public suspicion and opposition.

Whoever would understand American railroad development must not approach it from the viewpoint of the technician. An adequate transportation system would be a realization of America's dream of a prosperous nation, the embodied vision of her aspirations for a united people. Some inkling of this conception must have stirred the soul of Charles Carroll of Carrollton, when, in turning the first spadeful of earth for the first American railroad, he ranked the importance of this act with his signing of the Declaration of Independence 52 years before.

Since that eventful day, nearly a century ago, the history of American railroads has passed through 3 distinct eras, and now it is entering upon its fourth. Each of these eras is an eloquent expression of the national mind; and each is different from the other.

The first era, which ended in 1869 with the linking of the oceans, was a golden age of unity and enthusiasm.

Then came the era of reaction; of watered stocks; of manipulation of railroad securities; of rate discrimination by big business against smaller rivals; of free passes and of arrogant officials. It was an age of both stupid and selfish and its abuses aroused and angered the public, who turned on the railroads not only to correct but to punish.

During that period an attack unpar-

alleled in economic history was directed against the railroads—not against the real offenders: the politicians, the profiteers and the parasites. It was, in effect, an attack upon the instrumentalities of American commerce. At the close of this era profits had ceased, equipment was impaired, and new capital was no longer available except by mortgaging properties.

The third, or war era, was the shortest and most intensive in railroad history. It saw individual selfishness eclipsed by the sense of a common interest. It saw the American people awaken with a start to the consciousness that railroad efficiency was vital to their welfare. Incidentally it saw a nonsocialistic nation make a great socialistic experiment and then eagerly return to the "American Way" of individual ownership and initiative.

These 3 eras may be fairly distinguished and described; but it is still too early to label the fourth—the present one. It began with the passage of the Transportation Act in 1920. We are conscious that there is now in action that mysterious process by which America reaches her ultimate conclusions—discussion, argument, speeches, articles, editorials, conferences—all of them reactions of more than a hundred million minds. Whatever the ultimate formulation of national policies may be, it will be based on the newly established belief that the railroad problem must not be solved in terms of any individual group or community, but only in the interests of the whole nation.

The American public is beginning to understand who the actual owners of the railroads really are. In the earlier days railroads belonged to a small group of capitalists, but now they belong to 50 million people—to "Main Street," not to "Wall Street." Those who doubt this statement forget the policyholders of life insurance companies and the depositors in savings banks which are purchasers of railroad securities. The tremendous amount of this property owned by the nation's private citizens is almost incredible.

It is not at all important to know such things as the amount of rolling stock, or the number of freight and passenger miles, or the hundred other details involved which concern them. What is important is that every American senses the enormous activity of our railroad transportation—which never stops for a single moment, day or night. Everywhere locomotives are rushing over the steel rails that criss-cross the country in all directions. The shrill scream of whistles echoes from canyon walls; the long fingers of headlights feel their way through the darkness of prairie nights; the rumble of cars mingles with the sounds of life in city and country.

Most of these trains are "freights,"

—those long processions of reds and blues, whites, yellows, and blacks, open and closed, with the little red caboose ever at the end. They carry crops of the western valleys to give sustenance to the crowded cities of America and all the world; if they were to stop millions would starve. They carry teas and silks, transhipped from the distant orient; if they were to stop, whole provinces would perish.

It has been said that transportation turns the wheels of industry. This is but an inadequate figure. Transportation is the ultimate condition of productive industry. It brings all that goes into it. It takes away all that comes out of it. It determines the welfare of all that are engaged in it. Transportation is more than a part of the economic structure, for upon it is built the whole complex edifice of production and consumption.

And again there are the passenger trains. At any given moment the equivalent of a small army of people is entering or leaving trains, gazing out of car windows, slumbering more or less peacefully behind the curtains of Pullman sleepers, or, it may be, grouped in smoking car apartments discussing American problems.

Now this habit of railroad traveling, in which Americans indulge far more generally than do the people of any other country—perhaps because we have the cheapest, most complete, and most efficient railroad transportation in the world—is a very important reason why America is America. Travel broadens the outlook, dispels ignorance, and breaks down the prejudices that are the offspring of ignorance. In these days of abundant railroad travel it actually is hard for an American to remain narrow minded or locally limited in his viewpoint.

Adequate transportation is at once the assurance of national prosperity and the guarantee of national unity. The problem of its preservation and extension to the highest degree of efficiency is now confronting America.

Fundamentally its solution rests with the people themselves, not with the railroads. Essentially the problem is moral and spiritual, not physical. We have left behind us the period when railroads may be exploited by the selfishness of individuals, but our present view is still obscured by the self interest of special political groups and "blocs."

We stand at the threshold of a new and better age—new, because we seem to be moving once again in the direction of friendly and constructive cooperation between the people and their railroads—better, because there is no longer any doubt that the American people have determined to work out a solution of their "railroad problem" through voluntary cooperation, private initiative and individual enterprise; in short, through the "American Way" that has produced the America of today.

Cooperation Through Association

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P	A	Y	S		N		W	E	L	L

Here is a "cross-word puzzle" that should not puzzle any macaroni or noodle manufacturer. The two prominent words therein are the solution of both this "puzzle" and of your problems. The answer is "join your national trade association."

As It Was Then, It Is Now

At the first national conference of the macaroni manufacturers of America which resulted in the formation of the present National Macaroni Manufacturers association, J. G. Hotaling of Syracuse, N. Y., presented an argument favoring the organization of a National association, to protect the interests of the youthful industry that was just then springing into existence. The need of and the benefits from a strong organization differ little today from that of 2 decades ago. He said in part as follows:

"As this is the first meeting held by manufacturers of our product, we cannot speak of the benefits of an association from the viewpoint of experience but we are all keenly alive to the benefits that have accrued to other industries through the work done by association. Most of us can cite instances where industries that failed to pay dividends even when times were prosperous and the goods in sharp demand were organized into an association, and under the workings of its beneficent constitution and by-laws the evils that were rampant in the industry were

eliminated and a profitable business basis reached.

"The profit bearing result of associations is an important factor in every business but if you have looked into the benefits which other industries have derived from the work done by their associations you will the more readily comprehend the strength that an association can give us."

He then mentioned several important and timely subjects such as "Adjustments of Freight Rates," "Equitable Insurance Rates," "Uniform Prices," "Credit Department," "Credits," etc. In conclusion he quoted an article from a leading paper of that day which applies just as much now as then to the value of a properly organized and strongly supported National Association.

"The power of Niagara Falls is simply the power of organization and UNION.

"The huge torrent that could sweep the greatest ocean vessel to destruction, crush it like an egg shell, is made up of millions of little streams that a child could stop with its hand.

"The ordinary American citizen, and

especially the ordinary American workman, might spend a few hours very profitably at the brink of Niagara reflecting on his own foolishness and on the causes of the great cataract's power.

"Niagara is powerful in the first place because it unites in one stream and in one direction the energies of millions of little streams trickling into lakes and rivers far away.

"IT IS POWERFUL BECAUSE IT CONCENTRATES ITS ENERGIES AT ONE POINT.

"If the falls were a hundred or a thousand times as wide as they are the same amount of water would be there, the same amount of water would go over the falls, BUT THERE WOULD BE NO POWER.

"The spreading out of the stream would weaken it—it would lose the force to which concentration is absolutely essential.

"Of course everybody knows that the actual amount of water at the falls of Niagara is a very small part of the total water supply of the United States. Niagara is powerful because of its organization. In that way it is like the country's ORGANIZED FINANCIAL TRUST INTERESTS.

"The association is a combination of many separate businesses united in one, as Niagara is a combination of separate streams."

Why an Association?

By One Who Believes That "Team Work Wins"

To a large degree recent advances in business ethics, business methods and business efficiency are due to the development of cooperation, to the growth of the spirit which leads business men to work for themselves by working for the other fellow and for the advancement of business in general.

Thousands of business organizations reflect cooperative spirit. This spirit is manifested in the thousands of business organizations which reach into all lines of business and into all sections of the country, in trade associations, in research associations, in local general organizations which are half business and half civic, and in numerous other organizations which concern themselves with special fields. Many astute and able business men devote much time to the activities of these organizations, giving them the benefit of wise counsel and eagerly sought knowledge.

Honesty—Efficiency—Ethics

The able business men who devote time to business organizations are actuated by 2, perhaps 3, motives. In the first place they know that "honesty is the best policy" and that it is to the interest of their own business not only to practice honesty but also to encourage the practice of honesty among other business men. Not only do able business men recognize the value of honesty in others, they also rec-

ognize the value of efficiency in others, even in competitors. Through business organizations leading business men have been able to spread both of these gospels with great effect. The growth of the demand for better business which has resulted in the adoption of ethical codes in many trades has been nationwide; nearly every trade of importance now has a code of business ethics comparable to the codes that have long been followed by the professions.

Eliminates Ignorant Competition

The development of greater efficiency in the rank and file of business has been less pronounced, but progress has been made. The value of efficient competition to the efficient business man lies in the resulting elimination of ignorant competition. The more businesslike the methods of competitors happen to be, the better chance the efficient business man has. The inefficient business man gets the business because he is ignorant of costs and is willing to underbid as long as his capital lasts. Such competition is not only destructive of the business of those who practice it but is also destructive of the business of efficient concerns which languish for

Friendliness Promotes Association Aims

In these days of advanced civilization and its consequent keen competition, men are beginning to more and more realize that their success in life depends a great deal on how they fit in with the general activities of their special line of effort. This same trend has brought about a much friendlier attitude between the employer and employe, but we feel that this same spirit of kindly feeling has not spread sufficiently to take in competitors in business.

This phase of human nature reminds us of a story, a Hebrew story.

"Two Hebrews who had been bitter enemies happened to meet on Yom Kippur, the most sacred day in Hebrew history, when not only by word from the lips, the mouth, but from the bottom of his heart, the Hebrew has to forgive the other Hebrew and seek forgiveness.

These two men hadn't seen each other for years, but happened to meet in the same synagogue. Jakie looked at Jakie and said, "Jakie, vat you doin' here?"

"Vy, didn't you know? I've moved into this neighborhood."

"Uh-huh! Vell, I vant to say something to you. You know, this is Yom Kippur, the most sacred day in our history, and ve haf been enemies for all these years and hatred vit' each other. We ought to carry out the tenets of our fait' and lif' up to our Yom Kippur."

"Vell?"

lack of orders. The elimination of the inefficient business men is certain in time, but the ranks are always being filled by newcomers and the efficient business man cannot afford to wait until they all die out by the natural processes which claim all who do business in an unbusinesslike manner.

Understanding Among Competitors

The forward looking business man has therefore taken up the task of educating the backward business man in his trade, and partly in self interest and partly, perhaps, out of a desire to improve the service of this trade to the public, he is constantly working for better and more organization in business. As a result business men are making closer and more sympathetic contacts than they ever made before, they are beginning to know one another personally instead of through report, and many of them are finding that others are not as black as they once were painted. The cooperative spirit that is being developed extends beyond the narrow field of particular trades and is broadening the outlook and the interests of business men to an extent that is hardly appreciated.—Cannery Notes.

"Vell, I tell you. I vish you vat you vish me."

"Vy, you son of a sea cook! You begin it all ofer again!"

A study of the Macaroni Manufacturing Industry will show that this is the feeling that still exists in certain individuals. Men will joke with their favorite bootlegger or their tailor but they often regard a man in the same line of industry as their bitterest enemy. They cannot understand how a man manufacturing and selling the same line of products that they are handling can be a decent fellow.

They meet millers and machine men, jewelers and merchants, take them to their clubs, play golf or cards, lunch with them and chum with them, but when it comes to getting together with other men in their line of business, for however worthy a purpose, they somehow are unable to show the same spirit of friendship that is usually shown to their equals in other lines.

If a line of business or an industry is going to be the success that its members hope for there must be more of the "get-together" spirit. Cooperation today is the key note of success. Men note this in all international, national and business relations. No industry can succeed nor exist for any length of time unless the men therein think not only of themselves but of the other fellow. One of the greatest problems of the day seems to be selling one's industry to one's self. Many

fail to realize that as the industry expands the individual grows.

A mistake is often made of considering men in the same line of business as competitors whereas the real competitor of the macaroni manufacturer is the producer of other foods, men in other lines of business who aim to get the money out of the family purse that should be spent for macaroni products. A statement attributed to Charles Schwab, the leading steel magnate, covers this point. He said, "Cooperation is the highest form of competition."

If the Macaroni Manufacturing Industry is to make the same progress that other parallel lines have enjoyed it will be necessary to subdue the feeling that has arisen between manufacturers in different sections of the country and among the producers of various forms of this product. They will have to show greater faith in one another and must foster the spirit that whatever helps one helps all.

There is no such thing as compulsory cooperation: it must come from the heart. A trade association is based entirely on good will. Any one who is coerced into joining a trade association without having been fully sold to its advantage and who is not determined to do his part in promoting the educational work upon which success is founded, he will not be the active, efficient member that the association needs.

Men will become active and useful members of their trade association when they look upon their own business not as an individual business, but to look upon it as a part of an industry, to feel that they are a parcel of this industry and that any effort on their part means a greater and bigger development of the whole.

Cooperate with your trade association. Join the National.

Description Unnecessary

A recent decision by the interstate commerce commission holds that it is unnecessary to describe the contents on shipments in boxes between points in official classification territory. This is a victory for the carriers who contended before the commission that the description of the contents on the outside of the package was an incentive to theft. The description enables the would be thief to quickly locate the article he desired. It was also truthfully stated that the description led to the thought and desire to steal on the part of some who saw the description but who might not otherwise have had any idea of stealing. Though this is applicable to all commodities shipped in fibre or corrugated boxes, it is particularly welcomed by those whose shipments are of high value per case.

Be not simply good; be good for something.

The STRONGEST of PARTNERSHIPS



WHEN you sell macaroni, spaghetti or vermicelli made from GOLD MEDAL SEMOLINA you really add the GOLD MEDAL trade-mark to your own. For with this partnership your product carries the combined sales value of two trade-marks—your own and GOLD MEDAL prestige.

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

Looking Backward---

As we look backward to things and conditions that existed 25 or more years ago some idea of the advancement that has been made by the macaroni manufacturing industry is gained. The change has been even greater than the dreamers of the past had prophesied.

From an insignificant industry of a few scattered and poorly equipped plants carelessly managed and not over highly regarded by the business interests of the country to one of the important, worthwhile food industries of the world, is no short step; yet this is the progress that the industry has enjoyed within the span of a few short years.

Twenty years ago there sprung into almost spontaneous existence a voluntary co-operative movement that culminated in the organization of the present National Macaroni Manufacturers association that started with a purpose well defined and simple to grasp. It proved to be just the activity needed by the industry and, supported by the better class of men in the industry, it has aided materially in bringing about the advancement of which all are proud.

The benefits which it would bring to the industry when supported and fully carried out appealed promptly to many and, due to the support pledged and accorded, the results have been as satisfactory as could be expected.

The outstanding factor marking the beneficial work of the National Association is the unity of thought that it encouraged, and the consistent support that it accorded improvements in manufacture and sale of the products of the industry and the greatly improved feeling within the industry and with those trades closely affiliated therewith.

It is encouraging to note in retrospect the steadily growing financial and moral support which has come to this trade association. Its membership and contributors have not been as numerous as might have been but their cooperation was timely and sufficiently consistent to obtain for the industry many improvements from which all benefited.

The aims and purposes of the National Macaroni Manufacturers association are pretty well understood, but, as a reminder for those who know and have forgotten as well as for those who know not what this organization proposes to do for the macaroni and noodle

Looking Forward

manufacturing industry, they are reproduced on this page. By the good thinking men in the industry and by the students of business they are considered sound and worthy.

Our industry is entitled to some gratification in this retrospect. Surely those who sponsored the national trade association and those who aided in any way to bring about the improvements that the industry had enjoyed, are pleased and encouraged. The chief

to the greater degree than ever will the benefits of the future depend on how well we plan and build today.

The macaroni manufacturing industry today understands that the National Association is guided by no ulterior or selfish purpose. That it is aiming to sell the industry to its component members as well as to the public. It seeks in an impersonal and impartial way to bring improvements in manufacture and distribution that can be accomplished only when every unit within the industry is working for the entire industry.

Macaroni and noodle manufacturers everywhere are invited to join in carrying on this beneficial work in order that the future progress will be as satisfactory as has been that which we have enjoyed during the past 20 years.

AIMS AND OBJECTS OF THE National Macaroni Manufacturers Association

OUR SOLE OBJECT—To promote the Macaroni and Noodle Manufacturing Trade

- 1—By elevating it through the application of science and advanced practices of manufacture.
- 2—By meeting in conventions for discussion of trade matters and for the cultivation of better business relations and good fellowship.
- 3—By uniting members in measures for common good.
- 4—By assisting manufacturer to get skilled and experienced operatives.

These we hope to attain by—

- a—Considering the interests of no special group, class or section, but for all.
- b—Considering alike the welfare of bulk and package manufacturers, macaroni and noodle makers, large and small producers.
- c—Establishing a Free Information Service of a general and specific nature.
- d—Allaying suspicion, arousing enthusiasm, promoting all cooperative activities and carrying on all legitimate work for the upliftment of our industry.
- f—Bringing about a closer affiliation of and with the essential allied trades.
- g—Publishing a monthly magazine as the industry's spokesman.

Help us Attain These Objects by Joining.

Supporting equitable legislatures and opposing passage of unfair laws.

value of retrospection is to furnish inspiration based on experience.

We have in this industry an organization that is well founded and that offers vast possibilities if manufacturers everywhere will only help realize them through closer cooperation and intelligent manipulation of the agencies provided. The work to date has been mostly preliminary and educational. The fruits of education are lasting but the process of education is slow. For twenty years the foundation for progress through better understanding was being built. The future has some great things in store for us if we will choose to deserve them. This insurance of the future is due to the work done in the past. Just as we are now garnering the benefits due to thoughtful efforts in the years gone by,

The administration of the act has advanced beyond dealing alone with ordinary sophistication and into the field of science of food and drug production. It principally presents the solution of involved but essentially important technical questions. And this is one future of its direction. The result is and will be the collaborative investigation of scientific problems pertaining to production and distribution which have hitherto remained unsolved, and the solution of which will be of immeasurable public benefit. Hence there is now greater need than ever before for genuine and constructive cooperation between the government and the food and drug industry. Promise of such cooperation is increasingly evident among the food industries.—American Food Journal.

Food Producers' Magna Charta

The Federal Food and Drugs Act is the MAGNA CHARTA of honesty in food and drug production and sale, says, Charles Wesley Dnnn, counsel, American Grocery Specialty Manufacturers association. It is declarative of a sound and beneficent public policy. And its conspicuously successful administration has been of incalculable public service. No one now would venture to challenge either its wisdom or its value, least of all the American food and drug industry. This for the reason that it has been and is continuously effective to elevate the industry to the highest plane of right production, to permit it to realize its loftiest ideals. Until today the American food and drug industry is foremost in production and integrity. What Croesus with all his wealth could not purchase is now the common privilege of the humblest citizen.

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

What Do You Get Out of Your Association?

In answer to the very general question, "What good do I get out of the national or sectional trade association?" is very cleverly disposed of by a trade secretary by asking the companion question, "How much do you put into your association?"—a matter that is too frequently overlooked.

With particular reference to the inactive members of any organization, be it trade or fraternal, he expands the subject by asking several more questions and suggesting new lines of thought on the part of those who have and are neglecting the opportunities offered by the established association of their own interests.

"What have you put into your organization besides paying your dues regularly?"

"How often do you attend local, sectional or national meetings of your industry?"

"What actions have you ever taken and what suggestions have you ever made that produced any results, even a discussion?"

"Have you cooperated when there was something doing, have you talked organization to your neighbors, have you studied the many problems peculiar to your trade, or have you just sat back and thought of nothing more than to let the other fellows do it?"

The other fellows no doubt can do and have done a whole lot, but they cannot inject the knowledge into you that you would get by taking a personal interest in the work and by attending the meetings of your craft.

The other fellows no doubt can do the planning to make the organization a success, but without your cooperation they cannot carry out these plans.

The other fellows can also do a lot of other work, but they cannot do the work that should be done by you any more than one horse can do the work of 2 or more horses.

It is natural to wonder why some of the younger men in the industry do not take a better hold of affairs, same as their fathers did a decade or two ago.

Organization today is needed more than it was in the past. We need organization to meet organized interests who serve us and to whom we sell.

Should the younger men wake up and take hold, put some effort behind the organization, there is no doubt but things would go a-humming and big results shown.

All of this does not in the least absolve the inactive member. He should determine to make up for past lethargy and cooperate with a vim, realizing that the more he can put into an association the more good it will store up for him and the industry.

This also applies to the nonmember. There may be many reasons why you

have not joined your trade association in the past but there is no excuse for your not doing so. He is blind, indeed, who cannot see the benefits to be derived by sincere cooperative action by a trade or an industry where the selfish interests of the individuals are subordinated to the welfare of the whole.

First join your trade association, your business associates in other lines expect that you should belong, then determine not to be inactive but give to it all the encouragement that example and interest will produce, and never again will it be necessary to ask the question that prompted this little article.

Don't wait to be asked to join; volunteer! That's the spirit.

A Message to Friends

The springtime of the year is usually a season of good cheer. The budding of the flowers, the green of the grasses, and the singing of the birds affect all of us so that we are inclined to think a little more about our friends and do more for our fellow men generally.

The springtime makes us all feel happy that the cold and rigorous winter has past.

But what is happiness? Everybody has experienced it to some degree, but only a few have a real conception of what it is, where it comes from and what it does for us.

To some of us happiness is ours when we succeed in business. Some are happy even in spite of their business.

Happiness is doing the right thing at the right time and in the proper spirit. It is what the world is longing for and what everyone wants as his very own. It can best be attained by doing our full duty to ourself and to others in a manly manner.

All of us have special duty assigned, and a special place in this world. If we fill this niche properly we will have justified our existence and should be naturally happy because of it.

Service, kindness and cooperation all seasoned with a strong ambition to please, undefiled by worthless pride which makes so many men blind to the rights of others, all of these lead to the road of success, health and happiness.

In our industry a manufacturer should be happy because it falls to his lot to produce for mankind a nutritious and economical food, a life's necessity. Greater happiness is gained by any improvement in our business, and business relations with others and the betterment of our products.

Happiness falls to those who give real service to mankind, to those who are kind to inferiors, give sound encouragement to those less happy, say

a good word and do a good act to the "down hearted."

Successful life as a macaroni manufacturer includes proper cooperation with others in the same business who seek the general progress of the industry. Harmony and cooperation with competitors based on mutual loyalty to this line of business results in mutual satisfaction and prosperity.

Happiness is the state of being optimistic. An old sage said: "Optimism is the doughnut and pessimism is the hole."

Let us be cheerful. Harmonize your interests with those of others in your trade. Cooperate with them for the general good. Be unselfish and willing to help others as you would like to be helped, and you will be as happy as you will ever hope to be.

Help make others happy by aiding them toward and along the road of prosperity. Give service to your trade association and in this way give expression to that beautiful spirit that mankind expresses in happiness gained from doing good to others.

Dr. Crane's Advertising Decalog

In a talk before an advertising club Dr. Frank Crane enunciated 10 points which might almost be called "The Ten Commandments of Advertising," thus:

1. All advertising should be clear. It ought to state just what your business is, and where it is, giving your precise address.
2. Advertising should be reckoned as a part of your business. It is as necessary as the sign over your door.
3. It should be regular and constant. People trade with the firm whose name is familiar to them. The newspaper ought to be your partner.
4. The newspaper going daily into the hands of the people is the best medium for advertising.
5. Advertising should be attractive. The most attractive thing you can put in it is something that appeals to the self interest of the readers.
6. Be brief. Don't try to crowd all the reading matter possible into the space you pay for, so as to get your money's worth.
7. Be human. Make your advertisements as alive and warm as you can. Don't be too cold and precise.
8. Tell the truth. When customers come, do a little more for them than you said you would in your announcement.
9. It is the duty of all honest concerns to advertise. That is the best way to crowd out the fakers.
10. Advertising is necessary to all forms of business which appeal to the public.

In the opinion of many of those who heard Dr. Crane's admirable talk, the decalog pointed unduly to newspaper publicity. This was quite natural for the reason that he has always been in most friendly association with the press, but nevertheless the suggestions are worthy of the serious consideration of all who seek to interest the public in their products. Those who prefer other mediums than the newspapers may adjust the decalog to suit whatever means is used in making known the merits of their products or service. There is some form of advertising that applies to any honorable scheme that a business man might adopt to bring favorable notice to himself or his goods.

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

New Members Wanted

Some one has truthfully stated that all firms and individuals engaged in any particular industry owe allegiance to the trade association covering their particular line.

Somehow the truth of this statement has failed to penetrate the minds of many who are engaged in making one of the world's best foods, macaroni and noodles.

This is judged from that fact that there are still many who have not become affiliated with the National Macaroni Manufacturers Association, this industry's oldest and all embracing organization.

The National Macaroni Manufacturers Association has stood the test of time. Organized 21 years ago when trade conditions were backward, when the value of organization was not as fully appreciated as now, the National has served this industry consistently and successfully.

A trade association is now considered as a business necessity. It deserves and should get the whole hearted support and the good will of every worthwhile firm whose business it seeks to elevate.

Every industry has some problems peculiarly its own. We have troubles that affect ourselves only and whose solution is entirely in our hands.

We are often prone to view with at least a tinge of jealousy the success gained in other lines. We lose sight of the fact, however, that success in our business can be materially aided by more sincere cooperation with others for the industry's good.

You owe a DUTY to yourself, and that duty is closer and more earnest cooperation in the general work of the industry as an active member of its representative association, in this case, the National Macaroni Manufacturers Association.

To enroll, if possible, a greater number of the leading Macaroni and Noodle manufacturers of the country as active members of the National Association, a nation wide MEMBERSHIP CAMPAIGN has been inaugurated that will continue throughout the weeks between NOW and the 1925 conference of the Macaroni Industry to be held next July in Atlantic City.

Every MEMBER is designated as a COMMITTEE OF ONE to GET A NEW MEMBER. This is a general invitation to them to do their full duty and to nonmembers to voluntarily assume their share of the work in promoting the welfare of their industry.

We will appreciate the work of the individual members in making this drive for New Members a success, but also welcome VOLUNTEERS.

Don't wait for a personal invitation. This is proof that you are welcome. Join the Association willingly. Make your application now.

Support the National Association and it will support you!

NATIONAL MACARONI MANUFACTURERS ASSOCIATION

Organized at Pittsburgh, Pa., April 19, 1904.
Incorporated under Illinois State Laws January 12, 1920.

M. J. DONNA, Secretary,
P. O. Drawer No. 1, Braidwood, Illinois.

APPLICATION FOR MEMBERSHIP

(Date).....192

To the Board of Directors:

Gentlemen: I hereby make application for (Regular) (Associate) Membership in the National Macaroni Manufacturers Association, effective at your will.

I agree, if elected, to be governed by the Constitution, By-Laws, Rules and Regulations of the Association as long as I continue a Member, and to promote the Objects of this Organization as it lies in my power.

I promise to pay Association Dues as stipulated in the By-Laws. My present classification under the Schedule Dues is as follows:

Class..... Annual Dues \$.....

Payment of dues will be made on receipt of notice of election

Firm Name.....

Representative

Address

Recommended by.....

Approved by Board of

Directors

In signing this APPLICATION FOR MEMBERSHIP it is understood the APPLICANT, when elected, is to receive all the rights and Privileges of Full Membership in this Association and to share in all benefits that will accrue from organized activities aiming to promote the interests of the Macaroni Manufacturing Industry.

Regulations of Association as to Membership and Dues

Membership

There shall be three classes of members—

- (1) Regular; (2) Associate; (3) Honorary.

Those of the first class ONLY shall be entitled to VOTE or to hold office.

Regular Member

The Regular Membership shall be limited to manufacturers of Macaroni or Noodle Products, each member being entitled to ONE vote only.

Associate Member

The Associate Membership shall be limited to those conducting lines of



The Proof of the Pudding

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

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

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

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

ANDERSON-TULLY CO.
Good Wood Boxes
Memphis



business associated with the manufacture of Macaroni or Noodle Products.
Honorary Member
 The Honorary Membership shall be limited to those who have rendered special service to the Trade or the Association.

Dues—Regular Member
 The annual dues of REGULAR MEMBERS shall be based on the self-determined daily plant capacity, payable April First each year.
 Regular Members shall be divided confidentially into classes and pay dues as follows:

Class	Schedule of Dues	Plant Capacity	Annual Dues
"A"	Over 100 Barrels		\$100
"B"	50 to 100 Barrels		50
"C"	25 to 50 Barrels		25
"D"	Under 25 Barrels		10

Newly elected members will pay dues for the balance of the fiscal year during which they join.

Associate Member
 The Annual Dues of ASSOCIATE MEMBERS are \$100, payable April First each year.

Honorary Member
 Honorary Members will pay no dues.

Sanitary Requirements for Macaroni Factories in N. Y. City

Written Especially for the Macaroni Journal by Frank J. Monaghan, M. D., Commissioner of Health, New York City

In the city of New York, macaroni factories are classed as bakeries in accordance with the provisions of the New York State Labor Law which provides that in cities of the first class the health department shall enforce the provisions of the labor law relating to bakeries and confectioneries.

It is required that macaroni factories shall have proper and sufficient drains, sinks, clean running water, properly ventilated water closets that are apart from and shall not open directly into the bake room or rooms where the raw material or manufactured product is stored or sold.

The manufacturing rooms must be properly ventilated. The flooring must be of smooth even cement or tiles laid in cement or wood, the side wall and ceiling construction shall be either plastered, ceiled or wainscoted. Every part of the macaroni factory, its equipment, plumbing and the adjoining yards and areaways shall be kept in good repair and in a clean, sanitary condition.

All interior woodwork, walls and ceilings shall be painted or lime washed once every 3 months, or as often as is necessary.

Coal, ashes and refuse must be held in sanitary receptacles, and the contents must be removed daily.

Windows, doors and other openings must be properly screened.

The use of tobacco in any form is prohibited.

No person shall sleep or be permitted to sleep, and no domestic animals, except cats, and no birds, shall be allowed to remain in the room where the product is manufactured, stored or sold.

Every person engaged in the manufacture and handling of macaroni products shall wear a clean suit and clean shoes or slippers. The suit shall be of washable material and used for that work only.

No person who is affected with any infectious disease in a communicable form shall work or be permitted to

work in any macaroni factory, and no food dealer shall employ any person unless such person file with the employer a proper medical certificate issued by the board of health that the employe is free from any infectious disease in a communicable form. This certificate shall be operative for one year from date of issue, and may be revoked at any time by the board.

The most frequent violations our inspectors find in macaroni factories are unsanitary conditions, employes not provided with medical certificates, operating without permits, and exposure of the product to contamination by dust, dirt and flies.

Italian Chamber Almanac

Some interesting facts concerning the commercial relations between Italy and United States were brought out in the 1925 Almanac of the Italian Chamber of Commerce in New York. The Almanac consists of 320 pages and is in two sections. The larger half of it is printed in Italian and is devoted to the interests of Italian importers and shippers. The second half is for the guidance of those who have business relations with Italian buyers.

Considerable space is devoted to the American laws and regulations governing the artificial coloring of alimentary paste products. The various rulings of the committee on definitions and standards of the Department of Agriculture are given and commented on. Particular emphasis is given to the law governing alimentary paste products containing eggs, and artificial coloring of these products.

The section covering the quantity and value of the Italian exports and imports is interesting, particularly that portion of it which deals with the trade in macaroni products.

During 1922 Italy exported to this country 10,176 quintals of various grades of alimentary pastes at a value of 2,707,002 lire. In 1923 the total was

12,309 quintals valued at 3,133,050 lire. In 1924 the total of 10,816 quintals valued 2,764,366 lire.

For comparison mention is made in the Almanac of the total amount of alimentary pastes imported in the past 2 years. For the fiscal year ending June 30, 1924, America imported 3,253,943 lbs. of macaroni products worth \$250,121. For the fiscal year ending June 30, 1924, the imports increased to 3,869,541 lbs. worth \$254,162.

During the year 1923 Italy purchased from this country 14,276 quintals of macaroni products valued 2,208,883 lire. For the year 1924 the total was 18,197 quintals worth 2,712,562 lire.

The Almanac is full of tables and data of special interest to those who are engaged in importation or exportation of various products. Copies may be purchased from the Italian Chamber of Commerce in New York city.

Pillsbury Aids in Rescue Work

The Pillsbury Flour Mills company, acting through its St. Louis branch, aided materially in the relief work carried on in the storm ridden area last month in southern Illinois. Two kitchens were opened by the flour concern, one at Murphysboro and another at West Frankfort. Pancakes and coffee were served by volunteer employes of the company to the sick and injured and to the hundreds of rescue workers that aided in the relief work that was hastily organized for action in the district that was devastated by the tornado of March 18, which killed over 800 people and wounded several thousands, besides doing millions of dollars of damage.

After a week's active service the kitchens were closed, conditions having become somewhat normal. In one day over 700 people were served at the kitchen in Murphysboro where the storm damage was greatest. The action of the flour company brought to it much favorable comment both from the destitutes and the relief workers.

Don't Blame Him

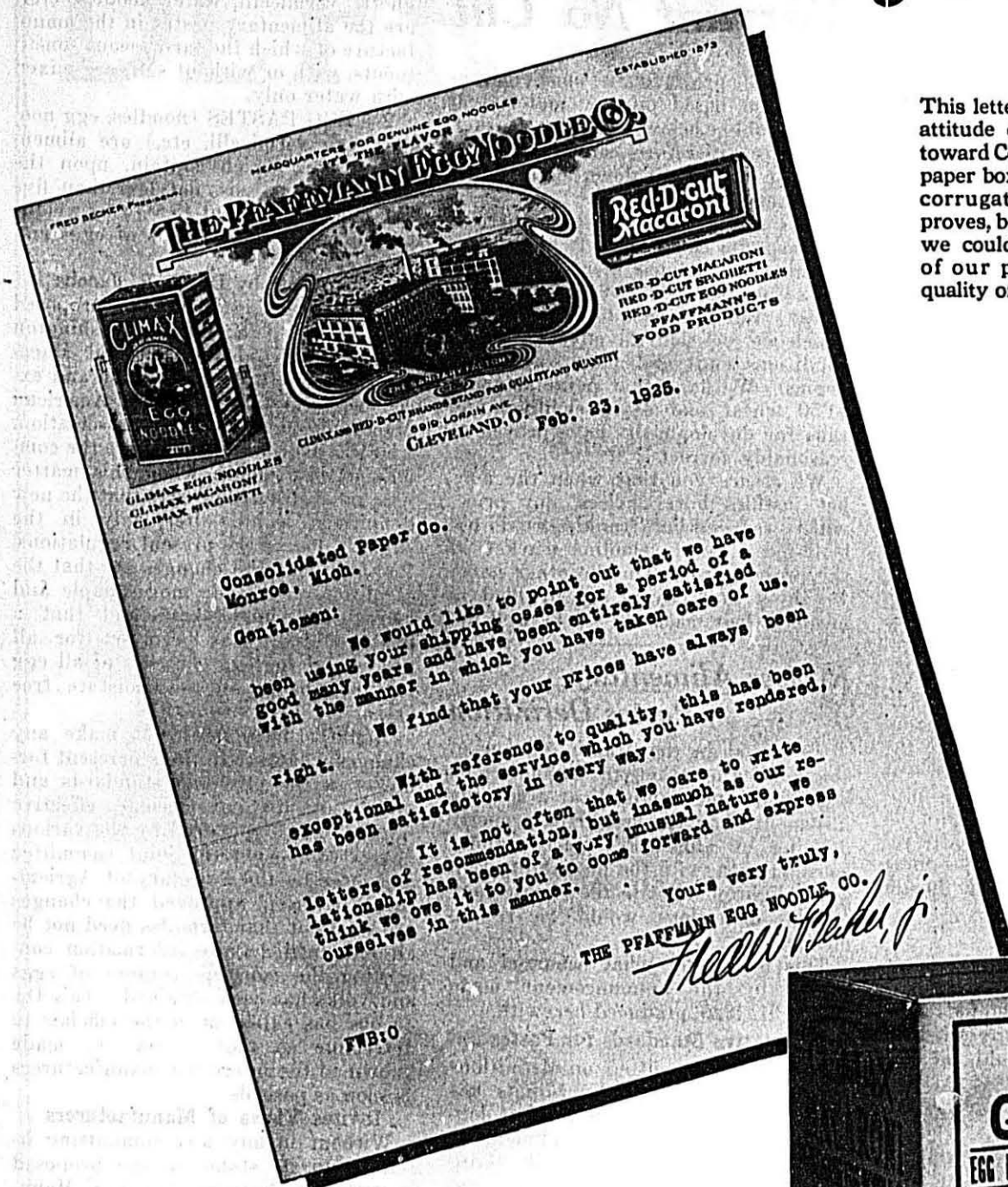
Judge (to the victim of hold-up)—
 "While you were relieved of your valuables, did you call the police?"
 Victim—"Yes, yer honor, everything I could think of."—The Columbian.

SAVED THE VALUABLE PART

Notice inserted in the Fairhope (Ala.) Courier:
 I take this means of thanking most heartily those who assisted in the saving of valuable property threatened in the destruction of my still by fire.—M. F. Northrup.

A motoring writer records that motorists in this country run into millions. We're inclined to think this is slightly exaggerated.

Years of Satisfactory Service



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



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

CONSOLIDATED PAPER COMPANY

MONROE, MICHIGAN

Branch Sales Offices

BALTIMORE
 502 Garrett Bldg.

BUFFALO
 811 White Bldg.

CLEVELAND
 205 Phoenix Bldg.

KANSAS CITY
 1401 E. 76th St. Terrace

BOSTON
 80 Boylston Street

CHICAGO
 Room 462 Wrigley Bldg.

INDIANAPOLIS
 508 Fidelity Trust Bldg.

NEW YORK
 39 Cortlandt Street

GLENFIELD, PA.—A suburb of Pittsburgh

Falling Wheat Prices

Warrant No Cut

To curry popular favor newspapers frequently find it convenient to inquire why prices of finished products do not keep step with decreases in the speculative stocks of raw material. This is particularly true concerning the price of bread, macaroni and other wheat products. The country has recently seen an almost spontaneous demand for lower bread and macaroni prices based on the rapidly falling wheat prices.

These papers either thoughtlessly or knowingly ignore the fact that macaroni manufacturers and bakers must have a supply of semolina and flour on hand sufficient to run their plants for several weeks and that this stock must be purchased far in advance of its possible conversion into food. Just as it is impractical to raise the price of macaroni with each upward change in wheat prices, so it is impossible to lower the price of this product when high priced raw materials are used in their production.

One of the leading firms in the central part of the country clearly indicated the position of the macaroni manufacturers in a circular sent to the distributing trade and to the press of the country, and the argument is produced herewith to explain to buyers the inadvisability of hoping for greatly reduced prices on macaroni products manufactured from the 1924 durum crop:

• • •
Newspaper headlines within the past 2 weeks, telling of spectacular declines in wheat prices, have prompted some of our distributors to inquire whether lower macaroni prices should not follow.

Durum wheat semolina, from which Fortune Macaroni Products are made, sold in the fall of 1923 at approximately 2½¢ per lb. In November 1924 the price on the same grade was 4½¢ per lb., an increase of 80%. We felt, after careful investigation of the crop prospects, that the November market represented a fair normal price for this crop year, and we covered our regular requirements at prices ranging from 4¼¢ to 4¾¢ per lb. ALL OF OUR PRICES, UP TO THE PRESENT TIME, ARE BASED ON THAT AVERAGE.

In December there started a sensational rise in wheat (May option), which stopped only when the price reached \$2.05 per bu., with a corresponding price for semolina of 6¼¢ per lb. The recent declines brought the price of wheat down from the high point to about \$1.60 per bu., semolina coming down to about 4¾¢ per lb. From this you will see that the recent advances and declines, which have been for the most part purely speculative, have not in any way affected our costs,

because our prices for the past 4 months have been based on raw material at considerably below today's market. Our prices, therefore, cannot be affected until semolina is down again to approximately 4½¢ per lb.

It is useless to argue that there is no reason for comparatively high prices on this crop, because there is certainly an actual shortage of good durum wheat. But it is well to fix a point at which we feel that the effect of actual conditions ends and pure speculation begins. We fixed that point at about \$1.50 wheat and 4½¢ semolina, and thus far developments have proved us reasonably correct.

We assure you that when the market justifies lower prices, our prices will be reduced but, frankly, we do not look for a lower semolina market on the present crop. On the other hand, we think that buyers are justified in keeping their macaroni stocks well up.

Revises Alimentary Pastes Definition

As stated in the March number of this publication, the joint committee on definitions and standards at a meeting last month had the matter of properly defining of alimentary pastes under consideration, with the probability that some slight changes in the phraseology of the definitions would be recommended.

This is exactly what occurred and shown by the announcement made March 31, 1925, produced herewith.

Tentative Standards for Pastes

The joint committee on definitions and standards for food products has proposed a revision of the present definitions and standards for alimentary pastes, according to Dr. W. W. Skinner, chairman of the committee, announces the secretary of the U. S. Department of Agriculture.

Criticisms and suggestions regarding the proposed definitions are invited from food officials, consumers, the trade and all interested parties. Communications should be addressed to the Secretary of the Joint Committee on Definitions and Standards, Bureau of Chemistry, Washington, D. C., and should reach him not later than June 1, 1925.

Simplified Definitions Proposed

The tentative definitions and standards for alimentary pastes as proposed by the committee are as follows:

ALIMENTARY PASTES are the dried, shaped doughs prepared from semolina, from wheat flour, or from a mixture of semolina and wheat flour, with or without salt, and with one or more of the following: egg, egg-yolk, water, milk.

An alimentary paste contains not

more than thirteen per cent (13%) of moisture.

1. PLAIN PASTES (macaroni, spaghetti, vermicelli, water noodles, etc.) are the alimentary pastes in the manufacture of which the farinaceous constituents, with or without salt, are mixed with water only.

2. EGG PASTES (noodles, egg noodles, egg vermicelli, etc.) are alimentary pastes which contain, upon the moisture-free basis, not less than five and one half per cent (5.5%) by weight of the sound edible solids of eggs and of egg yolks.

Comments by Dr. B. R. Jacobs

In commenting upon the proposed revision Dr. B. R. Jacobs, Washington representative of the National Macaroni Manufacturers association and executive secretary of the American Macaroni Manufacturers association, who was asked to appear before the commission last month when this matter was under discussion, says that the new definitions would alter only in the slightest degree the present regulations. The only material changes are that the definitions are made more simple and more easily understood and that a moisture limit has been set for all pastes and the egg contents of all egg products based on the moisture free basis.

Manufacturers need not make any changes whatever in their present formulas as the proposed standards and definitions do not become effective until they are approved by the various bodies composing the joint committee and later by the Secretary of Agriculture. Even if approved the changes are so slight that formulas need not be altered until definite information concerning the moisture content of eggs and yolks has been obtained. This Dr. Jacobs has called upon the officials to determine so that it may be made known to the interested manufacturers as soon as possible.

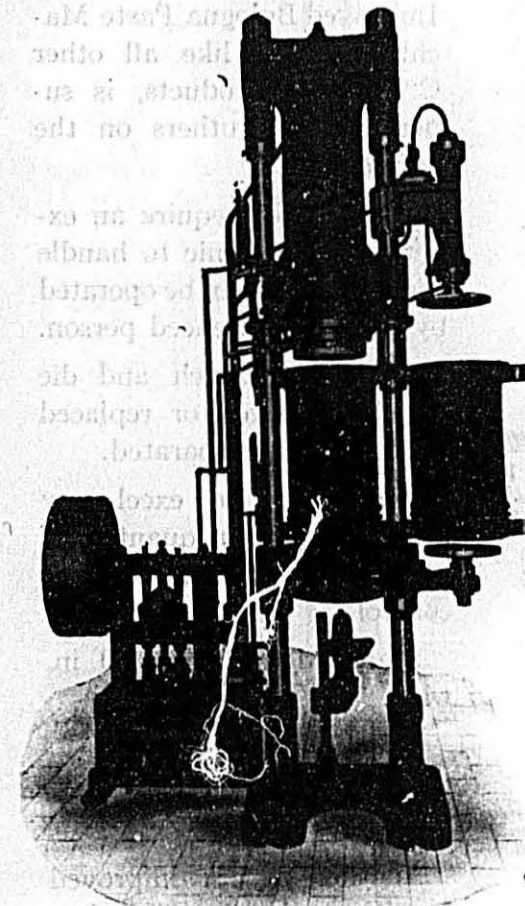
Invites Views of Manufacturers

Without in any way committing itself as to its stand on the proposed changes, the National Macaroni Manufacturers association is desirous of getting the views of its members and all macaroni and noodle manufacturers. This is quite a serious matter and should have the attention of all interested parties. Make known your suggestions and criticisms to M. J. Donna, Secretary, P. O. Drawer No. 1, Braidwood, Ill. These will be considered and will serve as a basis of action for or against the changes, as the opinions suggest.

It would be well also to send a carbon copy of your views and suggestions to Dr. B. R. Jacobs at 2026 Eye st., N. W., Washington, D. C.

This is the time for action. Those desiring a stricter standard should make a concerted demand. Whatever may be your views, you should act now or be content with whatever may be adopted finally. Here is an opportunity; grasp it.

DEFRANCISCI

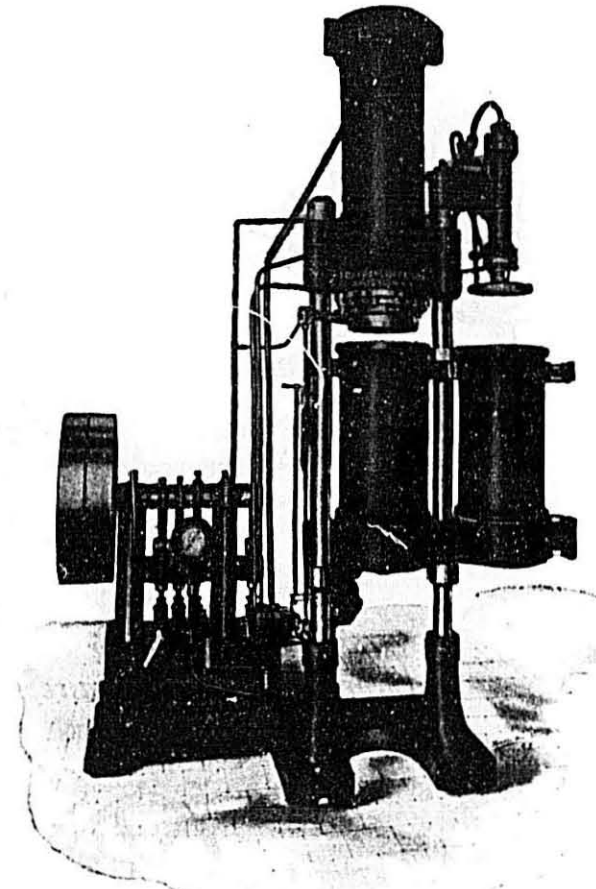


Hydraulic
Presses

Kneaders

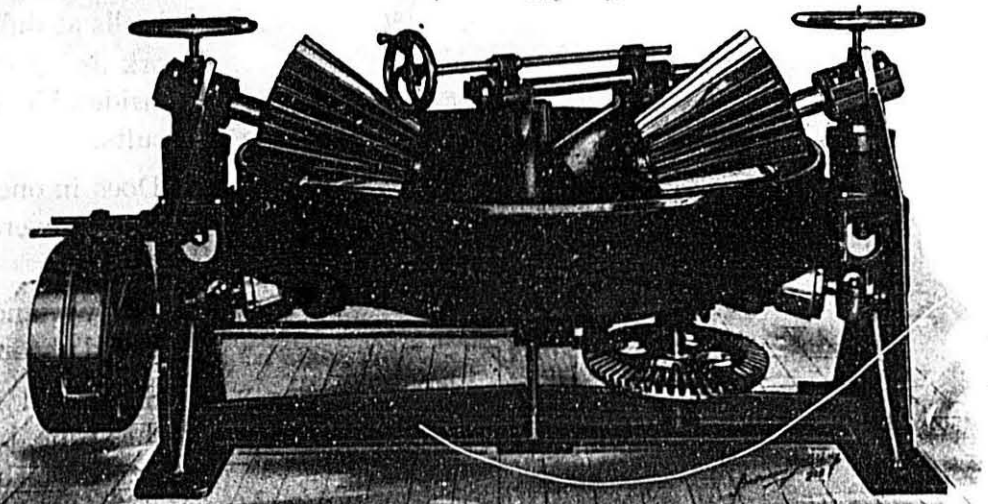
Mixers

Die
Cleaner
Machine



PRESS STYLE A

PRESS STYLE C
STATIONARY DIE TYPE

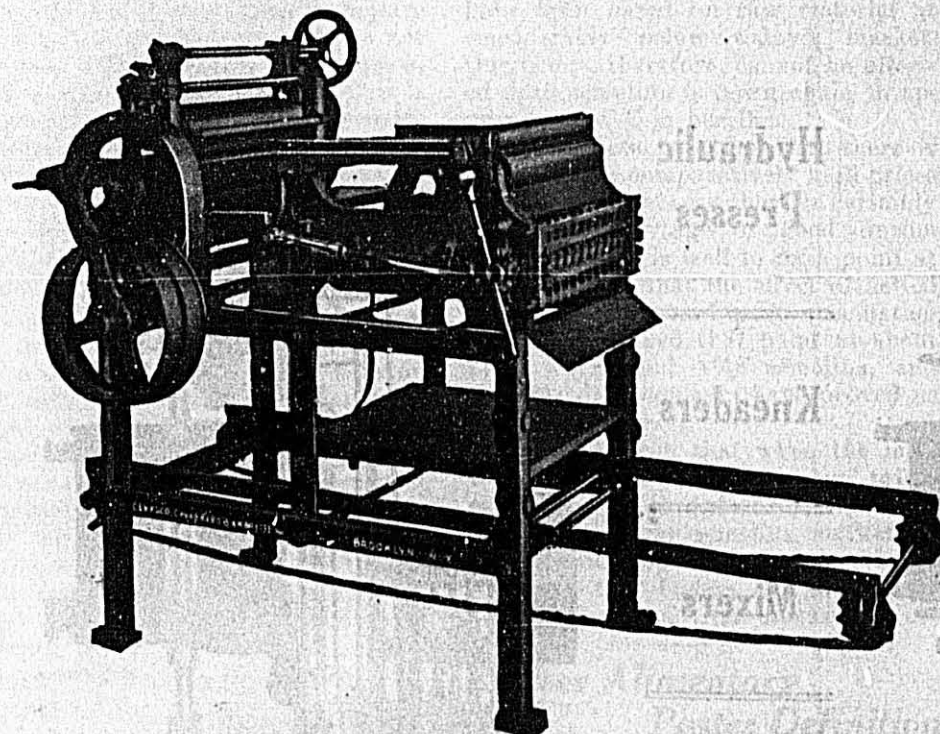


I. DeFRANCISCI & SON

219 MORGAN AVE.

BROOKLYN, N. Y.

CEVASCO, CAVAGNARO & AMBRETTE, Inc.



Improved Bologna Paste Machine

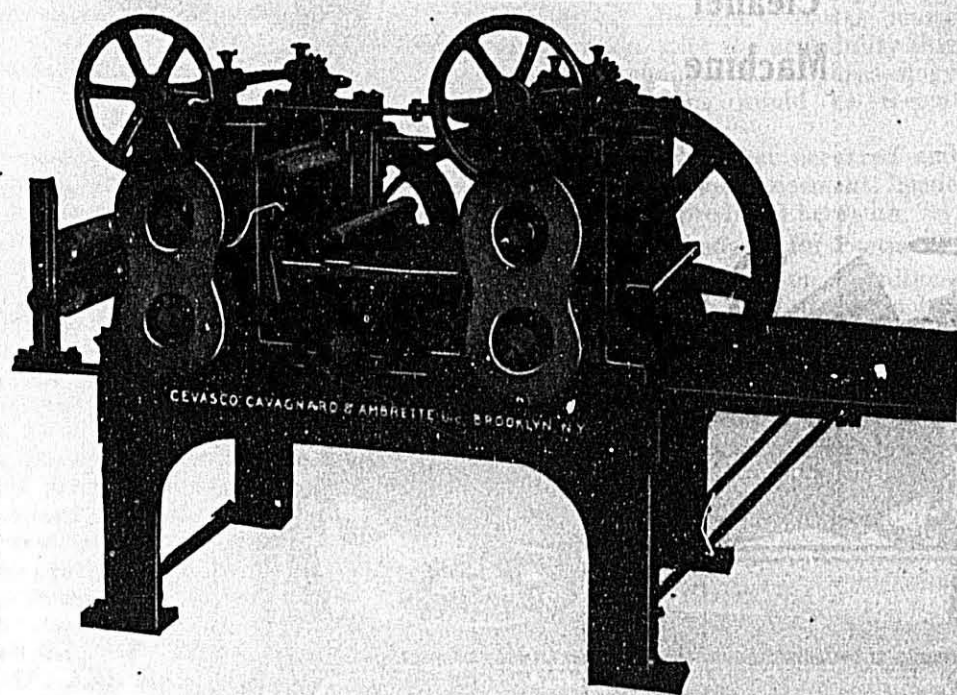
This illustration shows our Improved Bologna Paste Machine, which, like all other C. C. & A. products, is superior to all others on the market.

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

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

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

Standard Machine 20 in. wide.



Latest Type Tamden Dough Brake

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

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

Does in one operation what requires several on other machines.

Heavy and solidly constructed throughout.

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

Full Particulars Regarding these Machines on Request.

156-166 Sixth Street

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

CEVASCO, CAVAGNARO & AMBRETTE, Inc.

**Builders of High Grade
Macaroni Machinery**

Presses—

**SCREW AND
HYDRAULIC**

**VERTICAL AND
HORIZONTAL**

Kneaders

Mixers

Dough Brakes

**Mostaccioli and
Noodle Cutters**

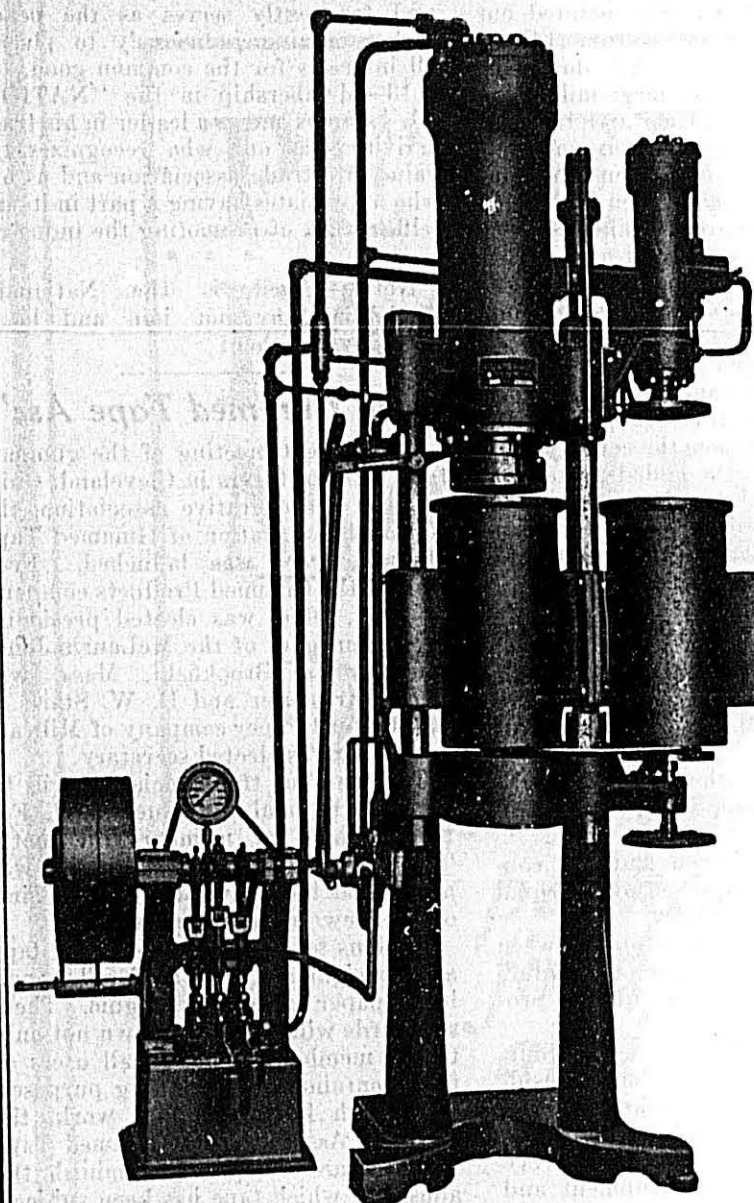
**Bologna Fancy
Paste Machines**

Die Cleaners

Specialists in everything pertaining
to the Alimentary Paste Industry.

Complete plants installed.

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



Vertical Hydraulic Press with Stationery Die

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

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

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

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

156-166 Sixth St.

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

159-171 Seventh St.

Address all communications to 156 Sixth Street.

FOR TARIFF INCREASE

Seaboard Macaroni Makers Asked Hearing on Subject—Arguments Made—N. W. Durum Wheat Interests Involved—To Save Domestic Industry.

Declaring that only the application to the fullest degree of increase permissible under the flexible provisions of the Fordney-McCumber act would save the local industry, macaroni manufacturers from the Atlantic seaboard appeared for a hearing on the proposed increase in the macaroni tariff duty. They appeared March 21 before the United States tariff commission in a formal meeting. The commission gave them a courteous hearing but did not in any way commit itself.

The macaroni manufacturing industry of this country joined last year in a combined drive for protection against the low priced products that were steadily mounting in volume. The petition of the macaroni manufacturers was then referred to a committee of investigators which was ready to report adversely on the proposal that the industry be given a hearing on the suggested increase. A vigorous protest by durum farmers of the northwest, ably assisted by the millers, succeeded in re-establishing the appeal and a reopening of the entire question.

The macaroni manufacturing industry has recently gained the assistance of the farmers who raise durum wheat and who have very plainly stated to the United States tariff commission that the demand for their commodity was menaced by the increasing imports of foreign produced macaroni. The durum millers pleaded that they also are fearful of the effect of the continued competition which has resulted in a slackening in the demand for semolina.

The representatives of the macaroni manufacturing industry took advantage of the pleas made by the farmers and durum millers and pointed out to the commission that they were guided not only by selfish purposes, but by a spirit of patriotism, the assistance of the American farmers and American industry generally by using American grown durum wheat in their plants. Government figures were presented to show that the average price of the Italian macaroni was 6c a lb. (invoice value), while the cost of production here is merely 10c. A 22 lb. box of macaroni from Italy is shipped to New York and sold for \$1.88 as against a production cost of \$2.04 for the domestic product.

The difference in cost of products, due principally to the cheaper labor in Europe, was one of the strong arguments advanced. The invoice price of \$1.88 includes 44c the present rate of duty per box of 22 lbs.

As an added argument in favor of properly protecting the durum wheat interests of the northwest, reference was made to the warning issued by the Department of Agriculture against undue increase in the wheat acreage of that section. It was also pointed out that one of the largest durum mills of the country had been shut down for some months, that two large mills were running about half time and that demands for semolina had been most dull throughout the winter when macaroni production should have been highest.

While the macaroni manufacturers of the country are hopeful of a favorable decision, the commission took the various arguments and suggestions under advisement. The industry seeks only an opportunity to present its case to the commission and feels that sufficient arguments will be brought to bear upon them to convince the country that it seriously needs the added protection sought. The final decision of the tariff commission is awaited with interest by all interested macaroni manufacturers.

Reasons—A Baker's Dozen

Why **ALL** Macaroni and Noodle Manufacturers should be **MEMBERS** of the National Macaroni Manufacturers Association.

1—The Organization is "NATIONAL," broad in scope and worthy in purpose.

2—It is self-governed and self controlled—ALL members enjoying equal voice and same privileges.

3—It makes no distinction between firms because of the products manufactured, except to encourage quality production.

4—It publishes The Macaroni Journal as its official organ—long considered as the Industry's spokesman.

5—It is YOUR trade association; yours to use and yours to serve in every way for the trade's development and the Industry's advancement.

6—It sponsors and supervises annual conventions and other conferences of the Macaroni Industry where its best interests are always considered.

7—It promotes Friendship and Understanding by making manufacturers better and personally acquainted with each other and with the allied trades.

8—Its able officers and efficient committees watch legislation in state and nation, solidify the industry against all unjust laws and in favor of all progressive movements.

9—It maintains national headquarters from which is broadcast useful information to the trade and a Washington Representative to look after the affairs of the nation's capital.

10—Its Membership Dues are reasonable, comparing most favorably with other trade bodies that attempt little more and accomplish less for its members and for the industry than does this organization.

11—It encourages all sectional organizations and clubs as valuable ad-

junets and cooperates with them in promoting the best interests of the trade in every section of this country.

12—It tries to avoid all controversies within the trade, though fighting all the time for what is right and proper, and frequently serves as the peace-maker, aiming judiciously to placate all interests for the common good.

13—Membership in the "NATIONAL" stamps one as a leader in his trade activities, as one who recognizes the value of a trade association and as one who appreciates having a part in its unselfish work of promoting the industry.

Notice—April is the National's Birthday. Why not join and be a Birthday Member?

Form Gummed Tape Ass'n

At a recent meeting of the gummed tape manufacturers in Cleveland, Ohio, to form a cooperative association, the National Association of Gummed Tape Manufacturers was launched. Fred Holt of the Gummed Products company of Troy, Ohio, was elected president. W. R. Lusignes of the McLaurin-Jones company of Brookfield, Mass. was elected treasurer and H. W. Stark of the Rexford Paper company of Milwaukee, Wis., was elected secretary.

The work of the association will be both promotional and educational. For the guidance of members the motto "To Prevent Waste In Shipping" was adopted as indicative of the broad aims of the new trade organization.

It plans to standardize gummed tape as to weight and length of rolls, quality of paper and grades of gum. These standards will be made known not only to the membership but to all users of fibre containers for shipping purposes.

Through its educational work, the National Association of Gummed Tape Manufacturers hopes to diminish the abuses to which tape has been subjected and teach its accepted uses to new buyers and new industries. This, it is hoped to do, through an efficient research bureau which the new organization has promoted and which is already functioning satisfactorily.

Twelve of the leading firms of the country are charter members of the new organization. Practically all are situated in the east half of the country where the gummed tape manufacturing business centers.

A LONG WAIT

A large retailer wrote to a big macaroni manufacturing firm ordering a carload of assorted macaroni products.

The firm wired: "Cannot ship your order until last consignment is paid for."

"Unable to wait that long," telegraphed the merchant, "cancel the order."

Stop worrying about things that can't be helped and go and do things that can be done.

PETERS PACKAGE MACHINERY

For the production of sanitary and protective packages for food products and the like



PETERS MACHINERY COMPANY

4700 Ravenswood Avenue, Chicago, Illinois

Changes in Postal Rates

The following notice has been issued by the post office department:

TO PERMIT HOLDERS: On and after April 15, 1925, the postal laws and regulations are amended as indicated below, and your attention is directed to the changes affecting matter to be mailed by you under permit:

The rate of postage on private mailing cards shall be 2 cents each. Double or reply post cards each portion of which, in size, quality and weight of paper is substantially like the government postal cards, are subject to 2 cents postage, to be prepaid on the initial portion.

As a great many firms enclose single private mailing or post cards with their parcels the following change in postage rates on these cards should be carefully studied:

Any card bearing the words "Private Mailing" or "Post Card" regardless of size, or any card not exceeding 3 9-16 by 5 9-16 nor less than 2 3/4 by 4 inches, must be prepaid with 2 cents postage whether the message it bears is written or printed.

The reply half of double private mailing or post cards when remained as a separate piece must also bear 2 cents postage whether written or printed, and this should be shown on such cards though it is not obligatory.

There will be no change in the rates on U. S. postal cards, the cost being 1 cent for each single card and 2 cents for the double cards.

Mail matter of the third class includes books, circulars and other matter wholly in print (except second class matter), proof sheets, corrected proof sheets, and manuscript copy accompanying same, merchandise (including farm and factory products), and all other mailable matter not included in the first, second or fourth class. The rate of postage on third class matter shall be 1 1/2 cents for each two ounces or fraction thereof, up to and including 8 ounces in weight, EXCEPT that the rate of postage on books, catalogs, seeds, cuttings, bulbs, scions and plants not exceeding 8 ounces in weight, shall be 1 cent for each 2 ounces or fraction thereof.

Mail matter of the fourth class shall weigh in excess of 8 ounces, and includes merchandise, books, circulars, and other matter wholly in print (except second class matter).

On fourth class matter, that is, all mailable matter weighing more than 8 ounces (except first and second class matter), the rate of postage shall be at the zone or pound rates (no change in these rates) except that in addition thereto there will be a service charge of 2 cents for each parcel, which amount shall be included in the amount of postage paid as shown in the indicia.

The rate of postage for the return of all matter of the third class is 1 1/2 cents for each two ounces or fraction thereof, and for the fourth class the zone rates with service charge apply.

All matter subject to the increased rates on and after April 15, 1925, MUST BEAR the REQUIRED POSTAGE. If mailed under permit without stamps affixed under the provisions of section 452, Postal Laws and Regulations, the permit MUST show the PROPER AMOUNT OF POSTAGE PAID.

Persons or concerns having supplies of envelopes, cards, wrappers, etc., bearing permit indicia showing the present rates of postage may use a rubber stamp to make the necessary changes with regard to the amount of postage paid.

It is suggested, therefore, that the above changes in postage rates be considered when ordering supplies of envelopes, cards, wrappers, etc., to be used for mailing matter under your permit.

"Get Your Man"

This is the standing command handed out to the Canadian Mounted Police—and they don't come back without him.

At a recent meeting of the board of directors of the National Macaroni Manufacturers association it was voted to celebrate the TWENTY-FIRST BIRTHDAY of the founding of this organization by urging all members to GET A NEW MEMBER DURING APRIL—The Birthday Month.

It would be well if we could "command" members to "Get Your Man" as the Canadian policemen are commanded. But lacking this authority we appeal to you to make a special effort during April and May to get your friends in the industry to JOIN THE NATIONAL ASSOCIATION. Members are asked to suggest individuals and firms whom they would like to be affiliated with us and every effort will be made from the association headquarters to bring this about.

On YOUR recommendation, a special invitation will be sent them. Send in your list without delay.

Here is an opportunity for the "go-getters" to help themselves while aiding the industry's National Association. You profit by gaining the friendship of firms recommended.

Attention, Everybody—"GET YOUR MAN."

Why Are You in Business?

In an interesting article on "Profits," The Nation's Business of March 1925 discusses the question "Why men go into business."

Much interest has been created in the statement accompanying the subject which is, "A man who isn't in business to make money isn't in business at all." Right here the question naturally arises as to how many macaroni manufacturers are in business.

The article is well written and we highly recommend that it be read by everyone who can get a copy. To whet

your appetite and create a desire we quote the opening paragraph:

"PROFITS are the heart of the industrial society in which we live. The expectation of profits is the pulsating force that drives the life sustaining blood to every part of the economic body. The blood is money. Whenever it flows, rightly distributed and in sufficient quantity, the various members of the body function; they keep each other active; life abounds in energy. When it does not flow, rightly distributed and in sufficient quantity, some of the members cannot do their part of the work; palpitation and debility result; the whole body is lethargic. Periodically this anaemic condition recurs. There is trouble in the central pumping station."

"Whanging" Friendship

It is a generally admitted business principle that from acquaintance grows friendship and that through friendship comes understanding. This is equally true in our business. To know your competitor better means to understand him and his business policies.

This principle is the true foundation of all trade associations and it is with the object of promoting a better understanding between the macaroni and noodle manufacturers of the country that the National Macaroni Manufacturers association was organized and has existed. It seeks to rid the trade of the "kill off" spirit that is too often manifest.

That there has not been the advance in friendship promotion that business generally should have enjoyed, we quote a poem printed in 1892 in the Northwestern Miller wherein this attitude of suspicion of one manufacturer toward another is referred to. The poem is entitled "Ye Floury Humbugs," but it might include this as well as many other industries.

YE FLOURY HUMBUGS

So, bless ye, merry miller-men—
In sooth a curious lot;
Which maketh resolutions fine
Whereby to keep them not.

And each his neighbor's throat would cut
By competition sharp,
While singing sweet of harmony
And whanging Friendship's harp.

Each vows the other is his friend
And reacheth for his gun.
Methinks 't's well ye meet by day,
Not after set of sun.

TOUGH FLOUR

"I wish to complain," said the bride haughtily, "about the flour you sold me. It was tough."

"Tough, ma'am?" asked the grocer.
"Yes, tough. I made pie with it, and my husband could hardly cut it."
—Progressive Grocer.

"How do you like the 1925 automobiles?"

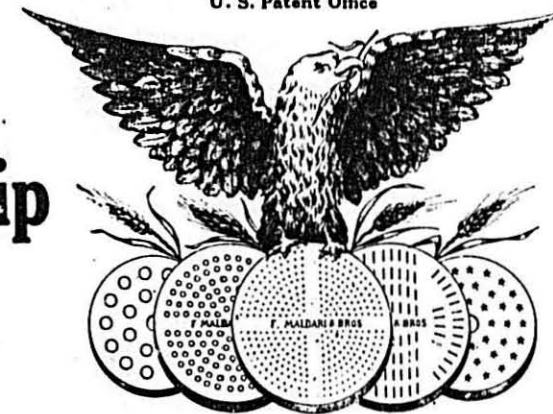
"Haven't made up my mind, yet; I've been hit by only one or two."

MALDARI'S INSUPERABLE MACARONI BRONZE DIES

with removable pins

Quality

Trade Mark
Reg.
U. S. Patent Office



Workmanship

Service

Satisfaction

F. MALDARI & BROS., Inc., 127-31 Baxter St.,
NEW YORK CITY
SEND FOR CATALOGUE

Established 1913

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.

WITH THE MACHINE BUILDERS

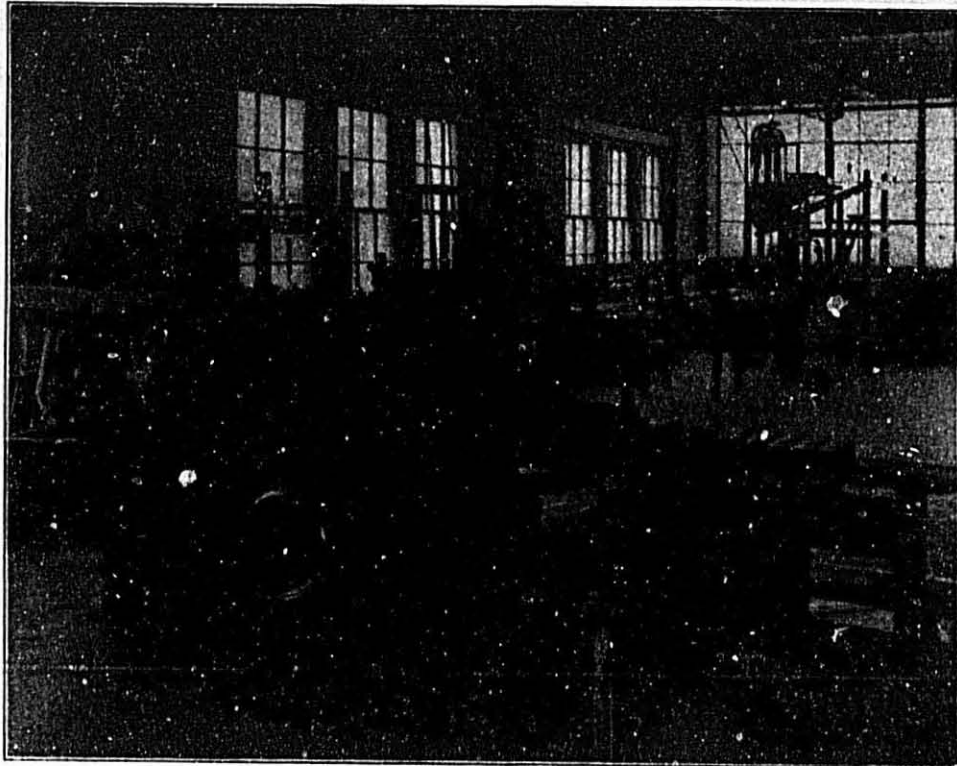
Modern Tight Wrapped Package

The latest package for macaroni, spaghetti, etc., is now being used by A. C. Krumm & Son, Philadelphia, in their new, modern factory.

This is the "Tight Wrapped" package and is wrapped on the Stokes & Smith Automatic Package Wrapping Machine, an illustration of which is shown.

square, and the corner cut wrap allows for each flap and seam to be glued down tightly. The package can easily be opened by slitting along the edge and will open in a neat straight line.

3. Advertising Value. The printed wrap being glued over the entire surface of the carton cannot be torn off and the manufacturer's name stays on the package until the contents are consumed.
4. Protection from Insects and Dust. The



Installation for A. C. Krumm & Son Macaroni Co., Philadelphia.

This new package consists of a plain chip board, lock end, side tuck-in carton with a separate inner liner and a printed, corner cut wrapper.

The printed wrapper is the Stokes & Smith patented corner cut wrapper, in one piece, which makes a perfect square end fold.

tight wrapped package with the corner cut wrap gives the maximum protection to the contents, as every joint and seam is tight and dust proof, and insects will not eat through the glue.

The cartons are formed, filled and closed on standard machines for this purpose, and the closed cartons travel on a belt conveyor to the Wrapping



Some of the advantages claimed for this style of package are—

1. Strength. The tight wrapped package is stronger, as the film of adhesive between the carton and wrap add greatly to the rigidity and strength of the package.
2. Appearance. The package is more

Machine, where they are automatically fed into the carrier chains. As each carton goes into the carrier, a trip releases and feeds a printed wrap through the gluing mechanism where a thin coating of adhesive is applied to the blank side of the wrapper. The

glued wrapper then meets the filled carton and is registered on the carton.

The carton and wrap then go into a turret, which has a number of pockets, each one having a carton and wrap in it. Here the different side and end folds are made as the turret revolves, by means of folders and brushes, and the wrapped package is ejected between belts, which square it up, on to a table where they are immediately packed in shipping containers.

The Wrapping Machine is a high production machine, having a capacity of 40 to 60 wrapped packages per minute. By having a high speed machine on the end of the line it is quite an advantage in case of a shutdown for any reason. The filling operators can go on and the cartons accumulated in a cage or on a table; after the Wrapping Machine is started again, by running faster than the other machines, it soon takes care of the accumulated cartons.

As the Tight Wrapped Package has been used for some time for other products, such as flour, cereals, salt, coffee, etc., and is being used by the leading national advertisers, there is no doubt but that it will find great favor with the macaroni trade.

Packaging Macaroni

In the packaging of any food commodity and which includes macaroni, when all is said and done there is really no better protection than a well sealed carton.

The ordinary loose wrapped package does not afford the protection that the tight seals of a carton do and if in addition to the tight sealed ends of a carton you add the protection which wax wrapping furnishes you then have a package which is practically impervious to the action of moisture, either in or out of the package, as well as perfect protection against bugs, weevil, etc.

Wax paper will not permit moisture to leave or enter the package, especially if the wax paper is hermetically sealed on a Johnson Wax Wrapping Machine. Paraffine, with which so called waxed paper is saturated, is a mineral product and which weevil or

S GEMMONTINA

FOR QUALITY TRADE

It's a Pleasure
to Send Samples

CROOKSTON MILLING CO.
CROOKSTON, MINNESOTA

"CROOKSTON MEANS-FIRST QUALITY"

BUHLER BROTHERS' for

Works at Uzwil, Switzerland

"Quality"

The **BUHLER**
Universal Dryer

*will dry
quickly and safely*



Universal Dryer Model QAM-VI

Capacity 1000 - 1200 lbs.

For information please ask:

Th. H. Kappeler

Sole Distributor for Buhler Machinery

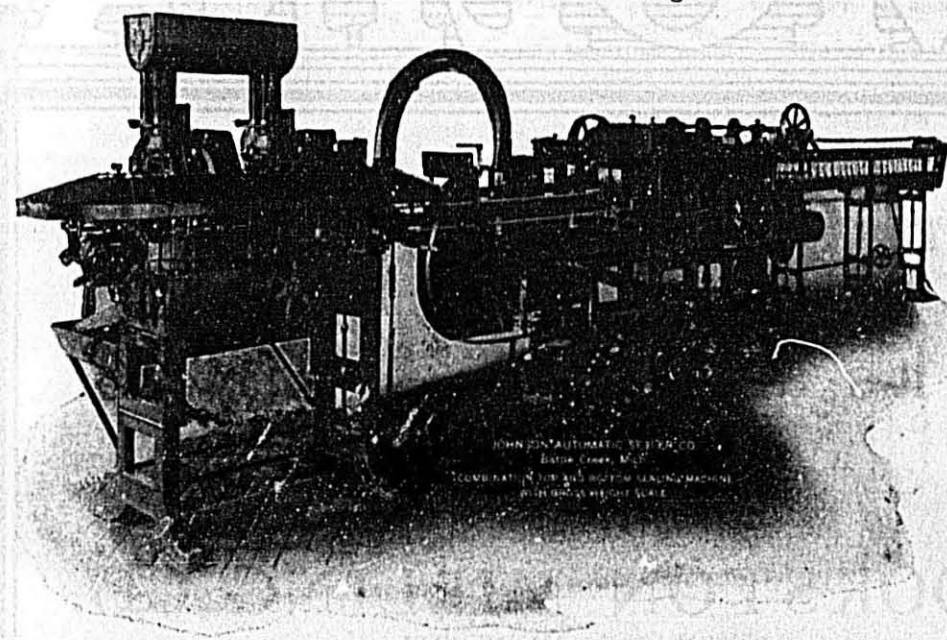
NEW YORK OFFICE, 44 Whitehall St.

Macaroni in chassis
Spaghetti on sticks
Noodles, Vermicelli and
Other curled goods on trays
Soup-pastes, Elbows, etc., etc.

*without heated air,
drying quicker than any other
Dryer.*

other bugs will not attack; therefore, any product properly wax wrapped and sealed, is impervious to the attack of insect life.

The Johnson Combination Sealing



Machine, with either Net or Gross Weight Scale, is as compact, well constructed and substantial a battery of packaging equipment as can be built.

The cost of maintenance is extremely low, guaranteed to be less than one half of one per cent per annum and the packaging cost on same is also as low, if not lower, than any other machine can produce the same quantity and quality packages for.

The illustration, showing our Combination Sealer, which seals both the tops and the bottoms of the cartons and in combination with gross weight scale,

illustrates how simple and compact this two unit battery, capable of turning out thirty packages per minute or better, really is.

The wax wrapper may be coupled up to the discharge end of the combination

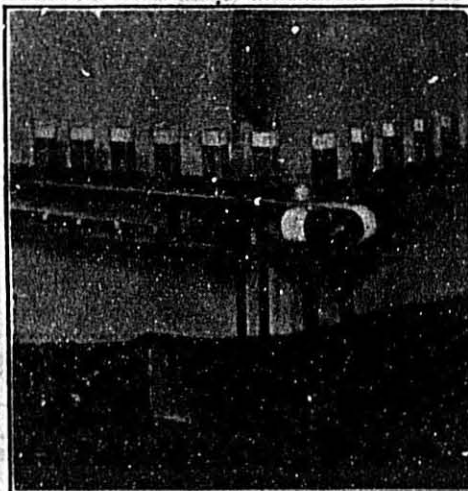
sealer, thereby eliminating an operator on the wax wrapping machine and reduces the cost of wax wrapping practically to the cost of the paper, plus a slight overhead on the investment.

Many of the large macaroni packagers use this equipment and we will gladly furnish their names on request.

Precision Packaging by Machinery

We illustrate a device designed by National Packaging Machinery Co., Boston, Mass., for independently driving package conveyors at satisfactory speeds when belted direct to a 1/4 h. p.

motor. In the model shown the back-gearing is completely enclosed and runs in oil, but the guard has been removed from the conveyor pulleys to show the right angle connection. With this device one or two conveyors may be operated in optional directions. A special feature of this illustration is the introduction of an idea suggested by one of their good macaroni customers for handling empty and filled cartons with one conveyor. The overhead chute delivers the bottom-sealed packages lying flat on the lower run of the conveyor which carries them to the left in the illustration. Weighing girls seated along both sides remove and fill them and stand the packages on the upper run of the conveyor which carries them in the opposite direction.



This chute and conveyor are used in connection with a National Combined bottom and top sealing machine of which a third one has recently been delivered to this particular macaroni manufacturer.

be bound together with a little flour if it shows a tendency to separate.

This sauce is used to dress all kinds of macaroni and spaghetti. Spaghetti should be left unbroken when it is cooked. If it is too long to fit in the kettle immerse one end in the boiling salted water and in a very few minutes the ends of the spaghetti under the water will become softened so that the rest can be pushed down into the kettle. Be careful not to overcook it and it will not be pasty, but firm and tender. Drain it carefully and put in a hot soup tureen. Sprinkle a handful of grated cheese over it and pour on the sauce. Lift with 2 forks until thoroughly mixed.

Macaroni with Sausages

Required: 1/4 lb. of macaroni, 1 lb. of sausages, 2 oz. of Parmesan cheese, 1/2 pint of white stock, pepper and salt. Boil the sausages in stock or water for 10 minutes, strain, and leave until cool. Cook the macaroni until tender in boiling salted water, strain, and rinse in cold water. Cut into nice lengths, put a layer in well buttered pie dish. Slice the sausages and remove skin. Put a

layer on the macaroni, sprinkle with grated cheese, pepper and salt. Continue the layers until the dish is full, then add 1/2 pint of white stock, cover with a buttered paper and cook in a moderate oven 35 minutes. Serve in the pie dish as hot as possible.

Baked Spaghetti

1/2 pkg. spaghetti
1/2 lb. cheese, grated
2 tablespoons butter
1 cup cream
Salt and pepper.

Boil spaghetti rapidly in one gallon of boiling salted water until tender, stirring occasionally. Then place spaghetti in colander and shake until thoroughly drained.

Put a layer of the spaghetti in a greased baking dish, then layer of cheese, then sprinkling of salt and pepper, then another layer of spaghetti and so on until all is used. Cut butter into small pieces and distribute evenly over top. Add cream and bake in moderately hot oven 20 minutes, or until a golden brown. Serve hot in dish in which it was cooked.

Tested Macaroni Recipes

A Very Fine Spaghetti

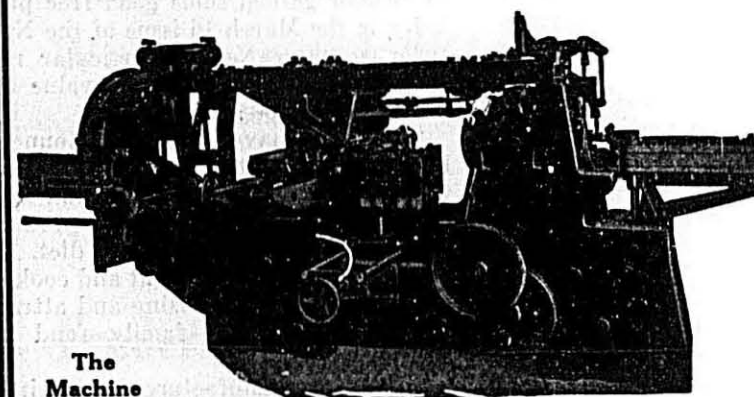
1/2 lb. round steak
1/4 lb. salt port or bacon
1 small onion
1 tablespoon butter or substitute
A few dried mushrooms, if desired
A clove of garlic
Several sprigs parsley
Fresh or canned tomatoes.

Grind the salt pork and try in out in a saucepan. While it is frying put the onion through the grinder. As soon as the pork begins to brown, add the onion, the parsley chopped, the garlic shredded fine, and the mushrooms which have been softened by soaking in warm water. When the vegetables are very brown (great care must be taken not to burn the onion, which scorches very easily) add the meat ground coarsely or cut up in little cubes. When the meat is a good brown color add about one pint of tomatoes and simmer slowly until all has cooked down to a thick creamy sauce. It will probably take 3/4 hour. The sauce may

Meets Every Requirement of "The Ideal Container"



THE STOKES & SMITH TIGHT-WRAPPED PACKAGE



The Machine

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

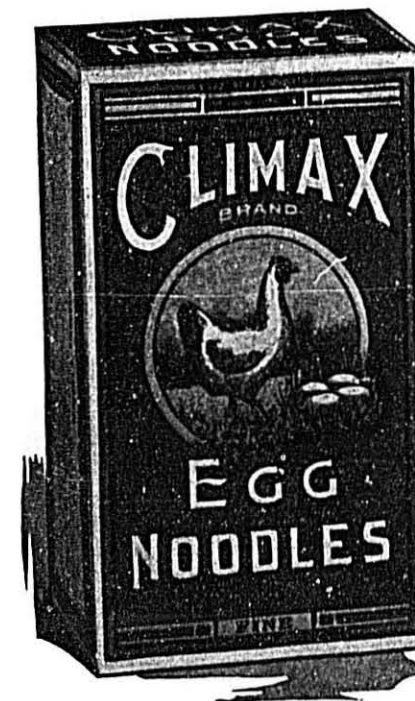
Let us tell you about the latest package and the machine for wrapping it. We will send samples if you desire. No obligation on your part whatever.

STOKES & SMITH COMPANY
Summerdale Station PHILADELPHIA

PEERLESS CARTONS

Mean character
Cartons of the
Highest Grade
An Attractive Carton
acts as a
Silent Salesman

Write us for
suggestions



If you will mail us samples of Noodle and Macaroni Cartons you are now using we will be only to glad to quote you prices on same.

The Peerless Paper Box Mfg. Co.,
CLEVELAND, OHIO

Vagnino Addresses Grocers

A macaroni manufacturer, a graduate of Harvard, and one fully acquainted with the usefulness of the Harvard Bureau of Research, addressed the St. Louis Association of Manufacturers Representatives at a weekly luncheon in March. The speaker was L. S. Vagnino, St. Louis representative of the American Beauty Macaroni company. He outlined the methods that the organization pursues in obtaining data upon which to base its conditions. He related that the research work is done at the expense of the various associations for which the information is obtained, but that the bureau supplies the men and the machinery without cost.

Mr. Vagnino talked about 40 minutes, using charts to picture the points he made during his address which particularly stressed the findings of the bureau with respect to the grocer business of the United States.

He expressed interest in the welfare of the grocers because this group is an important cog in the distribution of macaroni products in which he is directly interested. The address was well received and new interest was created in the annual questionnaire that the bureau submits to the grocer trade.

Reorganizing Sales Department

The J. L. Ferguson company of Joliet, Ill., manufacturer of automatic packing machinery, has recently completed arrangements in the organization of a sales department that will enable it to cover the various sections of the country. An eastern department has been established and the company is seeking a high class man to have charge of the office which will be presumably in New York. A representative will be appointed to have charge of the Chicago territory, while another will be given the Mississippi valley region. In this latter position A. F. Yott will look after the affairs of the company. Frank R. Keigher, for several years connected with this company and formerly with the International Macaroni company of Joliet, severed his connection on April 1.

The company has booked some large orders for carton forming and container sealing machines for delivery within 90 days and through the augmented sales department expects a very good year of business.

February Exports High

Figures released by the department of commerce for February 1925 show a reasonable increase in quantity of macaroni, spaghetti, etc., exported that month. The total reached 818,000 lbs. at a value of \$64,000. The increase is noticed when compared with the figures for February 1924, which show 690,000 lbs. as the total export of these products at a value of \$56,000.

The increase has been gradual

throughout the fiscal year beginning July 1. For the 8 month period ending February 1925 a total of 5,423,000 lbs. of alimentary pastes was exported at a value of \$430,000 as compared with 4,808,000 lbs. worth \$391,000, the exports for the same period last year.

The value of the exports of all grain and grain products for the 8 month period ending February 1925 is \$392,000,000 or \$209,000,000 more than that for the same 8 months in 1924. Wheat was the principal grain exported and the most valuable, accounting for \$171,000,000 of the total export mentioned above.

Build Storage Addition

A large addition is being built to the Peters, Rossi & Sons macaroni plant at Braidwood, Ill. The structure is frame, 35x70, and is being erected within convenient reach of the plant.

The building is to be used as a storehouse and will contain a surplus supply of manufactured products ready for immediate filling of hurry orders. The building will be ready for occupancy about May 1.

Youngstown Plant Sold

The Youngstown Macaroni company plant at 449-461 E. Federal st., Youngstown, O., was sold last month to the Pittsburgh Storage company. The macaroni plant has not been in operation for sometime. It was reported sold several times previously but the deal was never closed. A. Onorata was formerly the manager of the macaroni plant and is devoting his time to real estate. The purchaser plans to use the old plant for cold storage facilities.

Macaroni Men in Philadelphia

Representatives of macaroni manufacturing firms in and around Philadelphia held a very interesting session in the Manufacturers club discussing the various problems of the industry, particularly the rapid advance of semolina, as it affected the general conditions of the industry. George McGhee presided over the meeting, which resulted in a very friendly and open discussion of general conditions.

Form Sorrento Macaroni Company

The Sorrento company of New York with a capitalization of \$10,000 was incorporated last month under the state laws. The incorporators are S. Ferreri, U. Rosati and C. Arena. The attorney was A. Lagaututa of 302 Broadway, New York city.

Graves Faces Grave Charges

Clarence B. Graves, formerly auditor of the Prince Macaroni Mfg. Co., of Boston, Mass., is facing a charge of larceny of \$26,200 from the macaroni concern. An audit of the books of the company in February revealed a shortage of \$23,000. Graves is also charged with passing a check for \$3,240 on a

Boston bank and keeping the money. Following the discovery of the shortage Graves disappeared but was apprehended in Maine.

Graves is about 25 years of age and was recently a defendant in a suit for \$75,000 brought by a friend alleging alienation of his wife's affections.

The indictment alleges that Graves' books at the Prince Macaroni Mfg. company headquarters show 25 false entries. He disappeared about Feb. 1, and was captured on March 19, after a chase reaching from Massachusetts to Florida and back again to Maine.

Little Queen Noodles

The Royal Brand Paste Factory of New Orleans of which B. Lier is the proprietor gained some good free publicity in the March 16 issue of the New Orleans States News. Particular reference was made to the value of noodles as a food:

"Noodles have been pronounced healthful and nutritious by health authorities and food specialists, and in a large number of families this product has become a staple article of diet. It needs only to be made right and cooked right to make it appetizing and attractive and the whole family fond of noodle."

This firm manufactures the Little Queen brand in its plant at 1004-06 Royal st., being in the Vieux Carre section of the southern metropolis.

Form Cooperative Company

Late in March articles of incorporation were filed in New Jersey for the Cooperative Macaroni company at 215 Neptune av., Jersey City. Authorized capital stock is \$50,000. The incorporators are: Nunzio Pecornio; Frank Apiciforme and Salvatore Sansone. Each of these own blocks of 30 shares.

Wise Men Say

That little men have short tempers. That it is not work that kills men; it is worry.

That if you and your job are not friends, part company.

That the longer you live, if you live right, the less you will think of yourself.

That following the line of least resistance is what makes rivers and men crooked.

That determination reduces hard work to nothing, procrastination makes hard work out of nothing.

That to keep watching, to keep working, to let the brain and hand go together—that is the secret of success.—Exchange.

Mother—Johnny, there were two pieces of cake in the pantry. Now there is only one. How's that?

Johnny—Well, ma, it was pretty dark, so I expect I didn't see the other piece.



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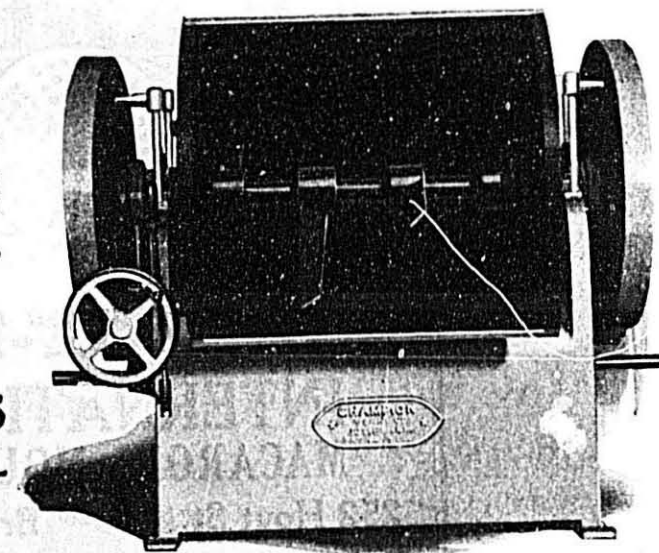
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Try our MIXERS once you'll always use one.



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

Write for particulars

Champion Machinery Co.
Joliet, Ill.

Grain, Trade and Food Notes

American Sugar Low

In his annual report to stockholders made public in March, President Earl D. Babst of the American Sugar Refining company states that that firm sustained a loss of \$327,637 in its sugar refining operations in 1924. The loss is attributed to the frequent fluctuations in price of raw sugar and in the general downward trend of price that prevailed throughout the year. Something like 115 changes in the prices of raw materials took place during the year. President Babst predicts a more steady business during 1925, when the company hopes to recuperate from the losses of the past year.

Secretary Jardine Directs Investigation

Due to the concern of the United States Department of Agriculture in the recent violent price fluctuations on futures grain markets, particularly in the price of wheat, and in response to numerous inquiries which have been made by various branches of the grain industry, Secretary of Agriculture Jardine announced today that directions had been issued to the Grain Futures Administration to make a full and immediate investigation and careful study of the situation which has existed on grain futures exchanges during the past few days.

Wheat Supplies Ample

Stocks of wheat sufficient to meet all domestic requirements, but with prospects of a small carryover on June 30, are reported by the United States Department of Agriculture in an analysis of the situation.

"Despite a reduction of approximately 50,000,000 bu. of wheat in the United States on March 1 this year as compared with March 1 last year, there is enough wheat to meet domestic requirements for feed, seed and flour, allow for exports equal to those from March 1 to June 30 last year, and leave a carryover of about 51,000,000 bu. on June 30," the report says.

"Stocks of wheat on farms and in commercial channels, including country mills and elevators, on March 1 totaled approximately 259,500,000 bu. Allowing 25,500,000 bu. for spring seeding, 150,000,000 bu. for domestic flour requirements and 5,000,000 bu. for feed and loss, there would remain for export and carryover about 79,000,000 bu. Net exports of wheat including flour from March 1 to June 30, 1924, were about 28,000,000 bu., so that if an equal amount is exported during the remainder of the present crop year there will remain a carryover of approximately 51,000,000 bu.

"This will mean a material reduction in the weekly exports, which since Jan. 1 have averaged about 2,750,000 bu. of wheat, including flour. If the present volume of exports should be maintained the carryover would be reduced to around 30,000,000 bu. on June 30.

However this would be an unusually low carryover for the United States, and if recent lower prices are maintained it seems improbable that stocks will be reduced to this small amount. Economies practiced by importing countries on account of their short crops, including closer milling and the use of wheat substitutes, are tending to reduce import requirements. Trade reports indicate that European supplies are small, but oriental demand is less active than last year.

Attractive prices are inducing closer marketing of the wheat available in the surplus producing countries and world shipments continue very large.

Favorable Conditions in Morocco

Increased acreage and favorable crop conditions in Morocco are reported to the United States Department of Agriculture from the International Institute of Agriculture at Rome.

The wheat acreage is placed at 2,656,000 acres against 2,332,000 acres the final estimate for last year. The area sown to barley is given as 3,707,000 acres compared with 2,981,000 acres for the 1924 crop.

Drought no longer menaces the crops and average yields are expected. This information is particularly significant in view of the recent reports from North Africa of crop injury from dry

weather. The average yield of wheat in Morocco during the past 9 years has been about 10 bushels per acre and barley about 14 bushels.

(Much Moroccan wheat is of a hard variety adaptable for macaroni manufacture. France and Italy are the principal markets and considerable quantities are used annually in the manufacture of alimentary pastes in these countries.)

Sees Danger of World Wheat Shortage

The probability of a world wheat shortage in future generations unless rational land and population policies are formulated by the white races of the world, is seen by Dr. O. E. Baker, Department of Agriculture economist who has recently completed a study of world wheat production.

The white, wheat-eating people of the world now consume some 2,525,000,000 bushels of wheat annually, Doctor Baker says. Allowing for normal population increase, but for no increase in per capita consumption, the requirements of the white races twenty-five years from now will be 3,200,000,000 bushels of wheat a year.

The requirements fifty years hence will be 4,300,000,000 bushels annually, and a century hence, some 5,800,000,000 bushels. Should per capita consumption increase to that of France to

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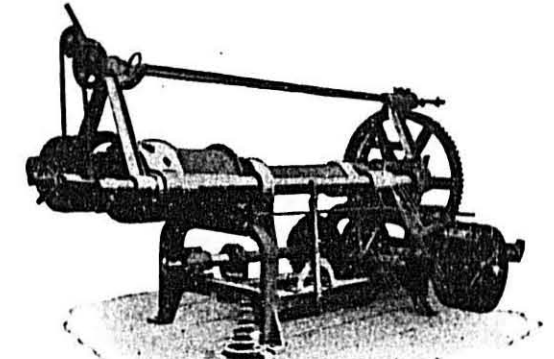
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Entirely Soluble
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STYLE H—DOUBLE OR SINGLE CYLINDER

Cylinder 9 or 10 in.	Floor Space 5 x 10 ft.	Weight 5000 lbs.	Driving Pulleys 20 in. dia. x 3 in. face
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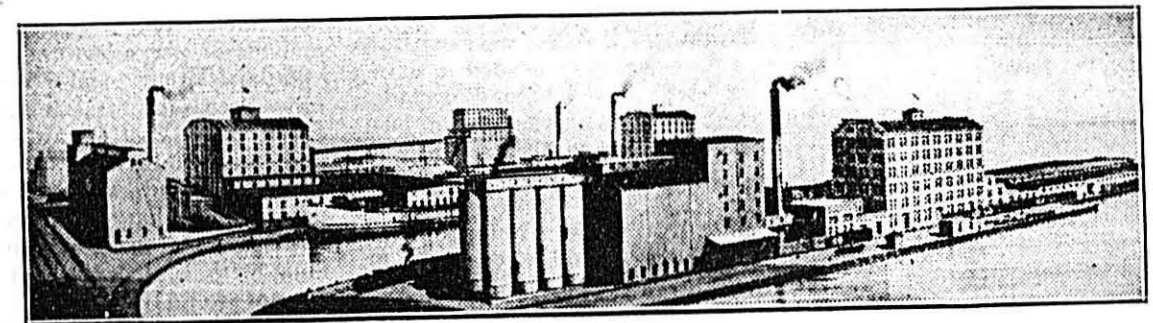
This press is complete and compact, is entirely self contained and is arranged to cut all lengths of short macaroni. Shipped ready for belts. Steam or gas connection as desired. ALL GEARS GUARDED.

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CHICAGO OFFICE: 14 E. Jackson Blvd.

day, which Doctor Baker says appears likely, the total wheat requirements fifty years hence would be 5,500,000,000 bushels annually, and in one hundred years some 7,400,000,000 bushels.

"Can the white man's world almost treble its production of wheat within a century, or even produce the 5,500,000,000 which it appears may be needed within the lifetime of some of us?" Doctor Baker asks. The potential wheat production of the world is more than ample to meet these requirements, he says, but national direction and control are required to bring it about.

"The potential wheat production of the world is some 12,150,000,000 bushels," Doctor Baker says. "Of this quantity nearly 3,000,000,000 bushels will be produced and probably consumed by non-white people, leaving about 9,000,000,000 bushels for the white race, which affords a comfortable surplus over the 7,000,000,000 bushels estimated as required a century hence.

"This potential production, however, is predicated upon the somewhat more extensive use of commercial fertilizers than at present, particularly in America and Europe, and upon the development in all the world, except India and China, of a livestock husbandry, to supply manure for the production of grain.

"It involves, consequently, the application of a greater amount of capital per acre than is utilized in most countries at present, and a widespread increase in agricultural knowledge and skill. It assumes also that the price of wheat will be such as to reward the farmer adequately for his labor, his managerial ability, and the use of his capital; and, above all, that peace and order and technical progress will become increasingly pervasive."

Treasurer Becker's Son Wedded

The leading members of the macaroni manufacturing industry who have long known Fred Becker, treasurer of the National Macaroni Manufacturers association since its organization 21 years ago, are congratulating him and his good wife on the marriage of their eldest son. The happy young man is Fred W. Becker, who has been closely allied with the affairs of the Pfaffman Egg Noodle company of Cleveland the past few years and who has represented that company at several of the national conferences.

The wedding was solemnized on Saturday evening, March 9, 1925, in Hotel Cleveland, when the beautiful and vivacious Miss Aimee Marie Salen, daughter of Mrs. Charles P. Salen, Riverside road, Lakewood, Ohio, became the bride of Fred W. Becker, Jr., 12547 Lake av., Lakewood, Ohio.

The ball room of the hotel was used for the ceremony and was decorated with palms and Easter lilies. An altar at one end of the room was a mass of lilies and greenery, and an aisle leading to it was marked by ribbons drawn by the ushers just before the bride and

her attendants entered. An orchestra played the wedding music.

Miss Salen wore an imported gown of satin, the long lines of the bodice ending in a flare skirt accented with a beaded fringe. The satin court train was edged in tulle and trimmed with tiny bow knots. A band of orange blossoms held her tulle veil which was trimmed in point applique lace. The bride's bouquet was of lilies of the valley and orchids in shower effect.

Rev. Charles C. Morhart of the English Lutheran church officiated.

A color scheme of pink and silver prevailed in the costumes of the bride's attendants. The matrons of honor, her sister, Mrs. James E. Giffin, Jr., and Mr. Becker's sister, Mrs. L. Wilcox Gates of Fort Myers, Fla., wore pink ombre chiffon gowns with petal skirts over flesh colored satin and wide lace collars. A ribbon bow at one side extended into a train. They carried arm bouquets of Ophelia roses.

Miss Marion Coen, the maid of honor, was gowned in woven silver mesh over old rose satin with a train of the same material. Her flowers were Premier roses.

Little Louis Wilcox Gates, nephew of the bride, was ring bearer, wearing white satin knickers and a satin cape and carried the ring on a satin pillow.

James E. Giffin, Jr., was best man, and the ushers were Messrs. Harry George, Fred Emde, Jr., Ralph Lind, Harvey Bechtel of Poughkeepsie, N. Y., and Walter Ewing of Toledo.

A reception, dance and buffet supper followed the ceremony, the parlors adjoining the ball room being used for the occasion. Mrs. Salen received in a gown of orchid chiffon beaded in crystals and carried violets and orchids. Mrs. Becker's gown was cream lace over black chiffon and her corsage was of orchids. Three hundred guests were present.

Mr. and Mrs. Becker went east on their wedding trip and after April 20 have been at home at 1384 Giel av., Lakewood.

Mrs. Becker attended Harcourt Place school at Gambier, and Sacred Heart academy at Grosse Pointe, Mich. Mr. Becker was graduated from Culver Military academy and the University of Michigan.

To the young couple goes the best wishes of macaroni manufacturers of the entire country. May their wedded life be long and happy!

Fight Eggless Egg Noodles

The help of Dr. Frank J. Monaghan, commissioner of the efficient depart-

LEST WE FORGET
The 1925 CONFERENCE of the
MACARONI MANUFACTURING
INDUSTRY will be held in
HOTEL TRAYMORE
ATLANTIC CITY, N. J.
JULY 7-8-9.

ment of health, New York city, is being enlisted in the drive that is being made against the fraudulent practice of selling colored noodles as Egg noodles in that section. Names of several dealers in Manhattan and Brooklyn who are charged with misrepresenting artificially colored plain noodles as a food containing the required quantity of eggs have been filed with the department of health for investigation.

In a conference last month between the commissioner of health and representatives of the National Macaroni Manufacturers association and the American Macaroni Manufacturers association of the Eastern District, the assistance of the better class of macaroni manufacturers in the Metropolitan District was offered the commissioner of health to help drive from the market this unfair competition.

During the conference it was contended by the best interests of the industry that to permit the flagrant violation of the food laws to go unchallenged would be detrimental and unpardonable. The practice created a competition based on deceit and fraud that no honest manufacturer would attempt to meet.

Samples were placed in the hands of the commissioner, together with their chemical analysis, which proved conclusively that the samples were entirely devoid of eggs, made up purely of water and low grade flour and containing exceedingly large amounts of coal tar color. The products in question were retailed at 18c a lb. It was pointed out that if these products had contained the required minimum amount of egg solids under the federal standards they could not profitably have been sold for less than 23c a lb. based on the cost of raw material, eggs and manufacturing. The charge of fraud was made stronger when it was pointed out that these products without eggs and made of the low grade flour with coal tar added should sell for not over 11c or 12c a lb.

The good offices of the Vigilance committee of the macaroni associations and the laboratory at Washington were placed at the disposal of the New York food official in the interest of a square deal to the honest manufacturer and to the consuming public.

TIME TO GET OUT

Lecturer—"Allow me, before I close, to repeat the immortal words of Webster."

Hayseed (to wife)—"Land sakes, Maria, let's git out o' here. He's a-goin' to start in on the dictionary."—Middlebury Blue Baboon.

One way to earn a living is by honest labor, but some men never think of trying it.

Guest (examining silver)—"Tudor?"

Host—"No; Statler."—Cornell Widow.

If We Fooled A Macaroni Manufacturer—Once

it might be our fault, for telling him that we could save materials and labor.

If we fooled him again it certainly would be his fault, after he had operated our machines in his own plant. Do you think we would stand a chinaman's chance of fooling him a third time?

We have recently delivered the third of our Combined Bottom and Top Sealing Machines to a progressive, growing macaroni factory—and along with it a practical proof that

"National Service Means Increased Profits."

Don't miss the picture on another page of this issue of the Macaroni Journal.

National Packaging Machinery Company

170 Green Street, Jamaica Plain

BOSTON, MASSACHUSETTS

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FOR SHORT OR LONG GOODS

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For 20 Years a Builder and Creator of Drying Equipment.

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JUST THINK!

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THE
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OF
A
PENNY
A
PACKAGE

JOHNSON WAX WRAPPING
WILL PROTECT YOUR PRO-
DUCT AGAINST

WORMS
WEEVIL
MOISTURE AND
DETERIORATION.

ISN'T THAT WORTH
THE MONEY?

Wrapping Machines—For Waxed or Glassine Paper

JOHNSON
MACHINE

Wax Wrapped Packages

Are Insurance
Against Returned Goods

A LETTER DATED FEB. 19, '24
READS

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

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

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AUTOMATIC SEALER CO.
Battle Creek, Mich.

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30 Church Street

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208 S. LaSalle Street

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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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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 April 15, 1925 No. 12

Patents and Trade Marks

PATENT GRANTED

Noodle Cutter

Patent rights were granted by the patent office to Stanislaw Dolny of Reading, Pa., on March 17, 1925, on a noodle cutting apparatus that is more useful in the home than it would be in the noodle manufacturing plant. The patent is No. 1,529,879. It was filed May 9, 1924. The official description of the patent is as follows:

A noodle cutter comprising a handled frame, a transverse spindle therein, a series of cutter discs revoluble on the spindle, washers interchangeably engaged intermediate said cutters, rods mounted in said frame to extend in uniform spaced relation on both sides of said spindle, wiper plates engaged at their ends on said rods between each pair of discs, said plates being interchangeable and free on the rods, a single rod in said frame, said single rod having a cranked central portion, a cutter disc thereon, and means for rigidly maintaining said disc in either an operative or inoperative position.

TRADE MARKS APPLIED FOR

Olympic

Albert Musher doing business as Musher and Company at Washington, D. C., has filed papers for the registration of the brand "Olympic" for use on alimentary pastes. The application was filed Nov. 14, 1924, and was published for opposition on March 31, 1925. All objections thereof must be made within 30 days. Application was given Serial No. 205,282.

The trade mark consists of the Word "Olympic" in large black type with the word "Mezzani" underneath the trade mark in smaller letters. The word "Mezzani" is disclaimed except in the association in which it appears in the drawing submitted. The applicant

claims that the trade mark has been in use since Nov. 12, 1924.

La Montanara

L. Lambrosa & Company, Inc., of Brooklyn, N. Y., has filed for the registration of its trade mark, "La Montanara," which literally translated means The Mountain Girl. Application was filed on Jan. 27, 1925. It was given Serial No. 208,710 and published on March 31, 1925. All objections there-to should be made within 30 days.

The trade mark consists of the words "La Montanara" in outlined letters placed over a peaceful mountain scene in which a beautiful girl is the center figure. In the girl's arm is shown a sheaf of wheat taken from a waving field of grain in the foreground. The company claims use of the trade mark since about Dec. 1, 1923.

Radio

The Lambrosa company filed on the same date its application for the registration of the trade mark "Radio." The same claims are made for this as for the other mark above referred to.

The trade mark consists of the word "Radio," in very large outlined letters, the outline being of a streaky nature, to resemble an electrical current associated with the radio. This trade mark has also been used since before Dec. 1, 1923.

Static in Our Industry

The popularity of the recently invented radio has brought into common use the word "static" which the fans understand to be the cause of nearly all their troubles. The word is not a new one, but its application is.

Have you ever thought that there is "static" in your business and in the macaroni industry as well? Sure there is, but we have seldom considered it in that sense.

Commenting on the suspiciousness that is altogether too prevalent in the macaroni industry, B. C. Ryden, general manager of the Illinois Macaroni company, Chicago, says: "It is my personal opinion that closer cooperation on the part of macaroni men with one another will spell SUCCESS for all of us. To bring this point impressively before the manufacturers of the country, I submit for publication in the Macaroni Journal a circular recently sent broadcast to the trade by the Kalamazoo Vegetable Parchment company. A study of it and the application of its point of view should be influential in bringing about that closer association and cooperation that all hope for."

The suggestion is timely. "Static" in business relations between manufacturers themselves as well as between makers and distributors can be avoided through a better correlation of interests.

The circular referred to is by J. Kindleberger, who is president of the company, entitled "Misunderstanding is the static in our daily lives," reads:

I dropped in on a friend one evening a few weeks back, and his salutation was, "You're just in time. The Union League club of New York is giving a birthday party for Ellhu Root. Hughes is going to speak, and now when I tune in on my radio we'll get it all as plainly as though they were in the next room."

He tuned in; we could hear a voice occasionally, but finally he turned away disgusted, and said, "Too much static."

I am satisfied that the major portion of the little and big troubles that come to us are the result of misunderstandings, or in other words too much static.

You do something I do not understand, and I immediately charge you with being crooked, or if I am inclined to be half way fair about it I at least ascribe to you wrong motives.

I have made a rule, and this one I am going to live up to, I am never going to charge anybody with anything until I thoroughly understand the situation.

If anything happens that seems to me to be wrong, I am going to see the person personally if possible and talk it over, but if the distance is too great for personal contact I am going to write him and give him an opportunity to explain before I fly off the track and undoubtedly lose a personal or business friend.

In this way I know I am going to tune out of my life very much by way of static or misunderstanding.

This is fine advice and a good example to follow. Get better acquainted with competitors through the "melting pot" of the macaroni industry, the National Macaroni Manufacturers association.

Macaroni Business Dull

A dull market for macaroni products prevailed during the latter half of March and the first part of April. Some plants enjoyed a good run but mostly on old orders.

The Chicago district experienced the annual spring slump much sooner than it was expected. Leaders differ in opinions as to the causes. Representatives of the durum mills reported the same general backward condition in different parts of the country. On the return of a well known miller from the east it was learned that conditions there are below normal.

From a survey made a year ago it was discovered that the industry usually experiences a dull period in April and in certain sections during a part of May. This information is a valuable guide to the macaroni manufacturer who should run his plant accordingly. Closer attention to the manufacturers' details and more strenuous selling should be the cure for the slump that the industry is now experiencing.

A. ROSSI & CO.

Macaroni Machinery Manufacturer

Macaroni Drying Machines

That Fool The Weather

387 Broadway -- San Francisco, Calif.

Durum Export Report

Officials of the Department of Agriculture report the inspection of the following quantities of durum wheat which went into export in January and February 1925:

For January the total quantity inspected amounted to only 574,000 bu. as compared with 1,110,000 bu. in December 1924. It was all of the No. 2 variety, with 41,000 bu. loaded at New York and 533,000 at Philadelphia.

For February 1925 the inspectors approved of 576,000 bu. of the same grade, of which 63,000 bu. was shipped from the port of New York city and 513,000 bu. from Philadelphia.

The total quantity inspected during the crop year beginning July 1, 1924, to Feb. 28, 1925, equals 4,286,000 bu. of No. 2 and 16,000 bu. of lower grades.

Cup to Durum Growers

As an inducement to produce a better grade of amber durum wheat the National Macaroni Manufacturers association has again agreed to offer a silver trophy to the durum farmers of North Dakota. The 1925 cup will be presented to the farmer who exhibits the best display of durum wheat grown within that state. Judging is to be done by government and state experts at the North Dakota State Fair in July.

The association of Macaroni Manufacturers is induced to offer this trophy

because of the encouragement it has always given during the past few years toward the production of high class durum wheats, for the growth of which the North Dakota soil and climatic conditions are most adapted.

The offer is made to the farmers through the officials of the State Fair and through the faculty of the North Dakota agricultural college that is consistently carrying on experiments in the growth of durum wheat.

This is but one of many activities carried on by the National Macaroni Manufacturers association to help the industry, and its beneficial effects, though not loudly heralded, reach every plant in the country that uses semolina in the production of its products.

World Wheat Acreage Increased

Revisions of the winter wheat acreage in India and some of the European countries together with a new estimate for Esthonia received by the United States Department of Agriculture bring the total acreage of 16 countries reported to date up to 124,465,000 acres compared with 120,748,000 acres for the same countries last year, an increase of 3,717,000 acres.

The increase is attributed mostly to the larger acreages reported for the United States, India, France, and Italy, which more than compensates for the

small reductions in some of the countries of less importance. Countries of the Northern Hemisphere, outside of Russia and China, for which estimates are still lacking are Germany, Hungary, Yugoslavia and the countries of North Africa.

The second estimate of the Indian wheat acreage just received by the department is 32,057,000 acres against 30,840,000 acres estimated on the same date last year and 31,178,000 acres the final estimate.

Conditions in India have been generally favorable but recently there have been reports of strong dry winds which may adversely affect the outturn of the crop now nearing maturity. In the United Provinces some wind damage is reported, otherwise crop conditions are favorable. In the Punjab rain is needed and crops have been injured by frost and wind.

A MARITAL COMPROMISE

"Hobbs wanted a phonograph and his wife wanted a pianola."

"How did they settle it?"

"It is evident that you are not married."—The Lightning Line.

TOLD HIM A FEW THINGS

Thompson—"Do you know how to run a motor car?"

Jackson—"Why, I thought I did until I had a short talk with a policeman yesterday."—Exchange.

DRYERS

That will dry your macaroni perfectly

Stop all the waste—acidity—cracked and moulded goods

Save labor 75%

USING

BAROZZI DRYING SYSTEM

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HOBOKEN, N. J.

New York City District

Make money and better macaroni

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.

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Educate
Elevate
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Organize
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ASSOCIATION NEWS
National Macaroni Manufacturers Association
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The Industry
—
Then—
The Manufacturer

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FOUR FIRM FEATURES

St. Louis Macaroni Makers Exhibit at National Food Show—Favorable Results From Their Progressive Activity—Samples, Lectures, Etc.

Macaroni manufacturers have consistently patronized the National Food Shows since their inauguration several years ago by the National Association of Retail Grocers. Though prompted by selfish motives they have entered exhibits that added greatly to the attraction and lent dignity to the exhibitions wherever held.

At the National Food Show last month in the Coliseum in St. Louis under the auspices of the St. Louis Retail Grocers association, 4 macaroni manufacturing firms had booths that were the centers of attraction throughout the week. The firms represented were the Mercurio Bros. Spaghetti Manufacturing Co. of St. Louis, featuring the "Sugo" brand; the Gondolfo-Ghio Manufacturing Co. of St. Louis, showing "Checkers"; the Creamette company of Minneapolis, Minn., demonstrating "Creamettes," and the American Beauty Macaroni company of Denver and Kansas City, displaying "American Beauty" products.

In these 4 tastily decorated booths there were shown macaroni, spaghetti, and noodles in their varied shapes and sizes. Samples of the cooked and uncooked food were freely distributed. The combined effort of these 4 exhibitors served the purpose of acquainting the housewives of St. Louis and vicinity with the wholesomeness and nutritiousness of this economical food which should appear more frequently on the table in American homes.

One of the features of the show was the daily lecture and demonstration by Miss Mary I. Barber, an expert dietitian. Macaroni and its proper preparation for the table was chosen by Miss Barber as the topic for one of her afternoon lectures to hundreds of especially invited women who were greatly interested in her talk on the food value of this food. She particularly dwelt on the importance of a proper sauce which most American housewives are unable to prepare, though its prepara-

tion seems to be a natural gift with the Italian women.

Even the men attended Miss Barber's lecture in noticeably great numbers. Some were accompanied by their wives who sought expert advice on food preparation while others brought along their prospective cooks. Many confessed that they were attracted by the opportunity she gave them to eat the noodles prepared during the demonstration.

The St. Louis National Food Show was a wonderful success both from the viewpoint of attendance and number of exhibits. A total of 115 booths displaying altogether almost every known food product was to be found in the crowded exhibition building. Millions of dodgers, booklets, recipes and samples were distributed during the week.

New Plea for Tariff Increase

Linking up the common interests of the durum wheat growers of the northwest, the durum millers of the section, and of the macaroni manufacturers of the entire country, representatives of these trades combined last month in a drive upon the United States tariff commission for a 50% increase in the present import duty on macaroni products.

Pleading that the ruinous competition European countries, having the advantage of cheap, though skilled labor, was doing almost irreparable harm to the American industry, particularly to the macaroni manufacturers of the seaboard, the durum wheat growers and the millers pleaded that they were indirectly affected and that they faced serious losses if the macaroni industry was refused the added protection asked for and which it needed badly.

CONVENTION AND VACATION

Arrange your well earned summer vacation to include therein the **DATES—JULY 7-8-9, 1925**, and attend the **CONVENTION OF THE MACARONI and NOODLE MANUFACTURING INDUSTRY** to be held on those dates in **HOTEL TRAYMORE, ATLANTIC CITY, N. J.**

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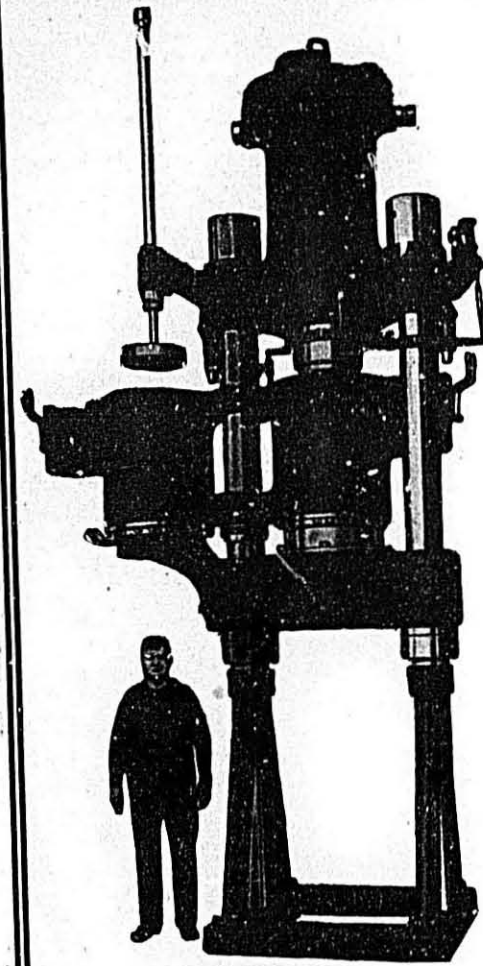
The opportunity for this combined plea was presented as the result of the timely activity of Martin Luther of the Minneapolis Milling company, who succeeded in arousing the farmers, the millers and the representatives of the durum growing states as well as the investigators of the tariff commission, to the seriousness of the situation. To Mr. Luther and others who were successful in getting this hearing the industry was a debt of appreciation. It provides another chance to obtain the protection that the infant industry in America is badly in need of.

The informal hearing was held on March 20 in Washington, D. C., before a special commission of experts representing the commission. Among them were G. P. Comer, the commission's leading investigator, A. M. Fox, the economist, and H. L. Lourie, the statistician. Attorney T. F. Gleason of New York city appeared for the eastern macaroni men, presenting a well prepared and convincing brief, praying that this industry be given an opportunity to present its claims before the entire commission in a formal meeting for that purpose.

Later in the day, the commission permitted the macaroni men to present their cause to the entire commission but, following its usual practice, it gave no indication as to what its final attitude to the appeal would be.

Though only that part of the macaroni industry that feels the brunt of the heavy importation of European macaroni was directly represented at the hearing, the whole industry is behind the movement for an adequate increase in the present duty of two cents a pound. Even the 3c duty asked for would not make up the difference in the cost of production but it would serve to reduce competition to a point where American plants will be able to operate at a profit.

Among the macaroni manufacturers who appeared at the informal hearing where Frank L. Zerega of A. Zerega's Sons, Consol., of Brooklyn, and Thomas H. Toomey of the DeMartini Macaroni Co. of the same city. Their appearance and their arguments evidently made a favorable impression and the industry awaits with considerable interest the decision of the commission.



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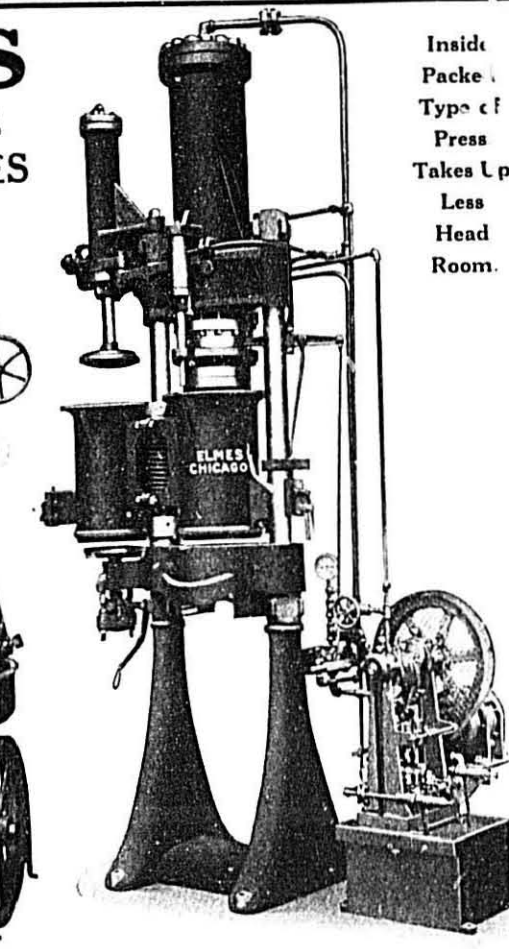
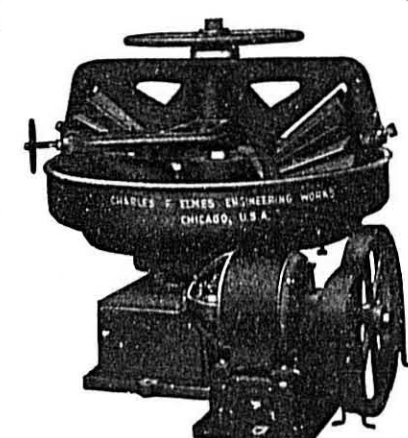
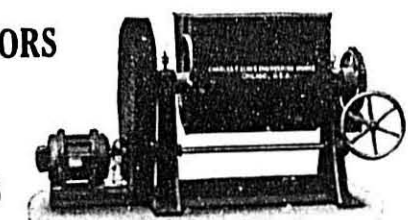
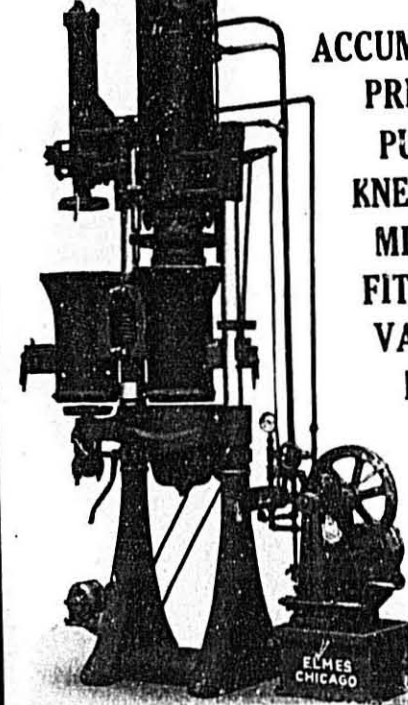
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