

**THE
MACARONI
JOURNAL**

**Volume 9,
Number 12**

April 15, 1928

The Macaroni Journal

Minneapolis, Minn.

April 15, 1928

Volume IX

Number 12



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

United vs. Individual Action

Today, cooperative action is essential as a means of advancing the interests of any industry.

The day of the individualist, 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 development of the National Macaroni Manufacturers Association is the surest and most effective way of gaining the objective of the American Macaroni Industry. Why any progressive manufacturer should continue to neglect supporting his trade organization is a mystery.

Don't Make Excuses—Make Application



For centuries the watery elements have raged against the cliff on which the town of Bonifacio, France, is built, without weakening its strength. Similarly the strong walls of our fibre containers aggressively resist all shocks, pressures and vibrations incidental to transportation abuses, giving adequate protection to the goods they carry—at lowest cost.

RESISTANCE the chief asset of our Fibre Shipping CONTAINERS

Few shippers realize the tremendous resistance which is so characteristic of the super-quality Solid Fibre shipping containers produced by the Container Corporation of America.

Test after test, laboratory and long distance shipping, under every conceivable condition, ordinary and exceptional, have demonstrated a strength and ability to absorb abuse that would be almost unbelievable if it were not for the proof of cold figures. In many instances, our containers show virtually the strength of wood, while at the same time having the light weight that has made such notable shipping economies possible to their users.

The tremendous quantities of these superior strength containers in use today signify the acceptance by shippers of their protective, money-saving properties as well as the assurance by their makers of standard, always dependable quality.

As regards our Corrugated containers, the Mid-West Box Company long ago reached the point where "blue ribbon" quality was fixed as the daily standard in production. Ask any user about their even, dependable quality—built more for the purpose of 100% utility than profit. How many build that way? The wear and tear of transportation and your own experiences will give you the answer.

Write us of your needs. Use freely our expert service offered without obligation in the coupon below. Fill in and mail today.

CONTAINER CORPORATION OF AMERICA

AND
MID-WEST BOX COMPANY

111 W. Washington St.



CHICAGO, ILLINOIS

Five Mills — Nine Factories

Capacity 1000 tons per day

RETURN COUPON

CONTAINER CORPORATION OF AMERICA

111 West Washington Street, Chicago, Dept. 20

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 _____

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THE MACARONI JOURNAL

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SERVANTS TO THE BUYER

By Ernest V. Madison



HE ASSISTANCE given by advertisements to buyer—(the readers of *Macaroni Journal* included, if you please)—is multiple and varied.

An advertisement cooperates with the intelligence. It awakens thought and stimulates good judgment. It does not use force, but reasons, persuades, criticizes.

It facilitates mental detail for the buyer by summarizing the facts which he requires for decision.

It is an assurance of the moral purpose and business sagacity of the advertiser. The printed truth can only be a *scourge* to the fakers in the temple of business.

It serves buyers situated in out-of-the-way places where salesmen cannot afford to go.

It creates a larger demand, necessitates manufacture in larger quantities, keeps factories operating without losses due to slackening of orders, lowers the *per unit* cost of manufacture—and thus reduces the selling price.

These are established facts about the use of advertisements. They are servants to the buyer.

Careful purchasers in the Macaroni field have long realized the importance (and are regular readers) of the advertisements published in *the Macaroni Journal*.

Success comes from making things better than other people consider necessary. That is the reason for the popularity and success of TUSTAR SEMOLINA.

MINNEAPOLIS MILLING CO.
MINNEAPOLIS, MINNESOTA

Chicago Office
109 N. Michigan Blvd.
New York Office
111 Produce Exchange

THE MACARONI JOURNAL

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PROFITLESS PROSPERITY

Business may be good yet unprofitable. Plants that kept running to full capacity and still had to bring proper returns on the efforts and investments involved.

Now that the macaroni industry has had ample time to analyze its 1927 business it may discover that in too many cases the plants were very busy but the profits were because of the keen price competition.

A survey will show that the macaroni industry is not alone in this fix because a reliable report states that "about 40% of the manufacturing businesses of the country had no net profit at all." While exact figures in this industry are lacking because of the reluctance of macaroni manufacturers to divulge production facts and sales figures, it is safe to say that macaroni selling is being done on extremely narrow margins. Overproduction is an evil that must be avoided and we must learn to resist the temptation to increase the size of the plant every time we find that we are running to capacity with milled cods.

Last year there were numerous failures and mergers. The purpose of the latter was to cut down the overhead expense and to pool resources so as to meet the rigid market conditions that apparently are growing more keen. Yet, as yet, however, starting at the wrong end it may be a business that is which many competitors has cast us?

Let us recall the experience of a large wholesale concern that now handles great quantities of macaroni products. Some years ago this firm decided to add macaroni to its long list of grocery products. It was the firm's established policy to use its trade name only on products that are based on quality rather than upon price.

For many months the officials studied the macaroni problem. A dozen or more macaroni firms offered to manufacture the private brand and submitted varying propositions. One firm offered its macaroni at so much per case of twelve six ounces and at a lower rate in bulk. A second firm showed 2% on that price and the third made a quotation a dime under the first man. Then came a drop shipment proposition and later a consignment plan.

The firm was about to award the contract to a lowest bidder when along came another sub-statement offering a price 15% lower than any previously offered. What was the result? The buyer became bewildered; the firm was afraid to buy. It

hesitated to purchase because "it was not sure that there would be a market for it." The result was that the firm was left with a large stock of macaroni. In the end the firm decided to sell all macaroni at the lowest price that would be played by the market and the company's losses were limited to the price the manufacturer of the macaroni.

Fortunately, the manufacturer of the macaroni was not a large quantity of the product. These operations of manufacturers should be left to the market to learn that the price is not an arbitrary one.



It is not that the market is not a fair one, but that it is not a market that is controlled by the manufacturer. The market is controlled by the consumer and the manufacturer should be left to the market to learn that the price is not an arbitrary one.

What does prosperity mean? It means a market that is controlled by the consumer and the manufacturer should be left to the market to learn that the price is not an arbitrary one.

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We agree, prosperity means a market that is controlled by the consumer and the manufacturer should be left to the market to learn that the price is not an arbitrary one.

The manufacturer should be left to the market to learn that the price is not an arbitrary one.

Macaroni Foods to the Rescue

By A. MacDough

"Macaroni foods" as here used is a comprehensive term, including all those items of diet made from the choice, hard wheat pastes, such as spaghetti, vermicelli, the macaronis, noodles, etc.

It is sometimes a question whether the manufacturers of macaroni have done themselves justice in the promotion work behind this very desirable and nourishing food. Most industries unite in a central pool of funds used to feature and popularize whatever represents that industry, whether it be pine lumber, fur garments, leather footwear, good tailoring, jewelry, flowers, cranberries, or what not. And through such propaganda people come to know and appreciate many things to which their attention would not otherwise be called.

The macaroni foods deserve a much wider acquaintance, especially among American housewives. The housewife should be shown how economical such foods are from at least 5 viewpoints.

FIRST, every particle of the food is available. There is nothing to pare, no cores or pits to take out, no danger of spoilage or wastage. It is all food.

SECOND, the amount of heat required for the cooking of such foods is very little. Hours do not have to be spent or expensive heat maintained for a long time, to make them edible.

THIRD, these foods come in convenient packages, economically priced. They are made by experts equipped with modern machinery, from the choicest materials to be obtained in the world's markets. The result is much better than the individual maker could attempt to produce at home.

FOURTH, the foods are highly nourishing and yet of a neutral character which makes them acceptable to all well people, and with few exceptions to ailing ones.

FIFTH, the variations which can be rung in upon the macaroni group of foods to avoid monotony are simply legion.

All of these ideas should be well played up. If nothing else is possible a leaflet bearing recipes may be included in the package, or offered free to those writing for it, or furnished to the dealer selling packaged or whole macaroni.

At the present time we are seeing a great deal of dietetic advice regarding limiting the amount of meat it is wise to eat, yet so many people have become accustomed to protein in the diet that they are quite at a loss without meat or some of its substitutes.

Macaroni, spaghetti, and the vermicelli forms can all be used with great satisfaction as the backbone of meat substitute dishes. Such a substitute is healthful and offers a substantial money saving. Or these foods can be combined with small amounts of meat so as to extend the flavor and at the same time offer a very satisfying dish.

Macaroni cooked until tender in boiling salted water, buttered, and seasoned with salt and pepper is very appetizing. Grated dairy cheese may be sprinkled over the buttered macaroni, and the whole dish set into the oven until the cheese browns delicately. Or the grated cheese may be tossed with the macaroni and the oven process used for a few minutes. Care should be taken that the macaroni lengths are not dried or hardened.

Scalloped macaroni, with oysters or diced chicken or with a mixture of sausage meat (loose) and chopped veal or cold roast pork, makes a very satisfying dish. Use the rich white sauce for between the layers and finish with buttered crumbs.

The macaroni and oysters are particularly good. Chicken may be used, and if the dish is to be dressed up strips of sweet pimento and a few mushrooms will make it quite festive.

Macaroni or vermicelli or spaghetti may be combined in the same way or with vegetables. The addition of strips of bacon will be found an aid in flavoring.

A macaroni salad is acceptable at any time of year. The hot salad is made the same as the hot potato salad, only macaroni is used in place of potato. The cold salad is made of minced onions, half inch lengths of cold macaroni, masked with mayonnaise and served on lettuce.

Macaroni and sauerkraut salad is especially good. Make the macaroni salad as usual and toss with a third of the quantity of cold, uncooked sauerkraut.

Plain macaroni served in place of potato is especially good where there is a flavorful gravy as chicken, duck, roast pork or turkey.

Macaroni hash made of cold meat and vegetables, or with minced ham, is very appetizing.

There is no reason why macaroni should not be used as a pudding base the same as rice. Either the macaroni food is broken into short lengths, or that style is selected which is already cut. Any of the rice recipes can be used and combined with either fresh or dried fruits. A pleasing pudding of the brown Betty variety substitutes cooked macaroni for bread, with the apples and cinnamon and custard sauce.

Noodles need but to be known to be appreciated. An interesting case came to the writer's attention recently where husband and wife had lived together for considerably more than 30 years.

The husband prided himself upon the excellent cookery of his mother. When he first married his bride he informed her that he had a delicate stomach, and one thing she would always have to do for him if she expected to keep him on this earth plane. It was to serve him with home made noodles at least every other day, but home made they must be!

The poor young girl just out of boarding school was dismayed. She tried a batch of noodles and had terrible luck. Not daring to feed him those she slipped out and bought a package. He ate them in his favorite fashion. That is, a porterhouse steak was fried in a hot iron spider with plenty of butter. The porterhouse steak was then set into the oven while the cooked, drained noodles were turned into the spider and lightly tossed with a fork until they were a delicate brown all through. Then they were served in a hot vegetable dish beside the juicy steak. The young husband declared he had never eaten anything so good and praised her for her mastery of noodle making.

For 30 years he has gone on eating noodles furnished by the grocer, yet he continues to boast about his wife's superior skill in noodle making. He frequently declares that good as were those his mother made his wife's beats hers all hollow. The wife dares not tell him now of the deception she has played on him all these years but he is the picture of health and can consume prodigious quantities of noodles in the form of his favorite dish with beefsteak, and so her conscience doesn't trouble her for the deception.

It is a fact that the more we know a food and the more uses to which we can put it the more we are inclined to add it to our daily dietary.

It is the earnest belief of the writer that were macaroni foods better known as a First Aid to the Housewife the sale of this group of wheat products would be multiplied tenfold.

Thus does the one who serves inevitably profit.

An empty wagon's rattle is heard further than a full one.

Convention Plans Progressing

Plans for the Silver Jubilee Convention of the Macaroni Manufacturing Industry of America are progressing satisfactorily according to those in charge of the preliminary work and indications are that it will be well attended by manufacturers inclined toward cooperation as a means of trade betterment.

The gathering at the Edgewater Beach hotel, Chicago, on June 19, 20 and 21 has a special significance, commemorating as it does the Twenty-fifth Anniversary of the establishment of the National Macaroni Manufacturers association as the central unit through which macaroni and noodle manufacturers in every section of the country have for the past quarter of a century been cooperating for the industry's welfare.

Leaders from every section of the country have signified their intentions to attend this silver jubilee convention.

There seems to be no reason why attendance in Chicago next June should not be the biggest on record. The central position of the convention city, the known ability of the Edgewater Beach hotel to care for the comfort and well-being of the visitors, the celebration of 25 years of continuous, progressive service as an organized body and a program embracing topics of current interest to the entire industry, are among the magnets that are attracting the progressive members of the trade from almost every state in the union where the industry is established.

Tentative plans call for a 3 day convention opening at 10 a. m., Tuesday, June 19 and continuing during the 20th and 21st. Set speeches and addresses will be limited in number with arrangements to permit more "shop talk" by the members themselves on topics closest to their hearts.

Business and pleasure will be profitably combined, according to the plans of the convention committee. There will be hours of work and hours of leisure. Between 4 and 5 hours a day will be devoted to the discussion of timely problems, bearing on the welfare of the individual and the industry. Entertainment of a varied nature will be provided for the in-between hours.

Manufacturers from every section of the country, appreciating the delightful climate of the Great Lakes region the middle of June, the ideal situation of the Edgewater Beach hotel on the west shore of Lake Michigan about 5 miles from the loop, are already planning to bring along their wives and families. In

this way the occasion of the 1928 conference of the manufacturing industry will be taken advantage of by these thoughtful manufacturers in providing a short but pleasant vacation for themselves and their dear ones.

The convention, as usual, is one open to the entire industry though sponsored and promoted by the National Macaroni Manufacturers association. Every manufacturer of macaroni products in the United States and Canada is invited and will be assured of a warm welcome. The same is true of the representatives of allied trades concerned in the welfare of the macaroni industry.

Arrange to attend the Silver Jubilee gathering at the Edgewater Beach hotel, Chicago, this year, showing by your presence and action that you have the welfare of the industry at heart, that you are willing to cooperate for the advancement of the trade of which you are a part and that this can be done best through acquaintance and good fellowship properly manifested under the congenial conditions that will prevail at this open conference of the industry on June 19, 20 and 21 in Chicago.

Macaroni Industry in Canada

Production and consumption of macaroni, spaghetti and vermicelli in Canada have been rapidly developing the past 2 decades. Much of the food consumed is manufactured in the various provinces, though there is still a large quantity imported, principally from the United States.

At the end of 1926 11 establishments were manufacturing macaroni and vermicelli in Canada as compared with 9 in 1923, three in Quebec, 4 in Ontario, 2 in Manitoba, one each in Alberta and British Columbia.

The capital invested in the industry in 1926 was \$1,286,097 compared with \$1,091,171 in 1923. Employees numbered 317 compared with 324. The value of products rose in 3 years from \$1,000,334 to \$1,560,510 and the value added by manufacture from \$579,536 to \$795,203.

Macaroni and vermicelli produced in 1926 amounted to 18,686,966 lbs. worth \$1,403,403. Of this total Quebec contributed 11,051,388 lbs. worth \$932,455; Ontario 6,488,378 lbs. worth \$442,959 and the western provinces 1,147,200 lbs. worth \$117,989.

Imports are mainly from the United States, about 75%. Other imports come

from France and Italy. Exports were greatest to the United Kingdom, New Foundland, New Zealand and Bermuda.

Value of Package Inserts

Though many macaroni manufacturers occasionally use inserts as a means of advertising their product and uses thereof, this valuable medium of publicity is probably not made use of as extensively as it warrants. The insert is valuable because it goes only and directly to customers, reaching people who are favorably disposed toward the product. Among the things which inserts may be expected to accomplish, depending of course on the message contained, are the following:

1. Directions for use of the product.
2. Suggestions for wider use or new uses.
3. Introducing other products made by the manufacturer.
4. Guaranteeing the purity and nutritive value of the product.
5. Calling attention to health value and other unusual features.
6. Supplementing national advertising.
7. Obtaining names of prospective users.
8. Making offers of samples, booklets, etc.
9. Giving testimonials and tested recipes.
10. Describing the ingredients or explaining the process of manufacture.

No substitute has been found for the economy of production.

Helpful Cooperation

Seattle, Wash., Feb. 27, 1928
To Macaroni Manufacturers
of the Pacific Northwest.
Gentlemen:

Enclosed find copy of an advertisement now being run in the March issue of the Ladies' Home Journal and Good Housekeeping Magazine by the National Macaroni Manufacturers Association, the same being the beginning of a campaign to educate the housewife on the food value of macaroni products, which will help the industry as a whole. We have contributed toward the expense and believe it will appeal to you as a much needed campaign and trust you will join in the good work by making as liberal a contribution as you can.

Mail all checks direct to
M. J. Donna, Sec'y,
National Macaroni Manufacturers Ass'n,
Box 1, Braidwood, Illinois.
For Advertising Account
Yours very truly,
A. F. Ghiglione & Sons, Inc.

American Macaroni Threatens Italy's Natural Markets

With the exception of a few selfish radicals seeking personal gain the leading Italian-Americans concede that America now produces macaroni products of the highest quality and that the aggressive business policies of the American manufacturers have succeeded in not only capturing the home market but are now slowly but surely penetrating foreign markets formerly considered almost sacred to Italian producers. This thought prevailed in an excellent article in the March 17 issue of La Rivista Commerciale Italo-Americana, translated literally as follows:

It is common knowledge that the American macaroni industry, due to its incomparable opportunities and its enormous expansion during the World war, in contrast with the difficulties that unfortunately confronted the macaroni producers in Italy, has succeeded since the beginning of the war in supplanting the Italian manufacturer in the great North American market. Prior to the war Italy's exportation into the United States amounted to something like 6,000,000 boxes or cases. During 1927 only 147,000 cases were shipped, even fewer than in 1926, when 215,000 cases were exported.

There is little or no hope of regaining this business for the simple reason that America today produces products equal in quality to the highest type imported. In addition the American product enjoys a protective tariff of 2c a pound and is produced at a cost of at least 25c less per case than the imported product. Under these conditions we may still see some cases of "Fusillate" that the Italian friend insists upon shipping to his godfather in America, merely to remember Gragnano or Torre Annunziata, a few boxes of "capelli d'angelo" (angel hair) or some special "pastina" for soup on account of their diabetic quality. Though the amount of these specialties will be uncertain it will be to the interest of importers to continue getting these goods from the country of origin, because it creates and stimulates a desire for these specialties and it is an incentive for the greater use of alimentary paste in general. The manufacturers here have just started to make similar products and no one can guess how long the imported specialties will continue to arrive in any proportion.

What is not yet known or appreciated in Italy is the constant and gradual progress that America is making toward supplying foreign markets with its products, though the Italian producer is beginning to feel this competition which eventually may become formidable because of the enormous resources behind the American producer. Canada and United Kingdom are at present markets in which American macaroni has been successfully placed.

The annual export to these countries in 1927 amounted to 8,460,264 lbs. worth \$714,274, quite an increase over the 1926 exports which totaled 8,272,634 lbs. worth \$711,122. Other important markets are the West Indies and Central America where 3,506,904 lbs. of American made macaroni were sold for \$226,768; South America with 92,720 lbs. for \$9,796; Australia with 527,522 lbs. for \$67,888, and the Orient where 373,253 lbs. were shipped for \$45,894.

As may be noted from the figures, though the quantity is still rather small the export business may become important, because with the proper consumption propaganda for macaroni products, as we notice is being carried on in the United States, the demand for the Amer-

ican products will certainly increase and intensify. Americans are business masters and with the aid of large, intelligent and constant advertising they will succeed in creating a demand and selling all kinds of new products by offering their American goods in markets where the article is already in demand and in use.

In the meantime, we would ask, "What are the Italian manufacturers doing to promote consumption of their products in the north of Europe and South American markets? These ought to be the natural outlets for their macaroni products. Are they waiting to learn from America as usual, when it will be too late, instead of having accomplished through systematic work of penetration, the establishment of their product through proper publicity?"

Quaker Oats in Newspapers

The Quaker Oats company of Chicago has appointed Blackett & Sample, Inc., of the same city to direct the advertising for Quaker Milk Macaroni and Quaker Milk Spaghetti. In the campaign, newspapers will be used almost exclusively.

BELL RINGER

DO IT WHILE STILL ALIVE

By A. MacAdvertiser

For two reasons—first, because it seems to be "quite the thing" to tell a Scotch story, and second, because it applies to many in our industry who are manifesting almost every conceivable degree of tightness with respect to financial support to the going National Macaroni Publicity Campaign, it is opportune to tell this one:

STORY: Donald MacTavish lay a-dying. He has been all day about it and his wife, who had watched with patient expectancy since early morn, began to feel the care of her neglected household duties.

"Aweel, Don," she said, as she moved the light to the table by his bed, "I must gang along to the kitchen the noo. Ye'll no be takin' yer departure afore I come back. But if ye should, ye'll blow oot the candle afore ye dee, will ye?"

MORAL: The live ones are behind the campaign to help YOU and all the industry. Be one of the live ones.

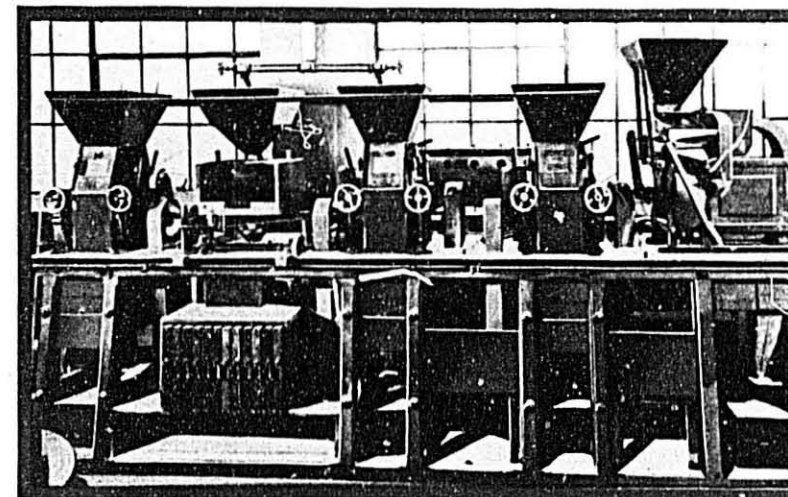
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Through our own experimental "Semolina Mill" we secure the facts upon which

We guarantee the quality of Gold Medal Semolinas



GOLD MEDAL "Tested" SEMOLINAS

Our testing unit includes a miniature mill; a macaroni mixer, a kneader and press; drying chambers and cooking equipment. In this miniature testing plant we test and develop the character of the gluten necessary in the production of good macaroni; we develop any defects in the wheat as to color; and any excess of foreign seed and ergot which produce an excess of black specks.

Several years of experience have taught us that the manufacture of semolina, both as regards the wheat mixture and the milling, requires constant care and watchfulness; that it demands a more delicate adjustment of raw materials and machinery than is the case even in the making of flour.

This is why we designed and installed an experimental semolina mill. It enables us to find out a great deal more about the quality of different grades of durum wheat than ever could be obtained through chemical analysis alone.

Following our chemical analysis of samples of the

wheat received at our elevators, enough wheat from each shipment to make five or six pounds of semolina is ground in our experimental mill, and the resulting semolina run through the mixer, kneader, press and dryers.

We feel that through this careful experimental work, we are giving the manufacture of semolina the serious consideration it deserves, and that our efforts will result in a constant improvement of the macaroni products made from Gold Medal "Tested" Semolinas.

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



GOLD MEDAL SEMOLINAS

"Tested"

WASHBURN CROSBY COMPANY

General Offices: Minneapolis, Minn.

Millers of Gold Medal "Kitchen-tested" Flour

Dumping Retards Cooperation

By SALVATORE NUNZIATO
President Pacific Macaroni Company
Los Angeles, Calif.

As members of the National association we are taking the liberty of calling the industry's attention to abuses practiced by our worthy eastern competitors who are constantly using our market as dumping grounds, selling package goods at ridiculously low prices that not only hurt limited package business here but make our bulk prices look equally absurd.

We cannot hope that the publication of this statement in The Macaroni Journal will entirely remedy the situation and eradicate the evil but it will at least acquaint the readers with conditions confronting the Pacific coast manufacturers. This may also serve as a notice that at the coming convention of the industry several Pacific coast manufacturers will be there to shoot straight from the shoulder at the steady offenders and to picture for them a situation in which they might be found if the conditions were reversed.

Right now a firm in the central part of the country is retailing to the consumer 3 packages for 21c. Extensive newspaper advertising is being placed urging housewives to buy 2 packages of either macaroni or spaghetti at 10c a package which will entitle them to a third package for 1 cent. This means 24 oz. of the product for 21c.

The trade buys this macaroni, 2 cases at \$1.75 each and a third case for 24c, total \$3.74, or less than \$1.25 per case. The selling is done through a jobber who receives 15%, netting the manufacturer about \$1.06 per case which must cover the cost of the raw materials, of conversion, carton and container, freight and profit! Another firm in the east is causing serious trouble by offering a factory rebate of 25c per case to the retailer. Is it possible that these people cannot sell their goods without offering premiums, rebates, etc.?

We don't know of any commodity today that is being abused so much as the macaroni line. We are the laughing stock of the buying public which makes no bones of telling us what a bunch of fools we are. Mr. Wholesaler doesn't want to see macaroni prices juggled from day to day with free deals, rebates, etc., because he never knows where he stands, whether to buy or not, with the result that he considers macaroni a joke and will not take the macaroni manufacturer seriously and treat him with the respect that is justly due him.

Sometimes we wonder whether these conditions exist only in the dumping territories. We feel that in their respective home markets they must be o. k. with regard to prices and profits and we sometimes feel constrained to reciprocate by sending a few stray cars of macaroni into their home markets to cause the disruption that we have endured here for years. But on the other hand we feel that 2 wrongs never made a right and we hesitate in the hope that possibly these conditions can be corrected through the Association. We realize that the cause of this dumping at reduced price is overproduction. Consumption has not kept up with factory expansion with the result that there is a constant surplus of macaroni seeking an outlet, often to the detriment of competitors. Would it not be better to slow down production until our markets can really absorb our goods at fair prices rather than to try to increase individual output by stealing business from our competitors?

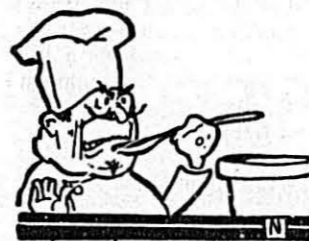
These unfair tactics kill the friendly

feeling and confidence which our trade association aims to instill between competitors. The consequences are that instead of everybody boosting for a common cause in constructional and educational work, we are everlastingly piling obstacles in each other's path and filling our minds with poison. Greater cooperation will come only when competitors are more considerate and use better business tactics toward each other. Then only will we be a unit in promoting such beneficial activities as cooperative advertising which is now being tried in a small way and which we firmly believe is the only medium that will bring about the necessary greater per capita consumption of our products.

Mother's Noodles in Mishawaka

Owing to a marked increase in business Mrs. S. E. Schwartz, proprietress of Mother's Noodle company, has moved the plant into better quarters at 916 E. Mishawaka av. from E. 10th st. in South Bend, Ind. A staff of a dozen employes is busy manufacturing high grade noodles in a plant fully remodeled and redecored to make it sanitary and attractive.

MY FAVORITE RECIPE A Buttered Delight



By Thomas H. Toomey, Brooklyn Macaroni Co.

Ingredients:

1 Pound Spaghetti. $\frac{1}{4}$ Pound Butter (melted).
Salt and Pepper.

Method:

Boil till tender in plenty of well-salted water. Drain. Pour over the boiled spaghetti the melted butter and mix well. Season to taste. Serve piping hot.

Remarks:

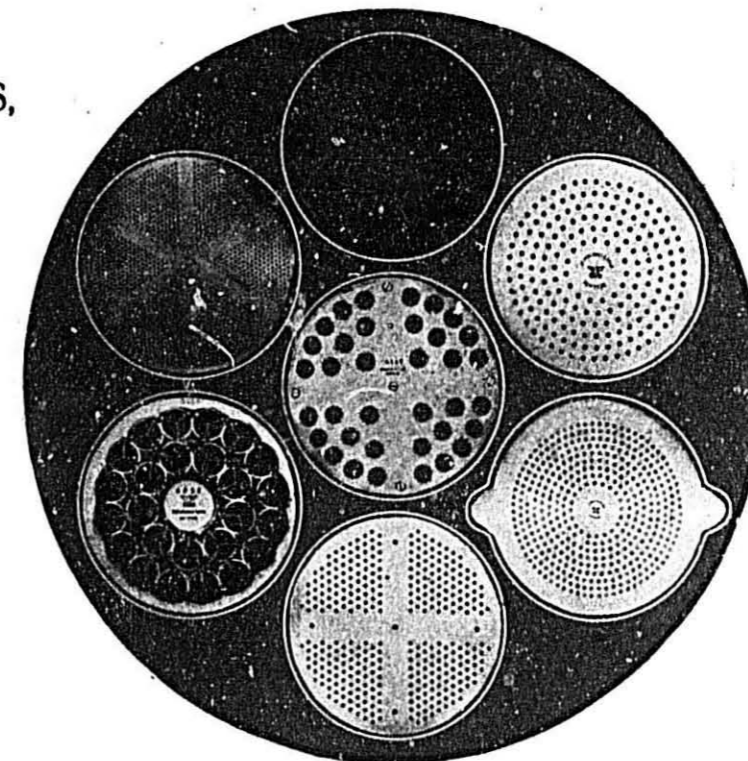
This is the simplest, yet satisfying and appetizing way in which this delicious food can be served and will appeal to all ages and classes. Macaroni, Short Cuts, Noodles and all other forms of Macaroni Products may be served the same way. This may be the principal dish for luncheon or served with meats, fish or vegetables.

CRAFTSMANSHIP

Your Sales Manager will tell you that next to *Quality*, the things that sell your Macaroni are its *shape* and *appearance*. For *perfect Macaroni* use

Maldari's Insuperable Macaroni Dies.

MACARONI'S
ATRACTIVENESS,
LEADERS
DECLARE,
ALWAYS
RENDERS
INCREASED
SALES.



BETTER MADE DIES---FOR BETTER MACARONI

F. Maldari & Bros., Inc.

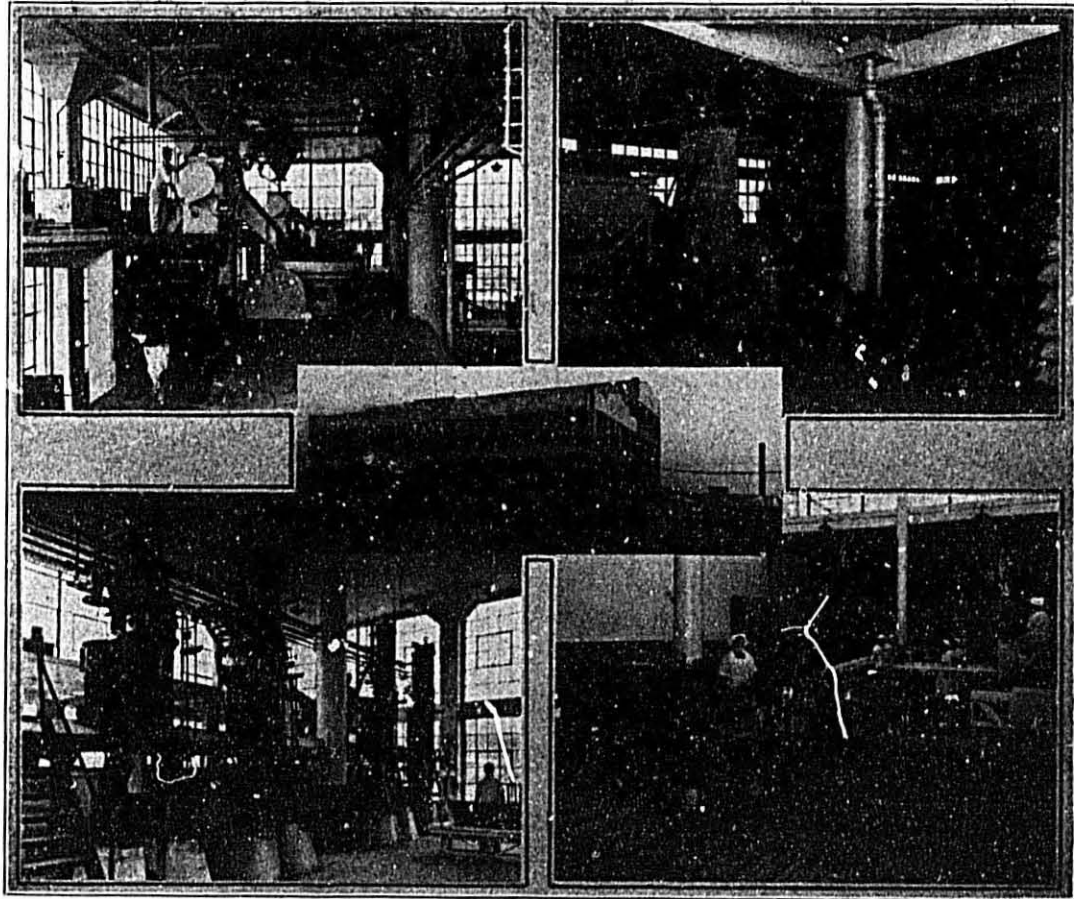
178-180 Grand St.

NEW YORK CITY

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

(Send for our illustrated catalogue.)
Yours for the asking.

Fontana Plant Has Quality Foundation



Left, above, part of the bolting and flour room; right, kneading and mixing; center, exterior of Fontana plant; left, below, part of automatic carton and labeling machines; right, hydraulic presses.

One of the most modern plants on the Pacific coast devoted exclusively to the manufacture of Macaroni Products is that of the Fontana Food Products company situated in South San Francisco, according to an interesting article that featured a recent issue of Bakers' ProSPERRYty, the house organ of the Sperry Flour company of San Francisco, Calif. The article, illustrated by the accompanying cuts showing exterior and interior views of the food factory, especially emphasizes the open door policy of the firm that was among the first to cordially invite the public to inspect the plant and thus get first hand information as to how this wonderful food is manufactured into the various shapes and popular sizes.

A visitor's immediate impression upon entering the plant, says the writer of ProSPERRYty, is that of spotless cleanliness and efficiency. The drier is of the company's own special

design, the finished product passing through electrically controlled temperatures on trucks. The warehouse is of the monitor type, 95% of all the wall space being glass windows. All mixers, conveyors, presses, etc., are equipped with individual motors, and the gravity idea is carried into effect in such a way that there is a great saving in power and labor.

The flour storage room is on the top floor of the main building. Flour is unloaded from the cars, carried by conveyors into the flour room and placed on platform trucks, 20 sacks to a truck. The platforms are then moved to the flour bins as needed. A carload of semolina can be unloaded by 2 men in about 3 hours.

Quality irrespective of cost is the foundation of the wonderful success of this firm. Because of its strict adherence to uniform high quality in manufacture Fontana enjoys a wide distribution—the products being fea-

tured as far east as the Mississippi valley.

M. E. Fontana is president of this progressive concern. L. R. Podesta is vice president and general manager. S. E. Mountain is secretary-treasurer and very active in the management of the successful manufacturing and sales policy of the company. The latter is vitally interested in the trade policy of the industry and the price trend of products sold by competing firms, especially those of fellow members in the National Macaroni Manufacturers association. In this connection he recently said, "Fontana's is first, last and at all times a quality product. PRICE MAINTENANCE is the most vital need of the macaroni industry today.

It has always been our policy never to compete with other popular brands on a price basis and our success proves that it is not at all necessary to sell any product below a reasonable price

(Continued on Page 30)

April 15, 1928

THE MACARONI JOURNAL

13

King Midas, In days of old, Turned everything he touched to gold.
Today the King of Durum Semolinas is our Boast.
And satisfied Macaroni Manufacturers from Coast to Coast
Use



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

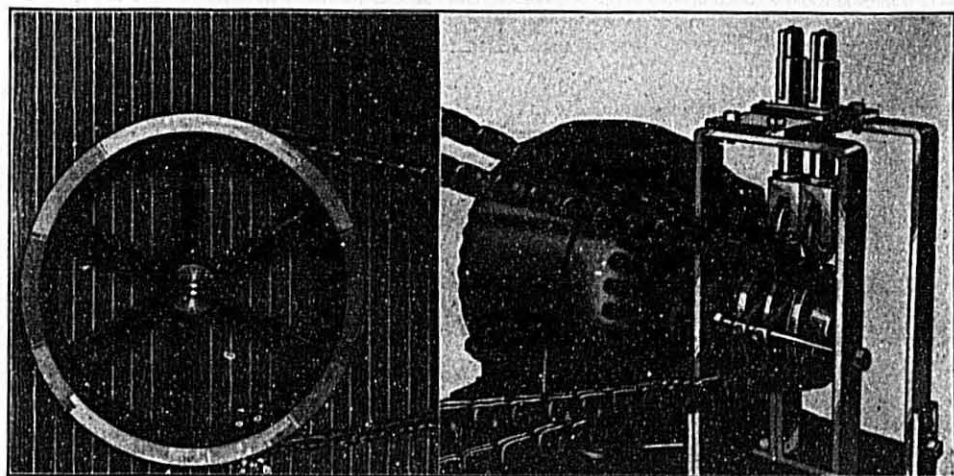
Mechanical Control of Drying Rooms

The proper drying of macaroni products is recognized as being the most delicate and important feature in the preparation of this food for the market. To insure the proper quantity and quality of air to be applied in the drying process at different stages, mechanical devices have rapidly displaced the uncertainty of nature until today

of the Worcester Broken Belt Detector company are used. The devices automatically reverse and control fans and ventilators with greater certainty and safeguard against damages that usually accrue from belt breakage.

The dependable devices illustrated herewith serve to take the human element out of the operation of drying

controls the time it would not alone overcome the troubles caused by belt breakage, belt slipping, belt wrapping around pulley, burned out motors and other conditions that would raise havoc generally. To insure against this a second device is applied that unfailingly detects the breaking, shuts off the power and registers on an indicator in



practically all of the quality macaroni products are manufactured in clean, wholesome and mechanically controlled drying rooms.

Even the best of machines must have human supervision. There are cases of breakdowns and in many plants a need of reversing the air currents at stated periods or under certain climatic conditions.

Much of the worry of the superintendent of the drying department will be eliminated if the controlled devices recently invented by Alfred A. Bianchi

room apparatus. In the manual controlled system of reversing fans a man may forget his duty. Even should he remember he may be called away while waiting for the fan to come to a full stop and when he returns he might throw the switch the same way that the fan was last running.

The patented time-reversing apparatus cannot possibly make a mistake. When the time comes for a fan to be reversed it is done automatically and at the exact time fixed by setting the indicator on a clock. While this con-

trol room the particular mechanism and room affected. A bell gives the warning and continues until heeded. There is also provided an emergency apparatus that will give the warning when the operator tries to switch on the power.

The automatic control devices have been installed in several plants and have proved their efficiency. Macaroni drying is no longer a matter of guess work but one of prearranged schedule of air currents controlled by a machine that is more accurate and consistent than the human element.

Foreign Business Declining

Both importation and exportation of macaroni products registered a decline in both quantity and value in January 1928 as shown by the figures released by the U. S. Department of Commerce. The products in trade were of higher total value despite the decreased quantities handled.

In January 1928 the total exports of macaroni, spaghetti and noodles amounted to 728,472 lbs. valued at \$61,265 as compared with 751,089 lbs. exported in January 1927 at a value of \$59,850.

For the 6 months period ending Dec. 31, 1927 the exports have increased in

THE "TIE-IN" COUNTS

By O. H. Cheney, Vice President
Irving National Bank,
Brooklyn, N. Y.

Trade Association advertising is worth only as much as the individual members drag out of it—not what they put into it. Trade Association advertising must be supplemented by individual advertising and merchandising to get its real value. The return on cooperative advertising is directly proportionate to the strength of its tie-up with the members' individual efforts.

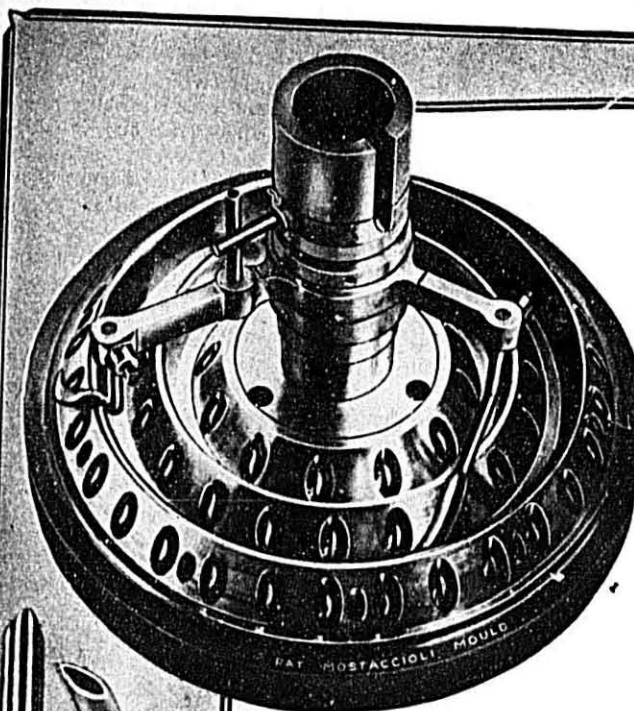
both quantity and value. A total of 4,387,024 lbs. was exported from July 1 to the end of the year bringing American manufacturers \$377,021; for the same 6 months in 1926 our exports were 4,216,263 lbs. and were valued at \$363,069.

The imports for January 1923 fell off to 290,360 lbs. but being slightly higher in value were worth \$32,068. For January 1927 the imports were 322,457 lbs. worth \$27,469. The decline has been steady during the last 6 months of 1927, the total of only 1,638,186 lbs. was imported from July 1 to December 31, at a cost of only \$161,990. For the same 6 months in 1926 we imported 2,297,248 lbs. worth \$182,688.

April 15, 1928

THE MACARONI JOURNAL

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Tanzi's Dies

are made under the following code.

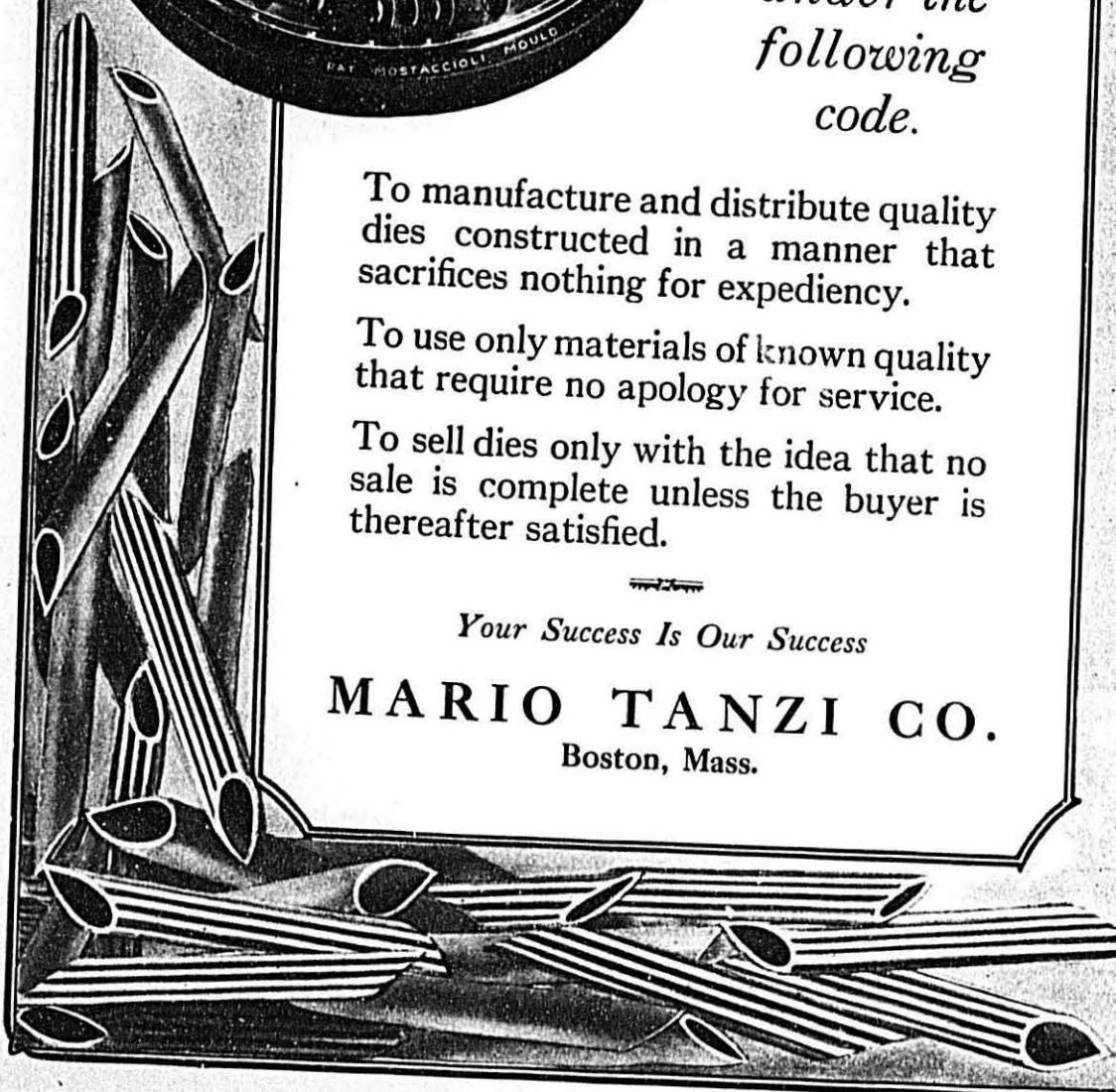
To manufacture and distribute quality dies constructed in a manner that sacrifices nothing for expediency.

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 Is Our Success

MARIO TANZI CO.
Boston, Mass.



Marseilles Paste Popular

Marseilles, France, is one of the largest alimentary paste production centers of the world, rivaling important Italian and American centers. The value of the production of this foodstuff is so great as to warrant the special attention of the American consul in that city who has dwelt extensively on this industry in several recent reports.

To supply the needs of this industry large special mills were constructed in Marseilles for the special grinding of the hard wheats from Russia and North Africa. The mills were termed "Semouleries."

Before 1890 Marseilles was inconspicuous as a semolina center. In that year the production had attained a volume of over 28,000 tons. Besides supplying the interior of France the products were sent to Switzerland, Tunis, Algeria, Spain, Germany, Austria and England.

The production and exportation continued to grow rapidly until it reached 65,000 tons in 1897. The production fluctuated with the Russian and Algerian crops but the mills continued to expand until just before the war when they reached their highest capacity.

Before the end of 1914 the business was badly crippled by the war conditions and by government orders and it was not until late in 1918 and 1919 that the industry again made headway. Russia no longer could be depended upon as a source of raw material and American wheat was used, though complaints were made that it lacked the quality of the Russian variety.

During the war many semolina mills were installed in North Africa and in the northern countries of Europe. Large semolina mills were also constructed in America. This naturally decreased the semolina purchases from France.

Today Marseilles has about 25 mills but only a very few of first class importance. The grinding capacity is about 700 tons of wheat per day but the mills seldom run to capacity. It is estimated that the production has fallen off to about 60% of the 1910-13 magnitude.

Manufacture of Macaroni

The making of wheat paste products, such as macaroni, spaghetti, noodles, etc., was originally almost a household industry in the Marseilles district, and in 1895 there were no fewer than 60 plants in Marseilles itself. The prin-

cipal markets were in France, the exports ranging below 5000 tons per year. Gradually wheat paste establishments sprang up in the interior, but several of the Marseilles plants expanded into a basis of large scale production with greatly improved methods, and their manufacturers maintained a high reputation and continued to have a wide sale. The exports also gained ground. The Marseilles production in 1913 was estimated at over 12,000 tons.

The war, while interfering with the export of wheat paste preparations, had a beneficial effect upon the internal demand. The French population turned to these products as a substitute for bread, and their use became greatly popularized. The number of plants in France as a whole rose from 110 in 1914 to about 300 in 1924. After the war the export business was built up again with a good deal of difficulty. Italian competition, always a matter of complaint, was more intense than ever, and the United States had created industries which obviated the need of purchases from France. Despite these handicaps the Marseilles exports, which in 1922 were but 1578 tons, rose in 1923 to 2172, and by 1925 were almost back to its prewar level of 4272. The high quality of the Marseilles products will always assure a considerable exportation. American macaroni, while admittedly less expensive, is considered by Frenchmen to be inferior, as the American durum wheat has not been kept up to standard. The future of the Marseilles industry is considered assured as long as good durum wheat can be found.

From the viewpoint of selling their products Marseilles millers and semolina manufacturers originally enjoyed a huge French domestic market. The internal demand has declined because France's domestic wheat production has greatly increased, fostering the creation of milling industries throughout the country. Marseilles' export field has diminished because mills have sprung up in most of the formerly undeveloped countries; and also because America and Australia, to say nothing of the Danubian kingdoms, have learned how to enter these markets effectively.

Prospects for American Durum

It is certain that the Marseilles semolina and wheat paste industries will not resign themselves to going out of

existence without a struggle, despite the gloomy statements emitted by their leaders. Semolina can be successfully manufactured from low grade durums; and while its quality may be inferior and its price high it will always enjoy a fairly large consumption.

It is also within the bounds of possibility that the American growers may improve the quality of their durum wheat, either by importing new seed wheat from North Africa to renew the stock or by selecting better seed wheat. At present North African wheat gives 82% semolina, while American gives from 68 to 74.

There is thus good reason to expect that sales of American durums to Marseilles will continue for at least several years to average fully as high as they have done since the war; and if the quality can be improved or the price lowered the semolina and wheat paste factories can broaden their markets for finished products, and consequently their demand for American raw material.

To Advertise Rice

Macaroni manufacturers who are supporting the small advertising campaign now in progress and those who for reasons best known to themselves have so far withheld their support, will be interested in a dispatch that points to the "New Competition" against which macaroni men have been warned, not competition within the industry but from outside competitive foods, reading as follows:

Rice millers of Louisiana, Texas and Arkansas definitely decided to contribute 5c a bbl. toward a fund to support a national advertising campaign to increase the consumption of rice in the United States.

A permanent organization has been effected with Frank Godchalk of Abbeville, La., as president; J. Alton Foster of Lake Charles, La., treasurer; and E. S. Shoaf, manager of the Jennings (La.) Chamber of Commerce, as secretary. A vice president from each state was chosen at the meeting on April 11.

A large sum will result from the payment of the voluntary advertising levy.

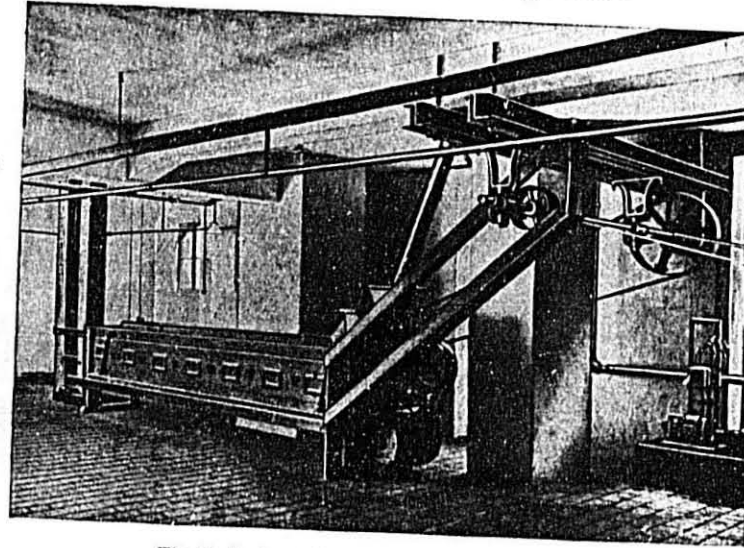
On the same basis, what a wonderful amount of money the macaroni industry would have for the national advertising of spaghetti, noodles, etc.! Yet how insignificant would be the cost per case for this worthy purpose! May the day be hastened when a nickel or a dime a barrel be voluntarily contributed toward advertising macaroni products, to ward off that outside competition that is keeping the industry from getting its rightful share of the consumer's dollar!

Buhler Brothers' for "Quality"

Works at Uzwil, Switzerland

Dryers and the best of them all for any kind of goods

The Preliminary Dryer will shorten the drying time many hours



The Preliminary Short Goods Dryer Model KBB

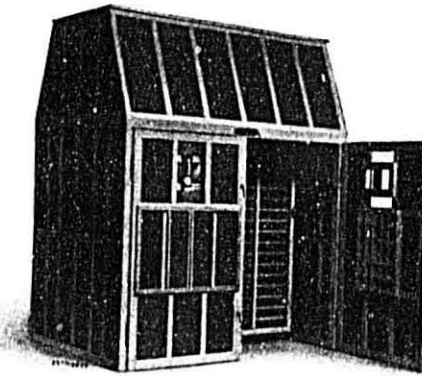
Its working is entirely automatic. No handling of goods necessary

This Dryer can be used universally for drying any kind of Goods

All Buhler Dryers

are noted for:

Simplicity
Highest Efficiency
Finest Workmanship



The Universal Dryer Model QAM

The Buhler Short Goods Dryers have world wide reputation

For information please ask

Th. H. Kappeler

Sole Distributor for Buhler Machinery
41 Whitehall Street, NEW YORK CITY



The Short Goods Dryer Model QN

A Japanese Noodle Strike

As a general rule the ways of foreigners seem peculiar to us and it is not surprising to know that workers in the Japanese noodle plants have their own idea of how to strike for higher wages. This is explained by a newspaper correspondent who has personally studied this innocent struggle between employers and employes there.

Who will deny that W. K. Miyako is the greatest manufacturer of noodles in the heaven favored land of Japan? His plant in the hills near Nikko has long since ceased to be a surprise to foreigners because his plant is the largest of many of its kind in that country, and not even the most benighted punster could venture to say now that the Japanese have no noodles.

Mr. Miyako employs only the most talented help in his plant. He paid his help very well—a matter of several sen a day—and was one of the first

manufacturers in his district to inaugurate the 11 hour work day.

Apparently the workers were not satisfied, because when a walking delegate from the union appeared among them and told them that they were unpaid several "sen" a day and called them slaves, they determined to strike for higher pay. The question arose as to how best make the approach. To the Japanese mind it would be ungentlemanly to go direct to the employer but their code of procedure permitted them to make known their wishes through a member of the household.

Mr. Miyako was suspected of having a daughter in school at Nikko and they determined to go there in a body to have her intercede with her father for them.

The strikers marched to Nikko and spent their savings in having beautiful bills printed bearing an impersonal

message with which none could take offense.

"To Whom It May Concern: We are noodle manufacturers and we have been employed by one whom both of us know, and therefore need not be mentioned. We should like very much to have 2 more sen per diem and we feel that one who is the daughter of this one we have not mentioned might do much for our cause if she would.

Yours truly, etc."

Daily they took up positions near the schoolhouse and distributed the bills to the girls as they came out for exercise. In the meantime a new set of employes on the old scale is turning out delicious noodles. The old workers have not heard of the change because they are still picketing the school at Nikko. That they will be successful in their strike is doubted, inasmuch as Miss Miyako is not going to school in Nikko as suspected, but in Tokio.

Worthwhile Editorials From the Business Press

MOUSE AND CORPORATION ELEPHANT

Across the luncheon table I asked this question of a president of one of our great electric corporations the other day:

"Why do you join so many business organizations? You are big enough to maintain your own research laboratories, your legislative bureaus and the hundred and one things that these groups carry on for their members. You are a member of the Chamber of Commerce, the Institute of Accountancy, and a score of others. Why do you do it?"

He hesitated only a moment. Then his face lighted: "The little mouse which strikes fear into the heart of even the biggest corporation elephant is ignorant competition. We can draw a budget and chart our course for the coming year with a fair degree of certainty. The greatest hazard is what an unintelligent competitor may do. He has it in his power to strew debris all over the place.

"By unintelligent, I mean a competitor who doesn't know, for example, his costs, one who cannot read the statistical barometer in anticipating the raw material market, the seasonal and extraordinary sales periods, trends of styles, and a hundred other items that go to make up the thing known as managerial acumen.

"The uncertainty of what such a competitor will do in the lack of this knowledge keeps us constantly concerned.

"So, whenever there is a trade association, or a community group which we feel is doing real work in break-

ing down economic illiteracy and making our competitors more intelligent, we are eager to get in and lend our support in time, work and money."

That is one reason for America's famed teamwork in business. Not fear alone, but an enlightened selfishness, a generosity on the part of the big fellow to help the other to learn the fine strategy of the game. But, as a nation, we haven't arrived yet. There is much to be done. We still have among us those men who, because human nature is what it is, have square corners and just can't work with the other fellows. True, they are gradually eliminating themselves, but not fast enough. Teamwork, whether on the baseball field or in the clothespin industry, will make for greater prosperity—and for more fun—at the same time.

Congressman Kelly, of Pennsylvania, recently described the man who refuses to play on the community team as reminding him of the little fellow in the nursery rhyme, who said:

*When I am alone, and quite alone,
I play a game that is all my own;
I hide myself behind myself,
And then I try to find myself;
I hide in the closet where no one can see,
And then I start looking around for me.*

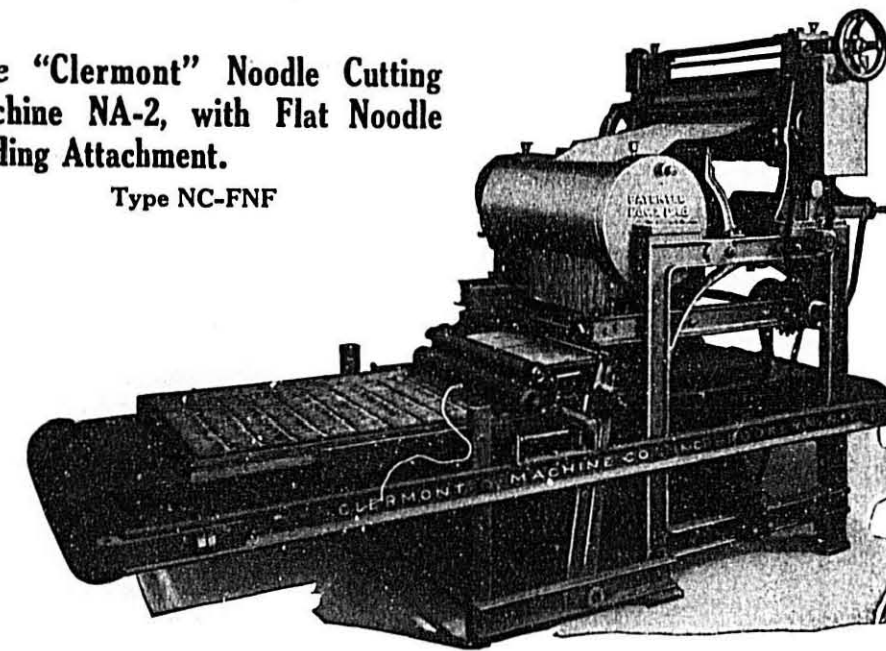
In ignorant competition, with its half-brother superstition, business, big and little, faces a real hazard. Teamwork is the answer.

MERLE THORPE,
Editor Nation's Business.

THIS IS

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

Type NC-FNF



Which is at last clear of all encumbrances from the law suit of C. F. Mueller Co. vs. Clermont Machine Co., Inc., as per opinion from Court of Appeals which was short and sweet, "Decree affirmed with costs."

We feel recompensed for the money spent to fight the suit, as we know this machine will prove it's value to the trade.

We are indeed pleased to put this machine on the market "For the Betterment of the Industry."

Write us for catalogue and detailed information.

CLERMONT MACHINE CO., Inc.

268-270 Wallabout St.

Brooklyn, N. Y.

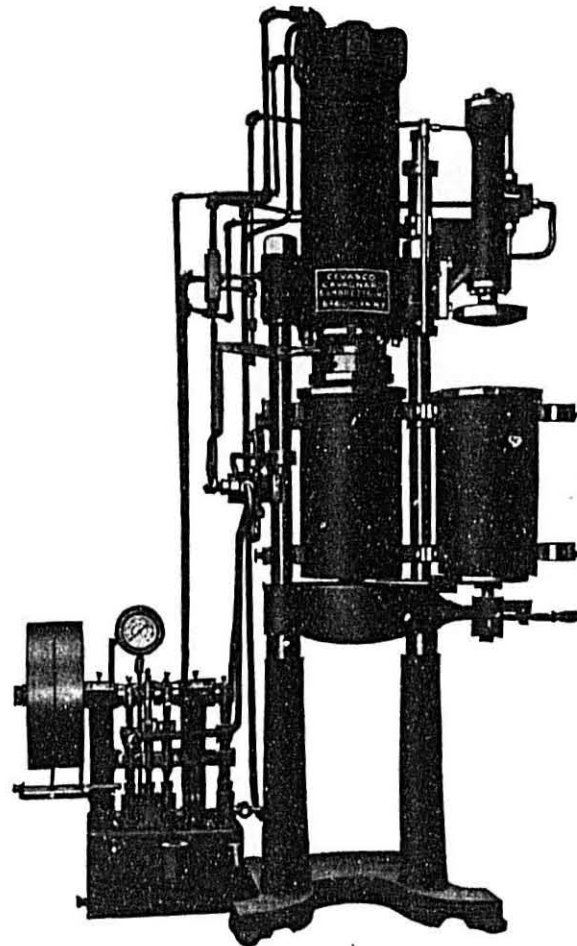
Consolidated Macaroni Machine Corporation

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 13/4 inch and two (2) sections for the 12/4 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.

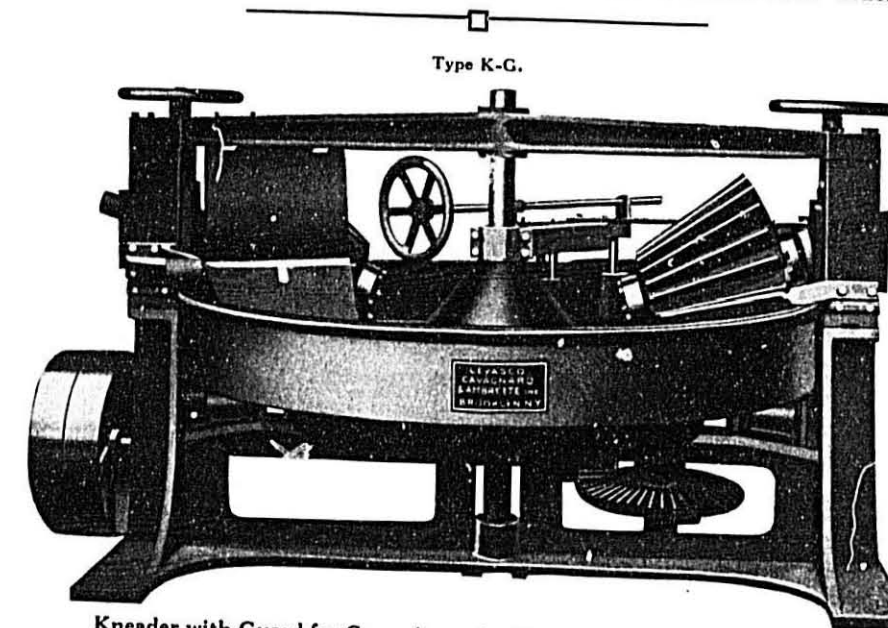
Consolidated Macaroni Machine Corporation

FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.

I. DeFrancisci & Son

Designers and Builders of High Grade Macaroni Machinery



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.

Production and Consumption of Durum Products

Year	Durum wheat Ground (bus.)	Semolina Produced	Flour Produced	BARRELS		Consumed in U. S.	
				Semolina Exported	Flour Exported	Semolina Flour	Flour
1924							
Jan.-June	5,451,715	821,503	341,636	57,873	147,568	763,830	194,068
July-Dec.	6,594,830	1,062,410	416,073	167,198	231,189	895,212	184,894
1925							
Jan.-June	4,656,282	741,070	318,701	78,019	151,351	662,151	167,352
July-Dec.	7,373,556	1,136,180	495,741	116,851	200,596	1,019,329	295,145
1926							
Jan.-June	6,841,438	1,050,873	470,684	62,955	162,951	937,918	307,733
July-Dec.	7,009,579	1,165,192	414,664	94,951	180,004	1,070,241	234,660
1927							
Jan.-June	51,072,626	868,476	259,282	71,331	141,183	797,145	118,099

Macaroni Exports Heavy

EXPORTS OF MACARONI BY PORTS AND COUNTRIES OF DESTINATION
February 1928
(1000 lbs.)

	New York	New Orleans	Philadelphia	Baltimore	San Francisco	Michigan	All Other	Total
Greece	2							2
Irish Free State						4		4
Netherlands	10							10
United Kingdom	122		4	30		5		160
Canada						74	133	209
British Honduras		1						1
Guatemala	1							1
Honduras		12						12
Nicaragua		3						3
Panama	4							4
Salvador		29						29
Mexico	5	5					46	57
Newfoundland	2							2
Bermuda	1							1
Jamaica		3						3
Other British West Indies	1							1
Cuba	12						4	16
Dominican Republic	9	77					3	89
Dutch West Indies	2							2
Haiti	2	9					1	12
Virgin Islands	1							1
Colombia	1	2						3
Venezuela	1							1
British India	2							2
Straits Settlements	1							1
Ceylon					1			1
China					28			28
Java and Madura	2							2
Japan	1				9			10
Philippines	1				2			3
Australia	59				31			90
New Zealand	25				6			31
British South Africa	2							2
Total	268	142	4	30	56	83	188	770

*Indicates less than 500 lbs.

Over three quarters of a million pounds of macaroni products were exported in February 1928 according to figures released by the Department of Commerce. Though the February exports were slightly in excess of the January business there was a heavy falling off as compared with February of last year when 884,000 lbs. were exported.

The export business was very heavy last fall but fell off during the winter. For the 8 months ending February 1928 our shipments totaled 5,885,000 lbs. as compared with 5,851,000 lbs. for the same 8 months the year previous. The first 2 months of 1928 we shipped only 1,498,000 lbs. as compared with 1,635,000 in January and February 1927.

Broker Dies Suddenly

Reymor Van Evera, Flour Distributor of Kansas City and Secretary of the Corn Millers Federation, Dies of Heart Disease

Reynier Van Evera, secretary of the American Corn Millers Federation and well known flour distributor who for the past few years has been a regular attendant at the conventions of the



macaroni industry, died March 23 from heart disease, from which he had suffered several years.

Mr. Van Evera had many warm friends in the macaroni industry especially in the south, central and west central part of the country. His friendly, congenial nature made him a favorite among a large circle of friends, who are grieved by his demise.

Death came in the prime of life. Though not quite 50 years of age he had succeeded in building up one of the largest and most successful flour brokerage concerns in America with headquarters in Kansas City and offices in Los Angeles.

Mr. Van Evera is survived by his aged mother, by his wife, four daughters, two brothers, and a sister. The funeral took place April 4, with burial in Mt. Moriah cemetery, Kansas City.

FAMOUS AUTHORITIES

ON
Food and Health Value of Macaroni Products

A FULL MEAL

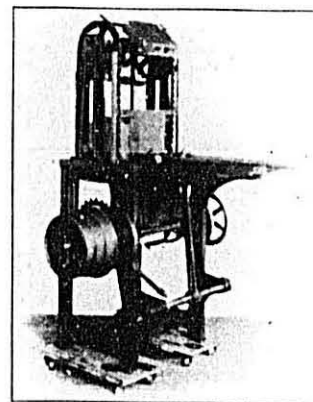
By EMMA CONLEY

Director of Domestic Science, State Normal School, Oshkosh, Wis.
in Nutrition and Diet.

When macaroni products are prepared with grated cheese and white sauce as in baked macaroni, it contains so much protein that it may be used as the protein food of the meal and serve as a substitute for meat.

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

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 March 1928 the following were reported by the United States patent office:

PATENTS GRANTED

The following patents were granted:
Macaroni Drying Method

On March 13, 1928, the United States patent office granted patent rights on a macaroni drying method invented by Max Abramchik, Coney Island, N. Y. Application for the patent was filed Dec. 1, 1925. The patent is No. 1,662,656.

It is officially described as follows: A method of drying spaghetti, macaroni and the like dough products, which consists in arranging said dough products in a substantially enclosed drying chamber in a lateral zone around a central zone which is free from said products, and forcing an air current downwardly through said central zone, while causing the downwardly directed air current to move away from said dough products in a path spaced from the zone in which said dough products are located, the moisture in said lateral zone being free to diffuse towards and into said central zone.

TRADE MARKS REGISTERED

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

Duramber

The trade mark of the Frank R. Prina Corp., New York city, for use on semolina, which is termed a product made from wheat for the manufacture of macaroni. Application was filed Nov. 17, 1927, and published in the Official Gazette Jan. 13, 1928. Owners claim use since January 1927. The trade mark was duly registered March

13, 1928, and given No. 239,860. It is the trade name in heavy type.

Roni

The trade mark of the Kansas City Macaroni & Importing company, doing business as the American Beauty Macaroni company, Kansas City, Mo., for use on high protein macaroni. Application was filed Nov. 10, 1927, published in the Official Gazette Jan. 3, 1927, and in the February 15 issue of The Macaroni Journal, claiming use since March 1, 1927. The trade mark was registered March 20, 1928, and given No. 240,172. It is the trade name in heavy black type.

Salad-Roni

The trade mark of the Kansas City Macaroni & Importing company, doing business as the American Beauty Macaroni company, Kansas City, Mo., for use on macaroni suitable for making salads. Application was filed Nov. 10, 1927, published in the Jan. 17, 1928, issue of the Patent Gazette and in the February 15 issue of The Macaroni Journal, claiming use since Nov. 1, 1927. The trade mark was registered March 27, 1928, given No. 240,391. The trade mark is the trade name in heavy black type.

LABELS

Only one label was registered during the month.

The Rockford Brand

A title for macaroni registered by the Rockford Macaroni Manufacturing company of Rockford, Ill., March 13, 1928. The title was given No. 33,653.

TRADE MARKS APPLIED FOR

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

Purity Cross

The private brand trade mark of the Purity Cross Model Kitchens, Inc., Orange, N. J., assignor to Delane

Brown, Inc., Baltimore, Md., a corporation of Maryland, for use on canned spaghetti and other special food preparations. Application was filed Dec. 2, 1925, and published March 6, 1928. Owners claim use since December 1914. The trade mark is the trade name in heavy type.

The Purity Cross

This is the same trade mark reported above except in a different form. The trade mark shows an irregular cross in a fancy scroll. To the left of the cross is the brand name.

The Red Mill

The private brand trade mark of E. Delang & Company, Basel, Switzerland, for use on alimentary pastes such as noodles, macaroni, spaghetti and the like. Application was filed Jan. 6, 1928, and published March 6, 1928. Owners claim use since Dec. 26, 1927. The trade mark represents the 4 arms of a windmill with the trade name appearing in the space between the wings.

Direct Line

The private brand mark of Direct Distributors, Inc., for use on canned spaghetti and other canned foods. Application was filed Jan. 23, 1928, and published March 13, 1928. Owners claim use since Oct. 10, 1927. Trade mark is the trade name in black type.

Lady Clementine

The private brand trade mark of the Tebbetts & Garland Store, Chicago, Ill., for use on spaghetti, macaroni and other food products. Application was filed Aug. 9, 1927, and published March 20, 1928. The owners claim use since Sept. 1, 1914. The trade mark is the trade name in italics.

Saratoga

The private brand trade mark of Simpson-Ashby company, Los Angeles, Calif., for use on alimentary pastes and other food products. Application was filed Oct. 23, 1926, and

(Continued on Page 30)

**L'ABELS
CARTONS
— AND —
SELLING
HELPS
OF ALL KINDS.**

Let us be your "Package Counselors."

**CONSULT OUR
TRADE MARK BUREAU.**

The courts have decided that trademarks and brand names are valuable property. No new name should be adopted without investigation. Our trade mark bureau contains records of over 829,000 brand names including all registered brands. Write for particulars. The service is free.

**The United States Printing
& Lithograph Co.**
Color Printing Headquarters

CINCINNATI 8 Beech St. BALTIMORE 87 Covington St. BROOKLYN 23 N. 3rd St.

Macaroni Manufacturer Out of Business

Building Sold — Must be Vacated at Once

All Modern Machinery and Accessories for immediate sale—Lowest Prices in history

ACT QUICK—NOW

Inquire MR. MORGAN
care Macaroni Journal
Braidwood, Illinois

Holding the Railroad Responsible

Cases involving the liability of a railroad for delays in shipping and delivering goods, where the market meanwhile drops, ought to touch pretty closely the business affairs of a large majority of those who read these articles. I have before me a recent case which decides the question very illuminatingly.

A dealer named Cantanzaro ordered a car of merchandise to come from California and to be delivered at Pittsburgh, Pa. It left California August 18, and reached Pittsburgh August 29, thus taking nearly eleven days for the passage. On August 28 or early on August 29, the market on these goods sharply declined, causing Cantanzaro a substantial loss. He sued the railroad to recover his damages, on the ground that this particular trip usually took ten days, therefore ten days was the average time, the railroad was negligent in not making it in that time, and was therefore responsible to him for his loss.

Cantanzaro lost the case. The railroad pointed to the bill of lading, the language of which always governs

such cases. The language applying to this situation was as follows:

No carrier is bound to transport said property by any particular train . . . or in time for any particular market, or otherwise than with reasonable dispatch. . . .

The railroad argued from this that under this language (which is in practically all bills of lading) it would be responsible only for substantial delay, that a delay of one day was not substantial, and moreover that there had not even been a one-day delay, because the average time for this trip was not ten days, but somewhere between ten and thirteen days. The court finally decided that Cantanzaro had not convicted the railroad of negligence, and decided against him.

The case, therefore, comes to this, that where you have shipped goods somewhere, or had them shipped to you, under a bill of lading containing the above language—and practically all of them do—you cannot hold the railroad responsible for delay in delivery unless the delay is substantial. A single day wouldn't be enough, nor, probably, would two days. The only way to get around this would be to make a special contract with the rail-

road, under which it would agree to deliver within a certain period in order to be "in time for some particular market." Railroads don't like these special contracts, although they have made them. Of course if you have an arrangement like that, and the goods don't get there in time, you have a direct claim against the road.

(Copyright, March 24, 1928, by Elton J. Buckley, Esq., Counselor-at-Law, 1206-11 Liberty Building, Broad and Chestnut sts., Philadelphia, Pa.)

The Chicago Bread Basket

According to the business research committee of the Chicago Association of Commerce the total sales of foods by Chicago wholesale houses during 1926 amounted to \$1,728,051,000 as disclosed by the first commercial census taken by the United States government. Chicago's total wholesale business is estimated at \$5,000,000,000. The figures on the wholesale food trade which is about one third of this amount, justifies Chicago's claim to be the bread basket of the world. The wholesaling of foods for Americans through the Chicago wholesale houses gave work in 1926 to 32,478 men and women at an average salary of \$2342 a year or \$45 a week.

Macaroni Manufacturers!

TELL IT TO THE CLOCK

A Man May Forget—A Clock Never Does.

If You Tell an Ordinary Clock When To Reverse Your Macaroni Fans

IT WON'T DO IT

BUT

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 the power in that room is shut off and a bell and indicator tell you which room is affected.

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.

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)

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.

Notes of the Macaroni Industry

Misbranded Products Destroyed

In its effort to drive from the market all adulterated and misbranded macaroni products the United States government has proceeded carefully, cautiously but consistently. It bides its time; there is no evident hurry but the results are certain—seizure, fines and destruction of illegal goods.

In the February report of Notices of Judgment Under the Food and Drugs Act issued by the Food, Drug and Insecticide Administration of the United States Department of Agriculture, 2 cases are reported that have been under investigation since August 1926 when seizures were made. Judgments were entered the last week in July 1927 and just made public. (Since the manufacturers involved have willingly refrained from repeating the illegal practices charged, names are purposely omitted in reporting them here.)

The following are taken from Notices of Judgment dated February 1928:

Judgment No. 15309—32 boxes macaroni. Charged with adulterating and misbranding despite use of term "Artificially colored." Found

guilty of coloring to hide inferiority. Goods condemned and ordered destroyed.

Judgment No. 15333—42 boxes "Bologna Style" macaroni. Charged with being adulterated with "added poisonous and other deleterious ingredients." No claimants appeared; ordered destroyed.

Enjoying Florida Sojourn

James T. Williams, president of the Creamette company, Minneapolis, Minn., accompanied by Mrs. Williams has been enjoying the Florida climate at Miami where the two spent the greater part of March. Mr. Williams writes that "winters in Florida are somewhat different from those usually experienced in Minnesota."

Crescent Salesmen Hold Conference

Representatives from 10 middle western states numbering over 50 attended the semiannual sales conference of the Crescent Macaroni & Cracker company, Davenport, Ia., last month. There was the regular inspection of the factory, the annual banquet and other entertaining features that helped to blend pleasure and training

of the sales force. Among those who addressed the conference on matters of sales policy were Vice President C. B. Schmidt, Secretary Fred L. Ray, and Salesmanager H. J. Schmidt.

Macaroni Consumption Heavy

Mrs. Louis De Sio of Canajoharie, N. Y., has set a pace in macaroni cooking that has been unexcelled, according to a manufacturer in Boston who discovered this champion. Mrs. De Sio is mother of 11 children. Spaghetti is served in her home on an average of 4 times each week and for each meal about 3 lbs. are required. At this rate, the De Sio family would consume more than a ton of macaroni a year. It is said this rate of consumption has been maintained in the De Sio home 35 years.

Drying Room Fire Causes Loss

A damage of over \$3000 was caused by an overheated electric motor in the Foulds Milling company plant at Libertyville, Ill., recently. While the drying room was badly burned, water damage caused the great loss. Efficiency of the automatic sprinkler system and of the local fire department

April 15, 1928

THE MACARONI JOURNAL

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prevented the spread of the flames through the large plant, which represents an investment of over \$1,000,000.

Rockford Plant in Operation

The Liberty Macaroni company of Rockford, Ill., recently opened its new plant at 1112 Rock st. and since then has been holding open house for visitors, who are initiated in the mysteries of macaroni manufacture. The plant is a building 26x150 feet, fully equipped with modern machinery to produce high grade goods. Among the leading members of the firm are Primiano Casalena who was for 11 years employed in a leading Chicago plant, and Peter De Fay who with Mr. Casalena has been identified with macaroni manufacture in Rockford for many years.

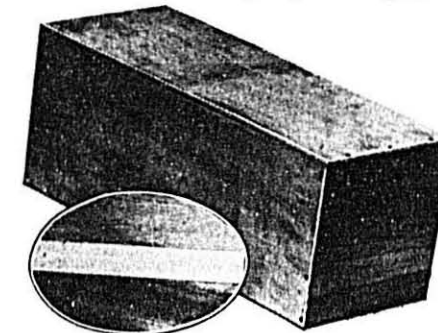
Macaroni Tariff Raised by France

Despite the complaint by the baking trade that the French macaroni industry has been growing so rapidly as to bring about a reduction in the consumption of bread, the tariff on imported macaroni was recently increased to protect the French macaroni industry. Since November all imported macaroni products were taxed 80 fr. per

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

CROOKSTON-SEMOLINA

From

Amber Durum Wheat

STRONG and UNIFORM
and of a WONDERFUL
COLOR

For Quality Trade

Crookston Milling Company
CROOKSTON, MINNESOTA



"Good Macaroni requires good Cheese"

LOCATELLI'S

—LEADING BRAND FOR OVER 60 YEARS—



Genuine ROMANO
REGGIANO

"Best For Grating"

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

100 kilos on entry into France. Now the minimum tariff has been raised to 100 fr. per 100 kilos and the general tariff to double that figure. This increase will have little effect on the American trade since exports to France are negligible, but should bring about a decrease in the quantity of imports of Italian pastes.

Leavenworth Plant Burned

A mysterious fire early last month practically destroyed the Yankee Doodle Macaroni company plant in Leavenworth, Kan. Cessation of production in the damaged plant will have little effect on the macaroni production of this country as it was only a small plant, a part of the industry but not actively interested in it.

Leads in Membership Drive

Louis Vagnino, St. Louis representative of the American Beauty Macaroni company of Denver and Kansas City, led one of the rival teams in the membership campaign of the St. Louis Association of Manufacturers Representatives. The prize is to be a dinner financed by the losers.

Mr. Vagnino, who has been actively interested in trade association work in

St. Louis, is the younger member of the family of macaroni manufacturers of which A. S. Vagnino of Denver, director of the National Macaroni Manufacturers association, and P. F. Vagnino of the Kansas City Macaroni & Importing company are also members.

Spaghetti and Cheese Factory

E. Lamm of Brooklyn, N. Y., is planning erection of a 5 story factory at 117 Hopkins st. for manufacture of spaghetti and cheese. Details of the

Salesmanager's Advice

Get your second wind. Every human being is endowed with the ability to come back; there is no room in the game of selling for men who lose courage and admit defeat.

Forget prices, forget luck, forget seasons—just muster up your courage and get the business. Don't let some little discouraging incident stop you for the rest of the day.

Stay with 'em! We are pulling for you, will help you in any way and every way that we possibly can.—Facts and Figures.

plant and its exact purposes are lacking just now.

Patents and Trade Marks

(Continued from Page 24)

published March 27, 1928, claiming use since January 1890. The trade mark is the trade name in heavy type.

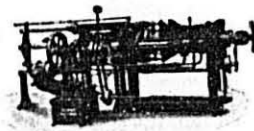
Elam's

The private brand trade mark of Elam Mills, Inc., Chicago, Ill., for use on macaroni, spaghetti and egg noodles and other products. Application was filed Jan. 10, 1928, and published March 27, 1928, claiming use since about 1920. Trade mark is the trade name in outlined letters of black and white.

Fontana Plant Has Quality Foundation

(Continued from Page 12)

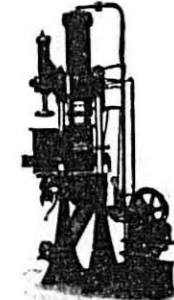
if the goods are of the right quality. The chief trouble in our industry is that some seem afraid that some other manufacturer is going to get a little business because of his cheaper price. If the leaders would only stiffen up and depend on decent prices for decent goods, all of us would be busier and happier."



Outside Packed Short-cut Press and Pump.



Die Wanner.



Inside Packed Vertical Press.

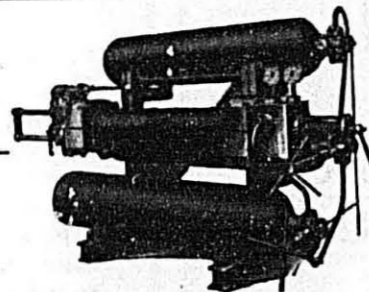
ELMES
HYDRAULIC MACARONI MACHINERY

THE LATEST DEVELOPMENT
For Hydraulic Pressure Service

The Horizontal design of Compressed Air Ballasted Accumulator gives greatest accessibility to all working parts.

Not too High

Not too Heavy



No foundations

No Heavy Ballast

The greatly improved and absolute uniformity of product has been an agreeable surprise to the most skeptical. IT MEANS SMOOTHER GOODS

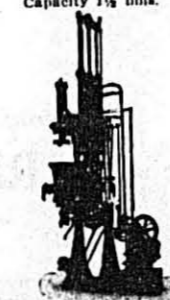
SOLD WITH THE ELMES GUARANTEE—FIRST CLASS MATERIAL AND WORKMANSHIP
CHARLES F. ELMES ENGINEERING WORKS, 213 N. Morgan St., Chicago, U. S. A.
NEW YORK EXPORT OFFICE:—420 Lexington Ave. Phone Lexington 4270.



1 1/2 ton Mixer Hydraulically Tilted.



5-6 ft. Kneader. Capacity 1 1/2 tons.



Outside Packed Vertical Press.

*Dependable Semolinis
of
High Quality and Uniformity*

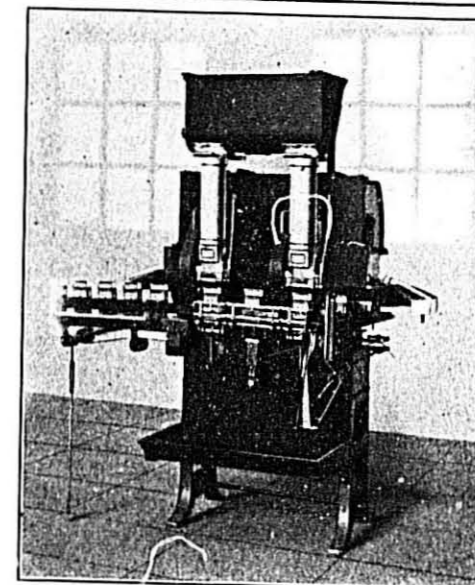
NORTHLAND FANCY No.2

AND

NORTHERN LIGHT

NORTHLAND MILLING CO.
MINNEAPOLIS, MINNESOTA

NEW YORK OFFICE
411 Produce Exchange



JOHNSON Gross Weight Scale

POINT 3 Modern Design, and Constantly Kept So!

- THE 10 Point Line**
- 1 Fitted to Your Plant Requirements
 - 2 All Parts Made of Superior Material
 - 3 Modern Design, and Constantly Kept So!
 - 4
 - 5
 - 6
 - 7
 - 8
 - 9
 - 10

PROVISION is always made in the design of JOHNSON Automatic PACKAGING MACHINERY for any changes which may be occasioned by new packaging needs. Thus obsolescence is carefully guarded against and your equipment investment becomes permanently productive.

We maintain a constant research and creative engineering service that guarantees to users of JOHNSON Automatic PACKAGING MACHINERY the latest and best in packaging devices.

Meet present-day competition with present-day packaging methods. Ask a JOHNSON Sales Engineer to call and advise you. No obligation.

JOHNSON Gross Weight Scale

This scale handles free and non-free-flowing materials equally well. Weighing capacity is from 25 to 35 cartons a minute, speed being governed by size of package and nature of material handled. Entirely automatic, with all parts easily accessible. This scale is adjustable for various size packages within reasonable limits.

General Catalog and Bulletins Sent On Request.
JOHNSON AUTOMATIC SEALER CO., LTD.
Battle Creek, Mich., U. S. A.
30 Church St.—New York City 228 No. LaSalle St.—Chicago, Ill.



The Perfect Egg Yolk

*Fresher in Flavor
Deeper in Color*

Jo-Lo

**Certified American Dehydrated
Spray Egg Yolk**

JOE LOWE CO. INC.

3617 South Ashland Ave. CHICAGO, ILL.
Bush Terminal Bldg. 8 BROOKLYN, N. Y.
1100 Main St. LOS ANGELES, CAL.
5-7 W. Lombard St. BALTIMORE, MD.

Grain, Trade and Food Notes

Pillsbury to Build New Mill

Announcement has been made by the Pillsbury Flour Mills company of Minneapolis of the purchase of a site for a 1500 bbl. mill at Enid, Okla. The project marks the initial entry of the Pillsbury company into the milling field of that state. It already operates mills in Minnesota, Kansas and New York.

The plans call for an 8 story building of reinforced concrete and brick, large enough for installation of milling equipment with a daily capacity of 3000 barrels. Adjoining the mill proper will be a concrete tank elevator with a storage capacity of 750,000 bus. of wheat.

Durum Planting Increased

According to information gathered by the U. S. Department of Agriculture farmers of the northwest are planning to seed more durum and less wheat in the spring wheat states. The report shows that farmers on March 1 were planning to decrease acreage of hard spring wheat in the Dakotas, Minnesota and Montana by 7.9%, at the same time planning to increase durum planting by 14.9%. The total spring wheat area, including durum,

promises to be 1.5% less than in 1927.

According to Paul H. Kirk, federal statistician, Minnesota Cooperative Crop Reporting Service, indications are that Minnesota durum acreage will be increased 30% over last year, other spring wheats decreased 17%. The combined acreage would be about 1,498,000 acres this year compared with 1,652,000 acres harvested in 1927.

Dr. Barnard a Food Consultant

Dr. H. E. Barnard, former president of the American Institute of Baking, announces organization of H. E. Barnard, Inc., with offices in the Chamber of Commerce bldg., Indianapolis, Ind. Dr. Barnard will serve the food industries as a consultant on problems relating to technical and analytical control of raw materials, manufacturing processes and finished products, giving special attention to public relations, consumer education and pure food control.

King Midas Has Chicago Office

The King Midas Mill company, Minneapolis, Minn., has established a selling office at 844 Rush st., Chicago, with A. L. Cerneghan in charge. Mr. Cer-

neghan has for several years represented this mill in the Great Lakes states. Formerly he was connected with the Pillsbury Flour Mills company. From the Chicago office the bakery and macaroni trade in that city and adjacent territories will be covered.

Cracker Convention in May

The 1928 annual convention of the Biscuit & Cracker Manufacturers association will be May 22-25 in the Sherman hotel, Chicago. There will be an exhibit of equipment and supplies which is expected to surpass exhibits of this kind previously held in connection with the annual conference.

Commend Cheese Advertising

Macaroni manufacturers are unanimous in their commendation of the splendid advertising that is being done by the Pabst-ett Corp. in the magazines and newspapers of the country. Many firms in the central part expressed their appreciation of the full page ad in color which this progressive firm ran on February 12 in the Chicago Tribune, featuring macaroni and Pabst-ett cheese. Every time

April 15, 1928

THE MACARONI JOURNAL

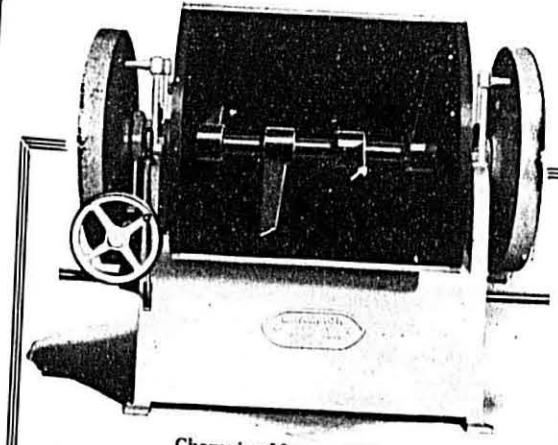
33

PER PASTA PERFETTA

Usate!



"Meglio Semola-Non ce ne"
Guaranteed by the
Most Modern Durum Mills in America
MILLS AT RUSH CITY, MINN.



Champion Macaroni Mixer
**MORE BARRELS PER MAN
MORE PROFIT PER BARREL**

—that's the secret of success in the manufacture of food products, and you can make sure of getting a bigger and better output by installing Champion equipment.

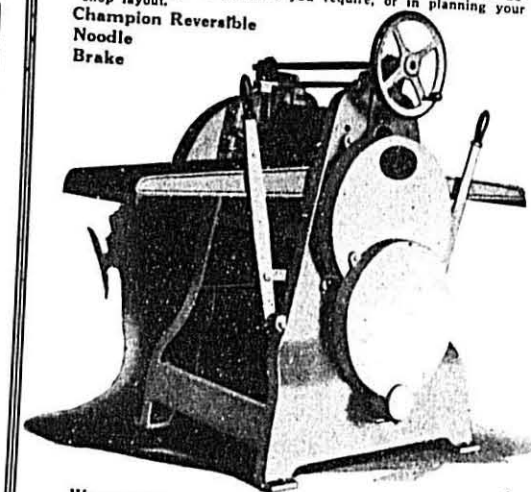
Champion Special Mixers, most efficient for difficult doughs, as macaroni, noodles, pretzels and similar products.

Champion Reversible Brakes, for saving the energy of your men and turning out high quality brake dough for noodles.

Champion Flour Handling Outfits for handling your semolina, for accurate weighing, for securing economical blends.

We sell separate units, or furnish complete plant equipment. Our engineering department can save you many dollars in advising the type of machine you require, or in planning your shop layout.

Champion Reversible
Noodle
Brake



We are at your service—write us for full information
CHAMPION MACHINERY CO.
JOLIET, ILLINOIS

New York Representative: Frank P. Murray, 260 W. Broadway, New York City, N. Y. Phone Walker 7095

Champion Machinery Co.
Joliet, Illinois

Tell us more about
 MACARONI MIXER
 REVERSIBLE BRAKE
 FLOUR OUTFIT

Fill in
and
Mail
Today

Name.....
Street.....
City..... State.....

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.

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-

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.

STOKES & SMITH COMPANY

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

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

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.

"Macaroni" is mentioned favorably benefits accrue to the manufacturers of this wonderful food whose tastiness and nutrition is unquestionably augmented when combined with such excellent article as Pabst-ett cheese.

installations, replacements and increased drying equipment.

Slack Filled Package Bill Advances

Scale Company Has New Name
The Smith company of Columbus, O., which has been manufacturing the "Exact Weight" scales has found it expedient to change its name to the Exact Weight Scale company to identify itself with a copyrighted trade slogan "Exact Weight." The firm makes a very good scale that is in use in numerous macaroni plants in America.

H. R. 487 better known as the anti-slack filled package bill proposed by Congressman Haugen has passed the House and is now in the hands of the Senate committee.

The bill as passed amends the Federal Foods and Drugs act to provide that food shall be deemed misbranded if it be in a container made, formed or shaped so as to deceive or mislead the purchaser as to the quantity, quality, size or origin of the food contained therein. It also provides that food shall be deemed misbranded if in package form the package be less than filled with the food it purports to contain in such a manner as to deceive or mislead purchasers; irrespective of whether or not the quantity of the contents be plainly and conspicuously marked on the package. The bill provides that reasonable variations shall be permitted and also due allowance is made for subsequent shrinkage or expansion of food which results from natural or other causes beyond reasonable control.

Coffaro Drying Popular

According to J. S. Coffaro, president and general manager of J. S. Coffaro & Company, Brooklyn, manufacturers of efficient drying equipment, it is meeting with very general approval in the trade. During the past 3 months Mr. Coffaro has been on a tour of the country as far west as Omaha, Neb., on which he found time to visit headquarters of the National Macaroni Manufacturers association at Braidwood, Ill. Mr. Coffaro reports he is dickering with several firms for new

As passed by the House the time limit

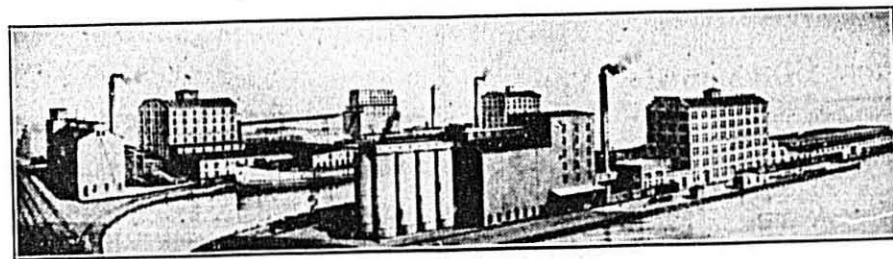
between the adoption of the law and its enforcement was changed from 6 months to 12. Therefore, it would not become effective until 12 months after it receives the signature of the President and the approval of the Senate.

Hydraulic Accumulator With Compressed Air Ballast

The new Hydraulic Accumulator with compressed air as ballast described in the March 15 issue is not a patent of the Charles F. Elmes Engineering Works, Chicago, as the writeup in March intimated. This new macaroni plant equipment is patented by the Werner & Pileiderer Company and distributed through the United States and Canada by the Charles F. Elmes Engineering Works, the sole selling agents for the patented device. One of these accumulators will soon be in operation in the A. Zerega Sons plant in Brooklyn.

This latest development for hydraulic pressure service is not too high nor too heavy for any factory floor, requires no foundations or heavy ballast.

In addition to the greatly improved and absolute uniformity of product, it gives greatest accessibility to all working parts.



THE UP-TO-DATE HOME OF
HOURGLASS BRAND

SEMOLINA AND FLOUR

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

DULUTH-SUPERIOR MILLING CO.
Main Office DULUTH, MINN.

NEW YORK OFFICE: F 7 Produce Exchange
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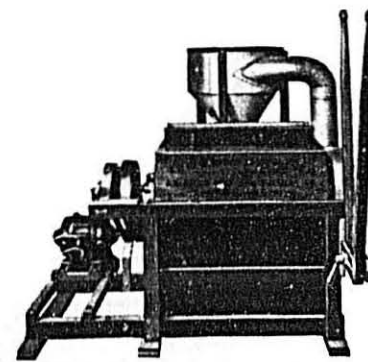
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The Macaroni Journal

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A Publication to Advance the American Macaroni Industry.
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Vol. IX April 15, 1928 No. 12

A Big Man Easily Approached

One's very nature becomes varyingly affected by success. Some are made distant and arrogant but others remain friendly and affable. This point is emphasized in an article in Forbes' magazine for April under the heading "Little Bits About Big Men."
Amadeo P. Giannini, master of more banking capital than any man in American banking history, is most accessible. His office is a large open chamber, and his secretary's duties are merely clerical. Mail is read for him but he reserves for himself the human contacts of personal visit or telephone call.

"You can't learn anything from a secretary," he told Laurence Stern, of the New York World recently. "The people who come to see me tell me what's going on. If they don't volunteer, I ask 'em!"

He answers his own telephone with the invariable
"Yes? This is Mr. Giannini."

It makes no difference who is calling, he soon bites off inconsequential conversation and he has the power of concentration which permits business thus interrupted to be resumed instantly.

His huge contacts, enough to drive out of office a governor and a bank commissioner who opposed him, are growing with the amazing absorption of banks in San Francisco, Los Angeles and other places in California, in New York and in Chicago. He regards his banks as public institutions devoted exclusively to the welfare of their customers and all shareholders, rather than to the enrich-

ment of the higher executives and a few large shareholders.

Any one—bootblack, grape grower, beggar, book salesman, merchant, gnanier—sees him by simply going up to his desk. If you inquire—there is a nameplate on his desk—an office boy points out and says, "That's him over there." This explains, in part, the power this son of an Italian immigrant holds over millions of small investors.

GOVERNMENT WILL DO IT IF ASSOCIATION WON'T
By W. D. Jamison, Washington, D. C.

Your trade association represents a splendid business activity. As long as you fully measure up to your opportunities and your responsibilities there is little likelihood the government will interfere with you, provided you are actively and intelligently on the job to prevent such interference.

In his day of increased efficiency and of higher ethics in all lines, one of two things is certain: either you will control yourselves voluntarily along lines of increased effectiveness for the general good of society, or sooner or later the government will assume more and more direction and supervision of your affairs.

Then mark this—if your association fails to have your line of business quit doing what it should not do, or if it fails to have it begin doing what it should do, the government will step in and when it once takes hold you can scarcely ever make it let loose.

Important Hearing on Standard

1. What is farina?
2. What is semolina?
3. What is the limit of moisture permissible in either?
4. What percentage of flour is allowable in No. 2 semolina?
5. Can semolina be made out of any wheat or only from durum wheat.

These are some of the problems to be considered at the hearing before the Food Standards committee of the U. S. Department of Agriculture in Washington on the morning of April 19.

Is the industry alive to the importance of this hearing? We fear that many who are now indifferent will be among the most disappointed ones in

case an unfavorable definition and standard for this product is made.

A general call has gone out from headquarters for a meeting of the macaroni and noodle manufacturers in the Mayflower hotel, Washington, D. C., the afternoon of April 18, to agree on evidence and argument to be presented at the hearing the following morning in order to counteract the influences which are seeking to give us semolinas of inferior wheats, greater minimum moisture and higher percentages of flour.

What is the meaning of this attitude of indifference?

Are the manufacturers unconcerned or are they satisfied that the National Macaroni Manufacturers association will, as usual, protect their interest at this hearing as it has on other occasions?

It is pleasant to sense this confidence but the National association officials would feel more grateful if the support were stronger and the backing more sincere.

Those who are fighting this case are hopeful of a favorable ruling but like the indifferent ones they will have to accept what the government body decides to be the wishes of those really and actively concerned in the question to be heard this month.

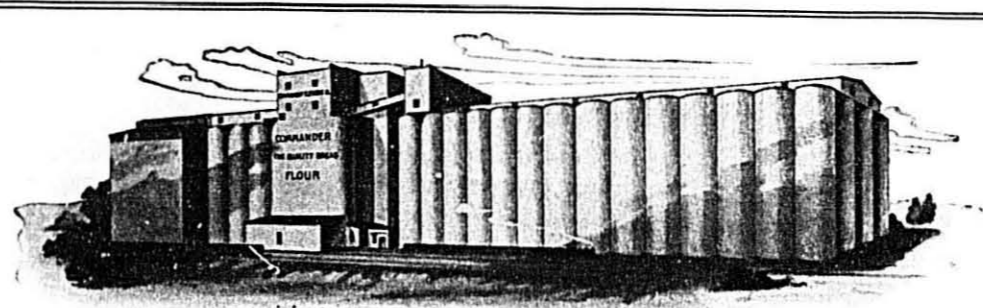
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ORGANIZE
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Then--
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The President's Column

Choose To Cooperate

The successful business man is he who chooses to cooperate most closely with the best minds in his line and especially with the trade association of his industry of which he should be an active member, an integral part.

The Macaroni Industry has a good trade association; it should have a stronger one to carry out its worthy aims and noble purposes, policing the trade to discourage government interference. On this subject I wish to quote Col. Wm. J. Donovan of the National Paint, Oil & Varnish association who said in part:

Each trade group should show its capacity of self regulation by having a strong trade association; only in that way can an industry operate on a large scale and lessen the evils of free competition.

The development of trade associations is the surest and most effective way of accomplishing the true objectives of American industry. When fairly and honestly organized and administered they can control practices that make competition destructive and promote activities that will tend to the general welfare and upbuilding of the industry.

A good trade association takes a middle ground between evils of unrestrained competition and evils of monopoly. It has within its power the maintenance and development of the commercial wellbeing of our nation's business and the destruction of un-American foreign trade cartels with their menace of destructive competition leading to possible serious losses or of domestic bureaucracy verging on socialism.

Government control is uncomfortably close to government ownership. On the other hand, wisely restrained competition as guaranteed by good trade associations is a stimulus to private initiative which has been the theory of business that has built up our commercial system, the greatest the world has ever known.

Mr. Manufacturer: if you have neglected to do your full duty to your trade association of which you rightfully should be a member, there is still time and there is still surely need of your cooperation. Get in; get active and make the association what you want it to be, because after all the trade association is what you and others like you wish it to be.

Be a VOLUNTEER!

You have a duty to yourself and your trade to perform at the 1928 convention of our industry in Chicago, June 19 to 21. Will YOU be there? The leaders will—so be a leader.

The Secretary's Column

Everybody Welcome

Meet me in Chicago on June 19, 1928, at Edgewater Beach hotel for the important annual conference of the Macaroni Industry of America which is open to any and all who are interested in its progress and welfare. You and your friends particularly are welcome and expected.

Volume Craze

"Most American industries have become volume crazy—sales must be greater. They are traveling in a circle of cutting prices and lowering profits."—O. H. Cheney, famous business banker.

Can it be that the Macaroni Industry has contracted this business disease? We have price cutting and low, very low profits, and some of the other symptoms.

"We" and "They"

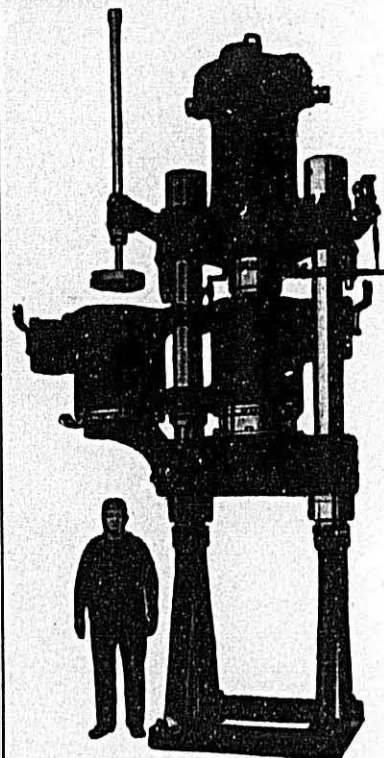
There are 2 classes of manufacturers, those who choose to use the term "We" with reference to their trade association and those who use the word "They." The "We" fellows are the manufacturers who are willing to take the blame or the credit for what is done in efforts to build the industry while the "They" bunch use that term only when placing blame or in the sense of reproach. May the tribe of the "We's" increase, because they will really be a part of the trade association and not apart from it.

Preferred Recipes Wanted

Have you a favorite recipe for macaroni, spaghetti or noodles? Which recipe is preferred by your customers? By the children or the grownups? Make it known to the secretary and it will be published with proper credit, for the consideration of the industry in making its selection of popular and tested recipes.

A Good Convention

Whether the Chicago convention next June is to be a GOOD one or just SO SO depends entirely upon the manufacturers themselves and not upon the secretary or the Convention Committee. It will be a GOOD one if those who should attend will be there and take their share of the interest in putting it over. Give this the thought it deserves, realize your individual responsibility and be there among the leaders at the Edgewater Beach hotel June 19-21 ready to make it the best convention ever held. Remember, it's up to you!



XX

John J. Cavagnaro
Engineer and Machinist

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

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