

**THE  
MACARONI  
JOURNAL**

**Volume 9,  
Number 10**

**February 15,  
1928**

# The Macaroni Journal

Minneapolis, Minn.

February 15, 1928

Volume IX

Number 10



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

## Let's Create Demand

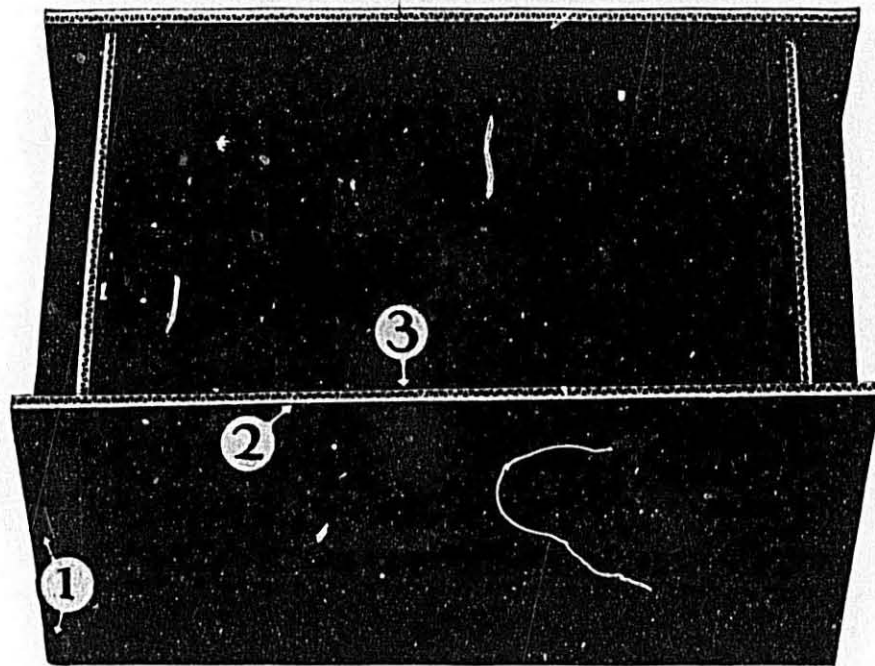
*It is not enough that goods  
are made, a demand must  
also be made.---*

*Calvin Coolidge.*

With over-production rampant in our industry Macaroni Manufacturers would do well to fully and more generally support the National Macaroni Publicity Campaign now on to create a demand for the dangerous surplus.

Through cooperation it can be done.





1. Three thicknesses of tape give triple strength at corners where greatest strain comes.
2. Heavy, tough outside solid fibre liner.
3. Strong, high-arched, cushion corrugations on inside.

## CORRFIBRE---The New Stronger Shipping Package

Our new Corrfibre box, shown above, is a combination Corrugated and Solid Fibre container which joins every good feature of both into a shipping package of tremendous strength and unusual resisting qualities.

Corrfibre is made with a high test Jute liner on one side and a heavy laminated solid fibre forming the liner on the other side, with strong high-arched corrugations in between the liners. Whether solid fibre liner is used inside or outside depends on nature of product to be carried.

This box will be found ideal for export service requiring metal strapping, in which case the solid fibre liner will be put on the outside of the box. No matter on which side the solid fibre liner (Fig. 2) is put, it will add to the rigidity and strength of the box, while the corrugated sheet (Fig. 3) provides an additional cushion to absorb shocks in transit.

Corrfibre boxes will have Mid-West patented triple tape corners, which provide three thicknesses of tape at top and bottom of taped score (Fig. 1), preventing great strain here from splitting and peeling tape.

The Corrfibre box should appeal especially to shippers who use packages requiring metal strapping. Write us about the goods you export and we will advise whether or not you can use Corrfibre to cut shipping costs.

*What are your needs? Fill in coupon herewith and mail today.*

**CONTAINER CORPORATION**  
OF AMERICA

AND  
**MID-WEST BOX COMPANY**

111 W. Washington St.

CHICAGO, ILLINOIS



Five Mills — Nine Factories

Capacity 1000 tons per day

RETURN COUPON

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

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

Name \_\_\_\_\_  
Title \_\_\_\_\_  
Firm \_\_\_\_\_  
Address \_\_\_\_\_

February 15, 1928

THE MACARONI JOURNAL

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## A LOUD SPEAKER OF BUSINESS

By Ernest V. Madison



Advertising is broadcasting.

Broadcasting by the written instead of the spoken word—broadcasting around the world instead of to limited distance—and with all of us receiving from it.

The manufacturer receives a wider market for his products.

The workmen receive more days of labor, because of the larger and steadier market.

The distributor receives more customers who have been influenced toward buying.

The consumer receives more for his money, either in quality, quantity or price reduction.

The banker receives the benefits which accrue to finance through expansion of solid business.

The railroads receive more freight to carry.

The nation receives the benefit of a stabilized prosperity due to advertising's stimulus to the fluidity of money. When money is flowing through many hands the country is prosperous and healthy.

The power behind broadcasting by the written word is from the batteries of progress and education. The messages come over clear, tuneful and with very little static.

The advertising section of The MACARONI JOURNAL is one of the loud speakers through which this broadcasting is done.

A very good program is coming over now—in this issue. Let's go over and listen.





*Our Supreme*

**QUALITY**

*makes*

**New Friends**

*for*

★ ★ **T U S T A R** ★ ★

**MINNEAPOLIS MILLING CO.**  
MINNEAPOLIS, MINN.

# THE MACARONI JOURNAL

Volume IX

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## NEEDED---A LITTLE LIFT

Once upon a time—no, this is not a fairy tale nor a bedtime story but a business truth—the puzzling question in our industry was “How to manufacture macaroni products properly?” while now it’s “How to market them profitably?”

The quality of American made Macaroni Products is unexcelled. To avoid arguments we might grant that there are some brands on our markets that are perhaps not quite up to the standard that we would like to see maintained, but there is hardly any question that there are now more than enough high grade Macaroni Products being produced in American plants to supply every demand for quality goods of this nature.

If this is true, and who will question it, then our really big problem is one of distribution. How can we interest the American people in macaroni products and bring about their more frequent serving of this foodstuff? In attempting to market macaroni products we are not merely competing with other macaroni and noodle makers for our share of the consumer's dollar but we are competing with every other kind of foodstuff eaten by mankind. For every additional pound of our products consumed there must be a compensating corresponding decrease in the consumption of some other kind of food.

The quantity of food each of us can consume is limited. If we eat more bread, we consume less meat. If we eat more macaroni, some other food suffers. If we eat more of any food than we need we get fat and being fat is unfashionable, not to say distressing and dangerous. If we could eat more than nature demands we would long since have responded to each campaign to eat more bread, more meat, bananas, sauerkraut, to drink more milk or sweet concoctions, to eat more of this and drink more of that, until today we would be a nation of fat, gouty and dyspeptic people.

Increased consumption of macaroni products will come through one or all of several natural sales appeals. To the rich the variety appeal may attract; to the ill and distressed the health appeal; to the struggling masses the economy appeal; to the young couple the convenience of preparation appeal and to the big majority the suitability appeal. There is an appeal for every desire and the successful business men are those who can analyze their markets and classify the various desires and appeal appropriately.

All of this leads to the point that the American housewife is daily beset with the problem of choosing from an endless variety of foods what she will serve today or tomorrow. How can her attention be called to Macaroni Products when her mind is set on something else or even when she is undecided? There must be a way of attracting her attention. There is a way. She probably does not know that macaroni is a grain food, a healthy and eco-

nomical product and one that can be served in an endless variety of ways during any meal any season of the year to appease any appetite of the sick and the well, the old and the young. That's Advertising your product.

Now no advertising will ordinarily get consumers to eat more food than their bodies require, though proper advertising will probably induce them to eat more of our products. One hundred fifteen million people in America last year consumed approximately five hundred million pounds of all forms and grades of Macaroni Products, an average of slightly more than four and a half pounds per person per year. As there are large groups of our population that eat more than this quantity every week this means that there must be millions of Americans who never so much as taste macaroni year in and year out.

Do they dislike macaroni? Well, that can hardly be true because they have never tasted it. They merely overlook this excellent food because some of us have failed in our duty to our products; we have not sold them on their true value. To sell the nonusers we must advertise. As to this none will disagree. We may differ as to the proper media, the exact wording of the message, but we must agree that increased knowledge of our food can come only through increased, well directed and fully financed publicity by the industry itself.

A small group of successful manufacturers have recognized this need and have organized a small campaign from which all will profit. The really heavy task of getting started has been accomplished. What is needed now is a little push, and we are certain that this will be forthcoming because while it is true that there are some who are always ready to win through the efforts of others the big majority of the macaroni and noodle makers are broadminded men who readily recognize a duty and obligation and can always be depended upon to assume it, sharing their portion of the burden, and fully and willingly supporting any activity that means to them an easier market.

A heavy body has been put in motion. The opening guns of the 1928 Macaroni Publicity campaign have been fired with forethought and precision. Their effect can be seen right now in the columns of two of the leading women's magazines where is told the story of Macaroni in a language that will be clearly understood by several millions of readers in every city and hamlet in every state of the Union. The campaign as planned is elastic. In message it can be made to suit the wishes of its promoters and in scope to cover the greatest possible reader-circulation commensurate with the financial support it receives from those it aims to benefit.

The campaign needs your moral and financial support. Give it a lift. It will help every macaroni manufacturer and all should help it.



# Wheat—the World's Food Grain

(Production, Average 1909-1913, Annual 1924-1927)

Country*	Average				
	1909-1913	1924	1925	1926	1927
<b>NORTH AMERICA</b>					
United States.....	690,168	864,428	676,429	831,040	871,601
Canada.....	197,119	262,097	411,376	490,811	444,282
Mexico.....	11,481	10,357	9,440	10,244	11,519
<b>EUROPE</b>					
England and Wales.....	55,770	50,885	50,773	48,683	53,131
France.....	325,644	281,079	330,340	231,767	284,356
Spain.....	130,446	121,778	162,591	146,600	146,422
Italy.....	184,393	170,144	240,844	220,642	195,805
Germany.....	131,274	89,199	118,213	95,429	120,518
Czechoslovakia.....	37,879	32,238	39,309	34,130	37,870
Hungary.....	71,493	51,508	71,675	74,909	75,834
Yugoslavia.....	62,024	57,770	78,646	71,428	56,511
Bulgaria.....	37,823	24,698	41,359	41,064	47,399
Rumania.....	158,672	70,420	104,741	110,882	96,782
Poland.....	63,675	32,498	57,797	47,080	54,564
Other European countries.....	85,207	65,561	91,264	81,918	89,721
<b>Total above European countries (26).....</b>					
	1,344,300	1,047,036	1,387,552	1,204,532	1,258,913
North Africa (4).....	92,047	85,312	104,559	89,976	102,216
Asia (4).....	384,139	399,372	374,761	367,236	376,837
Argentina.....	147,059	101,138	191,141	220,827	239,934
Australia.....	90,497	164,559	114,504	160,858	115,000
Union of South Africa.....	6,034	7,132	7,844	8,502	7,753
<b>Total above 40 countries.....</b>					
	2,962,775	3,032,333	3,277,606	3,303,115	3,428,145
Est. N. Hemis. excluding Russia and China.....	2,759,000	2,731,000	3,026,000	2,981,000	3,136,000
Est. world total, excluding Russia and China.....	3,011,000	3,141,000	3,388,000	3,421,000	3,549,000

\* Figures in parentheses indicate number of countries included. <sup>b</sup> Includes Norway, Sweden, Netherlands, Belgium, Luxemburg, Portugal, Switzerland, Austria, Greece, Lithuania, Latvia, Estonia, Finland, Malta and Denmark.

### Inspections and Trade in Specified Countries, Years Beginning July 1, 1925-26, 1926-27; Months Reported 1927-28 and Earlier Years

Country and movement	Year beginning July 1		Amounts reported for		
	1925-26	1926-27	1925-26	1926-27	1927-28
Exporting Countries	1,000 bus.	1,000 bus.	1,000 bus.	1,000 bus.	1,000 bus.
United States—					
Inspections in U. S. <sup>a</sup> .....	4,170	611	July-Oct.	1,286	410
Inspections in Canada Eastern Division.....	22,899	19,385	July-Nov.	11,104	11,109
Total U. S. Wheat.....	27,069	19,996		12,390	11,519
Canada—					
Inspections in Western Division <sup>b</sup> .....	7,512	13,047	July	6,236	10,730
Russia, imports into Italy <sup>c</sup> .....	1,656	2,534	July-Sept.	0	303
France <sup>d</sup> .....	81 <sup>d</sup>	481	July-Sept.	e	38
Algeria <sup>e</sup> .....	5,655 <sup>f</sup>	1,770	July-Sept.	e	1,042
Importing Countries					
Italy, total imports.....	16,049	20,419	July-Sept.	2,205	3,679
France.....					
Total imports.....	4,694 <sup>g</sup>	9,804	July-Sept.	e	2,470
Imports for consumption.....	3,257 <sup>h</sup>	3,954	July-Sept.	e	1,678

Taken from official sources of the reporting countries and the International Institute of Agriculture. <sup>a</sup> Does not include durum in wheat classified as mixed. <sup>b</sup> Includes a small amount of mixed wheat. <sup>c</sup> Total imports of durum into France from Russia, rather than imports for consumption. <sup>d</sup> Half year January-June. Comparable figure for 1926-27 is 344,000 bus. <sup>e</sup> Not separately classified. <sup>f</sup> Total exports of durum and other wheat. In 1926-27 durum exports were 88 per cent of the total wheat exports. <sup>g</sup> Half year January-June. Comparable figures for 1926-27 for total imports were 2,687,000 bus. and imports for consumption 449,000 bus.

### Inspections in the Western Grain Division of Canada, 1925-26—1927-28

Year	Percentage of total cars inspected graded August 1 to December 31			Percentage of total cars inspected graded August 1 to July 31		
	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent
	No. 1	No. 2	No. 3	No. 1	No. 2	No. 3
1925-26.....	3.6	29.1	18.8	3.4	27.3	18.6
1926-27.....	0.3	5.6	8.2	0.2	4.7	7.3
1927-28.....	0.1	8.0	35.4			

### Battle of the Wheat

Italy's so-called "Battle of the Wheat" is reaching a satisfactory conclusion, according to views of the promoters of the first national wheat ex-

position recently held in Rome.

The "Battle of the Wheat" was started in June 1925. On July 7 of that year the permanent wheat commission was formed, whose task it is to make suggestions as to the most effective meas-

ures for furthering the movement and in general to organize the campaign and report to the government on what has been accomplished and what it is still to do.

Some of the major accomplishments have been: increase in the import duty on wheat and other grain for the protection of the farmer; reorganization of the farm credit system; the revision of the farm leases and land rentals; the reduction of taxation on land; tariff exemption on petroleum products needed for work on the land; practical courses of instruction in the handling of modern agricultural machinery and planting of selected seeds; price reductions imposed on manufacturers of fertilizers; reclamation of swamp lands by drainage and of waste tracts by irrigation.

The average wheat yield for the 6 years preceding the "Battle of the Wheat" was about 51,330,000 quintals (188,600,000 bus.) equivalent to 11.8 quintals per hectare (17.6 bu. per acre). The year immediately preceding the "Battle of the Wheat" brought a bumper crop, the largest ever known, over 65,500,000 quintals (240,600,000 bus.) with a per hectare production of 13.9 quintals (20.7 bu. per acre). This unexpectedly large yield brings the average of the years immediately preceding the "Battle of the Wheat" up to a figure which would not otherwise have been obtained.

The 1925-26 crop amounted to 60,000,000 quintals (220,400,000 bus.) equal to 12.4 quintals per hectare (18.3 bus. per acre). The year 1926-27 was one of the worst years that the Italian farmer has seen for a long time. A drought set in in the spring which was not broken till the autumn and all cereal crops suffered severely. The wheat yield amounted to 53,291,000 quintals (195,790,000 bus.) or somewhat more than the average, and it is felt that without the efforts of the government the yield would have been much below that actually obtained.

The efforts of the "Battle of the Wheat" are directed toward intensive rather than extensive wheat cultivation; it is not desired to turn those lands which are now bearing other crops into wheat lands. Nevertheless the acreage has been somewhat increased through the reclamation of formerly waste lands, and wheat acreage last year represented an increase of 7% over the 1919-20 to 1924-25 average.

# The Lenten Harvest

The macaroni manufacturer who makes it a practice to think and to plan ahead has already set in motion his drive for greater distribution of his products during the promising season of Lent when so large a portion of our population voluntarily denies itself meat at certain meals and on stated days. These millions must eat something, "why not macaroni?" So during the past 6 weeks the plans have been carried out as per schedule. He is now reaping the harvest of forethought.

On the other hand there are many in the business who plan only from day to day and as yet Lent has meant little or nothing to them because Lent is not here yet. Why, it won't start till February 22. Why bother beforehand? To these business is always as they find it but to the successful man business is as he tries to make it. The attitude of the former recalls the attitude of his satanic majesty towards all good resolutions:

When the Devil was ill, the Devil a Saint would be;  
When the Devil was well, the Devil a Saint was he!

What preparations have you made for the Lenten season that so naturally lends itself to intensive educational work which you should be prepared to launch annually? Have you been too busy to take the fullest advantage of this season of restricted diets to suggest macaroni products as a suitable change?

In 1928 Lent starts the morning of Ash Wednesday, February 22, and lasts for 39½ days or to and including Holy Saturday, the day preceding Easter Sunday, which this year falls on April 8. For about 40 days millions will consume only one complete meal a day. On Wednesdays and Fridays and on the second and seventh Saturdays of Lent no meat will be served at the tables of families strictly observing the season. What could be more appropriate than macaroni products during these meat abstinence days?

Pushing the sale of macaroni products at the right time and under the proper conditions may be termed "opportune salesmanship" and lucky is the firm whose salesmanager grasps the opportunity. It means in addition to increased sales renewed confidence and unlimited good will. Lent provides the occasion for "opportune sales-

manship" successful firms never overlook, that of pushing the right thing at the right time.

During Lent the consumption of fish is greatly increased. Suggesting combinations of macaroni and fish such as macaroni with salmon, as does the first national advertising in the magazine campaign sponsored by the trade, "may prove a boon to the housewife whose religious scruples make her wonder what she will serve for dinner or supper."

Suggestive window trims, timely advertising and other sales appeals will be used by the manufacturer and dis-

tributer who realize the opportunity which this season offers for greater consumption of macaroni products which are not only a natural substitute but a most pleasant change from the prohibited meats. In your drive for your share of the increased business that Lent will bring the macaroni industry do not overlook the fact that the season provides also the opportunity for making new regular users of this food, if its proper preparation for consumption is taught so as to make that first important favorable impression, which is also the most lasting.

# How to Select Macaroni, Spaghetti and Food Pastes

By Mrs. Christian Frederick, Authority on Household Efficiency.

The housewife may think that macaroni and spaghetti are dishes invented by Italians. But strangely, these food pastes, including noodles, are said to have originated with the Chinese who extensively use noodles even today. All of these food pastes are made from a special wheat and flour. The wheat is known as "durum" which is a hard wheat with very high protein food qualities. The flour made from it more nearly resembles meal, has a yellowish tinge and is spoken of as "semolina."

It is most interesting to visit a factory where these pastes are made. Huge mixers blend the dough, and it is then forced down steel cylinders which have perforated ends or which are hollow. From the ends of these cylinders stream out the long strings or tubes of the paste. These are then put in a sanitary drying room and later packed. All of the processes in the modern factory are carried on under conditions of great care and cleanliness.

Thus the housewife can be sure that she is buying products made under clean conditions. Further the federal pure food law protects her by allowing the words "macaroni," "spaghetti," etc., to be used only on pastes having a standard specified amount of the "durum" mixture. On inferior pastes the label must state "Flour Macaroni" or "Flour Spaghetti," which shows that it is a grade below standard. Further, the fact that these are artificially colored must also be indicated on the label.\* The amount of allowed moisture must also be indicated.

Noodles are supposed to contain eggs. In a noodle factory recently visited by the author the crates of eggs and the huge mixtures full of eggs ready to be beaten into the flour paste were quite surprising. Noodles must contain 5% egg yolks. If they do not they must be labeled "plain noodles" or "water noodles." The federal law expressly stipulates that noodles must not be colored under any circumstances.

Macaroni is made not only of a thin or thick tube but also in small sections and in many different and fancy shapes. What is called "elbow macaroni" is much easier to eat than the usual long ribbon, and is a welcome change both for soup and for salad. Other familiar shapes which, however, many housewives do not know about are the little shell, the bow knot, the twisted tube, etc. People who become tired of the long form, or who do not like the inconvenience of eating it, should try some of the shaped and short patterns into which the identical food paste is pressed and dried.

It is well to look at the packages in which these pastes are sold and to compare the net contents with the price paid. Then to inquire the price of the best brands of similar pastes sold in bulk in wooden boxes. If a family is large, it is a really wise investment to purchase an entire wooden box weighing about 20 lbs. This will give the lowest price a pound of any method of buying.

\* [Artificial coloring is now strictly prohibited by a federal ruling made Jan. 15, 1926.]



## The Fight on Smutty Wheat

Smut in wheat is causing an annual loss of millions of dollars to farmers and grain handlers, adds much to the worries and work of the millers and tends to make the finished products impure and unedible.

The United States Department of Agriculture has waged a consistent and winning battle against smut in wheat and has already enlisted the help of the farmers and millers. The disease of stinking smut or bunt occurs to some extent wherever wheat is grown, but is not so prevalent in the durum grades as it is in the soft wheat varieties.

First in the line of battle comes the farmer who is asked to treat his seed wheat before planting. The smut spores when inhaled are not only disagreeable but unhealthy. Note in illustration No. 1 that the farmer wears a mask when treating the seed wheat.

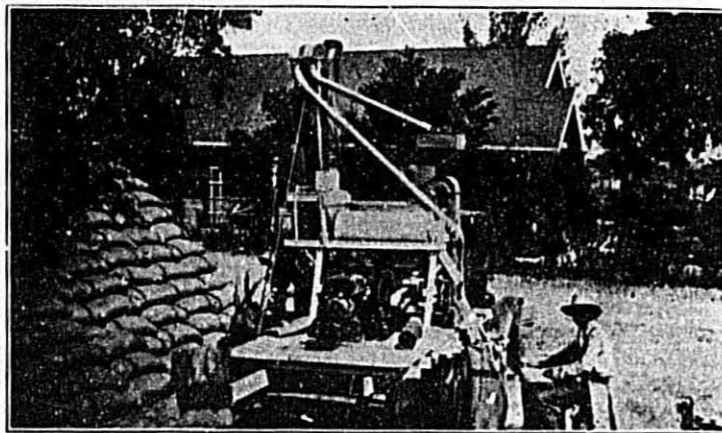
Next comes the thorough cleansing of the wheat which the department recommends before marketing. This process was formerly an expensive one and seldom carried out by the shippers or growers, but with the invention of

sent to market is treated for smut.

The elevator man's and the miller's share in the fight is a particularly ar-

washed in the machine shown in cu- No. 3.

Flour users can help in the fight by



No. 2  
Combination community portable disc cleaner and copper-carbonate wheat-treating machine

duous one. To permit smut to remain in the wheat would give the flour a disagreeable odor and poor color that

reporting products that may have the smut taint and thus help eliminate smutty wheat from the markets and

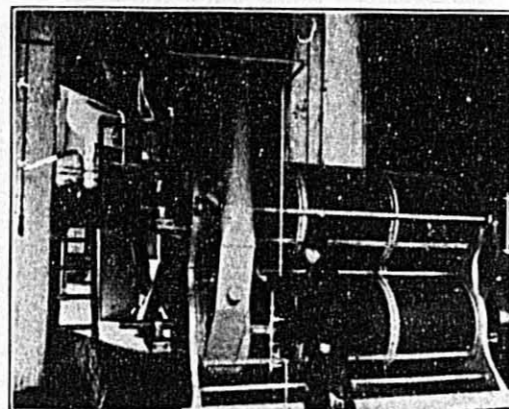


No. 1  
Treating seed wheat in barrel trestler made from 30 gallon oil drum.

the community portable disc cleaner and wheat treating machine illustrated in No. 2, more and more of the wheat

in turn would be inherited by the finished product. To guard against this all suspicious wheat is thoroughly

saving to the farmer, miller and manufacturer many millions of dollars and considerable spoilage.



No. 3  
Washing smutty wheat in terminal elevator.

### Salesmen the "Infantry" of Trade

The various modern methods of sales appeal may have their advantages, but in the end it is the old reliable satchel-carrying, office-busting salesman who get the business, the lumber industry has decided.

They are called the "infantry of trade," which, like the infantry in warfare, never have been displaced as the main reliance.

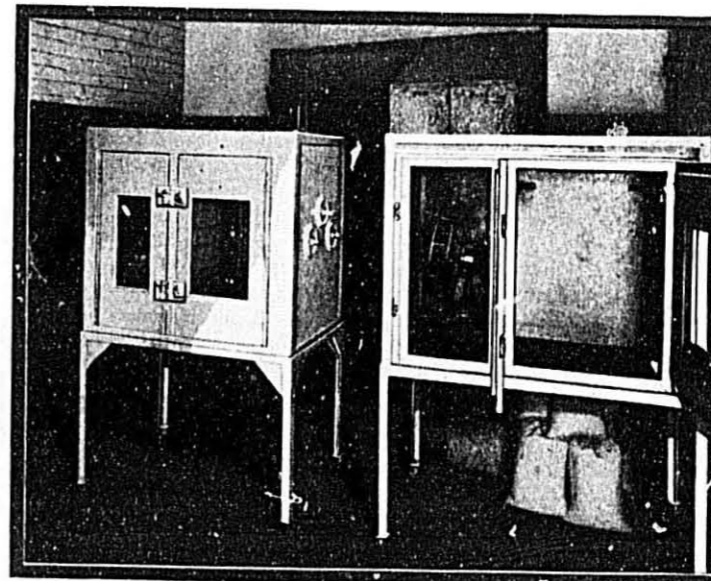
"Trade extension managers," John M. Gibbs, himself manager for the lumber industry's 5 year program of trade extension, has informed lumber dealers,

"can fire the heavy artillery of promotion and extension organization, order up the machine guns in the form of advertising and resort to a hundred strategies of trade development, but there will be no 'mopping up' until the infantry of trade, the old reliable salesmen, come up and capture the dotted line with a rush."

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

Special Drying or Curing Cabinets

Here are just a few of the reasons why we believe

You'll find complete satisfaction when you use Gold Medal Semolinas

We have never stopped trying to improve the quality and maintain the uniformity of Gold Medal "Tested" Semolinas—and we never will.

Careful chemical analyses of the durum wheat comes first. These analyses tell us a great deal about the quality of wheat we are using, but these facts are not enough.

Four years ago we designed and installed a miniature semolina mill, and other testing equipment, which has enabled us not

only to make small batches of semolina, but to put these samples through the process that commercial semolina undergoes in a macaroni plant.

Daily operation of this testing unit gives us all the facts we need to know in order to accept or reject various shipments of durum wheat. It has also developed many things which have enabled us to improve

our processes of milling Gold Medal "Tested" Semolinas.

Manufacturers of macaroni tell us that our painstaking efforts to give them better semolina have been very helpful.

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



# GOLD MEDAL SEMOLINAS

"Tested"

WASHBURN CROSBY COMPANY

General Offices: Minneapolis, Minn.

Millers of Gold Medal "Kitchen-tested" Flour



## Industry United on Moisture and Standard Ruling

As a result of several sectional meetings the past few weeks macaroni manufacturers are united in their attitude toward the proposed definitions and standards for the basic raw materials used in macaroni making. The efforts of the National Macaroni Manufacturers association to bring about understanding through which to safeguard the industry's interest have been crowned with success and even non-members have sounded high praises of the watchfulness of the trade organization, and several new members are on the membership roll as a result.

In a brief to be presented to the Food Standards Committee of the Food, Drug and Insecticide Administration, U. S. Department of Agriculture, by the association officers next week in Washington, suitable definitions will be demanded and a fight will be made on the tendency to increase the moisture content of the raw materials as evidenced by numerous surveys and analyses.

The plan of cooperative advertising of macaroni products as now in progress was approved and given additional financial support.

### Friendly Conference in Chicago

Taking advantage of the annual convention of the National Canners, National Brokers and National Wholesale Grocers association in the Hotel Stevens, Chicago, Ill., the week of January 23, an important meeting of the macaroni manufacturers was held to discuss proposed Definitions and Standards of Semolina and Farina and to consider other matters of general interest. The meeting was held in the Congress hotel where luncheon was served to 19 guests.

M. J. Donna, secretary of the National Macaroni Manufacturers association, explained the reasons for the gathering. James T. Williams of the Creamette company, Minneapolis, Minn., and also a past president of the association, was unanimously elected chairman. The first question of discussion was the proposed government Definitions and Standards for Purified Middlings, Farina and Semolina. The meeting unanimously reaffirmed the association's attitude as voted last June at the Minneapolis convention, and asked that the sentiments of the gathering be made known to the association officers for use at the proper time.

Objections were voiced against the phrase in the proposed definition which reads "it is practically free from flour" and as a substitute the following phrase was offered, "and it shall not contain more than 1% of flour."

Much confusion as to the moisture limit permissible in the proposed standards grew out of the misunderstanding as to what methods were referred to in the various definitions. When it was explained that the 1% limit was based on the vacuum method it was unanimously voted to approve the proposed ruling.

On the question of advertising macaroni products in order to bring about increased use, C. S. Foulds, chairman of the National Macaroni Publicity committee, took charge of the meeting. He explained the plan and expressed appreciation of the support given it by the industry. Reprints of the first advertisement to appear in the Ladies Home Journal and Good Housekeeping of March 1928 were distributed and educational support of the plan was solicited. Three firms pledged liberal amounts for the publicity work for which there is a great need in the industry.

### Among those in attendance were:

James T. Williams, Creamette Company  
C. S. Foulds, Foulds Co. of New York  
J. B. Canepa, John V. Canepa Co.  
G. G. Hoskins, Foulds Milling Co.  
A. J. Grass, I. J. Grass Noodle Co.  
L. M. Skinner, Skinner Mfg. Company  
John Fortune, Fortune Products Co.  
F. J. Tharinger, Tharinger Macaroni Co.  
A. B. Furch, Milwaukee Macaroni Co.  
A. W. Quiggle, Creamette Company  
F. W. Kreider, Keystone Macaroni Mfg. Co.  
A. F. Krueger, Creamette Company  
R. J. McCarty, Birmingham Macaroni Co.  
R. B. Brown, Fortune Products Co.  
J. M. Hill, Foulds Co. of New York  
John Zerega, A. Zerega Sons, Consol.  
H. D. Rossi, Peter Rossi & Sons  
E. Z. Vermylen, A. Zerega Sons, Consol.  
M. J. Donna, Secretary.

### New England Manufacturers Approve

Practically the same attitude was shown toward the proposed definitions by the New England firms whose representatives gathered at the American house, Boston, on February 4.

Secretary M. J. Donna, making his first visit to that section of the country, explained the proposals and explained the action taken at the Chicago gathering. Lacking adequate facilities for a thorough analysis of their prod-

ucts for moisture these firms reported that they have been experiencing some manufacturing troubles with the present crop that may probably be due to its low protein. However, they agreed to protect their interests by limiting the moisture and clearly defining their raw material.

### Among those in attendance were—

L. La Marca, Prince Macaroni Mfg. Co., Boston.  
Ted Molinari, Splendor Macaroni Co., East Boston.  
M. La Marca, Boston Spaghetti Mfg. Co., Boston.  
G. Maravigna, Maravigna Mac. Co., Boston.  
Alfred A. Bianchi, Italia Macaroni Co., Worcester.  
H. C. Gruber, Boston Spaghetti Mfg. Co., Boston.  
G. E. Del Rossi, Del Rossi Macaroni Co., Providence.  
J. San'oro, Santoro Bros., Providence.  
M. J. Donna, Secretary.

As a result of this gathering there is much better understanding among manufacturers of that section of the aims and purposes of the national organization and one of the two non-member firms represented signified its intention to join and support all of its activities. The cooperation of big manufacturers in the national advertising campaign was promised, thus insuring almost 100% support from the Boston manufacturers.

### Harmony and Progress in New York

Seldom has greater harmony and determination of purpose been manifested in a gathering of macaroni men than was manifest at New York on February 6, when the eastern manufacturers gathered at the invitation of the board of directors on the occasion of its winter session.

Everyone seemed to realize the importance of the proposed definitions and standards for the raw materials used in macaroni making and equally the need of creating a larger consumption demand. When Henry Mueller, president of the National Macaroni Manufacturers association, called the meeting to order over 20 leading manufacturers were in attendance ready to fight for the industry's welfare.

The attitude of the manufacturers in Chicago and Boston districts was reported by Secretary M. J. Donna and the purpose of the federal bureau fully explained by President Mueller. Like at the 2 previous sectional meetings it was unanimously agreed to stand for

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# Maldari's

## Insuperable

# MACARONI DIES

### LEADING SINCE 1903

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

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





a modification of the definitions to meet the industry's needs and for the lowest possible moisture content in semolina, taking into consideration the wishes of all interested parties. As finally drafted the definitions and standards recommended by the 3 meetings would read as follows:

**PURIFIED MIDDINGS** is the clean, sound, granular product obtained in the commercial process of milling wheat, and is that portion of the endosperm which is retained on 10xx silk bolting cloth. It contains not more than one per cent of flour and not more than 14 per cent of moisture. **FARINA** is the purified middlings of any wheat.

**SEMOLINA** is the purified middlings of durum wheat.

Dr. B. R. Jacobs, the Washington representative of the National Macaroni Manufacturers association, was instructed to prepare a brief showing the industry's position for presentation to the Food Standards Committee of the Federal Food, Drug and Insecticide Administration, before Feb. 15, 1928.

Adulteration of eggs is becoming a big menace according to Dr. Jacobs for the Educational Committee which has been investigating some serious violations of the federal and state laws governing eggs and egg substitutes. Cases were uncovered where ordinary cottage cheese, colored, was mixed with eggs—40% being added—some cases, greatly reducing the cost; also the food value of the substitutes.

In another instance it was also shown that some manufacturers are using a liquid egg substitute of which coloring extracted from pimento was mixed with palm oil in such a way as to make it almost impossible to detect by analysis in the finished product. While the Educational Committee was complimented on its vigilance and the work ordered continued, it was lamented that poor financial support restricted its operations most seriously. Suggestions from the industry as to how best to properly finance the educational work are invited and will be welcomed not only by the officers but by that coterie of manufacturers who have consistently supported all the progressive actions of the industry the past 5 years.

The present publicity campaign as explained by Chairman C. S. Foulds was both criticised and commended. As a result better understanding pre-

vails, all the accepted suggestions will be used in future advertising and several new firms pledged financial support.

Following the luncheon in the grill room of Hotel Manger, a general discussion of matters of concern to the industry took place in which the manufacturers expressed their views, voiced opinions and took sides, and as a result there seems to be a better feeling among all the interests in the macaroni business.

#### REGISTRANTS AT NEW YORK MEETING

Henry Mueller, C. F. Mueller Co., Jersey City.

B. R. Jacobs, National Representative, Washington, D. C.

Ted Molinari, Splendor Mac Co., East Boston.

L. E. Cuneo, Connellsville Mac Co., Connellsville, Pa.

F. Patrono, Independent Mac Co., Mt. Vernon, N. Y.

G. La Marca, Prince Mac Mfg. Co., Boston.

John Ravarino, Ravarino & Freschi Imp. & Mfg. Co., St. Louis.

Herbert C. Gruber, Boston Spaghetti Mfg. Co., Boston.

G. Guerrisi, Keystone Mac. Mfg. Co., Lebanon, Pa.

Alfred A. Bianchi, Italia Mac. Co., Worcester, Mass.

Thos. H. Toomey, Brooklyn Mac. Co., Brooklyn.

O. George Nicolari, New Haven Mac. Co., New Haven.

Edward Z. Vermeylen, A. Zeraga's Sons, Brooklyn.

Wm. Culman, Atlantic Mac. Co., Long Island City.

E. Ronzoni, Ronzoni Mac. Co., Brooklyn.

C. S. Foulds, The Foulds Co., New York.

David Cowen, A. Goodman & Sons, New York.

H. Mack, National Egg Noodle Co., Union City, N. J.

Carl Schneider, National Egg Noodle Co., Union City, N. J.

F. Romeo, Brooklyn Mac. Co., Brooklyn, N. Y.

M. J. Donna, Secretary, Braidwood, Ill.

Among the allied tradesmen who attended were L. A. Viviano, N. Y.;

A. J. Fischer, Pillsbury Flour Mills Co., Minneapolis; E. Fischer and A.

Simonetti of Duluth-Superior Milling Co.; H. P. Mitchell and Louis Petta

of Washburn Crosby Co., and C. Ambrette of Consolidated Macaroni Machinery Corp. of Brooklyn.

## Cooperation Between Trade Associations

We have been reading the complaint of a manufacturer that retailers have not been pushing his goods. This manufacturer complains that the retailer and his clerks are not educating the buying public to the uses of his products.

"Why not?" asks the editor of the Retail Grocers Advocate of San Francisco, Calif.

"Who is at fault? Is it the retailer with his hundreds of items, the manufacturer's trade association charged with disseminating knowledge of the products, or is it the manufacturer's fault? This question opens a huge door of speculation. Who should bear the brunt of educating the public?"

"We claim it is the manufacturer's duty to educate the public through his trade association.

"Trade associations are, among other things, for educating the great mass of buyers into using the products of manufacturers comprising that association.

"Any trade association failing in this duty becomes merely a dues collecting social organization.

"In the grocery field, and we assume it is much the same in other lines, the trade associations of retailers are ig-

nored except when campaigns are planned and the association is asked to aid. Invariably they cheerfully offer aid but this aid is of a limited quantity. Manufacturers should get behind the associations of which the manufacturers' outlets are composed. Much of their missionary and education work can be performed by a trade association at considerably lower cost than the manufacturer has been paying.

"A better system is the cooperation of one trade association with another. "TRADE ASSOCIATION MEANS TRADE PROMOTION.

"It is up to the manufacturer to boost trade associations, his own and that of his retailer.

"Advertise in good trade journals, educate the retailer when he is not rushed and is in a receptive mood. Any proceeds left over from the expenses of a trade journal go into trade extension.

"Help the trade association to better the merchandising methods of its members and to conduct surveys for the benefit of the manufacturer.

"The retail trade association is just as eager to promote trade as the manufacturing trade association.

(Continued on Page 30)

King Midas. In days of old, Turned everything he touched to gold.

Today the King of Durum Semolinas is our Boast. And satisfied Macaroni Manufacturers from Coast to Coast

Use



QUALITY

SERVICE

There Is No Substitute For Durum Semolina

**KING MIDAS MILL COMPANY**

MINNEAPOLIS, MINN.

Write or Wire for Samples and Prices

No. 2 SEMOLINA

STANDARD SEMOLINA

No. 3 SEMOLINA



# The Chain Store in Grocery Product Distribution

## Part 3---The Future of the Chain Store

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.

In view of the progress of the chain store, the question is at once presented: How far will it go? Of course a precise answer cannot be given. But the general answer is made clear by stating the limitations and restraints upon the chain store.

There is first the limitation of its nonservice plan of operation. That the retail grocery business will always be divided between the service and nonservice stores cannot be doubted. That a large part of this business will always go to the service store likewise cannot be doubted. The consuming public wants and will always want grocery store service. Consequently so long and to the extent that the chain store operates in pursuance of a nonservice or a limited nonservice plan, its business will be limited accordingly.

There is second the restraint of the competition of the individual retail grocer which will become increasingly strong and successful. It is a basic rule of trade that success in it invites and compels successful competition; that the greater the success, the more and the more effective the competition. That the individual retail grocers are positioned successfully to compete with the chain store and will do so, that they will always have a large part of the retail grocery business of the country, we later see. They now have 70% or more of it.

There is third the restraint of the local support of the local store which will increase in the course of time. Wherever and to the extent that there is a strong community spirit it will increasingly exert its influence in behalf of the community store. The possibilities of the development of this influence are infinite and impressive. And it is a significant commentary upon the chain store that it has succeeded most where the community spirit is least, in the large cities.

There is fourth the restraint of the opposition of organized labor, based upon the low wages paid to chain store employes generally. But it is doubtful whether this opposition will go very far since labor is prone to patronize the cut price store.

There is finally the restraint of the law against private monopoly. The

chain store cannot expand to the extent of unduly monopolizing the retail grocery business or dangerously approaching such a monopoly. Neither the law nor public opinion will permit that. This is a vital business. No monopoly is more detrimental than a monopoly of retail distribution, since it involves an exclusive control of the channels of distribution to the consuming public. It is analogous to and worse than a monopoly of transportation.

In short, the answer to the question put is that in its economic development the chain store will advance as far as the limitations of its method of doing business and the competition against it permits it to do so.

I am an optimist on the future of the individual retail grocer; there is no reason for anyone to be otherwise. He is an essential agent of distribution. He renders a public service of incalculable value. He is an important community asset. That he will remain there can be no doubt. This because he gives a service which the consuming public wants and will continue to demand. That he will keep a large part of the retail grocery business there can be no doubt. This because the service business will always be a large part of the whole business. The only limitation upon his future is his own will and efficiency; and his success will be measured by the degree of will to succeed he exercises and by the degree of merchandising efficiency to which he attains. He will lose the business that is bound to go to a nonservice cut price store. Of this he cannot complain, since it is the working of the natural processes of competition; and this loss he can restrain and diminish by effective merchandising. He will lose the business which he conducts inefficiently. Of this he cannot and should not complain, since he gains by it; inefficiency is the greatest menace to efficiency and precludes successful business. To the extent that he is inefficient he is his own worst enemy, a far worse enemy than the efficiently managed chain store. But after subtracting the foregoing losses there is left the vast business that is there for the efficient service grocery

store, a business that runs into the billions of dollars and will increase with the increase in population and standards of living.

The individual retail grocer should not be unduly alarmed by the advance of the chain store. The reasons for it are clear, economic and have been indicated. He is bound to face chain store competition sooner or later, since it is an inevitable development of the times, and this competition will be ultimately his gain. The wonder is not that he has lost business to the chain store but that he has not lost more business to it. The inefficiency in the retail grocery trade is large and notorious. And it should be borne in mind that this loss of business is greatest in the beginning and progressively diminishes in proportion to the increase in the effectiveness of the competition which the chain store incites until it reaches the point of the equalization of competition. Whatever else it may be the chain store is a highly efficient merchant; and efficient competition is wholesome and constructive competition. The ultimate effect of due chain store competition will be to raise the whole retail grocery business to a higher level of efficiency and service.

In contemplating his future the individual retail grocer should bear in mind that he has merchandising advantages over the chain store which are real and decisive, which make him a match for it and better when backed by efficiency. He has the advantage of giving service with all that it implies in patronage, whereas the chain store is wholly or largely wanting in it. He has the advantage of a personal business involving the personal ownership, management and conduct of his own store with all that it implies, whereas the chain store is impersonal and mechanical. He has the advantage of personal contact with his own customers with all that it implies, whereas the chain store is employee run. He has the advantage of being a resident and an important member of the community in which he does business with all that it implies in family, social and civic relationships in dealing with his own neighbors, as

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# Buhler Brothers'

Works at Uzwil, Switzerland

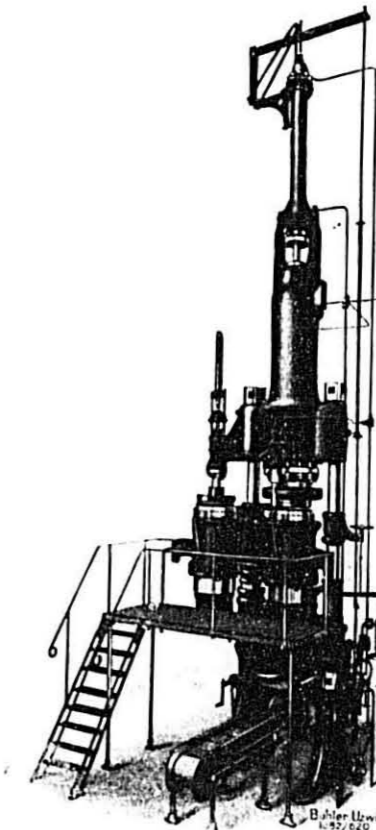
for—  
"Quality"  
Machines which  
never fail

## 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 Canes

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.



sociates and friends, in being constructively identified with the local community life and institutions, in having all his home and business interest local, whereas the chain store is a stranger in every community it enters and takes its profits gained there for expenditure elsewhere.

With these advantages the individual retail grocer has no ground to fear the future which is in his own hands to make of it what he will. His road to success is a will to succeed, service and efficiency. He has no other road to it. An indifferent or fearful spirit invites disaster. Successful competition comes only from an uncompromising and fighting determination to succeed. To turn from service competition to price competition is to invite disaster, unless it is but incidentally done in furtherance of a service business. Competition by price alone is not for him, by reason of the very nature of his position. To turn from established popular brands to non-established private brands is likewise to invite disaster since it plays directly into the hands of the chain store. Sound business requires that he sell those products for which there is a ready, steady and sure sale, and to sell them at an adequate profit. Moreover, the individual retail grocer must not be misled into thinking that he can overcome the chain store competition, by legislation for example. This the constitution will not permit. It guarantees to all the equal right of freedom to trade and the equal protection of the laws.

Anyone has the constitutional right to engage in the retail grocery business, a legitimate business, which right is neither lost nor impaired by the mere circumstance of the number of stores operated in it. And everyone who engages in the retail grocery business has the constitutional right of freedom from discriminatory taxation. Hence the chain store cannot be suppressed by legislation or crippled by discriminatory taxation. Of course all traders of the same class may be subjected to reasonable taxation. But aside from these constitutional considerations and in addition to whatever else might be said upon the subject the individual retail grocer is unwise to direct a legislative attack against the multiple store plan of operation, per se, since he may find it necessary to use this plan in the future.

Likewise is he unwise to advocate the taxation of the retail grocery business, since he creates a precedent that

works against himself and he can least afford to pay such taxation. If the individual retail grocer is to solve the chain store problem he must start with the right conception of it. He must understand that he cannot talk, frighten, boycott or legislate the chain store out. Anything done in this direction is ultimately a waste of time and expense and delays the proper solution. He must understand that it is a basic rule of economics that competition can be met only by successful competition. It is only if and when he understands this that he is positioned to solve the problem. As a trader, what and all he can demand is an equal opportunity and a square deal in competition. That is his right, and he can enforce it. Given that right it is for him to work out his own destiny. How he can do so we have seen. Hence it is idle for the individual retail grocer to attack the chain store conception of doing business, in itself. What and all he can do is to prevent the chain store from interfering with his equal right to trade by monopoly, undue restraint of trade, or unfair methods of com-

### Macaroni a Favorite Food for Lent

Frequently during the Lenten season one tires of fish and is at a loss to select a food that can be made the main dish of a meal.

Why not try macaroni products?

Housewives should become better acquainted with the many delicious ways in which macaroni products can be prepared. To get this knowledge the housewife need only to ask for a recipe booklet from any one of the many leading firms in the country. This is the pre-Lenten advice of the author of a syndicated article appearing in the American press.

Physicians, food bureaus and schools of domestic science have lately and rightfully eulogized the value of macaroni products as a food, especially for growing children; still the housewife appreciates but little the fact that macaroni is one of the finest health producing and muscle building foods on the market; neither do most housewives know that macaroni costs less than nearly all other foods, or that many enticing flavory dishes can be made in an unusually short space of time.

Macaroni can be made the main dish of any meal. Children coming home from school need a food rich in protein and hydrocarbonates, foods that may be depended upon for tissue building

petition.

It is to be further noted that for the rank and file of the individual retail grocers their successful competition is best attained by their organization and cooperation. This enables them to secure the advantages of the multiple store plan of retail merchandising and to operate upon the same plane as the chain store. By their organization and cooperation alone can they obtain the able merchandising counsel and direction which they must have. And in and to the extent the antitrust laws are effective to prevent that organization and cooperation of the individual retail grocers which are necessary for their success, then said laws should be amended accordingly. It is not a sound public policy to penalize the small merchants of the country by reason alone of their separate identity, to deny them the ability to do what their chain store competitors can do by reason alone of a single ownership. The consideration that has been extended to labor and the farmer should be extended for the same reason to the small merchants.

qualities; foods that are easily prepared and readily digested.

Macaroni is such a food.

It is not a new one but one that comes down through the ages in one form or other and is perhaps one of the oldest foods known to humanity.

All factories producing macaroni and macaroni products are carefully inspected, insuring the purity and cleanliness of the food.

Macaroni is an especially appropriate Lenten dish. It is a complete meal in itself when properly garnished. It is excellent in combination with fish, vegetables and various articles recommended in the recipe booklets which should be the prize possession of every housewife.

A pound of macaroni will weigh approximately 4 lbs. when cooked and contains 600 calories, whereas a pound of potatoes contains little more than 440 calories.

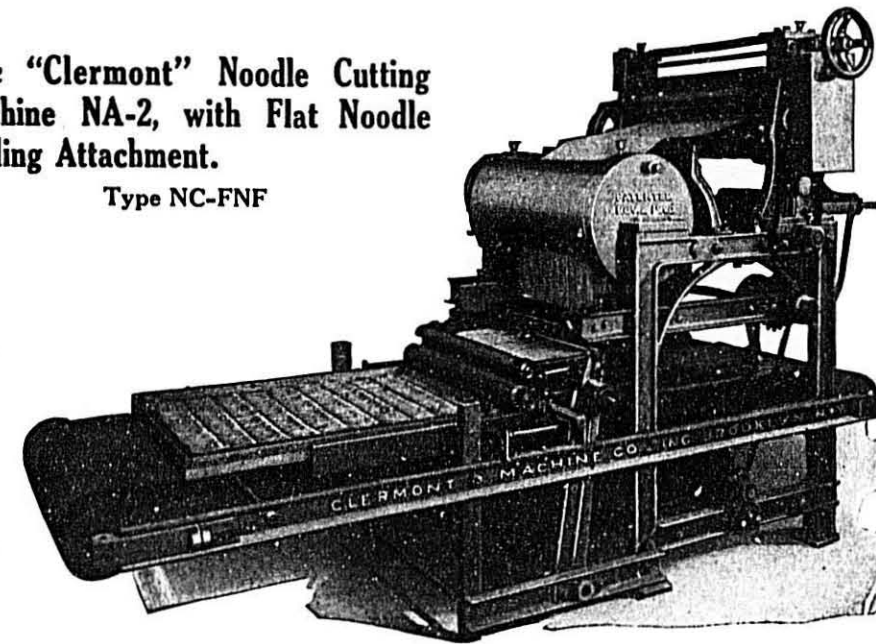
This food is fast becoming a general favorite with the American housewife and because of the immense American production is now being looked upon as an American dish.

It is appropriate for any day of the week and will be enjoyed by the entire family in any of the various combinations in which it can be prepared.

## THIS IS

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

Type NC-FNF



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

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

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

Write us for catalogue and detailed information.

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



## Use of Macaroni as Food Gains With Rapidity

By Dr. Daniel R. Hodgdon

Formerly president of Hahnemann Medical College and Hospital of Chicago; director Industrial Educational Bureau; president of College of Technology, Newark; lecturer Newark Institute of Arts and Sciences and member of the faculty of Technology, and director School New York University, and New Jersey State Normal School.

The use of macaroni as a food has increased with considerable rapidity within the last few years. The reason for this is that it has been found to be a food of special merit and its increased consumption is justly deserved.

From the standpoint of digestibility macaroni stands very high. For this reason, less than 11% of this food is lost in a process of digestion and assimilation. It is found to be a food of unusual merit among people who may suffer from digestive troubles. It nourishes the body quickly and provides energy with a comparatively small amount of effort upon the digestive apparatus.

It is interesting to note that this very splendid food, unlike many other foods, contains little or no substances which are injurious to the blood vessels or to the liver. The reason for this is that it does not produce uric acid. Macaroni then becomes a useful and favored food among those who suffer from ailments like lumbago, rheumatism, arteriosclerosis, gout, diabetes and similar disorders.

Macaroni also appears to have a favorable reaction upon putrefaction within the intestines.

It is a food that may be used to advantage in cases of myocarditis, which is a degeneration of the muscle fibers of the heart. The reason why this is a benefit is that it tends to increase the alkalinity of the blood and the tissue fluid and thus aids in the elimination of body wastes which have a tendency to accumulate in the blood stream.

People who have tendencies toward the hardening of the arteries may eat freely of this food. In case of Bright's disease, the blood stream carries to the kidneys toxins which bring about destructive or degenerative changes.

Macaroni is useful as a diet in these cases and may be substituted in the place of meat, which is extremely destructive to the human being in cases of Bright's disease. Among children, macaroni may be said to be a very valuable and useful food because of its

active nourishment qualities and because of its ease and rapidity of digestion.

Macaroni furnishes vigor and energy in the human system that is remarkable. A very excellent type of macaroni is that made from wheat rich in proteins. Macaroni furnishes 101.5 calories of energy per ounce, while boiled potatoes furnishes only 26.8



calories of energy per ounce. Hence macaroni furnishes nearly 4 times as much energy as boiled potatoes. An ounce of macaroni furnishes nearly 6 times as much protein as an ounce of boiled potatoes and nearly 8 times as much fat and about 4 times as much carbohydrates, thus making macaroni an outstanding food for daily use since small quantities of the food furnish a tremendous amount of food value.

It will be easily seen that it requires 4 times as much potato as macaroni to obtain the same food value. This is not taking into consideration the fact that other nutritive foods are usually added to the macaroni such as cheese, tomatoes, butter, etc.

Macaroni combines exceedingly well with other foods and for that reason gives an excellent opportunity for a variety of dishes.

Macaroni, although not especially rich in iron, contains about the same amount of iron as milk, per hundred calories of food value. It therefore furnishes to the system a certain supply of iron. Its iron content compares quite favorably with that of rice, walnuts, pecans, peanuts, honey, grape juice, cornmeal, coconut, buckwheat flour, and many other important foods.

One ounce of macaroni contains

## Found to Have Merit; Stands High From Digestibility Standpoint

about the same amount of iron in grams as an ounce of potatoes. Macaroni also contains phosphorus, a very essential element to the human system. An ounce of macaroni will supply considerably over twice as much phosphorus as potatoes, one and one half times as much calcium and about the same or a little more magnesium and almost 6 times as much sulphur. All these elements are absolutely essential to the proper functioning of the human body, and because of the fact that macaroni does contribute these minerals to the human system it becomes one of the most valuable foods to be used in combination with other foods.

A great deal of additional food value is given to macaroni by the addition of cheese and tomatoes, since all the vitamins which are known today are present in this combination. The vitamins which promote growth, the antirichitic, that which prevents gastrointestinal trouble, anemia, malnutrition, or the antineuritic vitamin and that which prevents neuritis and scurvy, or the antiscorbutic vitamin, are all present.

### Dirty or Hungry?

Are Americans more in need of cleanliness than of nourishment? One's curiosity is aroused on this point by reading 2 recent announcements reproduced herewith:

**\$1,250,000 FOR SOAP ADVERTISING**  
New York, N. Y.

Directors of the Association of American Soap and Glycerine Producers at a meeting here voted in favor of the expenditure of \$1,250,000 in newspaper and magazine advertising as a part of a "cleanliness campaign." The campaign is expected to start in February 1928.

**\$25,000 FOR MACARONI PUBLICITY**  
Braidwood, Illinois

Through the National Macaroni Manufacturers Association efforts will be made by the makers of Macaroni Products to educate Americans as to the true value of their products, nutrition, economy and ease of preparation. For this purpose \$25,000 has been subscribed for advertising in women's magazines, starting in March 1928.

Fifty times as much is being expended for soap as for a food that is unsurpassed in every way. Some day even the most backward macaroni and noodle manufacturer will realize that "publicity pays the freight" and then relative amounts expended will be reversed. Think once more,—\$1,250,000 for soap and only \$25,000 for Macaroni Products.

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# CERTAINTY!

ARE YOU RELYING ON THE  
**HUMAN ELEMENT**  
IN DRYING YOUR MACARONI?

**STOP!**

Our Patented Time Reversing Apparatus  
Not Only Reverses But

## DETECTS

ANY FAILURE DUE TO BROKEN BELTS  
AND IMMEDIATELY

*Shuts Off the Power and Indicates the  
Room Affected. Ask Us About It.*

**WORCESTER BROKEN BELT DETECTOR COMPANY**

53-55 NORFOLK STREET --:-- WORCESTER, MASS., U. S. A.



# PROTEIN AND GLUTEN

By DR. C. B. MORISON in the Journal of the American Bakers Association.

## A Technical Treatise on Essential Elements in Flour

The term protein is now commonly used in flour analyses instead of the older and more familiar word gluten. We often have inquiries as to just what is the difference between protein and gluten, and why it is that the percentage of protein does not always agree with that of gluten.

### Protein

The term protein as used in a flour analysis means that the chemist has determined the total nitrogen of the flour, and multiplied the amount or percentage of nitrogen found by the official factor for converting the nitrogen of wheat and its products into protein. This factor has been fixed at 5.7, and is based on the average percentage of the nitrogen present in the 2 principal proteins of wheat flour, gliadin and glutenin. Gliadin contains about 17.6% of nitrogen and glutenin about 17.5%. The average nitrogen percentage of these 2 proteins is 17.55%. If 17.55 is divided into 100, we obtain the factor 5.698, or 5.7. The determination of the total protein in a sample of flour might indicate, for example, 2.0% then  $2.0\% \times 5.7 = 11.50\%$  of protein.

Since wheat is now largely bought on protein content the accurate determination of this constituent is of great economic importance. Recent work has shown that the factor 5.7 based on the average percentage of nitrogen in the principal wheat proteins does not take into consideration the higher amounts of nitrogen present in the proteins of the bran and germ.

D. Breese Jones has shown that the conversion factor for the protein of

bran is 6.31 and the germ or embryo 5.80, while that of the endosperm from which the flour is obtained is 5.7, as previously mentioned. "By basing the calculation on the percentage of nitrogen in the individual proteins of the endosperm, embryo, and bran, and on the relative proportions in which these proteins are present, the conversion factor 5.83 is obtained for the nitrogen of the whole kernel, instead of 5.7, the factor generally used."

It is possible that future research work on the proteins of the endosperm of wheat from which flour is chiefly obtained may lead to a revision of the factor for flour protein. At present the factor 5.7 is official, and commonly employed in all wheat and flour analyses for the determination of protein.

The source of the nitrogen in flour is almost entirely due to proteins, though very small quantities of other nitrogen compounds may be present as, for example, certain amino acids.

### Gluten

The term gluten does not mean exactly the same as protein  $N\% \times 5.7$ , although it is largely composed of the 2 principal proteins of wheat flour, gliadin and glutenin. When flour is doughed with water these 2 proteins absorb 2 or 3 times their weight of water, and since these proteins are rather insoluble in water they can be separated from most of the other constituents of the flour by washing according to well known and familiar procedures.

The crude gluten separated by washing wheat flour dough with water is always contaminated with small amounts of starch, fat, fiber and other constituents. The amount of nongluten impurities depends upon the character of the flour, the method of washing employed, and the individual skill of the operator.

The crude washed gluten is termed "wet gluten," and the weight obtained from a known weight of the flour is calculated in terms of percent. The "wet gluten" is then dried to constant weight at 100 degrees centigrade, and the resulting product or gluten puff is termed "dry gluten." Valuable information may be obtained on the relation of the total amount of "wet gluten" to "dry gluten," and the characteristics of the gluten puff or expanded residue, as well as from the physical

characteristics of the original "wet gluten."

Much time has been spent by chemists in studying the effects of various conditions on the determination of gluten by washing out methods and the difference in the results obtained by different operators. All the methods studied have inherent defects, and the same method will give variations in results in the hands of different operators, although skilled individuals may obtain surprisingly consistent and agreeing results.

Crude dry gluten as obtained by the usual methods of washing from flour will contain about 75 to 80% of proteins; the remainder consists of starch, fat, ash, and crude fiber. Dill has shown that the principal carbohydrate present is starch. He also found that five sixths of the total protein, one half of the fat, and one sixth of the ash of a sample of flour that he examined was contained in the gluten.

Recent statistical studies by Zinn have established the fact that the determination of protein is in general a satisfactory index of the gluten content of flour. The protein determination can be made more accurately and satisfactorily than that of the percentage of dry gluten. Since the nitrogen determination is a more accurate index of the gluten present in flour than washing out methods, it is now customary to report the gluten or protein of flour as  $N\% \times 5.7$ .

### Distributes Art Calendar

The Riverside Printing company of Chicago, well known manufacturer of labels, color work and lithographing, supplied the leading macaroni manufacturers of the country with a beautiful art calendar to advertise its specialty work. R. E. Clarke is president of the printing company and H. E. Watson is vice president and salesman. The firm's plant is at Milwaukee, Wis.

### Macaroni Consumption

	Per capita annually
Italy .....	58 lbs.
Europe (Italy incl.).....	33½ lbs.
South America.....	21 lbs.
United States.....	4½ lbs.

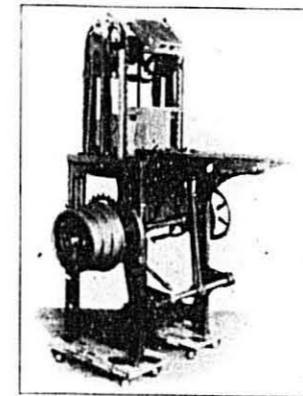
February 15, 1928

THE MACARONI JOURNAL

21

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

## Peters Package Machinery



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

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

## PETERS MACHINERY COMPANY

4700 Ravenswood Avenue

CHICAGO, ILLINOIS

### Just a Suggestion

Dear Secretary:

I surely do not envy you your job. Your urgent appeals for financial support of activities from which every individual manufacturer should and will profit so often falls on deaf ears, that I suggest you try "makin' faces" as illustrated in the following story:

"Give me a penny, fader, and I'll buy an orange off dat man outside," said Ikey, Jr.

"Go and make faces mid him," said the prudent Ikey, Sr., "and maybe he'll throw one at you!"

—From "Milling" by a Miller.



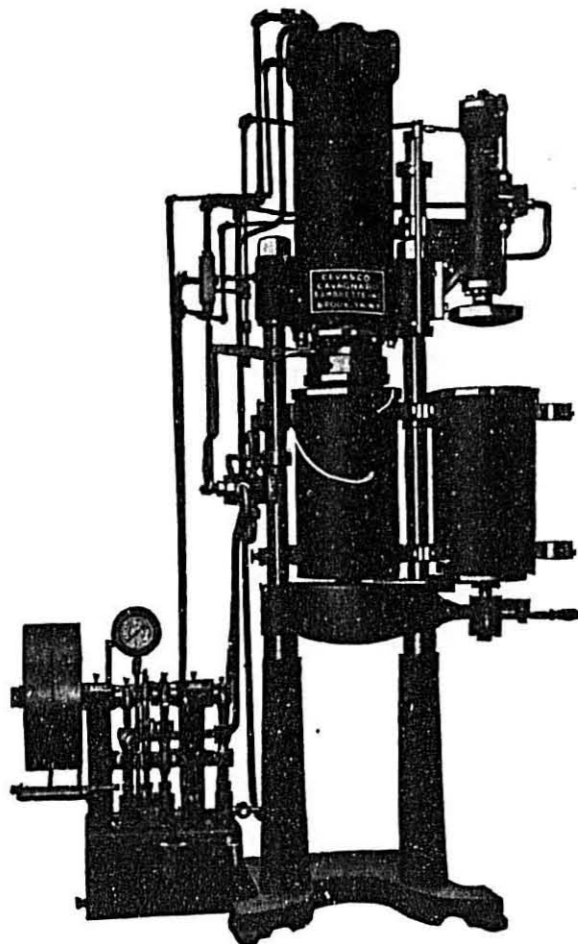
## Consolidated Macaroni Machine Corporation

FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.

I. DeFrancisci & Son

*Designers and Builders of High Grade Macaroni Machinery*



Vertical Hydraulic Press with Stationary Die

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

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

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

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

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

### AT LAST! The Press Without a Fault.

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

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

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

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

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

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

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

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

**DIE PLATEN.** The die platen or support is divided into three (3) sections for the 13½ inch and two (2) sections for the 12½ inch press. (We originated this system of sub-division of platen, since copied by competitors.)

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

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

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

156-166 Sixth St.

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

159-171 Seventh St.

Address all communications to 156 Sixth Street.

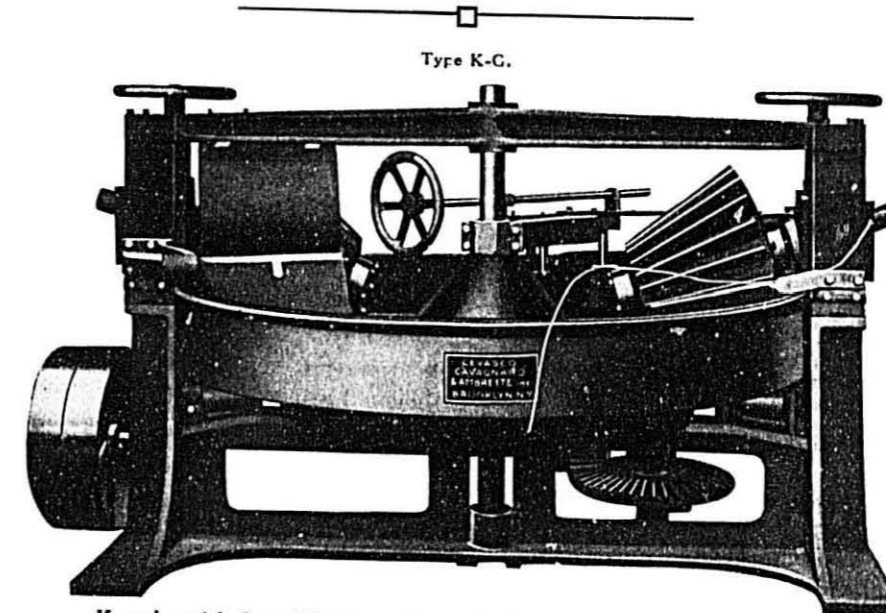
## Consolidated Macaroni Machine Corporation

FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.

I. DeFrancisci & Son

*Designers and Builders of High Grade Macaroni Machinery*



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

Specialists in everything pertaining to the Macaroni Industry.

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

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

**HYDRAULIC PRESSES:--Vertical and Horizontal.**

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

156-166 Sixth St.

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

159-171 Seventh St.



## BELL RINGER

Prize Winner submitted by

F. Petrono, President Independent Macaroni Co., Mt. Vernon, N. Y.

### MR. BRAGGADOCIO

So many firms claim to be the largest macaroni plant in the country and so many are so loud and insistent in their claim to this glory, if such it be, that I am reminded of the following story:

A few minutes after an alarm of fire was given in a hotel, one of the guests, known for his ability to exaggerate matters, joined the group that were watching the fire and he chaffed them on their apparent excitement.

"There was nothing to be excited about," he said. "I took my time about dressing, lighted a cigaret, didn't like the knot in my necktie, so tied it over again—that's how cool I was."

"Fine," one of his friends remarked, "but why didn't you put on your trousers?"

Now when I hear a man bragging about the size of his plant, I think of this story and say, "Hold on to your trousers," because after all it's not the size of the plant, but the quality of your goods, your policy and the profit it makes for you that counts.

NOW YOU TELL ONE

## With the Container Manufacturers

### Dust and Water Proof Box

After years of experimentation, research and development the Mid-West Box company has invented a moisture proof container that insures delivery of contents in perfect condition. Not only is the container proof against the inroads of dampness and moisture but it will retain normal moisture in the products carried. The new container is particularly adaptable for shipment of commodities overseas and to coast centers where dampness is a condition that must be contended with.

### New Name for Triangle Company

The Triangle Packaging company of Chicago, manufacturer of carton sealers, automatic weighers and filling machines, has changed its corporate name to the Triangle Package Machinery company. This was done to indicate more clearly the nature of their business.

### Hinde & Dauch Buy Plants

Seven additional plants were recently purchased by the Hinde & Dauch Paper company of Sandusky, Ohio, and the acquisition of the added facilities extends this firm's operations from the Missouri river to the coast and from the Mason & Dixon line to the St.

Lawrence valley. Its output of containers will be increased fully 30%. Among the firms merged in this deal

with the Hinde & Dauch properties are the Thompson & Norris company, and the J. M. Raffel company of Baltimore, two of the oldest concerns in the business.

### Changes in Field Representatives

The United States Printing & Lithograph company of Cincinnati, Ohio, announces the following changes in its representation in two of the North Central states. T. E. Lester, for 32 years associated with the concern as its representative in Wisconsin and the northern half of Illinois, retired on January 1, because of poor health. The territory has been divided and the Wisconsin field is now looked after by Edward Gilligan, central Illinois is in charge of A. C. Osborn, Jr., and N. A. Giese will have charge of western Illinois. All three will operate out of the firm's Chicago office.

### Erects Large Annex

The Consolidated Paper company of Monroe, Mich., is building a large addition to its plant that is estimated to cost one half million dollars when completed. It is a 3 story building of concrete and steel construction 200 feet wide and 700 feet long. The basement will be used as a garage. The first floor will be the shipping room and the printing department will occupy the top floor.

## Center Efforts on Profits

By Herbert N. Casson

Net profit is, after all, what counts. Don't worship volume, mergers, and gross returns, but concentrate more on the net available for dividends.

Manufacturers should recognize that their most important duty in these hard days is to concentrate on net profit. Most of them fiddle and diddle with a hundred things that don't matter. Most boards of directors do the same.

In my opinion, it would be better for almost every company if its board of directors gave the president full power for a year and then judged him by results. Test him on these points:

- Can you buy anywhere else to better advantage?
- Can you bring back lost customers?
- Can you find new customers?
- Can you make any special sales offer?
- Can you create enthusiasm in your sales force?
- Can you have more effective advertisements?
- Can you improve the display of your goods?
- Can you improve the quality?
- Can you cut out your unprofitable lines?
- Can you prevent waste in manufacture and distribution?

These are a few of the subjects that every firm must think about. Concentrate on things that mean more net profit.

**LABELS  
CARTONS  
—AND—  
SELLING  
HELPS  
OF ALL KINDS.**

*Let us be your "Package Counselors."*

**CONSULT OUR  
TRADE MARK BUREAU**

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

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

CINCINNATI 8 Beech St.	BALTIMORE 87 Covington St.	BROOKLYN 23 N. 3rd St.
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## Vanity Makes the Price Cutter

By J. B. Donley in Commerce and Finance

The salesmanager of a company which manufactures what economists call "producers' goods" was at his desk with his pipe all fired up when I pulled up a chair; so it wasn't difficult to start a flow of talk.

"Much is being written about the 'new competition,'" he began; "that is competition between different industries rather than between different manufacturers in the same industry. It may work with products that are sold to the consumer but it doesn't apply in our case.

"Competition in our industry reminds me of the 'suicide wave' that excited the editors not long ago. Industrial suicide is deliberately being committed by industries that haven't sense enough to stop the practice that is surely leading to self destruction.

"I mean destructive price cutting. First it kills profits; then it kills incentive; then it kills progress; then it kills hope—and an industry without hope is worse than a man without hope, for it takes an industry a longer time to find it out and give up the ghost. I could mention several industries that are hopeless right now, but I don't want to add public disgrace to poorly concealed ignominy.

"Apologists for the situation in these industries blame the strenuousness of modern competition. I claim that is all bunk—and why? Because competition is entered into in the hope of beating the other fellow to a larger share of the profits. When the different manufacturing concerns that make up an industry strive to beat each other in a race to the boneyard, that isn't competition—it's suicide.

"Others blame the 'profiteering purchasing agent,' as they call the shrewd buyer who keeps chipping pieces off prices. But the purchasing agent is paid to buy to the greatest advantage, while the man who sells is not paid to give the goods away. If the seller plays into the purchasing agent's hands, it's his own fault. I'll admit there's something sour about the business sense and ethics of the buyer who has no regard for the manufacturer's profits but I maintain that the fault lies deeper than that."

"What is the trouble, then?" I expectantly inquired.

"The nub of it," he proceeded, "is senseless rivalry—vanity. The X com-

pany wants to boast proudly that it grabbed the big Z job away from the A, B and C companies. No concern sells goods for less than a living profit—or for no profit at all—for any other reason. And the pity of it is that the A, B and C outfits go home sore because they lost a chance to try to balance a bottle of red ink on a sharp lead pencil.

"I know of a case where a concern set up a big new plant—which is so easy to do with bank vaults bulging and money begging for employment—and entered an industry that had been running along serenely for years with a fair profit margin for a number of well established factories. The newcomer's salesman hunted up all the customers of the old concerns and came out point blank with this:

"Whatever you've been paying so-and-so, you can knock off 10% if you'll give us the business."

"The newcomer couldn't figure a profit on that basis, but wanted the business at any price, counting on price readjustment later. That was not industrial suicide; it was homicide.

"In many cases the different manufacturers in an industry—especially if it is a specialized industry—have never gotten a clear picture of the industry as a whole. They fear and suspect each other, and the bugaboo of price-fixing prevents them from getting together on a basis of mutual understanding.

"But in some cases there are faint rays of hope. The members of such an industry did recently get together. After a long talkfest they agreed that each man was to write on a sheet of blank paper 2 sums—and nothing else. First his gross sales, and second his net profits, or operating loss, for the previous year. The sheets were then to be collected by a clerk and the figures were to be tabulated and only the total results given out.

"The tabulation showed combined gross sales of \$12,000,000. Most of the men present could have guessed pretty close to that. But when aggregate net profits were announced as \$150,000—or exactly 1¼%—that group was stunned.

"You see each had thought that the others had something on him in the way of lower production costs, and

they had been giving their product away and working like the devil to figure out how the other fellow did it.

"That group was really made up of the heads of specialized divisions of a larger industry. And as a result of that dramatic dragging of Truth from the bottom of the well, the real business leaders in the industry have determined upon a policy of price maintenance through which they hope to attain new life.

"They have taken their plan to Washington and have been told that it will not come under the price fixing plan. They will not fix prices, but they will decide upon a living percentage of profit.

"And they will make it an invariable rule that where any concern once names a price on a competitive or non-competitive job, that price will stand. In other words the price first quoted will be the actual, steadfast, ironclad, rockbottom price, and not just something for purchasing agents to shoot at.

"Will it work? When a man is very, very sick is he likely to refuse medicine just because it leaves a bad taste?"

### Canners Elect Officers

Officers elected by the National Canners association at its 21st annual convention in Chicago, Jan. 23, 1928, to serve during 1928, are:

President, B. C. Nott, Grand Rapids, Mich.; vice presidents, H. E. MacConaughy and Leonard E. Wood, San Francisco, Cal.; secretary-treasurer, Frank E. Gorrell, Washington, D. C.

Directors—Frank A. Wilder, Pratt-Low Preserving Co., Santa Clara, Cal.; G. H. Bradt, Hunt Bros., San Francisco; Emil Mayer, Kuner-Empson Co., Brighton, Colo.; Mark Hutchinson, Michigan Fruit Canners, Inc., Fennville, Mich.; C. O. Dawson, Blair Canning Co., Blair, Neb.; H. W. Cleveland, A. & P. Products Corp., Brockport, N. Y.; H. A. Orr, Winorr Canning Co., Circleville, Ohio; J. W. Wood, Dodds Canning Co., Lebanon, Ohio; W. R. Thompson, Columbia River Packers' association, Portland, Ore.; E. P. Knouse, Knouse & Fohl Canning Co., Peach Glen, Pa.; E. H. Jacobs, West Chester, Pa.; H. D. Olson, William Craig Canning Co., and W. J. Parker, Utah Fish Canning Co., Ogden, Utah; Edward Skinner, Skinner-Eddy Corp., Seattle, Wash.; H. C. Sorenson, Gillett Canning Co., Gillett, Wis.; J. A. Killian, Killian Canning Co., Marshfield, Mo.; Marcus L. Urann, United Cape Cod Cranberry Co., South Hanson, Mass.; E. P. Nicholson, Milton Canning Co., Milton, Del.

**Tanzi's Dies**

*are the best Macaroni dies made.*

The best for Material.  
The best for Workmanship.  
The best for Results.

They have another good quality; they are reasonably inexpensive, and still another; we guarantee them.

**GIVE US A TRIAL**

**MARIO TANZI CO.**  
Boston, Mass.



## "Interesting Supper Dish"

Broadcast by Betty Crocker.

Everyone is saying, "The days aren't half long enough at this time of the year."

These are the shortest days of the year, which means also longer evenings with the family gathered by the fireside enjoying the close companionship of reading, talking or listening to the radio together. When I think of home life on cold wintry evenings a picture comes to my mind which I think you probably all share with me—of hurrying home in the cold and dusk to a house all lighted and cheery with warmth. Stepping inside, the most alluring odors from the kitchen greet us. The table is set and mother is bustling back and forth from stove to table, giving the finishing touches to supper. In our laboratory-like kitchens of today, even though they are so much easier to work in, we miss the homey atmosphere of the kitchens which used to give such comfort in cold weather. You remember how they felt, cozy and warm, with the old clock ticking on the shelf and the kettle singing on the stove, mother's chair by the window, and the whole room radiating peace and well being.

The suppers mother served on cold winter evenings seemed to taste better than anything we have ever eaten since. When I was trying to think of the most interesting supper dishes for you, I remembered one that used to be a favorite of mine that is especially appropriate for this time of year. This is a newcomer among my menus. I never had it until recently. I rather hate to tell you what the dish is called, for it is much more delicious and interesting than its name. I hope you will try it and see for yourselves so that you will not be prejudiced. Here is the recipe for

### Spaghetti and Tuna Fish

8 oz. spaghetti  
1 small can tuna fish (½ lb.)  
1 tsp. chopped parsley  
1 tsp. minced onion or tiny piece of garlic  
½ cups tomato sauce or canned tomato soup

Cook the spaghetti in boiling salted water for 20 minutes. Remove fish from can. Cut in pieces and put in hot frying pan with some of the oil from the can. Cook for 5 minutes.

Add the chopped parsley, onions and tomato sauce. Cover and cook slowly for 10 minutes. When spaghetti is

tender, drain and add to the tomato and fish mixture. Serve hot.

This amount will make 6 servings.

The quality of any macaroni or spaghetti dish will be assured if you are careful to ask your grocer for the macaroni which bears the label "Made of Durum Semolina." This means that the manufacturer has used first grade semolina meal in making his products. Semolina is made of durum wheat—a special variety of hard wheat which contains a very high percentage of protein. When ground it looks granular like fine cornmeal and is called semolina. Macaroni products made from semolina are firm and do not become sticky or lose their shape when cooked. They will, for this reason, seem much more palatable and attractive in any macaroni dish than the sticky, starchy type of macaroni made of ordinary flour.

The great food value of macaroni or spaghetti, making it the most nutritious food at a low cost that you can buy, is due to its high protein content as well as the starch it contains. It is a body building food like meat and at the same time an energy giving food like potato.

As this combination takes the place

### Why an Association?

Within recent years the Trade Associations of America have become very important in practically every branch of Industry.

Most of these Associations are regularly established with headquarters from whence they may serve adequately the Industry they represent.

Irregularities, misrepresentations, tricks, deceptions and all other vices that have made more difficult the carrying on of business in a clean, honorable, upright way, have been met by these Associations in "open meetings."

These unfair practices have been dealt with in a masterly way through the Trade Associations. The day will soon be with us when business men will have to give good excuses for not belonging to their trade association.

ARE YOU A MEMBER OF YOURS?

of meat, potato, and a hot vegetable, too, you can plan a very simple meal for the night you wish to serve it. A salad made of shredded raw cabbage with a little diced celery and chopped apple, and some ground peanuts for flavor will be good with it. For dessert why not have a simple pudding such as steamed pudding made with canned fruit, using the recipe I gave you for prune pudding? You can, of course, use any kind of canned fruit you wish and make your pudding in one mold or in the individual molds or jelly glasses. Any simple custard pudding would taste good if you want to prepare your dessert in the morning.

This whole menu is the kind you can use when you want to be out in the afternoon and come home just in time to cook the spaghetti and tuna fish, set the table and get the salad and pudding out of the icebox or to warm the steam pudding for dessert. This menu can all be cooked on top of the stove.

### Proposed Trade Mark Law

By Lee M. Mida, President Mida's Trade Mark and Patent Bureau

There are some outstanding features in the proposed new trade mark act, to which the Senate and House committees appear to have fully agreed, after several unsuccessful attempts in the past to obtain approval of those bodies.

### Deposit System

Radical changes would be inaugurated including such important points as tripled registration fees, territorial divisions, time limitations in establishing abandonment and the installation of enlarged search facilities by a system of depositing trade marks used on goods and names used in identifying services, organizations or other businesses.

The system of depositing marks is a provision empowering the commissioner of patents to maintain records of any and all common law claims imparted to the department without being subject to search of the registration records. The idea of this system is to provide a means whereby trade marks, trade names and other insignia that identify either merchandise or business of whatever nature may be entered or deposited for ready reference of those who wish to search such claims to avoid conflicting.

This deposit system would not be tantamount to registration or serve any function of registration, and in or-



## STOKES & SMITH

*Machines for Package Filling, Sealing and Wrapping*

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

A Size and Speed  
for Every Need

Fully automatic single purpose machines for high production; machines of moderate speed, adjustable for size of package and accommodating various materials and various packages for the smaller output. Dusty materials handled without dust. Accurate weights guaranteed even on the more difficult materials.

Save—  
Material  
Labor  
Contents

Improve—  
Display Value  
Selling Power  
Preservation of Contents

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

## STOKES & SMITH COMPANY

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

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

# CROOKSTON-SEMOLINA

From  
**Amber Durum Wheat**

STRONG and UNIFORM  
and of a WONDERFUL  
COLOR

For Quality Trade

**Crookston Milling Company**

CROOKSTON, MINNESOTA





der to encourage depositing for the purpose stated the law would place premium upon prompt deposit requiring that it be made within a year after the law went into effect or, thereafter, within a year after adoption of such marks, symbol or name. In failure to make the deposit within the time stated anyone wishing to apply later for a registration would have to pay triple the government fee instead of the usual fee to those who comply with this requirement, or who apply without preliminary deposit directly for registration.

**Abandonment Clause**

The clause pertaining to abandonment fixes a period of 2 years and any

mark that has not been used for that period may be adjudged abandoned. In consequence the difficulty of procuring conclusive evidence of abandonment of a trade mark would be simplified.

**Secondary Meaning**

Much latitude would be given to registration of marks under a provision that where substantially exclusive use of a mark for 5 years preceding application to register the mark shall not be rejected merely because the nature of the mark is descriptive, consists only of a personal name not distinctively displayed or of geographical derivation. Marks of the nature stated

are within the inhibition of the present statute.

**Plural Registration**

Another feature of wide interest is that permitting registration of the same mark for the same goods by 2 or more claimants upon agreement of the parties, thus allowing the commissioner of patents to grant certificates for limited sections in accordance with such agreements. Numerous marks in use without trade interference would thus find an equitable channel through which to hold registration for a limited territory.

**Increased Scope**

Instead of confining registration to marks used only on merchandise the scope would be increased to embrace marks of service and names of business concerns, organizations, societies, unions, etc., whether used merely as a trade name or in conjunction with a trade mark device to identify such business or organization. Obviously names that identify the source of goods whether actually used in branding the goods represent good will that should be accorded the same protective measures as prescribed for symbols identifying merchandise.

**Macaroni Exports Steadily Increasing**

According to figures released by the U. S. Department of Commerce covering macaroni exports for 1927 there is shown a slight but steady increase in our foreign trade in this product. A heavy export in the early part of 1927 accounts for the increase last year despite the falling off in the closing months.

For the year 1926 our exports totaled 8,273,000 lbs. while last year the total was 8,468,000 lbs., an increase of about 200,000 lbs. in 1927.

During the last 6 months of 1926 our exports were 4,216,000 lbs. while in 1927 we exported 4,387,000 lbs. from July 1 to December 31.

The exports for December 1927 showed a sharp decrease, the reason for which is undetermined. In December 1927 our exports totaled only 295,000 lbs. as compared with 914,000 lbs. in November of that year and with 950,000 lbs. in December 1926. The December exports were worth approximately \$67,250.

Canada was the heaviest importer last December, buying 202,000 lbs. Next came United Kingdom with 177,000 lbs. The table below will give a list of the importing countries and the amount shipped to each, as reported by the bureau of foreign and domestic commerce, foodstuffs division:

**EXPORTS OF MACARONI BY PORTS AND COUNTRIES OF DESTINATION**  
December 1927  
(1000 lbs.)

	New York	New Orleans	Virginia	Baltimore	San Francisco	Washington	Michigan	All Other	Total
Irish Free State.....			6						6
Netherlands.....	10								10
United Kingdom.....	112								177
Canada.....			39	26		22	81	99	202
Costa Rica.....	2								2
Guatemala.....	1	3							4
Honduras.....		32							32
Nicaragua.....		3			1				4
Panama.....	7	36			4				48
Mexico.....	6	9			2			41	58
Newfoundland.....	1								1
Jamaica.....		3							3
Cuba.....	16	19						4	39
Dominican Republic.....	9	47							60
Dutch West Indies.....	1							2	18
Haiti.....	2	14							2
Virgin Islands.....								2	2
Colombia.....		4							4
Venezuela.....	2								2
British India.....	1								1
Straits Settlements.....	2								2
China.....					16	9			25
Java and Madura.....	1								1
Other Dutch East Indies.....	1								1
Japan.....									6
Philippines.....	2				4				20
Australia.....	20								20
New Zealand.....	41				7				48
British South Africa.....	3								3
<b>TOTAL.....</b>	<b>240</b>	<b>170</b>	<b>45</b>	<b>26</b>	<b>47</b>	<b>32</b>	<b>81</b>	<b>152</b>	<b>795</b>

**Cooperation Between Trade Associations**

(Continued from Page 12)

"Consumer acceptance does not mean consumer demand. The retailer can easily swerve the purchaser from one product to another. If he does not know the uses of a certain product the sale has a very good chance of falling through. It is part of the retailer's duty to change consumer acceptance into consumer demand and so put the sale over.

"If the manufacturer mentioned at the beginning of this article would urge his trade association to cooperate with the retail trade association to educate the retailer and in turn the consumer, he would find his sales increasing.

"Let us have closer cooperation between manufacturer and retailer, between manufacturer trade associations and retailer trade associations.

"SUCH CLOSER COOPERATION MEANS GREATER TRADE EXTENSION."

When you stop learning you stop growing.



One Operator Required  
Manufacturer of Carton Sealers  
Weighing and Filling Machines

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OUR NEW  
**PORTABLE CARTON SEALER**  
SPECIALLY DESIGNED FOR  
**MACARONI CARTONS**

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PRACTICAL

This Machine Will Semi-Automatically Apply Glue, Fold and Pressure Dry Cartons.

SPEED—Will Seal from 20 to 25 Carton Ends per minute.

RANGE—Drier Capacity Up to 6 in. High—Can Glue and Fold Any Size Carton.

POWER—Furnished with Motor and Cord for Light-Socket Attachment.

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**TRIANGLE PACKAGE MACHINERY CO.**

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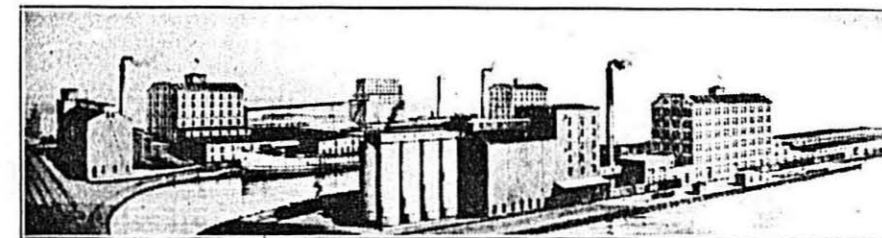
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THE UP-TO-DATE HOME OF

**HOURGLASS BRAND**

SEMOLINA AND FLOUR

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

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PHILADELPHIA OFFICE: 458 Bourse Bldg.

BOSTON OFFICE: 88 Broad Street

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### Patents and Trade Marks

A monthly review of patents granted on macaroni machinery, of applications for and registrations of trade marks applying to macaroni products. In January 1928 the following were reported by the United States patent office:

#### TRADE MARKS REGISTERED

Trade marks were registered in January as follows:

##### Egg-Aroni

The trade mark of the Joliet Macaroni company doing business as The New Macaroni company, Joliet, Ill., for use on alimentary pastes. Application was filed Aug. 20, 1927, published in the Official Gazette Oct. 18, 1927, and in the November 1927 issue of The Macaroni Journal. Owner claims use since April 1927. The trade mark is the trade name in heavy type with letters tapering in size from each end of the name toward the center.

##### Time O'Day

The trade mark of Jordan Stevens company, Minneapolis, for use on macaroni, spaghetti and egg-noodles. Application was filed June 13, 1927, published in the Official Gazette Oct. 15, 1927, and in the November 1927 issue of The Macaroni Journal. Owner claims use since March 16, 1927. The trade mark is the trade name in heavy italics appearing over the face of a clock showing the hour as 6:15.

##### Q-Boy

The trade mark of the Joliet Macaroni company, Joliet, Ill., for use on macaroni. Application was filed Sept. 23, 1927, published in the Official Gazette Nov. 15, 1927, and in the December 1927 issue of The Macaroni Journal. Owner claims use since June 15, 1927. The trade mark is an upright rectangle having in its upper part the trade name "Q-Boy." In the center half appears the fanciful figure of a boy on a hobbyhorse of the same name.

##### 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, published in the November 22, 1927, issue of the Official Gazette and in the December 1927 issue of The Macaroni Journal. Owner claims use since April 1872. The trade mark is a drawing of the flattened carton showing the positions of the trade name "Red Cross"

and of the 4 red crosses that appear on the cartons.

##### Majesty

The trade mark of Shang Hai Noodle and Macaroni Mfg. company, also doing business as the Majesty Paste company of San Francisco, Calif., for use on noodles and chop suey sauce. Application was filed Dec. 13, 1926, published Nov. 22, 1927, in the Official Gazette and in the December issue of The Macaroni Journal. The trade mark is the trade name in heavy black type.

#### TRADE MARKS APPLIED FOR

In January 7 applications for registration of macaroni trade marks were made and duly announced by the patent office to permit filing of objections thereto which must be made within 30 days of date of publication.

##### Roni

The trade mark of the American Beauty Macaroni company, Kansas City, Mo., for use on high protein macaroni. Application was filed Nov. 10, 1927, and published Jan. 3, 1928. Owner claims use since March 1, 1927. The trade mark is the trade name in heavy type.

##### Deliciously Yours

The private brand trade mark of Fred Fear & Company, New York, for use on grocery products including macaroni. Application was filed Oct. 29, 1927, and published Jan. 10, 1928. Owners claim use since Oct. 15, 1927. The trade mark is the trade name in heavy script type.

##### The Brand You Know by Heart

The private brand trade mark of W. R. Roach & Company of Grand Rapids, Mich., for use on canned foods, including macaroni. Application was filed Nov. 2, 1927, and published Jan. 17, 1928. Owners claim use since Jan. 1, 1927. The trade mark is the trade name in heavy type.

##### Salad-Roni

The trade mark of the Kansas City Macaroni & Importing company doing business as the American Beauty Macaroni company, Kansas City, Mo., for use on macaroni used in making salads. Application was filed Nov. 10, 1927, and published Jan. 17, 1928. Owner claims use since Nov. 1, 1927. The trade mark is the trade name in heavy type.

##### Virginia Dare

The private brand trade mark of the Virginia Dare company, Baltimore, Md., for use on canned foods including

canned spaghetti with tomato sauce and cheese. Application was filed May 15, 1926, and published Jan. 24, 1928. Owner claims use since May 13, 1926. The trade mark is the trade name in 2 lines of script type.

##### Home

The private brand trade mark of Griggs, Cooper & Company, St. Paul, Minn., for use on grocery products including macaroni, spaghetti, con carne and vermicelli. Application was filed May 19, 1926, and published Jan. 24, 1928. Owner claims use since 1877. The trade mark is the trade name in heavy type.

##### Heart's Delight

The private brand trade mark of Scoville Brown & Company, Wellsville, N. Y., for use on grocery products including macaroni, spaghetti and noodles. Application was filed June 22, 1927, and published Jan. 24, 1928. Owners claim use since 1894. The trade mark is the trade name in heavy type over the drawing of a large heart.

Don't claim too much but live up to your claims.

### Afghan King Likes Spaghetti

The king of Afghanistan is now on a tour of various European countries to promote good will. Last month he and his queen were the guests of the king and queen of Italy at the Quirinal palace and for the first time in their lives enjoyed a tempting dish of spaghetti, the famous Italian food, as prepared specially by the royal chef. The royal guests' initiation into the intricacies of the manufacture and preparation of this national food was of such import as to be reported in all the Italian newspapers and throughout the world through the Universal Service.

The press notice states that His Majesty was highly pleased with the dish, having been instructed in the Italian technique by the Afghan ambassador to France who was formerly at Rome and who is a lover of spaghetti and similar foods. Just what the queen's comments were is not made known as her modesty does not permit her to rob her consort of any of the limelight into which the royal guests are thrown daily in their tour which may also include the United States.

A knocker never wins—a winner never knocks.

**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.

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29 Central Ave., Brooklyn, N. Y.

The House  
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Perfection

Always at  
Your  
Service

Where Others Have Failed,  
We Have Succeeded.



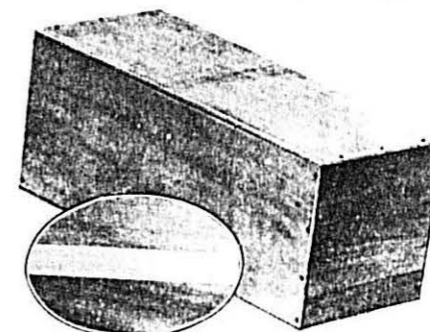
Why not deal with a reliable house?

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

# WOOD BOXES

Our 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.

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

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

**ANDERSON TULLY CO.**  
Memphis, Tennessee  
Good Wood Boxes



## Grain, Trade and Food Notes

### Chain Store Prosperity

The manager of Chain Store Grocer estimates that the sales of grocery chain stores in 1927 were in excess of 2½ million dollars. That's a lot of money. It takes a huge industry of tremendous economic importance to do that much business. The figures serve to help the people realize the real size and importance of the chain grocery field.

From the same source is obtained the information covering the sales of the 8 leading chain stores of the country, estimated as follows:

A. & P.	\$700,000,000
Piggly Wiggly	181,000,000
Kroger	161,000,000
Safeway	76,484,749
National Tea	58,795,679
U. S. Stores Co.	34,033,753
Sanitary Grocery	17,615,127
D. Pender	12,600,102

### Caruso's Star Dimming

In New York city there is a little restaurant in the rear of the Metropolitan Opera House which the famous tenor, Enrico Caruso, used to visit thus blooming it into prosperity. After his death this eating place noted for its excellent spaghetti and macaroni dishes continued to draw sightseers by caricatures on the wall which the great singer had sketched during his lighter moods. Recently the place closed its doors. "The new generation did not know him and the old generation forgets," sighed the proprietor.

### A Loaf of Bread

The average price of a loaf of bread to the American housewife is 8½¢ for a pound loaf. The Federal Trade Commission, which has been investigating the bread and flour industries for 3 years, according to a resolution passed by the Senate on Feb. 16, 1924, reports this conclusion and states that the average loaf cost is divided as follows: farmer 1.15¢, miller 0.41¢, baker 5.11¢, grocer 1.28¢, railroads, trucks and other handlers 0.60¢, total 8.55¢. The report covers cost of production and distribution, investment and profits, competitive conditions and extensive consolidations.

Commercial baking as distinguished from home baking supplies a greater proportion of the total bread consumed than formerly. One half or more of the commercial bread is probably produced and sold by a comparatively few

companies. Fifty-seven companies operating 278 bakery plants manufactured 30% of the estimated total commercial bread production in the country in 1925.

The commission found competition keen, more so in some localities than others. Price cutting wars frequently occur in the business naturally decreasing the profits. The commission figures that the total baking investment earns a rate of returns of approximately 14.90%, before payment of federal taxes.

### Fay Is Champion Head

W. E. Fay was again elected to the office of president of the Champion Machinery company, Joliet, Ill., maker of mixing machines and flour handling outfits. At the annual election F. A. Motta was named vice president and secretary and his brother, Peter Motta, was elected treasurer. The 1928 board of directors is W. E. Fay, F. A. Motta, Dr. W. H. Theobald, H. G. Mills, Joseph Weber, Jr., Peter Motta, John Kiep.

### Canadian Durum Inspections

Total inspections of durum wheat in the western grain division of Canada from Aug. 1, 1927, to Jan. 1, 1928, amount to 9990 carloads as compared with 8201 last year, according to a telegram from the board of grain commissioners. These amounts would be roughly about 11,800,000 bus. this year compared with 10,700,000 in 1927. This year, however, 43.5% of the total inspections is included in the first 3 grades, whereas last year only 14.1% was classed as grade 3 or better.

Inspections of United States durum in the eastern division of Canada to December 1 as reported by the internal trade branch of the Dominion Bureau of Statistics amount to 15,569,000 bus. compared with 9,508,000 for the period last year.

### Durum Shipments Heavy

There has been a considerable increase in shipment of durum wheat from the United States. United States inspections for export through October amounted to 1,140,000 bus. compared with 410,000 last year and 1,286,000 the year before. Canadian inspections of durum wheat from the United States amounted to 16 million bus. as compared with 11 million last year and the

year before, making a total of United States shipments accounted for of 17 million bushels as compared with 11.5 last year. Canada is also bringing out more durum this year. Inspections in the western division to December of all kinds of durum amounted to 12,300,000 bus. as compared with 10,700,000 last year, and 6 million in 1925. At the beginning of the season Italy appears to have been importing more and France less than last year. Shipments from Algeria through July and September were larger than the French imports for consumption.

### World Wheat Production

Wheat production in 40 countries is reported at 3,427,000,000 bus. in 1927 as compared with 3,303,000,000 bus. last year. Production in the northern hemisphere was slightly above the average while that below the equator was somewhat lower.

### Durum Rises; Others Steady

In comparing the market price of the various grades of wheat for November and December 1927 it is noted that while other wheats held steady and even showed a slight decrease amber durum wheat rose steadily. On the Minneapolis market durum brought about \$1.21 a bushel the first part of November and increased to about \$1.35 toward the end of the year. The price is approximately 40¢ per bu. under the prevailing price in November and December 1926.

### Wheat to Flour

The King Midas Mill company of Minneapolis has issued a beautifully illustrated and well written story of wheat production, wheat marketing and wheat milling, by Henry E. Kuehn, an authority on the subject. Quite naturally some of the illustrations are closely associated with the King Midas mill properties and products. The book contains some interesting facts and figures and should make good reading for all users of wheat products.

One section deals with durum wheat, illustrated with heads and kernels that will easily identify this form of wheat. Every step is described and illustrated from the selection of the seed through the wheat growth, grading and grinding. Copies of the booklet may be obtained from the King Midas Mill company for the small cost of 50¢.

February 15, 1928

THE MACARONI JOURNAL

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"Good Macaroni requires good Cheese"

# LOCATELLI'S



## GRATED PARMESAN CHEESE

GENUINE IMPORTED  
IN 2 OZ. BOXES  
12 BOXES PER CARTON

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

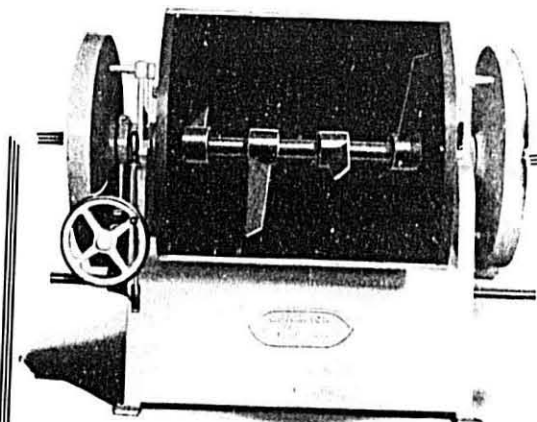
## Cheraw Box Company, Inc.

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.



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

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

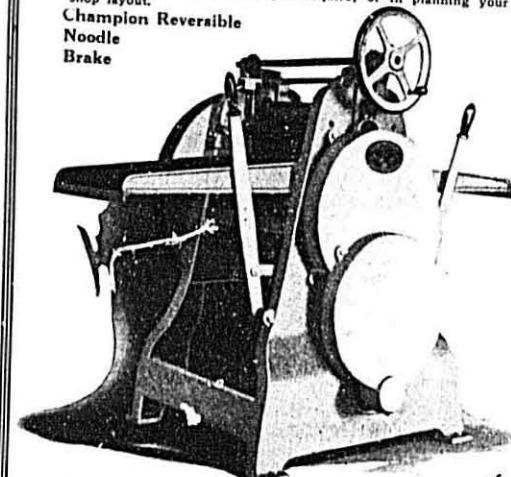
Champion Special Mixers, most efficient for difficult doughs, as macaroni, noodles, pretzels and similar products.

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

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

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

Champion Reversible  
Noodle  
Brake



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City.....State.....



## Notes of the Macaroni Industry

### Three Generations Celebrate

Celebrating a record of 53 years of continuous service to jobbers and retailers in Davenport, Iowa, and adjacent territories, the officials of the Crescent Macaroni & Cracker company fittingly celebrated the culmination of this 3 generation success last month by putting on the air over radio Station WOC a program of high merit. Through the famous tri-city symphony the appreciative firm musically said "Thank You" to its thousands of friends.

Beginning January this year the Crescent company will include in its advertising, through the air and through the press, announcements of the food value of its famous spaghetti. This firm has a well organized sales organization that thoroughly covers the territory within easy reach of Davenport. Like most firms it manufactures to sell, but unlike many others it sells profitably. It considers both the newspaper and radio advertising as invaluable and a good paying proposition.

### French Tariff Protection

French manufacturers of macaroni products will enjoy an added protection against American and other imported macaroni products, because of the recent action of the government which added another 33% increase in the French tariff on wheat and wheat products. The 33% rise in the grain tariff went into effect last September and the present order makes the tariff 70% over that of last summer, giving the French peasants who grow grain and the manufacturers who convert the domestic wheats into macaroni products double protection against foreign made goods.

### Rifle Cash Register

Entering the macaroni factory of Simone Giordani at 414 Atwells av., Providence, R. I., by forcing the rear door, thieves last month rifled the cash register and obtained money to the amount of less than \$100. Some high priced imported food products were among the other articles taken.

### Cassinelli Company Incorporated

In December the Peter Cassinelli Macaroni company was incorporated in New Jersey with an authorized capital of \$50,000. The plant is at 417 19th st., West New York. Among the

incorporators were Peter Cassinelli of West New York; Adale Cassinelli of Palisade, N. J.; Emelio Zuccarini and Catherine Zuccarini of 322 1st st., Brooklyn, N. Y.

Particulars as to the plans of the new firm have not yet been announced, excepting that the company was formed to take over the present Cassinelli macaroni plant.

### H. E. Minard Gives Sales Talk

The Knights of the Grip, an organization of salesmen and sales managers who sell to the New York metropolitan trade; held their annual meeting in Jersey City in December and listened to an excellent address on salesmanship by H. E. Minard, sales manager of the C. F. Mueller company. The organization is about the only one of its kind in the country and was started some years ago to promote good fellowship among salesmen calling on wholesale grocers and chain stores. In his address Mr. Minard outlined the successful sales policy of the Mueller company which is among the largest producers of macaroni and noodle products in the world.

### Procino-Rossi Corporation

The last week of December the certificate of incorporation of the Procino-Rossi Corp. was filed in Auburn, N. Y., where its plant is situated. The corporation was formed for manufacture of macaroni products and has a capital stock of \$125,000. The directors are Nick Procino and Alfred Rossi. Associated with these experienced macaroni manufacturers is Lawrence E. Lippitt. Plans for modernizing the plant and greatly increasing the output are under consideration.

### Increases Capitalization

Porter-Scarpelli Macaroni company of Portland, Ore., has increased its capital stock from \$20,000 to \$27,000. This firm has been successful and its business steadily increasing all through its existence. The increased capitalization will enable it to expand to meet the demands for its products.

### Anti Slack Filled Package Bill

Congressman G. N. Haugen of Iowa, coauthor of the famous McNary-Haugen bill, has introduced a new bill; the present congress that would legislate against the slack filled package evil. H. R. 487 aims to amend an act

entitled "An Act for preventing the manufacture, sale or transportation of adulterated or misbranded, or poisonous or deleterious foods, drugs, medicines, and liquors, and for regulating traffic therein," approved June 30, 1906.

The bill would amend the Pure Food Act, as this is known, by adding to the second paragraph of section 8, the effect of which would be to bring within the regulatory control of the statute, goods put up in containers made, formed or shaped so as to deceive or mislead the purchaser as to the quantity, quality, size, kind or origin of the food contained therein.

A new paragraph (fifth) would bring package goods within the statute if slack filled for the purpose of deceiving or misleading purchaser. As to this provision tolerances would be allowed to care for shrinkage or expansion of package goods due to natural causes. No penalties would be imposed in the enforcement of the bill for 6 months after it becomes law. On being introduced the bill was referred to the committee on agriculture where it will be considered and hearings granted to those interested.

### Sacramento Has New Plant

The Coliseum Macaroni company. Nello Salari, proprietor, is now housed in its new factory at 4th and "Y" sts., Sacramento, Cal. Early in December the machinery and equipment from its old plant on 2nd st. was transferred to the new one which represents an investment of about \$26,000.

The new plant is a 1-story brick building approximately 80 feet square, equipped with machinery for manufacturing and drying approximately 300,000 lbs. of products daily. A large part of the output is distributed through the wholesalers of Sacramento. Mr. Salari is an expert manufacturer and has been in business in Sacramento for more than 7 years.

### Macaroni for Demonstration Work

Macaroni, spaghetti and egg noodles featured the cooking demonstration conducted by Miss Jessie M. DeBoth at the municipal auditorium in Birmingham, Ala., last month. The demonstration was under auspices of the Birmingham News and Age Herald and the products were supplied by the Birmingham Macaroni company which for 20 years and more has been dis-

February 15, 1928

THE MACARONI JOURNAL

37

PER PASTA PERFETTA

Usate!



"Meglio Semola-Non ce ne"

Guaranteed by the  
Most Modern Durum Mills in America  
MILLS AT RUSH CITY, MINN.

The Perfect Egg Yolk

Fresher in Flavor  
Deeper in Color

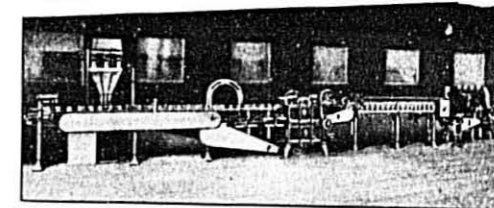
Jo-Lo

Certified American Dehydrated  
Spray Egg Yolk

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Net Weight Scale, Combination Top and Bottom Sealer and Wax Wrapper



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THE  
10 POINT  
Line  
1 Fitted to Your  
Plant Requirements/

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JOHNSON Engineers have studied packaging layout and requirements and have prescribed for hundreds of industries the world over. You can call in a JOHNSON Engineer for a survey of your packaging department at any time, without obligation.

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Battle Creek, Mich., U. S. A.  
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JOHNSON  
AUTOMATIC PACKAGING MACHINERY

Scales, Bottom and Top Sealing Lining Machines, Wrappers (Wax & Glassine)







## 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, F. O. Drawer No. 1,  
Braidwood, Ill.

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

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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.  
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Vol. IX February 15, 1928 No. 10

### Visit the Secretary

Among those associated with the macaroni manufacturing industry who visited the secretary at headquarters in Braidwood, Ill., last month were H. T. Felgenhauer of Chicago, Ill., representative of the Capital Flour Mills, J. F. Diefenbach of St. Paul and C. W. Dilworth of Chicago representing the Durum Milling Corp. and C. H. Schmenke and C. L. Grandy representing the Minneapolis Milling company.

### Directors in Midwestern Session

The mid-winter meeting of the board of directors of the National Macaroni Manufacturers association was held in Hotel Manger, New York city, Feb. 6, 1928.

It was attended by Henry Mueller, president; John Ravarino, vice president; L. E. Cuneo, treasurer; G. Guerissi and C. S. Foulds, directors; B. R. Jacobs, technical adviser, and M. J. Donna, secretary.

On ascertaining the attitude of the industry on the proposed definitions and standards for farina and semolina, as gathered at sectional meetings in Chicago, Boston and New York, it was voted that it be made known to the federal officials in a brief to be prepared and presented by Dr. B. R. Jacobs.

The good work done by the Educational Bureau was ordered continued despite lack of financial support and an additional amount was loaned from

the general funds to pay current bills. The directors are to give thought as to how best put this on a paying basis.

The 1928 convention date that was tentatively set for September was changed back to June because so many feared that the attendance would be injured by choosing a week when manufacturers are busy with their fall plans. The final dates are left to the secretary who will confer with the hotels before completing arrangements. The 1928 gathering will be held in Chicago the middle of June.

### Slogans

Paul S. Falcone of Harrison, N. J., is intensively interested in the idea of having an appropriate slogan for macaroni products because of the popularizing effect such a slogan would have. To start the ball a-rolling he suggests the following:

1. Macaroni! The Fountain of Health.
2. Macaroni Once! Macaroni Forever.

(Would be interested in having suggestions from others.—Ed.)

### Chinese Egg Industry

Prospects for the Chinese egg industry in 1928 appear to be fair compared with last year. This year it seems probable that freezing plants can get supplies from the Yangtze valley, according to cable dated January 18 to the U. S. Bureau of Agricultural Economics from Agricultural Commissioner Nyhus stationed at Shanghai. Native factories in the interior making dried products face unusual hazards of looting and difficulties of transportation. These obstacles, however, are usually overcome to a surprising degree.

In 1927 the pack, both frozen and dried product, was of good size con-

### BIBLIOGRAPHY OF DURUM WHEAT AND DURUM WHEAT PRODUCTS

The bureau of agricultural economics of the United States Department of Agriculture has prepared a bibliography of durum wheat and durum wheat products that gives valuable information on this grain and food. It is in pamphlet form with references nicely arranged. Copies may be obtained by writing the Grain Investigation Office, Bureau of Economics, Washington, D. C.

sidering prospects early in the season. This is shown to a certain extent by official figures of imports into the United States from China. For the first 11 months of 1927 imports of eggs whole in the shell, amounted to 195,000 doz. compared with 197,000 doz. and 1,212,000 doz. for the same periods of 1926 and 1925 respectively. Other egg products, including eggs whole and dried, frozen and dried yolks, frozen and dried albumen, for this 11 month period aggregated 13,913,000 lbs. in 1927 compared with 16,906,000 lbs. in 1926, and 30,285,000 in 1925. Mr. Nyhus reports that European prices were more favorable to Chinese sellers than those of the United States. Stocks are not of unusual size at the present time.

### Questions and Answers

Question: Is spaghetti an Italian invention?

Answer: Spaghetti, macaroni and similar food products were, of course, generally considered as peculiar Italian dishes though now very popular throughout the world. Of course, Italy is entitled to credit for its faithfulness to them after their adoption but history credits their invention to the Chinese. Introduction of the food into Europe is sometimes credited to the Germans and Marco Polo the famous Italian explorer but the Italians in modern times excelled in the art of making these products. The Japanese claim propriety in making rice macaroni.

### FLETCHER - EICHMAN & CO.

Importers of

"Zolty Brand" Egg Noodles  
(Pure Chicken Egg Yolk)  
Especially selected for Noodles

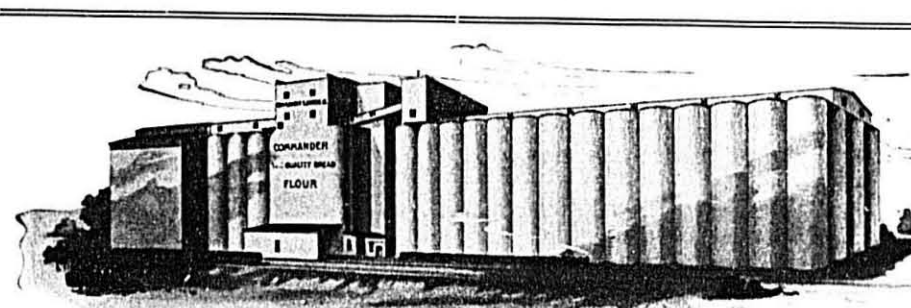
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