

**THE
MACARONI
JOURNAL**

**Volume 8,
Number 11**

March 15, 1927

The
Macaroni Journal

Minneapolis, Minn.

March 15, 1927

Volume VIII

Number 11



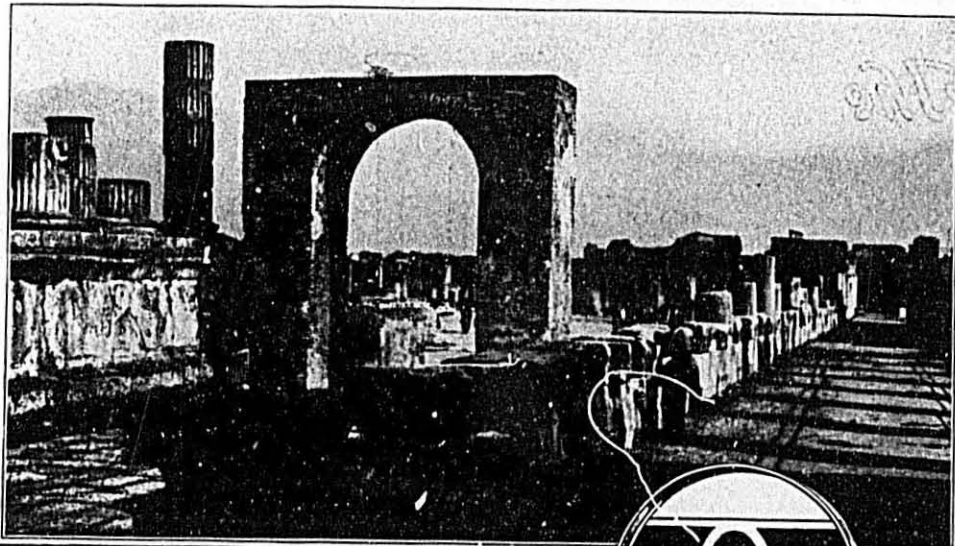
*A Monthly Publication
Devoted to the Interests of
Manufacturers of Macaroni*

The Men of Power

Mrs. C. H. Wright

The MEN of power
*Lift your eyes from the gutter
And vision the stars.
Measure yourselves by each other
And gaze upon Mars.
Like motes in the dust ray
A moment you stay and are gone.
Forget not the mote is invisible dust
In the ray of the sun.*

Forget your little worries. Join your competitors at the Minneapolis Convention in tackling the bigger problems of the trade.



Note the arch rising out of the ruins of ancient Pompeii, destroyed by the volcanic eruption of Vesuvius, A. D. 79. With the superstructure gone it still stands—an eloquent testimonial to the endurance of the perfect arch.

YOU CAN DEPEND ON MIDWEST BOXES

The high, strong, resilient arch construction of the walls of Mid-West corrugated shipping boxes have the endurance and aggressive resistance which for years have enabled the Mid-West product to give the definite protection to shipments so much desired by shippers—but so seldom offered by boxes NOT built up to the high standard quality so intimately associated with every Mid-West box.

Shippers and buyers in the Macaroni Industry—we challenge you to find a better shipping box where this type is required. Thousands of tests and innumerable uses in a great variety of industries have proved to us and users that final cost is lowest cost where a Mid-West shipping box is concerned.

When solid fibre boxes are desired, the Container Corporation of America offers a product which critical buyers will find eminently satisfactory.

The five mills and nine factories of both companies, between Chicago and the Atlantic seaboard, are your guarantees of quick service on large or small orders as well as speedy, short haul shipments.

Avail yourself of our **FREE CHECKING SERVICE**—see coupon—without any obligation to you. It may save you many otherwise wasted dollars. Simply fill in coupon and mail today.

MID-WEST BOX COMPANY
AND
CONTAINER CORPORATION
OF AMERICA

111 W. Washington St.

CHICAGO, ILLINOIS

Five Mills — Nine Factories



Capacity 1000 tons per day

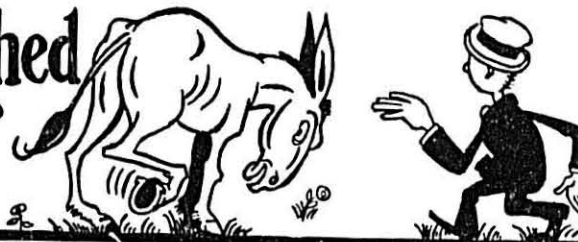
RETURN COUPON

MID-WEST BOX COMPANY
111 West Washington Street, Chicago, Dept. 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 _____

Well Approached is Half Collected



A city man walked into a field and patted a gentle looking mule. When he regained consciousness, the farmer explained that his approach was wrong. Your problem is to find the proper approach to your debtors.

Collection Letter Number Three *Sympathizing With Burden Bearer*

The **HOMELAND MACARONI**
COMPANY
ANYTOWN ~ ~ U.S.A.

March 10, 1927.

The Credit Buying Company,
Anywhere, U. S. A.

My dear Mr. Buyer:

The man who carries a chip on his shoulder usually has difficulty maintaining his balance. It isn't the weight of the chip that makes the difference, but the knowledge that it is there.

Your chip is not the bill you owe us, but the knowledge that the debt remains unpaid. The longer you ignore our requests for payment, the heavier the chip will become, until some day you will stagger under a load that could be brushed aside today with one stroke of your pen.

You received our goods. They must have been satisfactory for we have not heard from you to the contrary. Undoubtedly you intend to pay for them; but when? Don't wait until your chip becomes a burden, makes you ill humored and out of sorts with everybody.

We shall thank you for your check by return mail.

Sincerely yours,

S. MacNoodle.

SMN-J.

The third of a series of letters for collection of money from debtors whose accounts are in various stages of arrears. Adapted from the booklet "Consider The Approach" obtainable from the Metropolitan Life Insurance Company, New York City.

Quality

Service



★ ★ **Tustar** ★ ★

THERE IS NO SUBSTITUTE FOR TUSTAR

but

For those of our good customers who, because of certain price competition or for any other reason, wish to lower their costs without substitution of inferior raw material, such as flour, we have originated a new brand -- COMET -- a pure durum Semolina of Standard Granulation, milled with the same care as Tustar, but from those types of durum wheat which can be secured without paying the present exorbitant premiums which prevail on the amber durum wheat from which Tustar is made.

ASK OUR REPRESENTATIVE ABOUT COMET

MINNEAPOLIS MILLING CO.
MINNEAPOLIS, MINN.

THE MACARONI JOURNAL

Volume VIII

MARCH 15, 1927

Number 11

A COLORFUL, COLORLESS YEAR

Among a certain element in our country the sentiment prevails that American laws are made to be obeyed or disobeyed at will. This is especially true since the adoption of the famous prohibition law in 1919 and the failure or inability to strictly enforce it.

It is regretted that some of the macaroni manufacturers likewise treat the anticoloring ruling of the federal government, the first anniversary of which is to be observed on April 1, 1927. A review of the first year of its existence so far as it affects our business, is interesting.

On Jan. 15, 1926, the Bureau of Chemistry, United States Department of Agriculture, issued its now famous ruling prohibiting the use of added artificial coloring in macaroni products shipped in interstate commerce. After three months grace allowed manufacturers to dispose of their stock on hand a survey on April 15, 1926, showed there was practically as much artificially colored macaroni on the market as was customary before the ruling. This was due to a certain group of manufacturers who opposed the ruling and circulated the unauthorized and untrue report that the government had no intention of enforcing its own ruling.

To prove its sincerity the Federal Department started immediately to seize illegal goods in certain markets. State food officials cooperated. It was not long before these rebellious manufacturers found out to their sorrow that the government meant what it said and that despite occasional violations its general observance would be enforced.

With the advent of the new law, bootlegging of artificially colored macaroni was a momentarily paying business. Firms with little respect for themselves or their reputation continued to manufacture and sell their illegal products until goods were seized, shipments condemned, fines assessed and pledges of law obedience obtained. In most cases, the first action of the government officials was sufficient and though we do not now have a complete observance of this law the number of unscrupulous manufacturers engaged in its violation is decreasing monthly.

Some of the most daring are still defiant. They have been threatened with the closing of their plants unless food coloring ceases entirely. Government officials are quite satisfied with the progress made the first year. With the help of the better class of macaroni manufacturers it is hoped to gradually and permanently drive from the American markets all inferior, illegal and painted macaroni products. To help do this the macaroni industry should agree to somewhat police itself as other lines of business have been doing for years.

The work of the National Canners Association is an example of the cooperation which the food officials will appreciate. This organization spends hundreds of thousands of dollars annually to help enforce the Pure Food laws and seldom are the Federal or State laws invoked in their cases, because among them it is considered both disgraceful and harmful to their reputation to have the goods seized in violation of the law. If every manufacturer who encountered artificially colored macaroni in his markets during the past year had likewise reported the facts to the Association headquarters violations might have been even more greatly reduced.

Reporting violations should not be considered in the nature of "spying" on competitors. It is but a necessary step toward self preservation. Laws are adopted because the majority approves of them. Government cannot afford to hire a special corps of inspectors to strictly police any one industry and it must count on the help of the above named majority to aid in this work. Many other industries in the food line have taken it upon themselves to see that agreements, standards of quality and fair business practices are maintained, if not willingly then by force.

Since the Macaroni Industry must help "clean its own house" funds are necessary for this activity. With the \$3500 voluntarily contributed by a few manufacturers last year, the National Association has done the best it could with the limited funds available. To hire investigators is costly, traveling expenses are high and court actions are slow. With stronger financial and moral support this activity will more than repay the Industry for the expense incurred.

As previously stated there will always be law violators but in this instance stricter observance of the Federal Anti-Coloring ruling has been brought about at a very meager cost of only a small per cent of the value of the vast amount of goods that the government seized during the past twelve months. More determined cooperation among the reliable manufacturers will bring about general elimination of this spurious foodstuff from every American market.

With numerous cases pending in various state and federal courts and with a general knowledge that the anticoloring law is in force and must hereafter be strictly enforced, no mercy will be shown to those who persist in marketing goods that are made in purposeful violation of the Food Laws of our nation. First, let us obey it in our plants, report all violation and then look hopefully for its stricter enforcement during its second year.

Eat Only Needed Food

Without any pretense of being an authority on nutrition Venito Mussolini, premier of Italy, tersely advises that individuals should partake only of foods that are particularly adapted to their physical needs.

This intrepid leader's views on foods are equally interesting to his ardent admirers as well as those who strongly oppose his dictatorial policy. His views on this subject of universal interest were made known to Thomas B. Morgan, Rome representative of the United Press association, in an interview recently granted. They are rather a recital of his habits of eating than a recommendation though Italy's ability to provide should, in his opinion, be considered in food forming habits among Italians.

Mussolini says:

"The problem of nourishment is one which the individual must solve for himself. Experience has taught me just what and how much I should eat. I know the penalty for overeating. We pay for it in lack of vigor, reduction of energy and in wear and tear of the body cells. It may carry with it, too, a multitude of ills, beginning with indigestion and including some of the most troublesome of ailments.

"Modern man eats too much. In general, he takes little thought of the changed conditions of life resulting from modern civilization. He indulges as a primitive man would if the latter were transplanted from his primitive habitat to the abundance of a modern table. The needs of primitive man were physical. Much of the work of today is brain work and machinery has greatly reduced the demands on the physical body. The changed habits of life to meet our everchanging civilization must, in turn, be met by a changed diet to respond to the needs which the changed conditions impose. We cannot gorge primitively and work modernly any more than we can work primitively and eat what modern man should.

"In my own problem of diet I have been guided largely by what experience has taught me. I am not a physician and do not give out rules of general application by which every one should be guided. I have studied my own particular case and I know what foods agree with me and give me the

greatest net results in health and productivity. I am not an expert on nutrition. I do not know the intricacies of the chemical and physiological reactions but I do know the general effects of the various foods, especially on myself. It is therefore in the light of this great experience that I discipline my eating that it may serve me to the enhancement of my mental and physical faculties, rather than that I should serve it at the painful cost of ailment and lethargy.

"We have advanced so far that we can choose our food with reference to our needs. The brain worker's needs differ from those of the manual worker. The former requires nerve nourishment; the latter, muscle sustenance. The brain worker can defeat the ends

Macaroni is a great Muscle Builder. It has proven its worth as one of the chief foods of a vast part of our population engaged in the heavy physical toil of the fields and workshops.

—Mussolini.

for which he eats by unwise choices and large quantities. The stomach must not be overtaxed. The blood rushes to those parts of the body where work is being done. If hard work is required of the stomach, it requisitions the blood in this extra effort. The brain is then left impoverished and operates only with partial efficiency until it, in turn, can muster sufficient blood to meet the particular requirement.

"I consider our great Italian dishes, such as macaroni, ravioli, spaghetti, etc., very toothsome. Our entire Italian cuisine is delicious, but like all the others it must be indulged in with the regard to conditions. Macaroni is an excellent food and food which I really enjoy, but it is not especially adapted for me. Macaroni is a great muscle builder. It has proven its worth as one of the chief foods of a vast part of our population engaged in the heavy physical toil of the fields and workshops.

"For the great mass of our people, bread is still the staff of life. It is the one food upon which millions and mil-

lions of them depend almost entirely for their existence. It provides the manual worker with the fuel necessary for his arduous physical tasks. For the brain worker it is not so efficacious and should therefore be eaten in moderate quantities. I eat bread sparingly, finding that it requires prolonged physical effort to work off while at the same time it does not enhance the active functioning of the organs of mental labor, on which the great bulk of my work depends.

"We have succeeded in improving our bread in Italy at a great saving in the cost. We were faced with the problem of importing a large part of our wheat and set out scientifically to find a bread which would serve the needs of our people, and at the same time solve the question of Italy's limited pocketbook. The bread we eat now is of a standard quality. There is not one kind for the workingman and another kind for the rich. Fancy bread has been abolished. The new bread is made of coarser flour and is very nutritious. It is brown in color resembling the whole wheat breads of America. The white breads were of too fine a texture.

Our new bread is compatible both with digestion and with the functions of the intestines to a much greater degree than the fine white bread, which sometimes caused prolonged ailments very difficult to diagnose.

"Our new bread has been received by all classes of the people with great enthusiasm and never has a suggestion been made to return to the fine bread, nor even a proposal advanced to allow the baking of white bread in special cases, such as in the hotels, where a large number of tourists flock every year. Our new bread is just as popular with tourists as among our people."

SHOULDER PUNCHES

Opportunity rarely knocks at the knocker's door.

Better a full garbage can than an overloaded stomach.

It's better to "pay as you go" than "spend as you go."—B. C. Forbes.

Some men are more eager to hit back at others than to hit out for themselves.



OUR MINNEAPOLIS CONVENTION

THE DATES HAVE BEEN SET—JUNE 13-14-15, 1927.

HEADQUARTERS HAVE BEEN SELECTED—THE NICOLLET HOTEL.

THE PROGRAM IS BEING PLANNED—A CONVENTION COMMITTEE HAS BEEN APPOINTED AND SUGGESTIONS ARE RECOMMENDED.

Minneapolis is the trade center for the great Durum milling interests of the northwest. It seems but natural that an Industry that consumes practically the entire output of high grade Durum should meet near the source of supply.

When Minneapolis was selected for the 1927 convention the macaroni men of that section and the durum millers joined in promising unlimited support toward making the convention one of the best ever held by our Industry.

The Convention Committee is drafting a program that will combine business and pleasure, that will be instructive and entertaining and attract macaroni manufacturers from all parts of the country, and their families.

The hotel accommodations are ample. The Twin Cities' reputation as convention host will be lived up to. Those who attend this conference next June will never regret the money expended nor the time taken for so doing.

Mark these dates on your business calendar, June 13-14-15, 1927, and broadcast this information—"I'M GOING TO ATTEND THE MINNEAPOLIS CONVENTION."

Modern Business *Economy* Necessitates TRADE ASSOCIATIONS

By ARTHUR C. SPENCER,

Associate Counsel of the National Wholesale Grocers Association.

The trade association has become an economic necessity and this is amply proved by the fact that there are 9000 trade organizations in the United States.

The day has passed when the sole incentive to trade association membership was a trip to the annual convention. The modern trade association is an efficiently operated, smoothly running machine under supervision of a trained executive possessing tact, personality, the ability to speak and write and a knowledge of the industry or business which the organization represents.

And the manufacturer or merchant who is not a member of a trade organization representing his industry is in the same position as the citizen who takes no part in the civic, social or religious activities of his community; he possesses no license to criticize or complain about "conditions."

Association Promotes Intelligence
The trade association makes for in-

telligence and efficient competition. Its basic principle is founded on the American competitive system—equal opportunity for all. Trade association membership gives the small manufacturer the benefits of experiences of his larger brothers. Strangely it is these larger brothers who seem most anxious to contribute to, and cooperate in, association activities.

The ideal association does not exist; perhaps it never will. It would be exceedingly difficult to find an association whose every act would be in accordance with the individual desires of each member. Made up of competitors, large and small, it would be unreasonable to suppose that any organization always could satisfy the constant demand for "something new."

Trade association members often overlook the service their organization gives with regularity. We seldom appreciate the things which come to us regularly—

the things which we expect in the ordinary course of life. Today luxuries become routine necessities to be had at any time by the mere push of a button.

Limits of Association Service

There are things which no association can do for its membership—things which the individual must do for himself; and on the other hand, there are many things which an association can do for the trade which no individual could attempt for himself, and it is in these latter lines of service that real association worth lies.

The fields of legislation, arbitration, traffic, cost accounting, simplification, standardization and statistical work are open to the trade association and they are of inestimable value to members who cooperate and avail themselves of such service.

A Happiness Law

There are many other fields of association endeavor in which the individual

member finds nothing novel or spectacular; he takes them for granted and demands "something new." To satisfy these demands the trade association executive finds himself in the same position as a Kentucky legislator who in 1920 introduced in the legislature of his state a bill, the title of which read: "An Act to Promote Happiness." His for-

mula never was discovered; it could not be done.

If "something new" in association activities is of questionable economic value or doubtful legality it is doomed to failure, and those who organize a trade association to engage in such activities make a death warrant of its birth certificate.

RETAILERS PROGRESS— INDIVIDUAL EDUCATION

Like the Pilgrim in Pilgrim's Progress the Retail Grocer Is Steadfastly Advancing to Higher Levels of Service.

Written for New York Journal of Commerce by C. H. Janssen

It is said that the business of Retail Food Distribution is undergoing a revolutionary process.

It is revolutionary only in so far as revolution is involved in evolution, because we are in the process of finally evolving out of methods of Grocery Store merchandising prevalent and sufficient 50 years ago.

We need go back only to the eighties when the imported foods of the average Retail Grocer, besides the liquor stock, scarcely exceeded a dozen items, and when the staples added less than 40 more.

We are just beginning to realize that the astounding and marvelous advance in the production, variety, preparation and transportation of foods, as well as in the enlightenment of the public—in the last 2 decades, demands a type of merchant in keeping with this transformation.

Science and her handmaids failed to lift the retail grocer as a class, and left him to his own devices in coping with the problem of making final distribution of the avalanche of new material which they crowded upon him, and to meet the economic and social changes which came along with them.

Furthermore he was encouraged to remain as he was by the very forces that would have profited most by his early transition to a higher level of service.

The endeavor to meet the situation by organized individualism, or by paternalism, is like the misdirected efforts of a drowning man in the terrible grasp of unknown currents.

The endeavor to swing it into gigantic impersonal and purely automatic machines will only partially and temporarily appease the public.

The solution lies in the training of the individual.

That the American housewife has so loyally and so staunchly supported the independent retail grocer working under the handicap of tremendous and constant pressure without organized effort to fit him to the new times, is to me a most convincing proof that in his hands, and none other, belongs the task of final distribution.

We are in the midst of changes, and the greatest is yet to come. It is generally acknowledged that the situation of today is decidedly different from that prevailing 10 years ago and a greater contrast will be evident between now and 10 years hence.

Are retailers becoming more efficient? Yes, thanks to the progressive leadership of press and organizations. Within the next few years all factors are going to agree on the proposition that we must close the door against the unprepared and the untrained, and the time will come when even the public will demand that it be served by men and women who have qualified for the performance of the service they would give.

The manufacturer, the wholesaler and all interested factors can serve themselves by actively supporting our plan of education.

A Story of Progress

Federal debt declining.
Mine production gaining.
Farm output increasing.
Forest products heavier.
Factory production strong.
Transportation increasing.
Wages and salaries steady.
Dividends a new record.

—LaSalle Extension University
Bulletin.

Babson on Buying

There is an old but true saying "Well Bought Is Half Sold." Roger W. Babson, one of the country's leading business experts, believes that the successful business man of the future will be the one that stresses the importance of the buying end of his business. From the Publishers Financial Bulletin is carried this authority's views on the buying end of business.

About 25 years ago the United States discovered salesmanship. A few pioneers were the first to find the real possibilities of suggestion and persuasion; then gradually the idea took hold and with the aid of advertising agencies, this country has developed, and still has, the greatest army of high grade salesmen in the world.

Better Buying Methods Needed

A similar era of development has now arrived for the buying end of business. There are two main causes which should bring about these developments:

(1) The general drift of commodity prices will probably be downward the coming years. (2) A flood of inventions and scientific developments are being brought out that are revolutionizing many industries; this means that for most businesses to succeed today they must keep abreast of the inventions and developments which might in any way affect them.

The concerns which are doing the most business today are those which have been first to take hold of and adapt new developments.

Purchasing Agents' Opportunities

Getting down to brass tacks—these powerful economic and scientific movements mean that the wideawake concern is going to demand of its purchasing agent a more constructive attitude. It is going to insist that he make an active, expert search for products.

The purchasing agent of the future will be more scientifically trained, he will be informed regarding all the new scientific developments, inventions and processes that affect his business. He will spend part of his day in the various technical and research laboratories testing and searching for new savings. He will spend another part with various trade associations comparing notes and cooperating with others where it is advantageous to do so. He will spend still a third part of the day with his charts, noting the fundamental trends of prices and the effects of economic conditions.

(Continued on Page 24.)



The Surest Way to increase sales of Macaroni Products

Of course, there are any number of things that help greatly in increasing sales. But one of the most important is to get a flavor, texture and color you have faith in—and then to see that these qualities are always maintained.

The first thing to look to is the Semolina. Because both quality and uniformity in Spaghetti and Macaroni depend—most of all—on the Semolina used.

We guarantee the quality and uniformity of every type of Gold Medal Semolina. We stand ready to return your purchase price of any sack of Gold Medal Semolina that is not up to our quality standard in every way.

Tested at the mill—uniformity guaranteed!

First—a corps of chemists analyze and test the Durum Wheat.

Miniature Experimental plant exactly under commercial conditions.

Second—a sample of wheat from every car is ground in the experimental testing mill. The sample of Semolina thus obtained is actually manufactured into Spaghetti or Macaroni in the

Third—the finished product is finally subjected to actual boiling test.

Fourth—only after these tests have proved the wheat equal to our high standard requirements is it unloaded into our storage elevator.

GOLD MEDAL SEMOLINA

WASHBURN CROSBY COMPANY, Dept. 244, MINNEAPOLIS, MINN.—Millers of Gold Medal Flour.

MACARONI STORIES

Not the "Forbidden Fruit"
But the Food of the Great.

Though macaroni is of a vegetable origin it could not have been the fruit that was eaten by Adam and Eve in the Garden of Eden, an innocent indulgence that brought limitless woes to mankind. Forced to rustle for themselves in order to obtain food that their new conditions demanded, it would not be surprising to learn that this first couple found a way of combining the wheat of the field with the water of the earth in making a composition strangely similar to the present day macaroni.

However macaroni, since its origin in the hazy past, has ever been the favorite food of the leaders. The Pharaohs of Egypt enjoyed a product somewhat similar to macaroni, wheat flour and water

being thoroughly mixed, formed into flat cakes and dried in the sun.

In France Louis XIII ordered it from an innkeeper of Tours who had established a great reputation for its preparation.

The favorite dish of that popular poet, Lord Byron, even in a land where they served boar's head and sirloin, was macaroni served with truffles.

A story is told of the famous composer Rossini. He was once invited to dine with Prince Napoleon, in company with Dumas fils and Dore. Rossini was the guest of the hour and macaroni was served in his honor.

Not long afterward Costa, a renowned conductor of the Covent Garden opera,

wished Rossini's opinion of an oratorio of his own composing, and knowing Rossini's liking for macaroni sent him a box of that product to gain that great musician's favor. Days and weeks passed without acknowledgment. At the end of a month Costa received this note: "My Dear Costa—Thanks for the oratorio and the macaroni. The latter was excellent. G. Rossini."

As it was then, so it is now. The greatest people on earth still eat and enjoy this wholesome, economical and health giving food.

Ask yourself occasionally—"What does the customer think of my products?"

system. Here, then, is another vast audience who would be glad to read the story of the health virtues of macaroni.

Arnold Lorand in "Health Through National Diet" says: "Macaroni does not contain any injurious substances, either for the liver or the blood, and thus forms an ideal food for liver and kidney patients."

Lorand also says that macaroni is the ideal food for gouty persons and sufferers from hardening of the arteries, and is "free from purin bases."—New West Trade, Spokane, Wash.

"Boot-leg" Lobsters in Spaghetti

New York's lobster industry, declining in recent years, now faces extinction through the illegal activities of a few men these days who are dragging the bottoms of Gravesend bay with beam trawls to obtain "spaghetti lobsters."

The tiny lobsters averaging 3 inches in length, or at least 6 inches shorter than the legal length of 9 inches from nose to end of shell, are being sold to Coney Island foreigners for 10 cents a pound to garnish spaghetti dishes.

Lobsters when full grown are sold by the fishermen for 45 cents a pound and more but these pot hunters, according to those who obey the law, are not content to wait and by their illegal operations are making useless the expensive efforts of the United States to propagate lobsters.

The pot hunters are working openly in the afternoons, for the inspectors of the state conservation commission, ordinarily

Macaroni---From the Press

Macaroni "Good for Diabetics"

Such is the claim made for certain brands of this food. It is said macaroni shows a carbohydrate reduction of from 40 to 50 per cent, and possesses positive merit for the diet of those afflicted with this dreaded disease. Claims of this sort, from the source obtained, would not have been made unless there was some basis for the assertions. It would seem, then, to be good business for grocers to remember this in connection with sales of macaroni. There are a great many actual sufferers from this disease, and many who think they are so afflicted. Each is seeking that food which will aid them in their fight to recover, and with little chance of its harming, and a reasonable chance of its helping them, it would be considered a favor to such folks to recommend macaroni for a trial.—National Grocers Bulletin.

Spaghetti Is Appetizing

You'll see I'm still harping this week on recipes which will ease the larder strain on Mr. Budget. In counting our penny savers we can't afford to overlook the many delicious, wholesome macaroni, spaghetti and egg noodle dishes. One of the newer items in the canned food world is spaghetti cooked in just right tomato sauce. This food not only

is a perfect meat substitute, being just as substantial healthful and nourishing, but—very important—the price is half that of meat. Best of all this ready prepared spaghetti is so delicious, so easily digested and so satisfying that it is welcomed alike by the dainty eater or invalid or the heartiest appetite. It is excellent for building up young bodies and for giving strength and vigor to the whole family. Chief of the ingredients used in making this ready prepared spaghetti is "Semolina" or "Farina"—the heart of the wheat—which contains just the food elements that build flesh, tissue, red blood and bone.—Boston American.

Macaroni "Good for Gout"

The famous Arnold Lorand of Carlsbad says " . . . Macaroni thus forms an ideal food for liver and kidney patients, as well as arteriosclerosis, gout, hardening of the arteries, etc. Macaroni is excellent in all such cases because it does not lead to the formation of uric acid. Also, macaroni antagonizes intestinal putrefaction."

There are millions of men and women in America who are living in constant dread of hardening of the arteries. They are seeking foods, which, despite their sedentary habits, will keep them nourished and in health without injuring the

March 15, 1927

THE MACARONI JOURNAL

11



PURE
FRESH
SWEET
CLEAN
ECONOMICAL

Unexcelled for noodles

Stocks in principal cities
Write for Samples

ALSO ALBUMEN
AND WHOLE EGG

STEIN, HALL & CO., INC. STEIN, HALL MFG. Co.
285 MADISON AVENUE, NEW YORK. 2841 SO. ASHLAND AVE. CHICAGO.

DIRECT IMPORTERS
ESTABLISHED 1866



on the job in the summer, do not bother to cover the territory in the present season because few fishermen are busy now. In fact, sportsmen say the operations are conducted by 6 boats only, although they often make big hauls. One boat recently dragged up in one day 100 bushels of the spaghetti lobsters.

Gravesend bay in earlier years was a favorite fishing ground for lobster. It was a common occurrence for the 22 foot skiffs to go out, set the lobster pots and after a day's work return with 800 to 900 full grown lobsters. That was only a few years ago. One man reported that such catches were made as recently as 1919. But they are not made any more.

Realizing the decrease of lobsters in the last few years the federal government has spent huge sums to propagate the crustaceans in New England, notably in the colder waters of Maine and Massachusetts.

The young lobsters migrate southward and great numbers move into Gravesend bay. Here they would grow—and would continue to grow now if permitted to do so—until full size, when they may be caught legally.

But their chances for attaining full growth are almost completely ruined by the present operations. The law prohibits the use of beam trawls—boards weighted down with chains so that they scrape the bottom of the bay and drag up everything in their path—inside a line extending from Sandy Hook to Rockaway Point.

The tiny lobsters are brought up and taken to Coney Island creek, where they are eagerly bought by restaurant own-

Dues Cards Are Ready

THE FISCAL YEAR of the National Macaroni Manufacturers Association ends March 31. Within a few days Dues Cards will be distributed to members whose dues are paid for 1927.

Every member should see that his Dues Card in his posted Membership Sign shows that his dues are paid in accordance to the laws of the organization.

The display of a Membership Sign in your office where those who call upon you may see plainly that you are a member of and a supporter of your trade association not only strengthens your position with other trades, but is a silent witness of the fact that you have full confidence in your industry.

A fully paid-up membership strengthens the influence of the National Association. The greater the number of Membership Signs displayed in the offices of Macaroni and Noodle Manufacturers the stronger its influence on the allied business trades.

Dues Cards will be sent immediately on receipt of check from present members. This and a Membership Sign will be sent to new members as soon as their application is approved by the Board of Directors and dues payment is made. Nonmembers are cordially invited to get a National Macaroni Manufacturers Association Membership Sign for display in their place of business. Make application to the Secretary or to any member of the Board of Directors.

Get your 1927 Dues Card EARLY.

ers. The restaurant men cook the thin shelled seafood, which resemble shrimp and run about 32 to the pound, and then mix the edible portion with spaghetti.—Evening World, New York.

Large Producer of Spaghetti

The American people eat 5 pounds of spaghetti per capita a year, records of food statisticians show. Most of the spaghetti, macaroni, and kindred products used to be imported from Italy, but American consumption has grown to

such proportions that 91% of what we eat is now reported as manufactured in this country.

So great a popularity has this form of food attained as reflected in the huge home manufacture that spaghetti in its convenient canned form is even exported to Italy as well as to many other foreign countries. The best of Italian recipes is used in the preparation of canned spaghetti and the dish is entirely complete, and needs only to be reheated before serving.

Some contrast with the condition not so many years back when this now popular American food was labeled "Italian macaroni and spaghetti." Italy has so long been credited with promoting the popularity of this macaroni as an article of food, that it has long been considered as the most favored Italian dish.

But the inquisitive researchers have delved into musty history of the past to find that the Chinese were the earliest producers of this food, a dish that was favored by the upper classes of society. From the Italians, who are credited with its introduction into Europe, it came into France and England. It was in 1880 that demand was noted in the United States. The raising of durum wheat (macaroni wheat) was the initial step toward this huge present day production in this country—Cincinnati Inquirer.

A husband is often a sweetheart with the nerve killed.

BELL RINGER

Prize winner submitted by
Frank J. Tharinger,
President Tharinger Macaroni Co., Milwaukee

AN OLD STORY

She—"I've been reading of a man who reached the age of forty without learning how to read. He met a woman and for her sake he made a scholar of himself within two years."

He—"That's nothing. I knew a man who was a profound scholar at forty. Then he met a woman, and for her sake he made a fool of himself in two days."

Now YOU tell one

A Pure Durum Wheat Product Backed by the Guarantee of the "KING MIDAS" Name

SATISFACTION



QUALITY

SERVICE

There Is No Substitute For Durum Semolina

KING MIDAS MILL COMPANY
MINNEAPOLIS, MINN.

Write or Wire for Samples and Prices

No. 2 SEMOLINA

STANDARD

No. 3 SEMOLINA

Alimentary Pastes Officially Defined--- Effective Immediately

After considering the suggestions made by the trade in connection with the Tentative Definitions and Standards for Alimentary Pastes issued over a year ago by the United States Department of Agriculture, revised and amended definitions and standards were officially announced Feb. 24, 1927. These became immediately effective for guidance of officials of the federal department in enforcing the Federal Food and Drugs Act so far as it concerns macaroni products.

Within 24 hours after announcement was made known the members of the National Macaroni Manufacturers association were advised of the action by circular letter from headquarters. Comments thereon were mostly favorable, though many regretted the lack of an official definition and standard for semolina and farina, a ruling which should soon be made.

The revised definitions and standards for alimentary pastes were recommended by the Food Standards Committee, which is composed of representatives of the United States Department of Agriculture; the Association of Dairy, Food and

Drug Officials of the United States, and of the Association of Official Agricultural Chemists. They cover both plain and egg pastes. Text of the announcement follows:

1. **Alimentary Pastes** are the shaped and dried doughs prepared from semolina, from farina, from wheat flour, or from a mixture of any two or of all of these, with or without salt; and with one or more of the following: water, egg, egg-yolk, milk, a milk product (dried milk, evaporated milk, etc.).
An Alimentary Paste contains not more than thirteen per cent (13%) of moisture, as determined by the vacuum method.
2. **PLAIN Alimentary Pastes** are alimentary pastes made without egg or egg-yolk, or so made that the content of the solids of egg and/or of egg-yolk is, upon a moisture-free basis, less than five and one half per cent (5.5%) by weight.
3. **EGG Alimentary Pastes** are alimentary pastes which contain, upon a moisture-free basis, *not*

less than five and one half per cent (5.5%) by weight of the solid egg and/or of egg-yolk.

4. **NOODLES, EGG NOODLES**, are a form of *egg* alimentary paste which, in the course of its preparation, has been rolled or pressed into sheets or ribbons with or without subsequent cutting or shaping.
5. **WATER NOODLES** are a form of *plain* alimentary paste which, in the course of its preparation, has been rolled or pressed into sheets or ribbons, with or without subsequent cutting or shaping.
6. **MACARONI, SPAGHETTI, VERMICELLI**, are *plain* alimentary pastes, distinguished by their characteristic shapes.
7. **SEMOLINA MACARONI, SEMOLINA SPAGHETTI, SEMOLINA VERMICELLI**, are *plain* alimentary pastes in the preparation of which *SEMOLINA* is the only farinaceous ingredient used, and not distinguished by their characteristic shapes.

National Semolina Standards Committee Reports

The Semolina Standards Committee of the National Macaroni Manufacturers association appointed last October has finally agreed upon tentative Definitions and Standards for "Semolina" and "Farina," which it will present to the Food Standards Committee of the U. S. Department of Agriculture for adoption after it has been subjected to the criticism of the trade. This committee has given serious study to the many suggestions made by macaroni manufacturers, durum millers and other interested trades. In connection with the work trips have been made to Washington, D. C., and Minneapolis.

The tentative Definitions and Standards are simple in form and easily understood. No attempt has been made to define the various grades of semo-

lina with which the Industry has to deal. The proposed text is as follows:

PROPOSED TENTATIVE DEFINITIONS FOR SEMOLINA AND FARINA

SEMOLINA is the purified middlings obtained from the grinding of Durum wheat. It is free from bran and other offal and shall contain not more than 13.5% moisture* and not more than 1% of flour**.

FARINA is the purified middlings obtained from the grinding of hard wheats other than Durum wheats. It is free from bran and other offal and shall contain not more than 13.5% moisture* and not more than 1% of flour**.

*Moisture shall be determined by the official method for cereal products of the Association of Official Agricultural Chemists.

**Flour is all the product passing through a 10 XX silk cloth when bolted for two minutes at approximately 125 gyrations per minute or the product obtained by any other method giving equivalent results.

Now that the committee has something definite to offer comments thereon may be more easily made. Chairman Frank L. Zerega of this committee and his coworkers are interested in having the views of the leaders in the industry.

Other members on this committee are Joseph Freschi, James T. Williams and L. E. Cuneo.

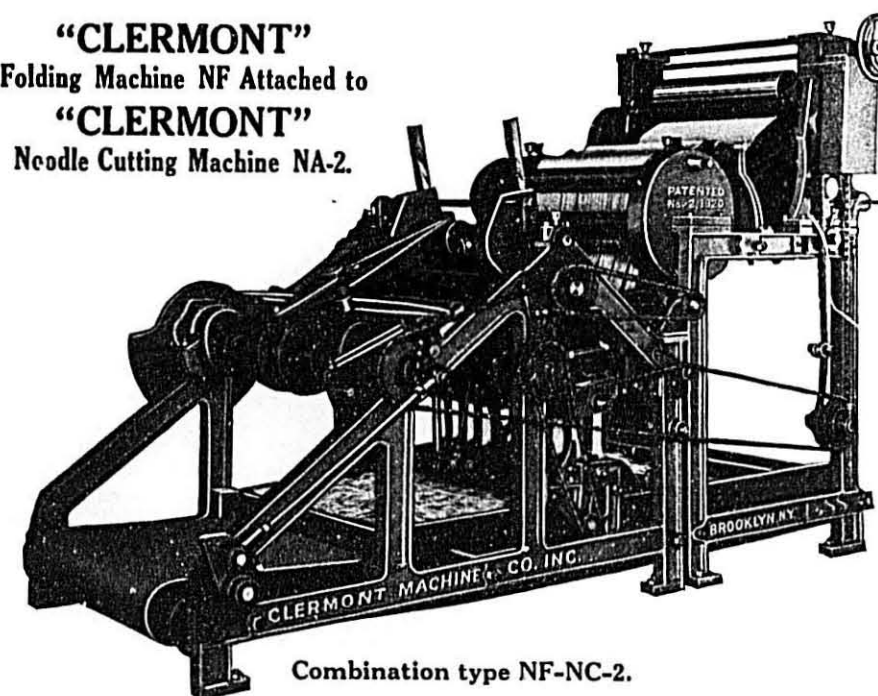
It is now more essential to the welfare of the trade than ever to have our basic raw material definitely and clearly defined, particularly since the announcement of the Revised Definitions and Standards for Alimentary Pastes by the United States Department of Agriculture on February 24, 1927.

This announcement appears above, on this page.

INTRODUCING

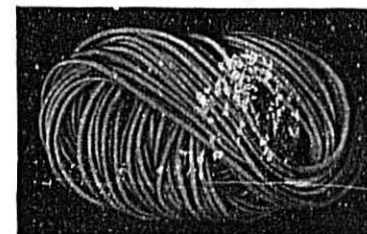
the

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



Combination type NF-NC-2.

Shape of the
noodle folded by
this machine.



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

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

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

Write for catalog and detailed information

CLERMONT MACHINE COMPANY

77-79 WASHINGTON AVE.

BROOKLYN, NEW YORK

WHY DO WE NOT HAVE WHOLE WHEAT MACARONI?

A Reader Wants to Know Why I Do Not Advocate Macaroni and Spaghetti Made of Whole Wheat--The Answer Is That Nobody Will Eat It.

By Milo Hastings
Director Physical Culture Food Research Laboratory

The idea of making macaroni out of whole wheat—that is, wheat containing the bran—has been proposed many times. And it has been tried out and a few small fortunes have been sunk in the effort to induce people to eat it. The trouble was that while there were people willing to try it once, few ever came back with a repeat order, and you can't make a success, advertising and selling a 15 cent article when the user never comes back for a second package.

Macaroni is a high gluten wheat flour prepared in a certain mechanical form. This flour is made into a stiff dough with water and this dough, technically called "paste," is forced under high pressure through perforated plates, with a wire hung in the center of each hole in the steel plate, which causes the paste to come forth in the hollow tube formation. In spaghetti a smaller perforation is used and the wire omitted, the result being the small solid rod of spaghetti.

High gluten wheat flour is capable of this peculiar mechanical processing, because it hangs together in these long, slim rods or tubes, and the pressure that has been applied is so great that these unique forms are afterward retained even when the dried product is put into water and cooked.

All this is mechanical treatment and mechanical effects only and has no effect on the substance. But the nature of the high gluten product, free from the bran, is essential to this mechanical processing, both in its manufacture and its cooking and serving.

The presence of bran, no matter how finely ground, destroys the power of the gluten to hold these forms. It simply falls apart due to the separation of the gluten by the bran flakes. The only whole wheat macaroni that I ever saw was elbow macaroni, that is, it was cut up in short bent lengths, evidently because it could not be made into the long tubes. Theoretically, it should taste as good in short lengths as in long lengths, but in practice it didn't, because when you tried to cook it, it ceased to be macaroni and became mush.

After one trial of the product I decided that when I wanted whole wheat I would eat it in some of the numerous other palatable forms, and when I wanted macaroni I would eat macaroni. If one likes macaroni, and is worried about getting his share of the bran, then the sensible thing to do is to eat more bran. You could even serve the bran with the macaroni and get a more palatable dish than by the effort to make the macaroni with the bran in it. But if you ate the bran any time during the day the final effect would be quite the same.

Of course the same argument might be applied to white flour bread, and it is true enough that one could separate the white flour and the bran and then put them back together and have practically the same effect as if they had never been separated. In fact people in making bran muffins often do that very thing, and it takes a very clever observer to tell such muffins from whole wheat muffins. But there is no point to be gained in such separation in case of bread, and there is in case of macaroni.

I am not recommending macaroni to be served in the place of bread but in the place of meat. Macaroni, especially with cheese added, is a popular meat substitute and has been very helpful in enabling many people to break away from the idea that they must serve meat 3 times a day. This idea of macaroni and cheese as a meat substitute came out of the theory that we needed a high protein food to replace meat. But that really isn't so much the point as that we need to find some warm, tasty dish that we can serve in somewhat similar fashion and that takes the place on the table of the meat serving. As proof of this practical point you can drop into any restaurant where they have good macaroni (or spaghetti, which is the same thing), and find people ordering it as the main dish of the meal. These people would never think of going to a restaurant and ordering a meatless meal with nothing but bread and butter, fruits and vegetables.

The same effect can be obtained from a really excellent serving of baked beans,

and it is this practical effect of providing dishes that people will accept as "meat substitutes" that makes these products very helpful aids in diet reform.

It is the diet reform as a whole that counts rather than the exact ingredients of any particular dish. The use of white bread is objectionable because we use bread in large quantities 3 times a day, and because too often it is used in addition to other foods that are also weak in fiber and minerals. A meal of white bread, meat and macaroni would be a bad meal and I am not recommending it. But a meal of whole wheat bread and macaroni and cheese would be a very good meal.

It Works for Others, and—

Some day the macaroni manufacturing industry will arrange to have compiled dependable statistics on production, sales and future deliveries that will be invaluable information in guiding our business activities. That may come this year or next, and may even be 10 years off, but come it must.

Statistical information is a business asset which many other trades could not get along without. Here is what the monthly bulletin of the National Paper Box Manufacturers association thinks of this feature of its association work:

STATISTICAL INFORMATION

That the members appreciate the statistical service of their national association is evidenced by the number of reports which are being received showing the assets and liabilities and a profit and loss statement for the 12 months ending Dec. 31, 1926. You may send your figures to the National Office with the assurance that they will be seen by no one except those actually engaged in compiling the statistics, and the figures will be referred to only by number.

A study of business statistics by Wolf & Company was undertaken a few weeks ago for a group of paper box manufacturers. The results have been so satisfactory that those members who have received tabulations are enthusiastic in their support of the plan.

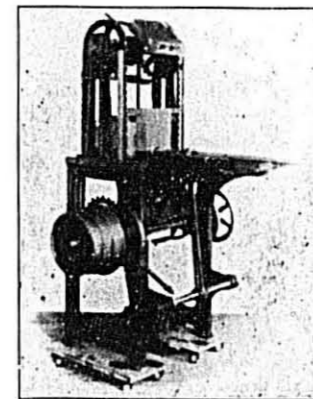
It is the intention of the national association to increase the value of statistics for the industry and we feel sure that when sufficient returns have been received to make compilation of the figures possible all the members will see the advantage of furnishing such information as may be called for.

A pipe smoker never held up a train.

TO THE USERS OF

Peters Package Machinery

The Peters Automatic Carton and Liner Feeding Apparatus for Peters Forming and Lining Machine has been perfected. This device automatically feeds cartons and sheets (from a roll) of lining paper to the Peters Forming and Lining Machine.



We are now booking orders for the Automatic Carton and Liner Feeding Apparatus.

Full information obtained from our Engineers.

PETERS MACHINERY COMPANY

4700 Ravenswood Avenue

CHICAGO, U. S. A.

Macaroni for Late Supper

The late supper seems to be gaining popularity, especially among the indoor sports who enjoy several "rubbers" of bridge, or games of 500, and among the outdoor sports who return cold but happy from their skating, hiking or sleighing party. Because this supper is served rather late in the evening, it should not include foods that will cause digestive disturbances. As the main dish Italian macaroni may be prepared early in the evening and served with rolls, celery, dessert and beverage. The main dish may be elaborated by adding cheese and tongue in an excellent recipe for this late supper which is as follows:

Italian Macaroni

- ¾ pound macaroni.
- 2 tablespoons butter.
- 1 tablespoon flour.
- ½ cup well seasoned stock or
- ¼ teaspoon beef extract dissolved in ¼ cup water.
- ¼ teaspoon paprika.
- ¼ teaspoon salt.
- ½ cup well reduced tomato pulp.
- ½ cup grated cheese.

Cook the macaroni until tender in boiling salted water, then drain. Make a sauce of the butter, flour, seasoning and liquids. Add the drained macaroni and stir occasionally until it becomes heated through. Then add the grated cheese. Lift the macaroni with a fork and spoon so as to mix thoroughly with the cheese. Serve immediately. A more hearty dish may be served by adding one cup of cheese, or three fourths of cold tongue cut in small slices and then into strips. The tongue will be added just before the cheese.

A Spanish dish may be served as an occasional change. This may also be prepared in advance and heated before serving, though this one is better served immediately.

Spanish Macaroni

- 2 cups macaroni (broken into inch pieces).
- 1½ cups milk.
- 1 tablespoon butter.
- 1 teaspoon mustard.
- 1 teaspoon salt.
- ½ cup minced ripe olives.
- ½ cup cheese grated.
- ¼ cup cooked green peppers (chopped).
- 2 tablespoons chopped pimentos.
- ¼ cup buttered crumbs.
- Pepper.

Cook macaroni in boiling salted water until tender. Make a white sauce of the flour, milk, butter, mustard and salt; add cheese and green peppers and cook slowly until cheese is

melted. Put a layer of macaroni into a buttered baking dish, then a layer of the cheese mixture and olives and pimentos; repeat until all ingredients have been used; cover with buttered crumbs and bake in a moderate oven for 20 minutes.

Trade Mark Bureau

The United States Printing and Lithograph company of Cincinnati, O., in an announcement to the macaroni trade invites all macaroni manufacturers to take advantage of its very efficient and up to date Trade Mark Bureau. It reads:

One of the service features which we supply our customers and prospective customers is our Trade Mark Bureau. This was established 17 years ago to furnish a service not possible for our customers to obtain in any other source. In this bureau we have a total of 840,000 registered and unregistered brand names now in use for all kinds of products. These names are indexed and cross indexed so they can be easily located under any heading.

The trade marks and brand names registered in the patent office at Washington can easily be searched but the unregistered names, far greater in number than the registered one, are the ever present source of danger of duplication and infringement, because they are somebody's property. All these names must be investigated before a new brand can be used with any degree of security against interference of property rights. This vast field of brand names represents the accumulation of 50 years, during which this company has done a nation wide business with labels and cartons.

Our bureau is receiving a greater number of inquiries each year. It frequently happens that someone will write us asking for an investigation of as many as 20 different trade marks in a single letter, but with the 840,000 names on record, with the history and the facts relating to them carefully tabulated, we can handle 10 times the inquiries if users or prospective users of trade marks or brand names will only take the trouble to consult us. In all modesty we can say that our bureau is filling a long felt need in the mercantile world.

The function of our trade mark bureau is to investigate and search titles and originate trade mark designs. Our list of names is growing from day to day—we keep up to date on matters pertaining to this most important subject, from a variety of sources.

We invite and urge all to seek the advice of our bureau—this comprehensive service involves no charge.

Keep your eye on big men, and you are bound to become bigger.

Listing Trade Ills

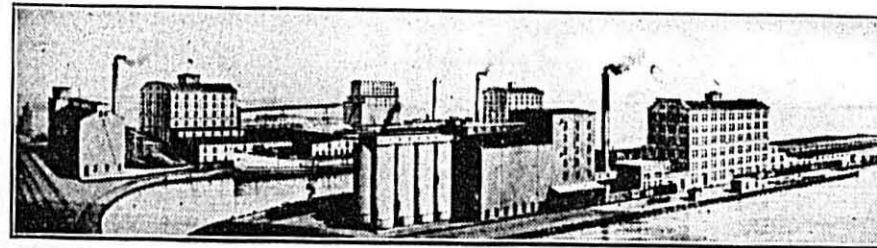
Fifty business men representing 35 trade associations meeting in Chicago under the auspices of the Trade Relations Committee of the Chamber of Commerce of the United States decided that there were many reprehensible trade practices which need correction. These are ordinarily classed as unethical but they fall also within the category of economic wastes.

16 of Them

As an indication of what business could do in the way of self regulation or self government it listed some of these practices. Among these are:

- Unjust returns of merchandise.
- Failures to deliver at appointed time.
- Misrepresentations of merchandise by salesmen.
- Unreasonable cancellations.
- Disregard of shipping instructions.
- Salesmen promising things employers cannot fulfill.
- Selling competitors when line is stated to be exclusive.
- Salesmen urging retailers to overbuy.
- Failures to confirm orders.
- Delivering merchandise not according to samples or to specifications in an order.
- Accepting orders which cannot be delivered.
- Delivering more than was ordered.
- Taking discounts not earned.
- Delivering imperfect or soiled goods.
- Unreasonable demands for concessions.
- Delivering invoice ahead of goods.
- How many of these apply to the Macaroni Manufacturing Industry? No one firm is guilty of all of these condemned trade practices. Are there any of us who are not practicing at least one of them?
- Setting up the necessary machinery for the correction of these abuses is now recognized as the immediate task of business self government. Once that is done it can move to higher levels and go into wide fields to set up standards of ethical business practice.

Have you ever noticed that "American" ends in "I CAN"?



HOURGLASS BRAND Semolina and Flour

Quality of First Consideration

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

Every Sack Guaranteed

Location Enables Prompt Shipment
Write or Wire For Samples and Prices

DULUTH-SUPERIOR MILLING CO.

Main Office: DULUTH, MINN.

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

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

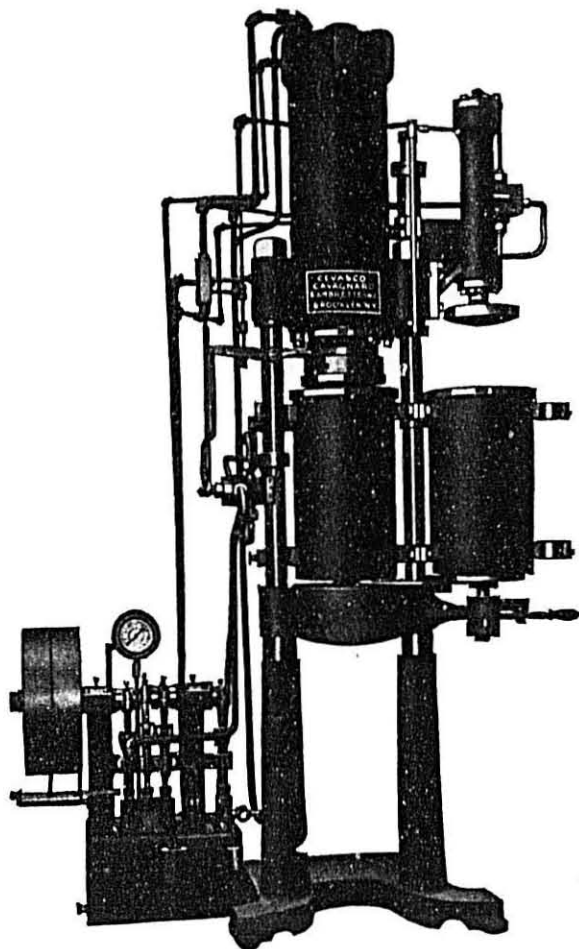
Consolidated Macaroni Machine Corporation

FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.

I. DeFrancisci & Son

Designers and Builders of High Grade Macaroni Machinery



Vertical Hydraulic Press with Stationary Die

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

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

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

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

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

AT LAST! The Press Without a Fault.

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

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

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

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

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

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

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

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

DIE PLATEN. The die platen or support is divided into three (3) sections for the 13½ inch and two (2) sections for the 12½ 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

Consolidated Macaroni Machine Corporation

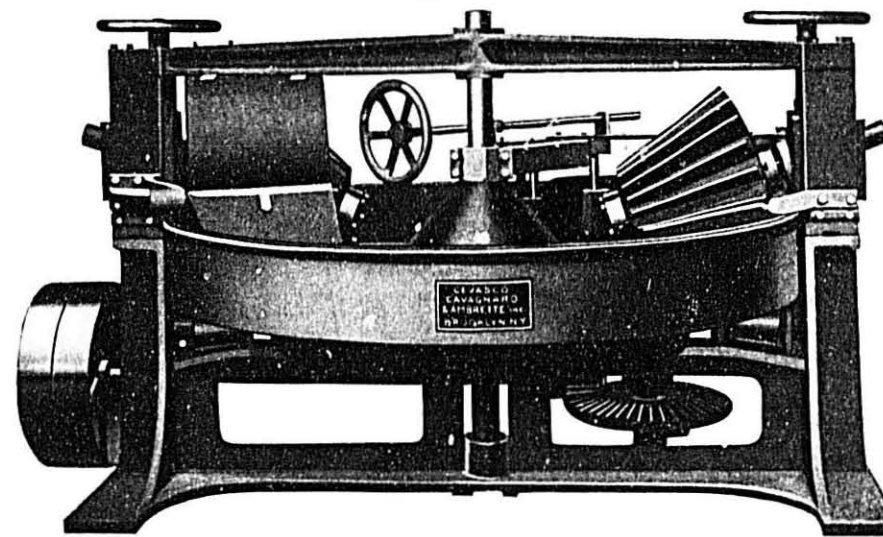
FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.

I. DeFrancisci & Son

Designers and Builders of High Grade Macaroni Machinery

Type K-G.



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

Specialists in everything pertaining to the Macaroni Industry.

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

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

HYDRAULIC PRESSES:--Vertical and Horizontal.

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

156-166 Sixth St.

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

159-171 Seventh St.

Address all communications to 156 Sixth Street.

156-166 Sixth St.

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

159-171 Seventh St.

Notes of the Macaroni Industry

Grand Opening

On Feb. 1, 1927, the new plant of A. Palazzolo & Co., 712 Central av., Cincinnati, Ohio, was thrown open for public inspection. Invitation cards were sent to civic, industrial and business leaders of the community announcing the establishment of a macaroni and noodle factory that is equipped with the most scientific sanitary machinery for the production of wholesome macaroni and noodles under the brand name of "Cincinnati."

The officials of the company greeted the guests on their entrance to the plant and every operation was explained, many of whom saw their first macaroni plant in operation.

The trip of inspection started in the semolina room where the large and efficient flour handling outfit installed by the Champion Machinery company of Joliet, Ill., was shown in operation, skillfully handling raw material on its way to the mixers, kneaders and presses where the visitors paused longest while learning how the hole was made into macaroni. After a trip through the drying rooms the guests gathered in the general offices where tokens in remembrance of the opening of the plant were distributed.

Heater Causes Fire

Fire last month slightly damaged the Middlesex macaroni factory on Court st., Hartford, Conn. The fire originated from a defective heater used in heating the plant. The damage is estimated at less than \$500 and the plant was able to resume production within a few days.

Overcome Fire Loss

The United States Macaroni Manufacturing company at Spokane, Wash., suffered a heavy loss due to the first fire in Spokane this year. It occurred just as the whistles and bells of that city announced the coming of the new year, according to President V. De Felice.

The loss was \$40,000, partly covered by insurance. Because the plant was brick and there was a regular night watchman on the job the firm felt secure, but a spark from an electric motor in the drying rooms, that operate 24 hours daily, started the disastrous fire.

Undaunted, President De Felice set out to repair the damage, and on February 7 the remodeled plant was in

operation. Concrete and plaster replaced woodwork; new machines are in the place of the damaged ones and additional equipment has been installed to fully care for the rush of orders that piled up during suspension and have continued to pour in.

Install Large Press

To meet steadily increasing demands for their products, Peter Rossi & Sons of Braidwood, Ill., have just installed one of the large Elmes presses in their plant. This new machine will be used in making the short cut grades that are becoming very popular throughout the central states. It is the acme of perfection in macaroni machines according to its builders, the Charles F. Elmes Engineering Works of Chicago, Ill. Felix J. Rossi of the macaroni firm supervised its installation.

Remodel To Increase Capacity

The West Virginia Macaroni company plant in Clarksburg, W. Va., has undergone extensive remodeling to standardize an increased production, according to A. W. Robertson, general manager. The plant has a floor space of over one third of an acre. The company is capitalized at \$100,000 and manufactures 2 brands, "Splendid" and "Pan Handle," which are known in West Virginia and adjoining states. In addition the whole plant has been rearranged for convenience of production and shipment. A warehouse has been erected. A 14" horizontal press for short goods has been installed as well as an accompanying mixer and kneader of the proper capacity. To properly supply all of its mixers, kneaders and presses, a new semolina handling outfit has been installed with automatic scales, hopper and water tempering tanks.

Increased production necessitates enlarged drying space. To take care of this additional drying rooms have been laid out and equipped with additional short goods driers. The firm is now in a position to take better care of its regular business and to handle the promised increase along this line.

Cuneo's Treat

The Connellsville Macaroni company under able leadership of the Cuneo Brothers has been popularizing macaroni products and "La Premiata" brand in particular by serving them properly

to church and fraternal organization on festal occasions. On February 7 this company supervised preparation and serving of a spaghetti supper to augment the new building fund of the First Presbyterian church of Glassport, Pa., near McKeesport. Several hundred people enjoyed this food as they never had before, because of its preparation in accordance with one of the most highly approved spaghetti recipes. The Connellsville Macaroni company added to its host of friends, and the macaroni industry gained many new consumers.

Miller Forms Investment Firm

Guy A. Thomas, formerly a director of Washburn Crosby company, and which organization he frequently represented at the macaroni conventions, has formed the Guy A. Thomas Company, Inc., with headquarters at 208 S. La Salle st., Chicago, and with branch offices in New York, Buffalo and Minneapolis. The purpose of the company is to originate and underwrite issues of investment securities, mainly of an industrial nature.

New Pillsbury Storage Plant

The Pillsbury Flour Mills company has awarded a contract for 100,000,000 bushel grain storage plant at Atchison, Kan. The improvement will cost approximately \$250,000. M. A. Lehman is general superintendent of the Atchison property.

Armour Grain Company Guilty

After nearly a year of quiet investigation Armour Grain company, as a corporation, was declared guilty of fraud in connection with the failure of the Grain Marketing company in 1924. The arbitrator, Edward E. Brown, vice president of the First National bank, gave his decision last month, based on evidence submitted, and damages amounting to \$3,000,000 and costs were awarded to the Grain Marketing company, Rosenbaum Grain Corporation and Rosenbaum Brothers. Payment of damages must be made on or before July 10, 1927.

In the hearing it was alleged that wheat owned by Armour Grain company in its Northwestern elevator was "kited" in grade and valued when the transfer was made to the Grain Marketing company, an organization supposedly controlled by farmers and grain men. The arbitrator found that the failure of this

March 15, 1927

THE MACARONI JOURNAL

23

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

Let us be your "Package Counselors."

CONSULT OUR
TRADE MARK BUREAU.

No new brand should be adopted without a thorough investigation of its availability.
The complete history of \$29,200 brand names is on file in our trade mark bureau.
We search titles and help safeguard against infringement. Write us for particulars. The service is free.

The United States Printing & Lithograph Co.
Color Printing Headquarters

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

latter concern was due to "the sale of bad grain" by the Armour Grain company and that said bad grain contaminated the good grain with which it was mixed. Some of the best counsel in the country represented the various interests concerned in one of the most important grain suits ever held in the country.

Equiped By Champion

Several macaroni and noodle plants

United States Macaroni Exports for January 1927

Figures released by the U. S. Department of Commerce covering the exportation of macaroni products for January 1927 show a large increase over that for the same month last year. It was not, however, up to the December exports which were considerably above the average.

751,000 lbs. of macaroni products were shipped from the various American ports during January 1927 as against 950,000 lbs. in December 1926 and 621,000 lbs. in January a year ago.

The macaroni export business has

have recently installed some new Champion equipment, according to F. A. Motta, secretary of this live concern. During February a large automatic flour handling outfit was placed in the Creamette company plant in Minneapolis. A reversible brake and noodle mixer was installed for the Hartig's All-Egg Noodle company at Osceola, Ind., and a diversified order was obtained from a new concern that is erecting a plant in Harrisburg, Pa.

alleged infringement on machines for folding noodles and methods of folding. (Because of the great interest in the industry as to the outcome of this suit, the decision will be reviewed in full in the April issue.—Ed.)

Personal Notes

Introducing the new representative in the Northern Illinois District, F. R. Warner of Joliet, J. E. Coolbroth, general manager of the King Midas Mill company of Minneapolis, called last month at the headquarters of the National Macaroni Manufacturers association at Braidwood. He was on a trip east to interest the macaroni manufacturers in the company's semolinias.

B. F. Wallschlaeger, formerly manager of the St. Louis office of the Washburn Crosby company, has been promoted to a similar position in the larger office in Chicago.

Mr. and Mrs. James T. Williams left Minneapolis on February 27 for an extended tour of the western and Pacific coast states. They planned to spend about three months enjoying a well earned vacation. Their itinerary will take them along the coast with an extended sojourn in southern California.

Frank J. Tharinger, recently made president of the Tharinger Macaroni company, spent several days last month in Minneapolis getting first hand information about semolina manufacture and market conditions.

New British Label Law

In July 1927 the British Sales Food Act recently passed by Parliament and approved by the Crown will go into effect. It is of particular interest to American exporters of foodstuff, as it concerns weights and measures of package goods.

The law requires that the package shall bear a plain and readily read statement of the weight or measure of the prepared food and establishes definite quantities in the prepacked foods. Provision is made for loss, shrinkage and evaporation by the statement that it "shall not be deemed untrue if it is shown that it was true at the time of packing or of importation, and the original wrapper or container has remained intact." Though it places an additional burden on the retailers, the new law appears to have very general support.

Clermont Company Wins

Judge D. J. Campbell of the Federal Court, Eastern District of New York, handed down an important decision on Feb. 26, 1927, in the famous case of C. F. Mueller Company vs. Clermont Ma-

chine Company, wherein the latter was charged with infringing on patent rights of the former. The case was bitterly fought by an array of counsel, including some of the leading lawyers of the east, representing both plaintiff and defendant. It was a suit in equity for the

EXPORTS OF MACARONI BY PORTS AND COUNTRIES OF DESTINATION

	January 1927							Total
	New York	New Orleans	Philadelphia	Baltimore	Washington	San Francisco	All Others	
Netherlands	26							26
Turkey	20							20
United Kingdom	154		7	21			1	215
Canada				3	22		58	83
Guatemala	1					1		3
Honduras	14							14
Nicaragua	1					1		2
Panama	4							42
Mexico	31	78				3	22	134
Newfoundland	3							3
Bermuda	1							2
Jamaica		2						2
Cuba	13	52					1	66
Dominican Republic	7	34						41
Dutch West Indies								1
Haiti			10					10
Colombia								1
Venezuela								6
British India								1
China						3		4
Java and Madura								2
Japan						6		7
Philippines						3		3
Australia						1		44
New Zealand						1		14
British South Africa								3
TOTAL	304	288	7	24	22	19	83	751

Patents and Trade Marks

A monthly review of patents granted on macaroni machinery; also applications and registration of trade marks used on macaroni products:

PATENTS

No patent rights were granted in February 1927 according to the Official Gazette of the U. S. Patent Office.

TRADE MARKS REGISTERED

During that month the registration of the following trade marks was announced:

Egg Dainties

The trade mark of Ronzoni Macaroni Co., Inc., Long Island City, N. Y., was registered Feb. 1, 1927. Application was filed Aug. 21, 1926, published in the Official Gazette Nov. 9, 1926, and in the December issue of The Macaroni Journal. The company claims use since Aug. 7, 1926.

The trade mark is the trade name in heavy black type.

Gold Medal

The trade mark of the Illinois Macaroni company, Chicago, Ill., for use on alimentary pastes. Application was filed

April 13, 1925, and published Feb. 22, 1927, the date on which it was registered, this registration not being subject to opposition. The company claims use since about Sept. 1, 1913.

The trade mark is the trade name in capital letters made with 2 heavy border lines and shaded by lighter lines.

TRADE MARKS APPLIED FOR

Opposition to the registration of any of the following applications must be made within 30 days of their publication by those who might be interested in action of this kind.

Highlawns

The private brand trade mark of the National Grocery company, Detroit, Mich., and Decatur, Ill., for use on a variety of grocery products, among them being macaroni, vermicelli, spaghetti, macaroni pastes and nudelin. Application was filed Dec. 24, 1925, and published Feb. 1, 1927. Firms claim its use since July 1, 1918.

The trade mark is the trade name "Highlawns" above a landscape showing a cottage on a hill around which skirts a body of water.

Coney Island

The trade mark of Calogero Costanza

doing business as C. Costanza Macaroni company, Coney Island, N. Y., for use on its macaroni products. Application was filed Nov. 16, 1926, and published Feb. 1, 1927. The company claims use since June 1926.

The trade mark consists of the trade name in fancy outlined capital letters appearing above a water front scene of the famous Coney Island.

Sunny

The private brand trade mark of B. A. Raiton company, Chicago, Ill., for use on a large variety of grocery products including macaroni, spaghetti, noodles and vermicelli. Three applications are filed the same date, the first aiming to register the trade mark as a whole and the other 2 portions of the same trade mark. Application was filed Oct. 12, 1923, and published Feb. 8, 1927. Owners claim use since about 1922.

The trade mark is in three parts: First it desires to register the trade name "Sunny," then a figure consisting of several shaded circles through the center of which appears the letters BARCO and finally a combination of the two.

The American market is a quality market.

MALDARI'S INSUPERABLE MACARONI BRONZE DIES

with removable pins

Quality

Trade Mark
Reg.
U. S. Patent Office



Workmanship

Service

Satisfaction

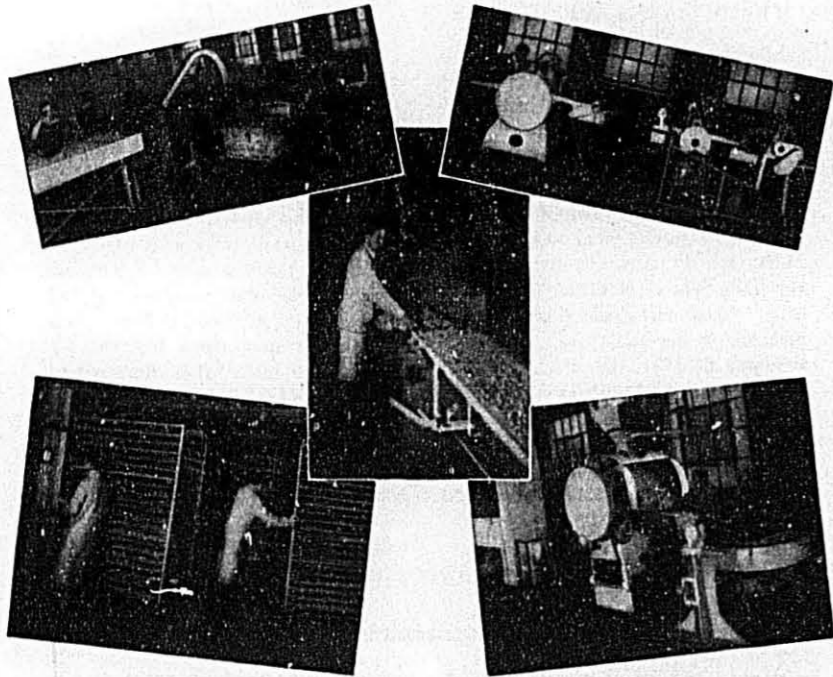
F. MALDARI & BROS., Inc., Now at 178-180 Grand Street
NEW YORK CITY

SEND FOR CATALOGUE

Established 1903

Commercializing a Home Made Product

How Egg Noodles Have Become a Favorite in Chicago Homes



From the International Grocer

In 1900—27 years ago—Mr. I. J. Grass opened a small delicatessen store in Chicago's south side. In addition to the usual light stock of canned and package foods, Mr. Grass carried an assortment of cooked delicacies prepared by Mrs. Grass in her own kitchen. Soon this home cooking department became the biggest part of the business. Its fame was spread throughout the south side of the city by the enthusiastic praise of the hundreds who patronized Mrs. Grass' home cooked food.

One dish that was particularly favored was Mrs. Grass' Egg Noodles. It was prepared in accordance with Mrs. Grass' own recipe, passed down to her by her mother, and used by her for years. Only fine ingredients were used—the best wheat flour mixed thoroughly with a liberal supply of fresh eggs.

Finally the demand for Mrs. Grass' Genuine Egg Noodles became so great that the delicatessen store was sold and the entire attention of Mr. and Mrs. Grass was given to the manufacture and sale of the one product.

The growth from the first small manufacturing plant to the present new factory was phenomenal. As fast as production was increased, exceeding the demand until today most of the high grade groceries and delicatessens in Chicago and suburbs sell Mrs. Grass' Genuine Egg Noodles.

The new daylight factory is a monument to the unusual growth of this business—a strictly modern, sanitary plant covering 4 city lots, and equipped with everything necessary to turn out the product exactly as it was made by hand years ago. The same recipe is followed to the letter and though it is all mechanically done there is absolutely no difference between the noodles which Mrs. Grass sold in the delicatessen and those that are now sold in the familiar yellow package.

In the fall of 1926 the I. J. Grass Noodle Co. was incorporated with Mr. Irving Grass, treasurer and general manager; Mrs. I. J. Grass, president, and Sidney Grass, secretary.

It is particularly interesting to note that a great deal of the special machinery required to mix, cut, and roll

the noodles was designed by I. J. Grass. The accompanying photographs show several of these machines in operation and give an idea of the sanitary conditions existing in the factory.

Mrs. Grass has developed dozens of recipes for the use of noodles in puddings, salads, desserts, etc., so that today the housewife is being educated to the fact that noodles are good for many things besides soup, and instead of an occasional purchase of a package of noodles she is making egg noodles a part of the menu several times a week.

Adhering strictly to its first policy to make only the highest quality products the firm has developed into one of the leading noodle manufacturers in the central states. It is an active member of National Macaroni Manufacturers Association, a strong supporter of its policies and activities.

1926 Imports and Exports

America's commerce in macaroni products showed a decrease in both quantity and value during 1926. Both the import and export business was adversely affected. According to the figures compiled by the U. S. Bureau of Foreign and Domestic Commerce importation of this foodstuff decreased about 1,200,000 lbs. for the year ending Dec. 31, 1926, and the exportation fell off nearly 300,000 lbs.

Imports

During December our imports reached the low figure of 592,877 lbs. valued at \$49,213. During December 1925 imports totaled 800,692 lbs. worth \$57,922.

For the year 1926 the exports totaled 5,225,245 lbs. valued at \$396,151. The decrease is noticeable when compared with a total importation of 6,408,878 lbs. during 1925, the value of the latter imports being \$454,146.

Exports

The December 1926 exports were considerably above those of the previous year. In that month 950,353 lbs. were exported bringing \$85,576. In December 1925 our exports totaled 849,329 lbs. valued at \$71,588.

Our total exports for 1925 brought American manufacturers and exporters \$711,122 for a total shipment of 8,272,526 lbs. During 1925 we exported 8,557,218 lbs. worth \$728,765.

It costs money to advertise; also not to advertise.

CROOKSTON-SEMOLINA

From
Amber Durum Wheat

STRONG and UNIFORM
and of a WONDERFUL
COLOR

For Quality Trade

Crookston Milling Company
CROOKSTON, MINNESOTA



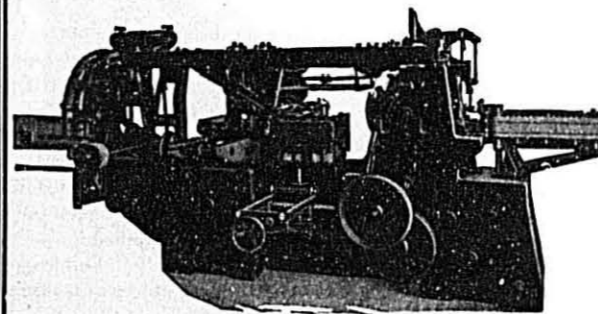
Meets Every Requirement of "The Ideal Container"

The Stokes & Smith
Tight Wrapped Package



The Machine

Stokes & Smith Automatic Package
Wrapping Machine.
Capacity, 60-80 tight-wrapped packages
per minute.

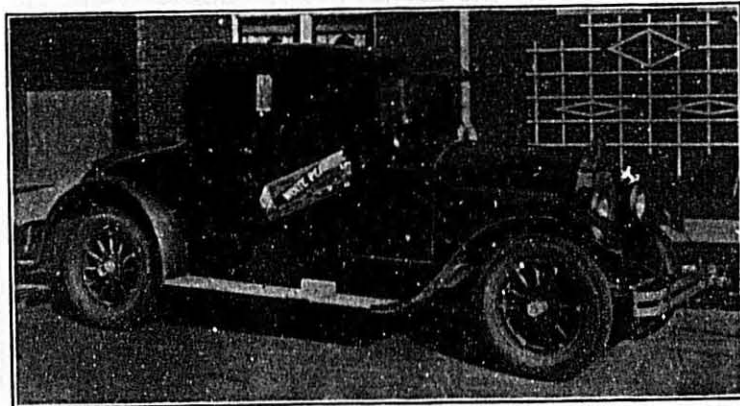


The Tight Wrapped Package, which has long been used for Flour, Cereals and other products, is now coming into use for Macaroni, Spaghetti, Noodles, etc. The many advantages of the Tight Wrapped Package, as wrapped on the Stokes & Smith Package Wrapping Machine, make it the ideal container for food products.

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

STOKES & SMITH COMPANY
Summerdale Avenue and Roosevelt Boulevard
PHILADELPHIA, U. S. A.
British Office: 23 Goswell Road, E. C. 1, London

Motorizes Sales and Delivery



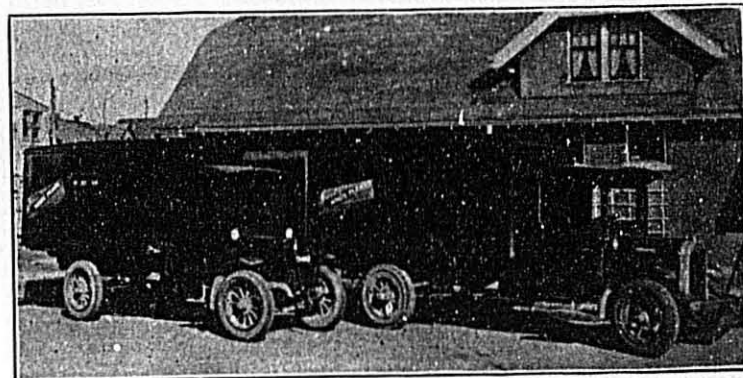
Type of motorcar in which salesmen of the Tharinger Macaroni Co., Milwaukee, Wis., visit the trade.

Because a large percentage of its output is marketed within easy reach of its plant in Milwaukee the Tharinger Macaroni company finds it most practical to use trucks in macaroni deliveries. Its natural market includes the city of Mil-

waukee and neighboring counties reaching from the Illinois border on the south to Green Bay on the north and west, nearly to the Mississippi river.

When a merchant sees this car stopped at the curb it is not necessary to ask, "I wonder what this fellow is trying to sell?"

Federal and Diamond T. trucks are used for delivery purposes. Two of this



Typical motortruck deliveries utilized by the Tharinger Macaroni Co., Milwaukee, Wis.

Its salesmen are furnished with Willys-Knight cars of the coupe style. On the doors are painted reproductions of the package of its "White Pearl" brand in the original, attractive colors.

Perfect Protective Plan

The macaroni manufacturers through the National Macaroni Manufacturers association have been invited to join the leading food trades of the country in an organized fight against unjust and fraudulent claims for defective or injurious

food products. The protective plan recently submitted by A. E. Phillips, Charles Wesley Dunn, and H. F. Thunhorst, respectively president, counsel and secretary of the American Grocery Specialty Manufacturers association, was

generally accepted at an interassociation meeting last December in New York city.

The plan has been officially submitted to the members of the National Association in booklet form. The preface which explains the purposes of the plan, is as follows:

Unfounded claims of injury from consumption or use of product constitute a serious problem. Some are honestly but mistakenly made. Others are not. It is the latter which give concern.

For several years this association has taken cognizance of claims of such injury, made upon members. It has requested a report of them for record in order to discover repeaters (including lawyers and physicians); it has recommended a thorough investigation of them and a refusal to pay those found to be groundless; it has advised with respect to them and the law upon the subject.

Members have reported approximately 550 claims, made for the most part in the last 3 years. Of such claims about one in 10 involved litigation and about half resulted in a money settlement. The total amount paid in settlement exceeded \$32,000. Excluding several abnormal settlements, the average amount paid in settlement was \$75.

The record disclosed that several claimants and lawyers were parties to more than one claim. Their names have been placed on a "watch list." It further disclosed that the claims are principally from the larger eastern cities—New York and Boston in particular; that an extraordinary large number are from Cambridgeport, Mass.

Our investigation establishes that (1) groundless claims which are apparently dishonest are increasing; (2) their increase is due to a general disposition to pay them, knowledge of which is spreading; (3) a broad remedial plan is necessary, involving strong and coordinated action by all manufacturers and dealers interested.

Such a plan we herewith present. We invite all food trade associations to cooperate in it. We also invite the cooperation of all other nonprofit trade associations interested, and that of the organized restaurateurs and hotel keepers.

Full details of the proposed protective plan will be sent to all who are interested. It is being carefully studied by leading macaroni men to determine how helpful it may prove to this industry.

Machinery in Motion

C. E. Holcomb, assistant of A. J. Fischer, manager of the Durum Department of Pillsbury Flour Mills company, called on Secretary M. J. Donna on March 8 at the headquarters of the National association. He had just completed a circle tour calling on macaroni manufacturers in the eastern and central states. Mr. Holcomb stated that the machinery has already been put in motion for the 1927 convention of the Macaroni Industry in Minneapolis next June with the object of making it the best ever held.

Wood Shipping Containers

MADE from Nature's ideal box woods--Red gum or Cottonwood. Maximum strength and nail-holding qualities, combined with neat, clean appearance.

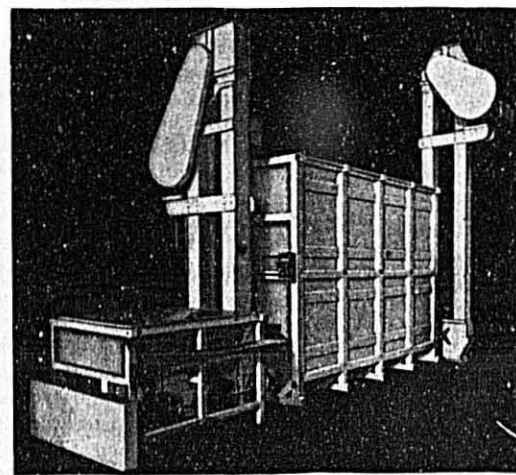
We endeavor to give you a good substantial package at a reasonable price. We keep cost down by preventing useless waste in manufacturing, using up our narrow stock in the bottoms, making them in two pieces held together with two corrugated fasteners, the joint between the two pieces being sealed with tape. Bear in mind that unwise or unnecessary box specifications ALWAYS increase cost to the manufacturer and are reflected in sales price to the consumer.

We solicit an opportunity of figuring on your wood box requirements

ANDERSON-TULLY CO.   MEMPHIS TENNESSEE

Good Wood Boxes

STANDARDIZATION



The present day tendency in Macaroni and Noodle plants is to standardize production and quality.

To do so, standard machines are the first necessity.

Our experts are at your service in planning any changes in your present plant or in making plans for a new one.

Practically all of the modern plants in America are now using our standardized Flour Handling Outfits, our Mixers and Noodle Brakes.

Let us show you how you can save labor and cost of manufacture and still put out a better product of uniform quality.

CHAMPION MACHINERY COMPANY
JOLIET, ILLINOIS

Grain, Trade and Food Notes

Wiltshire With King Midas

Charles H. Wiltshire has been appointed to represent the King Midas Mill company in West Virginia and southern Ohio. In connection with his other duties he will call upon the macaroni trade in that section.

Frank B. Connolly Dead

The retail trade of the country lost a dominant figure through the sudden death of Frank B. Connolly of San Francisco on January 3. Death followed a short illness due to a general breakdown that followed overwork. He was president of the Pacific Coast Retail Grocers association, secretary of the San Francisco Retail Grocers association and of the California State Association of Retail Grocers. At the same time he served as editor of the Retail Grocers Advocate, a peerless publication that has greatly advanced the interest of retail trade on the Pacific coast.

A little over a year ago the late Mr. Connolly made friends with the macaroni representatives who attended the convention of the American Grocery Specialty Manufacturers association in Washington and had frequently evidenced deep interest in the welfare of this industry.

Canon Heads Cannery

At the general session of the National Cannery association convention the week of January 24 in Atlantic City, Harry L. Canon of Bridgeville, Del., was elected president to serve during 1927. He succeeded Elmer E. Chase of San Jose, Cal., who voluntarily retired.

The other officers elected were: first vice president, Wade L. Street of Rochester, N. Y.; second vice president, Leonard E. Woods of San Francisco; secretary-treasurer, Frank E. Gorrell of Washington, D. C.

The convention was one of the best ever held from the point of attendance and enthusiasm. The convention of the National Cannery association may be termed a series of meetings of various groups of canners and distributors, among which are the tomato, corn, beans, peas, fruits and similar canning sections. This year the wholesale grocers held a meeting in connection with the canners with a viewpoint of ironing out controversial questions concerning packing and distribution.

Winter Cheese President

Edward F. Winter, of Gillett, Wis., was elected president of the Wisconsin

Cheese Makers association at the annual convention. He also won first prize in the show. Other officers were reelected. Reports showed that Wisconsin produced 14,000,000 lbs. less cheese in the past year than in the preceding year, partly as a result of increased milk usage by condensaries in the Chicago territory.

Resolutions were adopted demanding a higher tariff on cheese to block imports of Canadian cheese into the states, Charles Laack of Plymouth, president of Farmers Call Board, said: "Canadians are selling at 13c and 14c per lb. comparable to our 25c cheese and process cheese producers, now a predominating factor in the market, are using Canadian cheese instead of domestic.

Potato Crop Below Average

According to information from various governments on this year's crop, the International Institute of Agriculture at Rome in the November number of the International Crop Report and Agricultural Statistics publishes the following forecasts on potato production in the northern hemisphere (in million centals):

Countries—	1926	1925
Europe (18 countr.).....	1,780.2	2,206.6
Canada and U. S. A.....	259.9	237.9

Total (20 countr.).....2,040.1 2,444.5

Average

	1920	1909	to 1924	to 1913
Europe (18 countr.).....	1,861.6	2,072.4		
Canada and U. S. A.....	309.8	261.5		

Total (20 countr.).....2,171.4 2,333.9

The estimates already to hand extend to about 85% of the aggregate crop of potatoes in the northern hemisphere, exclusive of Russia; they fully confirm the forecasts of a short world yield which were formulated by the institute, since the year's results so far as ascertained are 16.5% below the corresponding figures in 1925, 6% below the 5 year average from 1920 to 1924, and 12.6% less than the prewar average.

European production has decreased by nearly 440,000,000 centals, although the area cropped remains almost the same as in 1925. The extraordinary rainfall of the summer and the long drouth which followed were detrimental to development, and the yield of tubers is one of the lowest in recent years.

The largest European growers, such as Germany, whence figures are only just to hand, and Poland, indicate a notable

decrease (240,000,000 and 100,000,000 centals, respectively), as compared with last year. In North America also the yields are very unsatisfactory, since they are little better than those of 1925.

Mill Adds Cereal Line

The Commander-Larrabee Corp. which operates 15 flour mills having a total capacity of 28,000 bbls. a day will branch out in the package cereal business with headquarters in Minneapolis. It will start its new line with the manufacture of package cake flour after which other cereals will be added as its officers direct. W. H. Sudduth, vice president of the corporation, made the announcement at the annual meetings of the brokers that handle the nation wide distribution of its products.

The new product is known as Airy-Fairy flour and made its appearance on the market last month. The company is a \$20,000,000 corporation doing \$50,000,000 of business every year.

Benjamin B. Sheffield is president; W. H. Sudduth, Martin Luther and Harry G. Randall are vice presidents.

Champion Company Elects Officers

W. E. Fay was reelected president of the Champion Machinery company, Joliet, Ill., at the stockholders' meeting of the organization last month. Frank A. Motta was reelected vice president and secretary, while his brother Peter D. Motta was reelected treasurer.

Mr. Fay has been president of this concern several years. Under his management it has greatly extended its business until today it is one of the leading machinery firms for the bakery and macaroni trade. Established in 1888 it manufactures flour handling outfits, kneaders, and mixers, besides a long variety of baking machinery.

World Wheat Production

Production of wheat for 1926 for 39 countries reporting to December 31 amounts to 3,313,536,000 bus., an increase of .9% over last year, when these same countries produced 3,283,280,000 bus., or about 98.3% of the estimated world total, exclusive of Russia and China. The wheat crops of 26 European countries total 1,229,753,000 bus., a decrease of 12% from the large crop of 1,397,514,000 bus. in 1925. Russia and Ireland are the only countries regularly reporting for which no estimates have as yet been received. Production figures for Germany and Poland for all grains have been revised downward, according to a cable

March 15, 1927

THE MACARONI JOURNAL

31

Color in Macaroni

Government legislation prohibits the use of Artificial Color in Macaroni, Spaghetti or Noodles.

You can produce better goods with the desired rich, golden color by using the proper proportion of

CERTIFIED EGG YOLK IN YOUR PRODUCTS

Our research laboratories have compiled complete information to meet your color and quality problem. Write for this service gratis to you.

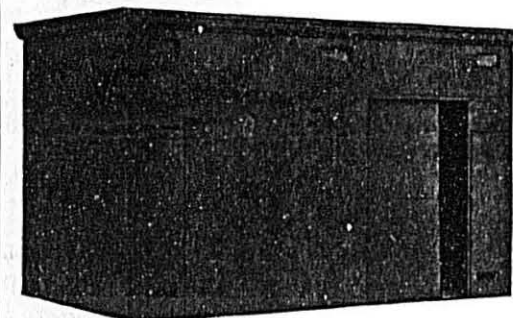
"Certified Egg Products for Better Business"

JOE LOWE CO. INC.

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

IANIERI'S

Drying System for Macaroni

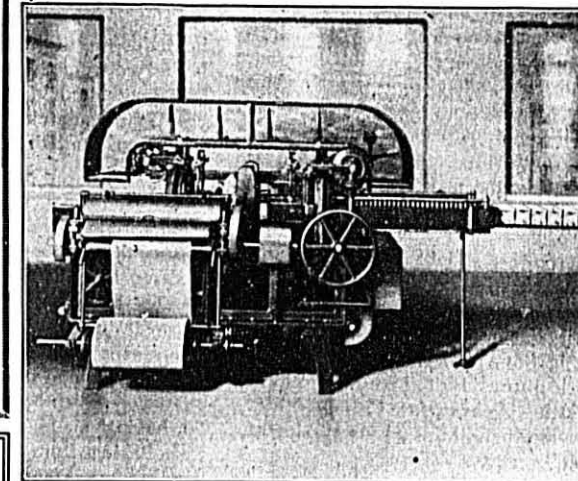


Room Model "B"
for Large Macaroni Plant
holding from 3000 to 7000 lbs.

JOHN IANIERI COMPANY
553 NORTH 63rd STREET
PHILADELPHIA, PA.

A Wax Wrapped Carton Is Superior
to An Unwrapped One for the
Following Reasons:

Superior Protection
Cleanliness
Appearance



JOHNSON'S MACHINES insure a tight, properly sealed wrap, and accentuate transparency of the paper used.

Money spent for wax wrapping the Johnson Way pays dividends through increasing sales.

No other method of wrapping cartons provides such protection for their contents.

We are also manufacturers of complete packaging units consisting of net or gross weight scales, bottom and top sealing and lining machines.

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

Branches: New York — Chicago — London

JOHNSON
AUTOMATIC PACKAGING MACHINERY

from the International Institute of Agriculture. New estimates of grain crops for Denmark and Scotland have been received in which the crops are all less than last year's figures except Scottish wheat, which is slightly above last year.

Testing Wheat for Protein

Protein content has become of increasing importance in determining the price paid for any particular lot of wheat. On occasions when the supply of high protein wheat has been less than the demand, premiums of as much as a cent have been paid for each added tenth of one per cent of protein over a given basic amount.

Protein tests by different chemists often do not agree within one tenth of one per cent even when the ability and conscientiousness of the chemist are beyond question, with the result that numerous complaints are heard regarding the making of protein tests on wheat.

To determine how close different laboratories should be able to report protein results on the same sample of wheat as well as to explain why these variations occur, was the subject of investigations reported in Department of Agriculture Bulletin No. 1460-D, "Testing Wheat for Protein with a Recommended Method for Making the Test."

The sources of error which occur in making protein tests have been carefully studied and as a result a standard procedure is recommended to eliminate these errors. Suggestions are given also regarding how close independent laboratories should agree when making protein tests.

A copy of the bulletin may be obtained by writing the United States Department of Agriculture, Washington, D. C.

New Figures on Meat

A revised mimeographed circular containing estimates of annual meat production and consumption covering the years 1907 to 1925 inclusive has just been issued by the United States Department of Agriculture. Seven tables with supplementary comments show the number of animals slaughtered in the United States for each year, and also the production of the various kinds of meat by classes. The report makes possible comparisons of the calendar year 1925 with preceding years. A table showing per capita consumption of dressed meats and lard, together with figures on imports

and exports, supplements the production tables.

Noteworthy recent developments in the meat situation have been an increase in the beef supply and a decrease in pork production. Since 1921 beef supplies have risen steadily each year. In 1925 the total production of 7,146,000,000 lbs. was almost exactly 1,000,000,000 lbs. larger than the total for 1921.

The enormous pork production in 1923 and in 1924 fell off more than 1,000,000,000 lbs. in 1925, which means that upward of 10,000,000 fewer hogs were slaughtered in that year than in either 1923 or 1924. However the present size of the farming and meat packing industries of the United States may be judged from the fact that the number slaughtered in 1925 exceeded any year in history excepting only the 2 years above noted.

Joe Lowe Manager Resigns

Ellis Baum, well known salesman of the Joe Lowe company, manufacturer and distributor of eggs for noodles, has resigned to accept a position with the Continental Baking company. He becomes salesman of the cake division of that organization, a position which he is well qualified to fill having made a special study of cake baking from the egg viewpoint with his former employers. Mr. Baum has frequently attended the conventions of the macaroni industry where his ability as an entertainer gained him many admirers and his business acumen many lasting friends.

1926 Durum Wheat Yield Light

According to figures compiled by the U. S. Department of Agriculture covering the durum wheat production last year a big decrease is shown from the 1924 and 1925 crops. In spite of the fact that the 4 leading durum wheat states reported a total acreage much in excess of previous years the late yield per acre greatly reduced the final figures on the crop.

The table given below shows the acreage yield per acre and the total production of durum wheat in the four leading wheat states during the past three years.

State	Durum Acreage			Wheat Yield per acre			Production		
	1924	1925	1926	1924	1925	1926	1924	1925	1926
	1,000	1,000	1,000	Bus.	Bus.	Bus.	1,000	1,000	1,000
	acres	acres	acres				bus.	bus.	bus.
Minnesota	126	146	234	21.5	15.2	14.0	2,709	2,219	3,276
North Dakota	2,757	3,170	3,804	16.3	14.6	9.5	44,939	46,282	36,138
South Dakota	865	900	765	15.4	13.9	6.4	13,321	12,510	4,896
Montana	78	64	60	18.0	10.0	8.6	1,404	640	516
Total four states	3,826	4,280	4,863	16.3	14.4	9.2	62,373	61,651	44,826

Champion Employees Celebrate

Employees of the Champion Machinery Company, Joliet, Ill., and their families enjoyed a delightful entertainment that is annually provided by the firm, on Saturday evening February 26. Several hundred guests of the firm attended a special performance in the Rialdo theatre, after which they went to Alpine hall where dancing and cards were enjoyed. At midnight supper was served with noodles as a premium and popular dish. The noodles served were made by a firm that operates several of the well known Champion noodle brakes.

This annual affair was supervised by President Wm. E. Fay, Secretary Frank A. Motta and Treasurer Peter D. Motta, who worked hand in hand with a supervising committee of employees.

Veto of Haugen-McNary Bill

The Haugen-McNary bill which has been sponsored for several years as a farmers' relief measure finally passed Congress in February only to be vetoed by President Calvin Coolidge. It passed the United States Senate on February 11 by a vote of 47 to 39 and was adopted by the House of Representatives on February 17 by a vote of 214 to 178.

President Coolidge's veto message was the longest that ever accompanied a bill that did not have the approval of the executive. He questioned the constitutionality and soundness of the legislation. Owing to the pressure of other bills there was no opportunity in the short term Congress, that expired March 4, to again act on this farmers' relief bill that has been attracting ardent supporters and equally strenuous objectors.

Tight Wrapping Macaroni

Marketing food products in tight wrapped packages is a business trend that is receiving considerable attention among manufacturers and distributors. That is the conclusion of Stokes & Smith company, Philadelphia, one of the leading manufacturers of tight wrapping machinery, this opinion being based on the numerous inquiries that reach it from different fields of food manufacture.

On the grocers' shelves may now be found distinctive, well wrapped pack-

2/A-SEMOLINA

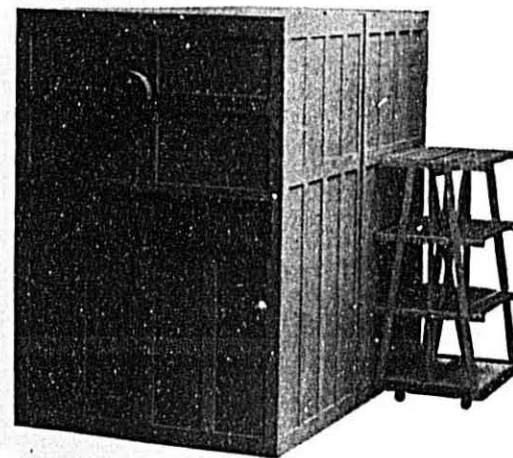


The carefully selected durum wheat from which it is made has gluten characteristics particularly suited for making the highest grade of semolina. Butter is colored artificially to please the eye. The same rich, golden color is obtainable in Macaroni by using 2/A semolina without the use of artificial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

CAPITAL FLOUR MILLS, Inc.
MINNEAPOLIS MINNESOTA SAINT PAUL

BUHLER BROTHERS' for "Quality"

Works at Uzwil, Switzerland



The Long Goods Dryer Model Q. P.-IV
Capacity 1350 lbs.

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- Perfectly straight goods.
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- No heating necessary.
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Sole Distributor for Buhler Machinery
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J. A. GERWEN, Western Representative
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CHICAGO, ILL.

ages of macaroni, spaghetti, coffee, tea, sugar, flour, cereals, dried fruits, to bacco, crackers, soap powders, etc. Tight wrapped packages are among those most highly advertised.

Stokes & Smith company has just published a 12 page booklet entitled "The Modern Package — Tight Wrapped." From cover to cover this booklet is filled with valuable informa-

tion to those who are interested in this form of food marketing. It is profuse with cuts of actual installations or reproductions of attractive and vermin proof packages. The booklet will be sent to all who are interested if a request is mailed to the office of the publishing firm, Stokes & Smith Company, Summerdale Av., Philadelphia, U. S. A.

Foodstuffs 'Round the World

From the Weekly News Release Embodying Reports Submitted to the United States Department of Commerce by Foreign Representatives.

Italian Market High

During the first half of January the Italian wheat market underwent minor fluctuations caused largely by the exchange movement, according to E. Humes, office of commercial attache at Rome. The price of domestic wheat averaged 180 to 185 lire per quintal, whereas imported hard wheat was maintained at over 200 lire, having even gone as high as 210 lire. During the latter half of the month, the market was calm with prices firm about at the above levels with a tendency to strengthen toward the close of the month. The following tables show trends of wheat and flour prices on the Genoa markets throughout the month:

Wheat Prices Per Quintal (3.67 bus.)					
	Dec. 24	Dec. 31	Jan. 7	Jan. 14	Jan. 21
Domestic:	Lire	Lire	Lire	Lire	Lire
Soft	185	180-182	172-177	178-182	178-182
Imported:	Dols.	Dols.	Dols.	Dols.	Dols.
Manitoba No. 2	6.24	6.27	6.24-6.30	6.20	6.13
Amber Durum No. 2	6.58	6.53	6.55-6.58		

Flour Prices Per Quintal (200 lbs.)					
	Dec. 23	Dec. 30	Jan. 7	Jan. 14	Jan. 31
Official Standard Grade	Lire	Lire	Lire	Lire	Lire
	230	225-227	225	229-230	227-229
Semola SST	271-278	267-270	263-266	266-272	265-272
SS	266	264	260	266	263

On January 29 domestic wheat was quoted on track Milan at 180 to 182 lire per quintal, Manitoba 183 to 185 lire, no quotation being given for durum wheats.

Bread prices remained unchanged, and the standard loaf is still selling at 2.65 lire per kilo (5.1 per pound).

Activities in Canadian Wheat Pool

It is now reported that the Alberta wheat pool will undoubtedly be granted a lease on government elevator No. 1 at Vancouver, states a recent report from H. S. Tewell, American consul at Vancouver. This elevator has a capacity of 2,050,000 bus. The new Vancouver harbor board has approved the lease and it is understood that the terms are now being arranged.

The leasing of a government elevator at Vancouver to private interests has been actively opposed by the city council and various trade organizations, the fear being expressed that in reducing the elevator space available to individual grain shippers the traffic of grain through this port would be retarded. The

employed. Their idleness results in a loss of revenue borne by taxpayers in general.

Russia Big Grain Factor

Estimates of the Russian grain shipments passing Constantinople for the week ended February 24, derived from the most authoritative reports available in Constantinople, were as follows: Wheat 466,000 bus.; corn 532,000 bus.; rye 373,000 bus., according to cable from H. B. Smith, special representative of the Department of Commerce in London.

Russian exports of all grain* for the present marketing season from July 1 up to February 1 is unofficially reported at 2,760,000 short tons compared with 1,760,000 short tons for the same period of 1925-26, according to cable from U. S. Agricultural Commissioner G. C. Haas at Berlin. This indicates an increase of about 57%. Exports of wheat, barley, and corn from the southern ports only have been previously reported for about the same period from various sources at only about 30% above last year.

Grain loading in Siberia the first half of

February was about one third below expectations. This reduction is not surprising in view of the transportation difficulties and poor weather conditions previously reported. Visible farm stocks reported for many districts of Russia amount to 5,290,000 short tons, 71% above last year. These stocks are concentrated in the hands of the rich peasants, who are presumably able to hold their grain until prices are satisfactory. Crimea was undergoing severe cold the middle of February. Earlier reports had mentioned heavy snows over southern Russia and if they covered the Crimea this cold should not be detrimental.

Argentine Grains to Europe

Exports from Argentina from January 1 to February 25 included the following in thousand tons: Wheat this year 938 (34,462,000 bus.), last year 435 (15,982,000 bus.); corn 1,098 (43,228,000 bus.), last year 476 (18,740,000 bus.); oats 118 (8,129,000 bus.), last year 141 (9,713,000 bus.) according to cable from A. V. Dye, commercial attache at Buenos Aires. Total agricultural exports from the first of the year have amounted to 2,490,000 tons, or a weekly average of 312,000 tons. Grain is moving at the full capacity of the railroads and storage facilities but all ports are glutted. The ocean freight market is strong. There is a good European demand for new Argentine wheat and the prices have held steady considering the large crop. Foreign linseed buyers are apparently well stocked and interest in this commodity is declining.

Exportable surpluses of February 1 were as follows in thousands of metric tons: Wheat, 3,885 (142,735,000 bus.); linseed 1,470 (57,874,000); old corn 8 to 9 hundred or from 31 to 35 million bus. Harvesting and threshing operations are practically completed with results fully confirming expectations of a large crop, characterized by good quality. The new corn is in excellent condition and a huge crop is expected.

Babson on Buying

(Continued from page 1.)

Selling of the future will resolve itself more into a question of laboratory rather than language, that price and quality will be the predominating elements, and that real salesmanship will lie more in the product itself. We have all doubted Emerson's saying, that people will beat a path to the door of the man who makes a better mousetrap. It may not be true of the majority of the public, but it will be true of the future purchasing agent.

Which purchasing agent made the most money for his mill, the one who shaved a little off the cost of cotton or the one who bought rayon? Which man would you rather have working in your plant, the buyer who won a trifling concession on varnish or the one who sensed public favor for the new type of finish? Don't make the mistake of thinking that those are rare cases. There are similar opportunities in every line of business.

OUR NEW BRAND

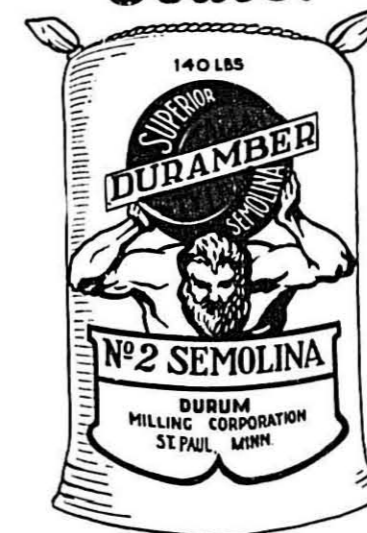


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Minneapolis, Minnesota

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

1 1/2 bbl. Mixer
Hydraulically Tilted.

81-inch Kneader
Capacity 2-3 bbls.

Elmes Vertical Presses in Operation. Mixers and Kneaders on Balconies.

Inside Packed
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Inside Packed Short-cut
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A Publication to Advance the American Macaroni
Industry.
Published Monthly by the National Macaroni
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Vol. VIII March 15, 1927 No. 11

Questions and Answers

Saffron Flavor

Q. Is it permissible under the federal laws to label noodles as "Saffron Flavored" when the only purpose evidently is to use "saffron coloring matter"?

A. The federal ruling on artificial coloring of macaroni products issued Jan. 15, 1926, strictly prohibits use of "added coloring materials" of any kind. If in obtaining the so-called "Saffron Flavor" added coloring matter is used, the goods are illegally made.

Big Plant Idle

Q. What has become of the big macaroni plant formerly owned by the Cleveland Macaroni company, Cleveland, O.?

A. The plant was leased for several years by Mapl-Flake Mills but is now operated by McLaren Cone company. It is not known whether the presses are being operated for macaroni making.

Tariff Increase

Q. Is there any prospect for increased tariff on macaroni products imported from Europe?

A. No immediate increase is in sight.

Trip Through Semolina Mill

Q. I am interested in seeing one of the semolina mills in operation. Note that a trip through the mills is on the program for the 1927 convention in Minneapolis next June. Is it necessary to be a member of the National association to attend this annual convention? What is the cost of membership?

A. The open sessions of all macaroni conventions are always open to all

manufacturers and allied tradesmen. Membership dues range from \$25 to \$100 a year depending upon your classification. Will be glad to see you in Minneapolis June 13, 14, 15, 1927.

Bundle Tyers

Q. Please tell me the name and address of a firm that manufactures a bundle tying machine capable of tying 5 lb. bundles of macaroni or spaghetti.

A. We know of no such machine.

Export Duty

Q. Is there an export duty on American made macaroni? What tariff adjustment is made on imported macaroni intended for reexport?

A. There is no export duty on macaroni. Macaroni coming to this country for reexportation is treated as a through shipment and not as one with United States as its designation. It is not subject to duty.

Macaroni Books

Q. Where can I find a book that will explain in detail every process of macaroni manufacture?

A. We know of no dependable authority in book form.

Wants Spanish Section

A Spanish section in this publication would find favor among the macaroni and noodle manufacturers in Cuba and other islands of the West Indies according to the proprietor of "La Prosperidad," Fabrica De Fideos y Pastas Alimenticias De Hernandez Y Arroyo of Cienfuegos, Cuba. On this island there are about a dozen plants most of them with small production capacities but operated by men who are interested in their business, as evidenced by their requests for and subscriptions to The Macaroni Journal. Facing a previous demand that we add an Italian Section and the possibility that the Chinese and Japanese may request a section in their language, it is considered most practical to "stick to the American language" as the means of carrying messages to the macaroni trade of the world.

To Be Progressive, Be Practical

By C. C. Connelly

Practical people advance more rapidly than those who let theory rule them. Intellectual pride and superiority complex has and is holding back those who have potential possibilities.

We can't live in the past; today is here and we must build for tomorrow. Advertising is the most powerful means

of selling the public and is progressive. Those who take too long to think things over and do not advertise are not practical, are not progressive. They stand in their own light and fight their own shadow forever.

Truthful advertising will sell any idea that has merit. First comes the appeal and then comes the dressing up or embellishing the appeal. DON'T LET THE OTHER FELLOW GET THE CREAM AND LEAVE YOU THE SKIMMED MILK. You are as good as he, but you are keeping it a secret. If you want more business, spend some money and get it. Don't build a high wall around yourself and your business. GET OUT AND MINGLE. Adopt some of the practical and progressive methods that are being used today. Don't regard them as innovations. Leave the detail work for others.

Cultivate a practical, progressive mind. Ask for constructive suggestions. Many will gladly give them if encouraged. DON'T FORGET TO ADVERTISE.

WANT ADVERTISEMENTS

Five cents per word each insertion.

Wanted—12½ inch used upright hydraulic press in good condition. Give price, etc. A. Riccobono, 1107 Dauphine St., New Orleans, La.

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1 Tub Mixer 1½ bbls.
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Good Assortment of Dies
500 Drying Trays
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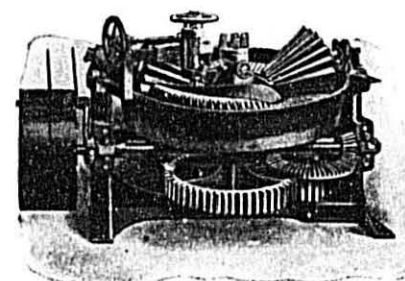


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NOTE—Our shooks are made from tasteless and odorless gum wood. Sides, tops and bottoms are full one-quarter inch thick and one piece. All ends are full three-eighths inch thick.

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

The Macaroni Association

Every successful line of business has an efficient, smoothly running trade organization. Ours will become such when it gets deserving support—financial and moral—from the leaders in the trade. Active Members are admitted into this Association when their character and integrity are such that they can be expected to contribute their share toward upbuilding of the organization and the industry. If you so classify, Mr. Non-Member, we welcome you.

Dues Time Approaching

The fiscal year of the National Association starts April First. On that date the 1927 dues of Regular and Association Members become due and payable. The 1927 Dues Cards are ready at the office of the Secretary and will be sent immediately on receipt of check for dues so that it may be inserted in the Membership Sign showing that the firm displaying it is in good standing in its trade association.

Worth Thinking About

While business conditions may not be as good as some would make it appear, they surely are not as bad as some would paint them. All of which calls to mind a statement made by a veteran banker: "In my long experience I have frequently seen the United States going to hell, but I have never yet seen it get there."

Early Birds

For some unknown reason there have been more inquiries than usual concerning the 1927 conference of macaroni manufacturers which is scheduled to be held June 13-15 in Hotel Nicollet, Minneapolis.

It's a little early to be making plans as to how and when you will go but it isn't a bit too early to get ready to go when the time arrives.

Semolina Next

We now have an official definition and standard for alimentary pastes. They are termed as products made from "semolina" or "farina." That's fine, but what is "semolina" and "farina"? The trade knows in a general way what constitutes these products but officially we have no definition or standard for them. It is up to the macaroni industry to help establish fair standards and much has already been accomplished along this line.

Help! Help! Help!

Convention programs are planned to please those who are invited to hear them. For that reason suggestions from the trade will always be given proper consideration. Tell the Secretary what you would like in the way of addresses, papers, resolutions, entertainment, etc., for the 1927 conference of the industry. Have you a pet subject for discussion? A favorite speaker? A particular hobby that will prove interesting and educational? Let's have it within the next few weeks. Thank you!

Lenten Meals

Macaroni manufacturers who have not put into operation well devised plans for increased sales of their products during this season of Lent have not taken full advantage of this annual opportunity that awaits the progressive fellows in the trade. A quarter of a million people are waiting to be told how to vary their diet in keeping with Lenten regulations which they observe, and to fail to tell them that macaroni, spaghetti and noodles offer a splendid variety is almost criminal negligence. The consumption of these products should be doubled during this season. If not, then you're to blame.

Pay Your Subscription

The subscription price for The Macaroni Journal for one year is only \$1.50 in this country, yet many overlook this important matter. This is merely a fraction of the cost of publishing this trade paper of which the macaroni industry is proud. If you are not now in the "Paid Subscribers Class," join it by sending in your check in payment of this small subscription bill and insure regular delivery of every issue as same is published.

Like Head—Like Purse

(Apropos of the "Bell Ringer" credited to E. Z. Vermylen in the February issue of this magazine, he modestly submits a sequence in poetic form that is equally to the point. Here is the second "breeze" by "Longfellow" Vermylen on the "Price Cutter.")

Although I lead in many lines,
My forte is not concocting rhymes,
Whoever wrote that little poem,
The fact remains I do not know 'em.
Yet I agree with all he said,
For when that "cutting" fool was dead,
Post mortem proved that like his head
His bank roll was—
EXCELSIOR.

JOHN J. CAVAGNARO

Engineers and Machinists

Harrison, N. J.

U. S. A.

Complete
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Kneaders

Mixers

Mould Cleaners

Cutters

Brakes

Moulds, Etc.

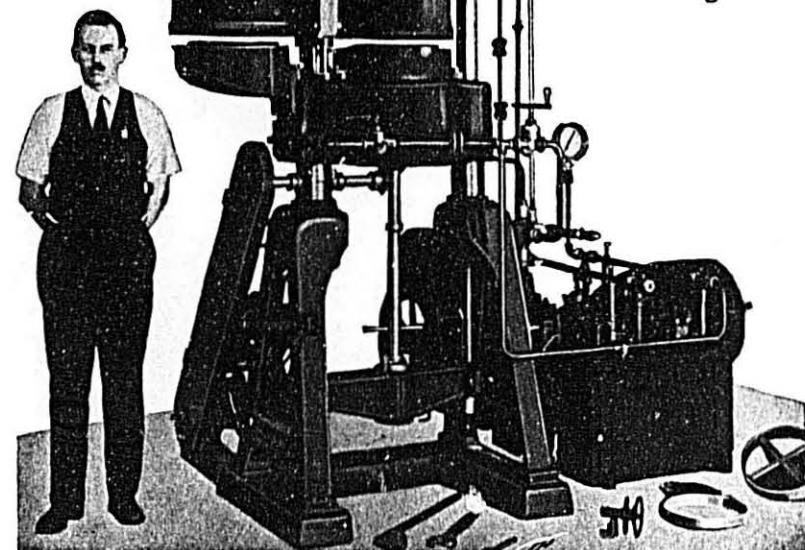
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largest in use.

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Specialty of
MACARONI MACHINERY

Since 1881



As the oldest millers of durum wheat, we have had the longest experience in supplying products for macaroni making. This experience is reflected in the exceptional quality of Pillsbury's Semolina No. 2 and Pillsbury's Durum Fancy Patent.

Pillsbury Flour Mills Company

"Oldest Millers of Durum Wheat"

Minneapolis, U. S. A.

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