

**THE
MACARONI
JOURNAL**

**Volume 7,
Number 11**

March 15, 1926

The
Macaroni Journal

Minneapolis, Minn.
March 15, 1926

Volume VII

Number 11



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

A Fair Trial

Obey the anti-coloring ruling.

For years our Industry hoped to
eliminate artificial coloring
by education and under-
standing.

The U. S. Bureau of Chemistry
now compels us to do it.

Give the ruling a Fair Trial.

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

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TO SUCCEED--EXCEL

The macaroni manufacturing industry, old in years in this country when compared with the automobile and other equally progressive lines, but a mere infant when compared with progress attained, has still its "growing up" years ahead.

It is true that as long ago as fifty or sixty years there were established in some of our eastern cities several plants that attempted with varying success to supply the extremely light home demands for these products. Most of these early institutions have gone the way of most pioneers. A few remain and have succeeded after a fashion. Others took up the burden where they left it, until today the macaroni manufacturing industry is fairly well established in practically every section of the country.

Shortly after the world war this industry, like others, experienced undue inflation. Old plants were enlarged. People with money to invest began studying the possibilities of the future and ventured into it. Some are satisfied, others would gladly get out of it if they could.

It is recalled that one man who investigated this business was dismayed by the number of failures that were annually reported, and by the large number of firms that merely existed under the most disastrous competitive conditions. Why are the real business successes in the macaroni industry so rare? What is the basic cause of this condition?

This inquisitive man started a thorough inquiry. From the replies received he was satisfied that the successful macaroni manufacturers were the exception rather than the rule. He did not greatly concern himself to find out why this should be the case but rather why should it remain so. Were there not as many opportunities in this line as in almost any other that he might enter? How would he go about it to succeed?

His conclusion, based on years of business training, was that to succeed in the macaroni manufacturing business, ONE MUST EXCEL. This excellence should take form along 3 definite lines: first, improved plant equipment; second, superior quality of products; third, consistent publicity to users and educational advertising to prospective customers.

Basing his actions on his judgment he entered the macaroni manufacturing field less than a decade ago and his firm is now one of those that is enjoying a fine, steadily growing business that brings him a reputation for quality

of products and profits commensurate with his investment of brains and money.

The Plant—To succeed a manufacturer should have a plant properly located and well equipped with modern machinery. Also a faithful group of trained employees able to handle each machine unit, and guided by experienced officials who know how to buy right and sell profitably. Modern machinery with dependable operators under skillful management is the combination that guarantees the first step toward success.

The Product—A firm to succeed must manufacture only products of the very best grade. Its reputation for quality will always fall to the level of the lowest grade that comes from the plant. The measure of a plant is usually the grade of products about which competitors can find the greatest and the most fault. Aim to make them all good and attacks on them will be made in vain.

The Sales Policy—A firm must first sell itself to its employees to make them loyal. It must then sell its goods to an ever increasing number of steady and dependable customers. The sales policy must be such as to merit the continued confidence of every branch of the distributing trade and the good will of the consumers. It has been frequently proven that this can best be done by advertising, well directed and properly placed—good, sound, consistent publicity that creates demands and repeat orders.

This inquisitor came naturally to the same conclusion that all leaders in business must come to sooner or later, that to succeed one must first EXCEL. Therefore, to succeed one should make the very best macaroni, spaghetti or noodles possible, give employees more kindly treatment and encouragement, offer his patrons better service and carry on some active advertising campaign that will tend to increase the number of users of his products.

Individual advertising is fine but the great need of the present day is to back it up with a nation wide publicity campaign supported by all the progressive firms of the country. Concerted educational publicity will convert many to the use of macaroni who now overlook this wonderful food entirely; it will make even more successful the leading firms of the country and help those smaller firms whose products are of the quality that pleases the consumers.

When and how will this national campaign of educational publicity for macaroni products be attempted?

BUSINESS TREND UP

Improvement Noticeable -- Macaroni Shows Gains, Prices Generally Satisfactory -- Dependable Data Prove Worth-C. of C. Summary.

Based on a very limited survey of reports reaching the headquarters of the National Macaroni Manufacturers association, the macaroni industry is apparently enjoying an exceptionally fine business, starting early last fall and continuing with only brief lapses throughout the closing months of 1925 and January and February 1926.

The past 2 months found most plants running to capacity filling advance orders to meet the Lenten requirements. This was particularly true in the heavily populated districts. "Dumping" apparently has not been practiced to any extent during the months under consideration because of heavy orders from the manufacturers' natural markets. Prices were generally satisfactory except in certain districts disturbed by manufacturers who sought to unload "colored" products before April 1, 1926, in keeping with the recent government ruling.

Revival of business in the anthracite coal mining regions after a 7 month strike brightened the only dark spot on the macaroni business map. The annual reports of many firms showed a healthy condition and, ex-

cepting in a relatively few cases where dividends were declared, a future of promise is indicated. Macaroni manufacturers are beginning to appreciate more and more the value of dependable statistics covering their business, and at no distant future should agree to submit data upon which a monthly or a quarterly summary can be based as is done by so many other lines of business.

General Business Summary

The department of commerce has compiled some interesting statistics covering the general business conditions during January. This report is informative and will be valuable to the trade. It reads:

Early reports for January indicate increased industrial activity over December, gains being shown in the production of pig iron, steel ingots, zinc and northern pine lumber, in the deliveries for consumption of tin, silk, and cotton, in the grindings of corn, and in the shipments of railroad locomotives and electric industrial trucks and tractors. Douglas fir lumber output declined. The same comparisons hold good with January, 1925, except that the production of pig iron and steel ingots and the consumption of cotton declined. Unfilled steel orders on Jan. 31 declined from both the previous month and a year ago, and fewer iron furnaces were in blast than at either previous period. Locomotive unfilled orders, though less than on Dec. 31, were higher than a year ago.

Retail trade in January was seasonally lower than in December but higher than a year ago, as shown by returns from mail order houses and 10 cent chains. Postal receipts and check payments outside New York city showed similar comparisons, while check payments in New York increased over December as well as over a year ago.

Prices in January were stationary generally, although a trend toward higher levels than in December was noticeable in the building materials and fuel groups, with food, clothing, chemicals, house furnishings and metal groups tending to decline. The most striking individual changes were an advance of 64% over December in the price of coke and a decline of 21% in the price of rubber.

Business failures increased over December in a seasonal movement but were less than a year ago in both number and liabilities. New incorporations increased over both periods. Interest rates on commercial paper averaged the same as in December while the call money rate declined. Stock prices averaged higher than in December but the volume of transactions was smaller than in either the previous month or a year ago. The federal reserve ratio was higher than at the end of December but lower than at the end of January 1925.

The manufacturer with a good product confers a benefit when he advertises it.

A Great Victory

Business depressions may come and may go, unwelcome trade practices may develop and disappear, but an industry will continue to go forward under wise and unselfish leadership, fully and properly supported by firms and men who perform natural, vital services for the general good.

It is usually darkest just before dawn, and sunshine generally follows a storm. For years there has been cast over the macaroni industry a cloud of despair, a spell of darkness and a pale of uncertainty due to serious abuses of privileges by a small group, prompted only by selfish motives. Happily this situation has been cleared through an unexpected announcement from the U. S. Bureau of Chemistry, thus presenting anew an opportunity for square dealing which will ultimately lead to permanent success for manufacturers with clear vision, sound faith and noble intentions.

From practically every branch of the macaroni and noodle manufacturing industry, from firms both large and small, even from those who heretofore have been lukewarm, if not in direct opposition, have come congratulatory messages to the headquarters of the National Macaroni Manufacturers association commending it on the consistent, above board fight it has conducted to banish from the trade that big bugaboo, Artificial Coloring to simulate egg products.

From the allied trades, from the various channels of distribution and from its many readers come words of appreciation of The Macaroni Journal's brave and well directed attack on a practice that can be blamed more than anything else for the lack of increase in macaroni consumption which the industry has a right to expect. It is both pleasing and reassuring to note this attitude toward the new ruling by the Bureau of Chemistry which will have the effect of stopping a very small minority of manufacturers who seek the privileges of continuing to hide inferior ingredients in highly colored products.

The tenor of the mass message is, "YOU HAVE WON FOR US A BIG VICTORY. You are deserving of our deepest appreciation and of our staunchest support. You have both."

This is the composite message contained in the mass of letters filed in the association office, being copies of those

sent to the Bureau of Chemistry, first congratulating it on its ruling of Jan. 15, 1926, and promising obedience and support, and later protesting vigorously against the granting of any special privileges to any particular individuals or groups.

Space will not permit reproduction of this mass of favorable correspondence. A summary of its substance must suffice. Permission has been granted by Erwin John, president of the Milwaukee Macaroni company, Milwaukee, Wis., to quote from his very forceful letter of Feb. 22, 1926 which sets forth in unmistakable language the reasons why the Anticoloring Ruling should have a salutary effect on the trade and the country. The points made are as follows:

1. That his firm learns with great relief and satisfaction the bureau's militant attitude toward artificially colored macaroni products.

2. We unhesitatingly declare that this ruling is of vital importance to all honest manufacturers of alimentary pastes. We are now certain that the annual consumption of macaroni products, which so far was held down in this country by an inferior quality to 4¼ lbs. per capita, will take a decided upward swing until it has reached or passed the figures on the European continent, with 20 lbs. per capita in England, France and Germany, and 40 to 50 lbs. for Italy.

3. The farmers of the country have reason to be as grateful as the macaroni manufacturers. Increased consumption of macaroni will increase the requirements of wheat if the average annual consumption in Europe of 20 lbs. per capita is to be attained, as it should, under the new ruling and through more educational effort on the part of the trade.

4. THIS 20 LBS. ANNUAL CONSUMPTION OF WHEAT HERE AT HOME IN THE FORM OF MACARONI PRODUCTS WILL ABSOLUTELY MEAN \$2 A BUSHEL FOR WHEAT, and consequently your ruling comes very near solving the farming question, which has been so bothersome to every administration in Washington during the last decade.

5. To achieve a complete success within a very short time it is absolutely necessary that no exceptions be tolerated nor changes be made. If you

want to help the industry as such, the public as the consumer and the farmer as the producer of the only legitimate raw material for macaroni products, then make your ruling stick; prosecute ruthlessly and without regard to person any and all violations of your ruling reported to you. Please show the country at large that there is some authority left and that FEDERAL LAWS, RULES AND REGULATIONS MUST BE OBEYED AND CAN BE ENFORCED.

Mr. John follows up the letter with a 20 lb. box of assorted macaroni products made of the best raw materials available and containing no dyes. He submits this in evidence of what the natural products should look like and suggests that these products be prepared under the direction of the Secretary of Agriculture or the President of the United States to be served at a macaroni or spaghetti luncheon, to which government leaders may be invited. The object would be to call the attention of the whole country to the fact that greater consumption of macaroni and spaghetti by Americans on the same basis as Europeans would be the solution of all the troubles now confronting the American farmers. No publicity stunt is intended. It is prompted purely by the thought that a better knowledge of macaroni products would bring about their greater use and a consequent benefit to the agricultural interests of the nation.

While not attempting to mention the many firms that have congratulated the United States government on its stand toward coloring and promised it unflinching support, for the benefit of the entire industry we list a few of the many good points made by firms in different parts of the country to show the unanimity of opinion that apparently prevails.

From a San Francisco Manufacturer

The United States Department of Agriculture's ruling will prove of immense interest to the industry and do away with the one thing that has been holding back the expected increased consumption of our products. While congratulating the bureau, we feel that our most sincere congratulations are due the National Macaroni Manufacturers association which has consistently fought for action of this kind. In



The Biggest Forward Step Ever Made in the History of Macaroni Manufacture.

appreciation of your determined and unselfish fight for the industry's interest we are pleased to submit to you our application as a regular member, promising you our fullest support and cooperation.

Give Ruling Publicity

A Boston firm urges the National association and the Bureau of Chemistry to give the ruling the utmost publicity and to enforce it from every angle to make it effective. A certain class of manufacturers disregard regulations of any kind. Unless the extreme seriousness of the regulation is impressed on all manufacturers, we honest fellows will be handicapped. In our estimation it is the best law we can possibly have if it be properly observed.

For Fair and Free Enforcement

Southern California manufacturers emphatically protest against the granting of any special privileges. They want a full and fair enforcement of the ruling as the best thing that can be done to protect the public from fraud and develop a higher standard for our products.

What Is "Bologna Style"?

An Oregon manufacturer makes the telling point that if permission be granted to use artificial coloring in the so-called "Bologna Style" the U. S. Bureau of Chemistry ruling would lose its usefulness. What would prevent all color users from labeling all their colored products "Bologna Style"? The term has no significance, being only a poorly understood trade name.

Fine for Bulk Manufacturers

A southern manufacturer who has specialized in bulk goods since 1886 and whose trade is principally in the south, where some claim that colored goods are demanded, says that he favors the ruling as the very best thing that could have happened for either the bulk or the package manufacturer. Superior goods will now be able to show their superiority.

Nasty Competition

A Missouri firm maintains that color users give nasty competition to honest manufacturers, doing great injury to the trade. Once more quality will count in the macaroni business if the ruling is allowed to stand and is enforced.

Natural Uniform Color

A New York firm advances the information to the bureau that it has always been able to obtain a good uniform color without adulteration. Added coloring has only one purpose, the

concealment of inferiority. Enforce the ruling and the public will itself penalize the manufacturers of inferior goods as under it this inferiority is easily seen.

A Radical Step for Good

An Illinois firm declares the action of the U. S. Bureau of Chemistry to be the most radical forward step yet taken FOR THE GOOD OF THE INDUSTRY, the purity of products, and furtherance of macaroni consumption. Legitimate manufacturers have nothing to fear from the most stringent anticoloring legislation, but all to gain. Let the ruling STICK.

In the Public Interest

A manufacturer of almost national distribution declares that in the interest of the American public, especially the consumers of our products who should have government protection, the ruling is fine. To modify it in any way would be a vital mistake.

Give Honest Macaroni a Fair Trial

A Rocky Mountain firm heartily favors the bureau's stand and its equal application on all classes. As color users seek only to misrepresent directly or by inference, uncolored macaroni should be given a fair trial.

Permit No Camouflage

An Ohio valley firm says: You issued your ruling after a most thorough consideration of the problem. You must have felt that it would be for the best interest of the public. It is. Let it stand. Make all macaroni sell on its merits.

Stand by Your Ruling

A Chicago firm offers congratulations and urges both the national and state food authorities to stand by this studied ruling. If it is to be modified in any way, make it even more strict.

Colored Bologna, Why?

Artificially colored macaroni products under any circumstances are detrimental to the consumers and retard the healthy growth of macaroni consumption, declares another Chicago firm. There is no difference between Bologna style and other macaroni. Why give it a preferential ruling to enable these manufacturers to continue their invariable practice of breaking down consumers' confidence? You've done splendidly by us; we'll stick by you.

Honest Manufacturers Pleased

An Ohio manufacturer puts it this way: Forward always. We've won a victory after 25 years of battling for right. Let's do away permanently with all artificial coloring. Let the public

know that uncolored goods are natural, purer and more healthful, disclosing their true ingredients. It's a hard earned victory for the honest manufacturers. Let no one rob us of the Fruits of Victory.

Removes Biggest Obstacle

A St. Louis manufacturer says that the Bureau of Chemistry ruling is the death blow to the one big evil that has caused the industry much worry and harm. It removes the biggest obstacle that has been retarding progress. As makers of Bologna style macaroni we ask no special privileges. We see no sense in using artificial coloring which is not beneficial to the health of consumers, does not make the product taste any better, but merely permits the use of inferior flour in its makeup, the very thing we seek to combat. Let us verify by actual test our long contention that uncolored macaroni is better. Let the public be the judge.

A Fair Trial

Another Chicago manufacturer asks the government officials to give the new ruling a fair trial. It can do no harm and may do the industry and the consumers a lot of good. Let's try this good thing once.

More Stringent Enforcement

A Missouri firm opposes any modification of the ruling, unless it be to make it more stringent. We have sought this for years. Let it stand, but enforce it unflinchingly on all violators. Pass on our viewpoint to any member of the bureau concerned in any set or proposed hearing on this subject.

A Life's Work

A Colorado firm has consistently stood for action of this kind since its organization. We would surely hate to lose the advantage gained by the honest manufacturers through this common sense ruling.

Will Elevate Industry

From California comes the opinion that the ruling will elevate the industry, eliminate doubt as to quality of products, create greater public confidence and greatly reduce harmful fraudulent practices in all the channels of trade.

A Beneficial Ruling

From the Pacific northwest firm comes glad tidings that ruling is exactly what it had long hoped would come to pass: We immediately issued a bulletin to wholesalers and retailers explaining your dandy interpretation, urging its fullest observance and guar-

90%
of the Macaroni
in this country
now made
with
Durum Semolina



—for these 2 excellent reasons

Why Not Now?

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

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

On the other hand, flour is not porous in this way—water does not easily permeate—and the surface of the macaroni becomes slimy and soggy. It must be washed off. This impairs both flavor and nutritional value.

These are two of the big reasons why Durum Semolina macaroni products—in flavor and nourishment and splendid cooking qualities—are in a class by themselves. These are the reasons why the sales of Durum Semolina made macaroni products steadily increase. Undoubtedly a few years will see 100% of the macaroni products of this country made 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. 212

Minneapolis, Minn.

Millers of Gold Medal Flour

antending that our products would always be "legal" in every way. While it seriously affects our export business to Hawaii, where colored goods sell, we feel it's a fine law and deserving of the united support of the industry.

Encourages Honesty

A Missouri valley firm says ruling will put industry on a better basis, give manufacturers an opportunity to offer honest goods at honest prices. Count on our fullest cooperation in any feasible manner.

Even Objectors Will Approve

A Brooklyn leader is proud of the bureau's action. Feels that even those who have honestly opposed it will ultimately be glad to admit that the color elimination has been beneficial to entire industry. Like the Egg Noodle ruling of years ago, it will take time to teach consumers that the quality is not all in the appearance of the goods. It may even be necessary to make examples of several deliberate violators but within a very short time the whole industry will be so proud of the bureau's action that it will never again favor return to the progress destroying conditions that necessitated this ruling.

Fairer Competition

A Texas firm offers its fullest cooperation. Legitimate concerns will now deal with honest competition in upbuilding the industry in America.

One Ruling for All

A New Jersey firm pleads for "no modification of the anticoloring ruling" for which it has contended for years. In justice to the whole industry let the law apply on all manufacturers, large or small, bulk or package, noodle or Bologna style makers. Your action is right in line with the wishes of the big majority of the better manufacturers who year after year have gone on record favoring this ruling. We pledge fullest support, moral and financial. A fair ruling worthy of a fair trial, at least.

Color Damages Good Will

Another Brooklyn firm wants the ruling to stand and to apply equally on all products. If Bologna style is permitted to be colored, how soon will all the Naples style be converted to the favored class? Color conceals to the eye the real quality of the product. The consuming public cannot tell the quality until the macaroni is cooked—then it is too late. A TREMENDOUS

DAMAGE TO THE GOOD WILL OF HONEST MANUFACTURERS IS THUS ACCOMPLISHED! Do not retreat. The unworthy reasons advanced by objectors would degrade the industry. We have faith in you. Don't be misguided.

Can it be, as the few noise making opponents contend, that this large group of honest, progressive, successful and outstanding firms are all wrong and they right? We believe not. One of the policies of American government, an institution of which we are most proud, is that the majority will rule. There is such a preponderance of opinion in favor of the anticoloring ruling by the Bureau of Chemistry and for its strict enforcement that we feel that this matter is now settled to be changed only if developments in the future show that a return to the old condition is justifiable. That will never be.

In the meantime, prepare to obey the new law which becomes effective on April first. If not, it may be "April Fool's Day" for those who persist in violating it.

STORAGE CHARGES

To Be Assessed Against Unclaimed Express Shipments—In Line With Freight and Baggage Rules—Lift: Unjust Burden—May 1.

Owing to the increasing amount of refused and unclaimed goods left on their hands, the express companies propose to institute a system of rules and charges for storage, whenever a shipment offered for delivery is refused by the consignee.

As a first step in this direction, the American Railway Express and the Southeastern Express companies have issued a docket outlining the proposed plan, which they intend filing with the interstate commerce commission and incorporating in the Express Classification.

Briefly the plan requires that shipments destined to points in the United States where the express companies maintain delivery service be subject to the proposed rules and charges. Three days "free time" will be allowed, after which the storage charge will be 10c for the first day, 5c for each

of the next 8 days with a maximum of 50c per month for shipments weighing 100 lbs. or less.

After the first month a flat charge of 50c per month or fraction thereof will be assessed on shipments of this weight, which an express company is forced to store after having made a proper offer of delivery. On shipments over 100 lbs. the rates will be proportionately higher.

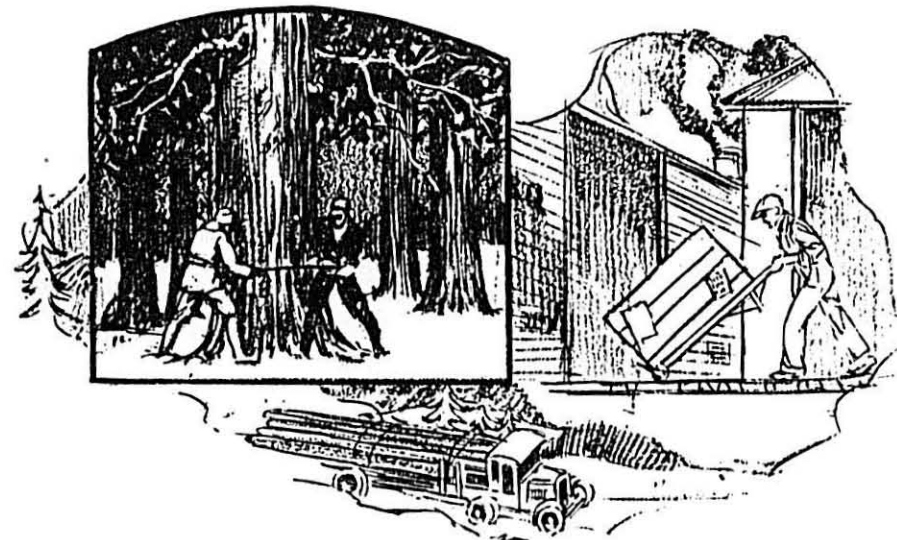
Under the rules, however, it is required that consignees be given notice in writing or otherwise, copy of which the carrier retains. The charges will not be assessed if the express agent has failed to give or send such notice, and shipments addressed or consigned to persons beyond the established free delivery limits will also be exempt.

The express companies have never assessed storage charges on shipments which were refused or which for other reasons, not the fault of the companies, were not accepted by the consignee when offered for delivery. The carriers have no alternative but to store such shipments on their premises, until such time as the consignee sees fit to accept them or the consignor orders their return.

The practice of assessing storage charges on unclaimed shipments moving in other branches of railroad service, particularly freight and baggage, is one of long standing and is recognized by the shipping public as entirely fair.

The labor and expense incident to the storage of undelivered express shipments is a burden on the entire express service which, the express companies contend, should be assumed by the owners of the goods stored and not by express patrons generally. The charges proposed, it is believed, will help correct the situation and reduce the quantity of goods left on the carrier's hands until called for. It is expected that the new system will become effective on or about May 1.

The quantity of macaroni products annually shipped by express is so small that the industry will be but slightly affected by this new ruling. As it will also affect machine parts and other supplies and equipments which a manufacturer might order by express it would be well to have firms make note of this new ruling and save themselves the additional charges which will hereafter be collected on all undelivered parcels following the 3 days "free time."



From Woods to Warehouse

ANDERSON-TULLY Macaroni Boxes are the product of an organization that controls every factor entering into their making from the time the timber is cut until they are delivered at your plant. One organization does the whole job from raw material to finished product.

Start-to-finish manufacturing means that expensive lost motion is eliminated. It means economy all along the line. It means certainty of deliveries and uniform high quality of product. And that means better values for you.

Back of the Anderson-Tully organization is thirty-five years of experience and thirty-five years of satisfied customers. Your packing problems placed in our hands will be handled certainly, efficiently and economically. Let us quote you on your needs and show you that our prices are cheapest in the long run.

ANDERSON-TULLY CO.

Good Wood Boxes

Memphis

YAGNINO HONORED

Macaroni District Manager Elected to High Office—Is the Youngster of His Family—Was War Doughboy.

Louis S. Vagnino, district sales manager of the American Beauty Macaroni company in St. Louis, was recently honored by election to the office of secretary of the St. Louis Association of Manufacturers Representatives. Mr. Vagnino is the youngest of several brothers who are numbered among the successful macaroni manufacturers of the middle west. Though a resident of St. Louis for only a very short period,



his ability was early recognized by his associates who elected him to this important office as soon as the opportunity presented.

Born in Denver in 1898 Mr. Vagnino grew up in the atmosphere of macaroni manufacturing. It is in this city that is situated the first plant of the company of which he is now a member. He was educated in Denver, doing creditable work in the grade and high schools and later receiving a bachelor degree in the Colorado university. Just as his schooling ended, the world war came on and for 2 years he served his country as a doughboy.

His war experience taught him the need of specializing for any line of business life that he might enter. Acting on it he enrolled in the law school of Harvard university and later specialized in the business administration course of the same college, where he received his master degree in 1922.

In addition to building up the business of his company in the St. Louis section, Mr. Vagnino has gained the confidence of the grocers and jobbers in his territory because of his knowledge of the operation of the Harvard Bureau of Research which surveys the operating expense of retail and wholesale grocers. Several times he has been called upon to address district and state conventions of these groups on the benefit to be derived from the bureau.

Mr. Vagnino first served his company as field salesman and for the past 2 years has been in charge of the St. Louis branch of the American Beauty Macaroni company, whose home office is in Denver. A brother, A. S. Vagnino, is in charge of the latter office. This company has also an office in Kansas City, Mo., which is in charge of another brother, P. F. Vagnino, who represents the firm in the National Macaroni Manufacturers association and who is perhaps the best known in this industry of the 3 active members of the firm.

Meeting of Directors

Plans for the 1926 conference of the macaroni industry were laid at the regular spring meeting of the board of directors of the National Macaroni Manufacturers association March 5, 1926, in Congress hotel, Chicago.

Present were: President Henry Mueller, 1st Vice President E. Z. Vermeylen, Directors John B. Canepa and Frank J. Tharinger, Secretary M. J. Donna and Washington Representative B. R. Jacobs.

A 3 day session was agreed upon with daily sessions from 10 to 2 p. m., leaving the remaining hours free for those in attendance. The annual banquet will be held on Wednesday evening, June 9, and an attempt will be made to arrange for broadcasting the events of the banquet through Station WEBB.

The speakers will be confined to not more than 3 or 4 each day to enable a more general and free discussion of the industry's problems by the macaroni manufacturers themselves. Special entertainment will be provided for the ladies, who will be invited to accompany their husbands or sweethearts.

It is voted that an appeal be circulated throughout the industry for contributions toward the Vigilance

fund to finance the activities of the Vigilance committee in connection with the enforcement of the recent ruling of the United States bureau of chemistry. The C. F. Mueller company through President Henry Mueller of the National association headed the list with a check for one thousand dollars.

Favorable action was taken on the application of 5 firms which thus become Regular Members of the National association:

Sharp-Elliott Mfg. Co.—D. C. Mueller of El Paso, Texas.

Kansas City Macaroni & Importing Co.—R. Sarli of Kansas City, Mo.

Fontana Food Products Co.—M. Fontana of San Francisco, Calif.

Traficanti Brothers—Nicholas Traficanti of Chicago, Ill.

Gooch Food Products Co.—J. H. Diamond of Lincoln, Neb.

There was a general discussion of plans for increasing the membership of the National. It was decided that a campaign be started to bring the membership up to 100 by the convention. Developments along this line may soon be expected, when encouraged by the volunteer applications such as were made as above recorded.

The details of the convention program were left in hands of the secretary. One thousand dollars was appropriated to expense for the convention which will be held June 8, 9 and 10 in Edgewater Beach hotel, Chicago.

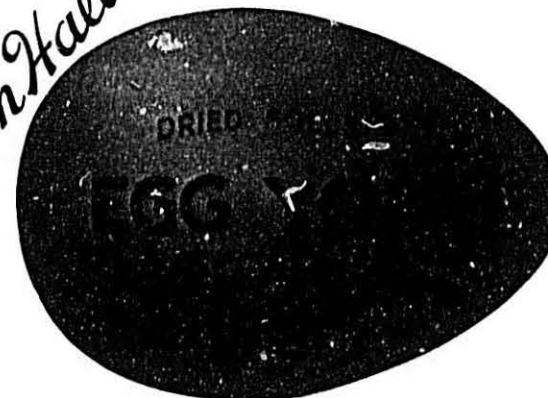
Plan now for a short vacation the **Second Week** in June and **Attend** this **Important Conference.**

Henry D. Rossi, 2nd vice president of the National Macaroni Manufacturers association, was unable to attend the meeting of the board of directors March 5 in Chicago, owing to the death of his nephew, "Billy" Rossi, son of Peter Rossi of Riverside, Ill., who is superintendent of the Fortune Products company plant in Chicago. This is the first western meeting of the board which he has missed since he became a director 6 years ago.

14th Meeting U. S. C of C.

Dates for the 14th annual meeting of the Chamber of Commerce of United States have been announced by Secretary D. A. Skinner. The meeting will be held in the United States Chamber of Commerce building, Washington, D. C., May 10 to 13, 1926.

Stein Halls



PURE
FRESH
SWEET
CLEAN
ECONOMICAL

Unexcelled for noodles

Stocks in principal cities
Write for Samples

ALSO ALBUMEN
AND WHOLE EGG

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DIRECT IMPORTERS
ESTABLISHED 1866



MASS MEETING IN CHICAGO

One of the biggest and most enthusiastic meetings of the macaroni industry of the central district ever held between conventions was March 5, 1926, in Congress hotel, Chicago. Thirty manufacturers, from between Greater New York and the Missouri river, were in attendance.

The meeting was in connection with the annual spring meeting of the directors of the National Macaroni Manufacturers association, to review conditions affecting the industry, study the recent ruling of the U. S. bureau of chemistry, plan for the 1926 conference of the Macaroni Industry June 8, 9 and 10 in Chicago, and to devise ways and means of supporting progressive legislation beneficial to the industry.

President Henry Mueller of the National association was chairman. He invited any one present to propose and discuss any question of interest. To start the discussion he reported the position of his organization on the proposed definitions and standards for macaroni products as manifested at the January hearing in Washington. He reiterated that the National association desires the HIGHEST POSSIBLE STANDARDS for our products, but wisely accepted the best enforceable standards which the government body offered.

For years there have been standards for our products which government officials admitted they could not enforce or make stand in a court of law. Members of the joint committee on definitions and standards were of the opinion that their tentative ruling would stand the legal test and for that reason the National association graciously accepted the best that was obtainable and promised cooperation in bringing about obedience thereto.

After brief discussion a resolution was adopted commending the National association and President Mueller for their stand taken.

The new ruling eliminating the use of artificial coloring in alimentary paste products to simulate egg products then came up for a lengthy discussion. A resolution proposing fullest support and active cooperation in enforcement of the ruling was adopted 6 to 1.

Thomas P. Toomey of the DeMartini Macaroni company of Brooklyn, N. Y., declared that the ruling would work

particular hardship on the manufacturers of Bologna style products. He told of a special hearing granted Feb. 15, 1926, by the bureau of chemistry to the objecting group and presented a letter to his firm signed by Acting Chief P. B. Dunbar. He read the following extract: "Alimentary pastes may be colored with harmless colors of red or green shade, for example, or yellow shade of an intensity surpassing any possible egg product, without violating the term of the law if artificial coloring is declared."

He was induced to present the whole letter which brought out the opinion of the government that "artificially colored products prepared without eggs . . . are obviously inferior to egg products" thus bringing them within the provisions of the law promulgated Jan. 15 wherein artificial coloring hides inferiority. The letter further states that "None of the statements made and none of the exhibits offered at the hearing (Feb. 15) controverted these facts."

Dr. B. R. Jacobs discussed the ruling from the new angle thus presented and proved that the government had not in any way changed its attitude as was previously inferred from the discussion by those present. He read further from the Toomey letter, "While it may be true that consumers of Italian origin do not expect to receive egg products when these colored articles are offered, you will appreciate, I am sure, that the law cannot be administered with regard only to the customs and usages of what is a very minor proportion of our population. Furthermore, the bureau cannot give undue weight to past and present practices in manufacturing these products abroad but must be guided by the impressions conveyed to American purchasers by the appearance of the articles."

Secretary M. J. Donna then read a letter stating plainly the government's attitude toward the anticoloring rule: "After careful consideration of the protests that have been offered to the enforcement of the position outlined in the announcement of Jan. 15, 1926, the bureau has been unable to find any good ground for departing from the administration of the law as indicated by the announcement. An erroneous idea seems to have prevailed in certain quarters that the announcement placed an

absolute prohibition on the use of artificial coloring in alimentary pastes, thus placing these products in a different category from that of any other food products which are quite frequently artificially colored. We have had occasion to point out in recent correspondence that there can be no objection under the law to the use in alimentary paste of artificial color of a red or green shade, for example, or of a yellow shade of an intensity surpassing any possible egg product, provided a declaration of artificial color is made on the label. HOWEVER, THE ADDITION OF A YELLOW COLOR TO SIMULATE AN EGG PASTE IN THE BUREAU'S ESTIMATION BRINGS THE PRODUCT SQUARELY WITHIN THE PROHIBITION OF THE LAW AGAINST THE USE OF ARTIFICIAL COLOR TO CONCEAL DAMAGE OR INFERIORITY. OBVIOUSLY ALIMENTARY PASTES WITHOUT EGG ARE INFERIOR IN FOOD VALUE TO THOSE WITH EGG AND WHEN COLOR IS USED TO SIMULATE AN EGG PRODUCT A VERY DEFINITE TYPE OF INFERIORITY IS CONCEALED. This statement by Dr. Dunbar placed the matter in an entirely different light from the first impression left in the discussion. The following resolution was then presented by L. M. Skinner of the Skinner Manufacturing Co. and seconded by G. G. Hoskins of Foulds Milling Co.:

"Resolved, That it is the sense of this meeting that it is impossible to use a yellow color (artificial) in our products that would not generally be mistaken by consumers for egg products."

By the aforementioned vote of 6 to 1 the meeting supported the resolution and consequently the ruling of the government and promised to cooperate in its enforcement.

Ways and means for cooperating with the government were left with the directors for development, which body decided that the industry could best help through the Vigilance committee of the organization and appeals for voluntary contributions to finance this work was ordered to be made through the office of the secretary.

Plans for the 1926 convention, June 8, 9 and 10, in Edgewater Beach hotel, Chicago, were considered. It was agreed that because of this central position the 1926 conference should be the biggest in attendance ever held. Plans are for one meeting each day from 10 a. m. to

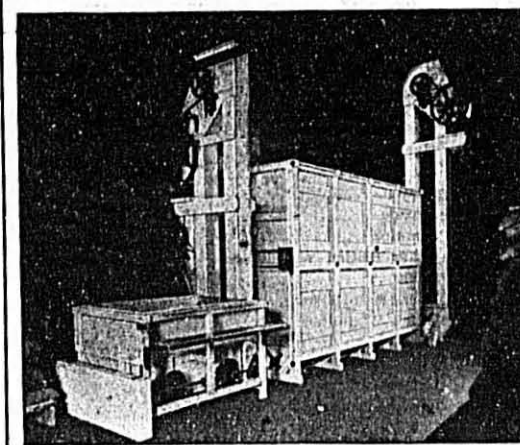
The Champion Way

Not many years ago practically every sack of flour or semolina used in a Macaroni or a Noodle plant was hustled around by a husky employee, with little or no care as to the cleanliness of its contents. It was measured out in scoopfuls, seldom accurately.

The progressive manufacturers of the industry are fast adopting the machine method of handling their raw material and many *Champion Flour Handling Outfits* are now in daily operation.

Everywhere these outfits have been found most efficient and reliable. They help produce better products, more cleanly and uniform. Once tried you will always want a *Champion*.

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Way



Built any
Size to Fit
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Plant
Saves Time
and Material

Here are a few of the progressive firms that have installed this *Modern Way* of handling their semolina:—

Roman Macaroni Co.
Ronconi Macaroni Co.
Westchester Macaroni Co.
D'Amico Macaroni Co.
Kansas City Macaroni & Importing Co.

Long Island City, N. Y.
Long Island City, N. Y.
Mt. Vernon, N. Y.
Chicago Heights, Ill.
Kansas City, Mo.

We offer you the benefit of our many years of experience in building these successful flour handling outfits. Tell us your needs and we will devise plans to suit your plant, whether your capacity be 10 barrels or 500 barrels a day.

Write for catalogue and other literature.

THE CHAMPION MACHINERY CO.
JOLIET ILLINOIS

2 p. m., with a night session Tuesday if needed. The annual banquet and entertainment, something "bigger and better," will be Wednesday evening. There will be a closed session for association members the last day. Speakers will be fewer but experts in their classes will be on the program that will be of an importance to attract every progressive manufacturer. Development of the program was left to Secretary M. J. Donna, who asked Chicago manufacturers and allied tradesmen for help in completing arrangements.

A resolution presented by L. M. Skinner commending the successful work of President Mueller and the National association was adopted unanimously, with the proviso that the National association settle on some new definite policy for the organization and the industry to pursue as vigorously as other matters it has handled. It was recommended that consideration be given to the increase of macaroni consumption through educational publicity. The directors will give due thought to the suggestion.

The general opinion prevailed that the time is opportune for collecting and compiling statistics that will be invaluable to the manufacturers. Because there has been hesitancy by many manufacturers to divulge capacity, production, sales, stocks on hand and similar statistics, macaroni manufacturers are invited to present their views on this subject. If there is a general approval of the plan and enough manufacturers will voluntarily submit figures to be kept confidential, and only totals or conclusions to be made known, a special statistical committee will be appointed.

A resolution commended the bureau of foreign and domestic commerce of the United States Department of Commerce for its fine work of compiling figures of macaroni imports and exports and advising the trade of the opportunities for business in foreign countries. The publishing of these figures was first brought about at the insistent demand by the National association. A letter embodying the resolution was sent to the chief of the bureau.

Personal Notes

Henry Mueller, president of the National Macaroni Manufacturers association, made a 10 day tour to the Ber-

MACARONI EXPORTS LARGE

In January 1926 the exportation of macaroni products was affected by the slump that usually follows the holiday season and as a result the figures for that month show a decided decrease.

About 621,000 lbs. of different forms of macaroni products were exported as compared with 705,000 lbs. in January 1925, and with 849,000 lbs. in December.

The total for the 7 month period ending January 1926 was, however, an increase over the same period a year ago. The totals being 8,635,000 lbs. as compared with 7,071,000 lbs. for the 7 months ending Jan. 31, 1925.

The United Kingdom of Great Brit-

Exports of Macaroni by Ports and Countries of Destination
(Figures given in 1000 lbs.)

Importing Countries	New York	New Orleans	San Francisco	Washington	All Others	Total
United Kingdom.....	142					142
Canada				24	72	96
British Honduras.....		1				1
Costa Rica.....						
Guatemala	1	1				2
Honduras		9				9
Nicaragua		3				3
Panama	5	15				20
Mexico	45	26	7		20	98
Jamaica		3				3
Other British W. Indies..	1					1
Cuba	12	42				54
Dominican Republic.....	2	71			13	86
Dutch W. Indies.....		1				1
Haiti	3	3				6
Virgin Islands.....					1	1
Columbia						
British India.....	2					2
China			14	16		30
Japan	1		7			8
Philippines	2		8			10
Australia	18					18
New Zealand.....	22		3			25
British S. Africa.....	2					2
Totals	258	175	39	40	106	621

*Less than 500 lbs.

mudas in mid-Atlantic, returning March 1. Mrs. Mueller accompanied him. Henry acted like a seasoned sailor, never missing a meal while aboard ship.

Frank L. Zerega, leading member of A. Zerega's Sons, Consol., Brooklyn, N. Y., and past president of the National Macaroni Manufacturers association, has returned from a winter tour of France and Italy. A portion of his time was spent in Corsica and along the Riviera. He was one of the several thousand spectators who wit-

nessed the tennis championship contest between Miss Susanne Lenglen of France, the champion woman player of the world, and Miss Helen Wills of California, the American challenger. In spite of every encouragement he could give the American entry, the French leader retained her title.

ain again continues to be our leading buyer. In January it received 142,000 lbs. of American made macaroni products. Mexico was second, getting 98,000 lbs; then came Canada with 96,000, the Dominican Republic with 86,000, Cuba with 54,000, China with 30,000, New Zealand with 25,000 and Panama with 20,000 lbs.

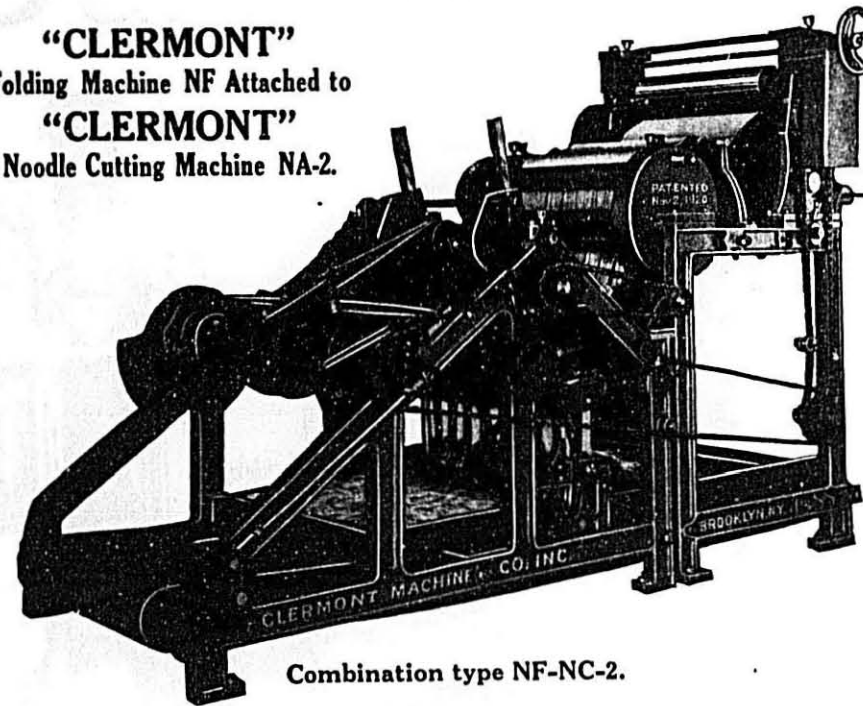
New York city continues to be the leading port of export, 258,000 lbs. being shipped from that city in January 1926. New Orleans with 175,000 lbs. was second, then came Washington with 40,000 lbs. to its credit and San Francisco 39,000 lbs.

From all other ports there was shipped 106,000 lbs.

INTRODUCING

the

"CLERMONT"
Folding Machine NF Attached to
"CLERMONT"
Noodle Cutting Machine NA-2.



Combination type NF-NC-2.

Shape of the noodle folded by this machine.



The folded product of this machine is best suited for the Bulk Trade.

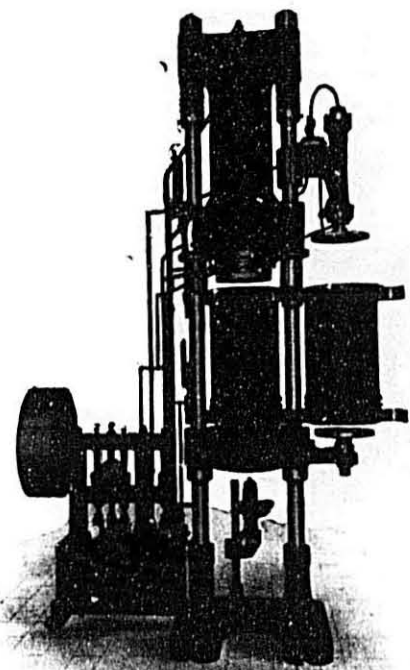
The Clermont Folding Machine NF is a complete and perfect machine in itself and can be attached and detached from the Noodle Cutting Machine at any time. With other attachments which are now in a developing stage, this machine will be able to fold fidellini, vermicelli and similar products.

The demand of the trade for such a machine has spurred our every effort to produce it. The accomplishment of our aim as embodied in this machine is a source of great satisfaction to us, and we are certain that the adoption of the machine by the trade will be not only a satisfaction to the user but a source of great profit as well.

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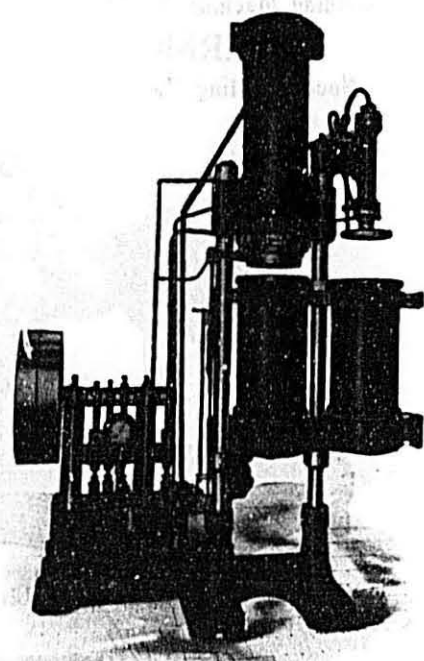
Kneaders



Mixers

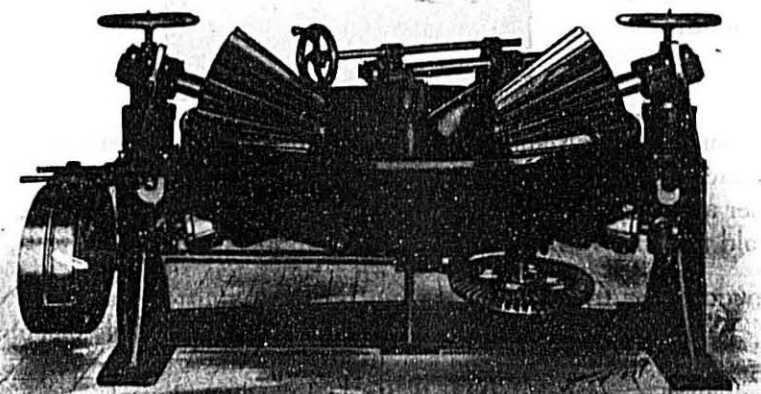


Die
Cleaner
Machine

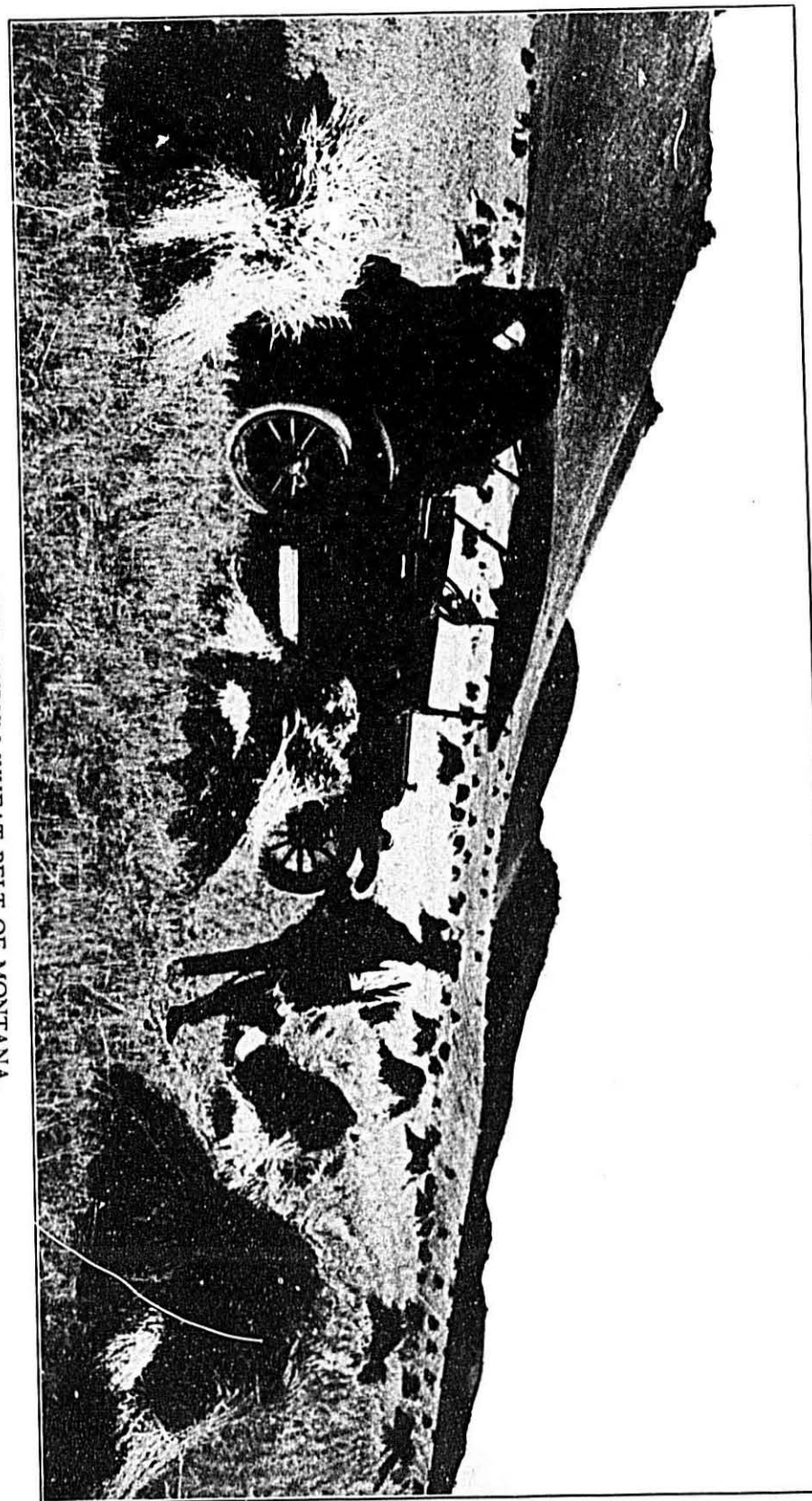


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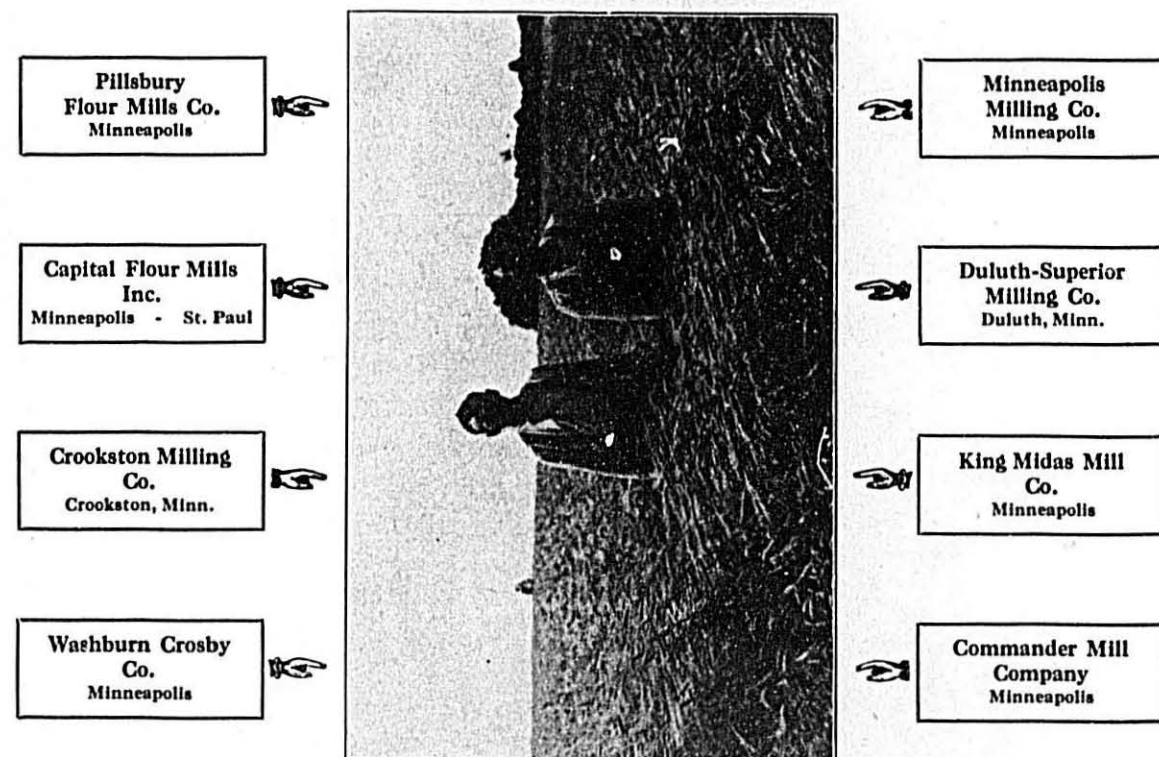
A SCENE IN THE DURUM WHEAT BELT OF MONTANA.

THE DURUM MILLERS

From Fields like that shown on the reverse side comes that GOLDEN GRAIN from which is milled that Most Essential Product.

SEMOLINA

Appreciated alike by Birds and Humans. DURUM WHEAT enters largely in the manufacture of the Leading Brands of Macaroni Products in America. Thus are placed under profitable cultivation millions of acres of lands in the Northwest for which the soil is most adaptable.



Our Friends, the Durum Millers, know where the Best Durum Wheats are to be found. Every fall there is a friendly rivalry among them to secure for the Macaroni THE CREAM OF THE DURUM WHEAT, and to mill it to suit our industry's needs.

Our Interests are Theirs. By serving us they serve themselves.

[Complimentary to Our Advertisers]



BRIDGING THE CHASM

An Invitation for More Friendliness Between the Field and the Home Office.

A Salesman on the road remarked that he felt like a Babe in the Woods. When he left his home office it was like pushing into the underbrush and struggling desperately until he completed the usual circle of a lost man and found himself once more back at this manager's desk.

That statement has given us considerable thought and some worry. We have wondered if you feel like a Babe in the Woods when you leave here. We have wondered if you have the sensation of plunging into the underbrush of prospects—alone, unsupported—to wander or fight your way back with your orders.

We don't want you to feel that way. We are thinking of you probably more than you think of us. We understand some of your problems, but not all, and we need your personal descriptions, your reactions to conditions as you find them, to help us to appreciate your position. Write to us when you have time, and, when you are in, come around for a frank talk about your work.

Tell us what you like and what you dislike. Make us understand you and your territory, so that when you leave here you will know that in spirit, at least, we are with you, eager and willing to help you boost your sales.

If you ever feel like a Babe in the Woods, raise your voice and let us hear from you.

Number One of a series of letters covering ticklish situations often arising between the Home Office and the Field Men. Booklet containing full series may be obtained from Group Insurance Division of Metropolitan Life Insurance Company, New York City.

WITH THE TRADE

Charles R. Jones, the able manager of the Domino Macaroni Co., Inc., of Springfield, Mo., is seeking the cooperation of the jobbers and wholesalers in his territory in eliminating from the channels of distribution all artificially colored macaroni products. He asked for and was supplied with sufficient copies of the "Warning" letter sent out from the headquarters of the National Macaroni Manufacturers association urging a general protest against the granting of any special privileges to any individuals or groups who are seeking a modification of the anticoloring ruling.

C. S. Foulds, president of Foulds Co. of New York city, is on an extensive trip through the southwest in connection with business concerning his company's new plant at San Antonio. He was to preside at a meeting of macaroni manufacturers of the southwestern section of the country held on March 11, 1926, at Dallas, Texas, to create a more friendly spirit among them and to encourage more general cooperation for the advancement of the industry there.

R. G. McCarty, president of the Birmingham Macaroni Co., Birmingham, Ala., is one of those men who believe in taking advantage of any valuable suggestion. His firm was one of the first to use a stamp on all its invoices guaranteeing that all macaroni products sold are in no way adulterated or misbranded within the meaning of the federal food and drugs act. He advises that his plant has in its 20 years of existence never used artificial coloring in its products, therefore making the above guarantee was a very easy matter after receiving the suggestion from the National association.

Frank A. Ghiglione, president of A. F. Ghiglione & Sons, Inc., of Seattle, Wash., never hesitates to grasp an opportunity, especially one filled with business promises. On Feb. 6, 1926, he issued a notice to the wholesale trade in the territory covered by his plant that no orders for products containing artificial coloring would be entertained after March 15. He advised the members of the trade to carefully check over their stock and to attempt to dispose of all artificially colored products before the ruling of the United States

bureau of chemistry goes into effect on April 1. He admits that in certain grades of his products artificial coloring was used to meet competition but that this adulterant is not necessary in the durum wheat semolina products. Having fully advised the trade, his firm will issue no credit on colored goods returned after March 15. He has been eminently fair to the wholesalers, who should be guided by his advice.

The three Vagnino brothers, A. S. of Denver, P. F. of Kansas City, and L. S. of St. Louis, leading officials of the American Beauty Macaroni company, whose plant is situated in Denver, Col., are great believers in spreading any favorable macaroni publicity. They read the article by Dr. Daniel R. Hodgdon on page 16 of our Jan. 15 issue, found it so full of "meat" that a reprint of the article was made and generally distributed to grocers, jobbers, physicians and dietitians in the large territory served by their firm. These hustling young men have set an example which, if followed by others, will result in a widespread circulation of helpful information to distributors and consumers.

E. Z. Vermylen, 1st vice president of the National Macaroni Manufacturers association and secretary of the American Macaroni Manufacturers of New York city, acting for his firm, A. Zerega's Sons, Consol., Brooklyn, issued a notice to his customers which contained in effect the ruling of the government on the question of artificial coloring. With like action by different macaroni firms, the trade should have no excuse for not knowing the law to which their attention has been so plainly called. It is suggested that where high coloring is desired it may be obtained through the use of eggs even at the slightly increased cost this would involve.

M. J. Clements of the Cumberland Macaroni Manufacturing company, Cumberland, Md., finds it profitable to distribute to the physicians and food experts in his territory information on the food value of macaroni. He finds much valuable material of this kind in the Clendenin report printed in the form of a booklet by the National Macaroni Manufacturers association under

the title of "Food and Medical Authorities on Food Value of Macaroni Products." For this purpose he recently ordered a large supply of these booklets. This is the form of publicity that the industry should be more united in dispensing, in order to bring about increased consumption.

VOTE TO OBEY ORDER

Texas macaroni manufacturers at an enthusiastic meeting March 11 in Dallas, presided over by Secretary M. J. Donna of the National association, approved the action of the U. S. bureau of chemistry in its anticoloring ruling, agreed to obey it and cooperate in its enforcement. A resolution commended the National Macaroni Manufacturers association for its good work and the Macaroni Journal for fairness in treating various problems of the macaroni manufacturers. It was voted also to attend the annual convention June 8-10 in Chicago. The meeting was called by Mr. Foulds of the Foulds Milling Co. of San Antonio, Mr. Bonno of the National Macaroni Co., Dallas, and Mr. Mazza of the Fort Worth Macaroni Co.

Infringement Suit

Macaroni and noodle manufacturers are watching with interest the suit of the C. F. Mueller company of Jersey City, N. J., charging infringement of patent rights by the Clermont Machine Company, Inc. In reporting the action of the court last month where the complainant was denied a temporary injunction which it sought, an error was made to which attention is called by President C. Surico of the defending firm.

The machine or attachment in question is not yet patented though patent papers have been applied for. "As far as the statement of attachment is concerned, namely FNF, which is at present in litigation, this is not yet patented. We have filed an application for patent on the machine and expect that it will be granted but it has not yet actually been issued. It is true that our noodle cutting machine is covered by a patent or, to be more exact, the feature of a quicker change roller of our noodle cutting machine is covered by a patent."

Mr. Surico is most anxious to present the facts as they are. He is of the opinion that the suit or suits involving the alleged infringement are not "friendly," being bona fide and vigorously fought.

The ultimate decision of the courts will be of considerable interest to manufacturers of the country who are using the attachment involved in the suit.



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Grain, Trade and Food Notes

Durum Wheat Production

North Dakota continues to be the leading durum wheat producing state in the northwest according to figures compiled by the Department of Agriculture for the last 2 crops. South Dakota is second. The acreage and production in the 4 leading durum growing states are shown in the table here-with:

State	Acreage		Production	
	1924	1925	1924	1925
	1,000	1,000	1,000	1,000
	acres	acres	Bus.	Bus.
Minn.	126	142	21.5	15.2
No. Dak. ...	2,922	3,362	16.2	14.5
So. Dak. ...	997	1,049	15.3	13.8
Mont.	126	121	18.0	10.0
Total, above	4,171	4,674	16.2	14.2
			67,567	66,593

Champion Expanding

The Champion Machinery company of Joliet, Ill., well known manufacturer of mixers, kneaders, noodle brakes and flour handling outfits for macaroni plants, has found it necessary to expand its present plant. An adjoining piece of property has been purchased and on it is to be erected a 2 story building which is to house the office force of the company. This will permit of additional space in its factory.

W. E. Fay is president of the company, Frank A. Motta secretary, and Peter D. Motta treasurer.

King Midas Company Appeals

The King Midas Mill company of Minneapolis, one of whose mills is situated in Hastings, Minn., has joined with city officials and commercial bodies of the latter city in an appeal from a decision of the interstate commerce commission handed down last month. The case involves the use of terminal trackage by both the Burlington and the Milwaukee railroads.

As explained by R. W. Goodell, vice president of the milling company, the Chicago, Milwaukee and St. Paul Railroad company built the first line into Hastings, the city council donating funds toward building a bridge across the Mississippi river into the town. The Milwaukee lines run on the east side of the river and the bridge was necessary to give the business interests of Hastings the necessary switch tracks to

handle their commodities. Later the Chicago, Burlington & Quincy railroad built its tracks on the west side of the river.

The business interests of Hastings have urged that the 2 carriers make joint use of the freight handling facilities situated in the heart of the city. This would avoid the expense of hauling freight across the bridge for delivery from one road to the other, a movement facilitated by proper connecting switches.

The decision of the interstate commerce commission was adverse, hence the appeal by the interested business men including the milling company.

"Marquillo" Wheat

Under supervision of Dr. H. J. Hayes, head of the plant breeding section at University farm, University of Minnesota, several new rust-resistant varieties of wheat have been developed. On small plots of land the new varieties will be planted, cultivated and studied.

One of the most promising varieties is a new spring wheat originated by crossing Marquis with Lumillo, a well known rust-resistant durum. This new variety has been given the name Marquillo. Tests with this variety have been going on for nearly 2 years. In yield it exceeded Marquis by 2.67 bus. an acre and it averaged slightly lower in rust infection than Kota, which long ago demonstrated that it was even more resistant to rust than Marquis.

Marquillo is a stiff strawed, beardless variety maturing about the same time as Marquis. It is more susceptible to root rot than many of the common wheat varieties. This characteristic comes from the durum parentage. It is about equal to Marquis in milling qualities. There is yet not sufficient seed for distribution, the experiments being confined to the University farm.

Cores

This spring there will be distributed in 5 bushel lots among the farmers of North Dakota about 300 bus. of a new variety of wheat for trial in 1926. The new variety is a cross of Kota and Marquis wheats and appears to be particularly adapted for growing on North Dakota soils and under conditions prevailing there. It yields well, is freely

rust-resistant and has some excellent milling qualities. It also possesses some undesirable characteristics when grown in parts of Minnesota. Experiments have been carried on at the University farm, University of Minnesota, the past few years.

Discontinues "Eventually News"

The editor of "Eventually News," the house organ of the Washburn Crosby company of Minneapolis, well known to the macaroni manufacturers and other customers of the firm, announces that its publication will be discontinued for the present, at least, owing to problems growing out of the rearranged publicity campaign of the firm.

This newsy little paper will be missed not only by the employes of the firm but by buyers, who reading it gained that fine little personal interest that meant so much to all.

National Food Products Corporation

An attempt made last month to organize the National Food Products corporation caused considerable concern among the food manufacturers and distributors, and brought about an investigation on the part of the government. An antitrust suit was filed for the purpose of "forestalling tendencies toward monopolies."

There is little known about the actual standing of the new food products organization. Speculation has it that the proposed firm had acquired stock in several very large organizations and was intended as a holding company. So far as it is known there are no macaroni firms involved in the merger.

Reclassifies Stock

At the annual meeting of the stockholders of the Shredded Wheat company at Niagara Falls, N. Y., on Feb. 9, it was voted to make reclassification of the company's stock. Under the plan devised the 100,000 shares of common stock of \$100 par value each will be replaced by 400,000 shares of no par value stock. Shareholders will be given 4 shares of the new stock for each share of the old.

Alexander J. Porter of Niagara Falls was reelected president, as were the old officers. The report of the executives

March 15, 1926

THE MACARONI JOURNAL

25

shows that the business of the company for 1925 was most prosperous, the net income being \$1,391,752.

Association Director Weds

John V. Canepa, head of the John B. Canepa company of Chicago and one of the leading officers of the National Macaroni Manufacturers association, sprang a surprise on his friends by his unexpected marriage last month. The bride was Miss Linda Arata, daughter of Mrs. Louis Arata, one of Chicago's society belles.

The wedding was a quiet affair. It was performed Monday, Feb. 15, at the Cathedral in Chicago and was followed by a formal breakfast partaken by immediate relatives of the two families. Following a short honeymoon trip to parts unannounced, Mr. and Mrs. Canepa settled in Chicago in a cozy home prepared for his bride by this popular official and manufacturer.

Congratulations poured in on Mr. Canepa and his bride from friends and members of the various trades with which the bridegroom has long been associated. To all he made the same

reply: "I sincerely thought I was cut out for bachelorhood but we all fall sooner or later, especially if the right one crosses our path or intentions. Yes, I am married and proud of it. Why, I'm triple-wedded. I am wedded to my business, to the Macaroni association and to the "One-and-Only."

To the newlyweds, the National association and the Macaroni Journal send greetings and best wishes for a happy wedded life.

There's plenty of competition for talkers—not so much for thinkers.

NO. 2 SEMOLINA

STANDARD

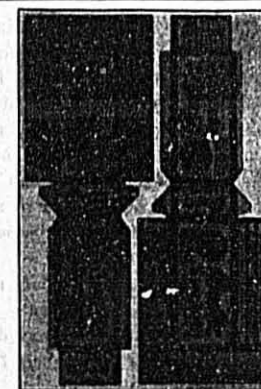
NO. 3 SEMOLINA

Pure Durum Semolina
Quality - Service - Satisfaction

King Midas

WRITE OR WIRE FOR SAMPLES OR PRICES

KING MIDAS MILL CO.
MINNEAPOLIS, MINN.



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.



FOOD PACKETTES

Tendency to Smaller Cartons—Purchases by the Barrel or Bushel Extinct—Fashion Change in Sizes.

A survey of the grocery trade shows a tendency toward smaller cartons of food on the modern tradesmen's shelves. Packettes of foods, the size which would suggest a child tea party, is becoming more dominant especially in the thickly settled parts of the country. The practice of making purchases by the barrel or bushel—as our grandfathers did—has become almost extinct.

The grocers in the sections referred to have early sensed the tendency and they have loaded the shelves with cartons of foods that will fill the increasing demand for small quantities.

Not many years ago it was almost impossible to find a package of macaroni, spaghetti or noodles on the shelves of stores other than the delicatessen shops. Most stores now display an array of packages to range in contents from 4 ounces to a pound. The cans of a decade ago were of large sizes; today food is placed in tins, in quantities sufficient to supply a family of 2. Dried fruits are now appearing in half pound cartons and crackers are sold in boxes so small that they suggest use in a doll house.

Bakers are making smaller cakes and individual pies are obtainable in most modern stores. Medicines are sold in smaller bottles and it is possible to buy tooth pastes, soups, powders and face lotions in such small cartons that they don't hold enough to last over the week end.

Fruits and vegetables are now sold by the pound instead of by count or measure. In keeping with this growing tendency to buy a smaller quantity, consumers are buying more freely of the brands best known to them.

The tendency toward small and more frequent purchases of food products may be attributed to 2 modern conditions according to those who have made a survey of the situation.

First, high rentals and high priced building materials have reduced the size of the ordinary home, making it impossible and impractical to store large quantities of food.

Second, a demand for a variety of food never indulged in by our grandfathers, encourages more frequent purchases of small quantities.

The effect of this trend is to greatly

increase the variety of articles which a grocer must carry. There is also the fear that the consumption of certain products may be decreased if the tendency toward small packages is abused.

In the macaroni industry the generally accepted minimum of weight in packages is 4 ounces for noodles and 7 or 8 ounces for macaroni and spaghetti. To further reduce the contents of the packages of this foodstuff would be to greatly increase the cost of distribution and reduce the quantity of consumption.

No Cheap Potatoes

The short potato crop of the past season has somewhat increased the consumption of macaroni products because of the resultant high prices for the common tuber. Macaroni manufacturers of the progressive type have not been slow to take advantage of the situation thus created by nature and through timely subtle suggestions induced many to substitute their products at a great savings in the cost of living.

The preliminary estimate of early potato acreage shows only 181,000 acres in 10 important southern states, compared with 197,600 last year and 227,500 acres 2 years ago. Aggregate plantings apparently will be just about the same as in 1923.

Florida's main shipping season probably will be as late as that of 1924, with no material movement before April. Last season the peak occurred about May 1, but in 1924 heaviest movement did not come until the middle of May.

There is every indication that old potatoes will meet less competition than usual this spring. Florida is estimated to have only 19,500 acres, or 11% less than in 1925 and 30% less than the 1924 plantings. Only light shipments come from the trucking areas in the southern part of Florida, and the real estate boom probably will curtail the early output. Shipments from the important section around Hastings do not begin until late March.

New potatoes from Florida are without serious competition until May, when Alabama, Georgia and South Carolina become active.

In the southwest, Texas and Louisiana spring crops start moving in April, but most of these go to middlewestern markets. North Carolina does not become an active competitor until late

May, and Virginia not until June.

The slightly increased acreage given to early potatoes in Alabama is offset by a similar decrease in Georgia, but South Carolina's intended plantings of 16,350 acres are 10% more than last year. Louisiana shows a decrease of 30% and is expected to have a total of only 11,000 acres, but the early acreage in Texas appears to be only slightly less than in 1925.

Plantings in North Carolina are expected to be almost the same as a year ago, or 21,500 acres, while Virginia may have only 77,000, the lightest plantings in 5 years.

FOOD LAW CORRECTIVE

Rather Than Punitive Measure, Says Chief Browne—Bureau Specialists Offer Aid as to Processes and Labels.

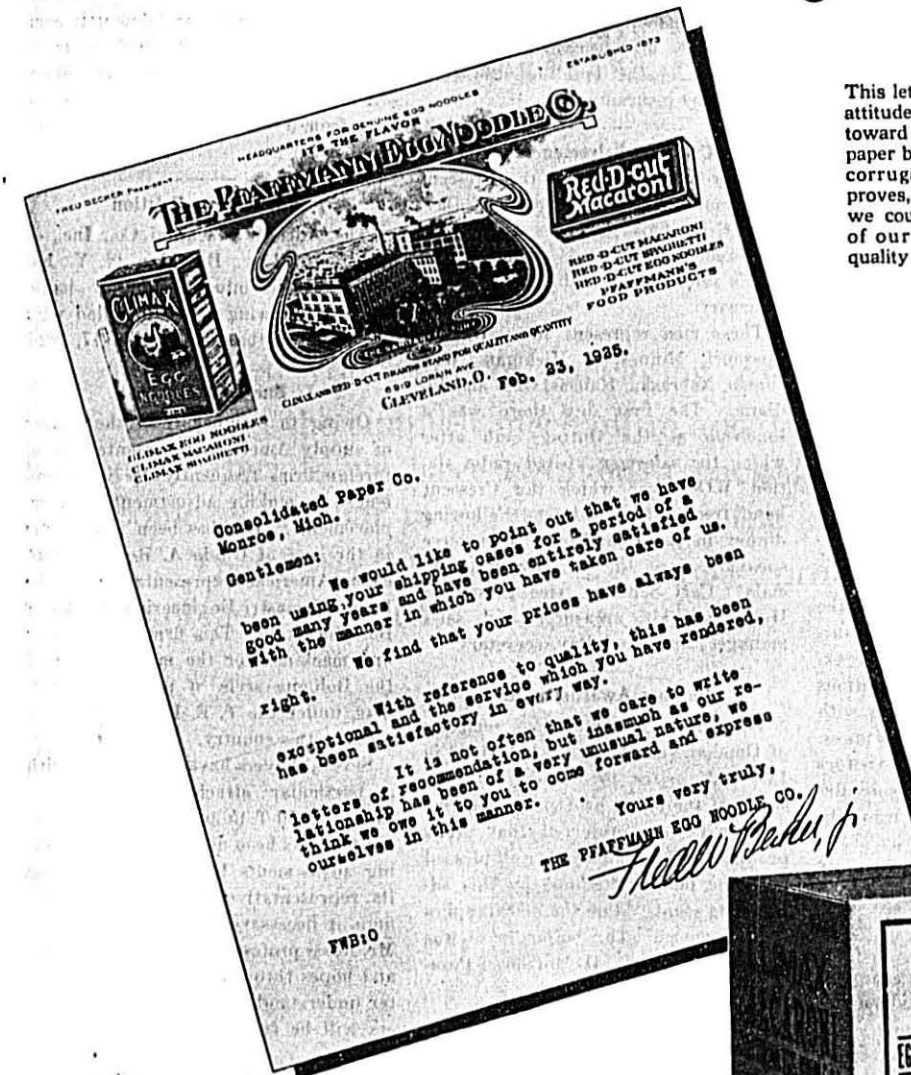
Noticeable improvement in conditions among various food industries because of the enforcement of the food and drugs act was referred to in a release last month by Dr. C. A. Browne, chief of the bureau of chemistry, United States Department of Agriculture. He reported that altogether 1655 court actions were instituted in the past year, including several cases based upon adulteration or misbranding of alimentary paste products. More than 14,000 cases have been terminated in federal courts since the enactment of the food and drugs act. Only a very small fraction of these involved macaroni products.

"Although much improvement is brought about through prosecution of violators, the bureau regards the law as a corrective rather than a punitive measure.

"The specialists of the bureau assist manufacturers and others in obtaining information that will enable them to conduct their processes of manufacturing, packing, storing, and shipping so that their products will meet the requirements of the law. The extensive information developed by their researches on the composition, methods of manufacture, and wholesomeness of various foods is made available to all who desire to improve their processes of the quality of their products.

"Information is also furnished regarding the labeling requirements in order that each manufacturer may devise truthful and informing labels for his products."

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



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KANSAS CITY
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NEW YORK
39 Cortlandt Street

Notes of the Macaroni Industry

Williams Entertains Grocers

Over 100 visitors to the annual convention of the Retail Grocers and General Merchants Association of Minnesota from towns outside of the Twin Cities were the guests of James T. Williams, head of The Creamette company, Minneapolis, at the Hotel Nicollet, prior to the opening of the convention, Monday, Feb. 22. In addition there were officers and leading grocers of Minneapolis and St. Paul.

Following luncheon there was presented a fine program of music, featuring Mrs. James T. Williams and Miss Marie Hickey in vocal numbers, and Miss Everilde Troendle in piano numbers. This served to place all in a very friendly mood that enabled them to pass a very profitable social time before the gathering dispersed at a late hour.

The 13th annual convention of the Minnesota retailers was a grand success. It served as a medium for exchanging ideas, comparing conditions and of forming plans in keeping with the modern trend in the retail business.

During the convention, the visitors were the guests of the Minneapolis Retail Grocers association which was ably aided in its entertainment by J. C. Sheehan of Minneapolis, president of the National Association of Retail Grocers.

Entertain Salesmen

The Connellsville Macaroni company of Connellsville, Pa., entertained 25 salesmen of the Potter-McCune company, wholesale grocer of McKeesport and Monessen, Pa., on Feb. 27. L. E. Cuneo was host showing the salesmen through his plant and explaining the manufacturing process in a way to more thoroughly "sell" the salesmen on the true value of macaroni products. Later in the day the salesmen were the firm's guests at a dinner at the Pleasant Valley Country club. Through social affairs of this kind the macaroni firm is establishing a very favorable business contact with its distributing firms.

Fire in Cassera Plant

The macaroni manufacturing plant owned by Antonio Cassera at 12 Essex st., Mulley, N. J., was badly damaged by fire on Saturday, Feb. 20. Fire started in the cellar of the one story building from an overheated stove. The

macaroni machinery in the plant was damaged to an estimate of less than \$1000, while the building was fully covered by insurance.

Crescent Salesmen Meet

Forty-two salesmen of the Crescent Macaroni & Cracker company of Davenport, Ia., took part in a 2 day sales conference under supervision of the firm's sales manager the last week in February.

These men represent Iowa, Illinois, Missouri, Minnesota, Michigan, Wisconsin, Nebraska, Kansas, Ohio and Indiana. The first day there was a luncheon at the Outing club after which the salesmen visited radio station WOC over which the Crescent band frequently broadcasts. Following dinner in the Chamber of Commerce speakers were the various firm officials: Carl Schmidt, vice president; Hugo Schmidt, treasurer and sales manager; and Fred Ray, secretary.

Skinner Awards Prizes

The Skinner Manufacturing company of Omaha, Neb., has awarded \$1000 in 135 cash prizes to women in many states of the union who gave good reasons why they preferred that firm's products. The company is well pleased with the publicity gained by this advertising stunt. More than 6000 replies were received. The major prize was awarded to Mrs. W. H. Morton of Pasadena, Cal.

Ehrat's Grated Cheese

George Ehrat & Co. of Chicago are successfully marketing imported Italian cheese in grated form. It goes to the customers in well wrapped packages that sell for a dime. The firm recently changed its label to announce to the world that the package contains real imported Italian cheese, which is recommended for use in soups, macaroni and in any other foods in which "nippy" and "tasty" cheese is essential.

Additional Duty on Macaroni

Effective since Nov. 25, 1925, the Dominican Republic has adopted a new tariff regulation which provides for an additional tariff duty on a series of commodities, including macaroni and similar products. The tax in no way affects the existing tariff, states the U.

S. bureau of foreign and domestic commerce in its Jan. 19, 1926, issue of Commerce Reports, but will be collected in addition to it. The increase varies from 5 to 25% on the various commodities.

Bankruptcy Petition

The Adriatic Macaroni Co., Inc., of 413 Bedford av., Brooklyn, N. Y., has been thrown into involuntary bankruptcy, following a petition filed with the courts of that city on Feb. 17, 1926.

Sue Italian Firm

Owing to distance from the source of supply American representatives of foreign firms frequently are inconvenienced in making adjustments and replacements. This has been found true in the case of Guido A. Rossi of Chicago, American representative of the Bruno Comastri Engineering Works of Bologna, Italy. This firm makes some fine machines for the manufacture of the Bologna style of macaroni products, under the T. E. L. patent, registered in this country.

Several buyers have had trouble with a particular attachment technically known as 50 T 15 and the manufacturing firm has been not only slow in making adjustments but in recompensing its representative, so that Mr. Rossi finds it necessary to sue his employer. Mr. Rossi professes to have a good case and hopes through it to come to a better understanding whereby his customers will be fully protected.

Brockway Directors Meet

An increase of 50% in sales for 1925 over those of 1924 was the report that greeted the directors of the Brockway Macaroni & Supply Co., at Brockwayville, Pa., on the occasion of the annual meeting last month. Luigi Di Mario, plant superintendent, and Carlo Martino, general manager, reported that the plant was in full operation every working day in 1925 excepting several short periods when semolina delivery was delayed by freight congestion.

The directors voted to install an extra press this year to relieve the 3 presses that have been running to capacity. The firm has between 30 and 40 employees in the plant, with 4 salesmen on the road covering parts of 6 states. This firm manufactures the

March 15, 1926

THE MACARONI JOURNAL

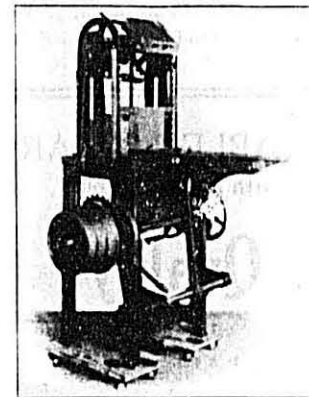
29

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The Peters Package has every protective quality combined with attractiveness of design.



Our Engineering Department is eager to give you specific information regarding YOUR particular packaging problems and our catalogue will be mailed upon request.

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Union brand macaroni and advertises the fact that its products are made from high grade semolina mixed with the pure Brockway Crystal water for which Brockwayville is renowned.

The 1926 directors are J. L. Bond, Fred A. Humphreys, R. L. Warren, Carlo Martino, Sam Pedace, John R. Humphreys and W. H. Mayes. The directors chose the following officers: J. L. Bond, president; Carlo Martino, vice president and general manager; and W. H. Mayes, secretary-treasurer.

Foulds Dividend

The Chicago Journal of Commerce and other newspapers carried an announcement last month by the Foulds company, manufacturer of macaroni and spaghetti, that the 11th quarterly dividend on the preferred stock of the company was ready for payment. The dividend was also to be credited to the accounts of those who purchased stock on the installment plan, and to be remitted to these purchasers on the completion of payments due on their subscription.

The Foulds company has experienced a good business year as did other macaroni firms in 1925, thus enabling it to

pay its dividend in addition to spending large sums in trade expansion and in improvements of its new plant units.

Big L. A. Plant

The big plant being constructed at 822 N. Spring st., Los Angeles, by the Los Angeles Macaroni company has been completed. It is reported to be the largest macaroni manufacturing plant on the Pacific coast, having a daily capacity of 20 tons. The building and equipment represent an investment of about \$100,000. All the machines are of modern type and the drying rooms are constructed in accordance with the experienced ideas of the production manager of this successful firm.

California Macaroni Colors

Under the laws of California, food officials are required to adopt all federal rulings made by the United States bureau of chemistry, as part of the California food law. Therefore the Jan. 15, 1926, announcement against the use of artificial coloring in alimentary paste products to simulate eggs becomes the law of California after April 1, 1926, when products so colored may

not be sold in that state, wherever they may be manufactured.

Los Angeles Has Big Business

An annual business of more than \$700,000 is now being developed by 14 Los Angeles firms engaged in making macaroni, noodles, and ravioli. That was the startling announcement made last month by R. D. Sangster, manager of the industrial department of the Los Angeles Chamber of Commerce.

Approximately 90% of the \$500,000 yearly local consumption of bulk macaroni is Los Angeles made, he says. The package product manufactured in that city exceeds \$400,000 a year.

Four of the leader; macaroni factories in Los Angeles each enjoy an annual business exceeding \$400,000. Among these Mr. Sangster mentions the Globe Mills company, Los Angeles company, Pacific Macaroni company, Los Angeles Macaroni company and the U. S. Macaroni company.

Tavani Plant Busy

The big macaroni factory in West Chester, Pa., formerly operated by Luigi Tavani is again a busy establishment giving employment to a large

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Builders of High Grade Macaroni Machinery

Presses—
SCREW AND
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Kneaders

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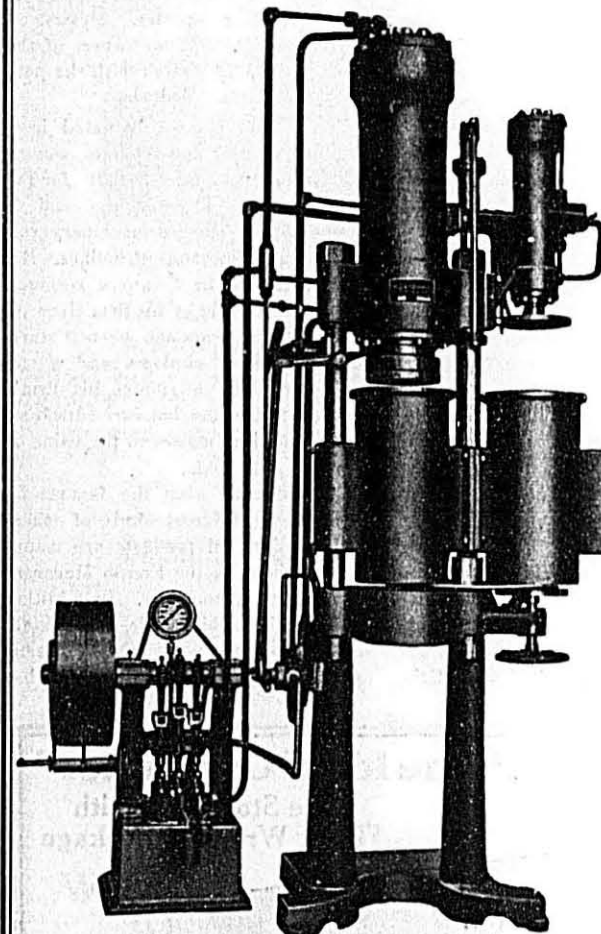
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force of employes. The factory experienced some difficulties in 1925 but was finally taken over by a New York firm. Most of the output is being shipped to New York city, although a considerable portion is being disposed of to merchants in West Chester and nearby cities.

Egg Noodles Eggless

Acting on information supplied by the United States Department of Agriculture, Washington, D. C., Attorney Wallace Visseher, assistant United States district attorney at Detroit, Mich., has filed suit for condemnation and destruction of 56 cases of noodles declared to be misbranded. The misbranding is based on the charge that the goods were advertised as egg noodles and contained no eggs. W. A. Svebeuk of Detroit is the alleged owner of the noodles, which are also short in weight.

The Heinz "Shrine"

The modest dwelling in which the H. J. Heinz company of Pittsburgh started business back in 1869 has been given a position of honor in the big group of office and factory buildings of that com-

pany. The small building was placed on its new foundation amidst the cheers of the assembled employes, who were pleased with the sentiment which prompted Howard Heinz, son of the founder, to give the old structure its prominent position.

The H. J. Heinz company, which now produces large quantities of spaghetti, principally canned, among its "57 Varieties," started its business in a small frame building at Sharpesburg with only 3 employes. These tended the small garden, raising horse radish, preparing and bottling it for an uncertain trade. An idea of the growth of this company is indicated by the fact that today the company has more than 10,000 people on its payroll and uses the products of 150,000 persons engaged in growing crops to supply the ingredients for the 57 varieties before mentioned. Its factories and warehouses in Pittsburgh have floor space of over 125 acres.

Fresno Plant Given Wide Publicity

A story of the macaroni manufacturing process as carried on in the modern plant of the Fresno Macaroni Manufacturing company of Fresno, Cal.,

dominated a full page of the Fresno Morning Republican on Sunday, Feb. 7. Six interesting photographs of the manufacturing process accompanied the article by William E. Peters, the paper's leading reporter. Messrs. A. Borrelli and D. Merlino, owners of the plant, are highly pleased with the publicity given their products.

The Fresno plant is situated in a building of brick and concrete, size 85 x 130 ft. It was built especially for the concern about 4 years ago and is equipped with modern machinery valued at many thousands of dollars. Mr. Borrelli, one of the 2 owners, recounts the progress made by his firm since its organization 6 years ago when it started with only 3 employes and a one unit outfit. He attributes his firm's progress to the slow but sure education of the American masses to the value of macaroni as a food.

Outnumbering even the famous 57 varieties, 65 different kinds of macaroni and kindred products are manufactured here by the Fresno Macaroni Manufacturing company. In addition to long, short, big, little and middle size macaroni there are literally dozens of kinds of spaghetti, noodles and what

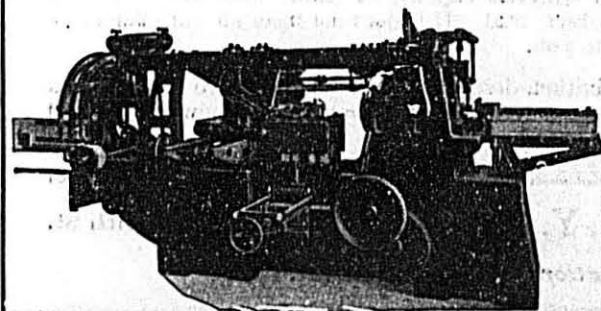
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The Stokes & Smith
Tight Wrapped Package



The Package

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



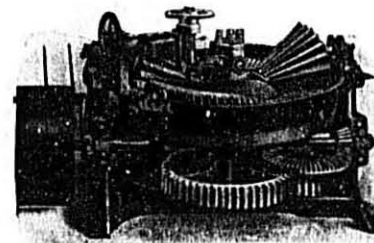
The Tight Wrapped Package, which has long been used for Flour, Cereals and other products, is now coming into use for Macaroni, Spaghetti, Noodles, etc. The many advantages of the Tight Wrapped Package, as wrapped on the Stokes & Smith Package Wrapping Machine, make it the ideal container for food products.

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

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Another Bankrupt Firm

Listing liabilities at \$4,372.57 as against assets at \$2,265.75, Carmelo Castronuovo, owner of a small plant at No. 168 Parkway, Rochester, N. Y., filed with the court of that district a voluntary petition in bankruptcy. The liabilities were for raw materials and machinery which the manufacturer finds himself unable to pay for. This reduces by one the number of competitors in the Rochester field.

Charged with False Selling

Once that a business man gets into trouble he may expect more to follow. This is the conclusion of Alexander Gallerani, former president of the Alexander Gallerani company of Pittsburgh, who went into voluntary bankruptcy in Dec. 1925 and who last month was charged with selling stock in the now defunct firm under false pretenses. In the justice court of Sharpesburg, near Pittsburgh, Nicola Di Filvio and Mrs. Marie Donatelli of 219 Gross st. charged him with sale for \$8000 cash of a certain amount of unsigned stock

of the corporation prior to the bankruptcy, representing the stock to be valuable. He was released under bail of \$12,000.

C. M. Leib of Beechview also charges that he was induced to invest \$4000 in the concern's stock and to assume the position of sales manager by the misrepresentation of the president. Mr. Gallerani denies the charges and feels able to clear himself when the trial is held.

Disastrous Fire in American Plant

Fire discovered in the plant of the American Macaroni company at 924-930 S. Seventh st., Philadelphia, reduced it to ruins on Feb. 17. The stock of raw and finished products and the entire manufacturing equipment were either entirely destroyed or made useless. The damage will amount to many thousands of dollars.

Two of the manufacturing firms in Philadelphia nobly went to the assistance of the unfortunate company offering it the use of their presses and equipment to manufacture products in sufficient quantities to supply the regular trade of the fire wrecked firm.

According to E. H. Walker, treas-

urer of the concern, the work of repair will be started immediately and it is hoped to have the plant in good shape to be run in full capacity within the next few months. In this ambition he is supported by W. H. Hahn, president, and H. D. Graham, secretary and general manager. The enthusiasm and determination of these 3 young men will reestablish the concern under adverse conditions that would discourage others not equally stout hearted. Temporary headquarters have been established at 211 N. Broad st., Philadelphia.

New Durum Man at Pittsburgh

The King Midas Mill company of Minneapolis announces appointment of C. E. Vickery as manager of its Pittsburgh office. The appointee is well known to the trade in western Philadelphia and is fully acquainted with the durum semolina sale game.

He will succeed F. H. Minnis, who died Jan. 17, 1926, aged 49 years. The deceased was a member of the Pittsburgh Flour club and an associate member of the Western Pennsylvania Bakers association. He is survived by his wife, a son and a daughter.

Pure Amber Durum SEMOLINA

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"Crookston Means -- First Quality"



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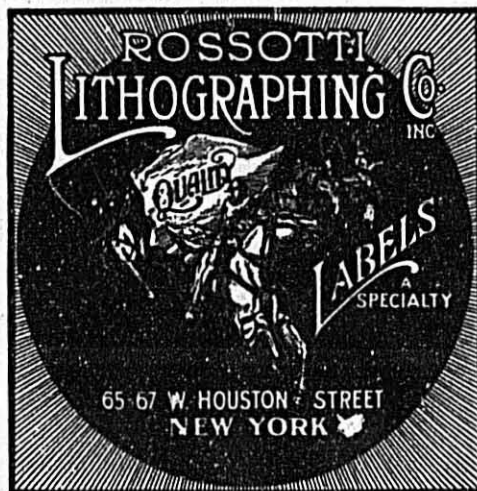
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A Publication to Advance the American Macaroni
Industry.
Published Monthly by the National Macaroni
Manufacturers Association.
Edited by the Secretary, P. O. Drawer No. 1,
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Vol. VII March 15, 1926 No. 11

Questions and Answers

Guaranteeing Eggs

A Chicago firm in commending the suggestion made by the National association that manufacturers insist on having the egg firms place a notation on their invoices covering egg shipments guaranteeing them not to be artificial coloring makes the following comment in asking for further information:

"While this is a protection against artificial coloring, it does not necessarily follow that the egg yolk is of the best quality. For instance, a certain percentage of that shipment used in a batch of egg noodles might give you the 5% egg solids required, while using the same percentage of another shipment will not get for us the necessary 5% required under law.

Therefore, the following questions were asked:

1. How can one judge whether he is buying the best quality egg yolk?
2. Are there any good very simple tests?
3. What is the texture of the best quality?
4. How can you tell whether yolk is fresh or reworked?"

Dr. B. R. Jacobs of the Macaroni Laboratory supplied the following information:

You will note that the guarantee required from sellers of egg products is that the egg product sold is not artificially colored or misbranded or adulterated under the food and drugs act.

If you use frozen egg products you may stipulate a certain maximum moisture content and compute from this the egg solids. If the egg product you buy contains more moisture than that stipulated in your contract the product is then adulterated and misbranded under the food and drugs act and the seller is liable to prosecution for any deficiency in egg solids that may result in your macaroni product.

If you buy desiccated egg products your contract or invoice or both should show what they are and the proper weight should give you the required amount of egg solids in your macaroni products. If it does not and you use the proper amount, then the seller of egg products is again liable under the food law.

In frozen products the most common adulterant is water, therefore a moisture test would give you the egg solids. In desiccated egg products there may be a number of adulterants, such as starch or sugar. Here a chemical analysis will be necessary. These analyses, however, are not costly and are very definite in showing whether or not the egg product is pure.

Patents and Trade Marks

REGISTERED

Contadina Macaroni

The trade mark of A. Zuario & Sons of Brooklyn, N. Y. The company claims use since July 1, 1925, on loose, packed and canned macaroni. Application for registration was filed Sept. 9, 1925, published in Official Gazette Nov. 10, 1925, and in the Macaroni Journal December 1925. It was registered Feb. 2, 1926, and given No. 208,428.

Noodle Crisps

A private brand trade mark used by the Law Canning company of Portland, Ore., on its fried egg noodles. The company claims to have used it on these products since July 16, 1925. Application for registration was filed Sept. 21, 1925, published Dec. 1, 1925, and in the Macaroni Journal in January 1926. It was registered Feb. 23, 1926, and given serial No. 209,329.

APPLIED FOR

Rosinella

The brand name for macaroni and other products, manufactured by B. Filippone & Co. of Passaic, N. J. Application for registration was filed Dec. 15, 1926, and published Feb. 9, 1926.

Owners claim use since October 1923.

The trade mark consists of the brand name "Rosinella" in outlined letters placed above a standing figure of a beautiful lady attired in an appropriate Italian costume and holding a package in her upraised right hand.

Elbo-Roni

The brand name for ready cut macaroni manufactured by the Kansas City Macaroni & Importing Co., doing business as American Beauty Macaroni company, Kansas City, Mo. Application was filed Dec. 15, 1925, and published Feb. 9, 1926. The firm claims use since July 10, 1925.

The trade mark consists of the words "Elbo-Roni" in heavy black type.

Fortitudo

The brand name for alimentary paste products manufactured by the F. Pepe Macaroni Co., Inc., Waterbury, Conn. Application was filed Dec. 19, 1926, and published Feb. 16, 1926. Company claims use since May 1, 1910.

The trade mark consists of the word "Fortitudo" in raised letters, arranged in a wavelike arrangement.

Blossom

A private brand trade mark used by Durand-McNeil-Horner company of Chicago for a variety of food products including macaroni. Application for registration was filed Feb. 5, 1924, and was published on Feb. 23, 1926. Owners claim use since 1878.

The trade mark consists of the word "Blossom" arranged in a form of an arch.

RENEWED

The Crescent Macaroni & Cracker company of Davenport, Ia., has renewed its trade mark which was registered on June 5, 1906. The renewal becomes effective June 5, 1926, as per notice No. 53,438, issued Feb. 9, 1926.

WANT ADVERTISEMENTS

Five cents per word each insertion.

WANTED—1 Walton Kneader, 72", in good condition. Send price, condition, etc., to Box F, c/o Macaroni Journal, Braidwood, Illinois.

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Macaroni Machinery Manufacturer

Macaroni Drying Machines

That Fool The Weather

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If you want to make the best Noodles
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We know your particular requirements
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Dehydrated Whole Eggs—selected—
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Selected bright fresh yolk—entirely
Soluble.

Samples on Request

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New York

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Warehouses
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FOR ALL PURPOSES
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Now being used by:
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LOS ANGELES, CAL., 607 Marsh-Strong Bldg.

OUR PURPOSE: Educate Elevate Organize Harmonize	ASSOCIATION NEWS <i>National Macaroni Manufacturers Association</i> <i>Local and Sectional Macaroni Clubs</i>	OUR MOTTO: First— The Industry Then— The Manufacturer
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OFFICERS, 1925-1926 HENRY MUELLER , President 120 Baldwin av., Jersey City, N. J. E. Z. VERMYLEN , First Vice President 45 Front st., Brooklyn, N. Y. H. D. ROSSI , Second Vice President Braidwood, Ill. FRED BECKER , Treasurer 8919 Lorain av., Cleveland, O. WILLIAM A. THARINGER , Director 1451 Holton st., Milwaukee, Wis.	A. C. KRUMM, Jr. , Director Philadelphia, Pa. JOHN V. CANEPA , Director Chicago, Ill. M. J. DONNA , Secretary P. O. Drawer No. 1, Braidwood, Ill. ASSOCIATION COMMITTEES Committee on Cooperation with Durum Millers James T. Williams, The Crescent Co., Minneapolis, Minn.	F. X. MOOSBRUGGER , Minnesota Macaroni Co., St. Paul, Minn. Wm. A. Tharinger , Tharinger Macaroni Co., Milwaukee, Wis. Legislative and Vigilance Committee M. J. Donna , Secretary Braidwood, Ill. Dr. B. R. Jacobs , Representative 3026 I st. N. W., Washington, D. C.
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WITH THE SECRETARY

Kept Typewriters Hot

February may be a short month but it was a busy one this year. Over 600 letters were received and answered during February 1926, exceeding almost any previous February since the office of Secretary of the National Macaroni Manufacturers association was established in 1919. Several European countries were heard from and many macaroni men who had never previously written headquarters.

A Word to the Wise

"A danger foreseen is half avoided." Those who mix artificial coloring in their products are doing a dangerous work. Heed the warning which has been sent broadcast and avoid danger.

Direct Information

Macaroni manufacturers should more generally realize that they can get first hand information about competitors through personal acquaintance and friendly discussions. This is what the National Macaroni Manufacturers association aims to promote. Join for the good you can do and receive.

Consider

Why should your salesman always be considered in the right when reporting the activities of competitors and the salesmen of other firms always in the wrong? You may some day exchange salesmen, and then where are you at? Salesmen are human. They color reports to suit their side of the case. A case of manufactured evidence is illustrated from the following letter reported to have been received by a lawyer: "Dear Attorney—My boy got struck by an automobile, number 281,659Q. If the owner is rich, sue him at once. If he wasn't bruised any but, on your notifying me that you have brought suit, I will hit him in 2 or 3 places with a hammer. Yours truly, etc." Consider well before laying blame.

Membership

The policy of a trade association should be such as to hold old members and attract new ones. The straight forward policy of the National association has been productive of fine results. Several large and influential firms that have heretofore remained aloof from organizations have recently

voluntarily applied for membership, accompanying their applications with words of commendation for the work which the organization has been doing and is doing for the macaroni industry. One firm that has considered itself out of the National association for nearly 2 years has fully reinstated itself by the payment of its back dues.

It is pleasing to note this growing spirit of appreciation and cooperation. Only by working harmoniously with your fellow manufacturers can the ills of the industry be cured. Others are invited to join the National association and to help from within to construct the policies of this organization that has unflinchingly attempted to promote the interests of the entire industry. We want 25 new members. Who'll be next!

Suggest Convention Topics

What matters would you like to have discussed at the coming conference of the Macaroni Manufacturing Industry? Send in your suggestions. The will of the majority will be followed. The 1926 convention will be held in Edgewater Beach hotel, Chicago, June 8, 9 and 10.

Modest Requirements of a Secretary

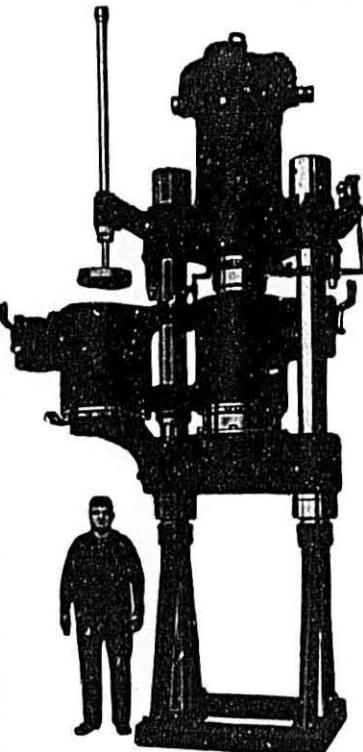
Walter D. Burr, who is president of the Wire Bound Box Manufacturers association and manager of the Chicago Mill & Lumber company, talked to the Business Secretaries Forum out in Chicago the other day, and said that among other things a successful trade association secretary should:

- Be something of a financier
- Know something about advertising
- Know the rudiments of accountancy
- Know something about statistics
- Have initiative
- Be something of an orator
- Have political ability
- Be something of an author.

These are requirements not much more than we expect from a President of the United States.

Dues Are Due

April First is known by another name but to many macaroni men it is known as "Dues Day." That is the date on which our fiscal year begins and annual dues are payable. Just one thing after another. Kick in now, quietly, cheerfully and magnanimously.




John J. Cavagnaro

Engineer and Machinist

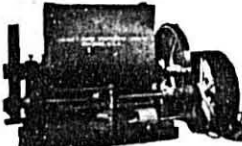
Harrison, N. J. - - U. S. A.

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MACARONI MACHINERY
Since 1881

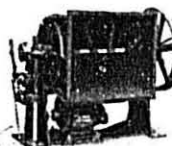
N. Y. Office & Shop 255-57 Centre Street, N. Y.




HYDRAULIC MACARONI MACHINERY



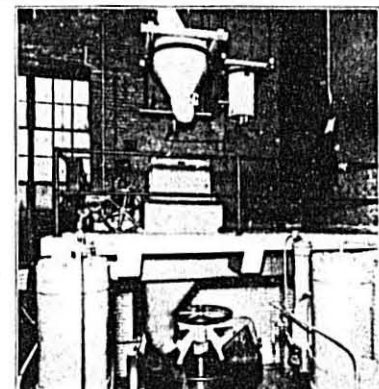
2-1/2 bbl. Mixer
Belt Driven.




1 1/2 bbl. Mixer
Hydraulically Tilted.



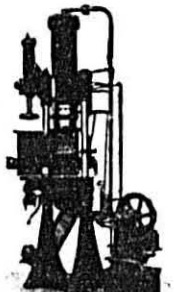
91-inch Kneader.
Capacity 2-3 bbls.



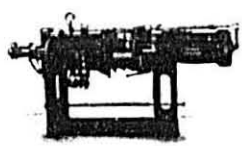
An Elmes Mixer & Kneader
conveniently installed.




7 1/2 bbl. Kneader
Capacity 1 1/2 bbls.



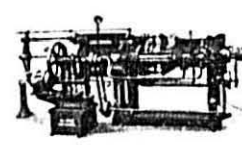
Inside Packed
Vertical Press.



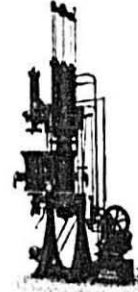
Inside Packed Short-cut
Press for Accumulator System.



1 1/2 bbl. Washer.



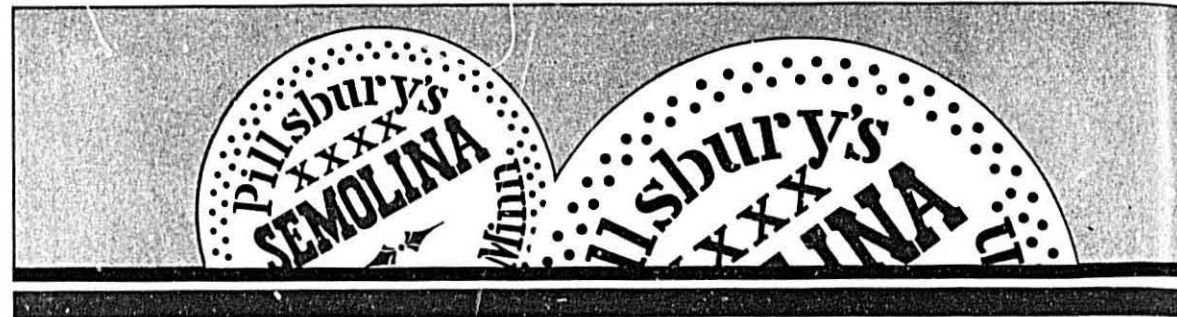
Outside Packed Short-cut
Press and Pump.



Outside Packed
Vertical Press.

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Quality—that is the reason so many macaroni manufacturers use Pillsbury's Semolina No. 2 and Pillsbury's Durum Fancy Patent for all styles of alimentary pastes. Your own experience has proved this statement—or will prove it. Ask the Pillsbury man.

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