

**THE
MACARONI
JOURNAL**

**Volume 9,
Number 8**

**December 15,
1927**

The Macaroni Journal

Minneapolis, Minn.

December 15, 1927

Volume IX

Number 8



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



Merry and Happy

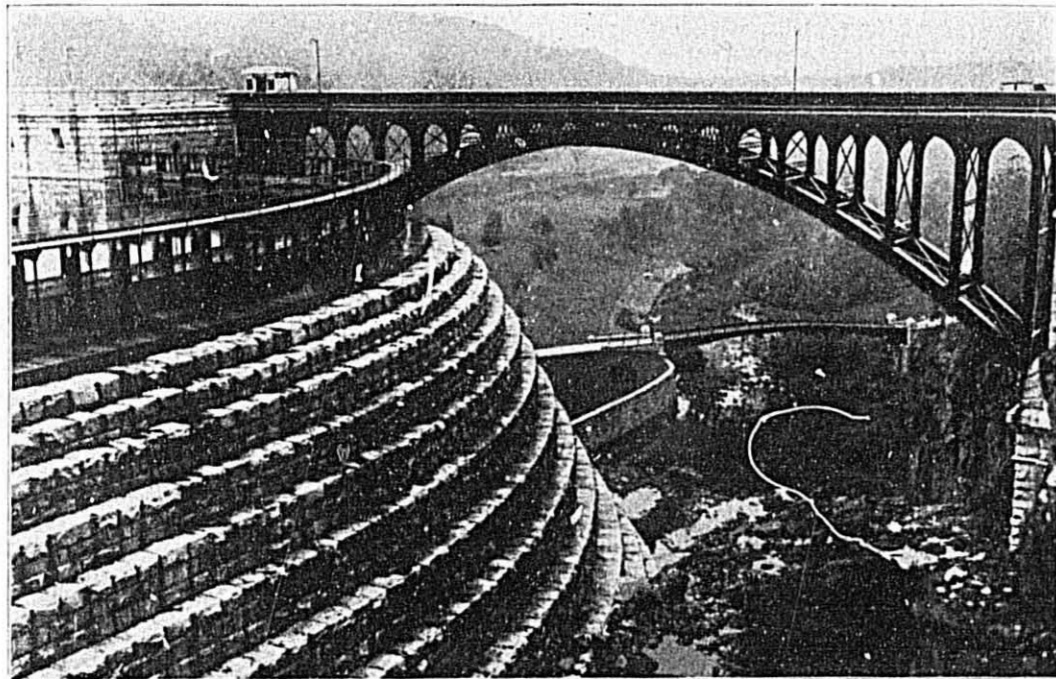
May your 1927 business have been such
as to make your Christmas *Merry*

May your 1928 ambitions be such that
their realization will make you *Happy*



Filled with the spirit of this joyous
season help make others *Merry* and
Happy by liberally supporting the 1928
Macaroni Advertising Campaign for
your and the Industry's advancement.





Croton Lake, at Croton, New York, is one of the chief sources of pure water supply for New York City. Behind the mighty resisting walls of the famous Croton Dam, of which the illustration shows a sectional view with spillway at the right, over 30,000,000,000 gallons of water can be stored.

RESISTANCE

Proportionately stronger than any dam ever built are the walls of our Solid fibre shipping containers, proved so against the stress, strain and abuse during transportation each day to hundreds of industries throughout our great commonwealth, as well as overseas.

Our manufacturing standards leave no room for a cheap box—only for the best that money can buy. We can always satisfy particular buyers on quality, and the list of nationally known companies who are standardizing on our Solid fibre shipping boxes is steadily growing.

Our Corrugated fibre boxes have for years been conceded a hard-to-match excellence wherever fibre boxes are known and used. A number of strong features, including high, resilient, shock absorbing safety corrugations, as well as an unusual strength and toughness of product, have automatically raised the Mid-West Box Company to the leadership in the corrugated box field. You can depend on Mid-West boxes.

The Container Corporation of America and Mid-West Box Company today form the largest organization in the world manufacturing highest grade Solid fibre and Corrugated shipping containers and Boxboard. A large array of mills and factories between Chicago and the Atlantic seaboard is your guarantee of prompt shipments and, wherever possible, short hauls.

Avail yourself of our free service without obligation. Fill in coupon herewith and mail in today. Buy right and cut your packing and shipping costs.

CONTAINER CORPORATION
OF AMERICA

AND
MID-WEST BOX COMPANY

111 W. Washington St.



CHICAGO, ILLINOIS

Five Mills — Nine Factories

Capacity 1000 tons per day

RETURN COUPON

CONTAINER CORPORATION OF AMERICA
111 West Washington Street, Chicago, Dept. 20

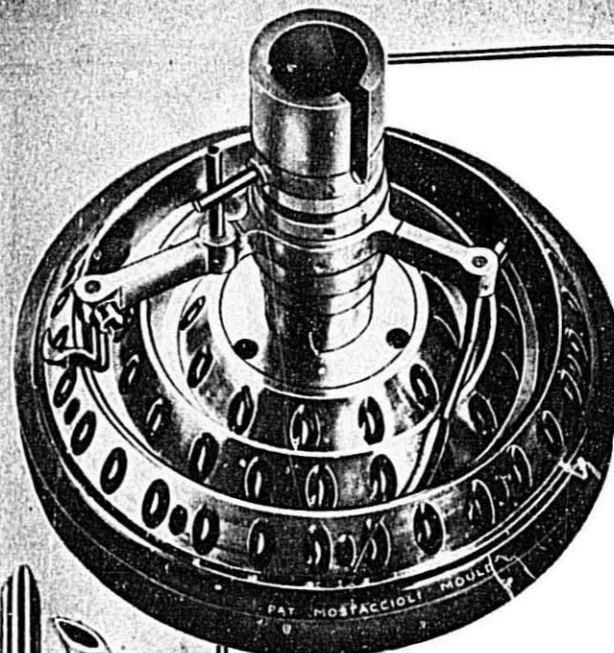
Gentlemen: Please have one of your experts check our present packing and shipping methods—without obligating us—for the purpose of reducing our costs if possible.

Name _____
Title _____
Firm _____
Address _____

December 15, 1927

THE MACARONI JOURNAL

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Tanzi's Dies

*are the best
Macaroni
dies made.*

We knew they were good, for we know the quality of material and workmanship that goes into the making of them, but it seems that we have been

adding a little extra strength, a little extra weight, a little extra care, until they have become the "BEST MADE."

Our well pleased customers have told us so, by repeating their orders.

We can satisfy you too, because we know how.

Our work is precise, speedy and inexpensive.

Repairs are treated with the same degree of good will and are dependable and accurate.

Let us prove to you that our claim to the "BEST and CHEAPEST" is not an idle well-sounding slogan, but that it really is

Our creed, our policy, and our law.

MARIO TANZI CO.
Boston, Mass.





Our Supreme

QUALITY

makes

New Friends

for

★ ★ **T U S T A R** ★ ★

MINNEAPOLIS MILLING CO.
MINNEAPOLIS, MINN.

THE MACARONI JOURNAL

Volume IX

DECEMBER 15, 1927

Number 8

Cooperation and Stabilization

On the occasion of the election of Charles M. Schwab to the presidency of the America Iron and Steel Institute to succeed the late Judge E. T. Gary he is said to have tersely stated a new policy or aim for the organization. Judge Gary used to put it in these words—"Live and let live." Mr. Schwab adds the words—"Cooperate to stabilize."

In substantiation of the extended motto he made this prediction with regard to the immediate future of the steel business: "The next great move we must make is the proper and economic distribution of our products and the elimination of competition that is destructive and ill-advised."

If this is needed in the steel business of this country, how much more so is it needed in the macaroni industry? The former is considered well established and well regulated; the latter is in its infancy and barely organized when compared with other trades.

Most macaroni men sense the situation alike. That the need of stabilization is great none will deny. As to the means of effecting this stabilization there are many and varied opinions, all of them good, some of them costly and a few of them impossible. The cure lies in fully supporting some plan of promise, even though it be not the pet plan of the individual, just so that it promises to stabilize manufacturing and sales practices, to bring about the proper and economic distribution of our products and the elimination of ruinous competition that is generally complained of.

Competition is a business necessity. Without it there would be no incentive, no progress. Clean competition should ever be welcomed; the other kind universally condemned. Unfair competition means business suicide; the bank book will reveal the cause of the failure.

In the language of Mr. Schwab, the macaroni manufacturers of America would do well "to stabilize their business through cooperation within the industry." How can this best be done? In what line of endeavor can an activity be assured of sufficient support? Off hand, and realizing the animosities that are purported to exist, one might answer that there is no common ground on which the better class will cooperate, but with this we cannot agree.

After all, macaroni men are not in business for pleasure but to produce a worthy product and to sell it profitably. To help gain this end and to bring about the economic distribution of macaroni products on a paying basis there is nothing so promising as an enlarged market—an increased demand for our foodstuff. How is this to be brought about? Through cooperation and much of it.

American people probably know that there is such a food as Macaroni Products but are in the dark as to the food value and the economic worth of this "beefsteak of the wheat field," and know very little about its proper serving in pleasing, easily prepared combinations. Appreciation of its value and greater use thereof will come through the education of the masses by ADVERTISING.

Individual advertising is very good but the job is too big

for any individual to perform. Macaroni educational advertising must be carried on by the industry as an unselfish activity certain to benefit all who manufacture quality products. Such a plan has at last been devised by an efficient committee representing all classes. It is hard to understand why anyone should withhold his support. It is so inexpensive, so promising and so general—why delay longer?

As might be expected, there are a few in this industry that have never supported any progressive move—and perhaps never will. On the other hand there are many who are always in the forefront in movements that seek the betterment of business and they are the ones whose example you are asked to follow. Thirty macaroni and noodle manufacturers have signed their names on the dotted line to fully support the Macaroni Educational Advertising Campaign with which the entire industry has been made acquainted. At least 100 should be found supporting the movement with their voice and their money. We expect that at least 75 will in the end be listed as live and unselfish contributors.

The plan is a simple one—to advertise macaroni products to the 115,000,000 possible American consumers, telling them that ours is a real, high class, nutritious food. It matters not who manufactures it, whether in a large or a small plant, whether sold in bulk, cartons or barrels, just so it's good Macaroni, well made in sanitary plants anywhere in this country.

The plan is simple, therefore not costly. A quota of \$50,000 has been set. The half way mark has been reached. Each one's share is almost infinitesimal compared with the amounts spent by other food manufacturers in advertising. If 30 manufacturers have subscribed almost one half the amount sought, it is not very creditable to the other 70 who might be expected to support this movement to show their inability or their unwillingness to shoulder the other half of the cost of this promising movement.

Every one of us will profit through trade stabilization. The Manufacturer who continually complains that others are encroaching on his natural territory, the fellow who complains about the inferior goods that he is forced to compete with, the individual who loudly and properly condemns the unfair business practices of some competitors—all of these will benefit in peace of mind and in dollars and cents several hundred times the amount contributed to the National Macaroni Advertising Campaign as outlined and to which once more they are asked to contribute.

Here's an opportunity to help stabilize the macaroni industry through cooperation for increased use of our products. It is not an experiment, but a proven plan. If you are one of the progressive firms of the country and have not yet placed your name on the dotted line of the pledge to support, financially and morally, this nation wide plan to bring about stabilization through cooperation, then dig the pledge blank out of your files and hurry it along with your initial payment. You'll never miss the amount nor regret the act.

MACARONI

Many Nations Lay Claim to Fostering Famous Food

ARTICLE No. 3

AUSTRIA

By JOSEPH J. CUNEO, Treasurer Cuneo Bros., Connellsville, Pa.

Following the claims of Ireland and Germany, printed in our recent issues, a claim is hereby presented that is worthy of consideration:

AUSTRIA: Although laws, soldiers, leaders, commerce, and diplomatic relations with other countries are absolutely essential in any form of government to maintain order and tranquility, the best formed government always has one unconquerable arch enemy, which it ever strives to ward off—Famine.

Deplorable but true historical facts prove that portions of almost every country have experienced the woeful effects caused by the menacing hand of famine in one age or another, of which Austria was ever an exception, as is proven by the following facts:

The toe, heel and ankle of the boot of Italy, that is from Naples extending southward to the Mediterranean, was included in the possessions of Austria after the Treaties of Utrecht and Rastadt in the years 1713 and 1714. Austria held this coveted territory until 1866, which accounts for the large number of Italians living among the Austrian people.

In the middle of the Tenth century, the Slavic people across the Elbe river, many of whom were still pagans, were engaged in constant attacks upon the borders of Saxony. The Hungarian invasions ceased after Otto I defeated them in a battle at Augsburg (955) and pursued them to the confines of Germany. The Hungarians, or Magyars, as they are commonly called, then settled down in their own territory and began to lay the foundation of their national development which makes them the most important factors in the eastern portion of Europe today. A region which had belonged to the Bavarian Duchy was organized as a separate district—the Austrian March—and became the nucleus of the Austrian Empire.

Two hundred years produced a great population, consisting of Germans, Slavs, Hungarians and Italians, who by their thrift and tireless energy tilled the soil which produced the richest wheat in the world. Their fields were ever a pride to them. It is assumed that the famous painting "The Angelus," depicting a husband and wife standing with bowed heads in the center of a massive wheat field, typifies the Austrian peasant environment of the times.

Josef Stancich (1525-1580), an Austrian peasant, owned an extensive tract of fertile soil near Vienna and was known far and wide as "the perfect husbandman"; for his fields produced more wheat than those of his neighbors, as he was as careful in tilling as he was tireless in harvesting. He was deeply interested in the vast difference in quality between foreign wheat and certain wheat which his fields produced. He found his grains were much harder but possessed a much deeper color than the wheat of Germany, northern Italy, The Netherlands and other countries. He branded his type of wheat, to separate it from the rest, "Gran Duro," which means "hard wheat" and from the Latin the word "Durum" (hard) is used by mills in many countries today, to distinguish the soft, or bread wheat, from the durum or macaroni wheat.

Stancich discovered that bread of the ordinary type could not be made from his grain. This led to experiments, as he had great faith in the quality of his "Gran Duro." He decided to boil the bread after it was baked, after which he cut it into small round slices, and with a condiment of vegetables he added finely cut strips of cheese, made from goats' milk. It is needless to state that Stancich well earned the title "the perfect husbandman" by this one feat alone which gave to the world that wonderful and easily digestible food—MACARONI.

Predicts 1928 Business Boom

Colonel Leonard P. Ayres, vice president of the Cleveland Trust company, a leading economist and one whose business forecasts in the past have been surprisingly accurate, in pursuance of his annual custom made predictions for 1928 business last month at the Harvard Economic Conference, forecasting:

1. That at the beginning of the year interest rates will be lower than at the same period in 1927 but will be higher by the end of the year.
2. That the trend of bond prices will be upward.
3. That industrial stock prices will rise to a higher point in 1928 than heretofore attained.
4. That building volume will be higher than in 1927.
5. That building costs will advance in the second half of the year.
6. That employment will improve as the year progresses.
7. That wages will be firm with perhaps slight advances.
8. That the cost of living will show little change.
9. That wholesale prices will advance moderately.
10. That iron and steel output will be greater than during 1927.
11. That automobile output will set new high record; assuming Ford will come into volume production soon.
12. That industrial forecasts will be greater than in 1927.

Summarizing 1928 prospects, Colonel Ayres stated: "Next year business will reverse the trend of 1927 by starting lower, ending higher. Conditions will improve in the spring, hesitate in the summer, improve strongly in the autumn."

In advertising the big thing is the MESSAGE.

A Preponderance of Favorable Opinions

To nationally advertise Macaroni Products cooperatively or not to advertise?—that is the question.

The renowned Shakspeare said it thusly: "To be or not to be, that is the question."

If it's to be national advertising we must have "money" talk, because we've already had a sufficiency of "favorable" talk. Practically everybody realizes the need of action of this kind but too many do not have the courage to back up their beliefs and opinions.

For fear that there may still be some who are unconvinced as to the prevailing opinion in our industry we quote the thoughts of several who have freely expressed themselves when submitting their pledges, suiting actions to their words.

From the Rocky mountains' very tops A. S. Vagnino of the American Beauty Macaroni company shouts boldly and clearly:

"Accumulated opportunities of a lifetime are presenting themselves and it is now our chance to place the macaroni industry on a secure and substantial basis for the future. Are we to grasp it?"

"With the ever increasing influence of new and ready prepared foods appealing to the convenience and timesaving of the housewife, it is natural that the normal increase in consumption of macaroni products has been retarded. It may even decrease if we delay action in combating these conditions, that augur disaster for our industry. Cooperative advertising is our weapon. The movement needs moral support but more than anything else, financial backing. Glad to give it now."

From the sunny south comes encouraging words from R. J. McCarty of the Birmingham Macaroni company in support of the activity.

"This is a matter that has been talked about for years. It is bound to materialize sooner or later. If each manufacturer or at least the progressive ones will contribute whatever he himself considers a fair amount the sum total will be sufficient to finance a worthwhile campaign from which all of us will benefit. This is a constructive movement and should be freely supported."

From the New England district come 2 favorable replies from well known bulk manufacturers who appreciate that any action aiming to help the industry will help all classes thereof.

Alfred Bianchi of the Italia Macaroni Co., Worcester, Mass., says: "Here's our pledge and our heart goes with it. If we can all join in shouting MACARONI PRODUCTS loud and long enough we will soon be heard, and no matter how we pack our products we will get our share of the increased sales that comes from united action."

The popular Ted Molinari of Splendor Macaroni company, East Boston, Mass., where imported goods have been serious competition, says: "Competition is keen in our markets because we must fight for the little business that exists. Cooperative advertising will increase the use of our products and relax the pressure of price competition. This applies as much to the so-called bulk manufacturers as it does to those who sell their goods in packages. The latter have their troubles too. We see our own; they see theirs. Let's pull together for more frequent use of Made-in-America products."

From the Allegheny mountains of Pennsylvania the voice of the cautious and studious L. E. Cuneo resounds with the statement: "Mine is a small plant. I sell some packages but mostly in bulk. This is not a class proposal but one that should help everybody. I am pledging proportionally more than many will contribute but I have no fear but what I'll profit from the movement to my rightful extent."

From Chicago, Ill., the railroad center of the United States, R. B. Brown of Fortune Products company sends praise and support in unmistakable terms: "In sending you this pledge it is needless to say that with it goes not only our good wishes for the success of this deserving enterprise but our active cooperation where it is possible to give it. Had the pledge requirements been for a 3 to 5 year period ours might have been considerably larger annually than it is, but we realize the difficulties which confronted the Publicity Committee and we have decided that we want to be identified with the campaign this year."

From the "hull" of the country, St. Louis-on-the-Mississippi, John Ravarino of Ravarino and Freschi Imp. & Mfg. Co. sends some timely advice. Will we heed it? It is:

"There is no doubt in my mind that if the proper advertising is done conservatively and economically it will help to increase the consumption of our product, no matter how it is packed—bulk or package. We sincerely hope that all

the leading firms will join us in this very important, constructive scheme.

"United we stand; divided we fall. The time has now come for us to forget past jealousies and ill feelings and to cooperate earnestly. If that stand is taken the macaroni industry will soon be on the same progressive level as other foods in this country."

Another man from the "Show Me" state of Missouri, Charles R. Jones of Domino Macaroni company of Springfield, is enthused with the proposed plan: "The pledge inclosed is our full quota. We would like to give more but ours is a small plant. We have read very carefully the plan proposed and after giving it due consideration we do not hesitate to say that it is one of the finest things the association has ever done. The American people need to be educated to the fact that American made macaroni products are of real food value. The only way this can be done is by proper advertising as per your proposed plan. May it be fully and sincerely supported."

Even machine manufacturers see the benefit that they will indirectly garner through the increased business that macaroni publicity should bring to the industry as a whole. N. J. Cavagnaro of the Consolidated Macaroni Machine Corporation of Brooklyn, N. Y., accompanies his pledge with a statement and a suggestion: "We are pleased to inclose our initial payment on our subscription to the proposed cooperative advertising fund. We wish you every success in this venture, and we are sure that with proper cooperation it will result to the benefit of all concerned. Here are some suggestions. Many school boards are furnishing noonday lunches to school children either free or for a few cents a day. Why not tell the departments of education the true value of our products as a food for growing children, the ease of preparation, economy, etc., and urge more frequent serving thereof? Demonstration work is fine, though expensive. Comparative costs is a fine and favorable argument. For instance, one pound of meat costs 40 to 45c; 2 bottles of milk 30c; and a pound of spaghetti costs only 15c; only half as much but equal in food value in every way. Tell your story in dollars and cents. The large majority of our people hardly understand clearly the comparisons based on calories, percentages of carbohydrates, fats, proteins, etc., but the cost argument is most convincing. Thanks for giving us this opportunity to cooperate and to

wish you the success the movement deserves."

J. H. Diamond of Gooch Food Products Co. of Lincoln, Neb.: "Assure you we are more than pleased to cooperate. We trust the advertising will be a success and that we will be in a position to double our subscription next year."

Food Laws Better Observed

In the annual report for the year ending June 30, 1927, Dr. C. A. Browne, chief of the Bureau of Chemistry, reviewed the accounts, investigations and regulations promulgated by that depart-

ment and noted the effects on the various branches of the food industry.

In the year it was found necessary to seize 25 shipments of such an apparently harmless substance as alimentary pastes. This action is accounted for because of the failure of manufacturers to observe the new rulings of the department.

On Jan. 15, 1926, the Bureau of Chemistry issued an announcement to manufacturers, shippers and importers of ALIMENTARY PASTES, warning them that pastes of every description containing color added to simulate egg paste were in violation of the Federal food and drugs act, ever, though the presence of the added color was declared on the label. This pronouncement was not issued as a surprise to the trade, but reaffirmed a similar announcement made in 1915. It was made to combat the deception which results from the sale of artificially colored paste for egg paste, and to meet the ever increasing traffic in egg paste of all types. A very liberal period was allowed manufacturers and dealers to adjust their manufacturing processes and to dispose of the stocks on hand at the time the announcement was issued. In spite of the 3 month period of grace, however, many shippers either failed to dispose of their stocks or deliberately made misbranded shipments in the face of the definite prohibition by the department.

Food Standards

During the term an attempt was made to establish an agreeable Standard and Definition for Alimentary Pastes which the manufacturers prefer to be known by the American name of Macaroni Products. Schedules were prepared for the consideration of the committee on purified middlings (farina) and semolina but after discussion action on the proposed definition and standard was deferred.

The report further states that "Comparative analysis of farina and semolina indicated that farina has a higher water-soluble-nitrogen content precipitable by 40% alcohol and lower ash, lipid, and protein content than semolina. Ratios of lipoids, ash, and protein to water-soluble nitrogen precipitable by 40% alcohol may be of value in differentiating between the two products.

Haste makes waste—in manufacture or in selling.

October Exports Heavy

Figures covering the exports of macaroni products for October as compiled by the U. S. Department of Commerce show a favorable trend in the export end of the American industry. In that month a total of nearly 670,000 lbs. of macaroni products was sent out to 32 foreign countries bringing to the American producer and exporter a total of \$61,602.

It is interesting to observe from a study of the table below the grades of macaroni products shipped to various parts of the world, judged from a price basis. Cuba, the Dominican Republic and other countries in the West Indies are markets for the lower grades, the average price paid for products shipped to these territories being about 6c per lb., while the average price of products shipped to such countries as Canada, United Kingdom, Australia and New Zealand is over 9c per lb., indicating

that they are purchasing higher grade products.

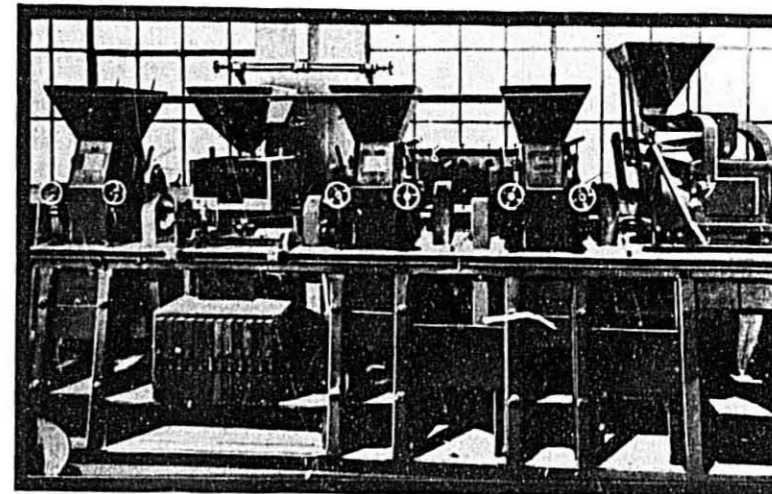
To Canada was sent 182,605 lbs. worth \$20,066. The next heaviest purchaser was the United Kingdom to which were sent 135,000 lbs. worth \$12,458. Mexico was third getting 60,850 lbs. for \$5314. Then came Cuba with 50,490 lbs. for \$2113; Australia with 49,000 lbs. for \$5469; the Dominican Republic with 46,965 lbs. for \$2575; Panama with 37,520 lbs. for \$2053, and New Zealand with 16,000 lbs. for \$1660.

New York city continues to be the principal macaroni shipping port, 219,000 lbs. being shipped from that city during October 1927. Next came New Orleans with a total of 141,000 lbs. The Michigan cities were third with 62,000 lbs. San Francisco was fourth with 39,000 lbs.

EXPORTS OF MACARONI BY PORT AND COUNTRIES OF DESTINATION

	For October 1927 (1000 lbs.)											
	N. Y.	N. O.	N. E.	Pa.	Va.	Phil.	Balt.	Los A.	Wash.	Mich.	Other	TOTAL
Irish Free State.....					10							10
Netherlands.....	7											7
United Kingdom.....	85			9	8	24				10		135
Canada.....									20	53	111	183
British Honduras.....	1											1
Costa Rica.....	2											2
Guatemala.....	2											2
Honduras.....	2											2
Nicaragua.....	4											4
Panama.....	5											5
Mexico.....	33											33
Newfoundland.....	2						8			7		61
Jamaica.....	2											2
British West Indies.....	1											1
Cuba.....	14	34										47
Dominican Republic.....	5	42										47
Dutch West Indies.....	1											1
Haiti.....	5											5
Virgin Isles.....												2
Colombia.....	3											3
Peru.....	2											2
Venezuela.....	2											2
Straits Settlements.....	2											2
Ceylon.....		1										1
China.....		8										8
Java and Madura.....	1							2				10
Japan.....		7								1		8
Philippines.....	1											1
Australia.....	37											37
New Zealand.....	9											9
British South Africa.....	3											3
British West Africa.....	1											1
Total.....	219	141	39	19	8	24	8	23	63	132	670	

Through our own experimental "Semolina Mill" we secure the facts upon which We guarantee the quality of Gold Medal Semolinas



GOLD MEDAL "Tested" SEMOLINAS

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

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

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

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



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

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

Following our chemical analysis of samples of the

GOLD MEDAL SEMOLINAS

"Tested"

WASHBURN CROSBY COMPANY

General Offices: Minneapolis, Minn.

Millers of Gold Medal "Kitchen-tested" Flour

The Chain Store in Grocery Product Distribution

Part I--Why the Chain Store?

Originally and for a long period grocery product distribution was exclusively from manufacturer to wholesaler to retailer to consumer. This system existed and remained because and so long as it provided the most effective distribution in the circumstances. By long usage it became thoroughly established. The resulting competition was upon a more or less standard level. This because the wholesalers and retailers who competed were of the same general type, respectively, and did business in the same general way. The dominating factor in this system was the wholesaler upon whom the manufacturer depended and who was the retailer's source of supply. The characteristic feature of it was the service (credit and delivery) method of sale.

In the course of time and by reason alone of the natural working of the forces of evolution in trade this situation of distribution underwent a profound change. New types of wholesalers and retailers appeared, new methods of wholesale and retail business came into use, and new kinds of competition were exercised. The new competition was essentially a price competition, gave to the retailer a place of increasing importance and independence in his trade relations, led to his purchase directly from the manufacturer, to a considerable extent, and tended away from a standard level. As a result competition in grocery product distribution became more keen and involved, less established, and ruthless competition became more prevalent. The last because of the emphasis upon price alone.

This evolution in distribution was primarily and principally due to the development of the chain retail store, a multiple store system under a single ownership and operated in pursuance of a standard unit plan. The plan was a nonservice store appealing for patronage through a reduced price. The objective was to secure economy of operation by eliminating the expense of credit and delivery, introducing the most efficient business methods, securing the ablest management, and buying directly from the manufacturer in large quantity and selling to the consumer upon a large scale. The consuming public approved

this plan and the chain store became a conspicuous success, both in patronage and as a commercial institution. Its business expanded until today it approaches 30% of the total of the entire retail grocery business, with an aggregate sales approaching three billion dollars, I understand.

In appraising the chain store, it must be borne in mind that it is the creation of the consuming public, in the sense that it exists only because and to the extent the consuming public wants and supports it. And whatever distribution the consuming public wants and supports must be accepted as an effective distribution. If it is conducted in pursuance of sound economic principles it is sound distribution. It is the buying public that always determines the channels of distribution in trade, by its patronage preference. Sellers have no claim upon existence beyond the preference of buyers. Hence if and to the extent the consuming public supports the chain store system of retail distribution and it is duly effected, the manufacturer and dealer cannot interfere. *The manufacturer did not create the chain store. The fact is that he did not first or at first sell to it, that he sold to it only when it became such an important agent of distribution that it was entitled to buy directly from him in the interest of effective distribution.* The fact is that the manufacturer does not create or control any of his trade channels of distribution. He can but select those which are available and most effective.

In appraising the chain store it must be also borne in mind that evolution in trade is an essentially healthy condition and a constructive movement, that it is the inevitable consequence of freedom of trade. Only by evolution in trade will there be progress in it. The rule of the survival of the fittest is harsh in its application to those who are adversely affected by it, but it is an essential rule of trade and, in its broad and ultimate aspect, it always works for the general welfare. And this process of evolution in distribution will continue. It is but in its inception. There will continue to be new manufacturers and distributors, new products and methods of sale, and new kinds of competition.

By Charles Wesley Dunn,
Of the New York Bar, General
Counsel for the American Grocery
Specialty Manufacturers Association
and the National Association
of Retail Grocers.

And if the new is more economic and serviceable than the old, it will and should replace the old. Conversely if the old is to continue it must be or become more economic and serviceable than the new.

In appraising the chain store it must be further borne in mind that it is but one expression of a universal economic movement of the times which runs through and dominates all commerce and trade today. It is the fundamental movement toward mass production and large scale business, toward reduced cost and price by increased volume of output. We first saw it at work in the manufacturing industry. Witness the automobile industry. We now see it in distribution, also. The chain store exists and flourishes in every branch of distribution. It is the Ford of distribution. This is a commercial age in which intensive business is the rule. Every effort is being made in every direction to elevate production and distribution to the highest plane of science, efficiency and utility. We live in a big country, with a big consumption. The world is now a single market. All this means big business. And big business in distribution means the chain store. Fully developed this movement toward volume output leads to overproduction and over-competition, which is corrected by the consolidation and concentration of business. This we now see in operation. The economic restraint upon big business is the restraint that comes from the necessity of conducting a profitable business and is inherent in a state of healthy and active competition. The legal restraint upon it is that it cannot grow to the extent of closing the channels of trade. The law requires that open, free and fair competition shall prevail in trade, that there shall be no private monopoly of it or anything that dangerously approaches such a monopoly. Subject to these limitations, business is free to work out its own destiny. And whatever one may think of big business as a matter of social economy the fact remains that it exists, and the economic forces behind it are too powerful to interfere with it.

(Read Part II in the next issue.)

December 15, 1927

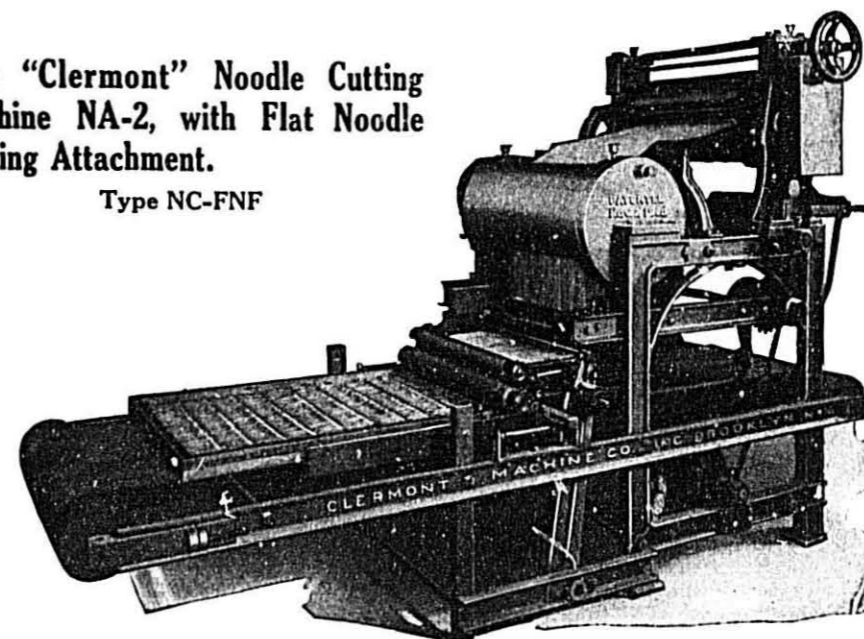
THE MACARONI JOURNAL

11

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Type NC-FNF



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

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Write us for catalogue and detailed information.

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

Macaroni Price---A Bottomless Pit

Macaroni manufacturers are apparently alive to the need of some radical departure from the business tactics employed. This one can judge from the various opinions expressed by thoughtful men in many sections of the country and made known to the trade through the columns of The Macaroni Journal. Every suggestion made has some merit. The last one that apparently has the unanimous support of the far-sighted men in the industry—Co-operative Advertising of Macaroni Products—is a timely move only if it will result in bringing about a cessation of the ruinous price wars that have made the lives of macaroni men almost unbearable.

We had often heard the term "Bottom Price" used, but with respect to macaroni products in our section of the country we have been unable to strike bottom. Believing that the same condition exists elsewhere we will be excused for telling a story that particularly applies:

"A drygoods salesman representing a Boston firm had an experience that is interesting. Calling on a merchant in Cincinnati he found the latter interested in a special design of calico that was priced at 8 1/4c a yard. He wanted 25 bolts of this cloth and would place an order for that quantity if the salesman would make the price 8c a yard. The salesman wired the house and the house answered, 'Take it.'

"He traveled westward and in Indianapolis found a merchant who was in the market for 25 bolts of the same design but said that he would take 50 bolts if the price were made 7 1/4c a yard instead of the new 8c price which he quoted. Again he wired the house and was told to take the order. Next he came to Chicago; the special design proved attractive. The price of 7 1/4c was quoted and the merchant thought he might use 50 bolts of it. But, if the price could be shaded to 7 1/8c he would order 100 bolts. The Western Union was again called into service in presenting the home office with the offer and again the salesman was instructed to take the order.

"On his way from Chicago to Milwaukee the salesman's train was unfortunately wrecked and he sustained injuries that necessitated his removal to a hospital. His injuries were serious and after lying between life and death for several days he became con-

scious of his surroundings. He spoke to his physician asking about his condition. The doctor said to him, 'My friend, I would advise you to arrange your affairs; you are in a serious condition and you are liable to pass away any moment, though you have a fighting chance. Have you any particular question that you would like to have information on?' 'Yes, Doctor, I would like you to wire my firm and find out what is really the bottom price of that particular bolt of calico which has been selling so readily.'

Returning to the subject of macaroni products we attempted some time ago to find the "bottom." We quoted low prices; our competitor quoted lower ones. We sold below cost of production; our competitor went us one better. We retained our quality in carrying out this experiment; our competitor slashed the quality even more extensively than price. It was our conclusion that if continued we would soon reach the point where we would have to pay distributors to handle this food.

How many other firms have been

Passing the Buck

By Billy Kirby

When Common Error started out and earned a Buck, he blew it; He never did a tap of work, if someone else could do it. When anything at all was wrong, on someone else he blamed it. The game he played was "Pass the Buck," at least that's what he named it.

This game became so popular, it went from top to bottom, From office boy up to the boss—they played it 'til it got 'em. And as the Buck passed back and forth, while everyone was shirking All responsibility—no one was really working.

At last the boss woke up to find a profitless condition. From passing back and forth the Buck, while meeting competition. And he, himself, discovered that example set would bring: The men, who never made mistakes, had never done a thing.

By JOE FASSINO,
President McAlester Macaroni Company,
McAlester, Okla.

vainly seeking to strike "bottom"? Unquestionably too many are doing it either consciously or unconsciously to the ultimate ruin of themselves and their competitors. Macaroni products are not foods manufactured for charity. Manufacturers deserve a legitimate return on their investments, their labor and their brains. Perhaps the lack of the latter permits the ruinous price wars to continue. Has the limit been reached? If not in price, perhaps it has in patience.

Macaroni Not Entitled to Cereal Freight Rates

Denying the charge that there is undue prejudice against macaroni products in the present freight classifications, the Interstate Commerce Commission last month dismissed the claim made by a group of manufacturers whose contention is that macaroni products should deserve the same classification as cereals, being that they are not cooked and composed entirely of grain products. Commenting on the decision the *Traffic World* of Chicago says:

The Commission, on further argument in No. 12494, Skinner Manufacturing Company vs. Director General, Burlington, et al., mimeographed, has affirmed its finding, made by division 2 in the original report (81 I. C. C. 108), that rates on macaroni products, from Omaha to Southwestern Territory, are unreasonable, but has modified the basis of rates to be established so as to prescribe the 5th class rates ordained in consolidated southwestern cases (123 I. C. C. 203). They are to be made effective February 3 by order in the consolidated cases. The order in this case in the original report prescribed 75% of the present 5th class rates. The 5th class rates prescribed in the consolidated cases, the report said, averaged about 80% of the present 5th class rates. Reparation is to be awarded to that basis.

Rates on macaroni products from Omaha, Chicago, Libertyville, and Joliet, Ill., Milwaukee, Wis., Cleveland, O., and Battle Creek, Mich., to various destinations were found not unreasonable except as they applied from those points to destinations in the Southwest. Rates to such places were found unreasonable and reparation was awarded.

The Commission refused to accept the rates on grain products and cereal food preparations as a measure for reasonable rates on macaroni products; hence, it found there was no undue prejudice in the rates. Nos. 155990, Skinner Manufacturing Company vs. A. & V., et al., and 156 Same vs. Arizona Eastern, were dismissed. The complaints covered destinations to 35 states.

To All Our Friends in the Macaroni Industry, We Extend Holiday Greetings, Wishing You A Very Merry Christmas and A Happy and Prosperous New Year.



QUALITY

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There Is No Substitute For Durum Semolina

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Write or Wire for Samples and Prices

No. 2 SEMOLINA

STANDARD SEMOLINA

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A Change in Menus

When I introduced Lucy to Carlo Vendoni, I did not know I would earn the name of "Madam Cupid."

Carlo and Lucy married one day in spring; and I stood by the church door throwing rice at my protégées. I felt very proud of the fortunate outcome of my introduction, although I did not surmise I would be called upon to help sustain that state of happy bliss which I had unconsciously fostered.

After Carlo and Lucy returned from their honeymoon, I was a constant caller at their home. During one of my visits I noticed that Lucy wore a worried look; and after some casual remarks, she said, gazing pensively at the rug pattern:

"Oh, I wish—I wish you would advise me about something—"

"Gladly," I answered interestedly. "What is it?"

"Oh, it's—it's about Carlo. He is a dear, so considerate, so good, so kind; but—but I am afraid I am failing in something." She paused a bit embarrassed, then said: "I am afraid—he does not like my cooking."

"Oh, Lucy, I had not thought of THAT." And a vision of realizations unfolded before me. Carlo, a Bolognese, who had lived with his mother up to the day he had married, and had been fed Bolognese cooking—had suddenly found himself eating Lucy's fare!

"Oh, my dear," I ejaculated, taking Lucy's hand sympathetically in mine. "Oh, my dear. The cooking! You will learn." I tried to reassure as I saw a tear sparkle in Lucy's eyes.

"But, Rosa, learn what? Even on our trip he would go in Italian restaurants; and he would order things that seemed so good to me—and then he—he would say—'No one knows how to cook but the Bolognese.'" And the little lace handkerchief came furtively into play.

"Now, Lucy, listen," I tried to comfort. "Bologna is known as being the one epicurean city of Italy. They have very odd dishes, and Carlo is spoiled by his mother's cooking."

"Oh, but he does not complain of my cooking. He just sits and nibbles and smiles. But I know—I know he does not like my biscuits, my pie, my macaroni."

"Oh, dear me! Don't feed a Bolognese biscuit and pie; and how do you cook your macaroni?"

"Well, you know, with milk sauce, and—"

"That will do," I interrupted, laughing, "that will do—I understand." While that is a wonderful combination, highly appreciated by thousands and most appropriate for children and delicate adults, who would ever think of feeding a full grown Bolognese macaroni with milk sauce! I could fathom the future. Little furtive trips to mother Vendoni where works of culinary art would have been consumed, in the privacy of the dining room.

Lucy interrupted my thoughts:

"Today, it's his birthday, and I am going to have a little dinner for him." So saying she rose and ushered me to the little blue and white kitchen. "Look," she said smiling. "Don't you think he will like this? I did my best." And she read from a note book:

"Oyster cocktail, cream of tomato gumbo, creamed spinach, creamed peas, celery, steak, hot biscuits, orange ice, lettuce salad, lemon pie."

"Don't you think that will be nice?" pleaded Lucy, looking at me hopefully.

"Well, it is a very, very nice dinner," I encouraged; "only I don't believe Carlo will appreciate it as much as you or I would."

"What is the matter with it?" cried the little bride, almost on the verge of tears.

"Nothing is the matter with it," I reassured, "only he is spoiled by that Bolognese cooking."

"But what is this Bolognese cooking? You are the only Bolognese here beside Carlo's family, and I would never ask my mother-in-law."

"Why?" I laughingly asked.

"Well, I'd rather ask you," smiled Lucy.

"I thought as much," I cried. "Do you want me to make a birthday dinner that will bring a smile to Carlo's face?"

"Oh, would you, would you?" jubilated Lucy, clapping her hands.

"I will! We have plenty of time; it is only two o'clock. What time does he come home?"

"At six."

"Fine! Italian dinner at six!" I announced as I reached for a blue checkered apron.

"But, wait, what shall I order?" inquired Lucy.

"Nothing, you have everything here!"

"Here?"

"Yes, here," I answered. "Now give me that note book and let me explain a few things. First we have 'oyster cocktail.' Carlo is suspicious of oysters. I know he would not eat them, not in a city this far from the ocean, and during the summer. The cream of tomato gumbo is another failure. Few Italians like okra; and the idea of tomato and milk is rather repugnant to them. And you must remember that he is a Bolognese and that makes him all the more fastidious. Now, the spinach and peas he would like; but if you serve them with white sauce, he will not care for them. Why? you ask. Well, they don't like the idea of the flour and milk; it reminds them of paste. They would rather dress their vegetables with butter sauce or gravy. The steak would perhaps be a success, but—how would you have cooked it?"

"Why, fried—"

"There you are! Italians don't care for fried meats. Hot biscuits they look upon as indigestible as fried steak. The coffee served with the meal is not what he is accustomed to. He will like the ice. Now the lettuce salad would have been welcome but again arises the question: how were you going to dress it?"

"With salt, vinegar, and sugar—"

"My dear, that would have also met the same success as the lemon pie. By the way, I wager that he never eats the pie crust?"

"You are right, he only eats the filling," laughed Lucy. "But how are you going to cook your Italian dinner? I have nothing in the house but these things—"

"Oh, that is nothing, I will cook it out of what you have. Now here is your menu which I will twist into an Italian dinner!" I sat and scribbled a bit, then read:

"First: Golden surprise, followed by mock quails, with peas and sauce; lettuce salad, celery, orange ice, plain bread, baba, lady fingers, black coffee. I can do all this with what you have in the house, even the lady fingers which I see you have in the jar. Sorry, but I can't use the oysters."

"Oh, but the butcher has not brought them yet. I shall countermand the order," beamed Lucy.

"Fine and dandy. Go and phone."

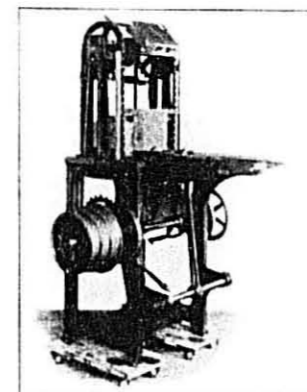
December 15, 1927

THE MACARONI JOURNAL

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

Peters Package Machinery



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4700 Ravenswood Avenue

CHICAGO, ILLINOIS

Order a pound of egg noodles instead," I said.

After a few moments Lucy returned. "O. K.," she announced.

"Good," I replied, "now you make the sauce."

"The sauce for what?"

"For the golden surprise. That is what I am making now, and after you have learned to make this sauce, you can use it to dress any kind of macaroni you wish.

"First, take 4 slices of bacon, 4 or 5 sprigs of parsley, 1 stalk of celery; pepper, salt and paprika to taste. Now chop all up fine; then place in a pan with two spoonfuls of butter along with 2 good sized onions cut fine; let this brown slightly over the fire."

"The bacon and onions are brown," announced Lucy.

"Now, take about a half pound of the steak and grind it up and put it in the pan; let it cook for about twenty minutes very slowly, and as it cooks add another spoonful of butter and a bit of stock to keep it moist. Now take your tomato puree; and when the meat is cooked put the puree in with it and let cook slowly for about twenty minutes more."

When the dough sheets were rolled out, I left them to dry. Lucy wondered at the green color of them. About twenty minutes later I cut them in 2 inch squares by running a knife lengthwise and crosswise over the dough. This done, I turned to Lucy:

"Now, get the *parpadelle* (egg noodles) ready," I said. "The thing to do is to drop them in a pan of boiling water about one half hour before supper and let them cook as you would macaroni and then drain. Butter a pudding-shaped pan, and put in a layer of the golden egg noodles. Then with a spoon you cover the layer with the sauce and sprinkle with Parmegian cheese or any other cheese if you don't have the Parmegian. Then continue to place one layer over another till you have all your *parpadelle* in the pan, topping it with sauce and cheese. Then place it in the oven to brown. When it comes time to serve, you either serve it in the pan, crusty side up, or you overturn it carefully on a flat dish and it will look like a golden cake. That will be your golden surprise. Now, while we wait for the sauce to cook let us get started on the mock quails. Give me the steak you have left. Lucky it's a piece of round. Fine, we will use it all. I think there is about one pound. Now 6 slices of

bacon, a bit of sage, salt, pepper, and parsley.

"Look, we will cut the round veal steak in 6 pieces, then place 1 slice of bacon flat on the board. Over that we place a piece of the steak; then sprinkle with salt, pepper and a bit of parsley. Now, we roll them up, and tie the roll with a string both lengthwise and crosswise."

"Oh, it looks like a pig in a blanket," laughed Lucy.

"Yes, very much like one. Here we have six of them. Now put a pan with about 3 spoonfuls of butter in it on a slow fire; and place the 'quails' in it side by side. Now, let them brown gently all over; and after they are brown, put your can of peas in and let cook slowly for about 40 minutes, adding a bit of stock if you have it or even water so as to always keep them moist and bubbling in juice. When it comes time to serve them you place them on a platter, garnishing it with parsley and slices of lemon, and there are your mock quails."

"Oh, but it is easy!" Lucy ejaculated. "And now what?"

"The *baba!* And this is easy. Take 1 pint of milk, 5 eggs, and one half cup of sugar and make a custard."

"A custard? He won't like it," pouted Lucy.

"Yes, he will," I reassured. "Take five eggs, one pint of milk and one half cup of sugar. Then beat the eggs and sugar together and mix them in the pint of milk; put this mixture in a double boiler; first see that the pan has a wide opening. Let cook till it becomes a solid custard. Then you take about half a cup of sugar and put it in a little pan and let it dissolve and brown over the fire, and then you pour it on your custard; but remember don't take the custard pan out of the hot water. Place a cover over it and let stand in the kitchen for about one hour. Then look at it and you will find that the sugar has melted into a brown sauce over the custard. Then you take your pan from the water, which by now will have cooled and you put the pan with the custard in the ice chest for at least one hour. When it is time to serve, you overturn it on a flat dish, and place lady fingers around it flat against the sides, and then top with whipped cream and garnish with maraschino cherries. It will look like a charlotte. It really would be better to make the custard in the morning but as we have no time for that we hope it will have cooled enough by the time you are ready to serve it."

"Oh, that is fine," said Lucy.

"Now, your dinner is done. As for the coffee serve it after your meal; and the lettuce, serve it with a French dressing or a bit of French mayonnaise, along in the same course with the mock quails and the orange ice, which will balance the richness of the dish."

"Oh, but won't you stay for dinner?" insisted Lucy.

"No, I want you to feel that you have been the cook," I answered. "And I think that, left to your own resources, you will do better and feel more satisfied. I will write down a few notes before I go so you won't forget any details; and later let me know how it all comes out."

About nine o'clock that night I had two callers. Lucy and Carlo came in beaming:

"Oh, Cupid!" they called as they entered. "Here we are!"

Carlo shook my hand, his brown eyes sparkling.

"My dear," he said, "do you know the definition of happiness?"

"No, I—don't," I stammered.

"Well," he declared, "it is to have a little American wife like Lucy who can cook Bolognese style, the way Lucy can!"

Imports Decreasing ---Exports Increasing

Figures covering the foreign business in macaroni products during the month of September 1927 indicate that while the importation of macaroni products is decreasing the exports of domestic merchandise are increasing. During September 1927 we exported 609,024 lbs. of macaroni products valued at \$54,525. This was considerably less than our exports of September 1926 when the total reached 765,854 lbs. for \$65,521.

However, for the first 9 months of 1927 our exports totaled 6,089,585 lbs. valued at \$511,374, while during the same period, Jan. 1 to Sept. 30, 1926, our exports were only 5,993,634 lbs. worth \$511,062.

On the other hand the September 1927 imports dropped to 193,220 lbs. worth \$18,486 from 276,914 lbs. worth \$20,810, the imports for September 1926.

The same decreasing trend is noted in the imports for the first 9 months of 1927 when the total reached 2,395,264 lbs. worth \$222,399 as compared with 3,879,097 lbs. worth \$288,580, the total for Jan. 1 to Sept. 30, 1926.

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Weight Good---Protein Poor

By Prof. C. E. Mangels, Cereal Chemist, N. D. Agricultural College

Macaroni manufacturers will be interested in the pamphlet recently issued by the North Dakota Agricultural College entitled "Protein and Test Weight of the 1927 North Dakota Wheat Crop." It deals with the spring wheat production of North Dakota that now ranks highest in the production of durum types.

The pamphlet states that the durum wheat crop of 1927 was quite satisfactory insofar as test weight and texture kernels were concerned but the crop averaged quite low in protein contents. This year we have a rather unusual condition in that the durum wheat averaged about .6 of 1% lower in protein than common wheats and is considerably lower than the 1926 crop.

The durum wheat area of North Dakota occupies a belt running north and south through the central part of the state, equaling from one third to one half of the wheat area. Durum wheat is popular in this area because over a period of years it has given greater financial returns than common wheat.

A survey made of the various durum types of wheat including many samples of each indicates that the 1927 durum wheat crop averaged better than 60 lbs. in test weight per bu. As a means of comparison 11 samples of durum wheat from one county averaged 61.2 lbs. test weight per bu., while 19 samples of common wheat from the same county averaged 66.4 lbs. per bu. Less difference in test weight per bu., however, is found in other counties but the durums will generally exceed common wheats in weight per bushel. The difference is evidently due to the greater rust resistance of durum wheats.

As to the protein content of this year's crop the average of all samples examined was 11.21%, which is .6% more than the average for common wheats, the latter being 11.82%. As durum wheat usually shows the same protein content as common wheat the lower average protein content this year in durum is evidently due to peculiar climatic conditions which served to prolong the maturing period of durum wheats.

The maximum protein content for durum wheat for the 1927 crop was 16.41% and the minimum 8.93%. Most of the durum samples fall into the 11% class—ranging from 10.50 to 11.50% protein. Less than 4% of the samples show protein content greater than 13.5%. About 30% of the samples showed a protein content less than 10.5%.

The durum crop of 1927, therefore, is relatively low in protein content, and high protein durum should bring substantial premiums on the market in 1927-28. From a milling viewpoint, however, the 1927 durum crop will probably be more satisfactory than the protein content would indicate. The test weight, as previously stated, is very satisfactory showing an average better than 60%. The texture of the kernels is also quite important in milling semolina, and in this respect the crop should be quite satisfactory.

The per cent of vitreous amber kernels in samples from the 1927 crop is relatively high. The average per cent of vitreous kernels for all samples was over 87%. Over 24% of the samples contained more than 95% amber kernel, and 70% of the samples contained more than 85% amber kernel. The federal grades require that durum wheat of the subclass "amber durum" shall contain at least 75% of vitreous amber kernel. Of the durum samples collected in this

Yes, We Like Our Macaroni

By Leon G. Tujague, President Tujague Food Products, Inc., New Orleans

Preaching on macaroni publicity as the Macaroni Journal has been doing so consistently, I feel certain that you will be particularly interested in the following editorial which appeared in the Oct. 11, 1927, issue of the Times-Picayune, New Orleans. This is probably the best southern newspaper, so you can readily appreciate the value of this publicity, particularly when it is an article on Semolina Macaroni appearing as an editorial. More publicity of this kind will pay big dividends to all manufacturers.

Very Much Semolina

We are more and more becoming macaroni eaters. No, this cannot be, to any large extent, because our Italian population is increasing. It is just that, viewed too oft, we have learned to love and if not to embrace at least to consume the excellent foodstuff that Italy originally made famous and still consumes in larger per capita quantities than any other nation. Indeed even after our progress of recent years we still eat only one twelfth as much per person of macaroni, spaghetti, etc., as do those of Mussolini's dominion.

Nevertheless the United States produced last year of these products in round figures half a billion pounds.

survey of the 1927 crop more than 88% contained sufficiently high percentage of amber kernel to fall into the amber subclass.

Durum wheat from some areas will often grade low, due to the considerable admixture of common wheats. Common wheat admixtures in durum are very objectionable to the semolina millers.

Twenty seven samples of durum wheat, identified as Kubanka, averaged 10.98% protein; 16 samples of Mindum 11.23% protein and 11 samples of Monad 11.43% protein. Mindum averaged 61.5 lbs. test weight and was higher than the other varieties. Monad averaged 61.2 and Kubanka 59.9 lbs. per bu.

On the whole the 1927 crop in North Dakota was of good weight but low in protein. Semolina millers will evidently have considerable difficulty during this crop year in obtaining sufficient high protein wheat to keep up the protein content of the semolina to the level desired by macaroni manufacturers.

(Facts and figures quoted herein are from Bulletin 213 issued by North Dakota Agricultural College, Fargo, N. D., copy of which will be sent on request.—Ed).

That would make a considerable heap in itself in the uncooked form, but when expanded by the necessary moisture and coated with the proper amount of American or Parmesan cheese, as the case might be, we can picture a very considerable platter of the delectable foodstuff.

Macaroni products are made from various raw materials, but the genuine, or 80%, is manufactured from semolina, which itself is made from a certain extremely firm wheat called durum. The remaining 20% is made of flour or farina, but these varieties cannot deceive the experienced Italian macaroni eater.

One of the best evidences of our increased love of this food is seen in the change from importing it to making it here at home. Before the war we brought in, mostly from Italy, some 120,000,000 lbs. annually. Today our yearly import has fallen to about seven million pounds. Last year we grew nearly fourteen million bu. of durum wheat, which made 2,216,065 bbls. of semolina—a yield of about 71%, according to department of commerce figures. This is more than half a million barrels gain in a year.

Yes, we like our macaroni.



Scene: President's Office.

Characters, Left to Right:
Plant Engineer, Treasurer, President,
Plant Superintendent.

"Gentlemen! A Copy of This Annual Report Should Go to the 'JOHNSON' People!"

"—this unusually favorable report of our year's business is in great part due to that installation of JOHNSON Automatic Packaging Machinery," continued the President. "Men! We must give credit where credit is due."

"You are right, sir!" agreed the Treasurer. "This statement bears out their Sales Engineer's recommendations almost to the dollar."

"This is significant, too," added the Plant Engineer, "our operating expenses have been the lowest in the company's history—"

"—and our earnings the greatest," finished the President.

"These figures interpret even more than that," said the Plant Engineer. "They point not only to the past but also to the future. With a promising year in 1928 we are ready to show even a better balance sheet a year from now."

"That's agreed!" said the President. "Let us insure our profits with the modern methods of JOHNSON Packaging Machinery. This can be our best year. It is up to us to make it so."

JOHNSON Sales Engineers are prepared to co-operate with your plant engineers on the use and application of JOHNSON Automatic Packaging Machinery. Preliminary layout and recommendation submitted without expense or obligation on your part. Free Bulletin and Catalog on request.

We manufacture complete packaging units—Net Weight Scales; Gross Weight Scales; Bottom and Top Sealing and Lining Machines (with or without Automatic Carton Feeders); Wax Wrapper; and Glassine Wrappers.

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AUTOMATIC PACKAGING MACHINERY

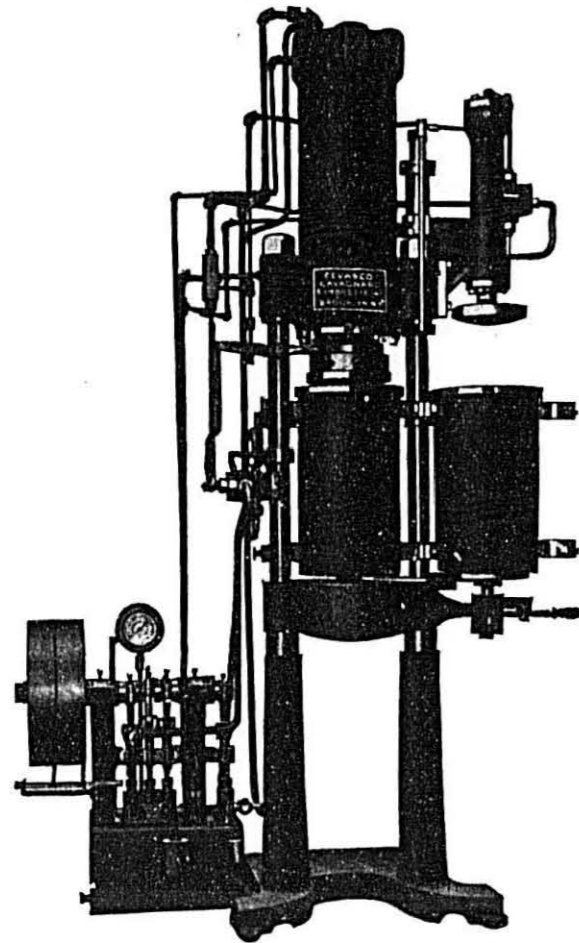
Consolidated Macaroni Machine Corporation

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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.

156-166 Sixth St.

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

159-171 Seventh St.

Address all communications to 156 Sixth Street.

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

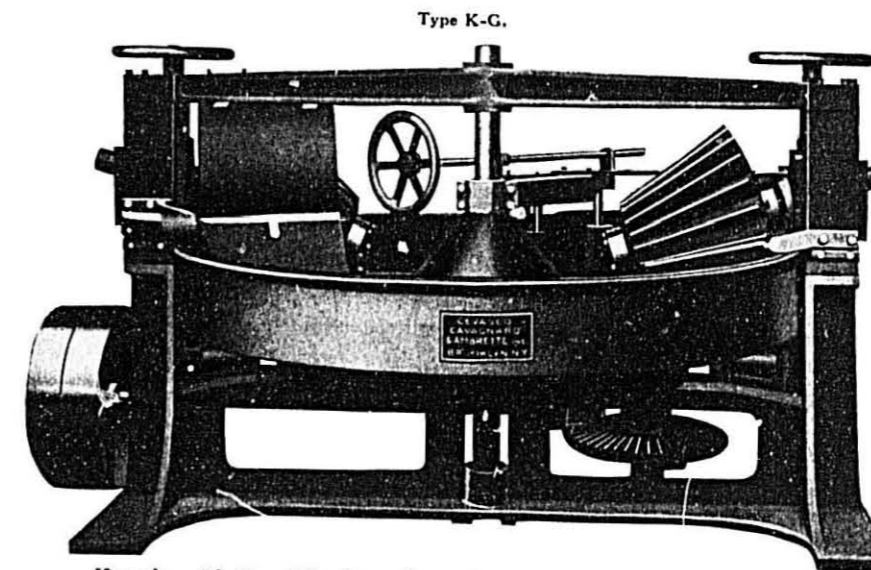
Consolidated Macaroni Machine Corporation

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.

1925 Manufacturing Census

According to figures compiled by William Steuart, director of the Bureau of the Census, the 1925 census of manufactures of macaroni products shows that 327 establishments in the United States were engaged in this business, 16 fewer than in 1923, the date of the previous census.

The macaroni manufactures census for 1925 shows that products valued at \$40,545,065 were manufactured that year by the 327 firms reporting. These firms employed 4560 wage earners who received wages totaling \$5,025,625 for the year. The cost of the raw materials including semolina, flour, containers, fuel, etc., was \$27,495,141. The value added by the manufacturing process totaled \$15,998,202.

The 1925 macaroni manufactures census is given in detail in the pamphlet issued by the Department of Commerce entitled "Miscellaneous Food Products." In the table below the progress of the industry is shown by comparing the 1925 census figures with those of 1923, with the following explanation:

In the census for 1925, for the first time statistics showing the actual values, and in some cases both quantities and values, of the several classes of products covered by this industry's classification have been compiled. The difference between the values of macaroni products figured in one table at \$40,545,065 and the corresponding "Value of Products" as shown in another table as \$43,489,344, is due to the fact that the former is the actual value of the commodities, whether made as a primary or as a secondary product by the establishments reporting them, whereas, in the second item is shown the total value of all products made by the establishments reported in these commodities as primary products. To illustrate:

Summary for the Industry and Its Branches, for the United States: 1925 and 1923

	No. of Wage Estab-lish-ments (Av'ge No.)	Earners	Wages	Paid for Contract Work	Cost of Materials	Value of Products	Value Added by Manu-facture	Horse-power
Macaroni, Spaghetti, Vermicelli and Noodles								
1925	327	4,560	5,025,625	13,500	27,491,142	43,489,344	15,998,202	19,873
1923	343	4,098	4,332,312	9,298	16,646,400	29,556,501	12,910,101	18,191

The total value of macaroni, spaghetti, vermicelli, and noodles made by all establishments reporting such products, as shown by Table 5, was \$40,545,065; but the total value of all prod-

ucts made by establishments engaged primarily in the manufacture of macaroni, spaghetti, vermicelli, and noodles, as shown by Table 2, was \$43,489,344. The latter value includes that of other commodities made as secondary products by the establishments reporting them, but does not include the value of macaroni, etc., made as secondary products by establishments classified in other branches of the food preparation industry, or in other industries.

Adhesives for Manufacturers and Packers of Foodstuffs

The Arabol Mfg. Co. of New York has issued a new directory for the food industry which describes glues, gums and pastes used in practically every department of food packing and manufacturing. In addition to adhesives for labeling tin and glass containers this new list devotes 4 pages to glues and gums for automatic packaging, with specific recommendations of glues for practically every type of packaging and sealing machinery on the market. Special adhesives are suggested for equipment manufactured by the Pneumatic Scale Corporation, The Package Machinery company, The Stokes and Smith company, The J. L. Ferguson company, The Hoepner Automatic Scale company, The Johnson Automatic Sealer Co., Ltd., The H. R. Bliss company, The Standard Sealing Equipment Corporation and several other manufacturers of machines for labeling, wrapping and sealing. Sending us a copy of this new list, The Arabol Mfg. Co. writes:

"This is the first time we have compiled a complete directory of adhesives for all branches of the food industry. Heretofore we have issued lists of la-

beling glues, and separate lists of adhesives for automatic packaging and sealing. But our experience indicates that the packing of foodstuffs and the packaging of foodstuffs are becoming

more closely allied. Formerly the term "packer" was applied almost exclusively to canners, but nowadays there are many concerns which pack foods in both tin and glass and also put up chewing gum, candies, crackers and other manufactured food products in packages. Such concerns use automatic machines for labeling glass and tin containers, for wrapping and sealing packages and for sealing corrugated shipping cases and they require different kinds of adhesives for these differing types of equipment. Various fields of food packing and manufacturing which used to be more or less isolated are being drawn closer together, forming one great food industry which probably uses more automatic machinery for labeling, wrapping and sealing than any other single industry.

The Macaroni Census

The Bureau of the Census is making plans for the next biennial census of manufactures, which will cover the year 1927, as provided in an Act of Congress approved March 3, 1919.

In deciding upon the items to be covered by the census, the bureau has consulted representatives of various manufacturers associations with the view of obtaining, so far as practicable and without making the schedules too elaborate, information which will be of value to the several industries concerned and will at the same time provide a record of the progress of manufactures generally throughout the United States.

Recognizing the value and importance of this work to the Macaroni industry this association has arranged to cooperate with the bureau in collecting the data for the coming census.

The blank forms upon which reports should be made will be mailed by the census bureau to all manufacturers about January 10. A report will be required from each manufacturing establishment whose output in 1927 was valued at \$5000 or more. It is hoped that every manufacturer concerned will have his records in such condition that he can fill out the schedule within a few days after its receipt, as the tabulation of statistics for our industry will not be made by the Bureau of the Census until reports are received from all manufacturers engaged in it. We therefore urge our readers to supply this information, if they are manufacturers, soon after January 10, in order that as early as possible in 1928 we may have statistics which will show the condition and progress of the American macaroni industry for the year 1927.

Buhler Brothers'

Works at Uzwil, Switzerland

for—

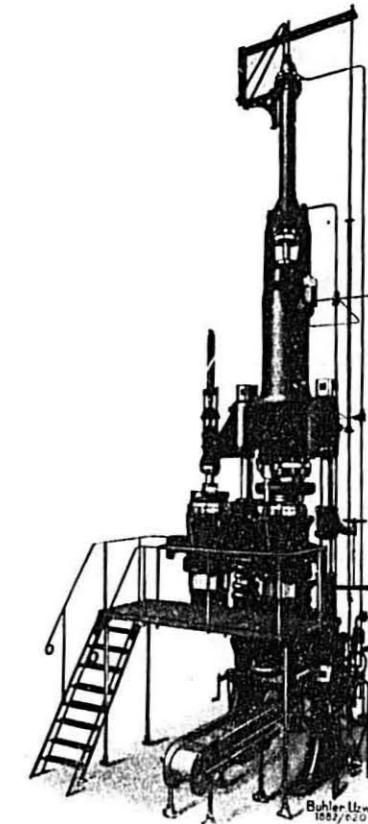
"Quality"
Machines which
never fail

The Buhler Vertical Presses

with a laying table on which the macaroni can be laid automatically into chassis without touching the goods.

The manufacture of macaroni with the Buhler Chassis System is the quickest and most efficient way.

Try it and you will never want the other system back again.



The largest type of Buhler Press, showing also the laying table.

The Universal Dryer Model QAM-6

which is especially designed for the Buhler Chassis System.

But this dryer can also be used for any other kind of goods such as:

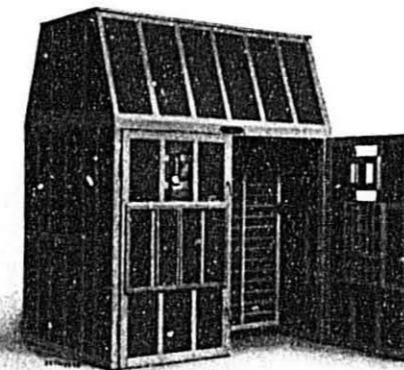
Short Goods Curled Goods
On Trays

Spaghetti and Macaroni
On Cans

For full information please ask

Th. H. Kappeler

Sole Distributor for Buhler Machinery
44 Whitehall Street, New York City



The BUHLER Universal Dryer Model QAM-6 complete with motor, two fans and showing one of the chassis wagons in position.

Macaroni a Cheap, Real Health Food

Hunger is the primary urge among all forms of life. It is not surprising, therefore, that the production and preparation of food to satisfy human hunger should be of the utmost importance in a civilized world. In the modern rush for money and the luxuries that it buys, however, the simple elements that make food life and health sustaining are often lost sight of.

It is a fact that one needs but very little money to be well nourished. The laborer and the clerk on their limited incomes can be as well fed as the millionaire. Perhaps more so, since the latter all too frequently abuses his stomach with indigestible and elaborate mixtures that less prosperous people cannot afford.

Among the most valuable and popular foods known today are macaroni, spaghetti, noodles and similar products that have the same content. They are rich in protein, and so supply the body with energy; the wheat that goes into their manufacture has a high percentage of carbohydrates, which supply the body with fuel; moreover, macaroni makes a palatable and inexpensive meat substitute.

For the same reason it is a safe and nutritious food for children, who may eat it without fear of overtaxing the digestive organs.

Macaroni is an especially good food in winter, since it contains a large amount of starch which helps to heat the body. Also, the other foods that are usually added to it for palatability, such as cheese, bread crumbs and eggs, complete a dish of a high nutritive value.

In order to educate the public in regard to the importance of health in which food plays so important a part the National Tuberculosis association and its 1500 affiliated organizations are conducting the 20th Christmas seal sale throughout the country in December.

Campbell Soup Plant in Chicago

The Campbell Soup company of Camden, N. J., is planning erection of a large plant in Chicago to cost several million dollars. In it will be housed the western branch of the organization. Machinery and equipment sufficient to em-

ploy 2500 people will be installed. The Chicago plant capacity will average about 6000 cans of soup every minute of the working day, more than 3,000,000 cans daily.

Tomato is the popular flavor from among the 21 varieties now made by this firm in its eastern plant, where 4000 soupmakers are employed. Dr. John T. Dorrance, president and general manager of the Campbell concern, states that the plant will be ready in 1928 and that most of the tomatoes for the new Chicago plant will come from the central part of Indiana and Illinois. The new branch will use approximately 200 tons of beans daily, in pork and beans and soup. The beans all will come from Michigan.

The new plant will be located on 35th street, just west of the Panhandle tracks, Chicago, and its 2 units will have a total floor space of 1,050,000 square feet. An idea of the extensiveness of the plant is gained from the fact that Continental Canning company will erect a huge plant near the new soup kitchens so as to supply the necessary cans by conveyers, the soup concern taking the entire output of the can company.

Patents and Trade Marks

In November 1927 no patents on macaroni machinery were granted, nor were there any applications filed.

TRADE MARKS REGISTERED

Only one trade mark applying to macaroni products was registered during the month.

Cinderella

The private brand trade mark of William Warren of Portland, Ore., for use on a variety of grocery products including spaghetti. Application was filed Nov. 19, 1926, published in the Official Gazette of the U. S. Patent Office on Aug. 30, 1927, and in the October 1927 issue of The Macaroni Journal. Owners claim use since Aug. 1, 1926. Trade mark is the trade name in heavy script.

TRADE MARK APPLICATIONS

In November 6 applications for registrations of macaroni trade marks were made to the patent office. Objections thereto should be made within 30 days of date of publication.

Q-Boy

The trade mark of the Joliet Macaroni company, Joliet, Ill., for use on macaroni. Application was filed Sept. 23, 1927, and published for opposition on Nov. 15, 1927. Owners claim use

since June 17, 1927. The trade mark is the trade name "Q-Boy" in white letters on a black background forming the upper third of the design. Below it appears the picture of a healthy child riding a hobbyhorse bearing the trade name.

Majesty

The trade mark of the Shanghai Noodle and Macaroni Mfg. Co. of San Francisco, Cal., also doing business as Majesty Paste company, for use on noodles, chop suey, sauce, etc. Application was filed Dec. 13, 1926, and published Nov. 22, 1927. Owners claim use since July 16, 1926. The trade mark is the trade name in heavy type.

Conte Luna

The trade mark of Vincenzo Arena, Norristown, Pa., for use on macaroni. Application was filed April 23, 1927, and published Nov. 22, 1927. Owners claim use since January 1926. The trade mark is a fanciful design with the name "Conte Luna" appearing at the top. Between the 2 words is shown a full moon. Below and to the left is shown a knight in war attire on a prancing charger.

Red Cross

The trade mark of the John B. Canepa company, Chicago, Ill., for use on macaroni, spaghetti and vermicelli. Application was filed June 10, 1927, and published Nov. 22, 1927. Owners claim use since on or about April 1872. The trade mark shows an unfolded carton bearing the trade name and a red cross on the 2 sides and 2 ends. The applicant is the owner of registrations Nos. 33290, 33291, 33311, 50000, 50396, 56828, 215429. No exclusive claim is made to the representation of a package apart from the mark as shown.

O E.

The private brand trade mark of the Eavey company of Xenia, O., for use on macaroni and several other grocery specialties. Trade mark was filed March 17, 1926, published March 20, 1927. Owners claim use since April 20, 1922. The trade mark is a large letter "E" within a heavy black circle.

Bloemer's

The private brand trade mark of Frank B. Bloemer, Jr., of Louisville, Ky., for use on egg noodles and other grocery specialties. Application was filed June 15, 1927, published Nov. 29, 1927. Owners claim use since October 1926. Trade mark is the trade name in script with the ending flourish drawn back to underscore the whole word.

CROOKSTON-SEMOLINA

From

Amber Durum Wheat

STRONG and UNIFORM
and of a WONDERFUL
COLOR

For Quality Trade

Crookston Milling Company

CROOKSTON, MINNESOTA



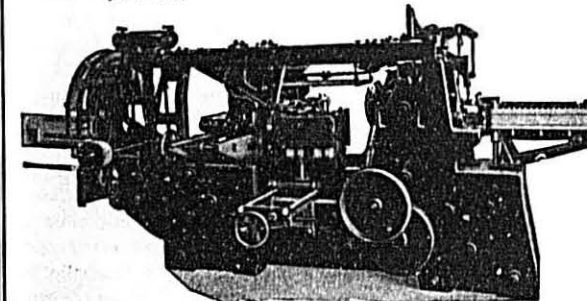
Meets Every Requirement of "The Ideal Container"

The Stokes & Smith
Tight Wrapped Package



The Machine

Stokes & Smith Automatic Package Wrapping Machine.
Capacity, 45-60 tight-wrapped packages per minute.



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

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

STOKES & SMITH COMPANY

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

Pabst-ett Macaroni

Instead of Macaroni and Cheese

New Dairy Product Brings Greater Relish to Macaroni Dishes.

The development of the new dairy product, Pabst-ett, more than cheese, is taking on greater significance to manufacturers of macaroni and similar products every day. For, Pabst-ett has been found the ideal dairy product with which to prepare macaroni dishes.

This new dairy product, with a flavor somewhat like that of American cheese, has advantages not found in any variety of cheese for the preparation of delightful, dainty, different tasting macaroni dishes. It has a lower melting temperature than cheese, so

when cooked in macaroni it melts completely, spreading its delightful flavor to every morsel in the dish. It does not become lumpy and stringy with cooking as does cheese. It has the added advantage of possessing a distinctive, fresh taste which it imparts to the dish. Anyone who likes macaroni and cheese will like macaroni and Pabst-ett even better.

Pabst-ett is one of the most interesting food products that has come before the public in recent years. It is not cheese, but more than cheese. It possesses ingredients that are not found

in cheese—the milk sugar, milk proteins, milk minerals, vitamins and valuable calcium element of milk, lost in cheese making. Pabst-ett contains nothing but what is found in whole milk, and it is made up of all the elements of milk. With a smooth, creamy texture, it is ideal for the housewife to use in preparing all foods. It does not require grating or slicing and even the bothersome cutting away of rind is eliminated with this new and finer food.

Pabst-ett has been on the market a little less than two years. Nevertheless, it is one of the nation's staple foods. It is sold in leading stores from coast to coast and in Canada. And wherever tried it invariably becomes first choice of the user.

Back of the development of Pabst-ett is a most interesting story. Mr. Fred Pabst, president of the Pabst Corporation, for years has been deeply interested in the problems of the dairyman. On his big farm in Waukesha county, Wisconsin, the heart of the dairy cattle section, he has maintained wonderful herds of Holstein cows for years. The surplus of the milk from this herd was made into cheese right on the Pabst farm. It was while watching the operation of the cheese makers that Mr. Pabst hit upon the idea which finally led to the development of Pabst-ett, more than cheese.

He noticed that in cheese manufacture a large portion of the liquid matter in milk went to waste. Mr. Pabst began to ask questions as to what this liquid matter or whey contained. Analyses showed that it retained some of the most valuable elements of milk. It was then that experiments were started to develop a cheese product in which these elements would be retained.

After months of labor, the result was Pabst-ett, more than cheese.

Experts on cheese from many localities were called upon to test out this new product for taste and texture and the verdict they rendered was all in favor of this new product. With this assurance, the Pabst Corporation introduced Pabst-ett to the public. The product was tried out first in three different cities, and it met with such immediate success that sales far surpassed the highest expectations.

Since then, market after market has been opened on Pabst-ett, more than cheese, and a vigorous advertising campaign has been put behind the product. A number of these advertisements have been devoted exclusively

(Continued on Page 30)



Pabst-ett macaroni—a triumph in the fine art of cooking

PABST-ETT has proved to be a new favor in the hearts of millions of people. It is a rich, creamy, delicious, and healthful product. It is made from the finest milk and is the only dairy product that is so rich in cream and so easy to digest. It is the ideal food for the young, the old, and the infirm. It is the only dairy product that is so rich in cream and so easy to digest. It is the ideal food for the young, the old, and the infirm.



More than Cheese
Pabst-ett
The only dairy product that is so rich in cream and so easy to digest. It is the ideal food for the young, the old, and the infirm.

One of a series of full page advertisements appearing in three nationally circulated monthly magazines giving publicity to the product of the Pabst Corporation of Milwaukee, Wis.

FOR SALE

GOING Macaroni factory (Building, Machinery and Stock). Ideal manufacturing conditions, good water, high and dry atmosphere affording best drying and curing facilities and located in one of the most fertile fields for development in the west. Nearest competition more than 200 miles distant.

Building floor space approximately 10,000 square feet, situated on isolated lot adjoining a transcontinental railway right-of-way. 24 hour steam heat service without expense of fireman, engineer or heating plant. This is an exceptional opportunity for a large organization contemplating a branch or for a new business.

ADDRESS

TRECO care Macaroni Journal,
Braidwood, Illinois

ECONOMY and EFFICIENCY

Are the two factors that really count in business

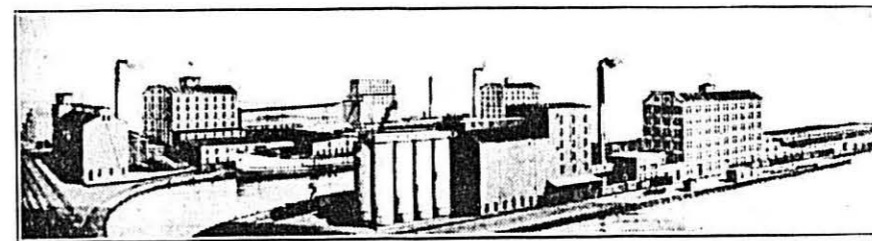
ONLY COFFARO'S MACARONI DRYING SYSTEM

translates them into facts

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

J. S. COFFARO & CO.

29 Central Ave., Brooklyn, N. Y.



THE UP-TO-DATE HOME OF HOURGLASS BRAND

SEMOLINA AND FLOUR

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

DULUTH-SUPERIOR MILLING CO.

Main Office DULUTH, MINN.

NEW YORK OFFICE: F 7 Produce Exchange
PHILADELPHIA OFFICE: 468 Bourse Bldg.

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

Notes of the Macaroni Industry

Skinner at Atlanta Show

The Skinner Manufacturing company of Omaha, Neb., recently arranged for a booth at the food show to be held by the Atlanta, Ga., grocers in the auditorium of that city this month. The Skinner brand of macaroni products is most popular in that section of the south. W. E. Johnson, a food broker in Atlanta who has handled the Skinner accounts several years, and E. T. Camp, who sells to the retail trade, are both interested in the exhibit.

To Enlarge Plant Capacity

The Joliet Macaroni company of Joliet, Ill., has purchased additional kneaders and presses and will install them shortly after the beginning of the year. On completion of the new installation the capacity of the plant will exceed 500 bbls. a day on a 24 hour basis. This company specializes in short cut goods and the plant arrangement is such as to permit of continuous operations day and night. B. S. Scotland, who is president of the company, is enthusiastic over the new arrangement and will gladly show his plant to any and all visitors who are interested.

Sues on Account

Having exhausted all other means of collecting for goods sold and not paid for, as alleged by the complainant, the Indiana Macaroni company of Indiana, Pa., has instituted suit against C. Mazzaresi of Johnstown, Pa. The amount involved is approximately \$411 plus interest from May 15, 1925, when the goods were supposed to have been sold.

Macaroni Tariff in New Zealand

A revised schedule of import duties on a variety of products including macaroni went into effect Sept. 13, 1927, in New Zealand. The principal features are the elimination of the intermediate rates and increased profits to British Empire goods. The effect on the tariff rate on macaroni products is to immediately increase the rate approximately 5% over the preceding tariff, leaving the preferential rates on the latter. However provision is made for a specialty reduction in duties on July 1, 1928, which will affect maca-

roni, vermicelli, etc., sent into that country.

Celebrate 75th Anniversary

Reid, Murdoch & Company, one of the biggest and best known Chicago food specialty houses, will celebrate its 75th year in business this month. During this long period the firm has gone through wars, fires and panics. It has not in a single instance passed a discount or a dividend. It specializes in sales to grocers who own their own stores thus making their enviable record possible. The company does not sell the chain stores. Its products are sold under "Monarch" brand.

Foulds Bowling League

A bowling league of 8 teams has been organized from among the employes of the Foulds Milling company plant at Libertyville, Ill. Weekly games have been scheduled during the bowling season, which opened the last week in November when the office girls defeated the managing force team by a healthy score in a 3 game series. Suitable trophies have been offered to the winners and nightly the losers are penalized by being made to pay the cost of the luncheon. Needless to say macaroni products in one form or other are always included in the luncheon.

Russia To Export Macaroni

Believing that it can profitably fill the growing demand for macaroni products in the Near East, the Odessa Foodstuffs Trust of southern Russia is planning to begin soon to export macaroni into that part of the world, according to an article published in "Economic Life" of Moscow. It is planned to build 3 factories the coming year in Odessa, Vinnitza and Khrakov, and to expand the 3 factories already operating in other cities within easy reach of the renowned durum wheat fields of that country.

Macaroni in Palestine

According to O. S. Heizer, American consul, Jerusalem, the inhabitants of Palestine consume large quantities of macaroni products, both domestic and imported. There are 4 factories in the country devoted to the manufacture of

this food, one at Jerusalem, one at Haifa and two at Tel Aviv. The combined production of the factories is 16½ tons of macaroni per month, about 1500 lbs. daily. The imports of this article amounted to 188 tons in 1926 with the value of \$27,045. The high percentage of imported macaroni makes this a very good field for development. A macaroni plant is being constructed in Tel Aviv and is to have an estimated production of 30 tons monthly. Very little of the macaroni consumed in Jerusalem is manufactured in the United States.

Macaroni Firm Loses

Ansel S. Leo of New York on behalf of the Commander Milling company, Minneapolis, Minn., recently won a favorable decision from the arbitration committee of the New York Produce Exchange in his complaint against the Cardinale Macaroni Mfg. company of Greater New York. The complainant charged that the macaroni firm had purchased 3 cars of semolina, of which it took delivery of only 2, defaulting on the other and refusing to order it out. Failure to reply to the complaint caused the macaroni manufacturers to be barred from the New York Produce Exchange until the matter was satisfactory settled.

Macaroni Sauce Specialists

Believing there is a market for a good toothsome sauce for macaroni, spaghetti and similar pastes, the La Sierra Heights Canning company of Buena Park, near Fullerton, Calif., has abandoned its tomato canning operations and is now manufacturing a special sauce that is meeting with instant favor among manufacturers, hotels and restaurants. Shipments have been made to various parts of the United States and to foreign countries.

The sauce is made according to a famous Italian recipe in flavors particularly pleasing to either Americans who prefer the milder flavors, or foreigners whose preference is for the more piquant ones. R. Responti is manager of the plant.

German Label Law

Exporters of macaroni products to Germany will be interested in the new

December 15, 1927

THE MACARONI JOURNAL

29

A
Merry Christmas
and
A
Happy New Year
to the
Entire Macaroni Industry
Barozzi Drying Machine Company
North Bergen - - New Jersey
Makers of Scientific Macaroni Dryers

The Perfect Egg Yolk
Fresher in Flavor
Deeper in Color

Jo-Lo

Certified American Dehydrated
Spray Egg Yolk

JOE LOWE CO. INC.

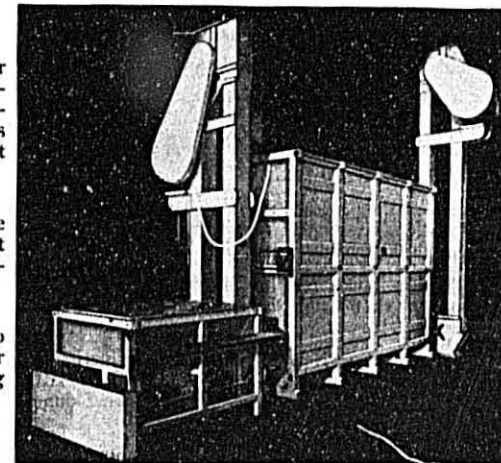
3617 South Ashland Ave. Bush Terminal Bldg. 8 5-7 W. Lombard St.
CHICAGO, ILL. BROOKLYN, N. Y. BALTIMORE, MD.
1100 Mateo St.
LOS ANGELES, CAL.

Use CHAMPION Flour Outfits to Get Economical Blends

This combination outfit for blending, elevating, conveying, sifting, weighing, handling and storing flour, has as many advantages as it has uses.

It enables you to reduce the cost of your finished product by blending semolina yourself.

It can be installed so as to automatically handle flour from car to bin, eliminating labor.



It saves dies by thoroughly sifting the flour, and removing all hair, dirt or hard particles—besides insuring a high quality product that will pass every sanitary test.

It does away with guesswork by accurately weighing the semolina and measuring the water—prevents dust and waste—and saves on materials.

TELL US THE SIZE AND LAYOUT
OF YOUR PLANT—OUR ENGINEERS WILL HELP YOU.
NO OBLIGATION WHATSOEVER.

The Champion Machinery Company

Joliet - - - Illinois

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

decree relating to the labeling of food-stuffs intended for sale in Germany. The new law will not affect foreign goods until April 1, 1928, though it goes into immediate effect as applicable to German products. The regulation concerns almost all articles of food sold in packages or containers. The label must be applied either by the producer or by the distributors and must state in the German language the name and the location of the producer or importer. The contents must be designated by German measurements

or weight. The purpose of the measure is to promote uniformity and to prohibit some of the deceptive practices through which the consumer often have been victimized.

Pabst-ett Macaroni

(Continued from Page 26)

to the use of Pabst-ett in macaroni, spaghetti, noodles and kindred foods. And this constructive type of advertising has been beneficial not only to the Pabst Corporation and Pabst-ett.

but also to the manufacturers of these other products. How great this help has been could not be estimated. Pabst-ett makes macaroni dishes more tasty. Therefore, it is logical to presume that more macaroni will be consumed when prepared with Pabst-ett. As a nourishing, delicious, health building food with all the elements found in nature's perfect food—milk—Pabst-ett now has taken its place as one of the great national favorites. Each day sees an increase in the demand for this new dairy product.

"Delighted!" Says Committee

After the last minute review of the support which the National Macaroni Advertising Campaign is being accorded by macaroni manufacturers everywhere and of all classes, C. S. Foulds, chairman of the National Macaroni Publicity Committee, exclaimed "Delighted!" His coworkers on the committee were equally elated.

Thirty firms are now enrolled as financial supporters of the movement. This small group has pledged over 50% of the \$50,000 which the committee hopes to get before it makes its initial move. To back up the pledges

there is cash in hands of nearly \$5000 from the initial payments of the supporting firms.

"If nearly 30 firms voluntarily contribute \$25,000 for the macaroni advertising campaign on faith, what must we expect of the other firms when the plan is fully explained and our selling efforts completed?" asks Mr. Foulds of the committee. "The hearty response of the industry is most encouraging. As our advertising schedule starts with the March issues there is ample time for the firms that have been hesitating to join their fellow business men in a high powered sales effort to make everybody in America fully acquainted

with our wonderful product. Every man who contributes to this activity will feel proud of his cooperation because of the assured success of the movement. Speaking for the entire committee, I wish again to invite every manufacturer in the country to pledge whatever amount he can afford to this unselfish campaign that will bring benefit alike to bulk manufacturers and the package men, to large firms and small ones, to the east and west, north and south, and all between.

"Sign the Pledge Blank and send it to Secretary M. J. Donna as proof that you are with us, heart and pocketbook."

Pledge to National Cooperative Publicity Fund

Date....., 1927.

M. J. Donna, Secretary,
National Macaroni Manufacturers Association,
Braidwood, Illinois.

The *UNDERSIGNED* hereby pledges and agrees to pay to the National Cooperative Publicity Fund the following sum for specified purposes:

- 1—The TOTAL SUM of \$....., payable as follows:
 - a—Twenty-five (25%) per cent or \$..... with pledge.
 - b—Balance in TEN MONTHLY INSTALLMENTS of \$..... each starting January 1, 1928.
- 2—Subscription is made in consideration of the proposed nation wide publicity campaign, organized and conducted by the National Macaroni Manufacturers Association to widely acquaint the American people with the real value of Made-in-America Macaroni, Spaghetti, Noodles, etc., thus bringing about increased use thereof.
- 3—Pledge is made on condition that money raised for this purpose by supporting manufacturers be expended in National Publicity and Educational Work through the National Macaroni Publicity Committee of the National Macaroni Manufacturers Association composed of—

C. S. Foulds (Chairman), The Foulds Co., New York.	G. Guerissi, Keystone Mac. Mfg. Co., Lebanon
Henry Mueller (President), National Macaroni Mfrs. Assn.	A. Gioia, A Gioia & Bro., Rochester.
B. S. Scotland, Joliet Macaroni Co., Joliet.	L. M. Skinner, Skinner Mfg. Co., Omaha.
C. B. Schmidt, Crescent Mac. & C. Co., Davenport.	
- 4—Attached hereto is our check for \$..... being 25% of this our pledge.

Corporate Seal

(Signed)

or

Firm

Witness

Officer

Title

Fill and Mail This Pledge Today.

Cheraw Box Company, Inc.

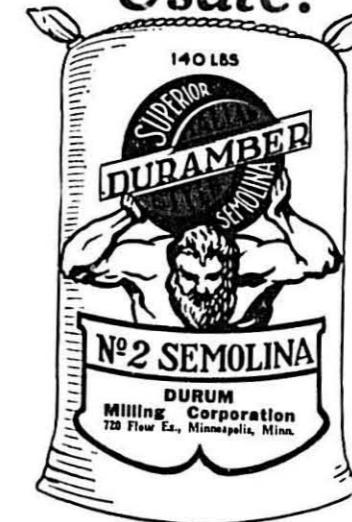
Seventh and Byrd Streets
Richmond, Virginia

SATISFACTORY Wooden Macaroni Box-Shooks

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

PER PASTA PERFETTA

Usate!

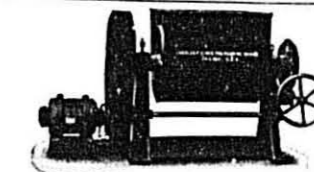
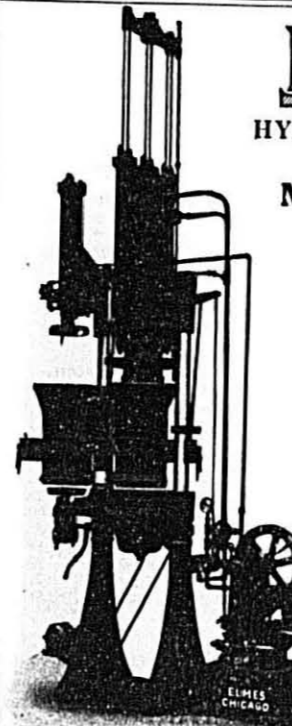


"Meglio Semola-Non ce ne"
Guaranteed by the
Most Modern Durum Mills in America
MILLS AT RUSH CITY, MINN.

ELMES

HYDRAULIC MACARONI MACHINERY

from
MIXER TO PRESS



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

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

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

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

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

CHARLES F. ELMES ENGINEERING WORKS, 213 N. Morgan St., Chicago, U. S. A.

New York Export Office, 420 Lexington Ave., Phone Lexington 4270

Grain, Trade and Food Notes

Durum Wheat Situation

More definite reports on durum production continue to show a probable increase in production in the important exporting countries except Russia as compared with last year partially offset by a decrease in Italy, the most important importing country. The early export movement has also been somewhat heavier this year than last except in Russia, says the U. S. Bureau of Agricultural Economics in its bulletin of Nov. 21, 1927.

The Italian 1927 estimate of total wheat production has been reduced 13,000,000 bus. making it 19,000,000 below last year's crop and if one assumes that the durum crop is decreased proportionately, there should be an increased demand for foreign durum to offset the decrease. Last year Italy imported 20,419,000 bus. of durum of which 17,361,000 came from the United States and Canada and 2,534,000 from Russia. This year imports in July were slightly above those of the preceding July, but the movement had scarcely started by then. For France, the other important importing country, imports during July and August were small in comparison to those of the preceding years.

It is believed that the French import requirement will be taken care of largely by the French North African crop, which is roughly about 10,000,000 bus. greater than last year.

United States durum production placed at 84,000,000 bus., or 35% above last year, and the receipts in principal markets have graded well above last year. Reports of inspections for export as far as they are available are slightly above last year. No definite estimate is available of durum production in Canada but that country is believed to have a good crop this year. Inspections for export through September have been more than a third above the same period last year. No indication of Russian durum production is available but total wheat production in southern Russia, where durum is grown, is now believed to be definitely below last year, except in Ukraine, and deliveries of wheat to the procuring organizations were small through September even in the Ukraine. Total wheat exports through October were less than a fifth of those for the corresponding season last year and it is probable that durum exports are decreased.

Canada is rapidly increasing its durum

wheat production, last year's crop being nearly double that of 1925-26. An idea of the commerce carried on by the United States and Canada in durum wheat is gained by the following figures covering durum exports: From July 1, 1925 to June 30, 1926 the U. S. Exported 27,069,000 bus. of durum. In the 1926-27 crop year the exports were 19,996,000 bushels. From the first of July to the end of September this year our exports totaled 4,096,000 bus. In the 1925-26 crop year Canada exported 7,512,000. Last year the exports amounted to 13,047,000. From July 1 to Sep-

the farmers and growers have made substantial progress in recovering from the postwar effects. Regarding wheat and potatoes he says, in part:

"In general the showing for the year is good. Yet much remains to be done before the position of the farmer will cease to constitute a problem. In order to achieve higher net incomes for agriculture, advance is necessary along several lines. While farmers themselves are reducing their costs of production through increased efficiency, public agencies should cooperate with them in effecting a better adjustment of production

ITALY: Imports of durum wheat by countries, years 1925-1927
Year beginning July 1—Durum wheat

Country from which imported	1924-25 1,000 bus.	1925-26 1,000 bus.	1926-27 1,000 bus.
United States	9,411	7,853	6,331
Canada*	7,051	5,324	11,030
Australia	605	64	92
Argentina	37	1,612	2,465
British India	111	44	69
Russia, excluding Ukraine	—	—	—
Ukraine	—	—	—
Yugoslavia	—	—	—
Rumania	—	2	3
Tunis	30	18	49
Morocco	—	—	—
Other countries	445	1,134	380
Total imports	17,690	16,049	20,419

Compiled from Statistica del Commercio Speciale.

*Some of durum or hard wheat attributed by Italy to Canada is from the United States shipped through Canada.

FRANCE: Total imports and imports for consumption of Durum wheat, year 1926-1927—Year beginning July 1

Country from which imported	Total imports		Imports for consumption	
	1926-27 1,000 bus.	1926-27 1,000 bus.	1926-27 1,000 bus.	1926-27 1,000 bus.
United States	3,201	481	50	18
Canada	1,970	481	41	41
Australia	16	0	2	0
Argentina	0	0	0	0
Germany	0	0	0	0
British India	0	0	0	0
French North Africa	3,828	3,828	3,802	3,802
Other countries	308	308	41	41
Total imports	9,804	9,804	3,954	3,954

UNITED STATES: Imports and exports of macaroni

Year	Imports		Exports	
	Quantity Pounds	Value Dollars	Quantity Pounds	Value Dollars
1913, fiscal	106,500,750	4,913,624	—	—
1918, calendar	402,010	40,925	—	—
1919, calendar	802,551	101,859	—	—
1920, calendar	805,008	107,160	—	—
1921, calendar	1,587,464	166,294	—	—
1922, calendar	2,917,369	234,241	7,494,873	603,184
1923, calendar	3,476,116	249,981	7,159,864	566,230
1924, calendar	4,534,928	298,058	7,486,436	589,988
1925, calendar	6,408,878	454,146	8,557,218	726,765
1926, calendar	5,225,245	396,151	8,272,634	711,122
1927, (January-September)	2,395,264	222,399	6,089,585	511,734

September 30 this year the exports were 3,749,000.

Agriculture Improving

In his annual report to Congress Secretary William M. Jardine of the U. S. Department of Agriculture states that

to demand. Also efforts should be made to diminish waste, to lessen margins between producers' and consumers' prices, to reduce transportation and distribution costs, and to lessen the farmer's overhead charges by lowering or redistributing tax burdens and by improving agri-

"Good Macaroni requires good Cheese"

LOCATELLI REGGIANO Genuine Pecorino Romano

The World's Leading Brand
for over 50 years

Locatelli Grated, Finest old Reggiano Cheese grated and packed in our own factories in Italy. Imported exclusively in original 2 oz. boxes, 12 boxes to a carton. American trade particularly will find it most convenient.

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

The House of Perfection Always at Your Service

Where Others Have Failed, We Have Succeeded.



Why not deal with a reliable house?

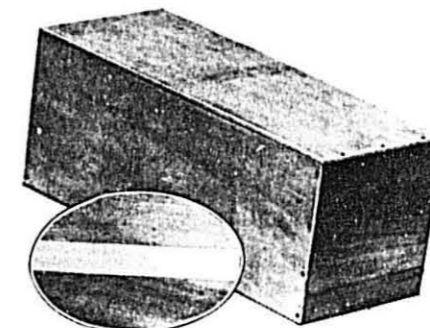
INTERNATIONAL
MACARONI MOULDS CO.
317 Third Ave. Brooklyn, N. Y.

WOOD BOXES

Our own manufacture from cutting of the tree to loading of the ready-to-assemble box.

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

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



Inset is actual appearance of finished two-piece bottom.

Help us keep cost down by avoiding unnecessary specifications which are always part of price to consumer.

We solicit an opportunity of figuring on your wood box requirements

ANDERSON TULLY CO.
Memphis, Tennessee
Good Wood Boxes

cultural credit facilities. Farmers should be encouraged to enhance their bargaining power through cooperative marketing, and the responsibility of the public in helping to reduce price fluctuations due to unavoidable gluts and shortages of agricultural products should be recognized in a practical manner. Overemphasis on the fairly satisfactory results of a single year may cause us to forget the existence of underlying causes of farm difficulty, and therefore to neglect practicable means of affording relief.

Durum Plentiful

The wheat belt, especially the northern part of the winter wheat and all of the spring wheat area, has had a good year. Spring wheat was a large crop, and wheat prices have held up fairly well. Taking spring and winter wheat together, the country harvested its largest wheat crop since 1922. Wheat production is estimated at 867,000,000 bus., compared with 833,000,000 bus. harvested last year and a 5 year average of 808,000,000 bus. Winter wheat comprised 553,000,000 bus. of the total. Durum production was 80,000,000 bus. and spring wheat other than durum 234,000,000 bus. All spring wheats gave remarkably good yields.

Potatoes Yield Larger

Potato production on Oct. 1 was estimated at 395,000,000 bus., or 39,000,000 bus. more than in 1926 and 1,000,000 bus. more than the average for the 5 years preceding 1926. Sweet potato production is expected to total 87,500,000 bus., or 3,800,000 more than in 1926.

Good Durum Demand

In the weekly review of the grain market the first part of December the bureau of agricultural economies reports that there was an excellent demand for amber durum wheat containing 11½% protein or more. No. 1 amber durum was quoted at \$1.20 to \$1.45 at Minneapolis, while 13% protein durum wheat sold as high as \$1.42 at Duluth. Durum futures were slightly lower.

Signing the Pledge

The consumption of macaroni products in the United States is estimated at approximately 5 lbs. per capita based on all the figures and facts available. On this basis the 115,000,000 Americans eat approximately 575,000,000 lbs. of this food. The imports this year are small and for the basis of our argument the latter figure is used in the computations that follow:

The 575,000,000 lbs. of macaroni

BELL RINGER
Prize Winner submitted by
Alfonso Gioia, A. Gioia & Brother, Rochester.

ROCKING CHAIR SELLING

The competitive condition that exists in the macaroni industry recalls a fish story, that is no fish story, about Irvin Cobb, the well known writer, and an old darky, that is much to the point.

One morning after a hard rainstorm Cobb was walking along a road down in southern Georgia when he came upon an old negro, Henry by name, who was sitting in an easy chair by his kitchen door, fishing in a puddle of water.

"Henry, you old fool," said Cobb, "what are you doing there?"

"Boss," said Henry, "I'se jes' fishin' a little."

"Well, don't you know there are no fish there?" demanded Cobb.

"Yes, suh," said Henry, "I knows dat, but dis yere place is so handy!"

The handiness of the market and the handiness of the methods are too often the only points considered by the "Rocking Chair Salesmen." It takes energy to hold natural markets; it takes nerve to demand honest prices for quality goods, and it takes courage to establish and to hold a fair sales policy.

Beg Your Pardon!

An error was made in the November issue when a report of the annual fall meeting and sales conference of the Crescent Macaroni and Cracker company salesman was reported. The word "Creamette" was substituted for the right word "Crescent," in naming the firm.

Queens Is Bankrupt

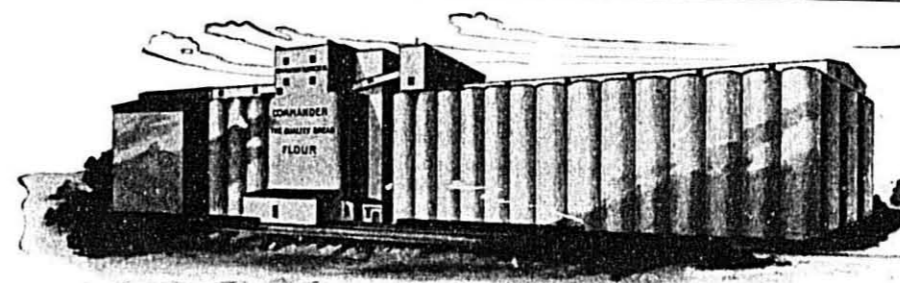
A petition in bankruptcy was filed last month by the Queens Macaroni Company, Inc., of Long Island City, N. Y. The petition declares that the company has liabilities of \$24,399.83 and assets to offset of \$27,071.48. This firm has not been very active in the manufacturing end for some time.

products above referred to would necessitate the use of about 640,000,000 lbs. of semolina and flour or about 3,200,000 bbls. a year. If these figures are correct, and they are as nearly perfect as available records permit, there is converted into finished products in the United States plants about 11,430 bbls. of semolina and flour a day, based on 280 working days a year. Actually the daily production is larger because very

few plants work 280 full days.

Up to the first of December, 1927, 29 firms had pledged their financial support to the proposed National Macaroni Publicity campaign. This group represents a daily conversion of approximately 4000 bbls. of semolina and flour into macaroni products, approximately one third of the entire output in the country.

The Macaroni Publicity Committee is highly pleased with the response made to its appeal for general support to the national macaroni advertising campaign. Firms representing an additional capacity of 1500 bbls. a day are giving favorable consideration and will unquestionably be found fully behind the movement. This means that the proposed advertising campaign is assured of the support of manufacturers whose plant capacities are practically one half of America's annual output. In the second half, as yet unheard from, there are many firms which the National Publicity Committee feels should voluntarily and liberally support the movement. To this group the subscription list is still open. Pledges have been sent every worthwhile firm in the country and before the end of the year the campaign should have behind it from two thirds to three fourths of the production capacity of the country.



The High Quality of
ALL
COMMANDER SEMOLINA

IS
POSITIVELY

"Guaranteed"

COLOR GRANULATION STRENGTH

Commander Milling Co.
MINNEAPOLIS, MINN.

The Macaroni Journal

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

PUBLICATION COMMITTEE
HENRY MUELLER JAS. T. WILLIAMS
M. J. DONNA, Editor

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

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

Vol. IX December 15, 1927 No. 8

Questions and Answers
Origin of Macaroni

Question:
"When was macaroni first made?" asks a new entrant into the business.
Reply:

"Modern macaroni as generally known today originated in Italy. The date, which is not known definitely, goes back several centuries. Macaroni products, which are a preparation of glutinous wheat, is believed to have been one of the foods of early mankind and has been consumed in Japan, China and Egypt for centuries."

Dante Brand

Question:
"Can you furnish us with the name and address of the manufacturers of 'Dante's Spaghetti'?" asks a Chicago publisher.
Reply:

"Not known, but will publish your inquiry asking our readers to supply the information if by any chance they may know the manufacturer of the brand." (Send information to the Editor at Braidwood.)

Basis of Pledge

Question:
"Is there any particular basis on which firms are contributing to the National Macaroni Advertising Fund?" asks a Chicago manufacturer.
Reply:

"No, manufacturers are contributing what they feel they can afford to give

to this worthy cause. Many use 3c or 5c a barrel on their yearly output as a basis. The total would run high in some cases and insignificantly low in others. Just give to show your right spirit."

Why Journal Stopped

Question:
"Why have we failed to receive the last two issues of your Journal?" asks a Texas firm.
Reply:

"Because you have failed to renew your subscription even after several notices were mailed you."

Open to Consultation

American macaroni manufacturers interested in the exportation of their products into the Caribbean sea area of the West Indies will probably take advantage of the announcement made by the United States Department of Commerce that H. P. McGowan, special foodstuffs trade commissioner of that area, will be in the office of the bureau of foreign and domestic commerce, Washington, for several weeks. He will welcome all suggestions and supply information concerning export problems.

Visitors at Headquarters

Among the visitors at the headquarters of the National Macaroni Manufacturers association in Braidwood, Ill., last month were: H. T. Felgenhauer representing the Capital Flour Mills of Minneapolis, Minn., and Chas. Holcomb of the Pillsbury Flour Mills Co., Minneapolis.

Health Food Warning

The U. S. Department of Agriculture will declare a food misbranded if labels thereon or accompanying literature improperly claim that it contains health qualities not actually found therein. The strict administration of the opinion announced means that macaroni and noodle manufacturers will have to exercise great care in the language used with respect to the health quality of their products and be ready to prove any statements made. The letter, in part, follows:

A considerable number of domestic and imported food products are represented on the labels and accompanying literature as of particular value in maintaining, promoting, or restoring health, or in acting directly as therapeutic agents in the treatment of disease. These forms of labeling have been noted particularly on cereal products, such as breakfast foods, bread

Two Cooking Hints

- a. When boiling macaroni products add one half an onion. It greatly improves the flavor of the food. The onion should be removed when the macaroni is drained.
- b. Macaroni products boiled in meat stock instead of plain water will be given more delicious flavor. Many cooks prefer to boil these products in smaller quantities of liquid than ordinarily recommended—just sufficient to permit thorough boiling and complete absorption of the soup stock or water, serving without draining.

and other bakery products and alimentary pastes.

The use of the word "health" in connection with the name of such articles or the use of similar expressions on the labels and literature constitutes misbranding unless the products of themselves can be relied upon to give health or maintain the health of the consumer.

Further, it has been noted that such statements as "rich in iron, lime and vitamins" are not justified by the composition in many cases.

All statements of composition as well as all statements of therapeutic effect must be fully warranted, otherwise they are properly classed as misbranding.

WANT ADVERTISEMENTS
Five cents per word each insertion.

FOR SALE:—Complete Noodle Manufacturing outfit in good condition and at right price. D. I. Z. c/o Macaroni Journal, Braidwood, Illinois.

WANT TO BUY:—one-barrel kneader, 1 small press for short goods and one for long goods. Give price and full particulars. Rubenstein's Fresh Egg Noodle Co., 819 Fifth Ave. North, Seattle, Washington.

WANTED:—Two expert macaroni men for press work, drying, etc. Good opportunity for men of proper qualifications. Give experience, salary desired and references in first letter. Factory in Colorado. Address Box No. 8, The Macaroni Journal, Braidwood, Illinois.

FLETCHER - EICHMAN & CO.

Importers of
"Zolty Brand" Egg Noodles
(Pure Chicken Egg Yolk)
Especially selected for Noodles
PURITY — COLOR — Solubility
Let us figure on your egg requirements
1435 W. 37th St. CHICAGO

A. ROSSI & CO.

Macaroni Machinery Manufacturer
Macaroni Drying Machines
That Fool The Weather
387 Broadway — San Francisco, Calif.

*Merry Xmas and
Happy New Year*

*Maldari Bros.
Per Daniel Maldari
PRESIDENT*

OUR PURPOSE:

EDUCATE
ELEVATE

ORGANIZE
HARMONIZE

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

OUR MOTTO:

First--
INDUSTRY

Then--
MANUFACTURER

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A Merry Christmas

By H. B. L. in Philadelphia Public Ledger.

*It's Christmas time. Let's clean the slate
Of every old year grudge or hate.
Let's pin a sprightly sprig of holly
Upon dull care and melancholy.
Let's reach out friendly hands and grip
Each other in warm comradeship.*

*This world's a pleasant place. Let's smile
In mellow retrospect a while.
Let's feign we're young again, elate,
With hearts attuned for any fate.
Let's sing the old songs ever new,
When we were heroes on review.*

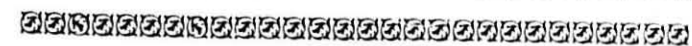
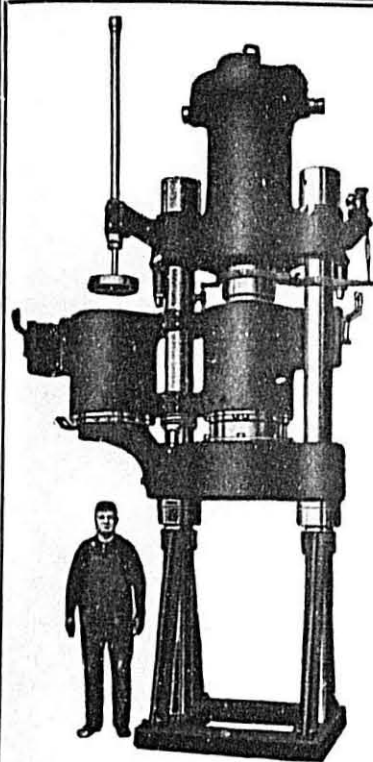
*Before the fairies yet had brought
The stars and garters that we sought.*

*Ah, me, some gentles are not here
Who glorified the yesteryear;
Whose jocund jests and merry quips
Were ever ready on their lips.
Let's sing the old songs, ever new,
Then here's remembrance, hale and true,
To those forever passed from view.
Lay wreaths of holly where they sat,
And tender tears, remembering that
It's Christmas time.*

National
Manufacturers



Macaroni
Association



John J. Cavagnaro

Engineer and Machinist

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

Specialty of
MACARONI MACHINERY
Since 1881

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



DURUM SEMOLINA



CAPITAL FLOUR MILLS, Inc.
MINNEAPOLIS MINNESOTA SAINT PAUL



Ask any user of Pillsbury's Semolina No. 2 or Pillsbury's Durum Fancy Patent. He will tell you that his macaroni has exceptional strength, flavor and finest amber color.

Pillsbury Flour Mills Company

"Oldest Millers of Durum Wheat"

Minneapolis, U. S. A.

BRANCH OFFICES:

Albany
Atlanta
Altoona
Baltimore
Boston
Buffalo

Chicago
Cincinnati
Cleveland
Dallas
Denver
Detroit

Indianapolis
Jacksonville
Los Angeles
Memphis
Milwaukee
New Haven
New Orleans

New York
Philadelphia
Pittsburgh
Portland
Providence
Richmond

Saint Louis
Saint Paul
Scranton
Springfield
Syracuse
Washington