

**THE
MACARONI
JOURNAL**

**Volume 10,
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May 15, 1928

The
Macaroni Journal

Minneapolis, Minn.

May 15, 1928

Volume X

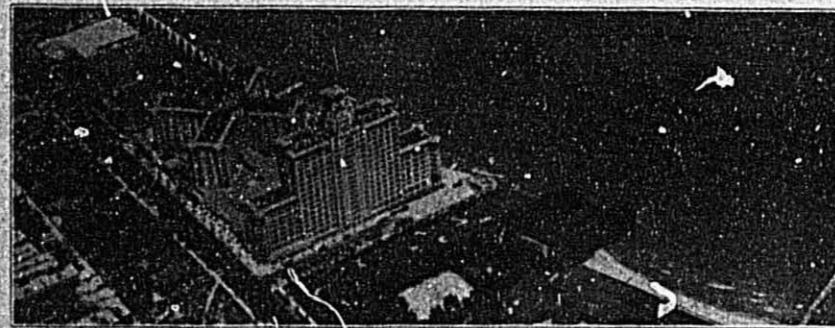
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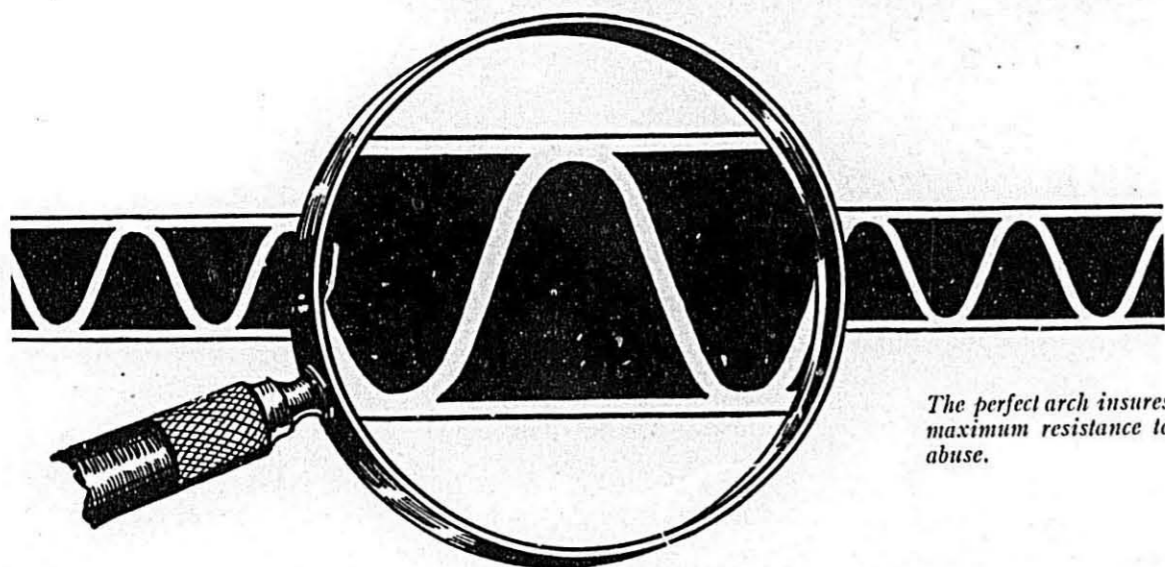
*A Monthly Publication
Devoted to the Interests of
Manufacturers of Macaroni*

Airplane View of
Edgewater Beach Hotel, Chicago
Headquarters for Macaroni Men's Conference

—♦♦♦—
June 19, 20 and 21, 1928



*Join the Progressive Manufacturers in this Convention—
the opening of our Silver Jubilee Year—Cooperate
with them in Solving the Industry's Problems.*



The perfect arch insures maximum resistance to abuse.

The Arch that has Saved Millions to Shippers

The high, resilient CUSHION ARCHES in the stout walls of Mid-West CORRUGATED shipping boxes have saved millions of dollars to a host of shippers since 1914. This tremendous saving is directly traceable to their unusual strength and resistance which enable Mid-West containers to consistently give 30% to 70% MORE protection to shipments than cut rate, cheaply made boxes.

The unprecedented growth of the Mid-West Box Company—from nothing in 1914 to two mills and five factories in 1926—proves that buyers want a quality product in an increasing ratio as they experience the sincerity of the maker and the consistently satisfactory and economical performance of the product.

Careful shippers buy Mid-West corrugated shipping boxes because they know they will be up to specifications—with a big margin in quality, resistance, wear and appearance. Ask any user.

Parallel with Mid-West quality and economy are the SOLID FIBRE containers and products of the Container Corporation of America, in big demand by industry. The fourteen mills and box plants of both companies offer quick service and short haul shipments. We help you economize any way you look at it.

Shippers of Macaroni, Spaghetti, etc., will do well to take advantage of our FREE SERVICE offer. See coupon herewith. Fill in and mail today. No obligation.



High, strong, resilient corrugations form a powerful wall of resistance and defence against transportation abuses.

MID-WEST BOX COMPANY
AND
CONTAINER CORPORATION
OF AMERICA

111 W. Washington St.

CHICAGO, ILLINOIS



Five Mills — Nine Factories

Capacity 1000 tons per day

RETURN COUPON

MID-WEST BOX COMPANY
111 West Washington Street, Chicago, Dept. 29
Gentlemen: Please have one of your experts check our present packing and shipping methods—without obligating us—for the purpose of reducing our costs if possible.

Name _____

Title _____

Firm _____

Address _____

May 15, 1928

THE MACARONI JOURNAL

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Popularizing Macaroni Products as year-around food

NOW IS THE TIME TO REVEL
IN FRESH VEGETABLES

Have their freshness
and juiciness with
Spaghetti

It is good for you. An ideal springtime menu combines fresh garden foods with a strength food, such as spaghetti or macaroni.

For the strength of
meat, the energy
of wheat

eat

Spaghetti

the beefsteak of the
wheat fields. A most
welcome change
from potatoes.

SERVE

Spaghetti

OR MACARONI

- with fresh tomatoes
- with mushrooms and green peppers
- with beans and shredded new onions
- with peppers and string beans
- with little new carrots, peppers, and shredded onions
- with cream sauce, onions, peas and green peppers
- with brown stock soup and shredded celery
- with curry and peppers in stuffed tomatoes

SPAGHETTI

is an
American Food
made in
American Factories
from
American Wheat.

NATIONAL MACARONI
MANUFACTURERS ASSOCIATION

Macaroni
Spaghetti
Egg Noodles

It is an undeniable fact that Macaroni Manufacturers have sustained heavy business losses owing to the erroneous belief in some quarters that Macaroni Products are winter foods.

We know that it is strictly and purely a wheat food, suitable for consumption in every season of the year; that this food blends pleasingly with meats or vegetables, the prevailing foods in any season, spring or summer, fall or winter.

That is the message being broadcast by the progressive manufacturers who are sponsoring the small but most efficient campaign in national magazines. It is satisfying to them to know that the message is being read and well received by millions who knew little of Macaroni Products and rarely served them in their homes.

To the left appears an exact copy of the column advertisement that appeared in the May issue of The Ladies Home Journal and Good Housekeeping. The "Spaghetti" message went over big.

To the right is seen the advertisement that will appear in the June issue of Good Housekeeping. The suitability of wheat and eggs as a summer food is properly emphasized.

This is fine work from which all manufacturers will benefit. The generous and far-seeing fellows who are financing this nation wide campaign to popularize Macaroni Products are deserving both the gratitude and the cooperation of their fellow business men—of the entire industry in

BOOSTING AMERICAN MACARONI
AS AN AMERICAN FOOD MADE IN
AMERICAN FACTORIES BY AMERICANS
FROM AMERICAN WHEAT.



IN SUMMER
the meat platter should be
Egg Noodles

THINKING up new seasonable extras isn't hard. But thinking up new meats, new vegetables—lifting the very center out of your dinner and putting down noodles—that's exciting. Noodles are the summer meat-and-potato platter. Delicate, flavor-full, easily digested, they have the strength of meat and the energy of wheat. Merely boil until tender, drain, and serve any way you would serve meat or potatoes.

Egg Noodles

- BAKED—with eggs, cheese and bread-crumbs.
- FRIED—with butter and bread-crumbs dressing.
- CREAMED—with butter and cheese.
- BOILED—in chicken broth with green peppers.
- STUFFED—in green peppers with tomatoes and new onions.
- SERVED WITH fricasseed chicken in place of dumplings.
- AND, of course, in soup.
- EVEN MADE A DESSERT OF—with butter, cinnamon and sugar!

Try this delicious
breakfast surprise

Egg Noodles

AND PRUNES
EGG NOODLES
are an American Food
made in
American Factories
from
American Wheat.

NATIONAL MACARONI
MANUFACTURERS ASSOCIATION

Macaroni
Spaghetti
Egg Noodles

egg noodles

THE MACARONI JOURNAL

Volume X

MAY 15, 1928

Number 1

THE SILVER JUBILEE YEAR

When the gavel falls the morning of the first session of the 1928 Conference of the Macaroni Industry in the Edgewater Beach Hotel, Chicago, on Tuesday, June 19, the associated and organized manufacturers and their well wishers will celebrate the opening of the Silver Jubilee Year. It will inaugurate the beginning of the Twenty fifth year of continuous and unselfish service to a trade by a group of progressive business leaders known as the National Macaroni Manufacturers Association.

Organized in 1904 this association will sponsor its Twenty fifth annual convention on June 19 to 21, 1928, which will be open as usual to all macaroni manufacturers and representatives of the allied trades who are concerned in the welfare of the industry.

A Silver Anniversary is always the occasion of great rejoicing. In our particular case there seem to be special good reasons for celebrating the event. For a quarter of a century the National Association has striven consistently to promote the best interests of the trade. In this good work it has often been poorly supported and at times even opposed, but it has bravely waded on both opposition and indifference and today it stands stronger, more determined, and steadfastly true in its unselfish devotion to trade betterment.

According to the founders of the National Association our conditions were bad twenty five years ago when the business was in its infancy. They are hardly any better today though our problems are different. Then our industry was new and all efforts were devoted to establishing it firmly among the world's foods. Today we have overproduction and its inherent evils. The present situation is now such that any macaroni manufacturer who is not willing to learn from his fellows is to look with them for the good of the whole industry is actually out of pace and practically out of the running. As proof of this, note that in all lines of business the successful firms are those that are actively interested in their trade associations.

Often times in an industry there arise trade problems and trade conditions that must be solved through cooperation rather than by individual effort. Such a condition is facing the macaroni industry today and that accounts for the keenest interest manifested among manufacturers in every section of the country in the 1928 open conference of the trade next month in Chicago. This is a hopeful sign.

A survey of the trade brings out the interesting fact that the alert, wideawake manufacturers are learning more and more to place confidence in one another and to support the organized efforts of the progressive group that has carried on so faithfully during the past quarter of a century. From verbal reports made by men concerned in the profitable opera-

tion of macaroni plants in America we learn the following facts:

From the macaroni men that progressive business men have been the backbone of the industry since its infancy in 1853.

From the macaroni men that the industry has grown from a few small plants in the East to a large number of plants in every section of the country.

From the macaroni men that the industry has become a recognized and important part of the national food supply.

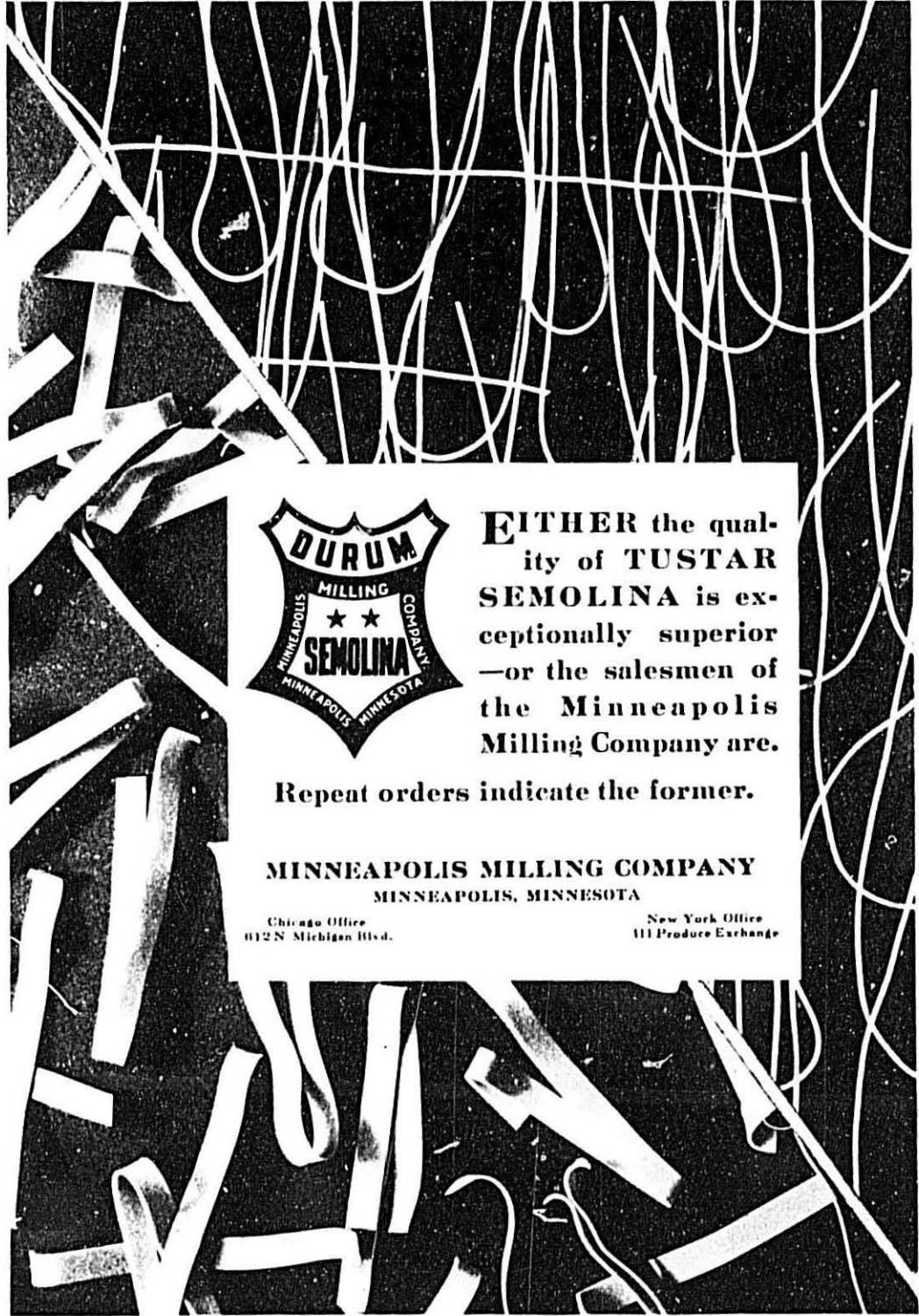
Generally speaking, the industry is now in a position to face the conditions of the present and the future with confidence. It has a strong and united front and is ready to meet any challenge that may be thrown at it.

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No matter what the conditions may be, the industry will stand together and fight for its interests. It has a strong and united front and is ready to meet any challenge that may be thrown at it.

Let our Silver Jubilee Year motto be: "Unity is strength between individuals of our industry and stronger cooperation with other food trades for our share of the consuming 200,000,000 dollars."



EITHER the quality of **TUSTAR SEMOLINA** is exceptionally superior **-or** the salesmen of the **Minneapolis Milling Company** are.

Repeat orders indicate the former.

MINNEAPOLIS MILLING COMPANY
MINNEAPOLIS, MINNESOTA

Chicago Office
112 N. Michigan Blvd.

New York Office
111 Produce Exchange

Eastern Manufacturers Attend Washington Meeting

A dozen or more of the leading manufacturers of the eastern part of the country met in the Mayflower hotel, Washington, D. C., April 18, 1928, to complete plans for presenting testimony at the hearing before the Food Standards Committee the next day, when the question of Definitions and Standards for Purified Middlings, Farina and Semolina was considered.

After hearing the views of all present and studying the opinions expressed in the various sectional meetings it was voted to approve all the recommendations made by manufacturers in New York, Chicago and Boston, and to go before the committee in a body demanding 3 changes in the proposed definitions, namely—restriction of the name "Semolina" to amber durum wheat products, the maximum of 14% moisture and the maximum of 1% of flour. It was voted that if possible the standards be made sufficiently high to exclude the low grade No. 3 semolina with its inferior flour content.

The unfair tactics of a so-called newspaper with a small circulation and a big grudge in belittling domestic macaroni, and which had aroused the ire of several of the New York manufacturers, came in for slight consideration and was disposed of by a motion unanimously adopted to ignore the attack as inconsequential because of its source.

The work of the Educational Bureau was commended and a plan was considered whereby funds to finance this work would be contributed by interested firms who would pledge annual contributions to promote this efficient activity. Those in attendance at the meeting were:

W. Cullman, Atlantic Macaroni Co.
G. Guerrisi, Keystone Macaroni Mfg. Co.
F. W. Kreider, Keystone Macaroni Mfg. Co.
Thos. H. Toomey, Brooklyn Macaroni Co.
E. Z. Vermeylen, A. Zerega's Sons
C. S. Hoskins, Foulds Milling Co.
C. S. Foulds, Foulds Co. of New York
E. Ronzoni, Ronzoni Macaroni Co., Inc.
F. Patrono, Independent Macaroni Co., Inc.
Frank Pepe, F. Pepe Macaroni Co., Inc.
P. George Nicolari, New Haven Macaroni Co.
Henry Mueller, C. F. Mueller Co.
B. R. Jacobs, N. M. M. A.
M. J. Donna, N. M. M. A.

Plans for the program for the Chicago convention June 19-21 were considered and it was generally agreed that owing to conditions existing in the trade it was most essential that the attendance this year be the largest ever. A larger and stronger convention committee was appointed to use every honorable means

to bring about a heavy attendance at the conference in the Edgewater Beach hotel in celebration of the Silver Jubilee of the National organization representing the macaroni trade.

RESOLUTION

The resolution adopted by the meeting declaring the attitude of the macaroni industry toward the proposed government standards for Purified Middlings, Semolina and Farina, as adopted at the sectional meetings of the National Macaroni Manufacturers association (Chicago, Jan. 21, 1928; Boston, Feb. 4, 1928; and New York city, Feb. 6, 1928) and unanimously approved by the board of directors on Feb. 6, 1928, was as follows:

That the following amendments be favored in connection with the proposed Definitions and Standards for Purified Middlings, Farina and Semolina:

1. That the general definition for Purified Middlings be changed by striking out the phrase "practically free from flour" and substituting therefor the phrase "and shall not contain more than 1% of flour."

2. That the moisture content of 14% by the vacuum method according to accepted procedure by the Association of Official Agricultural Chemists be approved.
3. That Farina be defined as the Purified Middlings of any wheat.
4. That Semolina be defined as the Purified Middlings of Durum wheat.

At the general meeting of the macaroni manufacturers held April 18, 1928 in Washington, D. C., Wednesday, the following motion as moved by P. George Nicolari of the New Haven Macaroni company, New Haven, Conn., and seconded by C. S. Foulds of the Foulds company, New York city, was unanimously adopted: that we re-affirm the position taken by the industry at the Chicago, Boston and New York meeting with reference to the changes recommended in the proposed Definitions and Standards for Purified Middlings, Farina and Semolina, and that every possible effort be made at the hearing on April 20, 1928, to have the Food Standards Committee incorporate these recommendations in the final definition and standards for our raw materials.

MY FAVORITE RECIPE

Delicious Macaroni Loaf

By Agnes Heiser Yunker, Orient, S. D.

INGREDIENTS

½ lb. macaroni	1 tablespoon finely minced onion
1 cup soft bread crumbs	3 tablespoons minced pimento
1 tablespoon butter	½ cup grated cheese
1½ cup milk	2 eggs
	Salt and pepper to suit taste.

METHOD:

Boil macaroni in salted water until tender. Drain, place in well greased baking dish. Into a double boiler place the bread crumbs, butter, milk, onion and pimento. Cook until creamy. Then add cheese and continue cooking until cheese is dissolved. Add the beaten eggs just before pouring them over the cooked macaroni, which is then baked for one hour in a moderate oven and slightly brown. Do not have oven too hot.

REMARKS:

Remove baked macaroni loaf from baking dish and serve with white sauce to which has been added a few cooked green beans or mushrooms. May be served hot or in slices cold.

This is a delicious dish, high in nutriment, and may be served as the main dish for your Sunday dinner or as a one dish meal for luncheon. Cost between forty-five and fifty cents.

(Tell us your favorite Macaroni, Spaghetti or Noodle Recipe.)

Hearing on Semolina

The Joint Committee on Definitions and Standards held its hearing on middlings, farina and semolina on April 19 scheduled. There was a very good representation of macaroni manufacturers and millers present. The discussions were carried on in a wonderful spirit of cooperation and an evident desire on the part of the millers and macaroni manufacturers to adjust their slight differences of opinion on an equitable basis. The discussion revolved around the 3 points which seemed the most important to the macaroni manufacturers and the millers. The 3 points are: First, a restriction of the term "semolina" to purified middlings made from durum wheat. Second, a definite limit of flour to be permitted in middlings, farina or semolina. Third, a definite limit for moisture to be permitted in these same products.

Henry Mueller's Address

Henry Mueller, president of the National Macaroni Manufacturers, was the first to address the Committee. He presented the resolutions adopted at 4 district meetings of the macaroni manufacturers, association members and non-members, and stated that this was one of the rare occasions when he was authorized to speak for a united industry.

Admitting that he was one of the real small users of semolina, nevertheless he saw that when macaroni manufacturers had that term with reference to their raw materials they refer to a granulation of durum wheat and not of any wheat. On the other hand, the trade recognized that farina refers to purified middlings of any wheat. As a user of farina it would be unfair for him to label his products as semolina goods and that after the definition of these products should according to their usage in this country where 95% of the American milled semolina from amber durum wheat was used by the macaroni industry of this country.

He submitted many interesting figures of moisture to prove that a much higher moisture content in flours and semolina had to be contended with since a change in moisture content was made a year or more ago. He further showed that it would be fair and proper to limit the flour dust in semolina and farina because oftentimes the flour was an added material and frequently of a lower grade in the large granulations.

Mr. Mueller congratulated the milling representatives on the fair presentation of their arguments but advised the committee that what the macaroni manufacturers asked for was fair to miller and manufacturer alike; that if moisture and flour dust are kept sufficiently low, better and more healthful food could be produced from even the minimum grade permissible under the expected rulings.

Jacobs' Technical Argument

It will be remembered that the com-

mittee when it issued its tentative definition defining semolina stated that "semolina is the purified middlings of hard wheat." Both the millers and macaroni manufacturers were in total agreement that the term "semolina" should be restricted to the middlings made from durum wheat. The authorities for this definition were presented by the writer as follows:

The Italian Dictionary of Agriculture says, "Semolina is the product of hard wheat."

Encyclopedia of Foods and Beverages, compiled by Ardenus Ward, 1911, says, "Semolina—See Farina." "Wheat farina corresponds to the product known in Europe as semolina or senola. It consists of very fine wheat 'middlings.' The best is that obtained in the milling of the very hard-grained wheat. Semolina is perhaps most popular in France where it is used in a great many ways. . . . It is the original macaroni flour."

Book of Rural Life, 1925, Vol. 8, "Semolina. The wheat flour from which macaroni and spaghetti are made." A Popular Chemical Dictionary by C. T. Kingzett, 1921, London, "Semolina: A farinaceous preparation made from the hard wheats of Italy, Spain and south Russia, containing a large amount of nitrogenous material."

"Semolina: An article of food consisting of those hard portions of 'flinty' wheat which resist the action of the millstones and are collected in the form of rounded grains."

Funk and Wagnalls New Standard Dictionary, "Semolina: The gritty or grain-like portions of wheat retained in the bolting machine after the fine flour has been passed through."

A New English Dictionary on historical principles, edited by Sir James F. Murray, "Semolina: An article of food consisting of those hard portions of 'flinty' wheat which resist the action of the millstones, and are collected in the form of rounded grains. Semola: A trade name for a special variety of semolina."

The Encyclopedia of Food by Artemus Ward, "Farina: Wheat farina is for other purposes also known as semolina. It consists of wheat 'middlings' small, hard particles of wheat left in the bolting machine after the finer flour has passed through its meshes. The best—that used in the manufacture of macaroni, spaghetti and similar pastes—is obtained in the milling of the very hard durum, or macaroni, wheats."

As reported by
BENJAMIN R. JACOBS

Food Inspection and Analysis by Albert E. Leach, 4th Edition, 1920, Pg. 363, "Semolina is the coarse meal ground from certain varieties of hard or (durum) wheats, grown originally in Italy, Sicily, Russia but at present in France and in certain parts of the United States and Canada."

More Authorities Quoted

Manufacture of Semolina and Macaroni by Robert P. Skinner, B.P.L. No. 20, states that the raw material used in the macaroni industry consists of hard or durum wheat which is ground into semolina. Pg. 15. Under the heading, Manufacture of Semolina, only hard or durum wheats are referred to in the manufacture of semolina. Although there is no specific statement that semolina can be manufactured only from durum wheats still the inference is there and it appears to be taken for granted all through the publication that semolina is the product obtained from the hard or durum wheats.

Professor James H. Shepard in 2 bulletins dealing exclusively with durum or macaroni wheats published as Bulletins 82 and 92 of the South Dakota Experiment Station, refers to the wheats as durum, hard, flinty or vitreous. He does not, however, in any case refer to semolina as durum semolina. On page 35 of Bulletin 82, he says, "The best grades of macaroni are not made from even macaroni wheat flour. A coarse product known as 'semolina' is employed. This product corresponds to the granular middlings produced in one stage of milling bread wheats."

On Page 45 of the same publication in acknowledging the work of his assistant Professor Shepard says, "Mr. Norton has also taken special interest in the manufacture of the macaroni which we have made from semolina milled at this station."

Again in Bulletin 92, Page 13, another publication on durum wheats, Professor Shepard says, "Semolina corresponds to the purified middlings obtained in the regular course of reduction as practiced by our commercial roller mills." "Nowhere do we find the word semolina modified and it seems very evident that it means the purified middlings of durum wheat."

It will be noted that although the term "durum wheat" is not universally used by these authorities, still the term "hard wheat" is applied on the Continent solely

to durum wheats as may be shown by the following authorities:

Carlton on B.P.I. Bulletin No. 3, "Macaroni Wheats," Page 9, has the following to say concerning the use of the word hard in connection with wheats:

"For more than 35 years there have been occasional introductions into this country of the hardy, glassy wheats of the durum group, chiefly from Russia but also from Algeria and Chile. In Europe they are called simply hard wheats and correctly so, since the hardest bread wheats of the world are really soft compared with them. In this country they have not until recently been sufficiently well known to receive a special name. Now, however, through the recent introductions and publications of this Department the term macaroni wheat is becoming rapidly adopted, and its application is already pretty well understood."

Pg. 10. "Macaroni wheats proper belong in the durum group, known by the botanical name of triticum durum. In France they are called Ble dur; in Germany, Hartweizen; and in Spain, Trigo duro. They are also sometimes called barley wheats, or Gerstenweizen, because of their resemblance to barley."

Pg. 12. "By far the largest production of macaroni wheats is in the east and south Russia, a large part of which finds a ready market for macaroni making in the cities of southern France and Italy. Ten or more rather distinct varieties are grown in Russia. These are much mixed in shipping and are often exported under the one name of Taganrog wheat simply because they are so commonly shipped from the port of that name. There is no special variety correctly called Taganrog, but that name is usually applied to any variety whatever of Russian durum wheat after it leaves Russia."

Cyclopedia of American Agriculture, edited by L. H. Bailey (7): "Durum wheat (T. Sativum, var. Durum). This is often referred to as macaroni wheat since the flour from which is manufactured this and similar products is produced from this wheat."

Webster's New International Dictionary; "Wheat—From the hard wheats, macaroni, spaghetti and similar pastes are made."

Encyclopedia Britannica, Eleventh Edition: In defining wheats refers to the hard wheats as the durum forms.

La Grand Encyclopedia. Divides the genus into 7 species which may be divided as follows. Four species of bare grains and 3 species of covered grains. The only species to which the terms hard

or vitreous is applied is Triticum Durum.

Statements had been made that farina from spring wheats were being imported into this country as semolina, and also that Italian macaroni made from farinas was being imported as semolina macaroni. At the request of the writer the Bureau of Foreign and Domestic Commerce of the Department of Commerce sought information on these points from the U. S. Commercial Attaches in both Rome and Ottawa. The statements received from the American Commercial Attaches disproved both of these contentions and are as follows:

Statement from U. S. Commercial Attaches

OTTAWA—"Semolina is not shown as an export from Canada although a small quantity is imported each year. The Customs Division of the Department of National Revenue at Ottawa tells me that the officers posting export entries have observed shipments of semolina occasionally in the past, but none has been noticed recently, and if this product is being exported it must be in very small quantities. I have not been able to ascertain the precise application of the term 'semolina' in Canada but it appears to be confined to the products made of durum wheat."

ROME—"Macaroni is made only from hard wheat, the flour of which is generically termed 'Semola.' 'Pasta di Semola' is macaroni made of hard wheat. Pasta di frumento has no real significance, as macaroni is not made of soft wheat, this quality being used only for the manufacture of bread."

To sum up: "Semola" refers only to a product made from hard wheat. Farina is ordinary wheat flour. Pasta di semola is macaroni made from hard wheat used in soups and the making of puddings; it is also given to invalids."

Two Opinions

As stated above the macaroni manufacturers are of the opinion that the amount of flour in these products should be restricted to 1%. The Committee, on the other hand, stated merely that the product should be "practically free from flour." This seems to us to be a very important item in these definitions as the phrasing proposed by the Committee leaves the interpretation of "practically free" to the judgment of the individual manufacturer. It was shown by the writer that semolina No. 2 and farina No. 2 always contain less than 1% of flour while semolina No. 3 contains anywhere from 1% to 12.4%. It was also shown that the quality of this flour was very inferior in grade and although from 80% to 90% of the products making up the semolina No. 3 was of high grade and probably as good as semolina No. 2

for macaroni making purposes, yet the remaining 10% or 20% consisted of very inferior flour and very fine middlings which were exceedingly detrimental to the quality of macaroni produced from these products. It was, therefore, suggested that millers take particular pains to rid semolina of as much as possible of the 10 or 20% of very inferior product as it should not be used in the manufacture of macaroni.

Laboratory Findings

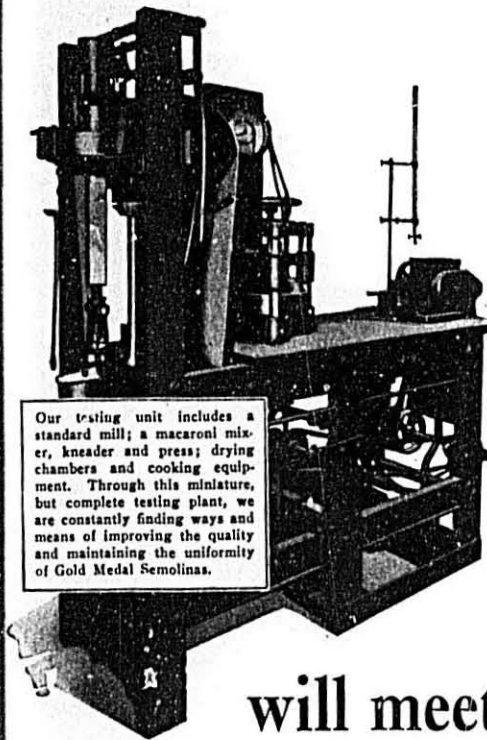
The Washington laboratory of the association examined and analyzed 19 samples of No. 3 semolina. These varied in ash from 0.59% to 0.78%. The portion passing through a 100 mesh sieve ranged from 0.90% to 1.57% in ash; the average being above 1%. The amount of material passing through the 100 mesh sieve varied from 1.4% to 12.4%. The high ash content is found only in very inferior flours. In fact such flours are not entitled to be called "flour" under the Pure Food Law. It does not require much of this kind of product to affect the color, texture and flavor of macaroni products. Every macaroni manufacturer should guard against including any of this low grade flour in his macaroni products.

The Standards Committee placed a limit of 14% moisture on middlings, farina and semolina. This limit, although it is higher than that placed by the Committee on macaroni products, still was satisfactory to the macaroni manufacturers because they do not feel that they should restrict the miller in the amount of moisture he should use in the manufacture of these products in order to obtain the best quality and the highest yield. The millers on the other hand requested the Committee to allow 15% of moisture. This appears to us to be too high and would result in rapid deterioration of the product. There is a question but that the quality of the products is very materially affected by moisture, and excessive moisture will produce unsound products with poor keeping qualities.

Analyses Results

Our analyses of the 83 samples made within the last year showed an average of 13.93% of moisture and only one of the 83 samples contained more than 1% of moisture. These samples all represented carlots and represented also nearly as possible the moisture content of the flour as it left the mills.

The millers contended that they required more moisture for milling semolina than they did for milling flour. This hardly seemed possible as farina



Our testing unit includes a standard mill; a macaroni mixer, kneader and press; drying chambers and cooking equipment. Through this miniature, but complete testing plant, we are constantly finding ways and means of improving the quality and maintaining the uniformity of Gold Medal Semolinas.

Our testing plant is complete— even to miniature macaroni-making equipment. That's why we can say

Gold Medal Semolinas will meet your rigid requirements

OUR years of experience in the manufacture of semolinas have taught us that a chemical analysis of durum wheat does not go far enough.

While it is absolutely necessary, it does not tell us all we should know about the wheat. Therefore, we decided several years ago to secure the additional information through the installation of special experimental equipment. In our miniature "semolina mill" samples of wheat are made into semolina and then go through practically the same process as does the commercial semolina in a commercial macaroni factory.

By means of these tests we have constantly improved the

quality of Gold Medal "Tested" Semolinas and met the demands of manufacturers regarding such physical characteristics as color, strength, granulation, cleanliness, and cooking quality.

The continued success which manufacturers of macaroni products are experiencing through the use of Gold Medal "Tested" Semolinas, is positive proof to us that our conscientious efforts to constantly improve the quality of our semolinas is well worthwhile.



Gold Medal Semolinas are guaranteed. If any sack does not prove satisfactory in every way, the full purchase price will be refunded.

GOLD MEDAL SEMOLINAS

"Tested"

WASHBURN CROSBY COMPANY

General Offices: Minneapolis, Minn.

Millers of Gold Medal "Kitchen-tested" Flour

semolina are produced from the inner (or endosperm portions of the wheat only, while flour consists of these plus the outer portions, that is, those portions nearer the bran layers, and since most of the moisture added by millers in the process of tempering is contained in the outer portions of the grain it seems evident that flour would contain more moisture than farina or semolina.

Culman's Plea

William Culman of the Atlantic Macaroni Co., Long Island City, N. Y., made a sensible plea for the interpretation of the word "semolina" to refer only to durum wheat. Among other things he said:

We have heard several very interesting and instructive definitions of semolina giving its chemical composition with much statistical and scientific information regarding its proper manufacture, its qualities, etc., also much equally interesting information about the origin of the word and its meaning. I am not going into a discussion of any of these technical questions. As a macaroni manufacturer, I am interested primarily in the definition of the word itself. I am going to speak about that only, and I am going to approach the question from a different angle.

In my younger years my favorite study was that of languages and more especially that part of these studies, which is commonly called etymology. I liked to trace the origin of words and to follow their course from one language through other languages. I found that when a word had been taken from one language into another, its meaning was often modified and sometimes changed completely. I am not going to give you a long list of such words. I shall choose only one which seems to fit rather aptly into the present discussion. This word is "corn." It was taken into our language bodily from the German without any change whatever except that the German uses the letter K to denote the K sound, whereas we use the letter C for the same purpose. In all other respects, the word is exactly the same in both languages, in spelling as well as pronunciation.

Now let us suppose that a German farmer comes to Kansas where he meets a fellow farmer and that he has some knowledge of the English language. Sooner or later these 2 farmers will naturally get to talking about corn. Although they will then be using exactly the same word, neither of them will know what the other is talking about. The German will be talking about rye, whereas the Kansan will be talking about something which he might more properly call Indian maize.

In my opinion the proper definition of a word and its correct use should be determined by the meaning which it conveys from the mind of the speaker to the mind of the hearer at the time and in the place where the word is being used. Here I venture to make the assertion and

I feel sure that no one in this room will undertake to deny it, that when anyone who is today in any way connected with any branch of our business in any part of the United States—the farmer, the miller, the manufacturer, the grocer, and finally the consumer—uses the word semolina, he means a product of durum wheat and nothing else.

It seems to me that it is a matter of no consequence to you, in making your definition, whence the word semolina was derived nor what may have been its original meaning, nor even what it may mean today to the people of Italy or to those of France or Spain. I submit that you are not making a definition for them. We are trying to get a definition for the people of the United States and to serve for our guidance. What semolina or any similar word may have meant years ago or what it may mean today in other countries is not the point. The question is—What does it mean here today? I repeat that when this word is used here now, it means a product of durum wheat and nothing else. We hope that this will be your decision and that your definition will limit the use of the word semolina to a product of durum wheat.

P. George Nicolari of the New Haven Macaroni Co., New Haven, Conn., also briefly addressed the committee urging the incorporation of all the suggestions of the macaroni manufacturers in the final definitions and standards because after all they were the ones most deeply concerned in getting the best of raw materials to produce the best finished products, thus gaining and holding the consumers' confidence.

BELL RINGER

THE QUESTION SHOOTERS

By M. J. DONNA,
Secretary National Macaroni Manufacturers Association.

Questions are the bane of a Secretary's life. They are shot at him from every direction and on any conceivable topic. Some are easy; others are provoking. Most of them are sensible while others are almost silly. Naturally the questioner wants some kind of an answer and he gets one. No affidavit accompanies some of the replies.

Several questions recently arrived that remind me of a story told about a recruiting officer during the days of the draft:

Down at Camp Taylor in 1917 a negro outfit drafted mostly from the cotton fields was lined up before the clerk for questioning and registration.

"Name and address," demanded the clerk of one husky recruit.

"Huh?"

"What's your name and address?"

"Yo' ought to know," said Rastus, "Yo' all sent fo' me."

Among others who appeared before the Food Standards Commission were Congressman J. H. Sinclair of North Dakota with a plea for the durum growers of his state and the whole northwest where durum is the principal crop. Sydney Anderson, president of the Millers National Federation, who agreed that "semolina" should mean only durum wheat middlings but asked that a moisture content of 15.8% be set as a minimum and that a more liberal percentage of flour dust be permitted, thought the durum millers would be interested in keeping this as low as possible; M. A. Gray and A. J. Fischer of Pillsbury Flour Mills company; T. C. Roberts and Joseph E. Del Rossi of Washburn Crosby Co., and B. B. Sheffield of the Minneapolis-Larrabee company also spoke briefly in emphasizing the point that they sought only definitions and standards that would permit them to manufacture the very best possible semolina for macaroni making.

Probable Ruling

Without any attempt at prophesying what the Committee may do but judging merely from the sentiment which seemed to prevail at the hearing, it seems to the writer that the Committee will restrict the term semolina to the purified middlings made from durum wheats and that it will place a definite limit on the amount of flour and moisture which these products may contain.

Champion Equipped Plants

---are the successful plants in the macaroni and noodle manufacturing industry.

Their superfine quality products result in a steady increase of business---their substantial operating economies assure consistently good profits.

Users of Champion Flour Handling Outfits, Noodle Brakes and Macaroni Mixers, always have a winning advantage over competition.



Champion Machinery Co.,
Joliet, Ill.

Gentlemen:

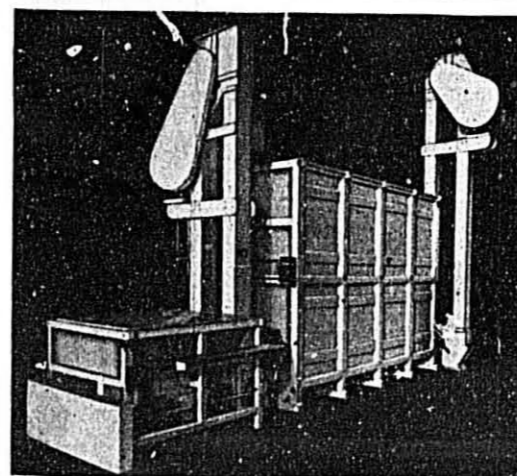
It is a pleasure for us to inform you that the Champion Semolina handling outfit which was installed in your plant recently, consisting of Bin, Conveyors, Water Vat and Scales, meets with our complete satisfaction. This installation was a decided improvement over our previous system of handling our Semolina and water in the manufacturing of our product, as it saves time, labor and other little detail expenses. We are sorry we did not install the Champion outfit years ago.

We also wish to thank you for the courteous treatment accorded us by your representatives and the service rendered by them in assisting us with much patience to reduce our overhead expense.

With sincere wishes for your further success, we remain

Yours very truly,
CONNELLSVILLE MACARONI COMPANY,
CONNELLSVILLE, IN.
L. E. GUNCO, Treasurer.

LEC/C



Our experts are at your service in redesigning your present plant, or in helping you work out plans for a new one.

We shall be glad to answer any inquiries regarding your problems---and without obligation to you.

CHAMPION MACHINERY COMPANY

JOLIET

--

ILLINOIS

These Letters Tell

the experience of two prominent manufacturers who have secured important advantages from the use of Champion machinery, and also valuable engineering aid from the Champion service department.

You can get equally profitable results by running your plant the "Champion Way."

THE JOHN B. CANEPA COMPANY

MANUFACTURERS OF
RED CROSS MACARONI AND SPAGHETTI
302-310 WEST GRAND AVENUE
CHICAGO



Feb. 21st, 1927.

Champion Machinery Co.,
Joliet, Ill.

Attn: Mr. F. A. Motta, Secy.

Dear Mr. Motta:

Appreciating your good service, I have for some time intended to write you and let you know that the scales and elevator conveyor we purchased from you are giving first class satisfaction.

In fact we have had no trouble whatever with them.

Naturally a manufacturer appreciates real service when he gets it and it is only your due to be made acquainted with the fact that you have given us the kind of service we want, and your machinery has proven to be all that you claimed for it.

Best wishes and every success to you.

Very truly yours,

THE JOHN B. CANEPA COMPANY

John B. Canepa

JVC/23.

Tending Their Own Business

To the Macaroni Manufacturers of America

Fortunate, indeed, are those who choose to attend the OPEN CONFERENCE of the MACARONI INDUSTRY in the EDGEWATER BEACH HOTEL, CHICAGO, June 19, 20, 21

New Ideas and Better Understanding Will Result

I choose to ATTEND
in
'28



The Twenty-Eighth Annual Convention of the Macaroni Industry will be held in the Edgewater Beach Hotel, Chicago, June 19, 20, 21, 1928. The National Macaroni Manufacturers Association will be the sponsor of this year's convention. The convention will be held in the Edgewater Beach Hotel, Chicago, June 19, 20, 21, 1928. The convention will be held in the Edgewater Beach Hotel, Chicago, June 19, 20, 21, 1928.

A program of interesting and instructive sessions will be held during the convention. The program will include a luncheon on June 19, a business session on June 20, and a social dinner on June 21. The convention will be held in the Edgewater Beach Hotel, Chicago, June 19, 20, 21, 1928.

ment features that will help to bring dull care away. A special attraction will be given to the entertainment of the ladies who are expected to be in attendance in greater number than ever before.

One of the interesting sessions will be the one on the subject of "The Macaroni Industry in the U. S. Department of Agriculture." The session will be held on June 20, 1928. The session will be held in the Edgewater Beach Hotel, Chicago, June 20, 1928.

Businessmen who wish to know more about the Macaroni Industry should write to the National Macaroni Manufacturers Association, 14 E. Jackson Blvd., Chicago, Ill. They will receive a copy of the program and a list of the speakers.

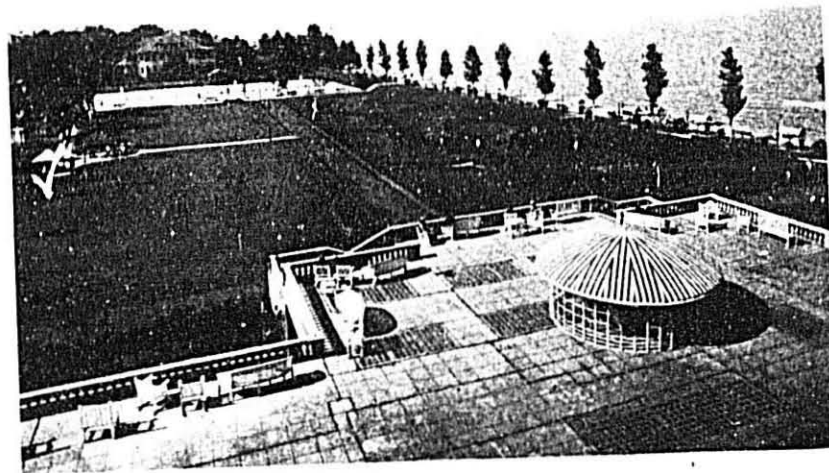
sale hold, he knows where to be spread. Don't miss this treat.

The man in business must know not only how to manufacture their product but how to sell it profitably. Many have their eyes on the prize, what is right and wrong, but the progressive man knows the one who is always the better in a new way.

Mr. J. McHugh of the McClure-McHugh & Co. has been called upon to give the address on "The Future of the Macaroni Industry." He is the only man in the industry who has been called upon to give the address on "The Future of the Macaroni Industry."

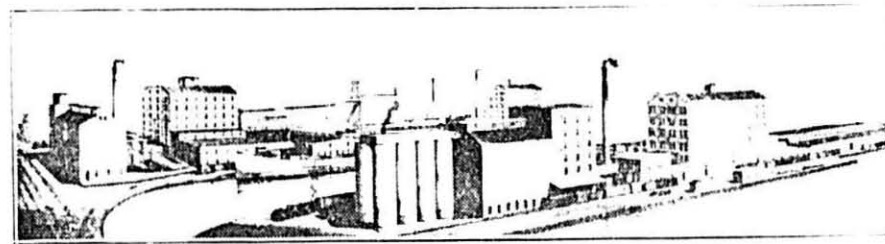
These gentlemen will address the convention on "The Future of the Macaroni Industry." They will discuss the future of the industry and the role of the manufacturer in the future.

The question of the use of artificial coloring will be discussed.



The North Grounds of the Edgewater Beach hotel, Chicago, where the Macaroni Manufacturers, Allied Tradesmen and their ladies will enjoy a vacation treat during the 1928 convention of the Macaroni Industry on June 19-21, 1928.

- Among the recreational facilities are:
- 1—9-hole Miniature Golf Course
 - 2—Tennis Court
 - 3—Children's Playground
 - 4—Beach Promenade
 - 5—Lawns and Gardens
 - 6—(In the foreground) The Esplanade.



HOURGLASS BRAND Semolina and Flour

Quality of First Consideration

Milled exclusively from carefully selected Durum Wheat, which eliminates entirely the necessity of artificial coloring.

Every Sack Guaranteed

*Location Enables Prompt Shipment
Write or Wire For Samples and Prices*

DULUTH-SUPERIOR MILLING CO.

Main Office: DULUTH, MINN.

NEW YORK OFFICE: F6 Produce Exchange
PHILADELPHIA OFFICE: 458 Bourse Bldg.

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

The Eleventh Commandment "TEND TO YOUR OWN BUSINESS"

That's what all determined, successful manufacturers will be doing at the Macaroni Manufacturers Convention in Edgewater Beach Hotel, Chicago,

June 19, 20 and 21, 1928



tion of macaroni products will be handled by Donald McConaughy of New York city. His talk should interest all manufacturers because consumption has hardly kept pace with production.

The complete program of the 1928 convention which will open the Silver Jubilee Year of the industry's leading organization will be published in the June issue which should be in the hands of all manufacturers not later than June 15.

The allied tradesmen who are deeply concerned in the welfare of the macaroni industry will be there to cooperate in every way to bring about understanding and coordination toward better and more profitable business.

The conference in Chicago will be open to every individual who is interested in the industry's progress, whether he be a member of the trade association or not. If he is a booster he is welcome. Come to Chicago and show the world that the macaroni manufacturing group is a live one. Help put macaroni in the food class that it is entitled to. Aid us in putting over a message to the consumer that will bring everlasting benefit to the industry.

Remember, the ladies are welcome as is every one of your business associates. Spend a business vacation on the beautiful shores of Lake Michigan enjoying the pleasant weather which we have ordered for the Macaroni Conference in the Edgewater Beach hotel, Chicago, June 19 to 21.

WILL YOU BE THERE? THE EYES HAVE IT!

If hammer you must, build a factory or a home.

They Like Conventions

After all, the good that conventions do is reflected by the impressions made by them on those who attend, either regularly or occasionally.

Here are a few of the opinions expressed by some of those who were interviewed following the record breaking Minneapolis meeting last year:

"I surely had a good time."

"I am once more resold to my business."

"I am prouder than ever that I am a macaroni manufacturer."

"I heard some fine talks and wonderful discussions."

"I met some real fellows that I did not know were in this business."

"I learned how others carry on their business and will apply some of their methods to mine."

"I got many helpful suggestions that I will make full use of."

"I gained new respect for my profession."

"I got a chance to get away from my business and to look at it from an outside angle."

"I am all pepped up about meetings of this kind. Let's have more of them."

"I feel well repaid for the money spent in attending this convention; it's an investment, not an expense."

"I like the fellowship manifested at these gatherings."

"I am carrying back home with me many new ideas that will be very helpful in my business."

"I feel that conventions are of inestimable value to our industry and should be attended annually by at least 90% of the macaroni and noodle manufacturers."

"Convention time is school time for me. I'm for them always."

"I'm glad I came. Am coming next year and the next. Will bring the family along the next time because I feel that more sociability will break down business barriers."

Convention Expense and Income Tax

Another Good Reason Why All Macaroni Men Should Attend Their Trade Meetings

Last year the Federal Board of Tax Appeals made a ruling that may have a beneficial effect on the attendance at future conventions. In the case of Professor Alexander Silverman of the University of Pittsburgh it was decided that money expended in attending scientific meetings constitutes a necessary business expense that is properly deductible from his gross income in rendering the annual tax rate.

The board of appeals found that the sole purpose of attending conventions is to gain knowledge that will be used in promoting one's business or vocation and that finally the public will profit. It requires no stretch of imagination to believe that the finding, applying as it does to expense incurred in attending scientific meetings, will also apply to business and trade conventions. In this case, macaroni manufacturers who attend future conventions will get some satisfaction when they deduct their convention expense from their income tax returns.

Though many remain away because of lack of time and some because of insufficient interest in matters that should be of greatest concern to them, the majority are adverse to incurring the expense that convention attendance usually necessitates. For this reason it is considered that the decision referred to will greatly increase the attendance at future conventions because macaroni manufacturers now know that the government will gladly permit a deduction of their convention expense when making their income tax returns.

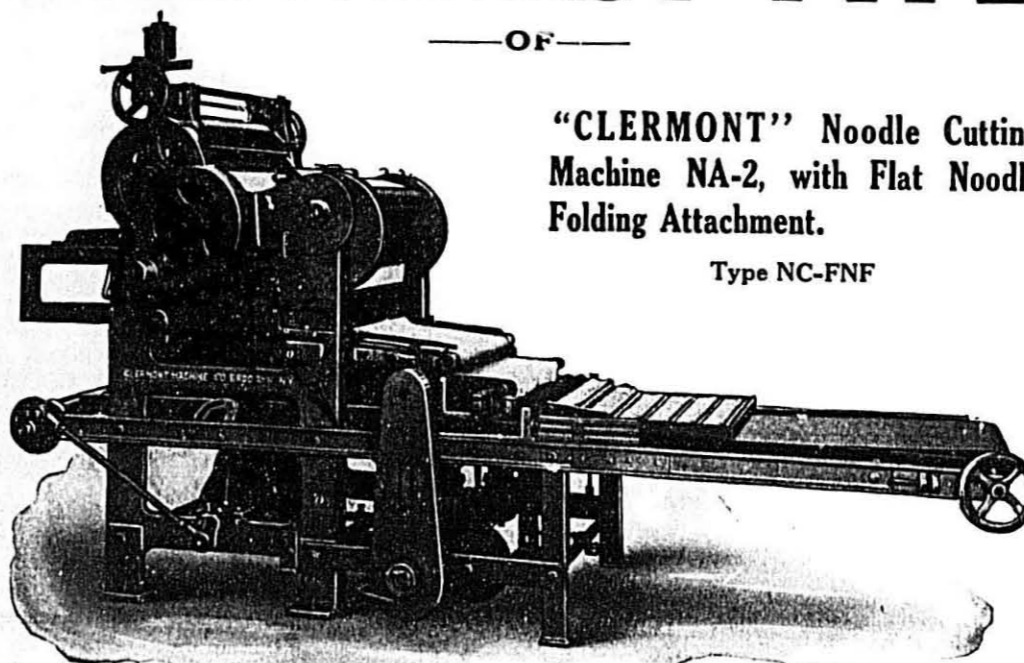
A husband is often a sweetheart with the nerve killed.

THE LATEST TYPE

— OF —

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

Type NC-FNF

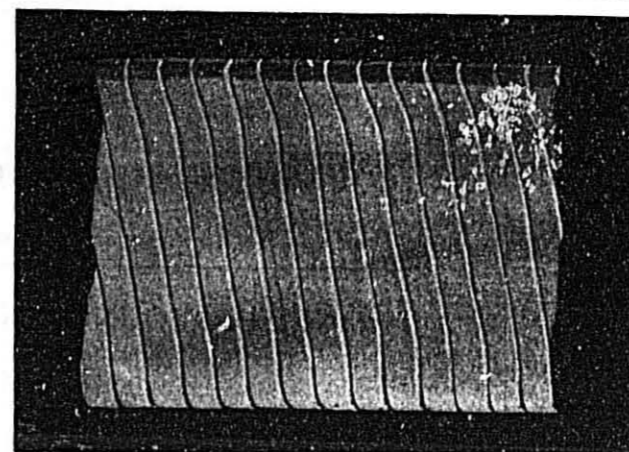


No skilled operator required

THE MACHINE WHICH PAYS DIVIDENDS

No hands touch the product.

Suitable for Bulk Trade



Suitable for Package Trade

The finished product of above machine.

WE ALSO MANUFACTURE:

Dough Breakers
Noodle Cutting Machines
Mostoccioli Cutters
Egg-Barley Machines

Triplex Calibrating Dough Breakers
Fancy Stamping for Bologna Style
Square Noodle Flake Machines
Combination Outfits for Smaller Noodle Manufacturers

Write for our descriptive catalogue and detailed information.
Will not obligate you in any manner.

CLERMONT MACHINE CO., Inc.
268-270 Wallabout St. Brooklyn, N. Y.

The President's Open Letter

Jersey City, N. J.
May 15, 1928.

Fellow Macaroni Manufacturers:

As it is physically impossible for me to extend to you a personal invitation, I am taking this means and opportunity to extend to each one of you a cordial and sincere invitation to attend the 1928 convention of the Macaroni Manufacturing Industry in the Edgewater Beach hotel, Chicago, June 19 to 21.

This is an open conference to which every interested business man is welcome. There will be a friendly meeting in which everyone's views and opinions will be specially heard and carefully considered. At this conference you and I and others will join in at-

tending to business which is strictly our own.

None of us can progress much faster than the industry travels forward. For the 25th time we will meet in convention and in Chicago this year the meeting should mark another step forward which you are invited to help plan and formulate.

A program with a definite purpose is being arranged. It will deal with matters of national importance and with others that are strictly problems of our own concern. There will be entertainment for the manufacturers as well as for the ladies and I especially invite you and all manufacturers to bring the ladies along to what might be called a business vacation.

Hoping that this invitation and the pre-convention publicity will impress upon you the importance of this National Conference and the need of shouldering your share of responsibility for its success, I close with an expression of my sincere appreciation of your confidence and good will and with the assurance that it will be a pleasure for me to work with you and for you in bringing about understanding and progress for you as an industry and for each of you as interested individuals.

Yours most cordially,
HENRY MUELLER,

President,
NATIONAL MACARONI MANUFACTURERS ASSOCIATION.

Special Convention Committee

To cooperate with the officers of the National association in arousing interest in and encouraging greater attendance at the Silver Jubilee Convention of the Macaroni Industry in the Edgewater Beach hotel, Chicago, June 19-21, President Henry Mueller has seen fit to appoint a committee representing every section of the country and important manufacturing district, as follows:

- R. J. McCarty, Birmingham Macaroni Co., Birmingham, Ala.
- A. Alberto, U. S. Macaroni Co., Los Angeles, Calif.
- A. S. Vagnino, American Beauty Macaroni Co., Denver, Col.
- Frank Pepe, The F. Pepe Macaroni Co., Waterbury, Conn.
- A. J. Grass, I. J. Grass Noodle Co., Chicago, Ill.
- C. B. Schmidt, Crescent Mac. & Cracker Co., Davenport, Ia.
- L. G. Tujague, Tujague Food Products, Inc., New Orleans, La.
- M. J. Clemente, Cumberland Macaroni Mfg. Co., Cumberland, Md.
- G. La Marca, Prince Macaroni Mfg. Co., Boston, Mass.
- Vito Viviano, V. Viviano & Bros. Mac. Mfg. Co., St. Louis, Mo.
- H. Mack, Natural Egg Noodle Co., Union City, N. J.
- P. Patrone, Independent Mac. Co., Inc., Mt. Vernon, N. Y. (Metropolitan Dist.)
- A. Gioia, A. Gioia & Bro., Rochester, N. Y. (N. Y. Up State)

- F. Becker, Pfaffmann Egg Noodle Co., Cleveland, O.
- F. De Angelis, R. De Angelis & Co., Philadelphia, Pa.
- G. E. Del Rossi, G. D. Del Rossi Co., Providence, R. I.
- F. S. Bonno, National Macaroni Co., Dallas, Texas.
- S. M. Orso, Oregon Macaroni Co., Portland, Ore.
- F. A. Ghiglione, A. F. Ghiglione & Sons, Seattle, Wash.

Erwin John, Milwaukee Macaroni Co., Milwaukee, Wis.

H. Constant, Excelsior Mac. Products Co., St. Boniface, Manitoba, Canada (Rep. Canadian Mfrs.)

A. J. Fischer, Pillsbury Flour Mills, Minneapolis, Minn. (Representing Durum Millers)

C. Surico, Clermont Machine Co., Brooklyn, N. Y. (Representing Macaroni Machine Manufacturers)

H. K. Becker, Peters Machinery Co., Chicago, Ill. (Representing Package Machinery Manufacturers)

Think twice—speak once.

FAMOUS AUTHORITIES

— ON —

Food and Health Value of Macaroni Products

FINE FOR YOUNG AND OLD

By Dr. Albert Harris Hoy in "Eating and Drinking."

Pure gluten in its different forms for food has not been made use of nor received the attention it deserves in this country. Its use has been limited to that of an ingredient in soups, or else it is cooked with cheese and tomatoes and taken more as a relish than for its nutritive value.

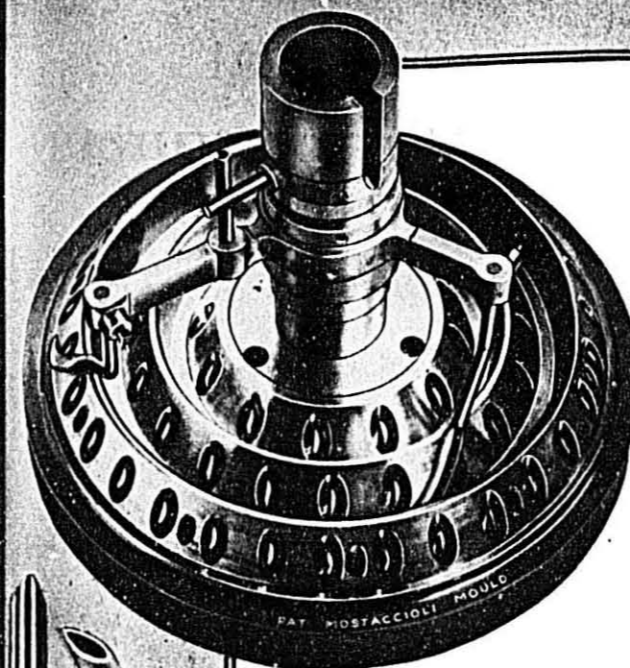
Gluten food is available in 4 forms, macaroni, vermicelli, spaghetti and noodles. The macaroni and spaghetti pastes are well adapted, combined with tomatoes and cheese, for baked dishes. These are especially good for adults, while vermicelli and noodles cooked plain and served with cream are admirable dishes for children or for those having feeble digestion, and may very wisely displace the morning dish of cereals, being even easier of digestion and far more nourishing than any of these.

It must be remembered that in gluten there is practically no indigestible or waste matter, and the bulk eaten should not be over one third the bulk taken of cereals. If there is one article of food that is free from objections it is gluten. It is to be recommended highly as a nonacid making, nonfermenting food.

May 15, 1928

THE MACARONI JOURNAL

17



Tanzi's Dies

are made under the following code.

To manufacture and distribute quality dies constructed in a manner that sacrifices nothing for expediency.

To use only materials of known quality that require no apology for service.

To sell dies only with the idea that no sale is complete unless the buyer is thereafter satisfied.

Your Success I. Our Success

MARIO TANZI CO.
Boston, Mass.



TENTATIVE PROGRAM National Macaroni Manufacturers Association

Opening of Silver Jubilee Year

EDGEWATER BEACH HOTEL, CHICAGO, JUNE 19-21, 1928

All sessions will be in the Black Cat Room on Chicago Daylight Saving Time.

FIRST DAY—TUESDAY, JUNE 19

8:30 a. m. President's Complimentary Stag Breakfast in Marine Dining Room.

9:30 a. m. Registration of Members and Guests.

Opening Ceremonies

10:00 a. m. Greetings—"Why and What We Are Here For," Henry Mueller, President.

Welcome—Louis A. Bowman, Vice President of American Trust and Safe Deposit Co., representing the Chicago Association of Commerce.

Steve Matalone, President of Chicago Macaroni Company, representing the Illinois Macaroni Manufacturers.

H. K. Becker, President of Peters Machinery Co., representing the Macaroni Allied Trades.

Responses—Impromptu (as called upon by President).

Song—The National Anthem.

Opening of Regular Session

11:00 a. m. Call to Order—President Henry Mueller.

President's Annual Address, Henry Mueller.

Treasurer's Report, L. E. Cunco.

Secretary's Report, M. J. Donna.

Washington Rep. Report, B. R. Jacobs.

Reports of Standing Committees, 1927-1928.

Appointment of Convention Committees.

Announcements.

12:00 noon Luncheon Recess.

1:30 p. m. Call to Order.

Reports of Committees.

General Topic—"Selling our industry to ourselves and ourselves to our industry."

(Presentation of following papers and addresses)

1—"The Advantages and Disadvantages of Trade Discounts," by Frank A. Tharinger of Tharinger Macaroni Co., Milwaukee.

2—"Fairer Freight Classification on Macaroni," by L. M. Skinner of Skinner Mfg. Co., Omaha.

3—"Cost of Manufacture and Sale of Macaroni," by G. G. Hoskins of Foulds Milling Co., Libertyville.

4—"Cooperative Buying and Selling," by G. Guerissi of Keystone Macaroni Mfg. Co., Lebanon.

5—"Value of Research and Statistics to Our Industry," by Dr. B. R. Jacobs, Washington Representative.

6—"Play in Your Own Back Yard," by Frank S. Bonno of National Macaroni Co., Dallas.

Discussion of each subject following presentation.

Announcements.

Adjournment.

SECOND DAY—WEDNESDAY, JUNE 20

9:30 a. m. Call to Order—President Henry Mueller.

Reports of Committees.

Announcements.

Address—"The Trade Press—An Important Link in Macaroni Distribution," by J. W. Lowrie, editor of The Wholesale Grocer.

Discussion.

Address—"Developing the Natural Ability of Your Salesmen," by Prof. O. J. McClure, founder of The McClure Method of Salesmanship Education.

Discussion.

Announcements.

12:00 noon Luncheon Recess.

1:30 p. m. Call to Order.

Reports of Committees.

Address—"Macaroni in the American Menu," by Prudence Penny (Mrs. Leona A. Malek), Women's Page Editor of Chicago Herald-Examiner.

Discussion.

Address—"Macaroni in Domestic and Foreign Commerce," by Frank M. Surface, Assistant Director of U. S. Department of Commerce.

Discussion.

Announcements.

Adjournment.

ANNUAL BANQUET AND ENTERTAINMENT

7:00 P. M. in Black Cat Room

(Informal Reception, Dinner, Entertainment and Dance for Members, Guests and Their Ladies)

Toastmaster—Henry Mueller, President, N. M. M. A.

Dinner Address—"The Psychology of Laughter," by Charles Milton Newman.

Entertainment and Dancing—Guests of Macaroni Machinery Manufacturers.

THIRD DAY—THURSDAY, JUNE 21

9:30 a. m. Call to Order—President Henry Mueller.

Reports of Committees.

Announcements.

Address—"More Macaroni," by Donald McConaughy of N. W. Ayer & Son.

Discussion.

Address—"Business Finance in Merger Trend," by Mr. Decker of S. W. Straus & Co.

Discussion.

Report of Macaroni Publicity Committee by C. S. Foulds, Chairman.

Report of Educational Bureau by Dr. B. R. Jacobs and M. J. Donna.

THE 7 HOUR

Educational — Informative — Interesting

Questions and Answers by experienced manufacturers

Announcements.

12:00 noon Luncheon Recess.

1:30 p. m. Closed Session.

Unfinished Association Business.

New Association Business.

Election of 1928-1929 Officers.

1929 Convention Date and Place.

Miscellaneous Matters.

Final Adjournment.

Dress up your Package!
The right kind of
LABELS
AND
CARTONS
WILL HELP YOUR SALES.

Let us be your "Package Counselors."

CONSULT OUR
TRADE MARK BUREAU.

No new brand should be adopted without a thorough investigation of its availability.
The complete history of 829,200 brand names is on file in our trade mark bureau.
We search titles and help safeguard against infringement. Write us for particulars. The service is free.

The United States Printing
& Lithograph Co.
Color Printing Headquarters

CINCINNATI 8 Beech St.
BALTIMORE 87 Covington St.
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What Can the Wholesaler Do to Survive?

Speaking to 200 or more of the outstanding business men in the wholesale field gathered last month in Washington, D. C., at the invitation of the Chamber of Commerce of the United States, O. H. Cheney, vice president of the American Exchange Irving Trust company, New York, told of the need of the wholesaler's service and how it must be adapted to changing times and conditions.

The purpose of the conference was to permit an exchange of facts and to consider the opportunities and needs of the immediate future in the wholesale field. Among the subjects discussed were the present status of wholesaling, services performed in different trades, the place of wholesaling in distribution and its relation to industry as a whole. Mr. Cheney, in part, said:

The question is not whether the wholesaler adds to the cost of distribution—of course he does—because distribution must cost something. The real question is: Does the wholesaler add too much to the cost of distribution?

The real problem is not whether the wholesaler is necessary or unnecessary but what functions in distribution are necessary. When that is decided we can begin to determine who is to perform those functions—and how.

When the factory has finished its job there is a quantity of goods at a certain place. Before these goods can be of any use they must be in the hands of consumers in small quantities and in thousands or hundreds of thousands of places. That is the fundamental fact of distribution.

Efficient and economical distribution requires that the logical succession of steps be logically taken.

In distribution the goods must be sold; they must be split up into manageable quantities for each territory; they must be of the right type to fill the prevailing demand; they must be stored until they are bought and removed; they must be financed. The question is: Who shall perform these functions? Who can perform them most economically? The answer is that these functions will be performed by whatever agency or agencies can perform them most economically.

It means that a concern can perform these functions most economically regardless of what it calls itself—if it is

efficiently conducted, if it performs its functions conscientiously, carefully controls costs and gives a reasonable service for a reasonable return.

What is a wholesaler? To whom is the wholesaler's first duty? Is a wholesaler the sales agent of the manufacturer or is he the purchasing agent of the retailer? Or is he a merchant, buying and selling for his own profit?

The wholesaler used to be all of these and in some lines, such as butter and eggs, the wholesaler adds a fourth economic function—that of

JUNK PROFITS

There never was a product made,
This truth you must confess;
But what some bird can make it worse
And sell his junk for less.

—Contributed.

(Note—The "Poets of the Industry" are invited to criticize or comment on this thought in verse for publication. Ed.)

speculator. Many wholesalers are still trying to be all of these but some, by pressure of circumstance, are tending or being forced to limit their status. Not that they are necessarily limiting their services to all parties concerned. Some wholesalers are becoming more like agents, manufacturers' representatives or brokers. Others by means of special plans from cooperative buying to part ownership of stock are definitely becoming retailers' buying departments. Many wholesalers will find that the answer to their riddle of existence must be in their answer to the question as to whom they are going to serve.

Whatever the answer, they will continue to perform the essential functions of wholesalers—buying, warehousing, financing and selling. Whatever their particular plan for keeping alive may be they will succeed only insofar as they perform these functions efficiently. And in every one of these 4 functions improvement is generally possible because so many wholesalers have not yet adapted themselves to the multiplicity of trends in the new competition.

The cost of wholesaling cannot be eliminated—but it is up to the wholesaler to prove by deeds that, because of experiences and his existing facili-

ties and his sincere striving for efficiency, he can perform the wholesaling functions at a lower cost. Many group buyers will realize that paper profits do not always come true. Many manufacturers are learning that their sorrow—more and more will learn that lesson and give up their expensive sales forces. Many manufacturers are learning that they tried to become national distributors too soon—that they made the wholesalers who served them faithfully the victims of mania for nation wide business and big splashes of national advertising.

These economic lessons are painful for all and many are slow to learn. The manufacturer and the retailer and the public—must be educated to the economics of wholesaling—if the wholesaler is really economical. The education must be more than words—otherwise the wholesaler simply builds himself a pavement of good intentions—and you know where that leads.

Let me summarize my views:

First: No method of distribution in wholesaling for instance, is doomed long as it performs its function economically.

Second: It is possible for wholesalers to perform essential functions economically.

Third: These functions cannot be eliminated entirely under any of the new and highly advertised systems of distribution and therefore these systems, if they are really understood, will not prove to be better than a system including the wholesaler.

Fourth: An efficient wholesaler using sound methods and giving legitimate service, has a surer place in an economic system, than any inefficient distributor of another kind, no matter what short cut system he may use.

Exorbitant

A noted manufacturer of machinery took out several live prospects to one of the exclusive hotels for an afternoon show luncheon. He sent his bill to the firm with the following note:

"Dear Bill—I am inclosing Blank's bill for an afternoon party."

"Dear John," replied the firm, "I closed my check, but please call on the firm the next time before you go to any hotel. They cheated you."

May 15, 1928

THE MACARONI JOURNAL

21

Macaroni Manufacturers!

TELL IT TO THE CLOCK

A Man May Forget—A Clock Never Does.

If you tell it to the clock of our patented time reversing apparatus it will be done on the second.

And Another Thing!

Our apparatus guards expensive equipment against damage through broken belts.

BECAUSE

The instant a belt breaks or leaves pulley the power in that room is shut off and a bell and indicator tell you which room is affected.

IMPORTANT

Our system protects your motors from overload or undervoltage, which oftentimes cause fire and great damage to your dry rooms.

Don't You Want to Know About this Wonderful Convenience and Safeguard?

Write Now To

WORCESTER BROKEN BELT DETECTOR COMPANY

53-55 NORFOLK STREET -- WORCESTER, MASS.

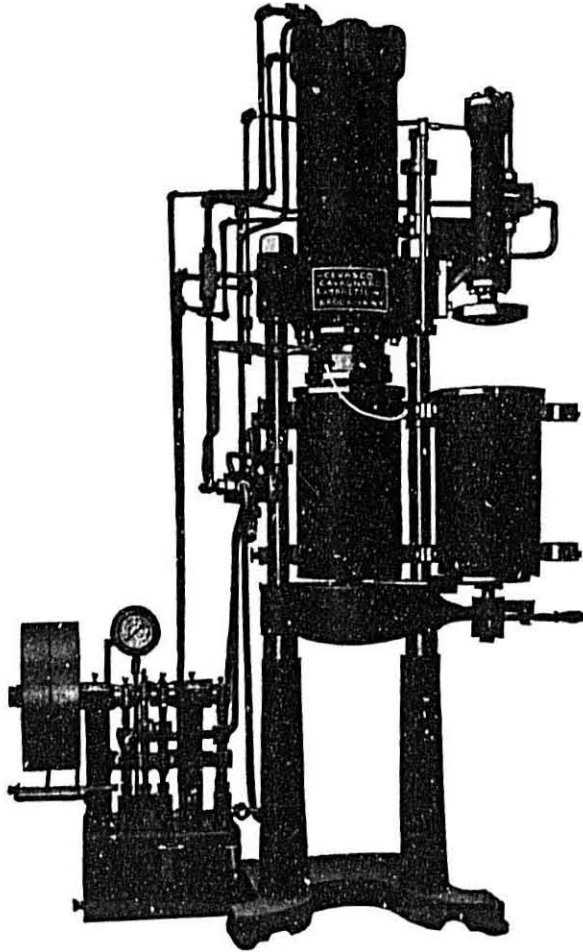
Consolidated Macaroni Machine Corporation

FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.

I. DeFrancisci & Son

Designers and Builders of High Grade Macaroni Machinery



Vertical Hydraulic Press with Stationary Die

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

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

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

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

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

AT LAST! The Press Without a Fault.

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

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

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

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

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

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

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

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

DIE PLATEN. The die platen or support is divided into three (3) sections for the 13½ inch and two (2) sections for the 12¼ inch press. (We originated this system of sub-division of platen, since copied by competitors.)

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

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

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

156-166 Sixth St.

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

159-171 Seventh St.

Address all communications to 156 Sixth Street.

Consolidated Macaroni Machine Corporation

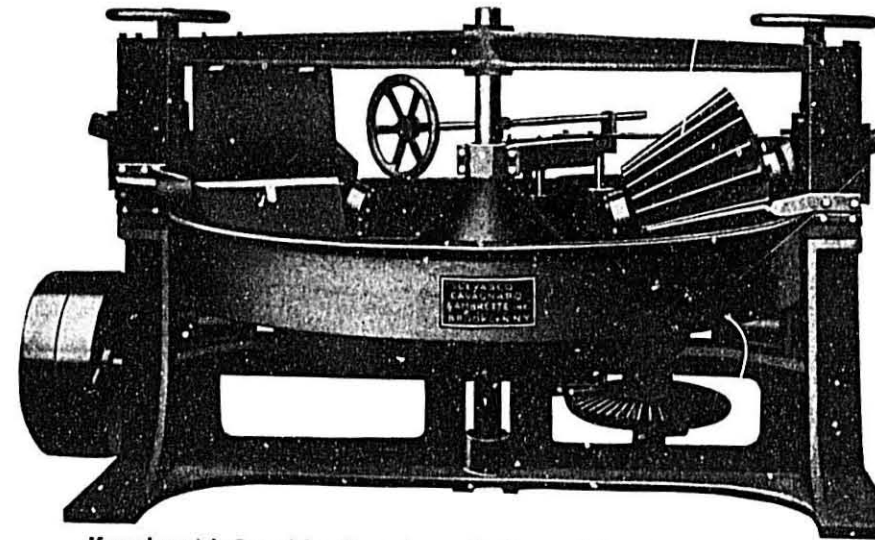
FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.

I. DeFrancisci & Son

Designers and Builders of High Grade Macaroni Machinery

Type K-G.



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

Specialists in everything pertaining to the Macaroni Industry.

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

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

HYDRAULIC PRESSES:--Vertical and Horizontal.

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

156-166 Sixth St.

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

159-171 Seventh St.

A Miller's Semolina Definition

By D. W. Dedrick, In American Miller

Referring to the proposal of the government to define "Farina," "Semolina," and "Purified Middlings" as recently announced in the press of the grain and food trade, I would offer the following suggestions:

First—Farina, [A fine flour or meal], (1) A fine flour or meal, made from grains, nuts, tubers, or other starchy material used in cookery; (2) starch, starchy.

Farinaceous—(1) Consisting of or made of meal or flour, as farinaceous seeds, (2)—Like meal; mealy; pertaining to meal as farinaceous taste, smell or appearance.

Second—Semolina. There are 2 or 3 definitions or interpretations of this word which is taken as you no doubt know from—simila (Latin) meaning, the finest wheat flour; (2) coarsely ground and carefully purified middlings products of wheat, particularly of hard wheat, used for macaroni and cookery.

The above definition (2) is about correct insofar as it has been used by millers. But millers in this country have used the word "semolina" interchangeably with "middlings" (from any wheat) particles of endosperm coarser than flour, or such as will tail over say No. 8 silk or 70 grits gauze and are too fine to purify by air current.

Now these purified semolinas when ground and bolted produce the finest, that is, the best and purest wheat flour, and we speak of patent flour in this respect. Now as I have always understood it, semolina flour is the product of the ground and bolted pure or purified semolina, not necessarily this product of hard durum wheats, but generally accepted as that from durum wheat, and more granular than those flours from softer wheats.

Another definition of semolina is given by Amos in "Flour Manufacture," as the largest granular endosperm released by the break rolls and dressing through 18 to 40 mesh per inch, and "middlings" as the medium of granular particles of endosperm dressing through 40 to 84 mesh per inch, and "dunst" as the finest granular endosperm particles released by the break rolls dressing through 84 to flour numbers. The above accords with our idea of the division of the separates, except that we believe "semolina" should be used instead of "middlings" for all grades above those that will not dress or sift through a No. 7 or 8 silk or

70 to 72 grits gauze. "Dunst," for dust middlings as those endosperm particles that will dress through 70 to 72 mesh per inch and over No. 10XX silk.

It would be less confusing if the word "farina" were dropped altogether or merely restricted to describing the coarser purified middlings of any wheat, used as breakfast foods and for pudding and soups. The term was used many years ago in connection with the coarser middlings, or semolinas (note we use the term as customarily interchangeable) produced in high grinding with millstones for the purpose only of making "farina." Thus the term was established to designate a certain wheat product used for puddings and soups, over half a century ago.

It is doubtful whether semolina or middlings retained on No. 10XX silk bolting cloth would be practically free of flour in present day milling methods, but would be more so if No. 7XX or 8XX were used.

Dunst or dust middlings originally dressed through 70 grits gauze and over No. 10XX silk and when dressed more precisely than usual will if dusted on No. 11XX silk sift through 3 to 5% flour, while even well dusted coarse mids or semolinas will have .05 to .07% flour recoverable from dust collector of purifier, and with the finer grades, .10 to .15%. Some of this is flour made by attrition.

The writer is particularly interested because he has proposed a millers' dictionary and glossary, some of which has been published a year or two ago. He would like to see the use of milling terms particularly relating to milling products such as establishing definite grades of

SLAM COMPETITOR AND HURT YOURSELF

By Marsh K. Powers

COMPETITION today is not between 2 men offering the same commodity. The real competition is to see which form of expenditure will get the consumer's dollar. The man who is aggressively offering your kind of a product is helping establish the idea on which your consumption depends.

When you attack him or tear down his business, you are hurting the standing of your line.

flour semolinas or middlings, or feeds, etc., doing away with confusing or meaningless terms.

It seems as if the term "semolina" could well be established as a definite term relating to the coarser endosperm say through No. 18 mesh and over No. 70 mesh, instead of middlings, because we use the term middlings (original as descriptive of the better offal in the old milling method with millstones) in connection with the offals or tailings to feed.

The different grades as coarse, medium, fine, semolina, etc., would be designated as now with the use of the term "middlings," and particular kinds as durum "d" semolina, hard or "ha" semolinas and soft or "s" semolinas, as those from durum, hard or soft wheats, when marketed commercially.

Overproduction Causes Price Wars

Price wars among macaroni manufacturers are not unknown nor are they as disastrous as those experienced by other competitive lines. For instance the cider and vinegar interests in some sections of the country have been facing ruin because of general overproduction, serious competition and price cutting, a condition uncovered by the research department of the New England Council, from information obtained by the domestic commerce division of United States Department of Commerce.

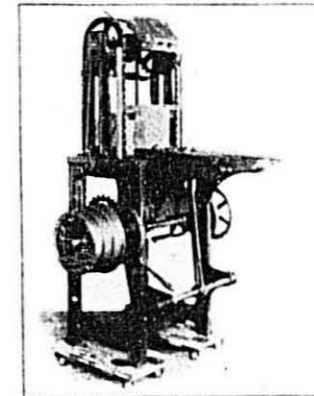
In the macaroni manufacturing industry also practically all these same causes of business disruption are found. Overproduction during unseasonable periods of the year and a desire on the part of manufacturers to keep even encourage intensive sales efforts not only in the regular territories but in sections where they hardly hope to establish a permanent outlet. The manufacturer encroached upon soon launches a retaliatory drive and the result is a demoralized market with an unhealthy loss of profits.

In the case of the cider and vinegar producers many have been practically driven out of business and others saved only through consolidations and mergers. In certain sections of the country where selling efforts are most intensive many a macaroni manufacturing firm has found it necessary to lose individuality in mergers or to abandon entirely the field because of an early failure to recognize that the basic principle of business is to manufacture well and profitably.

Safety first—see and be seen.

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

Peters Package Machinery



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

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

PETERS MACHINERY COMPANY

4700 Ravenswood Avenue

CHICAGO, ILLINOIS

Private Brands Most Plentiful

The question "how many private brands of macaroni and noodles are sold in America?" is often asked but lack of information and data prevents making an intelligent reply. Every day new private brands are heard of, some promoted by wholesale grocers, others by chain stores, jobbers and grocers alliances.

The American Grocery Specialty Manufacturers association has been attempting to compile the names and owners of private brands of macaroni and a partial survey of the state of New York shows how numerous these are.

We give herewith the private brands used only by the wholesale grocers of New York as discovered in the survey referred to.

That the list is not complete is judged from the fact that many of the wholesalers have failed to answer the

questionnaire and that the jobbers, chain stores, grocers alliances and others are not included.

Private Brand	Owner	City
Ward, Weidman, Ward & Co., Albany		
Snow Baby, Grosberg Gro. Co., Amsterdam		

Jam-Boy, Jameson Boyce Co., Binghamton		
Delicious, McTighe Gro. Co., Binghamton		
New & True, Newell & Truesdell Co., Binghamton		

Sunbeam, Austin, Nichols & Co., Brooklyn		
Warrior, Becker-Prentiss, Buffalo		
Grangers, Granger & Co., Buffalo		
Red Turkey, J. B. Maltby, Inc., Corning		
Blue Ribbon, F. H. Cobb Co., Cortland		
Lidco, John Liddle Co., Inc., Glens Falls		
Everwell, Everett & Treadwell Co., Kingston		

Bush, Jacob Zoller Co., Little Falls		
Triumph, James Butler, Long Island City		
North Grove, New York Gro. Co., Malone		
Krasdale, A. Krasne, New York		
Premier, Francis H. Leggett, New York		
Delford, Middendorf & Rohrs, New York		
White Rose, Seeman Bros., New York		
Sunglow, Sunglow Sills, New York		

Royal Scarlet, R. C. Williams & Co., New York		
Highland, D. E. Brooks & Co., Newburgh		
Red Swan, Hilton, Gibson & Miller, Newburgh		

Snow Ball, G. E. Howard & Co., Newburgh		
Otsego, The Oneonta Gro. Co., Olean		
Reynolds, W. T. Reynolds & Co., Inc., Reynolds		

Reliance, W. T. Reynolds & Co., Inc., Reliance		
Veteran, Brewster, Gordon & Co., Rochester		

W. T. F., Jonathan Levi Co., Inc., Schenectady		
B & S, Bentley, Settle & Co., Inc., Syracuse		
Wag, Wag Foods, Inc., Syracuse		

W. T. F., Jonathan Levi Co., Inc., Schenectady		
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B & S, Bentley, Settle & Co., Inc., Syracuse		
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Wag, Wag Foods, Inc., Syracuse		
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Attend the Convention

Conventions are lifeless, depressing events or they are forces for increasing business, for developing good will and cooperation and for inspiring confidence, depending entirely on the class of men who make up the organization. If they are chiefly indifferent, selfish persons who are always content to "let George do it," they may as well disband and quietly wait for the undertaker but if they number among them a good proportion of active, progressive men, who are willing to make temporary sacrifices for the good of the organization and the trade in general in order that they may eventually benefit from the changed conditions, the convention should prove a clearing house for sound, helpful ideas and information and the renewing of confidence and enthusiasm.

The man who goes to a convention with the thought of absorbing a lot of information and ideas from someone else without bringing anything to exchange for it, is likely to find that the other fellow has similar plans and both leave empty handed after having wasted both time and money. There are a great many problems that come up during the year, some of which the manufacturer is able to solve, and some of which demand concerted study and action. The problems he has solved he should be prepared to report on, and he should at least be able to ask intelligent questions about the others.

The man who wants something for nothing is pretty certain to be disappointed even at a convention and will usually wind up by getting "nothing for something," but the man who has something to offer in the way of information, ideas, suggestions or just a genuine willingness to "dig in" and do his part whenever called on is certain to come back from a gathering of his fellow tradesmen with much that will prove of help in his business and with renewed enthusiasm and confidence.—*The Leader.*

The Song the Freight Train Sings

By LEO A. BORAH

THERE is music in the clacking of my wheels upon the rails—
It's the rhythmic song of industry that never, never fails;
From Atlantic to Pacific, from the Gulf to Arctic snow,
Where the restless rails are leading to the skyline still receding,
It is beating out its cadence as I take my pack and go.

Sand and gravel from the ocean, tons of ore from mountain mines,
Furniture, pianos, cotton, and logs of giant pines,
Wheat and flour, bricks and mortar, shoes and clothing—all I bring;
On my flat cars piles of lumber to build homes in goodly number
While my clacking wheels keep rolling, and the rails beneath them ring.

I hold furs from out the frozen North and rugs from Eastern lands,
And the coal to drive the mighty ships that ply to foreign strands;
When the motors on the highways pass me, slyly poking fun,
I can chuckle at the swankers, for I carry in my tankers
All the gasoline and oil that make their speeding engines run.

My refrigerator cars are filled with fruits of every clime,
The North, or South, or East, or West may know no famine time;
I hold farming tools, machinery, utensils of the trades,
Tractors, automobiles, cattle—gear of peace, and guns of battle—
I am carrying a city as I thunder on the grades.

Empty cars I leave on sidings to be laden with the spoil
Of the berry fields and orchards that reward the farmer's toil;
Halting sometimes, never quitting, I keep following the track,
Linking all the land together, scorning distance, scorning weather,
Where I go I scatter plenty and I carry plenty back.

Through the clamor of the daytime, through the quiet of the night,
I go rumbling, roaring onward, bringing food and warmth and light;
I look dull and unromantic; but within my hundred cars
Is the stuff of dreams and story that has built the freight train's glory—
Shafts of steel and stone that tower to the everlasting stars.

A Strong Dependable Durum Semolina for
Macaroni Manufacturers who Realize that Quality
is the Surest and Most Permanent Foundation
on which to Build a Bigger and Better Business

Use



QUALITY

SERVICE

There Is No Substitute For Durum Semolina

KING MIDAS MILL COMPANY

MINNEAPOLIS, MINN.

Write or Wire for Samples and Prices

No. 2 SEMOLINA

STANDARD SEMOLINA

No. 3 SEMOLINA

What Is Your Labor Turnover?

By E. W. McCullough, Manager Department of Manufacture, Chamber of Commerce, U. S. A.

Both at home and abroad competition increases. The American manufacturer is facing a most important task if he wishes to compete successfully.

New conditions demand that the manufacturer exercise his ingenuity to the utmost in more ways than one. The continual study and improvement of his business is a challenge which he cannot afford to neglect.

One of his outstanding and vital problems is the reducing of the costs of production. There are many avenues of attack, some of which have not received the attention they deserve. Employer-employee relations, with reference to the increasing need of the greater intelligence and training of the workers is outstanding.

A great deal has been accomplished in simplification and standardization, in increasing the output per man through improved machinery and processes, in training for more effective supervision, in developing more highly trained operators, in creating better employer-employee relations for teamwork, in stopping leaks here and reducing wastes there—all of which we may be justly proud.

However, many leaks and wastes yet exist which to a large degree are either preventable or reducible. An important one of these is the problem which has ever been with us to a greater or lesser degree—that of the unnecessary part of the drifting of workers, sometimes referred to as LABOR TURNOVER.

Is LABOR TURNOVER an important element of industrial waste at the present, compared with times in the past? With limited data or facts some are inclined to believe that it has been reduced to a practical minimum, and this is probably true in certain individual plants, but what about others?

In one city 58 plants with an average combined payroll of 33,700 had 36,700 employe separations during 1927—or at the average annual labor turnover rate of 109%. This is not characteristic of one industrial city or area but similar conditions hold true in others where figures are available. In another city 25 shops showing combined payroll of about 18,000 had an annual labor turnover rate of 109% for 1925 and 102% for 1926. It is interesting and enlightening to note that lay-offs played no important part in the separations indicated. It is but fair

to say that this condition does not apply to all industrial cities, for we have data from one which indicates an annual labor turnover rate of between 30% and 40% for 1927.

Industry as a whole has been very lame in not sooner studying this important subject, for we are convinced that the cost of labor turnover, some of which can be eliminated, is enormous. Study of this problem is of tremendous value but labor turnover has been with us so long that many employers have accepted it as a necessary evil, and not having statistics on the subject have never known its extent nor its expense.

CAN LABOR TURNOVER BE REDUCED? The best answer comes from typical experiences which show definite and consistent reduction. With few exceptions firms that have been keeping adequate records of their labor mobility for the study and analysis of the causes have made the greatest progress in its reduction.

Do you know how well you are succeeding in keeping your workers? The labor turnover would be greatly reduced if all manufacturers would keep a correct record, principally of a uniform nature for comparable purposes and complete data covering a period of years.

Pie and Fat Men

Science moves forward apace.

Just the other day an investigator informed a waiting world that after months of laborious research he had found pie to be a food.

Now 2 other scientists astonish us with the statement that fat men are, generally speaking, more emotional than lean men and that neither fatness nor leanness is an indication of intelligence or its lack.

Of course, the results of the investigation were couched in no such simple language as this. Both scientists were working with what they termed "the morphologic index." This is derived by dividing the length of one arm plus the length of one leg by the volume of the body trunk. If the ratio is high it means that the subject is a tall, slender person known to anthropologists as a "dolichomorph." If the ratio is low, the subject is short and fat and known as a "brachymorph."

No one knows precisely what makes one man fat and another tend toward leanness, but it is supposed that the ac-

tivity of the ductless glands has something to do with it.

Painstaking inquiry confirmed the general hypothesis that a brachymorphological characteristic is found in the ability to rise to great heights of joy or sink to equally great depths of despair. Also, that a dolichomorph is not necessarily more or less intelligent than a brachymorph.

And that, along with the solution to the great pie mystery, is that.

Selling Hints

How much it would help if salesmen remembered that the people they encounter are doing their level best to be the kind of folks that they want us to think they are.

Don't let the early darkness of short winter days scare you out. It's a poor sale that can't be made after dark.

The man who becomes discouraged by failures cannot succeed any more than a child can learn to walk without falling.

A pessimistic salesman is a man who thinks the world's against him—and he's probably right.

A horseshoe may bring good luck but hard work makes good luck.

Hoping for a better day tomorrow is no way of bettering today. It's what is done today that makes tomorrow better.

Difficulties should be stepping stones. Don't let them become stumbling blocks.

Mind your own business and in time you'll have a business of your own to mind.

A MAN'S JOB

A man's job is his best friend. It clothes and feeds his wife and children, pays the rent and supplies them with the wherewithal to develop and become cultivated. The least a man can do in return is to love his job. A man's job is grateful. It is like a little garden that thrives on love. It will one day flower into fruit worth while, for him and his to enjoy. If you ask any successful man the reason for his making good, he will tell you it is because he likes his work; indeed, he loves it. His whole heart and soul are wrapped up in it. His whole physical and mental energies are focused on it. He walks his work; he talks his work; he is entirely inseparable from his work, and that is the way every man worth his salt ought to be if he wants to make of his work what it should be, and make of himself what he wants to be.—Senator Arthur Capper.

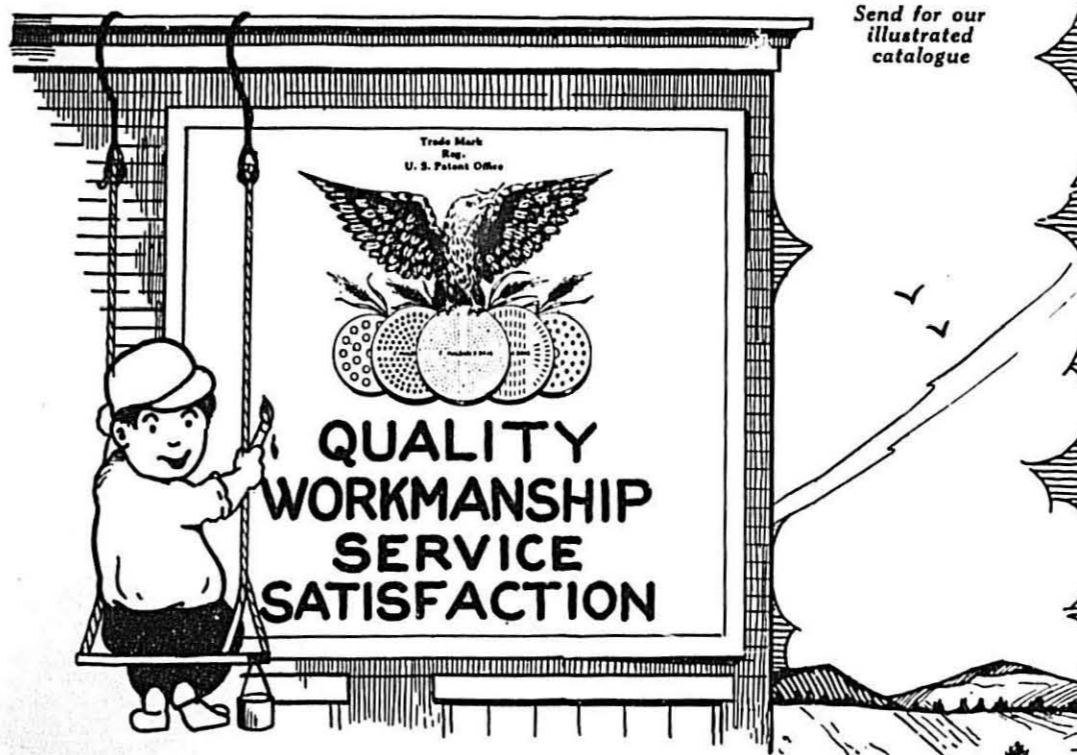
Maldari's Insuperable MACARONI DIES

FOR
BETTER MACARONI-INCREASED SALES
AND
MORE PROFIT

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

AMERICA'S LEADING MACARONI DIE MAKERS FOR OVER TWENTY-FIVE YEARS

Send for our
illustrated
catalogue



Price Cutting Means Quality Sacrifice

By FRANK S. BONNO, National Macaroni Co., Dallas, Texas.

Where is the macaroni industry headed for? Is there any basis for the calamity howl that comes from macaroni manufacturers from all points of the country? Is it true that business is generally bad?

Lowering of Quality

In answer to the above questions I will say that from my limited experience conditions have never been worse. Price cutting is almost universal with firms trying to outdo one another to the injury of all. But more disastrous than price cutting is the lowering of the quality which the former makes necessary.

Who is reaping the benefit from the present orgy of price cutting? Surely not the manufacturer and evidently not the consumer. In some instances the distributors are the only ones that will benefit from the disastrous price wars that are prevailing today in many sections.

By lowering the quality of goods to meet the unnatural prices quoted by competitors we are merely cutting off our noses to spite our faces.

Vicious Circle

Inferior quality causes lessened demand and this in turn decreases per capita consumption. Goodness knows that this is small enough now.

Some manufacturers claim that the

trade demands cheap macaroni. This is all bunk. Cheap macaroni is offered only with one purpose in mind; to get business to keep up volume (the bugaboo of business) to keep the plant going at full tilt.

Does this plan get a manufacturer anywhere? No, because his competitor must follow closely his prices to hold his customers in his own territory.

Think of macaroni products being sold for 80 and 90 cents per case of 24 packages, delivered, freight prepaid, as is the case in this territory? Flour, even clears and Red-Dogs, costs something; then there is the manufacturing expense, overhead, cartons, cases and freight. How can they do it? I know of no macaroni men wealthy enough to play the role of public benefactors, feed everybody both rich and poor, sick and healthy, and after doing this still stay in business. Can you imagine business men who have their all invested in an industry, their heart, their soul and their money, who would deliberately go out and ruin their own business and while doing so drag friends and associates down into the abyss with them?

Shortsightedness

If there are any benefactors in the industry why don't they subscribe to the advertising campaign that aims to teach the public something about macaroni and

to increase its consumption? I know of some who refuse to subscribe a dime for this purpose yet waste dollars—many many dollars, trying to put the other fellow out of business by price cutting and quality sacrificing.

Who is howling loudest about poor business? It is the price cutter, the fellow who can never see any good in the action of others and never cooperates in stimulating interest in our business.

Is it not time that we stand steady in the boat, try and help one another along by improving the macaroni situation and increasing the demand for and consumption of our products? Let's throw away the hammer and use a horn. Let's keep up quality and if it is necessary to sacrifice anything, let's cut production and sell our products at fair, honest, profitable figures. Let all the manufacturers regardless of whether they are members of the National association or not, regardless of creed or color, nationality or locality, all get behind the good work that the association has been doing. Let us stop this bickering, backbiting, ridiculing and last but not least, the ruinous price competition among ourselves. Spend some of this money that is literally thrown away in price wars to promote friendliness, good will and fellowship. Do this by subscribing to the association and its good work.

You find them next to one another's door.

Where the world's richest iron ore mines and virgin forest,
On arterial highways with auto you explore.

Where the angler's thrills are thick and fast,
On stream or inland lake.
Where now and then the luscious beauties, in play,
The deep blue of the babbling waters break.

Where the huntsmen in autumn gather,
For the joys camp life in woodlands bring,
Where wit and skill you match
With fleeting buck, grouse or partridge on the wing.

Where the traveler's most scenic dream comes true,
When the North Shore drive you take,
Where the perfume from the woodlands,
Blends with the balmy zephyrs from the lake.

Where to you there comes a restful sleep,
And where refreshed you always wake,
Where there are cozy cabins in the woodlands,
Rustic taverns now and then along the way,
Where life's comforts are at your command,
While back to Nature there you play.

Where Arrowhead's scenic hillside city,

With its ever bustling harbor on St. Louis Bay,
Where the air is cool and balmy,
Fanned by the gentle breezes o'er the water
Minnesota's Monterey.

Where Nature brings joy and thrills to all,
The grown up and the youth,
Arrowhead's Spring-time call, we'll answer soon,
We're coming through your scenic gateway
the City of Duluth.

Old Secretary Dead

John M. Glenn, for more than 30 years secretary of the Illinois Manufacturers' association with headquarters in Chicago died last month at Hot Springs, Ark. where he had gone seeking relief from heart disease from which he had suffered for years.

First elected as secretary on Feb. 2, 1898, he was considered one of the outstanding industrial executives in the country. The funeral took place April 26 with burial in Monmouth, Ill., his home city.

Arrowhead Springtime Call

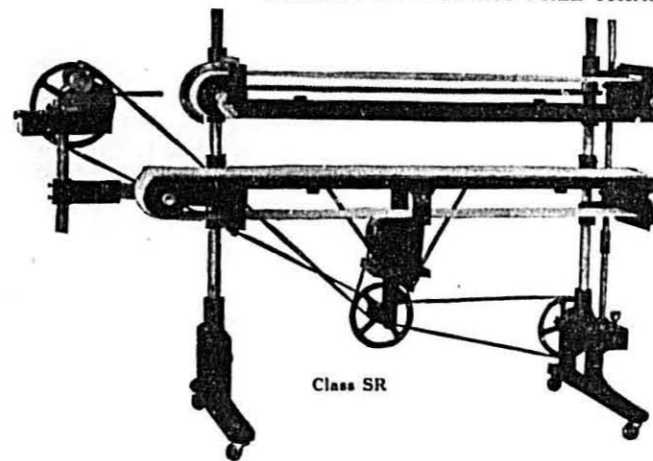
Besides being a very successful business man James T. Williams of the Creamette company is an enthusiastic outdoor sportsman and incidentally a poet of secret ability. Every spring he bursts out in song. His latest deals with the wooded lands and sparkling lakes of scenic Minnesota, where he spends many hours in recreation which he believes should be more generally practiced by young and old. His views, poetically expressed, were recently published in Finance and Commerce of Minneapolis and read as follows:

Hark, a Spring-time call from the Arrowhead country,
From its woodlands, lakes and streams,
Where reality awaits the traveler and the sportsman,
Of his most vivid scenic or thrilling dreams.

Where Minnesota borders the Great Lakes waters,
Along Lake Superior's most western shore,
Where wild life and thriving cities are neighbors,

Our New--- Top or Bottom Carton Sealer,

OFFERED ON A 10 DAY FREE TRIAL INSTALLATION



Class SR

Portable

This machine with the aid of one operator will seal and dry cartons perfectly at a tremendous saving over hand work.

SPEED---20 to 30 Carton Ends Sealed and Dried Per Minute.

RANGE---All Size Cartons---Immediate Adjustment.

Write for Our New Catalogue on
SUCCESSFUL PACKAGING MACHINERY

TRIANGLE PACKAGE MACHINERY CO.

416-420 W. Huron St., Chicago, Ill.

EASTERN OFFICE
39 Courtland St., New York City

WESTERN OFFICE
413 So. San Pedro St., Los Angeles, Cal.

CROOKSTON-SEMOLINA

From Amber Durum Wheat

STRONG and UNIFORM
and of a WONDERFUL
COLOR

For Quality Trade

Crookston Milling Company
CROOKSTON, MINNESOTA



Patents and Trade Marks

A monthly review of patents granted on macaroni machinery; of applications for, registrations of, trade marks applying to macaroni products. In April 1928 the following were reported by the United States patent office: Patents granted, none.

TRADE MARKS REGISTERED

The trade marks affecting macaroni products or raw materials registered were as follows:

Virginia Dare

The private brand trade mark of the Virginia Dare company, Baltimore, Md., for use on canned spaghetti with tomato sauce and cheese. Application filed June 2, 1927, published Jan. 24, 1928, in the Official Gazette and in the February issue of The Macaroni Journal. Owner claims use since May 13, 1926. Trade mark was registered April 17, 1928, and given No. 241,059. It is the trade name in heavy script type.

Regnatz

The private brand trade mark of Regnatz, Inc., Lakewood, Ohio, for use on noodles and other food products. Application filed June 17, 1927, published in the Official Gazette Feb. 7, 1928, and in the March 1928 issue of The Macaroni Journal. Owner claims use since about January 1924. Trade mark registered April 17, 1928, and given No. 241,104. It is the trade name in light letters on a dark background.

Penn-Alto

The private brand trade mark of the Shaffer Stores company, Altoona, Pa., for use on macaroni, spaghetti, noodles and other food products. Application filed Oct. 20, 1927, published in the Official Gazette Feb. 14, 1927, and in the March 1928 issue of The Macaroni Journal. Owner claims use since Aug. 2, 1925. Trade mark was registered April 24, 1928, and given No. 241,988. It is the trade name in heavy script type.

TRADE MARKS APPLIED FOR

Five applications for registration of macaroni trade marks were made in April and published in the Official Gazette to permit objections thereto which must be made within 30 days of publication.

Chop Suey

The trade mark of Jitsuji Aoki doing business as Oakland Noodle company, Oakland, Cal., for use on noodles. Ap-

plication filed Jan. 17, 1927, and published April 3, 1928. Owner claims use since Sept. 1, 1922. The trade mark is the trade name in letters shaped somewhat after Chinese characters and appearing in a rectangle with shaded sides.

"The Taste Is the Test"

The trade mark of H. J. Heinz company, Pittsburgh, Pa., for use on cooked macaroni, cooked spaghetti and other food products. Application filed Jan. 17, 1928, and published April 17, 1928. Owner claims use since Jan. 5, 1928. The trade mark is the trade name in script type.

Hart

The private brand trade mark of R. Roach & Company, Grand Rapids, Mich., for use on canned spaghetti and other foods. Application filed April 14, 1928, under the 10-year proviso and published April 17, 1928. Owners claim use since the summer of 1894. It is the trade name in heavy black type.

Nood

The trade mark of the Minnesota Macaroni company, St. Paul, Minn., for use on alimentary pastes. Application filed Feb. 2, 1928, and published April 17, 1928. Owner claims use since Jan. 13, 1928. The trade mark is in white letters in a dark background.

Ritsy

The private brand trade mark of Edward P. Velat doing business as Ritsy Products company, St. Paul, Minn., for use on egg noodles. Application filed Feb. 27, 1928, and published April 24, 1928. Owner claims use since Jan. 3, 1928. The trade name is in black type.

LABELS

Ritsy

The private brand trade mark of Edward P. Velat doing business as Ritsy Products company, St. Paul, Minn., published Dec. 23, 1927, and given label No. 33902.

February Exports and Imports

According to figures released by the Department of Commerce for February 1928 the importation of macaroni products shows an increase while the exports show a decrease in quantity. This trend has been maintained for the first 2 months of the year. The February 1928 imports totaled

324,560 lbs. valued at \$37,862 as compared with 289,494 lbs. valued at \$24,331 for February 1927. For the first 2 months of the year the imports totaled 614,920 lbs. valued at \$69,930, while for January and February 1927 the imports were 611,951 lbs. worth \$51,800.

The exports of macaroni products in February 1928 reached only 770,024 lbs. valued at \$1,398 as compared with 883,750 lbs. valued at \$1,766 in February 1927.

For the first 2 months of 1928 we exported 1,498,496 lbs. worth \$132,663, during the same 2 months last year our exports were 1,634,839 lbs. valued at \$131,616.

A study of these figures will show that the quality of the exports has been higher because in the face of a decrease in exportation the value shows an increase. Below is listed the countries to which macaroni and noodle products were shipped in February 1927, the quantities going to each country and their total value:

Countries	Macaroni and noodles pounds	\$
Greece	2,400	192
Irish Free State	3,600	310
Netherlands	9,950	750
Sweden	470	25
United Kingdom	160,106	15,018
Canada	208,786	23,459
B. Honduras	510	31
Costa Rica	147	17
Guatemala	2,568	224
Honduras	11,932	754
Nicaragua	4,394	289
Panama	36,472	2,901
Salvador	684	114
Mexico	56,907	3,459
Newfoundland and Labrador	1,690	151
Bermudas	576	57
Barbados	450	44
Jamaica	3,036	241
Trinidad and Tobago	453	59
Other B. W. Ind.	538	66
Cuba	16,077	1,128
Dominican Rep.	89,359	5,398
Neth. W. Ind.	1,611	28
Haitian Rep.	11,780	747
Virgin Is. of U. U. S.	1,020	86
Colombia	2,416	235
Surinam	115	21
Peru	216	21
Venezuela	1,281	120
B. India	1,625	196
B. Malaya	788	98
Ceylon	1,210	139
China	28,497	2,461
Java and Madura	1,920	238
Iraq	240	38
Japan	9,670	1,398
Philippine Is.	3,130	449
Australia	58,964	7,227
B. Oceania	120	11
F. Oceania	335	39
N. Zealand	31,368	3,119
Union of S. Africa	390	42
Other B. S. Africa	1,920	223
B. W. Africa	171	19
Liberia	129	13
Porto Rico	79,047	4,194
Hawaii	56,017	4,658
Total	950,088	\$80,225

When business is poor advertise when it is good "ditto."

A nationally-known package produced by Stokes & Smith Machines.



STOKES & SMITH

Machines for Package Filling, Sealing and Wrapping

An extensive line of machines for packaging. Machines that measure by volume or by weight. Machines that seal and machines that wrap tightly cartons of many sizes.

out dust. Accurate weights guaranteed even on the more difficult materials.

SAVE---

Material, Labor, Contents

IMPROVE---

Display Value, Selling Power, Preservation of Contents

Our experience is at your service in solving packaging problems. We shall be glad to have you call on us.

A Size and Speed for Every Need

Fully automatic single purpose machines for high production; machines of moderate speed, adjustable for size of package and accommodating various materials and various packages for the smaller output. Dusty materials handled with-

STOKES & SMITH COMPANY

Summerdale Avenue near Roosevelt Boulevard
Philadelphia, U. S. A.

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

Macaroni Making

1927 EDITION

In Italian - By Renato Rovetta

A complete, interesting and informative story of Alimentary Paste Manufacture - Mixing, Kneading, Pressing and Drying.

Well Illustrated Fully Explained

A 300-page book that should be in the library of every macaroni firm in America, whether you read Italian or not.

Price (duty and postage included) **\$3.00**

Address **MACARONI MAKING**, care of Macaroni Journal, Braidwood, Ill.

Industria del Pastificio

1927-DI RENATO ROVETTA

Storia - Fabbricazione - Impastamento Gramolazione - Raffinamento - Torchiatura Tranciatura - Asciugamento - Conservazione Imballaggio - etc.

Con 107 Incisioni e 4 Tavole

Dependable Semolinas of High Quality and Uniformity

NORTHLAND FANCY No.2

AND **NORTHERN LIGHT**

NORTHLAND MILLING CO. MINNEAPOLIS, MINNESOTA

NEW YORK OFFICE 411 Produce Exchange

Notes of the Macaroni Industry

Old Labels Troublesome

Prompted by a desire to economize, macaroni manufacturers seek to use old labels even when they do not properly describe the contents of the case or carton. Such a case was uncovered last month. A firm has been using up an old supply of labels that contained the statement "Artificially colored" but putting them on goods that in every respect were in keeping with the state and federal laws. Correspondence brought out the fact that this firm has not used any artificial coloring in its products since the ruling was made against this practice 2 years ago. However, the statement "Artificial Coloring" on the label had been permitted to remain by the careless shipping clerk, and the firm suffered loss and business and the good will of competitors. Too much care cannot be taken when using up an old supply of out-of-date labels because of the unexpected harm that may result.

On Good Will Tour

Frank J. Tharinger, president of the Tharinger Macaroni company, is a member of the Trade Promotion committee of the Milwaukee Association of Commerce which will sponsor a good will tour of 600 miles through central and northern Wisconsin to help "put Milwaukee on the map in a bigger way than ever before." Mr. Tharinger is chairman of the trade tour committee and has charge of the 5 day itinerary. It is expected that several hundred leading Milwaukee business men will make up the party that will help make Milwaukee famous for many things instead of its former specialty.

Big Chicago Merger

The Fortune Products company with offices at 422 S. Desplains st., Chicago, and the Zerega company at 3629 S. Ashland av., announced a merger effective May 1, 1928. The joint business will be carried on henceforth in the Fortune Plant on S. Desplains st. under the corporate name of Fortune-Zerega company.

The Fortune Products company began to manufacture macaroni products 9 years ago. The Zerega company has been in existence several years as the western branch of A. Zerega Sons, Consolidated, of Brooklyn, N. Y. Both have enjoyed success in their special lines and the consolidation will bring under one management 2 of the lead-

ing well known firms of the Lake Michigan metropolis.

The officers of the new company are: President, John L. Fortune; vice president, John P. Zerega; treasurer, Frank P. Leogh; secretary, Robert Bowen Brown. These together with Frank L. Zerega and Edward Z. Vermylen of Brooklyn will comprise the board of directors.

Machine Manufacturers in Mystery Move

Judging from the mysterious activity of the leading macaroni machine manufacturers of the country there is general suspicion that something is being planned by this group to be sprung at the Chicago convention. They are organizing for a purpose that will be beneficial to those in attendance.

When questioned the leaders make only evasive replies. They smile and wish to appear unconcerned but they have some difficulty in allaying suspicion that something different, though pleasant, will be in store for the fortunate manufacturers and allied tradesmen who will be in attendance at the opening of the *SILVER JUBILEE YEAR* at the Edgewater Beach hotel, Chicago, June 19 to 21.

Keep an eye on this machinery group. Plan to be in Chicago as a willing recipient of their hospitality. To be absent is to throw a monkey wrench in this well organized machine from which no danger, only pleasure can be expected.

Syria Has Macaroni Plants

Though ancient in history Syria is hardly modern in matters of manufacture, yet is rapidly progressing as an economic factor in the Near East. Though macaroni products are well known in that country Italy has been depended upon largely to supply the limited demands. It has been discovered that most of the Syrian wheats are of the hard grain varieties, and are therefore most suitable for the manufacture of macaroni. This industry was first begun in Syria as far back as 1875, when a small and primitive workshop was established at Beirut. The article produced was of an inferior quality. Today factories for the manufacture of macaroni, vermicelli, and similar products exist in Beirut, Damascus, and Aleppo. Although the local product cannot yet compare with

the Italian nevertheless the quality is constantly improving, and there is an increasing tendency on the part of residents to give preference to the local product.

Spaghetti Discovery

"When in Rome do as the Romans do" is a good rule to follow. It applies to spaghetti eating. I had a "yen" for Italian cuisine the other evening, and I asked where I might get the best that Gotham afforded. I was directed to a place in W. 46th st. that is patronized by members of the chorus and stars of the Metropolitan and other musical organizations in which Italian singers are to be found, and I must admit that my gourmandish desires were fully satisfied. About me I caught sight of several well known singers and musicians engaged in spinning spaghetti with a deftness that should have been applauded.

The greatest possession is self possession.

McLaurin Again Heads Wholesalers

As the closing act of a successful 3 day convention John M. McLaurin was reelected president of the American Wholesale Grocers association, a position which he has held 10 consecutive terms. The convention in Cincinnati was well attended by wholesalers from the southern part of the country.

Frank S. Gates of Ardmore, Okla. was elected 1st vice president; William M. Gauder of Menominee, Mich., 2nd vice president; C. G. Higginson of Wichita, Kan., 3rd vice president; W. C. Clark of Paducah, Ky., 4th vice president; W. B. Eggerton of Salt Lake City, 5th vice president; R. W. Benson of Eldorado, Ark., 6th vice president. Miss J. M. Branscomb was elected treasurer and R. H. Rowe was reappointed secretary.

The convention voted in favor of amalgamating with other trade associations to form one strong wholesaler organization, provided suitable arrangements for this purpose can be made. Resolutions were adopted favoring a uniform system of cost accounting for wholesalers, condemning free deals, rebates and subsidies.

He is a good orator who convinces himself.

May 15, 1928

THE MACARONI JOURNAL

35

The High Quality of

ALL

COMMANDER SEMOLINA

IS
POSITIVELY

"Guaranteed"

COLOR

GRANULATION

STRENGTH

Commander Milling Co.

Minneapolis, Minnesota

ECONOMY and EFFICIENCY

Are the two factors that really count in business

ONLY

COFFARO'S MACARONI DRYING SYSTEM

translates them into facts

It saves 75% in Production Cost, increases your daily production and does away with waste, acidity, and any other imperfection with which the product is liable to be affected through less efficient systems.

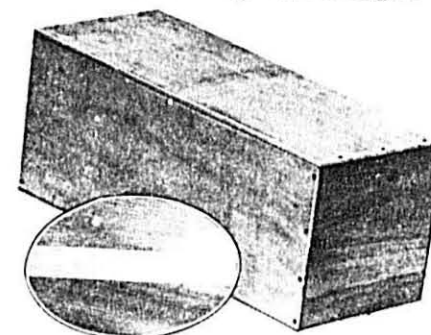
J. S. COFFARO & CO.

29 Central Ave., Brooklyn, N. Y.

WOOD BOXES

Our materials --- Gum and Cottonwood, ideal for meeting the essential needs of food packers.

1. Odorless
2. Clean, pleasing to the eye
3. Nail-holding texture
4. Great carrying strength



Inset is actual appearance of finished two-piece bottom.

Hidden under this tape which seals the joint are two corrugated fasteners, holding the pieces together.

We strongly urge use of ends at least one-half inch thick to give a surrounding for the nails that will make them hold. No matter what kind of woods you use this is essential but GUM holds and keeps nails as only Hardwood can.

Our ample facilities, timber supply, experience in this line, and railroad facilities guarantee prompt attention to orders.

ANDERSON-TULLY CO.

Memphis, Tennessee

Good Wood Boxes

The Scramble for Volume

By A. E. DODD, Chamber of Commerce of United States.

The scramble for volume in any line of business when it makes for unprofitable sales can rightfully be criticised. It almost seems opportune to start a new movement to avoid losses that are inevitable when strenuous efforts are made to get that less unprofitable 10%.

More selective sales efforts will lead to more economical and profitable distribution. Fewer varieties, fewer customers and restricted territories for the individual distributor as a basis for higher net profits should be the next great step in advance in jobbing and wholesaling activities.

It is recommended that concentrated effort on the part of each individual distributor should be made to determine:

1. Kinds of merchandise which are profitable and appropriate to his business.
2. Customers who are profitable.
3. Area of the territory beyond which business is not profitable.

An analysis of one's sales reveals some unexpected things. One jobber was rewarded with a most striking success recently when he analyzed his

sales—what he sold, to whom he sold, and where he sold.

This jobber reduced by about 20% the manufacturers from whom he bought and the varieties by about 30%. He made the same study of the customers to whom he sold and the area of territory through which his salesmen traveled. As a result of this study the number of customers was reduced 50% and the area of territory 28%.

If the plan would be in operation for a year the net profits would be increased more than one third and their percentage to gross sales would be increased more than two thirds, in spite of the fact that he had fewer varieties, fewer customers and operated in a smaller territory. While this does not apply with equal force to all business there is a significance to all business.

In addition to the survey recommended another problem demands attention. It is the regulation of trade practices. As distribution has extended to great distances, personal contact between producer and consumer, or buyer and seller, has disappeared. Thus opportunities for misunderstand-

ing have increased immeasurably.

Personal integrity can no longer be relied upon to keep business in the straight path, since personal relationships are now often impossible. Definite standards of practice must be established, rules of conduct must be formulated to safeguard both buyer and seller.

This is a job for business itself. It must put its own house in order. It is a problem of the trade which the trade alone can solve through cooperation and understanding.

Two Sides to Discount

While manufacturers have a legitimate complaint when their discount rate of 2% in 10 days is stretched to cover 20 days a month, buyers also have reason for "kicking" against the discount practices of some producers and distributors.

It appears, according to a close observer of buying procedure, that while some manufacturers offer the 2% 10 day discount they withhold the invoice for a period longer than 10 days, so that the buyer is not able to take advantage of the discount. Whether or not the delay involved is intentional, it was the effect is to deprive the buyer of the discount to which he is rightly entitled.

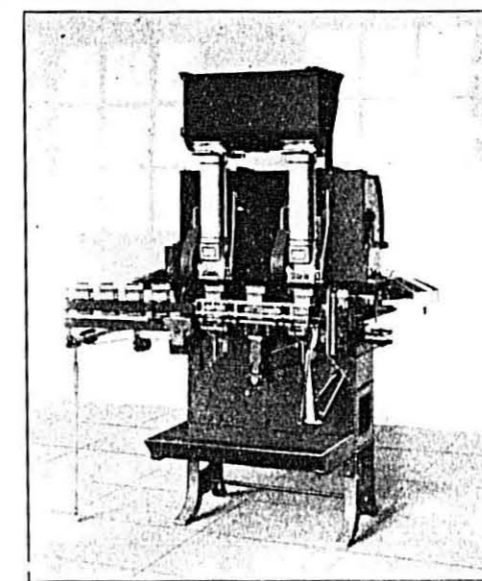
Cheraw Box Company, Inc.

Seventh and Byrd Streets
Richmond, Virginia

SATISFACTORY

Wooden Macaroni Box-Shooks

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



JOHNSON Gross Weight Scale

POINT 4 Same-Day Shipment of Your Parts Orders!


- THE 10 POINT Line**
- 1 Fitted to Your Plant Requirements!
 - 2 All Parts Made in Our Own Plant
 - 3 Modern Design, and Constantly Kept So!
 - 4 Same-Day Shipment of Your Parts Orders!
 - 5
 - 6
 - 7
 - 8
 - 9
 - 10

PROMPT service in replacement parts delivery is important. We stress our prompt careful shipment of your parts orders the same day they are received. Your production must go on with the least possible interruption and delay. Unforeseen contingencies must be met and corrected.

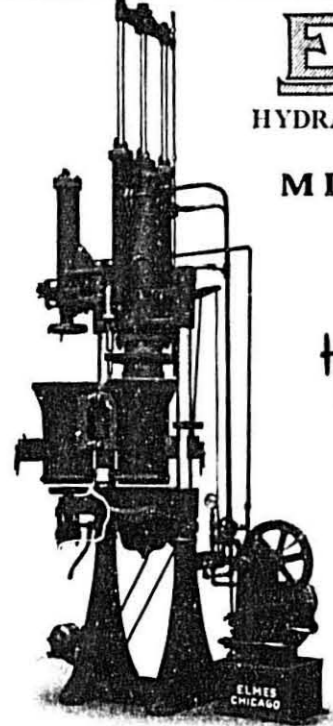
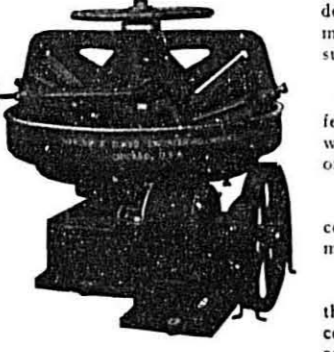
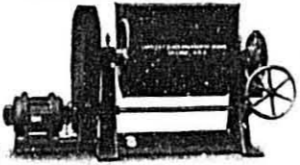
The Johnson Automatic Packing Machines require few replacements and minimum servicing, but when they do you can count Johnson Service. This is no mere claim—it is a reality!

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HYDRAULIC MACARONI MACHINERY
from
MIXER TO PRESS

The problems of mixing and kneading macaroni dough rapidly, thoroughly and continuously for indefinite periods without interruptions for repairs are most vital points for consideration in purchasing such equipment.

We have embodied in these machines the best features compatible with strength and durability which has given them a reputation for superiority of service and output.

The strongest and best material is used in their construction and as nearly as possible they are mechanically perfect.

The action of our kneaders on the dough from the mixer is a thorough mechanical refining process, consisting of rapidly and repeatedly rolling, folding and compressing the dough, resulting in uniform absorption and intermingling of the ingredients, so that the quality of the product delivered by the press is constantly maintained.

All Hydraulic and Auxiliary Packing Cylinders on our Presses are bronze bushed. You'll find Quality and Workmanship in our product.

CHARLES F. ELMES ENGINEERING WORKS, 213 N. Morgan St., Chicago, U. S. A.
New York Export Office, 420 Lexington Ave., Phone Lexington 4270

The House of Perfection Always at Your Service

Where Others Have Failed, We Have Succeeded.



Why not deal with a reliable house?

INTERNATIONAL MACARONI MOULDS CO.
317 Third Ave. Brooklyn, N. Y.

What Trade Associations Do

How trade associations are branching out into new fields and becoming more influential as competitive units is disclosed in a brief survey made by the Chamber of Commerce of the United States. Some of the activities listed are the following:

The National Confectioners association employs consulting chemists to analyze products of its members and others for adulteration.

The National Association of Retail Grocers helps independent dealers to meet chain store competition.

The Portland Cement association is using schools in educational work among craftsmen.

The International Association of Milk Dealers is meeting heavy bottle loss through simplification of equipment.

The American Institute of Steel Construction is making a scientific study to determine where steel should not be used.

The Paperboard Industries association conducts interesting laboratory work.

The National Hardwood Lumber association is establishing and enforcing standards.

The Heating and Piping Contractors National association is developing certified heating

The National Leather and Shoe Finding association is developing better repair work.

These are only a few of the many activities upon which trade associations have embarked, and their field is constantly widening.

Developing Salesmanship

Each line of business has its own peculiar sales problems. An expert salesman in one line may not succeed well in another, though his general training will make it easier to adapt himself than for one not so trained.

In the macaroni selling game there must be one best method of procedure in macaroni sales. Each firm must determine this one best method for approaching retailers or wholesalers, whichever may be its channel of distribution. Having determined a sales method it is well to hold a sales meeting and instruct salesmen on how best to use this method.

The National Surety company of New York has adopted a plan of weekly meetings for its New York sales force. A leader takes charge of each meeting, directing the discussion of the various steps necessary in making a typical sale. These steps and the meth-

od of procedure followed by this firm will be of interest to all in the selling game. Here is the procedure which this firm recommends:

1. Find out best man to see, and learn all you can about him.
2. Open the door and walk in as a business man and gentleman.
3. Address the girl at the information desk.
4. Get into the private office.
5. Overcome objection that prospect is too busy to talk to you.
6. Get his undivided, favorable attention.
7. Create confidence in yourself, your company and your proposition.
8. Demonstrate and explain your product.
9. Show added values and create desire.
10. State price.
11. First attempt to close, which will bring forth objections, if any.
12. Answer objections and puncture excuses.
13. Close the sale, getting check with order.
14. Make sure of leaving a satisfied customer.
15. Put that customer to work getting more business for you.

Sturdy and Serviceable

MACARONI BOX SHOOKS

Made of selected and well-seasoned Gum or Cottonwood Veneers with all one-piece tops and bottoms of full one-quarter inch stock

We Fill All Orders, Big and Small.

COLUMBIA BOX & VENEER CO. Inc.

74 Varick Street -:- New York City

(Macaroni Box Specialists)

"Good Macaroni requires good Cheese"

LOCATELLI

LEADING BRAND FOR OVER 60 YEARS



GENUINE ROMANO - REGGIANO



LOCATELLI'S GRATED
Genuine imported well-seasoned
parmesan cheese in original 2 oz.
boxes.

12 BOXES PER CARTON

MATTIA LOCATELLI NEW YORK
Branch, Inc.
24 Varick Street (Locatelli Building)

Buhler Brothers'

for Quality

The BUHLER PASTE GOODS PRESSES

are the result of careful studies and great experiences.

Every detail of the BUHLER PRESSES is manufactured with the old time

Accuracy and Reliability.

All sizes of Buhler Presses can be used in connection with the Buhler Chassis Drying System

which is most efficient as it can be worked entirely automatically.

---Saving---
Labor
Time
Money

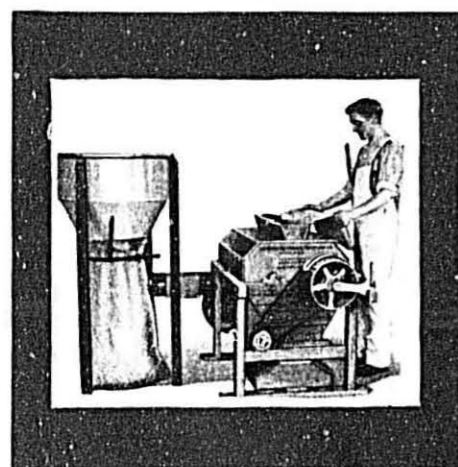


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Th. H. Kappeler

Sole Distributor for Buhler Machinery
NEW YORK OFFICE, 44 Whitehall St.

Over 1200 "K. C." Bag Cleaners In Use!



SAVES
your flour, time and
labor!

A leading MACARONI manufacturer writes:

"We have used your 'K. C.' Sack Cleaner for the past several years and same has given us complete satisfaction. We have had no expense on this cleaner since its installation."

For Further Particulars Write to

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FELIX NOTZ, PRESIDENT

615 S. California Avenue

CHICAGO

The Macaroni Journal

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(Successor to the Old Journal—Founded by Fred Becker of Cleveland, O., in 1903.)
A Publication to Advance the American Macaroni Industry.
Published Monthly by the National Macaroni Manufacturers Association.
Edited by the Secretary, F. O. Drawer No. 1, Braidwood, Ill.

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The publishers of THE MACARONI JOURNAL reserve the right to reject any matter furnished either for the advertising or reading columns.
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Vol. X May 15, 1928 No. 1

Special Car to Convention

A special observation car containing 10 compartments will be attached to Train No. 3 leaving New York city at 8:45 a. m. eastern standard time over the New York Central railroad Monday, June 18, due to arrive in Chicago Tuesday morning, June 19, at 7:40 a. m. in plenty of time to reach the convention headquarters for the opening session.

Reservations should be made early for accommodations on this special car. An additional car will be arranged for if the number warrants.

Interest in the Silver Jubilee Convention in Chicago, June 19-21, 1928, is reaching a high pitch in the east as it is everywhere, according to reports reaching those in charge of the convention arrangements.

If the present plans reach completion, as no doubt they will, the New England, New York, New Jersey and Pennsylvania manufacturers will travel to Chicago in style and comfort. Arrangements are being made for a special car or cars to leave New York either Sunday or Monday, June 17 or 18, to reach Chicago in time for the opening session. The plan is being sponsored by the durum mill representatives in that section of the country.

This will bring into friendly contact a large group of eastern manufacturers

and allied tradesmen who in traveling together will start not only the business of the convention but some of its pleasure. Interested manufacturers should get in touch with the committee in charge consisting of H. P. Mitchell of Washburn Crosby Co., 117 Liberty st., New York city, or Irwin Fischer of Duluth-Superior Milling company, Produce Exchange, New York city.

Macaroni men and allied tradesmen in the east are urged to cooperate in this travel arrangement because of the publicity it will give the 1928 conference of the industry as well as add to the comfort of those who attend by becoming personally acquainted during the trip to what apparently is to be the biggest and best convention ever held by the macaroni industry.

To "Get Ahead" one must "Plan Ahead."

New Members

Three new members of the National Macaroni Manufacturers association were welcomed in April 1928 by the officers of this trade organization that has been striving consistently to promote the general welfare of the macaroni making business in this country. Their action of volunteering cooperation in appreciation of the good work already accomplished, or now being pushed with vigor, is an example which other manufacturers should follow. Here are the volunteers:

The F. Pepe Macaroni Co., Inc., Waterbury, Conn.

Feeber Macaroni Company, Harrisburg, Pa.

D. K. Kreider Noodle Co., Harrisburg, Pa.

Italo-French Produce Co., Pittsburgh, Pa.

The applications of the last 3 new members were readily offered to Secretary M. J. Donna, who made a friendly call on them while en route to Washington, D. C., to attend the hearing on the proposed Definitions and Standards for Semolina and Farina. Mr. Pepe personally presented his application in Washington.

A dozen more volunteers are wanted before the 1928 convention. Who will be among those who will thus acknowledge the value of unity in uplifting our trade? Hurry your decision to the secretary.

The economy of today is the profit of tomorrow.

Questions and Answers

No. 1—"How many pounds of macaroni should 100 lbs. of semolina make?" (A Missouri firm.)

Reply—That depends materially on many elements and conditions, such as amount of spoilage, broken macaroni, flour loss and moisture. Generally speaking it is considered a high average if one gets 285 lbs. of macaroni out of a barrel of raw material.

2—"Where can we purchase the right kind of macaroni sticks?" asks a Mexican manufacturer.

Reply—We know of no firm that specialize in macaroni sticks; they may be obtained from almost any large lumber mill.

3—"Is there a registration fee charged those who attend your national convention? What is the amount and what does it entitle registrants to?" asks a machine manufacturer in Chicago.

Reply—For the past 7 years the convention has been made in a degree self-supporting by charging a registration fee of Ten Dollars. This entitles registrant to all the privileges of the convention, to entertainment and special convention features. The registration fee is charged alike to association members, allied tradesmen and guests.

4—"Where can I obtain a book in English explaining all about the manufacture of macaroni and noodles?" asks a Seattle man who is interested in entering this business.

Reply—"We know of no such book printed in English, though there is a very authoritative book on this subject in Italian." [See page 33.]

WANT ADVERTISEMENTS

Five cents per word each insertion.

WOULD SELL VERY CHEAP—1 hydraulic vertical 10" press, new; 1 half barrel kneader, like new; 1 one barrel mixer, like new; 1 noodle cutting machine, Day Ferrisani Bros., Milano, Italy with 3 cutting dies. Address A. R., c/o Macaroni Journal, Braidwood, Ill.

FOR SALE CHEAP—14 bbl. mixer, 16" dough breaker and other noodle plant equipment. H. H., c/o Macaroni Journal, Braidwood, Ill.

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EDUCATE
ELEVATE
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ORGANIZE
HARMONIZE

OUR OWN PAGE
*National Macaroni Manufacturers
Association*
Local and Sectional Macaroni Clubs

OUR MOTTO:
First--
INDUSTRY
—
Then--
MANUFACTURER

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The President's Column

Attend and Swap

Trade conventions give to industries what fellowship gives to individuals. Mingling with those who are daily face to face with troubles and problems similar to ours gives us strength and inspiration to be better men. By our optimism we help each other to be more cheerful and all of us get a brighter outlook of things in general.

Through better understandings gained in friendly meetings we learn to push forward without elbowing others aside. If we get along only by tramping on the weaker, then the price of advancement is altogether too high.

The one who wins the truest success is never in so much of a hurry to reach his goal that he cannot hold out a helping hand to those whose steps are faltering.

Trade conventions are held to enable individuals to swap ideas. If manufacturers will attend in that spirit all will profit and the industry will make satisfactory advancement. This thought has been very properly and convincingly stated in the following form:

You have a dollar,
I have a dollar,
We swap.
Now you have my dollar
And I have yours;
We are no better off.
You have an idea,
I have an idea,
We swap.
Now you have two ideas,
I have two ideas,
Both are richer.
What you gave you have,
What you got I did not lose.

This, my Fellow Manufacturers, is what we gain by attending our trade conferences with open minds and a desire to give and take.

Let's all meet in Chicago next month in this frame of mind. Let's attend and swap experiences. I'll know yours; you'll know mine; we'll know each other's.

A Fast Life

In the old days people used to be content to wait 2 or 3 days if they missed a stage coach BUT TODAY they yell like blazes if they miss one section of a revolving door.

Things are changing fast. To keep up to date one must be alert, be in touch with his competitors and with the trend of business affairs.

That's why YOU should be present in Chicago next month at YOUR industry's important conference. Keep pace or you'll run behind.

The Secretary's Column

Our Convention Motto

The More We Learn, The More We Earn.

Lest You Forget

The 1928 conference of the Macaroni Industry in America will be held in Chicago on June 19-21, at the Edgewater Beach hotel. Yes, it's open to everyone interested in the trade. It's your business; better attend to it.

United Action Essential

"Today cooperative action is essential as a means of advancing the interests of any industry. The day of the individualists, when personal interest overshadowed all other motives, has passed. It has been forcibly demonstrated that individual prosperity depends absolutely upon the success of the industry; that no individual can permanently prosper at his industry's expense."—Charles M. Schwab

The opinion of this business leader is interesting to all macaroni manufacturers but should be especially so to those who have so far refrained from cooperating with others in the trade through the National Macaroni Manufacturers' association for the general betterment of the industry—its sole and main purpose. Never too late to make amends. Start that beneficial cooperation right now.

So 'Tis With Price Cutters

The man with money to burn usually meets his match.

Turn Over!

As it is the natural thing to do in the morning on first awakening—to turn over—let's agree to turn over a new leaf this year and attend the 1928 convention of our industry. Let's be awake to the opportunities which these yearly gatherings offer us and make the most of them.

Getting the Most Out of the Convention

When you attend the convention in Chicago next month, do you plan to sit down in a corner and expect every other conventioner to come over and shake hands with you? In case that they should fail to do that, will you complain of their unfriendliness and lack of sociability?

Remember it's just as much your duty to be sociable and friendly as it is theirs. If every one who attends the convention should aim to promote the true *Spirit of Good Fellowship* by saying a friendly word of greeting and by scattering good cheer, the whole conference will be filled with the wholesome spirit.

Try it once, and all will like it.

JOHN J. CAVAGNARO

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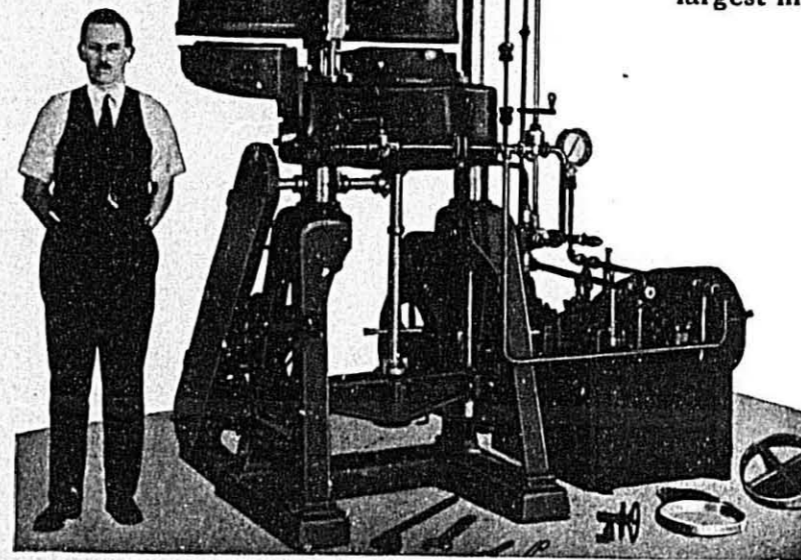
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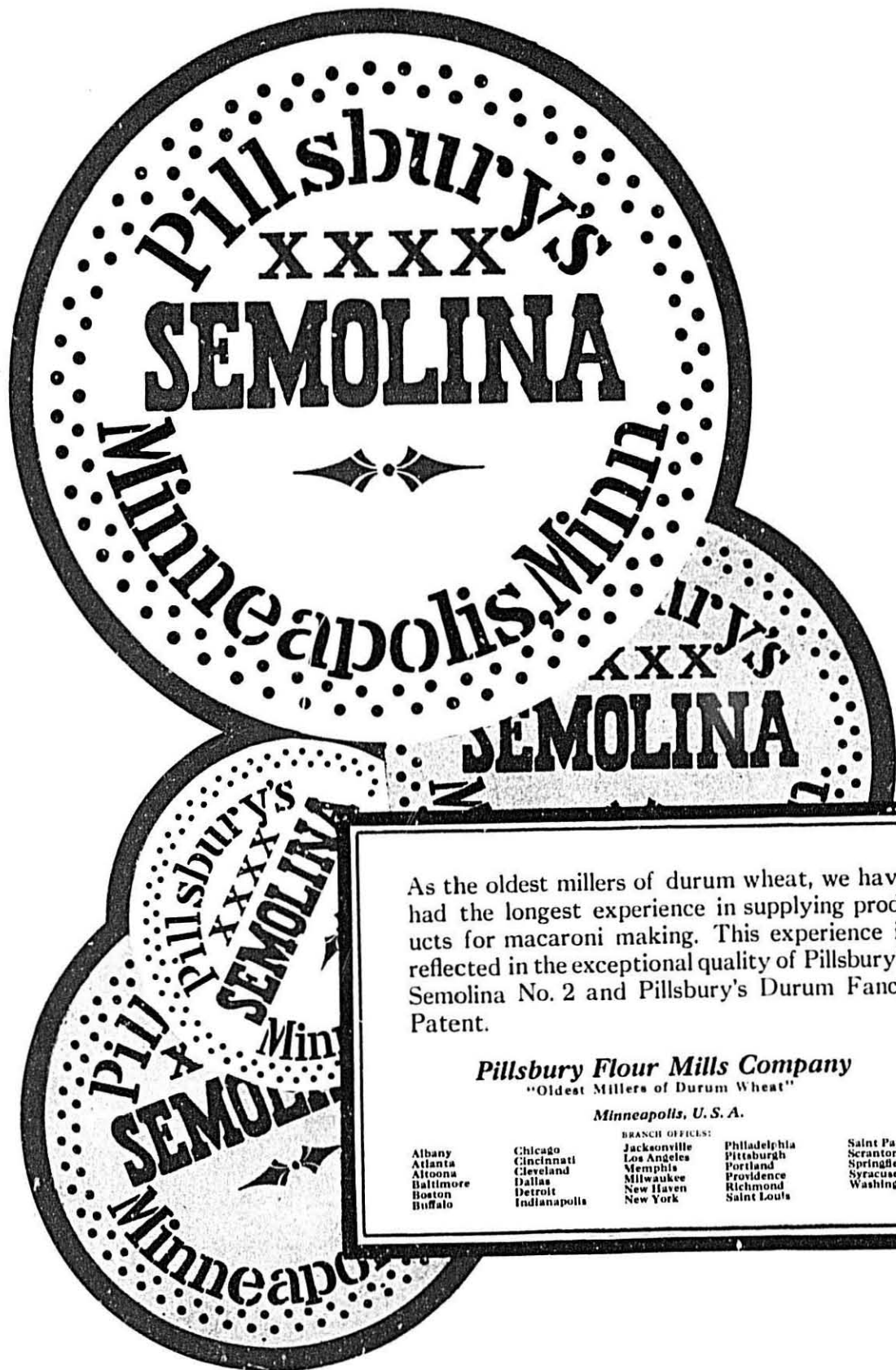
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