

**THE
MACARONI
JOURNAL**

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**February 15,
1926**

The Macaroni Journal

Minneapolis, Minn.
February 15, 1926

Volume VII

Number 10



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

Important Dates

January 15, 1926—

The Bureau of Chemistry ruled that "colored" macaroni products will be prohibited under the Federal Food and Drugs Act.

April 1, 1926—

The date on which the new ruling goes into effect and on which macaroni manufacturers will renew their pledge to "Obey the Law."

June 8, 9 & 10, 1926—

Macaroni Manufacturers annual conference in Edgewater Beach Hotel, Chicago.

Commander Semolina

Always Gives Excellent Satisfaction



You Can Make Better Macaroni
With Commander Semolina

ALL GRANULATIONS
Milled Scientifically From Selected Durum Wheat

ASK FOR SAMPLES

COMMANDER MILL COMPANY

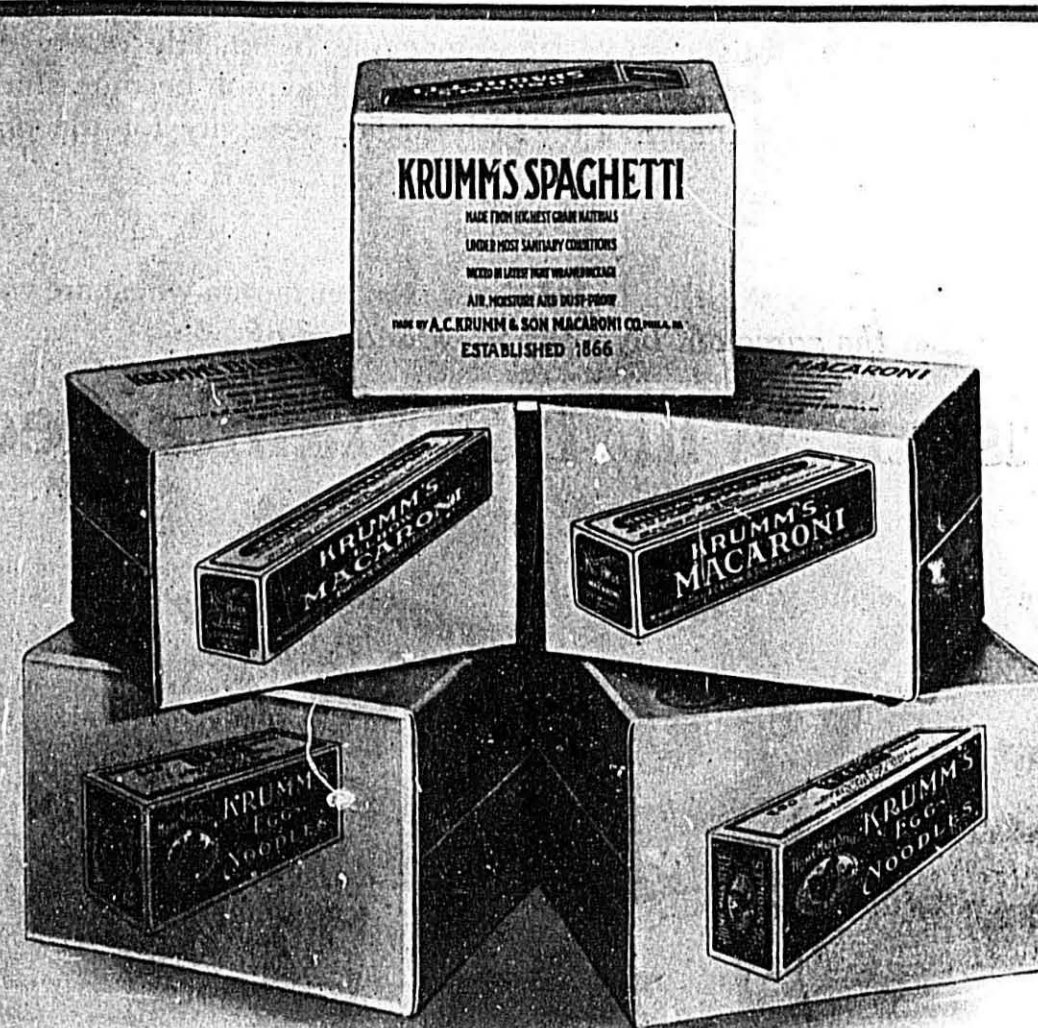
MINNEAPOLIS, MINNESOTA

"Durum Wheat Semolina Has No Rival"

February 15, 1926

THE MACARONI JOURNAL

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SOLID FIBRE SHIPPING CASES

Manufactured by
PHILADELPHIA PAPER MFG. CO.

Fibre Container Co. Division

MANAYUNK, PHILADELPHIA, PA.

NEW YORK OFFICE · 110 EAST 42ND STREET.

We Should Now Be Thinking

That more than half of the crop year has now gone by—nearly ninety per cent of the Durum Wheat has left the farms—each day it becomes more difficult to secure amber durum of the high quality necessary for the right kind of Semolina

But

Our splendid elevator stocks of highest grade amber durum wheat are your guarantee that *the same old high quality standard of*

Tustar Will Be Maintained



QUALITY

SERVICE

Eat More Macaroni—the

Best and Cheapest Food

MINNEAPOLIS MILLING CO.

MINNEAPOLIS, MINN.

THE MACARONI JOURNAL

Volume VII

FEBRUARY 15, 1926

Number 10

BETTER MACARONI

Just as the Macaroni Manufacturing Industry was planning to introduce legislation in Congress looking toward entire elimination of the use of added coloring ingredients in all forms of alimentary paste products, relief came from a new quarter. On January 15, 1926, the Bureau of Chemistry, U. S. Department of Agriculture, issued an order that hereafter the use of added coloring materials in this food-stuff would be prohibited in all goods coming under the provisions of the Federal Food and Drugs Act.

As a result the year 1926 will see more good macaroni products consumed in American homes than ever before. Better raw materials will have to be used to impart to the finished product that appealing natural color for which our products were once, and will soon again be, renowned.

This unexpected announcement came as a pleasant surprise to that big majority of conscientious macaroni men who year after year had voted consistently in favor of action of this kind. It comes in the nature of a real victory for that element that has had to withstand this unfair and confidence-robbing competition on the part of a few unscrupulous producers.

The new interpretation of the Federal Food and Drugs Act is now the law governing all. Whatever may have been the opinion of individuals as to the need or propriety of using coloring ingredients in his products, it is now his plain duty to obey the law and to join cheerfully and willingly with his fellow manufacturers in supporting the strict enforcement of its provisions by the government authorities.

The National Macaroni Manufacturers Association is naturally pleased with the action taken by the Bureau of Chemistry and the proposed legislation will be withdrawn. Though this organization has fought consistently to abolish coloring it takes no credit, feeling that credit is due to the several hundred sincere manufacturers who have had reason to fear the dishonest advantage that coloring gave to those who used it with unfair intent. We feel that a policy of conciliation should be followed in order to bring about that good will toward the new law from which the whole industry will profit.

It is admitted that some honest manufacturers took the position that a certain portion of our population wanted a highly colored macaroni, particularly those who consumed

the Bologna style, and that, if the American manufacturers did not fill local demands for these goods, foreign producers would, thus enabling the latter to gain a stronger hold than ever on our markets. But since the new regulation affects importers and domestic producers alike things will adjust themselves naturally with only a slight disturbance.

Two courses are open to those who seek to please these "highly colored" macaroni buyers. First of all they should be educated to the fact that the lack of extreme color in our products does not necessarily mean lack of quality, but that the natural colors are really the best. Secondly, goods of good color may be made of high grade semolina with good eggs as the coloring ingredient. Either plan will tend toward the production of better macaroni products throughout the continent.

The first effect of the new ruling will be to protect the honest manufacturer against the few who have persisted in using inferior flour and "painting" the macaroni to appear to be what it is not. It may be necessary for the government to make a few seizures and to prosecute a few of the most arch offenders to obtain for the industry the full beneficial effects of the rule. An early test case is welcomed.

As stated previously the law applies alike to imported and domestic macaroni. As all imported macaroni naturally comes under the interstate provisions of our laws, action at the seaports may first be looked for. The result will be beneficial in all markets.

Manufacturers who have heretofore used coloring ingredients should start right now to discontinue the practice. Several weeks of grace are granted to permit the disposal of artificially colored goods on hand but this may not include goods manufactured after Jan. 15, 1926, and offered in interstate commerce. Let's begin today to observe the new law.

We now have the law. Government officials will expect the cooperation of the better class of manufacturers in its strict enforcement. Let us plan how best to give this help and then agree on some equitable plan for financing this support.

In the language of the poet—"Where the will to act is wanting, ways and means to effect delays will always be found." Let's show the world that we are willing to act, knowing that we are right.



Message to Sales Managers

What did Atlas receive for carrying the world on his shoulders? A backache, a worried expression and a niche in mythology.

Who wants to be Atlas? Certainly you do not, and it is fair to assume that you do not want your salesmen to imitate the famous Globe Carrier.

Have you any Atlases on your current payroll, and are they blaming you for their plight?

When the salesman leaves your office he shoulders a great burden. He starts an immediate private war against sales resistance, competition, physical inconveniences innumerable. Cut off from his home office, he struggles with his problems, trying to fill his order book. During that period of stress he requires your moral support. He needs your sympathy and understanding, for then he can forget his stumbling feet, raise his eyes from the road, look beyond and above him.

Every salesmanager writes many contact letters to the man on the road—but what kind of letters? Are they harpoons, striking cruelly at the shortcomings of the salesmen, or are they so soft tempered as to defeat their purpose? There is a happy medium, a letter that heals as it wounds. There is a way to relieve your Atlases of their mental burdens and yet keep them everlastingly on the job.

Remember when you were on the road. Recall some of your unpleasant experiences, bubble orders that burst when you grabbed them.

Then the letters from your salesmanager. Did he understand your difficulties? Did he wound you with blunt criticism based on insufficient knowledge of your troubles? How often you wished he could be in your place just long enough to understand what you were up against!

Recall some of those things when dictating letters to your salesmen.

SPARE THE HARPOON!

There will follow a series of letters recommended for use when ticklish situations arise between the Home Office and the Field Men. Prepared by Group Insurance Division of Metropolitan Life Insurance Company, New York City.

Artificial Coloring Unlawful

The new year opened auspiciously for the macaroni and noodle manufacturing industry of America with the unexpected but welcomed announcement, Jan. 15, 1926, by the Bureau of Chemistry, United States Department of Agriculture, that starting Jan. 1, 1926, all alimentary paste products containing artificial coloring materials will be held as a violation of the Federal Food and Drugs Act and strictly prohibited from interstate commerce.

There is quite naturally a general rejoicing throughout the trade over this important and far-reaching ruling. It is a great moral victory for the better class of manufacturers who have long contended that artificially colored goods retarded progress, brought this foodstuff into disrepute in localities where the abuse was greatest and tended to bring about trade demoralization from which all suffered.

Even among those who were compelled to color their products to meet domestic and foreign competition, the ruling is welcomed. Though they realized that the practice was harming the trade, they acted upon the law of self preservation in supplying a demand that others would fill if they did not. Now that everybody, importers included, are equally restricted, this group will become strong supporters of the food law.

Though the bureau of chemistry has given the macaroni industry 10 weeks of grace before the law is strictly enforced, wise manufacturers will start immediately in observing the law, thus clearing from the field of distribution any and all artificially colored goods bearing their brand name.

It is with the greatest pleasure that we reproduce, herewith, the official announcement of the United States government, "To Manufacturers, Shippers and Importers of Alimentary Pastes." (We have the further pleasure of estimating that 75% of the larger manufacturers will begin the immediate observance of the new law.) The announcement is:

DEPARTMENT OF AGRICULTURE,
Bureau of Chemistry,
Washington, D. C.

January 15, 1926.

TO MANUFACTURERS, SHIPPERS
AND IMPORTERS OF ALIMEN-
TARY PASTES:

On Aug. 18, 1915, the Bureau of Chemistry issued the following Serv-

ice and Regulatory Announcement, entitled "Use of Artificial Color in Alimentary Pastes":

The bureau has given careful consideration to the use of artificial color in macaroni, spaghetti, vermicelli, noodles, and similar alimentary pastes. According to the provisions of section 7, subdivision 4, in the case of food, of the food and drugs act, a food product is adulterated if it be mixed, colored, powdered, coated, or stained in a manner whereby inferiority is concealed.

The question as to whether damage or inferiority is concealed is one of fact to be determined in the case of each food product which is artificially colored. It is the opinion of the bureau that the addition of artificial color to alimentary pastes as usually practiced results in concealing inferiority and that this form of adulteration cannot be corrected by the declaration of artificial color.

At the time this announcement was issued, the manufacture of egg pastes was very largely restricted to egg noodles. The use of color in noodles in such a fashion as to simulate an egg noodle unquestionably constitutes a violation of the food and drugs act and action has been taken against artificially colored noodles, even in cases where the presence of color was declared. Action has not been directed, however, against other types of alimentary pastes containing artificial color if a plain declaration of the presence of color was made upon the label.

Since the issuance of the announcement quoted above there has grown up a considerable domestic traffic in egg pastes other than noodles. These products embrace egg macaroni, egg spaghetti, egg vermicelli, egg alphabets, egg seashells, and other similar products containing an amount of egg corresponding to that called for by the standard for egg noodles, namely, 5% by weight of the solids of whole eggs or of egg yolks exclusive of the shell.

In view of the existence of egg pastes of the character just described, it is the opinion of the bureau that alimentary pastes of every description containing added color such as to simulate an egg paste are in violation of the food and drugs act, even though color is declared.

The Service and Regulatory Announcement above quoted is therefore reaffirmed. Appropriate action under the federal food and drugs act will be taken against all forms of alimentary paste which are artificially colored to simulate pastes made with eggs.

As interstate traffic in and importa-

tions of artificially colored pastes other than noodles has been permitted for some years past without restriction, provided artificial color was clearly declared, action will not be directed against such colored pastes either in domestic or import traffic before April 1, 1926, provided shipments made during the intervening period are properly labeled to show the presence of artificial color. This exemption does not apply, however, to products simulating egg noodles.

Very truly yours,
C. A. BROWNE,
Chief.

How It Was Received

The new order of the Bureau of Chemistry was made known at the moment when many macaroni men were in Washington, D. C., last month seeking to have the Joint Committee on Definitions and Standards adopt a more stringent standard for their products. Their chief desire was to have a standard set that would do away with the use of poor raw materials in macaroni making. The announcement provides the very thing for which they were contending and with the elimination of coloring, the matter of standards practically regulates itself.

From every section of the country came letters congratulating the industry and the National Macaroni Manufacturers association on the success attained after many years of consistent fighting for the entire elimination of coloring; even from manufacturers who have used added coloring and from those who opposed its elimination by law or otherwise, but are now convinced that the ruling marks the most progressive step forward ever made by the industry since its establishment on this continent.

A manufacturer from the central district says: "Without doubt this is the finest bit of work that the industry as a whole has ever accomplished, and we cannot help but feel that the entire industry will be benefited."

A large manufacturer from the Mississippi valley puts it this way: "I frankly believe that the elimination of color in macaroni products marketed interstate in this country means the beginning of a new prosperous era for the macaroni industry. Although it has taken years to eliminate coloring matter from macaroni products sold inter-

state, I think that this one step justifies the association's existence, and to my mind it is the greatest thing for the industry that the association has ever accomplished. I for one want to compliment the officers of the association for their untiring work and effort in bringing this important matter to a successful conclusion."

From the Pacific coast comes the following: "Just learned from our Washington representative of the ruling made by Department of Agriculture prohibiting use of artificial coloring. You may be sure we congratulate you on your efforts in securing this legislation. It seems to us this will prove an immense benefit to the industry for if any one thing has held back macaroni consumption in the United States, it has been the labeling of artificially colored paste, to cover up inferiority."

From the wonderful south we hear: "The new ruling is a death blow to 'painters.' It's wonderful. It helps to paint a rosy future for us all."

A manufacturer in the Great Lakes region says: "It's great news for the opening of 1926. We will be back of this heart and soul to cooperate in the strict enforcement of the new ruling."

A warning comes from the east: "Beware of the 'Bologna Style' manufacturer! This ruling robs him of his only incentive to market these products. Palmed off as imitation noodles and egg pastes, he winks at and indirectly encourages the unfair practice that has been the ruination of business in many sections. We do not favor too much 'Government in Business' but this ruling is too good for criticism. We congratulate any who aided in getting this law on our statutes and promise our fullest cooperation in its fulfillment and enforcement. Again let us say—BEWARE OF BOLOGNA STYLE."

Industry Must Support Action

Three things are now absolutely essential on the part of the macaroni manufacturing industry if the new ruling is to become as effective as it is intended.

First, the well intentioned manufacturers must immediately eliminate artificial coloring.

Second, each should write the Bureau of Chemistry approving the new law and offering his sincere cooperation in its enforcement.

Third, this class must unite in procuring evidence of violations, submit it through the Vigilance committee to the Bureau of Chemistry for the prosecu-

tion of those who fail to see the importance of this new ruling.

Already there is talk of providing a strong "Defense Fund" to be placed at the disposal of the Vigilance committee for this purpose. Several offers of \$1,000 a year to be made in monthly payments are already on file. It is estimated that between \$10,000 and \$15,000 will be needed and well spent in this vigilance work this year. Contributions on this monthly basis can more easily be made by placing Mr. Vigilance on the firm's payroll to get a monthly check as that firm's most important employe.

Firm determination at the start will help win the fight within the shortest possible time. The matter is now up to the manufacturers.

What will be their attitude?

The action within the next few weeks will decide. If coloring is to "go," let's make it "run" fast!

Another Anti-Coloring Reason

The oft abused noodle is again the target for abuse. A special appeal is being made by the Decatur Milling company of Decatur, Ill., to use more of its Ajax Filler flour in the manufacture of this product.

Where there is smoke there is or has been fire. Some manufacturers must use these inferior ingredients otherwise the millers of these would not put forward so many strong sales efforts. Several other corn millers in other sections of the country have carried on consistent propaganda to extend their sales to macaroni and noodle manufacturers.

The concern referred to issued a circular letter on Jan. 11, 1926, addressed to Mr. Noodle Manufacturer, in which it advised that under separate cover was being sent a small sample of its products. It was recommended "as a filler and thickener for which purpose it is unequalled. It will not impart a cereal taste to the product."

Very attractive prices are quoted: 100 pound jute bags f. o. b. mills for immediate or 90 days shipment the white corn flour may be had at \$3.40 per cwt. in ton lots or at \$3.65 per cwt. in less than ton lots.

The better class of manufacturers has consistently fought the practice of using inferior ingredients at low prices to sell in competition with high grade products; particularly when the former are made to simulate the high grade

goods through the use of artificial coloring.

Morici Brothers Killed

Agostino and Antonio Morici, owners of A. Morici & Co. of Chicago, were killed by unknown assassins Jan. 27. On their way home from their office at 662 W. Washington st. they were attacked by gangsters in an automobile. They attempted to elude the attackers who fired volley after volley into the fleeing automobile killing the driver and mortally wounding his brother.

A. Morici & Co. is one of the 3 member-firms of the Chicago Macaroni company, having merged with the Viviano company and Matalone company about 3 years ago.

Agostino Morici is survived by his wife, Mamie, and 3 children, Genevieve 17, Marie 16, and Anthony 11.

Antonio Morici is survived by his wife, Mary, and 3 children, Anthony 17, Martin 15 and Aldred 10.

As they died interstate the property will be shared by their respective families.

An Envious Asset

The friendship of employes and customers is a successful business man's greatest asset.

IF YOU WANT FRIENDS—

Don't contradict people even if you're sure you are right.

Don't be inquisitive about the affairs of your friends.

Don't belittle a thing because you can't possess it.

Don't believe that everybody else in the world is happier than you.

Don't conclude that you have never had any opportunities in life.

Don't believe all the evils you hear. Don't be rude to your inferiors in social position.

Don't be jealous of the success of your superiors.

Don't jeer at anybody's religious or political beliefs.

Don't try to be anything but a gentleman, every time, everywhere.

Don't forget that there still exists that Golden Rule—"Do unto others as you would be done by."

OUT OF BUSINESS

Judge—Do you wish to marry again if you receive a divorce?

Mandy—Ah should say not. Ah wants to be withdrawn from circulation.



Why Not Now?

*Here's the
big difference
Durum Semolina
makes in your sales*

WOMAN today—when she buys macaroni products—takes for granted these 3 qualities.

- 1—a clear amber color
- 2—a sweet, nutty flavor
- 3—no breaking or sogginess in cooking

When any one of these qualities is lacking—then, as far as she is concerned, something is wrong with that macaroni. It is not the kind she has become used to. She will probably try another brand.

Because these three qualities are outstanding in macaroni made with Durum Semolina. These are the qualities the public demands. More than 90% of all macaroni products in this country are now made from Durum Semolina. And the sales have steadily increased. The way to keep these sales mounting is to continue to make macaroni products with Durum Semolina.

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

GOLD MEDAL SEMOLINA

WASHBURN CROSBY COMPANY, Dept. 210
Minneapolis, Minn.
Millers of Gold Medal Flour

Standards Hearing in Washington

Less than a score of macaroni manufacturers attended the meeting of the industry last month in Washington, prior to the hearing granted by the Joint Committee on Definitions and Standards on Jan. 18.

This evident uninterestedness may be attributed to the lack of harmony that has prevailed recently, the divergence of opinions in various groups and the bureau of chemistry's recent ruling against artificial coloring of macaroni products.

The members of the joint committee gave courteous consideration to the views presented, closely questioned the spokesman for the various groups but in no wise intimated what their conclusion would be.

The "Tentative Definitions and Standards" prepared by this government body was the matter under consideration. As announced by the committee this provides for a general definition of our products which it chooses to term Alimentary Pastes.

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 yolks, water or milk.

ALIMENTARY PASTES contain not more than thirteen per cent (13%) of moisture.

The tentative ruling then divides the products into two classes, plain pastes and egg pastes, defining each class as follows:

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/or of egg yolks.

President Henry Mueller of the National Macaroni Manufacturers association first presented a resolution outlining the attitude of his organization toward the tentative ruling in force. The resolution is as follows:

That we approve the Tentative Standards for Alimentary Pastes, proposed by the Joint Food Committee and submitted March 31, 1925, with following clarifications:

1. That the general definition of "Alimentary Pastes" more clearly explain the meaning of the term "Semolina" to state whether it includes what is known as "Farina," and if not to include same.
2. That the term "Farinaceous Constitu-

ents" be made more clear to include in this classification only WHEAT.

HENRY MUELLER,
President.

He was submitted to a lengthy cross examination by the members of the committee who sought, among other things, to bring out the views of those present on what would be a better name for our output than the term "Alimentary Pastes." The committee evidently felt that the name "Macaroni Products" was not sufficiently broad to cover all the foods of this nature.

President Mueller wanted to leave with the committee the impression that the macaroni manufacturers of the country desired and wanted the highest possible standards that would be enforceable under the present law. He realized that the tentative definition was probably the only one that the Department of Agriculture felt could be enforced at this time.

Thomas H. Toomey, representing the American Macaroni Manufacturers Association of New York, presented the recommendations of his organization in a form of a resolution as follows:

It was moved, seconded and passed unanimously to instruct the committee which will attend the hearing before the Committee of Definitions and Standards in Washington on Jan. 18 to work for the following:

First—That the use of the words "Pastes" or "Alimentary Pastes" be discontinued in connection with the Macaroni and Noodle business as detrimental to its best interests.

Second—That all Macaroni and Noodle products be packed properly in a sanitary manner.

Third—That only Semolina or similar grade of hard wheat to be permitted to be used in the manufacture of macaroni; then that when other material is used the macaroni be called imitation. Again if this cannot be done, then that the manufacturer stencil on the box what the Macaroni is made of.

American Macaroni Mfrs. Assn.
E. Z. VERMYLEN,
Secretary.

Speaking also for L. E. Cunéo, president of the United States Macaroni Manufacturers, he presented resolutions adopted at a joint meeting of these organizations held in Washington as follows:

That all styles of Macaroni if made of No. 2 or better Durum Semolina, shall be stenciled and labeled on each package, "Made from First Grade Durum Semolina"; if made from Standard Semolina, they shall be stenciled and labeled, "Made from Second Grade Durum Semolina"; if made from No. 3 they shall be labeled, "Made from Third Grade Durum Semolina"; if made from a Farina of any hard wheat or if made

from flour or a mixture thereof, it shall be so labeled.

L. E. CUNEO,
President.

T. H. Toomey gave an interesting account of the development of the industry in America, dwelling at length on the claimed superiority of foreign made goods which American manufacturers have always striven to combat, and against which they are found in continuous competition because many big consumers of macaroni products give preference to imported goods.

The macaroni industry was represented by the following:

Henry Mueller, C. F. Mueller Co., Jersey City; president Nat'l Macaroni Mfrs. Assn.

L. E. Cunéo, Connellsville Mac. Co., Connellsville, Pa.

Edward Z. Vermylen, A. Zeraga's Sons, Consol., Brooklyn.

John Ravarino, Ravarino & Freschi Imp. & Mfg. Co., St. Louis.

Peter Viviano, Viviano Bros. Co., Chicago.

Joseph Matalone, Chicago Macaroni Co., Chicago.

Samuel Gioia, A. Gioia & Brothers, Rochester.

F. H. Toomey, De Martini Macaroni Co., Brooklyn.

V. La Rosa, V. La Rosa & Sons, Brooklyn.

Francesco Patrono, Independent Macaroni Co., Brooklyn.

C. Titone, Sunshine Macaroni Mfg. Co., Brooklyn.

A. Lambrosa, Lambrosa & Co., Brooklyn, N. Y.

Joseph Guerini, Keystone Mac. Co., Lebanon, Pa.

F. W. Kreider, Keystone Mac. Mfg. Co., Lebanon, Pa.

Millers present were:
W. E. Derrick, Pillsbury Flour Mills Co., New York City.

J. E. Coolbroth, King Midas Mills, Minneapolis, Minn.

In addition there were the following associations employees:

Geo. S. Connel, secretary, U. S. Mac. Mfrs. Assn., Connellsville, Pa.

M. J. Donna, secretary, National Macaroni Manufacturers Assn.

Dr. B. E. Jacobs, Washington representative of National Assn.

A decision may be expected within several weeks. The importance of any definition which may be made has been discounted by the ruling against artificial coloring of macaroni by the bureau of chemistry last month. "Unpainted" goods will disclose their true value.

February 15, 1926

THE MACARONI JOURNAL

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Years of Satisfactory Service

HEADQUARTERS FOR GENUINE EGG NOODLES
AT THE FLAVOR
THE PFAFFMANN EGG NOODLE CO.
ESTABLISHED 1874
RED-CUT MACARONI
RED-CUT SPAGHETTI
RED-CUT EGG NOODLES
PFAFFMANN'S
FOOD PRODUCTS

ALL PASTES MUST BE KEPT IN
CLEANLY WASHED AND
CLEANLY KEPT
4810 LORAIN AVE.
CLEVELAND, O. Feb. 23, 1926.

Consolidated Paper Co.
Monroe, Mich.

Gentlemen:

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

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

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

Yours very truly,
THE PFAFFMANN EGG NOODLE CO.
Helen Pfaeff

CLIMAX
QUALITY
EGG NOODLES - MACARONI - SPAGHETTI
PRODUCTS

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

CONSOLIDATED PAPER COMPANY

MONROE, MICHIGAN

Branch Sales Offices

BALTIMORE
502 Garrett Bldg.
BOSTON
80 Boylston Street

BUFFALO
811 White Bldg.
CHICAGO
Room 462 Wrigley Bldg.

CLEVELAND
205 Phoenix Bldg.
INDIANAPOLIS
508 Fidelity Trust Bldg.

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

GLENFIELD, PA.—A suburb of Pittsburgh

Increase in Use of Macaroni in Institutional Food Services

Cafeterias in Factories and Schools Find It Best Seller

By S. K. Hargis

The increasing use of macaroni in what has come to be known as institutional food service, especially in cafeteria service, should be of direct interest to everybody in the trade.

Recent investigation of cafeteria operation in factories, banks, mills and in high schools and colleges has developed some interesting data which would indicate a constantly growing market here for the macaroni producer and jobber.

These markets are not connected with the restaurant or hotel trades and have to be approached on a totally different basis, since they are not operating for profit but for benefit and protection of the people fed at cost price and less.

While bulk goods is the rule, we find an increasing amount of package macaroni in the storerooms of the institutional cafeteria systems.

In addition to the cafeterias for students in schools and colleges and in factories, we also have 6500 clubs with food service commonly grouped as institutional operations and the increase of service of macaroni in the clubs is also interesting. Owing to the fact that these places feed set numbers of people, 6 days a week, and the fact that food is selected for its food values, dietitians and directors have recognized fully the food values of macaroni dishes and the possibilities of its sale at a nominal price.

In addition to this there is ample evidence that the demand is increasing.

In order to give the macaroni producer and sales agent a clear view of these markets we give here the condensed version of a new survey made of these markets which will indicate the volume of macaroni which they could use if the markets were to be more fully developed and solicited.

Taking the school and college cafeterias we find the following data available:

Scopes:
This market for food products, supplies, accessories and equipment consists of approximately 6400 persons employed by school boards and colleges to plan, outfit, supply and operate cafeterias for students and public. There are a total of 13,500 school and college cafeterias.

Meals:
In 1923-24, a total of 6,325,000 hot meals

COOKED MACARONI SELLS ON THE "EYE APPEAL"

What sort of a market for macaroni does the high school, college, industrial cafeteria and club offer the macaroni trade? According to a recent survey, reviewed here, the market already has reached a point where it absorbs vast quantities, with promise of a steady increase in the future.

were fed daily in these cafeterias: 675,000 in rural grade school cafeterias; 1,125,000 in rural high school cafeterias; 1,800,000 in college cafeterias; 2,725,000 in city grade and high school cafeterias.

Receipts:
The gross retail receipts averaged daily \$1,419,600.00.

Checks:
Meal check averages (on a nonprofit basis) were: 9c in rural grade school cafeterias; 19c in rural high school cafeterias; 12c in city grade school cafeterias; 28c in city high school cafeterias; 32c in college cafeterias.

Heavy Duty Equipment:

	Power Dishwashers	Bake Ovens	Refrigeration
Colleges	32% equipped	31%	30%
City grade & high schools	20% equipped	25%	28%
Rural high schools	22% equipped	15%	31%
Rural grade schools	5% equipped	5%	10%

Capacity:
College cafeterias average 2300 hot meals daily; rural grade school cafeterias, 320; rural high school cafeterias, 760; city grade and high school cafeterias, 1600 hot meals daily.

Estimates of macaroni service in several styles develop the following facts in the field outlined above: 78% of the cafeterias serve macaroni at least 3 days each week; 50% of the stewards reported macaroni as the most popular side dish on the menu; over 40% of the patrons of high school and college cafeterias select macaroni from the cafeteria steam table or counter, when it is included in the day's menu.

Passing on to the industrial welfare and general cafeterias, the following information has been compiled:

Number:
This market consists of 8200 cafeterias, in all of which adults are fed. It is divided as follows: 4200 industrial cafeterias for employes only in large factories, public

utility corporations, banks, mills, etc.; 4000 general cafeterias such as YMCA's, YWCA's, hospitals, department stores, hotels, etc. There are in addition 16,000 independent public cafeterias not taken into consideration in this survey.

Class:
Of the 4200 industrial cafeterias, 2300 are in factories, 1000 in public service corporations, 500 are in mills and 400 in banks and fiscal institutions.

Meals:
6,000,000 meals are served daily in these 8200 cafeterias, as follows: 1,400,000 in YMCA's, YWCA's, hotel and other general cafeterias; 4,600,000 in industrial cafeterias.

Varieties of Food Served:
1500 cafeterias offer 6 to 10 dishes; 4000 offer 10 to 15 dishes; 1500 offer 15 to 25 dishes; 1200 offer 25 to 40 dishes.

Prices Paid for Meals:
1000 cafeterias average a 10c check; 2500 average a 15c check; 3000 average a 25c check; 1700 average a 40c check.

Baking on Premises:
6000 cafeterias bake their own pastries; 4500 bake their own bread and rolls; 4000 bake their own cake; 3500 bake everything they serve.

Soda and Ice Cream:
7600 serve ice cream daily; 4500 make their own ice cream; 3000 have soda fountains.

Help Employed:
164,000 people are employed as follows: 22,000 office helpers; 60,000 in "front"; 82,000 in food preparation.

In the industrial cafeterias macaroni is more popular, according to reports than in the school and college cafeteria field.

Sixty per cent of the working people employed in factories operating welfare cafeterias order macaroni when it is on the menu. 81% of the industrial cafeterias serve macaroni at least 3 days each week which means to some extent, 3 days out of 5 since many of the larger plants do not serve lunch on Saturdays.

Next, the clubs with food service as an outlet for the macaroni trade:

There are 6500 of these clubs, of which 1600 are golf clubs, 2100 are city clubs and 2800 are country (year round) clubs.

These clubs serve 3,500,000 members, the following total number of meals being averaged daily over the year.

	Dinners	Lunches	Breakfasts
1500 clubs average	530	675	320
1000 clubs average	280	510	200
2000 clubs average	250	325	180
2000 clubs average	200	350	160

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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

Food storage space is as follows, in these clubs:
 500 clubs have 1000 square feet
 1000 clubs have 750 square feet
 2000 clubs have 600 square feet
 3000 clubs have 400 square feet

MACARONI IN THE CLUBS

We find that the quantity of macaroni served in these 6500 clubs is less in proportion to numbers fed than in the cafeterias, though the quantity is by no means small and is growing larger.

Apparently 28% of the people who eat in these clubs order macaroni when it is on the menu; 45% of the clubs serve it at least once a week. Much higher prices are charged in the clubs than in the cafeterias. Macaroni commonly brings 25c on club menus as against 10 and 15c in the institutional cafeterias.

Macaroni owes its popularity in the welfare food service fields to several things, first in the approval of it as a food by staff dietitians; second, because the manager or director finds it simple to handle, easy to prepare and that it makes good display when properly fixed; third, it is in constant demand and usually sells out by the end of the day.

These estimates include spaghetti in various forms which for cafeteria purposes are always grouped. That is they are commonly considered competing dishes by the cafeteria steward and having always a limited menu in the institution, one is a substitute for the other in his mind.

The fact that some of the producers are packing for the institutional trade would indicate that they find the demand for the larger package successful and where the purpose in feeding is for benefit and protection many operators object to the possible insanitary condition of bulk goods in their store-rooms.

Nevertheless we find both kinds in use.

It is a fact that cafeterias are interested in knowing new ways to serve macaroni and spaghetti and the manufacturer hasn't gone very far in supplying recipes suited to cafeteria use, where large numbers are fed.

It is necessary to keep dishes simple in these cafeterias yet to make them appeal to the eye, as all food in the modern cafeteria is sold on the eye appeal. There is no doubt but what properly prepared macaroni is one of the most appealing of the hot dishes to the eye which may account in some meas-

ure for its being in such great demand among students and factory workers.

December Exports Increase

Figures recently released by the department of commerce covering the foreign commerce in American made macaroni for December 1925 show a considerable increase in this business over that of the previous month and over the same month in 1924. During the last month of 1925 the macaroni exportation totaled 849,000 lbs. as against 700,000 lbs. in December a year ago and only 652,000 lbs. in November 1925.

For the year 1925 the quantity exported totaled over 8,557,000 lbs., over a million pounds more than was exported in 1924, the aggregate that year being 7,486,000 lbs.

New York continues to be the leading port of exportation though closely

crowded by New Orleans. During December 1925 New York exported 289,000 lbs. of macaroni products and 265,000 lbs. from New Orleans. San Francisco leads the Pacific coast cities with 53,000 lbs. billed from that port in December.

The United Kingdom is the leading customer for American made macaroni products. During December 1925 it purchased 166,000 lbs. Canada was second, having bought 157,000 lbs. Next to these are the following countries in their order of quantities purchased: Dominican Republic, 12,000 lbs.; Mexico, 108,000 lbs.; Cuba, 79,000 lbs.; New Zealand, 44,000 lbs; and Australia 37,000 lbs.

Below is tabulated the countries to which macaroni products were shipped in December, the quantities shipped and the leading ports from which shipments were made. The figures are given in thousands:

	New York	New Orleans	San Francisco	Washington	All Other	Total
Great Britain	131	24			1	156
Irish Free State	4					4
Netherlands	12					12
Denmark	x					x
Greece	5					5
Canada	3			35	119	157
British Honduras	1					1
Costa Rica	1					1
Guatemala	x					x
Honduras	18					18
Nicaragua	3					3
Panama	6					6
Mexico	17	27				44
Bermuda	3	21				24
Jamaica	x	2				x+2
Other British W. I.	1					1
Cuba	15	60				75
Dominican Republic	5	94				99
Haiti	3	4				7
Virgin Islands					1	1
Colombia	1	x				x+1
Ecuador	1					1
Peru	4					4
Venezuela	1					1
India	1					1
Ceylon	x					x
Strait Settlements	1					1
China	1					1
Java and Madura	1					1
HongKong	1					1
Japan	1					1
Philippines	1					1
Siam	x					x
Oceania	31	6				37
New Zealand	39	5				44
British South Africa	1					1
Portugese Africa	1					1
Total	289	265	53	39	204	849

x Less than 500.

IS IT WORTH THE PRICE?

Make up your mind early to one certainty, and never forget it; nobody is ever going to give you something for nothing. You pay for whatever you get, in money, time, labor or experience. Be sure, then, that you really want the thing you go after—badly enough to pay the price.—Opportunity.

CENSORED

The track supervisor of a midwestern railroad received the following note from one of his track foremen: "I'm sending in the accident report on Casey's foot when he struck it with the spike maul. Now under 'Remarks,' you want mine or do you want Casey's?"



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 knows that his customers like well delivered goods better than salesman's promises.

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

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

ANDERSON-TULLY CO.

Good Wood Boxes

Memphis

Congratulating the Bureau of Chemistry

The Bureau of Chemistry, U. S. Department of Agriculture, Washington, D. C., has already received many letters from macaroni and noodle manufacturers in every section of the country commending it on the ruling against artificial coloring of alimentary paste products issued Jan. 15. Not only is the bureau being congratulated but it is offered the support of the better class of macaroni manufacturers in the strict enforcement of this important ruling.

One manufacturer says that this removes at one stroke the biggest obstacle in the way of advancement. Another states that it is the most progressive piece of legislation that the industry ever could hope to get.

Others predict a rosy future for the industry. The unfair competition on the part of color users had not only retarded progress but had given the industry a black eye from which it will be long in recovering. The low quality goods, highly colored, did not impress the consumers and all macaroni brands suffered as a result.

The Bureau of Chemistry is deserving of the moral support of the progressive macaroni men in its brave stand for quality. Urged on by the many voluntary letters of appreciation, it has been suggested that the better manufacturer take the opportunity of offering their support of the new regulation. It is hoped thus to encourage the Bureau of Chemistry in the strict enforcement of the new law without fear or favor, and particularly to offset the demand from a small group that an exception be made for some of the real low grade stuff that has been the cause of all the trouble.

The suggestion sent to the industry from the National headquarters brought to the bureau new evidence of appreciation and support of its action. The announcement follows:

Promise Your Cooperation

Mr. Macaroni Manufacturer:

This is being sent you as one of the law abiding manufacturers willing to give the NEW RULING AGAINST COLORING a fair chance to do for the industry the immense good that it promises.

IF—You feel that the Bureau of Chemistry has ruled PROPERLY in ELIMINATING ALL ADDED COLORING in macaroni products, and

IF—You feel that the Bureau of Chemistry should have the moral support that it deserves from the better class of Macaroni Men in upholding it on this important ruling, and

IF—You feel, like most others, that the greatest danger comes from that small group who offer highly, artificially colored products that are usually mistaken by consumers for products containing eggs, and

IF—You are ready to pledge your fullest cooperation, first by personally obeying the New Ruling, and then by supporting the Bureau of Chemistry in its strict enforcement—THEN

WON'T YOU KINDLY WRITE THE BUREAU OF CHEMISTRY STATING YOUR STAND, CONGRATULATING IT ON THE RULING AND OFFERING YOUR SINCERE SUPPORT?

Address your letter to Dr. C. A. Browne, Chief, Bureau of Chemistry, Washington, D. C.

The Macaroni Manufacturing Industry is facing one of the most important moments in its history in America. Upon you and the other good men will depend whether or not this forward step will be as effective as the bureau and the industry hope for.

Our BIG OPPORTUNITY for SELF REGULATION. LET'S GRASP IT. National Macaroni Manufacturers Assn. By M. J. Donna, Secretary.

If for any reason any macaroni or noodle manufacturer did not receive this notice, or overlooked it, there is still time to act. Let the bureau know where you stand. Manufacturers who are willing to help may have the opportunity to do so. While silence gives consent, in this case it may be risky.

Artificial coloring of macaroni products has been harmful without doubt. Let us try earnestly and faithfully to manufacture and sell our products under the new ruling which promises so much in the way of badly needed advancement.

If you have not already written, WRITE!

Denies Injunction in Noodle Machinery Suit

In its suit against the Clermont Machine Co., Inc., of Brooklyn, N. Y., charging infringement of patent rights, the C. F. Mueller company of Jersey City, N. J., was denied a preliminary injunction in the United States District court for the Eastern District of New York. The judge held that there were sufficient grounds for a trial of the case, whereas an injunction would practically make unnecessary such a trial.

The suit is against the Folding Machine Attachment, type FNF, manufactured by the Clermont Machine company which claims that its machine and the process involved is something new and different, and therefore not an infringement on any previous patent. The defendant also claims that its machine is fully protected by rights granted by the patent office.

In a friendly suit between the C. F. Mueller company and A. Zircin's Sons, Consol., of Brooklyn, N. Y., the courts decided recently that the C. F. Mueller company held certain patent rights on a noodle folding apparatus which had been infringed upon by one of the large noodle machine manufacturing concerns of the country. Both sides have taken appeals from the decision of the district court and this case is now waiting its turn on the court docket.

The claimants of the patent then brought action against the Clermont Machine company for infringement of the same patent rights, relying substantially on the former adjudication seeking to enjoin the defendant from manufacturing the folding device involved pending decision of the suit. The denial of the injunction means that the case must go to trial.

C. Surico, president of the Clermont Machine company, is greatly encouraged by the action of the judge and feels that the final decision will be in favor of his firm. "We are fighting, not for ourselves alone but for the industry," says Mr. Surico. "Our sole object is to manufacture machines that will help produce alimentary paste products on the same level with other large food industries. Toward this end we have used our ability and experience, feeling that every new labor saving device is a progressive contribution to the trade."

The industry is generally interested in the outcome of the suit in question because of the many machines using the alleged infringing folder that is in use throughout the country. The industry is closely watching the procedure in both the original case from which the 2 sides have appealed and in this case which must come to trial on the denial of the injunction above referred to.

February 15, 1926

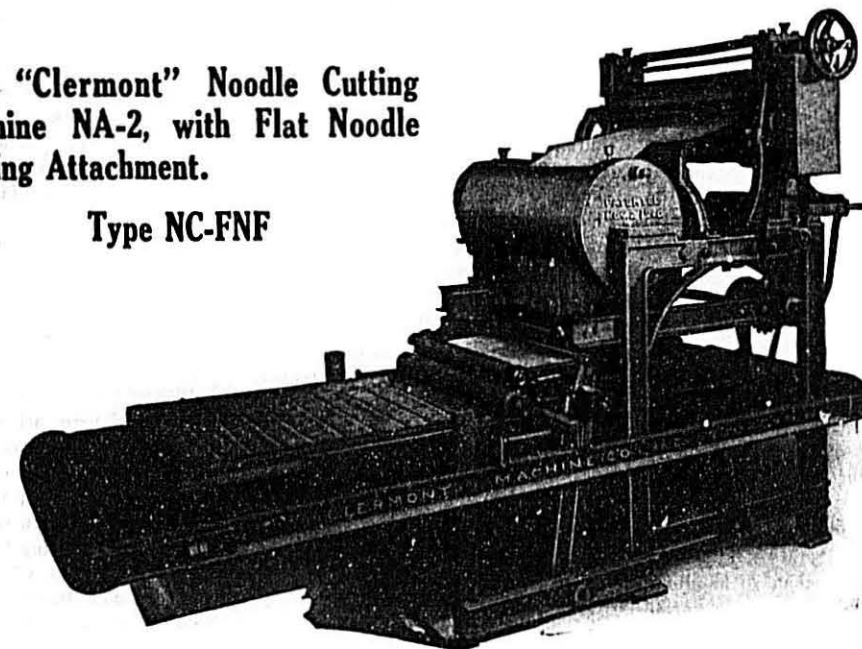
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INTRODUCING

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

Type NC-FNF



Suit has been brought against us by the C. F. Mueller Co., on the ground that the above machine infringed certain patents owned by the said company. In this suit, a motion for preliminary injunction brought by the C. F. Mueller Company was denied by the Court, in an Opinion which is quoted on another page of this publication. We have been advised by competent counsel that this machine does not infringe any unexpired patents, either of the C. F. Mueller Company or of any other company. We have won the preliminary skirmish in this suit, and we are confident of winning the final decision.

Write us for illustration and detailed information.

CLERMONT MACHINE CO.

INCORPORATED

77-79 Washington Ave.

Brooklyn, N. Y.

MACARONI BY ELECTRICITY

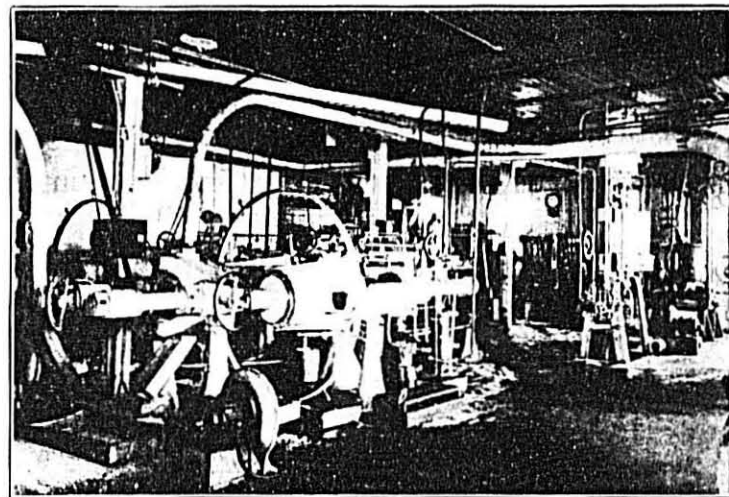
The plant of the Joliet Macaroni company at Joliet, Ill., was given favorable mention in a recent release from the U. S. Havens News Bureau of the General Electric company, Schenectady, N. Y. This article is one of several dealing with the use of electricity in the manufacture of food products.

The plant described is probably the largest manufacturer of "short cut" macaroni in the world, its output, according to the news bureau, averaging 2 carloads or 150,000 packages daily.

The plant is entirely electrically equipped, the control being in a central switchboard. Every machine has its individual motor, thus confining any interruptions in service to one machine only. In all the material handling to which the product is subjected, the equipment is motor driven, irrespective of whether the product is blown or carried.

Aside from the mechanical handling of the product from the raw material stage to its finished state, the firm is proud of its perfected drying system that enables it to thoroughly dry macaroni in less than a day's time. The process is briefly this:

In the preliminary drier the product passes over belt conveyors in a steam heated chamber at a predetermined temperature. It then drops into a chute and is blown to the second floor where the main driers are placed in steam heated rooms. The drying cabinets



A view of the press room of the Joliet Macaroni company plant, Joliet, Ill., showing a battery of macaroni presses used in manufacturing "short cut" goods in which this firm specializes.

are in parallel rows with numerous drawers having screen bottoms. Circulating air is supplied by numerous motor driven fans.

To fill the drying drawers a chute is placed in position and the entire tier of drawers is filled without moving the chute. At the proper time the contents of the drawers are dumped into "huggies" which are hauled to a hopper where the finished and dried product is again dropped into a chute leading to the packaging and sealing machines on the first floor.

Cartons are carried to the automatic weighing machines, the packages automatically filled, weighed and sealed. They then go by way of another conveyor to the cases or containers, closed and sealed by electricity and finally to the shipping room for shipment.

B. S. Scotland is president and general manager of this large firm and one of its leading stockholders.

Macaroni and Lent

Lent this year starts Ash Wednesday, Feb. 17, and for 6 weeks until Easter Sunday millions of people will eagerly seek foods in keeping with their scruples. There is no food known that is better adapted for use during the lenten season.

Why should not the consumption of macaroni, spaghetti and noodles double during the next 6 weeks? The only apparent reason is that manufacturers

and distributors will not cooperate as fully as they should in bringing about this increase.

The pre-lenten season usually marks a spurt in the sales of macaroni products to the retail trade and there is perhaps a heavier movement of these products from manufacturer to retailer to consumer than in any other period of the year. Even then the limit of possibilities has not even been scratched. To fully realize on the opportunity presented macaroni manufacturers during lent, they should start early in the year in a campaign of education that will reach the consumers before the season starts.

There is still time through the sales forces of the various firms and by means of demonstrators to bring about greatly increased consumption of this food which with all its nutriment, wholesomeness and economy commends itself to almost every class of people who are concerned in the proper observance of the lenten season.

It will be interesting for future guidance to know just what the leading firms have done this season to capitalize on the conditions that are so favorable to our industry. Manufacturers are invited to send in their sales campaign plans. A summary of all these plans will be made and sent to those who contributed their scheme and submitted ideas.

This publication will gladly publish the composite plan deducted from the various ones submitted.

French Wheat Acreage

The French winter wheat acreage for the 1926 crop was estimated to be 12,797,000 acres compared with 13,330,000 acres the preliminary estimate for the 1925 crop according to a cablegram received by the United States Department of Agriculture from the International Institute of Agriculture at Rome.

France is the largest wheat producer in Europe outside of Russia. The winter wheat area of France is more than 55% of the total acreage. Relative high yields per acre are obtained, the average during the past 5 years being about 20 bus. Spain and Italy, all large producers, have yields averaging only 13 bus. and 15 bus. respectively.

Acreage sown to other cereals in France is as follows: rye, 2,151,000 acres against 2,145,000 for the 1925 crop; barley, 441,000 compared with 444,000 acres; oats, 2,110,000 acres against 2,067,000.

CEVASCO, CAVAGNARO & AMBRETTE, Inc.

Builders of High Grade
Macaroni Machinery

Presses—
SCREW AND HYDRAULIC VERTICAL AND HORIZONTAL

Kneaders

Mixers

Dough Brakes

Mostaccioli and
Noodle Cutters

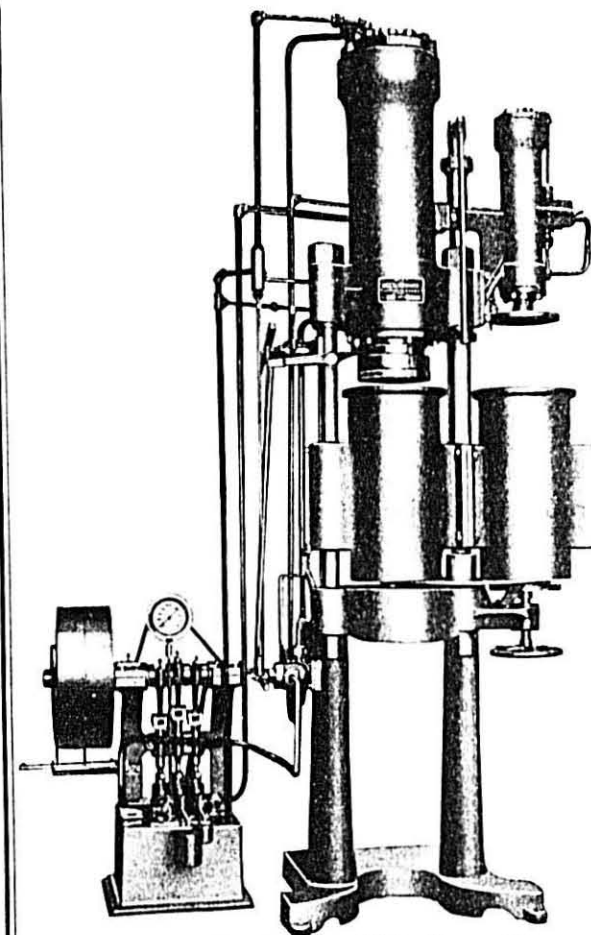
Bologna Fancy
Paste Machines

Die Cleaners

Specialists in everything pertaining
to the Alimentary Paste Industry.

Complete plants installed.

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



Vertical Hydraulic Press with Stationary Die

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

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

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

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

156-166 Sixth St.

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

159-171 Seventh St.

Address all communications to 156 Sixth Street.

Macaroni Imports and Exports for December

Imports Increased 2,000,000 Pounds

According to a summary of foreign commerce by the United States department of commerce macaroni importation increased nearly 2,000,000 lbs. in 1925 over that of the previous year. For the 12 months period ending Dec. 31, 1925, the total importation reached 6,408,878 lbs. valued at \$454,146. For the same period ending Dec. 31, 1924, the imports were only 4,534,928 lbs. worth \$298,058.

During December 1925 800,692 lbs. were imported through the various seaports of the United States. For this quantity the importers paid \$57,922. In December the importation amounted only to 697,009 lbs. worth \$48,252.

Exports Increase Million Pounds

The exportation of American made macaroni products showed a healthy increase during 1925, according to figures compiled by the department. The increase is nearly 1,000,000 lbs. with a higher increasing income therefrom because of prevailing increased prices. For 1925 total exports were 8,557,218 lbs. which bring to American exporters \$726,765. For the year 1924 the exports were 7,486,436 lbs. worth \$589,988.

In December 1925 exports reached the total of 849,329 lbs. bringing \$71,588 as compared with only 699,839 lbs. worth \$54,976 for December 1924.

Embarassing Moment

Enroute east on the Liberty limited last December with his wife to attend the annual convention of the American Grocery Specialty Manufacturers in Washington, D. C., James T. Williams, of Minneapolis, past president of the National Macaroni Manufacturers association, experienced one of those embarrassing moments that befall all of us at times.

Chatting merrily with his companion, Frank J. Tharinger of Milwaukee, as they were making their way down the narrow aisle of the pullman car, Mr. Williams stepped aside to permit an entire stranger to pass. His stomach, which had been undergoing "reduction treatment" at golf and deer hunting, protruded sufficiently into the aisle so as to come into contact with the even

more prominent front of the passerby.

In some way a button in Williams' vest hooked on to the watch chain of the stranger neatly "lifting" the time piece. Suspecting "dips" the stranger immediately rescued his watch, gave the "dip" a suspicious scrutiny, observed his misinterpretation of the situation and the honest look in the face of the innocent passerby, apologized to Mr. Williams for his suspicion. The latter returned the apology and thus put an end to one of the most embarrassing moments ever experienced by this well known macaroni maker. Jim chuckled merrily over the situation after the clouds of suspicion were wafted away.

New Western Representative

The many friends of "Charlie" Bond will be interested to learn that after 25 years of intensive, first hand experience in the automatic weighing of almost every dry product sold in packages, Charles L. Bond has now established himself at 3839 Park Blvd., Oakland, Calif.

as the Pacific coast representative of the National Packing Machinery company of Boston, Mass.

Mr. Bond served his apprenticeship with Fairbanks. In 1902 he was granted the first of his many patents, and soon after formed a company at Los Angeles which for a decade bore his name. He spent about 5 years in Philadelphia and in 1921 went to Boston. Since that time he has developed the "Improved Bond" line of weighers, packers and fillers, 6 models of which are now in general use from the Atlantic to the Pacific seaboard.

Voluntary Bankruptcy

Alexander Gallerani, owner of the well known Alexander Gallerani company, leading macaroni manufacturing concern of Pittsburgh, Pa., has found it necessary to enter a plea of voluntary bankruptcy in the Pennsylvania court because of adverse business con-

ditions with which he had to contend for the past several years. He attributes the failure to his ill health and to an unsuccessful attempt to market the firm's product in package form. The order in bankruptcy was filed Dec. 31, 1925, without making public the assets and liabilities of the concern. Mr. Gallerani states that on an average of \$35,000 a year had been spent in advertising the company's brand and in financing the several sales campaigns.

Mr. Gallerani is an experienced macaroni manufacturer, his specialty being macaroni drying. He owns several patents on macaroni drying systems which have been in successful use in the plant of a large spaghetti firm in Pittsburgh for many years and which were erected by Mr. Gallerani when he was superintendent of the spaghetti section of that organization.

As soon as the affairs of the firm are settled he will take a long rest for his health, undergoing an operation if necessary, and later will develop his drying patents and offer them to the industry throughout America.

I Am Industry

By Bennett Chapple

I am Industry.
My eyes light the way of civilization.
My footsteps are the march of progress.
My arms encircle the universe.
I sweep the dizzy heights with aeroplanes.
I dig the earth for its treasures.
My song is the hum of whirring wheels.

My laugh is in the happy hearts of men who toil and sweat, unafraid.

I am Industry,
Creator of a new day and age.
I reach on toward new glories, new understandings, and new achievements.
So long as men have faith and courage and vision, I shall live.

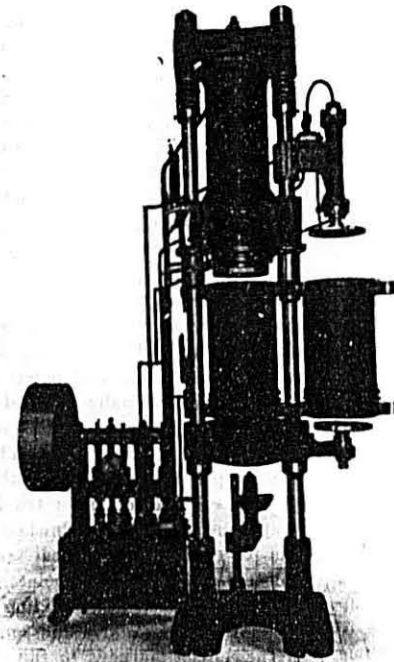
Without these, I am but the husk of circumstance.

LAUGH A BIT

The wisest men that e'er you ken
Have never deemed it treason
To rest a bit—to jest a bit;
And balance up their reason;
To laugh a bit—to chaff a bit,
And joke a bit in season.

The successful man is the one who makes the best of existing conditions.

DE FRANCISCI



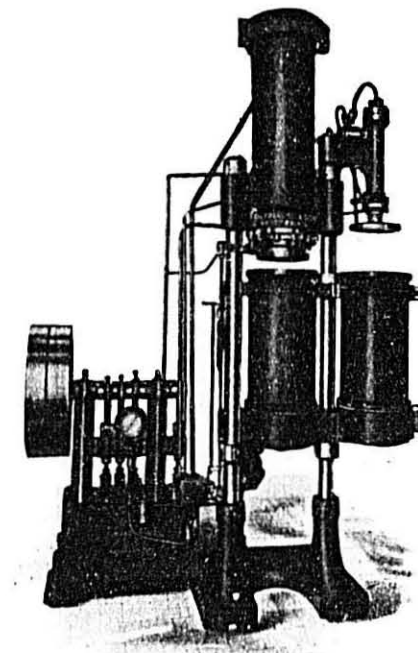
PRESS STYLE C
STATIONARY DIE TYPE

Hydraulic
Presses

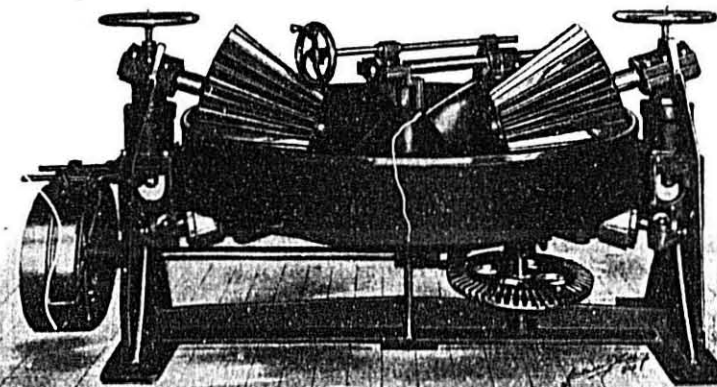
Kneaders

Mixers

Die
Cleaner
Machine



PRESS STYLE A



I. DeFRANCISCI & SON

219 MORGAN AVE.

BROOKLYN, N. Y.

Christian F. Mueller Lived to See Dream Fulfilled

The death of Christian F. Mueller, on Jan. 7, 1926, at the ripe age of 86 years, is a loss to both Jersey City and Newark of a distinguished citizen. The big pure food product establishment that bears his name, C. F. Mueller Co., covers several blocks in Jersey City.

Although since 1915 he had not tak-



The Late Christian F. Mueller

en any active part in the business, he did take pains to attend the monthly meetings of the board of directors whenever his physical condition permitted. His face showed excusable pride when listening attentively to the plans laid by the active officers and other executives, and the engineers and other specialists.

Coming to America in 1866, just after the close of the Civil war, Mr. Mueller was actively engaged for nearly a half century, in creating a demand for the products that bear his family name, in supplying that demand, and in gaining the confidence of the consuming public. In fact it was not until shortly after the outbreak of the World war in 1914 that he handed over the reins to his sons. Since 1915 the business has developed by leaps and bounds. The slogan "As a change for Potatoes" has become a household word. But the ideals of the founder, the father—purity of product, reasonable prices to fit the pocketbook of the

American public, and the unconditional guarantee implied in the Mueller name—have been the dominant note in the tremendous expansion by the sons during the last decade of this great business in which they received their early ideas and ideals direct from the life of their father.

He had the satisfaction of witnessing in his life time a living monument to his name. His works will live after him.

Christian F. Mueller was born in Nagold, Germany, on June 23, 1839. He went to school in the famous Black Forest of Germany until he was 14; then learned the trade of a baker.

In May 1866, at the age of 27, he emigrated to America. Success did not visit him overnight. While not penniless on arrival in this country, naturally he had no fortune to bring with him. He came here to ply his trade as a baker. He came to work. He did. He built up slowly but surely a house to house trade selling his home made, hand made egg noodles direct to the housewife. He was producer, salesman, and deliveryman all in one. He peddled his noodles, from house

to house in a three wheeled pushcart. He dreamed of the day of bigger things. At first, to get a footing, he carried a complementary line of butter, eggs and cheese. In a year he chopped off all side lines and specialized solely in producing egg noodles. The demand increased. In 1870 he began to buy flour by the barrel. In 1889 he bought it by the carloads. Today the company buys flour by the hundreds of carloads. The pushcart gave way to the horse and wagon. By 1880 he had four men working for him.

In 1885 this business, starting in a private kitchen, had so far outgrown its humble surroundings that a factory became a necessity. It was opened in Newark on Kent st. Steam power was now used for the first time.

Five years later the Newark factory was outgrown. The business was moved to Jersey City to a factory on

Boyd av. built by Mr. Mueller for the purpose. The primitive hand methods were succeeded all along the line by machines. The rolling pin was supplanted by the dough brake, a machine operating somewhat like a clothes wringer. Even the dough was no longer kneaded by hand. The dough mixer dexterously attends to that.

Up to this time egg noodles only were manufactured. In 1894 the first macaroni press was purchased and its daily production was about 500 lbs. The inevitable happened. The Boyd avenue plant soon became too small. A new modern establishment had to be built on the present site. Today the new factory has greater capacity than any other factory in the country manufacturing similar products. It covers 4 acres. The several buildings comprise considerably over 200,000 square feet of floor space. The company has its own railroad siding and power plant. Every employe actually engaged in the manufacture of food products is kept uniformed in spotless white. The factory is open at all times to public inspection. A fleet of motor trucks roll away hour by hour the finished products for distribution in local territory and to nearby shipping points, while carloads are filled at the siding to be sent northerly, westerly and southerly on their long journeys to far distant states. The dream of the man behind the pushcart peddling egg noodles became a reality in his lifetime. He saw it with his own eyes.

In 1915 his 3 sons, Fred, Henry and Samuel, took full charge of the operations. Fred, the eldest son, passed away in 1921. The foresight of the

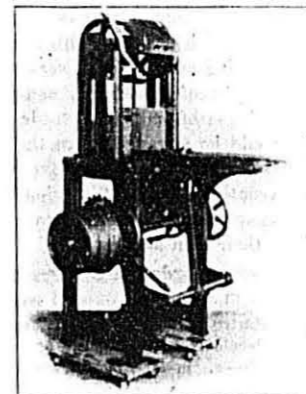


THE C. F. MUELLER CO. PLANT
A monument to the ability and foresight of Christian F. Mueller

sons is largely responsible for the recent developments of the manufacturing methods and for the tremendous expansion which has taken place in the business during the last decade. Those in charge now will miss the quiet well satisfied smile of approval of their beloved father at the monthly meetings.



WITH the New Year we are still abreast of the time with our constantly Improved Automatic Packaging Machinery. For a quarter of a century Peters Packages and Peters Package Machinery have been used in the leading food packaging establishments.



☞ We have an accumulation of facts and figures which would interest you. Our engineers will help you solve your Packaging Problems without obligation.

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4700 Ravenswood Avenue
CHICAGO, ILLINOIS

Leveling the Peaks and Valleys of Business

By E. W. McCullough, Manager Department of Manufacturing, Chamber of Commerce of the United States

Old jokes concerning "lying statisticians and statistics" fall flat in the face of our present need of more and better factual data in modern business management and intelligent industrial control.

Trade associations can perform for their members no more valuable service than perfecting their methods of gathering, compiling and reporting to them and making available to the government and public current figures which will give a composite picture of what is going on in the industry. It is on the basis of such facts that not only the producer, distributor and consumer may act intelligently but also the secretary of commerce is enabled to report the trends of industry and business.

The peaks and valleys of supply and demand in commodity markets—sometimes called the "ups and downs" in business—are due in no small degree to the lack of dependable figures to guide or influence judgment in the individual regulation of production and distribution. Individual errors in estimating or guessing as to production, shipments, stocks, etc., in the aggregate often culminate in overproduction and the stagnation of distribution in many lines, to the great loss and detriment of all concerned—unemployment and market demoralization are some of the byproducts.

Why don't we have these vital figures?

The answer is, we do, in many outstanding and successful lines which appreciate their value—but with the remainder the chief reason is the unwillingness of business to give up its figures because it has not fully realized the value and use of statistics in business management.

Secondly, and also most important, is the fact that too many forms used for presenting these facts have been arranged to gratify the ambition of the statistician and fail to convey the information readily assimilable by the average business man—they are too complicated.

The task of the trade association in dealing with this problem is twofold—

First—to convince its members of the great value of developing vital facts as to what is going on in the industry and the practical use which may be made of them in control and management.

Second—since the supreme court has stamped with its approval the gathering and distribution of trade statistics as information, as a legal and legitimate activity for trade associations to engage in, associations should reconstruct where necessary, their machinery and methods of developing and reporting facts of interest to those concerned.

Further, that it is desirable that these reports be standardized to an extent which will make them reasonably comparable with those in allied lines, thus rendering an additional service.

No more forceful testimony as to the value and use of industrial trade statistics could be advanced than the following excerpts of letters from principal executives in manufacturing concerns regarding the factual data gathered by their own associations:

Hardwood

The president of a large mill writes: Trade statistics gathered by our association are decidedly helpful in the operation of our business. In fact, they are a necessity.

The two major objectives of statistics are, first, that all those engaged in industry may be as nearly on an equal basis as possible in regard to knowledge of the basic industrial facts and, second, that each concern may regulate not only its prices but its sales and production policy in harmony with economic conditions.

A man well informed as to the basic facts of his industry can proceed with more confidence in ordering the daily affairs of his business, he can follow a policy wherein there is a basic continuity as against a policy of opportunism in which he may find it necessary and generally does to feel his way and reverse himself from time to time. Reasonable standardization of statistical reports for allied industries is greatly to be desired because it would increase the value of all statistics.

I believe that a few years hence when we look back we shall find that industrial statistics have gone through a similar course and have arrived at an equally important position in the estimation of the commercial world.

Motor Accessories

From the vice president of a large concern:

Our association statistical bulletins are most valuable because they are unhampered

by any other consideration than the specific needs of the membership.

Among other uses we superimpose curves of our own performance against their tabulation for the industry in various respects, and can readily indicate each month whether we are advancing or falling behind.

Paving Brick

The secretary-treasurer of a company in this industry feels that:

The statistical reports gotten out by our association contain wonderful information for us in several ways.

The chart is very helpful in directing the operations of our business, by letting us know whether or not it is advisable to stock brick. This one feature alone is well worth any brick manufacturer's time in contributing to the report the necessary information about his individual business to help make the report show the real condition of the industry in general.

Paper Boxes

One producer states:

Trade statistics have been of considerable help to us in checking our progress, as compared with the industry at large and in helping us to save money in purchases.

We are able from these charts to know whether our sales are running in proportion with general sales in the industry and whether or not our payroll is out of proportion to these sales.

Soft Wood

The reports for the soft wood lumber industry are found helpful by the vice president of a large operating company:

The reports on production, for instance, are very important, when you consider that the law of supply and demand governs the market. Again, the reports showing the percentages of grades produced are very helpful, because there is a wide variation in the possibilities of the percentages of grades in a log, and if we find that our percentages of grades are not measuring up to the average of the industry, we know this is a weak spot in our operations which demands immediate attention.

Zinc

The president of a zinc company comments as follows:

There is no doubt whatever that statistical information showing an industry's status in the matter of production, stocks, shipments, etc., are of great value in the intelligent direction of any industry or an individual member of such an industry. Statistics of this sort are of especial use in determining the seasonal variation in consumption, thus permitting the intelligent regulation of production to synchronize with consumption.

Steel Barrels

The secretary of a concern reports that:

The information that comes to us on the total shipments, filled or unfilled orders, is used to determine our policies in reference to price. We often use it in graph form in our monthly bulletin to buyers so that they may know the trend of the market. We find it is very helpful in explaining to these buyers the condition of the market. The in-

formation which is compiled and which is forwarded to us is used very frequently in determining sales policies.

We are able to pick out the weak spots in our organization in territorial distribution and the places where our percentage of sales is not sufficient on any particular kind of product and our sales efforts can be guided very intelligently.

Brick

Finally, from the president of a brick plant:

I find the statistics gathered by the association helpful in directing and operating our business. I know that I have accurate data; I know the amount of business being secured; I know the volume of product being produced and this gives me a comparative factor, as well as realizing when the trade is long and short on both sales and stock.

When this report comes to my desk, I very carefully go over the sales by the industry and compare them with the sales of my own company, especially in the territory in which we operate and the same is done with our own stock and the industry stock. In other words, I check the entire report against the figures representing the same items in our own business.

These statements made by management are typical of many more we have from those who desire to eliminate guessing and base judgment on facts. It is necessary for some one in each industry to take the initiative in making

the development of such information possible—is it you? The modern association sells its service on the basis of its worthwhileness—statistics and trade information have the greatest appeal.

Since the court decisions many associations have gone into this work. We have gathered for your information much data as to what is being done and are prepared to consider your situation if you afford us the opportunity.

Few Macaroni Violations

According to the annual report made to Secretary of Agriculture W. M. Jardine by C. A. Browne, chief of the bureau of chemistry, for the fiscal year ending June 30, 1925, and released for publication last month, there has been a welcomed decrease in the number of violations of the Federal Food and Drugs act by macaroni and noodle manufacturers.

A total of 746 prosecutions and 910 seizures were reported by the bureau of chemistry during 1925. Alimentary paste products make up only one prosecution of this total, while no seizures were reported. The products that suffered most under the activities of the bureau of chemistry may be mentioned

drugs, butter, feeds, canned fish and canned vegetables.

That there have been more violations in our industry than the bureau reports, is a well known fact. However, this is an indication of the good that has been accomplished for the industry by the self inflicted regulations and the campaign of education. Marked progress has been made in our industry and with the adoption of well defined and enforceable standards that have the approval of the better class of manufacturers, violations of the provisions of the United States Food and Drugs act should annually become more rare.

Punjab Wheat Area Cut

The area sown to wheat in the Punjab, India, which contains approximately one third of the total for that country, is estimated at 10,311,000 acres, according to a cablegram from the International Institute of Agriculture at Rome. This represents a decrease of about 10% as compared with the first estimate of 11,513,000 acres last season and is 6% below the final Punjab estimate of 10,924,000 acres.

The Punjab is the most important wheat area of India.

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Established 1903

MILLER'S DURUM SURVEY

In an attempt to obtain some idea of the semolina needs of the macaroni industry as compared with the durum wheat production and semolina grindings, the Capital Flour Mills of Minneapolis, through its president, C. P. Walton, made a survey that brought to light many interesting facts.

Every attempt to determine an approximate estimate of the annual durum semolina consumption in the macaroni plants of America has been frustrated because of the unwillingness of the manufacturers to give out facts and figures. Many of them assume this secretive attitude for fear of revealing their business affairs to competitors, in spite of the pledge that reports would be held in strictest confidence.

A fairly accurate account of the durum wheat semolina manufactured between Aug. 1 and Nov. 30 was arrived at from the various reports submitted. "It is reasonable to believe that 70% of the total production was semolina under the various grades known to the trade, and on this basis we arrived at figures given below for the semolina production during the 15 weeks period," says Mr. Walton. "The amount of semolina exported during this same period was considerably below normal, and came largely from the tail end of the millings, or in excess of 70%; therefore, we believe the amount, 141,677,000 lbs., went to macaroni manufacturers.

"Of this amount, a considerable portion was doubtless in macaroni plants, storage houses or in transit as compared with a very small amount of stock on hand Aug. 1. If the amount in storage Nov. 30, 1925, could be compared with like amount on July 31, the difference would be a fairly accurate estimate of the semolina actually consumed during this period. Owing to the general hesitancy to provide figures and the macaroni men's inability to es-

Good News

Potato dealers expect further price advances on their products before the 1926 crop. Indications are that the new potatoes from Florida and Texas will sell at prices almost equal to those that prevail for their choice fruits.

The potato shortage is being studied by the leading growers and distributors and none of them can see anything in

estimate their future needs, which depend on ever changing demands of the human appetite, it is impossible to arrive at exact figures."

Here are some figures deduced from the survey referred to:

DISTRIBUTION AND AVAILABLE SUPPLY OF 1925

Durum Wheat Crop As of Nov. 30, 1925	
Durum mills making semolina ground in 15 weeks, Aug. 1 to Nov. 30, 1925	4,250,013 bus.
Shipped down the Lakes Sept. 1 to Nov. 30 inclusive	14,534,846 bus.
Miscellaneous used for cereals and red durum for chicken feed (est.)	1,500,000 bus.
Consumed and shipped for export	20,284,859 bus.
Stocks	
Country elevators and in transit thereto (est.)	8,350,000 bus.
Minneapolis	430,345 bus.
Mill stocks (est.)	1,584,000 bus.
Duluth stocks	5,073,000 bus.
	15,337,345 bus.
Amount required for seed (est.)	6,964,265 bus.
Amount still in growers hands (est.)	20,413,531 bus.
Total	27,377,796 bus.

Approximately 20% of all durum wheat received at Minneapolis and Duluth mills is suitable for milling semolina and this is the reason why extremely high premiums have been paid by millers for choice durum wheat.

Semolina production in mills in 15 weeks.....141,677,000 lbs. On the same basis of amount ground in 15 weeks, durum mills will require in remaining 27 weeks to Aug. 31, 1926.....12,901,679 bus. For 200 lbs. of semolina 6 bus. of wheat are required. If no more than 20% of the wheat in growers' hands is suitable for domestic semolina, there is, plus mills stock, available for balance of crop year.. 4,082,866 bus. It is quite likely that the wheat held by the farmers will average higher in quality for the poorest wheat is usually sold first.

the near future excepting higher prices for the lowly tubers. The Minnesota University farm, St. Paul, sums up the situation in a recent letter as follows:

"The question now in the minds of everyone interested in potatoes is what will happen to prices between now and the end of the season. Apparently the opinion of the potato dealers is that prices will continue to climb; other-

wise they would hesitate to take the risk in buying potatoes at the present prices.

"The danger, however, exists, that if all dealers hold this opinion, and bid up the present price accordingly, consumption may be retarded and prices may be forced down in order to move the crop.

"Changes in the price of potatoes during the season for the last 23 years show that dealers' estimates as to what prices were going to be in the future have been wrong nearly as often as they have been right. In 4 years since 1902 prices in Minneapolis dropped rapidly after January. The average drop for these 4 years was 50c per 100 lbs. These, however, were years of heavy production and low prices.

"During the short crop years since 1902 prices in January have never been bid up so high that the average price for the remainder of the season has not been still higher.

"The years 1916 and 1919 are the only years since 1899 in which potato prices in Minneapolis reached the \$4 mark. In 1919 the average price during January was about \$4 per 100 lbs.; but during the remainder of the season prices rose rapidly, exceeding \$7 as the averages for April and May.

"The general price level in 1919, however, was such that \$4 and \$7 were equivalent only to \$2.80 and \$4.80 at the present time.

"While the total crop of 1919 was 12% below normal, the principal shortage was in the eastern sections.

"The present situation, so far as size and location of the crop and the general price level are concerned, is more like that of 1916. In fact production in 1916 was even farther below normal than that of this year.

"The average Minneapolis price in January 1916 was \$2.78 per 100 lbs., and again prices rose through the remainder of the season, reaching an average of \$4.63 for May."

Changes Release Dates

Acres estimates for spring wheat, barley, oats, and other crops except cotton will be issued July 10 this year instead of on June 9, as heretofore, the United States crop reporting board announces.

"Issuance of the acreage estimates in July instead of June," the board said, "has been arranged with a view to eliminating acreage revisions later in the year, except in case of abandonment."

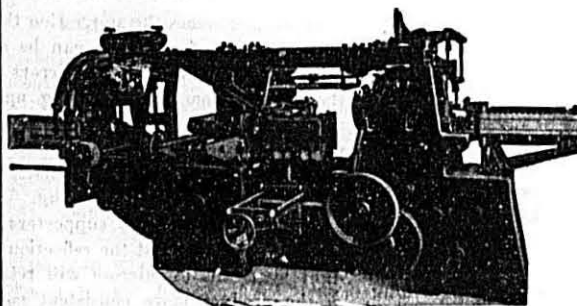
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The Package

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Wrapping Machine.
Capacity, 48-60 tight-wrapped packages
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The Tight Wrapped Package, which has long been used for Flour, Cereals and other products, is now coming into use for Macaroni, Spaghetti, Noodles, etc. The many advantages of the Tight Wrapped Package, as wrapped on the Stokes & Smith Package Wrapping Machine, make it the ideal container for food products.

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

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The BUHLER
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Elbows and
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Low power for driving
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No heated air
Little attention
Very short Drying Time.

MACARONI RECIPES ON THE AIR

Recipes for the proper preparation of palatable dishes of macaroni and spaghetti were given special emphasis by Betty Crocker in 3 talks broadcast by radio the first week in February. Thirteen stations were included in the chain that at 10:45 a. m. each day carried the macaroni message to millions of listeners throughout the country east of the Rocky mountains.

In her radio message this food expert gave recipes that were the result of extensive experimentation in the cooking school of which she is the head. Replies from women in many states have encouraged her to deal with this food-stuff more frequently in her broadcasting. As a result macaroni is being more frequently served in many homes where heretofore it had been a rare dish.

The text of Betty Crocker's message is this:

What shall we have to eat tonight? How many times a week do you ask your husband or children that question as they leave for work or school in the morning? The most satisfactory luncheon or supper menu has one substantial main dish—something hearty enough to satisfy the men and boys, and yet not too rich for the youngsters. Furthermore, it should be a dish that may be prepared quickly. Because it fulfills all of the above qualifications, I recommend macaroni and spaghetti for the luncheon or supper dish. Macaroni and spaghetti are substantial and filling for men, are nutritious for each member of the family, and not too heavy or rich for the little folks.

In most cases where macaroni is unpopular I have discovered that the reason is either the use of an inferior macaroni or poor cooking or both. Here are the directions for boiling macaroni and spaghetti:

Use at least eight times as much water as macaroni and two teaspoons of salt for every quart of water. With these proportions you can prepare any amount, small or large. Add the salt to the water and have the water boiling rapidly when the macaroni is added. Keep the water boiling all during the cooking. Cook until tender when pierced with a fork, but not until the macaroni is soft and mushy. Drain in a coarse strainer or colander so that all of the water is drained off. If the water is not boiling when the macaroni

is added and every minute during cooking, the pieces will become soft and shapeless and some of the food value will be lost.

Baked Spaghetti

Baked spaghetti is one of the most convenient and easily prepared luncheon dishes I know of. When I prepare this dish, I put on the spaghetti to cook. While it is cooking, I fry the bacon, add the onions, and while they are frying, prepare the tomatoes and the cheese. By the time the spaghetti is done, the other things are all ready to combine with it. It is then put into the oven to bake, leaving time for the preparation of the rest of the supper. This is the recipe for Baked Spaghetti:

- 1 box spaghetti (8 oz.)
- 2 quarts water
- ¾ cup bacon
- ½ cup diced onion
- 2 cups tomatoes
- ½ cup grated cheese
- ½ cup bread crumbs
- 4 tbsp. butter
- 4 tsp. salt

Method: Cook spaghetti in boiling salted water for 20 minutes or until tender. Drain. Fry sliced bacon until crisp. Add onion and fry until brown. Add the tomatoes and seasonings. Let boil several minutes, then add the grated cheese. When the cheese has melted, add the spaghetti. Place in a baking dish and cover with buttered crumbs. Bake 30 minutes, in a moderate oven, 350 degrees Fahrenheit. Baked spaghetti with cabbage slaw, milk and stewed fruit is a well balanced luncheon or supper and one that may be easily and quickly prepared.

Macaroni Mousse

The Macaroni Mousse is a bit more elaborate than the Spaghetti, but I am sure that you will like it very much as it is one of our most popular recipes. It is often served at special luncheons, bridge parties and Sunday night suppers. Here is the recipe:

- 1 cup uncooked macaroni, broken into inch pieces
- 1½ cups scalding milk
- 1 cup soft bread crumbs
- ¼ cup butter
- 1 red pepper or pimento chopped fine
- 1 tbsp. chopped parsley
- 1 tsp. chopped onion
- ½ cup grated cheese
- 1 tsp. salt
- 3 eggs

Method: Add 4 teaspoons salt to 2 quarts of water. When boiling rapidly, add macaroni. Boil until tender (15 or 20 minutes). Drain. Prepare sauce as follows: Pour scalding milk over bread crumbs. Add melted butter, pimento, grated cheese and seasonings. Lastly, add well beaten eggs. Pour over macaroni. Place in buttered baking dish and set dish in pan of boiling water. Bake 40 minutes in a moderate oven, 350 degrees Fahrenheit. This may be served with a mushroom or a white sauce. Macaroni Mousse with head lettuce or any green vegetable salad, a beverage and fruit or an ice for dessert makes a delightful luncheon.

Mirrors for Macaroni

There now comes the suggestion that better drying of macaroni can be attained through the use of mirrors in the drying room. Commenting upon the idea one wag wittily said that the fine complexion which the macaroni took on as a result of seeing itself in the mirrors was due to blushing.

The idea advanced by supporters of the mirror plan is that the reflection of light by means of mirrors will retain in the product more consistent color of the deep yellow tint and avoid the bleaching which will result from the direct sun rays. They even go so far as to say that the flavor in the product is improved and that it is quicker than the sun bleaching process.

Believe it or not, but that's the story.

Candy Advertising

The National Confectioners association, with headquarters in Chicago, has completed plans for a cooperative advertising campaign in behalf of the candy making industry. It is reported an annual appropriation of \$500,000 has been arranged by voluntary pledges on the part of concerns which expect to benefit by this publicity. The campaign will be directed to the consumer and to the various distributing channels. Macaroni manufacturers will watch with interest the results of this campaign because there has been considerable "talk" about some consistent educational advertising campaign to increase macaroni consumption.

MAN is like a tack—useful if he has a good head and is pointed in the right direction. But even though he is driven, he can go only as far as his head will let him.

Advertising Docs—

- Create good will.
- Help sell merchandise.
- Guarantee sales.
- Create quality demand and quality reputation.
- Create public confidence in merchandise, and confidence in the manufacture of it.
- Better quality.
- Establish and standardize manufacturing, trade and consumer practice.
- Help solve production problems.
- Help solve buying problems.
- Have inspirational effect on organizations.
- Compel competition to meet your standards of business and serve you.

Luther's Father Dies

Many friends of Martin Luther, vice president of the Minneapolis Milling Co., join in sympathy with him over the death of his father, Martin L. Luther, Sr., who passed away in Minneapolis Jan. 31, 1926. He was 72 years of age at the time of his death.

The man who awaits for things to turn up usually finds that his toes do it first.

Advice Worth Heeding

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

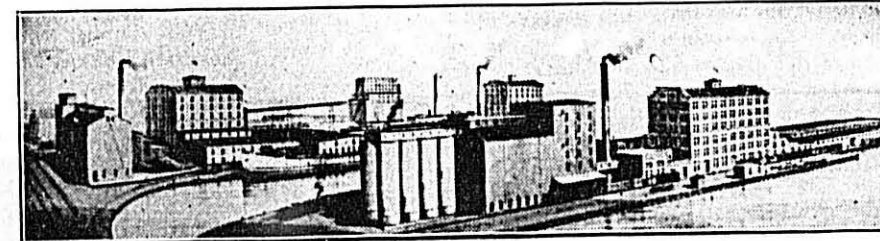
There are many things to think about before building a Noodle or Macaroni Plant, adopted especially for Package purposes.

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

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

Write for further information to

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

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CHICAGO OFFICE: 14 E. Jackson Blvd.

Grain, Trade and Food Notes

5½% Gold Notes

In January there was offered for sale 5½% serial gold notes by the Chicago Mill & Lumber company of Chicago, Ill., totaling \$4,500,000. The proceeds from the issue will be used to retire bonds of a higher rate of interest, to pay off a first mortgage on a subsidiary company and to provide capital for the expansion that increasing business demands.

The Chicago Mill & Lumber company is one of the largest manufacturers of southern hardwood lumber as well as all types of wooden boxes and box shooks in United States. It owns and operates saw mills, veneer mills, dimension lumber and shook factories. Through affiliated companies it operates 2 paper board mills and complete corrugated and solid fibre box factories. These products are used as containers for various kinds of food products and almost every other article that enters into commerce.

The business was established in 1881. It expanded rapidly. It now has timber holdings comprising 180,000 acres of the best timber lands in the southern states. The net sales of the company for 1925 amounted to more than \$12,000,000.

The securities sold by this firm that is well known to the macaroni manufacturing industry extend over a period of 10 years, maturing serially on Jan. 1, 1927 to 1936, with yield varying from 5% up to 6%. The issue constitutes the company's only funded debt.

Leipzig Fair Invitation

The macaroni manufacturers of America interested in international trade have been invited through the National Macaroni Manufacturers association to exhibit their products at the Leipzig Trade Fairs, Feb. 28 to March 6, 1926, in Leipzig, Germany. This is one of the most successful annual trade exhibitions on the continent. Its sponsors show an average attendance of 200,000 buyers and 16,000 manufacturers representing all the big markets of the world. Detailed information about the fair can be obtained through the New York office.

A Macaroni Salad

It takes all kinds of people with varied tastes to make up this world. As a result there must be a variety of food combinations to satisfy the varied

likes and dislikes. How do you like the following macaroni salad recipe submitted by Mrs. B. F. Reinboth of Amboy, Ill., who considers it a most appetizing dish?

The ingredients and directions are as follows:

3 cups macaroni, cooked.
1 cup celery (cut small).
4 apples.
1 small onion (thinly sliced).
1 green pepper.
1 pimento.
4 tablespoons oil or melted butter.
2 tablespoons vinegar.
2 tablespoons sugar.
1 teaspoon of salt, pepper to taste.
1 cup cooked salad dressing or mayonnaise.
2 tablespoons tomato catsup.

Cut celery and macaroni into small pieces. Add apples, green pepper and pimento chopped, and thinly sliced onion, oil or melted butter, vinegar, sugar, salt, pepper, mayonnaise or salad dressing and tomato catsup. Mix thoroughly.

Advertising Firm Moved

The George L. Dyer company, well known advertising agency, has removed its offices to the Murray Hill building, 285 Madison av., New York city. It occupies the entire 20th floor. When the change was made last month this company had completed 18 years of continued occupancy of its former offices at 42 Broadway.

Two men who are well known to the macaroni manufacturing industry are connected with this firm. Andrew Ross, vice president of the American Grocery Specialty Manufacturers association and for several years manager of the macaroni department of Armour and Company, Chicago; and A. S. Bennett, who submitted a well thought of plan for financing a cooperative advertising movement among macaroni manufacturers in 1923-24.

Mr. "Too Busy"

Once upon a time there was a business man who turned down the opportunity to join his trade organization because he was "too busy," and a committee was appointed to investigate him and they reported that he had told the truth.

It was found that this man was TOO BUSY—

To make or hold friends.

To spend any time with his family.

To play with his children or even to get acquainted with them.

To kiss his wife before leaving home in the morning or to take her to the theatre or opera in the evening.

To call on his friends, or stop to talk to them when he met them on the street.

To take time for meals, for fun and laughter with his children and wife or for pleasant conversation or any social intercourse with his neighbors.

To read anything in the newspapers but the commercial news; to read good books or magazines or anything that would give him new ideas, a broader outlook.

To improve his mind by travel or study along any line or by any self improvement hobby.

To go to church on Sunday with his wife and family or interest himself in any charitable, educational or community work of any sort.

To confer with his competitors rather than to continually fight them, to consider them enemies rather than worthy friends to be better cultivated.

To attend business conferences; attend the conventions of his industry; to impart helpful information; to give financial support to any activity however worthy its purpose.

To take occasional trips to the country to see the beauties of nature, to refresh his soul and renew his strength under the open skies amid the wonders of God's universe.

To take exercise, to take care of his health, to keep fit for his work, to mingle in society, to do anything that would help the larger life of the world or develop the larger man in himself.

This man who all his life had been TOO BUSY for anything but the dollar, the money grabbing game, found no time to enjoy the wealth for which he had sacrificed everything else to gain but did find time to die.

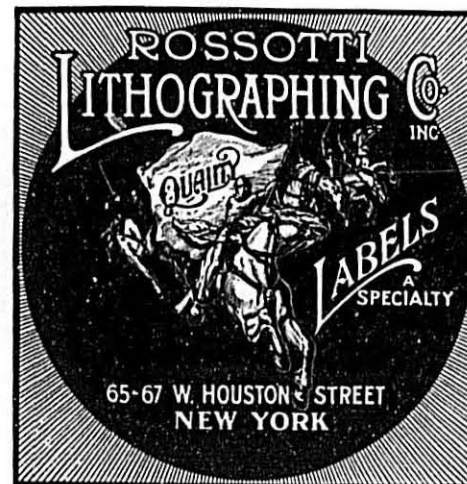
And then it was found that—EVERYBODY WAS TOO BUSY TO ATTEND HIS FUNERAL.

PARTICULAR

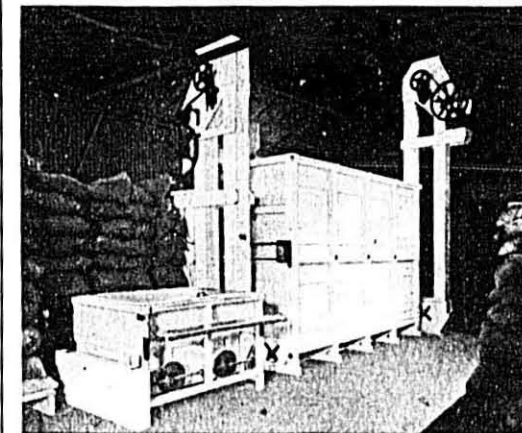
A small boy strolled into a butcher shop and laid down a grimy note and a coin on the counter.

The Butcher—"And so you want 10 cents worth of dog bones, do you, sonny?"

The Lad—"Yes, sir, and please give me some with more meat on them this time. Pop couldn't get a good mouthful off the last bunch."—Cracker Barrel.



CHAMPION IN NAME and IN SERVICE



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

Modernize Your Plant

by installing this

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

CHAMPION FLOUR HANDLING OUTFIT

You eliminate all guess work
thereby insuring a uniform product.

Champion Flour Outfits

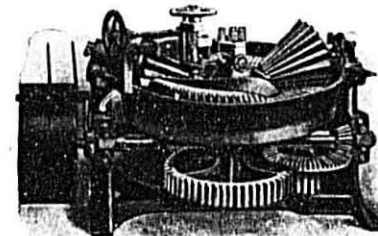
now in daily service in numerous
macaroni and noodle plants
in America.

For More Detailed Information Write

Champion Machinery Company
JOLIET - - - ILLINOIS

Manufacturers of
Mixers - Noodle Brakes - Flour Handlers

D. & E. Kneaders



To The Trade:-

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

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

Yours very truly,
DIENELT & EISENHARDT, Inc.
R. F. BOGGS, Sales Manager

DIENELT & EISENHARDT, Inc.
1304-18 N. Howard Street
PHILADELPHIA, PA.

Established Over 50 Years

Notes of the Macaroni Industry

Crescent Company Has Big Year

The Crescent Macaroni & Cracker company of Davenport, Ia., a concern that has been in continued existence for nearly a half century, transacted business amounting to more than \$1,000,000 during 1925, an increase of over 20% above the sales of the previous year. This increase is due to an expansion of the territory the company serves, Michigan and Ohio having been added to the bordering states.

The total sales reported include the returns from both biscuit and macaroni departments, each of which shows a fine gain.

The company was established 50 years ago by Hugo Schmidt, Sr., who died soon after the firm had been well established. His son Oswald Schmidt then assumed charge and under his management the business developed rapidly into one of the most progressive firms in the Mississippi valley.

The old plant burned in January 1915. A model plant was immediately erected having floor space in excess of 1½ acres. Additional units have been erected as business development required.

Oswald Schmidt died in 1922, and the company has since been conducted by Paulo Roddewig as president, Karl B. Schmidt as vice president, Hugo J. Schmidt as treasurer, and Fred L. Ray, secretary.

Mould Firm Moves

The International Macaroni Moulds company that supplies moulds and dies to macaroni manufacturers in almost every section of the country has found it necessary to move to larger quarters because of increased business. It is now situated at 317 Third av., Brooklyn, N. Y.

The members of the firm sincerely appreciate the cooperation that the firm has always been given by the macaroni manufacturers and feel that the move will enable them to give better attention to orders and more prompt service.

Hold Up Macaroni Collector

S. D'Alessandro, collector for the V. Viviano & Brothers Macaroni company of St. Louis, Mo., was recently robbed of \$430 while looking after the business of his company in Minneapolis. He had

visited a half of dozen places and collected several accounts when he was accosted on the street after dark by an armed robber who forced him to walk to a point where 2 confederates awaited. There he was relieved of the money and checks which he had collected.

Mr. D'Alessandro has been an employe of the St. Louis firm many years. When the 1919 convention of the macaroni industry was held in that city, Mr. D'Alessandro was a member of the committee that took such excellent care of the entertainment of those in attendance. His loss was at once reported to the police of Minneapolis who began immediate investigation but without results as yet.

Inspect Macaroni Factory

The Greater Lynn Women's club of Lynn, Mass., inspected the Prince Macaroni Manufacturing plant at Boston last month to gain first hand information about a food that is becoming more popular with women of all classes in the eastern part of the country. Sixty-five members under leadership of Mrs. Joseph W. Attwill, the club president, enjoyed the inspection tour.

The guests were shown through the plant by Misses C. H. Weimer and Ruth Brainard, instructors in the cooking classes which were conducted this winter to teach the proper preparation of appetizing macaroni and spaghetti meals. The guests were supplied with samples of the company's product and were given booklets containing tested recipes and valuable information about the product.

At a later meeting those who inspected this food plant reported on the experience gained by the trip and discussed the manufacture and proper preparation of macaroni products for the benefit of those who were unable to accompany the inspecting group.

Tomatina Company, Incorporated

The Tomatina Alimentary Paste company, distributor of Tomatina-Spaghetti, a pure food product of tomatoes and wheat, situated at 110 W. 40th st., New York city, advises that the name has been changed to Tomatina Company, Inc., effective early this year, also that its products will hereafter be marketed in 9 oz. instead of 8 oz. packages.

This concern has patented a product

wherein tomatoes are added in the manufacture of its spaghetti. It also holds patent rights in foreign countries, claiming these patents since 1922.

Vice President's Father Dies

E. Z. Vermynen, vice president of the National Macaroni Manufacturers association and secretary of the American Macaroni Manufacturers association of Greater New York, announces the death of his father, Arthur A. Vermynen, on Tuesday, Jan. 19. Deceased was 84 years of age and had long been connected with a banking institution on Wall street, but retired about 15 years ago.

Death occurred in St. Peter's hospital, Brooklyn, after a short illness. Burial took place on Thursday, Jan. 21. An aged wife and 2 sons survive him.

Vice President Vermynen received messages of sympathy from his many friends in the macaroni manufacturing industry.

Columbus Semolina

The Commander Mill company of Minneapolis, Minn., has offered the trade its high grade semolina under the brand name "Columbus Semolina." According to W. E. Ousdahl, manager of the durum department of that firm, the new brand will be the company's very best product. Into it will only go the highest grade ingredients.

The brand will show the picture of Christopher Columbus in profile. It serves to closely associate the country in which macaroni originated with America, the country which Columbus discovered. The new brand went on the market shortly after the opening of the present year.

Kick Justified—Advice Good

From a midwestern macaroni manufacturer who is almost disgusted with conditions that exist in his territory comes in the following strenuous objection to harmful practices that are carried out by indiscriminate competitors. He certainly offers good advice which he hopes all will consider:

It has been brought to our attention, some of the macaroni manufacturers are selling macaroni below the cost of production in certain localities. They call this advertising their product.

To our minds, this form of advertising is very poor business. It hurts the macaroni

February 15, 1926

THE MACARONI JOURNAL

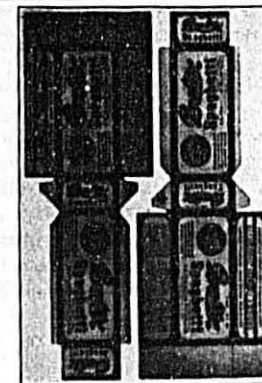
33

2/A-SEMOLINA



The carefully selected durum wheat from which it is made has gluten characteristics particularly suited for making the highest grade of semolina. Butter is colored artificially to please the eye. The same rich, golden color is obtainable in Macaroni by using 2/A semolina without the use of artificial color.

CAPITAL FLOUR MILLS, Inc.
MINNEAPOLIS MINNESOTA SAINT PAUL



KNOWING THE DIFFERENCE—IN COST of materials and labor processes has been part of "National" service for many years.

We Manufacture Sealing Machines for Both

flat sheets and knock-down cartons and can therefore advise you without bias.

We also manufacture both *lining* and *wrapping* machines as well as both *net* and *gross* weighers of *thirty* (30) and *sixty* (60) per minute capacities.

National Packaging Machinery Co.
170 Green Street, Jamaica Plain, Boston, Mass.



For
EFFICIENT DRYING EQUIPMENT
FOR SHORT OR LONG GOODS

Write

KARL GAMMEL, M. E.,

For 20 Years a Builder and Creator of Drying Equipment.

P. O. Box 1248 JOLIET, ILL.

industry rather than helps it. A large retailer was heard to say, macaroni had been kicked about more than any other food product.

In our opinion, the manufacturer should choose some other way of advertising his product, as it would hold up the quality instead of cheapening it, and in this way would be more wholesome for the industry and the manufacturer.

Canners Hold Big Convention

The following officers were elected by the National Canners association in its annual convention at Louisville, Ky., Jan. 25, 1926:

President, Elmer E. Chase, Richmond-Chase Co., San Jose, Calif; vice presidents, Harry L. Cannon, H. P. Cannon & Son, Bridgeville, Del., and Leonard Wood, California Packing Corp., San Francisco; secretary-treasurer, Frank E. Gorrell, District of Columbia.

Directors

R. W. McCreery—Marshall Canning Co., Marshalltown, Ia.
 Alfred Eames—California Packing Corp., San Francisco.
 Bert Maling—Ray-Maling Co., Hillsboro, Ore.
 Sid R. Clift—Ames Canning Co., Ames, Ia.
 Allan Cutler—Cutler-Lobingier Pkg. Co., Ontario, Calif.
 E. G. McDougall—Libby, McNeill & Libby, Chicago, Ill.
 James D. Dole—Hawaiian Pineapple Co., Honolulu, T. H.
 Dan Gerber—Fremont Canning Co., Fremont, Mich.
 B. C. Olney—New York Canners, Inc., Rochester, N. Y.
 Dr. Robert Mayhall—Edinburg Canning Co., Edinburg, Ind.
 Ralph Kemp—Kemp Brothers Pkg. Co., Frankfort, Ind.
 W. B. Stokely—Stokely Brothers & Co., Newport, Tenn.
 Frank Douthitt—Big Stone Canning Co., Ortonville, Minn.
 A. Holmes Stoops—Stoops Pkg. Co., Van Wert O.
 Ralph Dulany—John H. Dulany & Sons, Fruitland, Md.
 Dr. F. T. Clark—Waupun Canning Co., Waupun, Wis.
 Carleton F. Pike—R. J. Peacock Canning Co., Lubec, Me.
 Mark Ewald—Olympia Canning Co., Olympia, Wash.

Frank L. Zeraga in Europe

Frank L. Zeraga, president of the American Macaroni Manufacturers association of Greater New York, is on

his annual pilgrimage to Europe. Messages from him advise that he is thoroughly enjoying the pleasant winter on the Riviera of France and Italy.

While the trip is one of pleasure, he will look after some business interests on the continent.

Quaker Oats Founder Dies

Robert Stuart, founder of the organization now known as the Quaker Oats company, passed away Jan. 16, 1926, at his winter home in Pinehurst, N. C., aged 73 years.

He first became interested in milling in 1873 when he operated an oatmeal mill in Iowa under the firm name of Stuart & Douglas. A plant was established in Chicago in 1879 and later became the main seat of operation. As the business increased the firm name was changed successively to the Cereal Milling company, the American Cereal company and the Quaker Oats company.

The late Mr. Stuart was chairman of the executive committee of his company and was a member of the Chicago Board of Trade.

Several new lines were established aside from the oatmeal product for which the company is nationally known. Among these are macaroni and more recently pancake flour.

B-D Products Incorporated

The B-D Products Inc. has been organized in Brooklyn and incorporated under New York laws. Its purpose is to manufacture spaghetti and similar products. The company is capitalized by the sale of 250 shares of preferred stock and 100 shares of common stock of no par value.

The articles of incorporation name the following directors: James J. Irwin, Jr., Van Horne Gledhill, and A. F. Sawyer of 49 Wall st., Manhattan.

Food Exports Decline

While the exportation of macaroni products, a business yet in its infancy, continues to increase rapidly every year, officials of the United States Department of Agriculture report an alarming decrease in the total of food exportation.

In the 10 years before the World war net exports of food products from the United States declined rapidly and export statistics just compiled by our government show that this trend is resumed. Indications are that our net food exportation for the crop year

1925-26 may fall below the annual average for the 5 years immediately preceding the war and may even approach the low mark of 1913-14, when this country imported almost as much in the way of foodstuffs as it exported.

Index numbers of net food exports have now been compiled by the department for the first time. These figures give a better general view of our foreign trade in agricultural products. They would indicate that the consumption of foodstuffs in the United States is increasing more rapidly than is production.

In the nineteenth century food production increased much more rapidly than population in the United States. This trend was reversed at the beginning of the twentieth century. During the war it was proven that production could be stimulated to meet demands but in normal years the farmers lack sufficient incentive in the way of profitable returns to keep pace in their production with the increase in home requirements.

Our principal exports in foodstuffs have been grains and grain products, while our principal imports are sugar, fruits, nuts and vegetables.

CAME TOO HIGH

A young negro walked into the office of a prominent lawyer in Louisiana and said:

"Boss, I kum to see you 'bout gettin' me a 'voicement."

"What's the matter, John?" said the attorney, "can't you get along with Mary, or have you found some other girl you like better?"

The negro, with a grin, admitted that he had found such a girl, and asked:

"What you goin'er charge me, Mr. Charlie?"

"Fifty dollars, John," said the attorney.

The negro moved uneasily about the office, scratched his head, but did not speak. After a few minutes the lawyer asked:

"What's the trouble, John?"

"I just tell you, Mr. Charlie," said he, "there ain't no fifty dollars difference in them gals."—National Monthly.

MODERN DRIVING

"Are you sure you realize the difference between driving an ambulance and driving an ordinary car?"

Applicant—"Sure! When you're driving an ambulance y' gotta go back an' pick 'em up."

DRYERS

That will dry your macaroni perfectly

Stop all the waste—acidity—cracked and moulded goods

Save labor 75%

USING

BAROZZI DRYING SYSTEM

616-620 Clinton Street

HOBOKEN, N. J.

New York City District

Make money and better macaroni

The House
of
Perfection

Always at
Your
Service

Where Others Have Failed,
We Have Succeeded.



Why not deal with a reliable house?

**INTERNATIONAL
MACARONI MOULDS CO.**

252 Hoyt St.

Brooklyn, N. Y.

Pure Amber Durum

SEMOLINA

STRONG and UNIFORM
FOR QUALITY TRADE

CROOKSTON MILLING CO.
CROOKSTON, MINN.

"Crookston Means -- First Quality"

The Macaroni Journal

Trade Mark Registered U. S. Patent Office
(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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COMMUNICATIONS—The Editor solicits news and articles of interest to the Macaroni Industry. All matters intended for publication must reach the Editorial Office, Braidwood, Ill., no later than FIFTH Day of Month.
THE MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns.
The publishers of THE MACARONI JOURNAL reserve the right to reject any matter furnished either for the advertising or reading columns.
REMITTANCES—Make all checks or drafts payable to the order of the National Macaroni Manufacturers Association.

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

Vol. VII February 15, 1926 No. 10

Patents and Trade Marks

REGISTERED

Il Fiore Di Napoli

The trade mark of the Italian-American Paste Company, Inc., of San Francisco, Calif. The firm claims to have used this brand name on its alimentary paste products since 1919. Application for registration was filed March 21, 1925, published in Official Gazette Oct. 13, 1925, and in Macaroni Journal Nov. 15, 1925. It was registered Jan. 5, 1926, and given serial No. 207,528.

Golden Key

The private brand trade mark of the Great American Tea company of Brooklyn, N. Y. The firm claims to have used this brand name on its food products including macaroni, noodles and spaghetti since Sept. 2, 1924. Application for registration was filed Feb. 11, 1925, was published in the Official Gazette Oct. 27, 1925, and in the Macaroni Journal Nov. 15, 1925. It was registered Jan. 12, 1926, and given serial No. 207,955.

APPLIED FOR

La Parisina

A private brand trade mark used by Parisi Brothers, Mt. Vernon, N. Y., on alimentary paste, rice and canned foods. Application for registration was filed June 17, 1925, and published Jan. 12, 1926. Owners claim use of trade mark since March 1922.

The trade mark consists of the word

"La Parisina" in caps outlined in black, with centers of white.

WGY

A private brand trade mark used by Jonathan Levi Company, Inc., Schenectady, N. Y., in a variety of grocery products including macaroni, spaghetti and noodles. Application for registration was filed Nov. 9, 1925, and published Jan. 12, 1926. Owners claim use of trade mark since Oct. 1, 1925.

The trade mark consists of the call letters of the Schenectady broadcasting station WGY in heavy black type.

Golden Gate

The brand name of alimentary paste products manufactured by the Golden Gate Macaroni & Paste Factory of San Francisco, Calif. Application for registration was filed Nov. 21, 1925, and published Jan. 19, 1926. The firm claims use since August 1909.

The trade mark consists of the words "Golden Gate" in heavy black type arranged in the form of an arch.

Opal

A private brand trade mark used by Charles Hewitt & Sons company of Des Moines, Ia. Application for registration was filed Oct. 5, 1925, and published Jan. 26, 1926. Owner claims use on a large variety of grocery products including macaroni, spaghetti, vermicelli and egg noodles, since July 1905.

The trade mark consists of the word "Opal" in heavy black type over a bow of black ribbon bound by an opal setting.

Aida

The private brand trade mark used by G. Roscano & Brothers of New York city on macaroni and canned tomatoes. Application for registration was filed Oct. 23, 1925, and published Jan. 26, 1926. The owner claims use since about Feb. 26, 1916.

The trade mark consists of the name "Aida" in heavy black letters placed over an oval containing a picture of a beautiful water bearer of ancient times. The lady is shown resting on a rock. On her knee is a large earthen water pot and in her hand is a fan of palm leaves.

No American Durum

Even the wisest of us makes mistakes, particularly in the discussion of matters with which we are not fully acquainted. The Chicago Journal of Commerce recently carried an absurd statement concerning the production of durum

wheat in the United States. In part the article reads:

"For example; there may be a lower tariff on durum wheat—a product of which we raise very little. Durum wheat is used almost exclusively for spaghetti and macaroni. We must import most of our supply. In view of the almost total lack of effort in this country to produce durum wheat we may lower the tariff on this commodity."

The truth of the matter is that there is little or any durum wheat imported in this country and the American production is so much in excess of American consumption that the surplus must find a market in foreign countries. Our annual production averages from 60 to 70 million bu. of durum wheat, while more than a third of the crop is necessary to supply the macaroni industry, which offers the principal market for the American grown durum wheat. A portion of the durum crop goes into manufacture of cream of wheat and other similar breakfast foods. It would seem foolish to provide a tariff against a product whose entry into this country is almost negligible.

COOPERATION

The owner of a small lunch room near a well known bank in our metropolis had this sign placed on the wall: "By special arrangement with the bank, it has been agreed that the bank will sell no doughnuts and we will cash no checks."

FOR SALE

1 Werner & Pfleiderer 12" Reversible Noodle Brake, belt or motor driven.
1 Werner & Pfleiderer 12" Noodle Cutter.
1 Belt Conveyor (16 ft.) to carry Noodles from Cutter.

Machines in first class running condition. Will sell all or separate.

F. L. Klein Noodle Co.
4565 S. State St., Chicago, Ill.

A. ROSSI & CO.

Macaroni Machinery Manufacturer

Macaroni Drying Machines

That Fool The Weather

387 Broadway — San Francisco, Calif.

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in producing and marketing a useful Product in Cartons can be traced to two causes,—
Low Production Cost and Means of Protection
to preserve the Product from the Factory to the Consumer.

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PACKAGING MACHINERY

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

PERFECT CONDITION

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

NEW YORK, 30 Church St.,

CHICAGO, 208 S. LaSalle St.,

LOS ANGELES, CAL., 607 Marsh-Strong Bldg.



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Table Glue "H"
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Main Office: 820 Greenwich Street, N. Y. C.

NOODLES

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

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

Special Noodle Whole Egg—

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

Special Noodle Egg Yolk—

Selected bright fresh yolk—entirely
Soluble.

Samples on Request

JOE LOWE CO. INC.

"THE EGG HOUSE"
New York

CHICAGO BOSTON LOS ANGELES TORONTO
WAREHOUSES
Norfolk Atlanta Cincinnati Detroit Pittsburgh

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

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Wm. A. Tharinger, Tharinger Macaroni Co., Milwaukee, Wis.

Legislative and Vigilance Committee
M. J. Donna, Secretary
 Braidwood, Ill.
Dr. B. R. Jacobs, Representative
 2026 I st. N. W., Washington, D. C.

WITH THE SECRETARY

The "Color" Line

April First 1926 is the "dead" line for artificially colored goods to cross state boundaries and to enter into the commerce of 28 states in which the federal food laws automatically apply. Start now to avoid future complications by eliminating the use of added coloring.

New Member

The Sharp-Elliott Manufacturing company of El Paso, Tex., has again become affiliated with the National Macaroni Manufacturers association as a regular member. It will cooperate with the leading manufacturers of the country in solving the many problems that affect the industry. "Welcome, D. C. MacIver. May many others follow your example!"

What Next?

The settlement of several problems of long standing leaves the way for other activities. To us it appears that the next big problem of the industry is—"To Sell More Macaroni to American Consumers." How can this be brought about? Send your suggestions to the secretary.

1926 Convention

Chicago, because of its central position and wonderful railroad facilities, has been chosen by the board of directors for the scene of the 1926 conference of the macaroni manufacturing industry of America.

The Edgewater Beach hotel will be our headquarters. It is nationally known as an ideal convention site. It will be a pleasure to attend a convention there. We'll try and make it profitable, also.

Reserve June 8, 9 and 10 for the

macaroni convention at Edgewater Beach hotel, Chicago.

Arrange through the secretary for accommodations for yourself, your family and friends. Do so direct with the hotel if you prefer.

Self Regulation

Now that the tempestuous coloring question has been finally settled by the strict ruling issued on Jan. 15, 1926, by the bureau of chemistry, United States Department of Agriculture, the industry should unite solidly behind the state and national bureaus in fearlessly enforcing this and all other laws under the Food and Drugs Act.

Each of us is hereby deputized to police, first, our own plant, and next, the particular territory or territories in which our interests lie. Self resignation to the laws of our country and strict enforcement thereof, on the part of all who are affected by them, will make the problem of "policing the industry" much easier than we now contemplate.

Advertising Macaroni Products

A recent survey discloses the amazing fact that nearly 100 advertising agencies carry macaroni advertising accounts. This is fine. How wonderful would be the results if this work could be carried out in agreement and understandingly!

The road to the future success of the industry is apparently **The Advertising Route.**

Proper Association Spirit

Seventy-five per cent of the members of the National Macaroni Manufacturers association have voluntarily contributed to the special assessment voted to wipe the deficit that has been accruing for several years. Some firms doubled their annual dues. This fine

spirit should encourage the remaining firms to "kick in" to make the response 100%.

Census of Manufacture

The prompt filing of your census questionnaire with the bureau of census is urged. This office is cooperating with the bureau in its efforts to obtain true census of our industry. In this way only can we prove to the world the importance of our business.

Income Tax Time

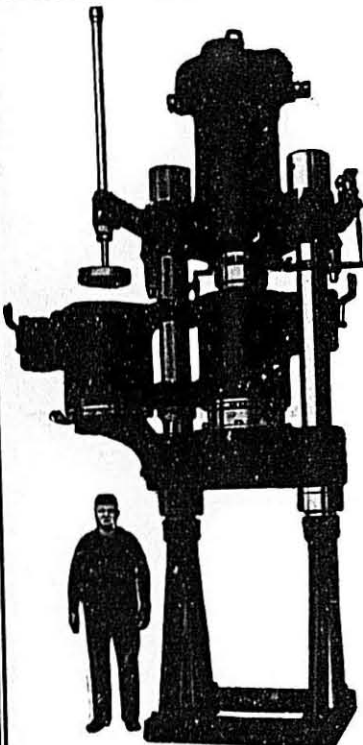
Next comes income tax month. Firms and individuals subject to the payment of income tax, and we hope all macaroni men are in this class, must file their 1925 report before March 15, 1926. The secretary will be glad to forward the name and address of a firm that specializes in this work to any who need the service which these expert accountants are ready to give the macaroni manufacturers.

Write Bureau on Color Ruling

The Bureau of Chemistry, U. S. Department of Agriculture, Washington, D. C., would be pleased to have your opinion on its ruling of Jan. 15, 1926, prohibiting use of "added coloring" in Alimentary Paste Products. Why not write the bureau commending it on the forethought in issuing this helpful ruling to the trade? Send the secretary a copy of your letter. You will thus be enrolled on the roll of Color Eliminators.

A Bank Director

Henry Mueller, president of the National Macaroni Manufacturers association and treasurer of the C. F. Mueller company of Jersey City, N. J., has been named as a member of the board of directors of the Merchants National bank of Jersey City. He is also a director in the Union Trust & Hudson County National bank of the same city.




John J. Cavagnaro
 Engineer and Machinist


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

Specialty of
MACARONI MACHINERY
 Since 1881

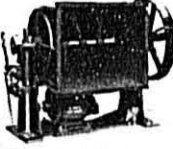
N. Y. Office & Shop 255-57 Centre Street, N. Y.




HYDRAULIC MACARONI MACHINERY



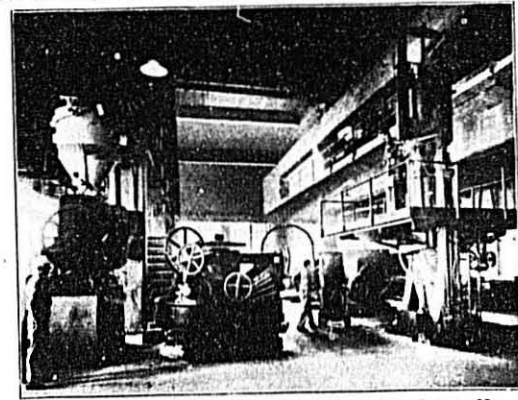
2-2 1/2 lb. Mixer
Belt Driven.




12 lb. Mixer
Hydraulically Tilted.




91-inch Kneader.
Capacity 2-3 bbls.




Large Vertical Press, 480 lbs. Flour per charge. Dough from Kneader being transported in Portable Dough Leading Cylinder.



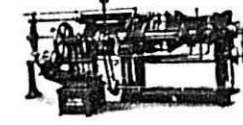
Inside Packed
Vertical Press.



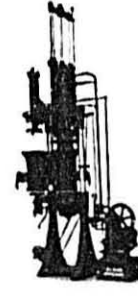
Inside Packed Short-cut
Press for Accumulator System.



Die Washer.



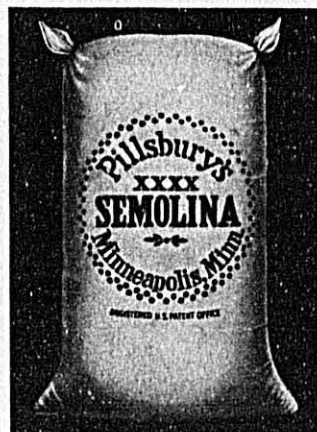
Outside Packed Short-cut
Press and Pump.



Outside Packed
Vertical Press.

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Because—

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

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