

**THE
MACARONI
JOURNAL**

**Volume 11,
Number 7**

**November 15,
1929**

The Macaroni Journal



Minneapolis, Minn.

November 15, 1929

Vol. XI No. 7



A Sensible Dinner Suggestion

- ¶ Americans crave variety, especially in foods they eat
- ¶ As a change, why not recommend Macaroni and Egg Noodles as "stuffing" for that famous holiday bird?
- ¶ Macaroni or Egg Noodles stuffing is inexpensive and easily prepared. It will add materially to the flavor and nutrition of the holiday meal.
- ¶ A suitable recipe for this purpose appears elsewhere in this issue. Manufacturers are urged to recommend it freely for Thanksgiving and Christmas Dinners and on all occasions where stuffed fowl is served.

A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI

MALDARI'S INSUPERABLE MACARONI DIES

What Are YOLANDAS ?

They are spiral shaped macaronis made from specially designed dies made and sold only by Maldari and Bros., who control the patent rights.

They are among the fastest-selling fancy macaronis on the market. This year they are going over big with all manufacturers using our YOLANDA DIES.

They are profitable to the manufacturer

because he gets a higher price for his macaroni in this novel shape. He also gains an added market. They are profitable to the retailer because they sell faster than plain macaroni. Customers want to try something new and different.

PATENTED YOLANDA DIES for both long and short pastes can only be obtained from us. Write for prices and details.

It is now nearing the end of the year—a mighty fine time to go over your old dies and see whether you need new ones—or any old ones should be renewed.

F. Maldari & Bros. Inc., 178-180 Grand St.
New York, N. Y.

"America's Leading Die Makers for
over 27 Years with Management Con-
tinuously Retained in Same Family."



Grocers' Cooperation as a Means of Increasing Sales

By JAMES T. WILLIAMS
Chairman of Grocers Cooperation Committee

We claim to be advancing no new idea but merely reminding the macaroni manufacturing industry that no matter how good an idea or a plan may be, it will be valueless unless put into actual practice with earnest effort and consistent good will. Our plan has merits; that none will deny. A trial is not costly and will soon prove the worth of the idea.

We believe that a great deal can be accomplished to increase the sales of macaroni products throughout the entire country by getting the cooperation of the retail grocers and retail grocers' clerks. This can be done by showing them that it is to their interest to push the sale of macaroni products; that macaroni and macaroni products are sales agents for other food and the sale of one package of macaroni carries with it the sale of many other commodities that are used with the preparation of macaroni.

The retail grocer and retail grocers' clerks are like other salesmen when they approach a customer to take an order. They have in mind to make a sale as large as possible and naturally list the articles that increase the sale the most. For illustration, a can of baking powder, a pound of coffee or tea, a sack of flour, half dozen cans of peas, beans or whatever other canned foods it might be, and after all the large items are gone over suggests to the purchaser the 5 and 10c items, of which macaroni is one among many.

Macaroni a Selling Agent

Now if we can impress the retail grocer with the fact that when he sells a package of macaroni it will mean the sale of 40 or 50c of other products such as cheese, tomatoes, crackers and other ingredients that go into the preparation of macaroni products, he is going to suggest macaroni to his customers when presenting to them the 40 and 50c articles. In this way macaroni will be mentioned before the purchaser begins to feel that she has purchased the required amount of supplies to take care of her wants at that time, and if this can be done, and we believe it can with very little effort on the part of the manufacturer, we will have them working for us and for themselves, as it will be of benefit to all concerned.

Then there is another point that might be of great interest to the retail grocer properly presented and also to our ad-

vantage. If it were brought to the attention of the retail grocers of the country that it is a fact that he sells the principal food of the meal to the housewives of this country, only when he sells a package of macaroni to be served as the principal food in the meal. In the American home the principal food or the basic part of the meal is meat, fish, beans or macaroni. If fish is served it is purchased from the butcher and if beans are served a small quantity of beans is bought from the grocer and about twice its value of meat is purchased from the butcher to prepare the beans. Where if macaroni is served, not only the macaroni but all the ingredients are purchased from the retail grocer.

Urge Quantity Buying

We might also add to the above information to the retail grocer that it is to his interest to see to it that his customer purchases not only one package of macaroni at a time but several, because if the housewife would have a package of macaroni on her pantry shelf at all times, instead of calling up the butcher she would call or send over to the grocery store for one pound of cheese, a can of tomatoes, a package of crackers, and in this way the package of macaroni on the shelf would bring business to him that he would otherwise not have had, and fish and meat would have taken its place had the housewife not had a supply on her pantry shelf.

The retail grocers and retail grocers' clerks are like all other business men. They are looking for an opportunity to increase the sale of their goods and we feel assured that if the above information is properly presented to the retail grocer and retail grocers' clerks of the United States, we could get their full cooperation in pushing the sale of macaroni products.

In the same manner they are educated by other industries such as coffee and tea industry, flour industry and baking powder industry to push the sales of their products. So far the macaroni industry has done nothing along this line of any great importance and we believe that this can be accomplished with the expenditure of a very small amount of money by each manufacturer, and the best part of it all is that the money spent by each manufacturer would be spent in his own territory to increase the sales of

his product with the merchants that they are doing business with.

Display Cards in Containers

We believe that a full educational campaign of this kind can be put on by placing cards in the cases of goods packed by the different manufacturers. The different phases of the educational plan that we recommend could be gotten out by some advertising agency familiar with this line of work, the National association to take charge of the work and furnish the cuts and plates and have the cards printed, in color if necessary, so as to make them attractive, and distribute to the different manufacturers at the cost of production. We believe that if a campaign of this kind is put on for 3 months, placing a card in each case packed for that period of time, and that after thousands of cases had been opened by the grocers and the grocers' clerks and each and every time his attention would be called to one of the reasons why he should push the sale of macaroni to increase his own sales and profits, we would find a decided increase in the sales of macaroni products in the United States, and, not only that but if we could once get the retail grocers and retail grocers' clerks to realize fully the facts that are above mentioned, we would find macaroni listed in the retail grocers' advertising to the consuming public many many times, as compared to the number of times we find it today in the grocers' ads in the daily papers.

In this way we would not only get increased sales but cooperation from the retail grocers, to which we are justly entitled and which we are not getting today, because the retail grocers are not familiar with the facts concerning macaroni products, as they should be.

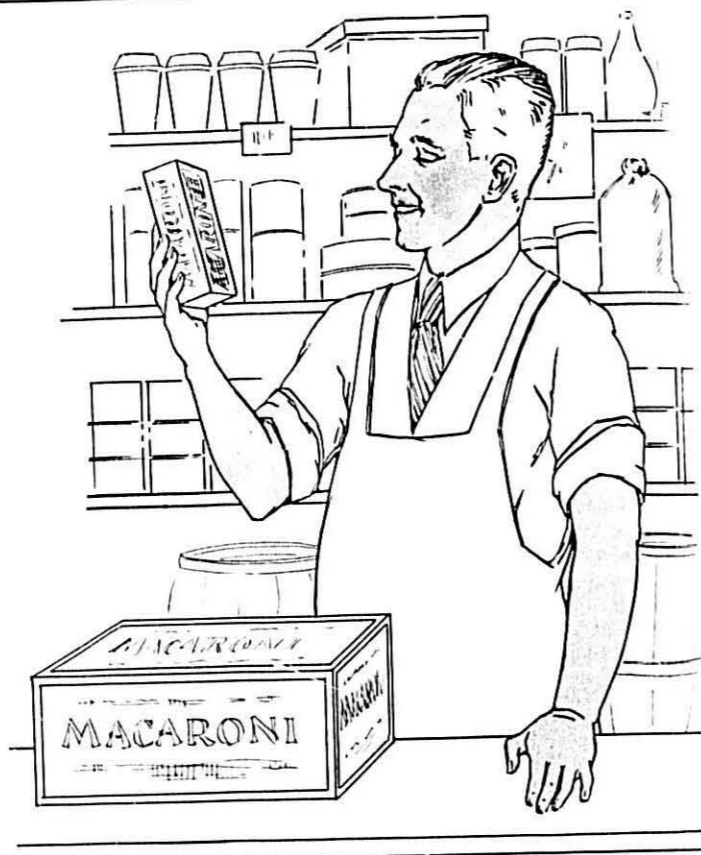
THE FIRST TELEPHONE

While experimenting with harmonic telegraphy at Boston university, Prof. Alexander Graham Bell heard a twanging sound, and his investigations of that sound led to his invention of the telephone, March 7, 1876. Coupled with the telegraph it changed business methods everywhere. Professor Bell is joint inventor of the graphophone, flat disc records, and aerial locomotion.

Things that never happen worry us most.

CRANKS!

We are among the "choosiest" durum buyers on the market. In fact, we have the reputation of being "downright cranks." And we are proud of it. For only by rigid adherence to highest standards on durum, can we maintain the high level of quality for which macaroni made from Minneapolis Two Star Semolina is famous



**BE SURE
TO SEE US
BEFORE BUYING**

**TWO-STAR
IS A GOOD
PRODUCER**

MINNEAPOLIS MILLING COMPANY
Minneapolis, Minnesota

NEW YORK OFFICE,
410 Produce Exchange

CHICAGO OFFICE,
612 N. Michigan Avenue

THE MACARONI JOURNAL

Volume XI

NOVEMBER 15, 1929

Number 7

Macaroni and the Tariff

The American idea of protecting domestic industries against destructive foreign competition by means of adequate tariff rates on imports has the support of practically all the producers in the country including the macaroni manufacturers, because only since the government saw fit to give this industry the needed protection has it enjoyed even a small measure of progress. Quite naturally, then, the leading manufacturers are watching the actions of Congress now in session with respect to final rates to be adopted affecting macaroni and kindred products.

The House of Representatives voted to retain the present rate of 2 cents a pound on plain macaroni imported and to increase the rate to 3 cents on Egg Macaroni and Egg Noodles to compensate for a corresponding increase in the tariff on eggs in all forms. The bill is now before the Senate and it is hoped that the same satisfactory rates will be agreed upon because (1) they provide our industry the protection it needs and deserves, (2) the American macaroni industry buys all raw materials from the American farmer, thus helping to find the latter the relief for which he is rightfully claiming, and (3) they enable macaroni men to supply the common consumers of these high grade foods ample quantities at reasonable prices. The proposed rates would then protect the industry, give relief to durum growers and conserve the interests of the consumers.

Macaroni is a wheat product that supplies necessary proteins and carbohydrates that abound in durum wheats. In its natural form macaroni is somewhat of a bland food. It can be readily blended with flavoring foods and condiments to provide that appetite appeal and variety so much in vogue in this day and age. The Italians, who are credited with a keen knowledge of food values, who have developed macaroni manufacture through the past centuries and who are today the world's heaviest consumers of macaroni products, early appreciated the value of cheese, tomatoes, etc., in combinations with macaroni products and long ago used these flavoring elements to provide the needed fats, minerals and vitamins.

Cheese is the favored macaroni flavoring ingredient for soups, macaroni, rice, etc. For this purpose many prefer a cheese made from goat or sheep milk. Very little of this grade cheese is made in this country. Italy is the principal source of manufacture. For this reason, the macaroni manufacturer, particularly those who cater to the bulk buyers, incidentally the heaviest consumers, are interested in getting a reasonable tariff duty on this particular kind of cheese.

As passed by the House of Representatives an ad valorem duty of 35% would be charged on all imported cheese. Various interests have appealed to the U. S. Senate for a more reasonable specific duty, arguing that such grades of cheese as noncompetitive should not be unduly taxed at the expense

of the common people who use the noncompetitive cheeses in flavoring their foods.

Prior to the Tariff Act of 1913 a specific duty was charged on all imported cheese. Congress then saw fit to change this to a 25% ad valorem duty and now it proposes to increase it to 35%. The United States imports annually about 80,000,000 pounds of cheese, half of which, or 40,000,000 pounds, comes from Italy. Of the latter amount about 30,000,000 pounds consists of Roman and Parmesan cheese used exclusively for flavoring purposes. It is sensibly contended that this latter grade is not competitive; that it is seldom offered for table use and never used in sandwiches. It does not compete with American cheese producers, who need no protection against this noncompetitive food.

In addition to the fact of its being noncompetitive the proponents of a lower duty on flavoring cheese argue that the high rate is detrimental to the interests of the millions of consumers who desire this flavoring element at reasonable prices. To properly protect the cheese producers in this country and still give the consumers their flavoring cheeses at reasonable prices, the proponents have asked Congress to provide two classifications in the cheese tariff schedule; namely a protective duty of 10 cents per pound on all competitive grades and a reasonable, revenue-producing rate of 6 cents a pound on the noncompetitive grades.

Unquestionably good cheese has been instrumental in contributing to the steady increase in macaroni consumption in America and many attribute the growing popularity of macaroni products to the use of high flavored, piquant Roman and Parmesan cheese manufactured in Italy from goat and sheep milk. The macaroni manufacturers in America are first of all concerned in the welfare of the growing cheese making trade in this country. American cheese is always recommended for use with macaroni products by consumers who like the mild flavor and the creaminess of domestic cheese and always suggest the use of the more nippy, highly flavored imported brands that so many of the heavier consumers need to give their spaghetti just the desired taste.

The suggestion that two classifications be made in the cheese schedule seems reasonable. This would provide the desired protection of the American cheese industry and would not place an undue burden on the common people who prefer the imported flavoring cheeses. In no better way could the interests of all be conserved than by charging a specific duty on noncompetitive cheese and an ad valorem duty on such grades as compete with cheese made in this country.

For this reason many of the leading bulk macaroni manufacturers in the east have joined hands with the groups above referred to and they hope for favorable action by Congress when the new tariff bill is finally passed.

Directors Hold Important Conference Report of Educational Bureau--- June 10 to Nov. 1, 1929

By B. R. JACOBS
Washington Representative

Many matters of prime importance that were referred to the 1929-1930 board of directors by the annual convention last June of the National Macaroni Manufacturers association and several things that have since developed occupied the attention of that body in its first session held in the Mayflower hotel, Washington, D. C. Nov. 4, 1929. Several members were unable to attend but the directors had the pleasure of advice and cooperation of several leading association members who were in Washington to attend the convention of the Associated Grocery Manufacturers of America.

The meeting, in the North room and presided over by President Frank J. Tharinger, was in the nature of a round table discussion of routine matters and special features. Committee reports were heard and discussed. Action taken only after deep deliberation should redound to the benefit of the association and to the industry.

The Cost Committee through its chairman, G. G. Hoskins, reported progress in its work. The chairman stressed the need of greater cost knowledge among manufacturers and suggested that a campaign of education be conducted through suggestive and timely articles in The Macaroni Journal and by means of correspondence between committee members and interested manufacturers.

A Safety First Campaign was proposed by President Tharinger as the essential means toward a more equitable compensation insurance classification for macaroni plants. He advised that David Cowen, president of A. Goodman & Sons, New York city, had accepted the chairmanship of the important committee on compensation insurance and he asked that the new chairman be given every possible help and encouragement. The Safety First Campaign should be enlarged to include cleanliness and sanitation of plants, a move that would not only tend to lessen accidents but to raise the industry in the eyes of the public. As a means to this end he suggested (1) keeping plants clean and presentable, (2) frequent fumigation, (3) careful guarding of dangerous machines, and (4) enlisting the cooperation of employees in a drive for lessening accidents from carelessness and other conditions over which the employees have control.

As a further means of obtaining equitable compensation insurance rates macaroni manufacturers were advised to call in the engineers of the insurance com-

pany carrying the risks, have them make a survey of their plants and subsequently to recommend changes and alterations that would lessen the chances for accident, and thus obtain for the manufacturer the deserved lower rates.

Resolutions expressive of the loss sustained by the industry on account of the sudden death of former treasurer Fred Becker, founder of The Macaroni Journal, were ordered prepared and presented to the surviving relatives as an expression of the sympathy of his associates. Henry Mueller, C. S. Foulds and M. J. Donna were named to draft appropriate resolutions.

To cooperate with the advisory committee of the Bureau of Census, Department of Commerce, in outlining facts which should be obtained through the census of manufactures, a special committee consisting President Frank J. Tharinger, Henry Mueller and G. G. Hoskins was named to confer with the proper officials and to recommend data in which the industry and the individual manufacturers are equally interested.

In order to enable the Macaroni Laboratory in Washington to make analysis along lines agreed upon between manufacturers and millers and approved by government chemists, it was voted to purchase a Tyler shifter as additional laboratory equipment.

The question of the 1930 convention time and place was considered at length but desiring the opinions of all the directors and of the interested manufacturers, the decision was postponed and correspondence invited on the subject. Interested manufacturers should make known their preferences as to time and place to Secretary M. J. Donna of the association who will compile the information and submit it at a subsequent meeting of the directors.

Dr. B. R. Jacobs made a very pleasing report on the efficient work being done by the Macaroni Educational Bureau and during the meeting read a message from the New York Board of Health advising that the federal ruling on coloring would be made the basis for action against violations within its jurisdiction. The complete report appears elsewhere in this issue.

The Macaroni Publicity Committee through its chairman, R. B. Brown, presented a report in keeping with the recommendation made by the New York convention. Representatives of 2 agencies were invited to explain their plans and these were heard during the after-

noon. C. J. Pettinger, Millis Advertising company of Indianapolis, and John Cromer and R. L. Kutch of the Addison-Vars company, New York city presented plans for raising funds for advertising purposes. After a free discussion, it was voted to authorize the publicity committee of the National association to contract with the Millis Advertising company to make a survey of the macaroni industry to ascertain (1) the need of a macaroni advertising campaign, (2) the means whereby funds will be provided for that purpose, should the need exist and (3) the result that might be obtained from an acceptable campaign of publicity. Chairman R. B. Brown's report is given elsewhere in this issue.

The first meeting of the 1929-1930 board of directors closed with the suggestion from the president that all the officers and members in the organization join in a drive to bring within the influence of the National Macaroni Manufacturers association all leading firms and individuals not now enjoying membership in this organization.

Have Meaning All Their Own

In America the varieties of macaroni products are gradually being reduced to a half dozen or more outstanding and popular shapes and sizes. This is particularly true of the American plants, though many of the Italian plants still find it profitable to produce the fancy varieties which appeal to the tastes of their clientele.

Italy, from the Alps to the toe, every town and city has its special brand. If a man comes from Genoa he does not relish macaroni as it is cooked in Naples, and if he comes from Naples he does not want his macaroni Milanese style. One might name every city and town in Italy and match every name with an especially prepared dish of macaroni dear to the hearts and palates of the inhabitants. When the people from Genoa and Milan and Napier come to Waterbury and help to make up an Italian colony 40,000 strong, they bring with them their special tastes in the food that made Italy famous. That's why there are as many different ways of preparing macaroni as there are dots on a map of Italy and that's why there are more than 50 shapes and sizes of the well known staff of Italian life.

The work of the Educational Bureau has been somewhat broadened since the report made at the annual convention in New York city last June.

At that time our work was very largely confined to determining artificial color and deficiency in egg solids in macaroni products, with of course the necessary collaboration with the state and federal authorities where cases involved complaints.

We examined 104 samples of macaroni products. Fifteen were found to be artificially colored, and 19 were found to be deficient in egg solids. Since this last report we have analyzed 122 samples, of which more than 60 were artificially colored and 68 found to be deficient in egg solids. I might say that practically all of the samples either artificially colored or deficient in egg solids were picked up in New York city and were reported to the city authorities.

However, this report to the New York city authorities was used as a basis for obtaining a hearing before the food commissioner, Dr. S. W. Wynne. This hearing, Sept. 17, was attended by a group of New York city manufacturers.

The argument for elimination of color and a standard for egg macaroni products was presented by Mr. Culman of the Atlantic Macaroni company. Dr. Wynne promised that he would issue an announcement to the New York trade regarding the position of the New York City Board of Health, that it considered a violation of its sanitary code to sell for sale in the city of New York any macaroni products that were artificially colored. Dr. Wynne was also of the opinion that his department could adopt the federal standards on eggs for egg macaroni products. This part, however, was left open.

I have just received the following telegram concerning action by the Board of Health of New York city:

"B. R. Jacobs
202, I St.
Washington, D. C.
We will amend Sanitary Code to conform with Federal regulation if it is shown to be practical to enforce.

S. W. Wynne
Commissioner of Health
New York City."

The state authorities in Albany have made several investigations of plants. They have just reported the inspection of 2 in Buffalo, one where artificially colored goods were found and the other

where no artificial color was found. Prosecution has been started against the manufacturer using artificial color.

In Ohio we have rather an unusual condition. A manufacturer in Cleveland submitted samples of a competitor to the city chemist who found the samples were not artificially colored. I had already analyzed these samples and found plenty of coal tar dye in them. A second request to the city chemist drew the statement that he had already analyzed samples, had tested the doughs and other products of the plant and found no artificial color. Meanwhile, I had analyzed duplicate samples and found them to be highly colored. Within the past week samples with my findings were reported to the state authorities in Columbus where the issue will be decided.

A manufacturer in Illinois had some samples of his product picked up in Pittsburgh by the Pennsylvania state authorities. Without having an opportunity to be heard, the case was tried in Pittsburgh and the distributor found guilty of having in his possession egg macaroni products that were deficient in eggs.

The case was turned over to me too late to get a postponement. After this experience I made arrangements with the state authorities in Harrisburg, Pa., that in the future manufacturers of macaroni products would be given an opportunity to have check analyses made, and to submit such other evidence as they may have to defend their case. A second case against this same manufacturer was dropped because of lack of evidence against the product.

A New York city manufacturer complained concerning the product of a Connecticut manufacturer, who is a member of the association, and submitted a sample, analysis of which showed it to be very deficient in egg solids. Through correspondence with the Connecticut manufacturer the quantity of egg solids was raised so that his product now conforms to the label. The laboratory has assisted a number of manufacturers in the proper labeling of their products. In fact it takes considerable persuasion before some manufacturers will see the advisability of either changing their product or changing their labels so that they comply with the law.

The work of the Educational Bureau, as I stated, has been somewhat broadened in scope. We have, for ex-

ample, assisted some manufacturers in establishing chemical laboratories for testing their raw material, and also in helping those who already have laboratories in getting better results. I wish that funds would permit oftener contact between the various chemists who are doing work on macaroni products. I think that we can all get a lot of good out of sitting together and discussing the problems that are coming up all the time in the plant.

We have already made some headway in getting the durum millers to cooperate with us in the analysis of flour and semolina. I have just received a letter from one of the durum millers on this subject, and I am very gratified to learn that they are with us on a true definition of semolina. This particular miller goes so far as to state that any product that contains more than 3% of flour should not be entitled to be designated as semolina. I agree with him most heartily, and I think that this should be the beginning of a campaign by the macaroni manufacturers to eliminate from their plants products which contain large amounts of flour and are sold to them as semolinas. Those of you who want flour should be able to buy it under its proper designation. I have recently analyzed samples of so-called semolina which contained as high as 8.3% of flour. The durum miller above referred to has shown me reports of certain products that are being sold as semolinas that contain as high as 12.1% of flour. I believe that every durum miller is just as interested in having durum products properly defined as is every user of these products, and I cannot see any reason why we cannot without government interference make our own definitions of these products, which will satisfy both buyer and seller, and which will eliminate the man that wants to indulge in sharp practices of misbranding and misrepresenting his products.

There is no doubt that the work of law enforcement is slow, but I believe that we can truthfully say that although there are a large number of law violations, they represent only a very small fraction of the volume of business that is being done by the industry. In all of these violations of misbranding, of using artificial color, and of deficiency in egg solids not one of them can be traced to a large manufacturer who has deliberately attempted to evade the law. Not

one large manufacturer is using artificial color at the present time. All of the users of color are small and in many instances new people who have gotten in with the Cellophane package. There is more macaroni being sold now than ever before. There are more eggs being used by macaroni manufacturers than ever before. In fact, numerous manufacturers who never had bought eggs up to 2 years ago, now use them regularly in their products and are becoming quite fastidious as to the grade of eggs that they buy. This all goes to show that the

constant hammering after quality, and the constant vigilance of the Educational Bureau concerning the proper standards for these products is having a tremendous effect in improving the quality of the product, and in eliminating the products that do not come up to standard.

Again, I want to thank all the manufacturers who have made possible this work, and I wish to emphasize the necessity of getting directly from you the necessary samples and information on which action can be based.

Specialty Men Convene

The annual convention of the Associated Grocery Manufacturers of America, better known as the Specialty Men, was held in Hotel Mayflower, Washington, D. C., Nov. 5, 6 and 7. An elaborate program dealing with many phases of grocery distribution attracted manufacturers and distributors from every section of the country, including several leading macaroni men.

The officers in their reports and the invited speakers in their addresses dealt specifically with the concentration trend in distribution, its effects on the manufacturer and benefits to consumers. Among the speakers were: Charles Wesley Dunn, general counsel of the association; Loring A. Schuler, editor of the Ladies Home Journal; Dr. Melvin T. Copeland, professor of marketing, Graduate School of Business Administration, Harvard university; Prof. C. E. Griffin, University of Michigan; Dean W. C. Weidler, College of Commerce and Business Administration, Ohio State university; Professor H. W. Hess, University of Pennsylvania; Professor Ray Westfield, Yale university, and O. H. Cheney, vice president, Irving Trust company, New York city, all of whom took up the discussion from the consumers' angle.

Among those who dealt with the problems from the distributors' viewpoint were the following leaders in various distributing channels: T. F. Branham, president, National Wholesale Grocers association; Eugene S. Berthiaume, president, National Association of Retail Grocers; R. W. Lyons, executive secretary, National Chain Store association; J. Frank Grimes, Chicago, Ill.; Willis W. Johnson, president, National Food Brokers association; R. H. Rowe, secretary, American Wholesale Grocers association, and W. M. D. Miller, Lehigh Wholesale Grocery company, Allentown, Pa.

President H. R. Drackett of the Asso-

ciated Grocery Manufacturers and Executive Vice President Robert F. Miller, newly placed in charge of the activities of the organization, were generally congratulated and complimented on bringing together the greatest gathering of food producers, distributors and economists to discuss the all important food distribution trends.

Among the macaroni manufacturers registered as convention guests were: Robert B. Brown, secretary and sales manager of Fortune-Zerega company, Chicago; G. G. Hoskins, vice president, The Foulds Milling Co., Libertyville, Ill.; James T. Williams, president, The Creamette company, Minneapolis, Minn.; L. S. Vagnino, branch manager, American Beauty Macaroni Co., St. Louis, Mo.; H. E. Minard, sales manager, and Henry Mueller, president of C. F. Mueller company, Jersey City, N. J.; Daniel Kreider, secretary and sales manager, Keystone Macaroni Manufacturing Co., Lebanon, Pa.; F. J. Tharinger, president, Tharinger Macaroni Co., Milwaukee, Wis.; E. Z. Vermeylen, secretary, A. Zerega's Sons, Inc., Brooklyn, N. Y.; James M. Hills, president, The Foulds company, New York city, and M. J. Donna, secretary-editor of the National Macaroni Manufacturers association.

George D. Olds, Jr., general sales manager of the Hills Brothers company, New York city, was elected president, James M. Hills of The Foulds company was made a director, giving the macaroni manufacturing industry 2 places on the directorate, the holdover being James T. Williams of The Creamette company, Minneapolis.

In assuming his new duties President Olds made a pertinent statement concerning the attitude of his association toward the warehousing plan presented by his predecessor and approved by the convention.

Following the circulation of rumors in the grocery trade that the group warehousing plan of the Associated Grocery Manufacturers of America might lead to direct selling from manufacturers to retailers, President Olds said at the convention that such rumors were obviously without foundation because in his opinion the association is not organized nor can it be organized to enter the field of marketing for all or any of its members.

Reports that the cooperative activities of the manufacturers had been adopted as a basis for direct selling to retailers were widely current in the grocery trade following the announcement that the manufacturers are planning to establish grocery terminals, or cooperative warehouses, in large trade centers, to reduce local distribution costs for both wholesale buyers and grocery manufacturers.

"Selling to the retail trade direct would handicap the success of the entire plan," Mr. Olds said. "In fact, we plan definitely not to go to the retailer direct."

"Our future activities in grocery distribution concentration will be directed toward elimination of existing complications. It contemplates direct and extensive benefits to wholesale buyers by providing them with grocery terminals as convenient, centralized sources of supply for the merchandise which they choose to put into their stocks."

"The introduction of the retailer into this system would involve some of the very complications which the plan is designed to avoid."

Macaroni or Egg Noodle Stuffing

Macaroni or egg noodles will make a tasty stuffing for roasted fowls of all kinds and is being generally recommended as a change that will prove pleasing to the palate, most economical and very easily prepared. The recipe given here is sufficient to stuff a 6 lb. chicken. Weightier geese or turkey will require proportionally increased amounts.

Boil slightly one pound of macaroni or three quarter pounds of egg noodles in 3 quarts of well salted water; drain. Parboil the giblets; chop or grind. Add chopped onions, parsley, sage and other suitable seasonings besides pepper and salt. Over all pour 4 well-beaten eggs and a quarter pound of good grated cheese. Mix well all the ingredients and use as stuffing in chickens, geese and turkeys.



Why Not Now?

Milled from only the finest quality Amber Durum Wheat selected by the largest wheat buying organization in the world

WASHBURN CROSBY Co., Inc.
Minneapolis, Minnesota

Secrets of Successful Trade Marking Series---Brand Elastically for Business Expansion

Written expressly for the Macaroni Journal by
WALDON FAWCETT

Pick a stretchable brand to start with. Here is a trick of trade marking that is often overlooked completely. Yet it would be difficult to name a recipe for building good will that is more vital. Particularly essential indeed to the marketer who expects to remain in business indefinitely and who hopes to see his business expand in scope as well as grow in volume. Newcomers in the macaroni field are well advised to consider trade-mark elasticity from the outset of their operations. But old established firms that lacked foresight may also be able to extend the reach of their trade marks before it is too late.

When we speak of an "elastic" trade mark it is not meant to recommend a changeable brand,—one that might be twisted or turned, at will, in appearance or in meaning. Perish such thought. If there is any one practice above all others of which a brand owner should not be guilty, it is reconstruction or experimentation with the form of his trade mark. The very essence of property rights in trade marks rests upon the early and continued use, for identifying purposes, of recognizable names or devices. To change or vary or remodel a mark even in a minor degree is to jeopardize the protection which federal law provides for a mark that has been pedigreed in a set form.

No, the elasticity that is a virtue and not a fault in a trade mark has to do, not with the trade mark itself, but with its use. To realize how desirable is this broad span quality in a trade mark and to appreciate why it must be plotted for in advance, it is necessary to be familiar with the workings of the U. S. trade mark system under Uncle Sam's supervision. A marketer may set up almost anything as a trade mark. But if he desires a business badge that will be acceptable for registration at the U. S. patent office (and consequently readily protectable against infringement or infringement) he must abide by laws which Congress has made on this subject and the rules and regulations which have been laid down under these laws.

One of the foundation principles of trade mark traffic as administered by Uncle Sam is that there is no such thing as a universal trade mark. That is to say no business man, even though he personally invented a unique brand and

was the first to use it, may lay sole claim to that mark for use on all commodities. The best that the government will grant him is a franchise for a monopoly of use in his particular line of trade. Even though our pioneer originated the mark he must be content to see other parties borrow his idea and receive Uncle Sam's O. K., so long as their use of the mark is in trade fields far removed from the original environment.

In order to better carry out this zoning plan the administration of Uncle Sam's clearing house for trade marks has grouped all known articles of commerce into some 50 clusters or classifications. Ordinarily it is not difficult for a discoverer and prior user of a trade mark to obtain at Washington a franchise covering a full classification. But macaroni marketers and kindred tradesmen are in an exceptional position. The class known as "Foods" is so vast that the federal censors have, in effect, broken it down into several subclasses. Thus it works out that a popular brand name or device may be officially approved for use on two or more makes of foodstuffs at one and the same time, provided that the respective eatables are not in competition and could not be mistaken for one another nor substituted for one another.

With this as the background of our picture any member of the macaroni circle will begin to see why he should stake the broadest possible claim for his trade mark. He may be operating narrowly today, selling, we will say, a single variety of macaroni, with no thought of putting on the market side lines or byproducts. Yet, as he prospers and as he builds up a distributive system capable of taking care of several items as readily as a lone specialty, the ambition will almost certainly come to him to branch out by adding other products to round out a full line.

In this day and age, when the approved marketing strategy is to make one product sell another, it is supremely desirable that the expanding marketer be able to stretch his established trade mark to cover the new members of his "family." Only by so doing may he cash in on the good will which he has cultivated through the years and reap the cumulative benefit of his advertising. So, too, in a business merger or corporate con-

solidation, such as have been so common in recent history, it is advantageous to a member of the merger to be able to bring to the alliance a "blanket" trade mark.

The task of trade mark coverage is not so difficult for the marketer of macaroni who is the first to use a specific brand and who is content and determined to find his ultimate business destiny within the range of macaroni and kindred products. Even so, it were just as well for the brand owner to let the world know by his advertisements and otherwise that he intends eventually to cultivate his chosen field to the limit. But even if the trade mark owner is a bit tardy in taking advantage of his opportunities, the federal courts and the federal umpires at Washington can always be depended upon to uphold his brand option on the ground that every trade mark owner has the right to use his mark in any operations that are a logical expansion or normal extension of his business.

Difficulties are multiplied for the macaroni marketer who is desirous sooner or later of bringing under his trade mark wing food products that are only distantly related to macaroni; or, maybe, are not related at all. The first precaution to take against such eventual expansion is to select at the outset a brand not in use on any food product. Then in order to stake the claim in the outlying region the macaroni man must, as soon as possible, set up a small trade in the line or lines he hopes to occupy. Because when food specialties are officially ruled to have different "descriptive properties" use in one lane does not automatically beget special privileges in an adjoining sector. The brand owner must, in effect, start from scratch in each field. There is, however, this much comfort: the macaroni marketer who desires to reserve his brand in adjoining fields need not carry on a large volume of trade in order to hold his rights in the annex lines. "Skeleton distribution," or a small but continuous trade, will serve notice that the macaroni man expects to later spread his activities over a broader section of the commodity map and that he is "anchoring" his trade mark in the adjacent territory against that time.

Life without effort is as a seed that has not germinated.

November 15, 1929

THE MACARONI JOURNAL

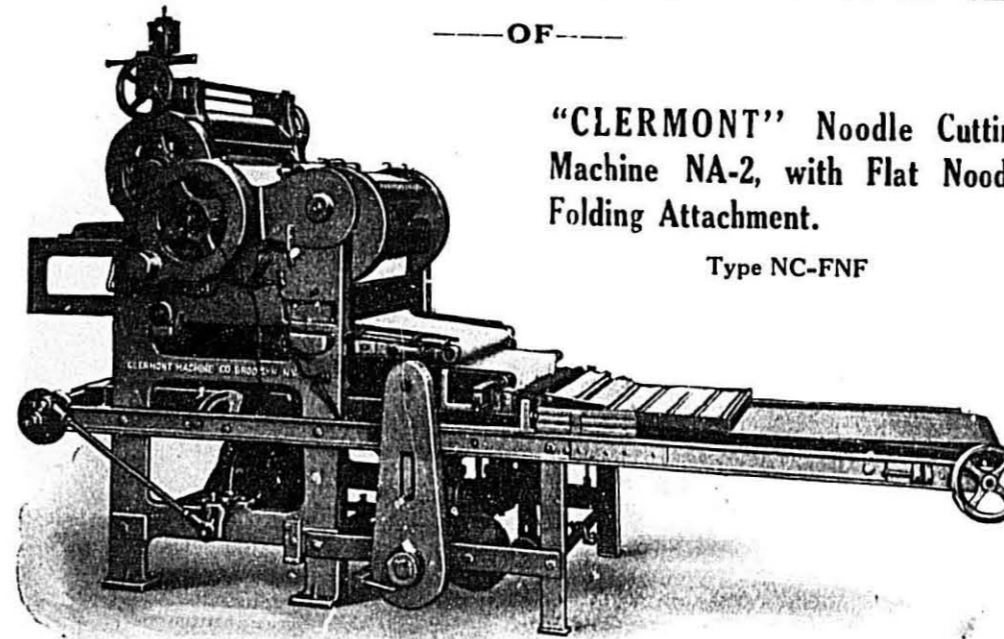
11

THE LATEST TYPE

—OF—

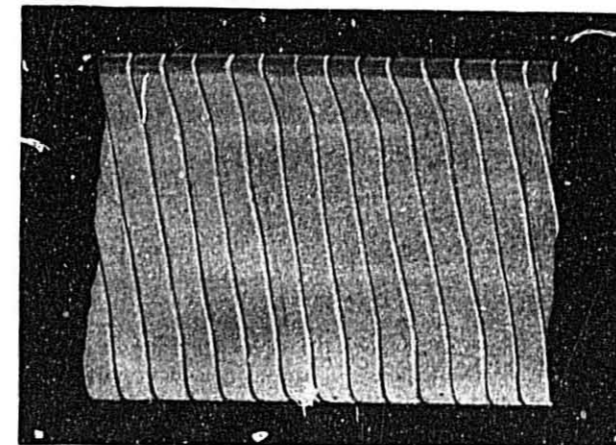
"CLERMONT" Noodle Cutting Machine NA-2, with Flat Noodle Folding Attachment.

Type NC-FNF



THE MACHINE WHICH PAYS DIVIDENDS
No skilled operator required No hands touch the product

Suitable
for
Bulk
Trade



Suitable
for
Package
Trade

The finished product of above machine.

WE ALSO MANUFACTURE:

Dough Breakers
Noodle Cutting Machines
Mostoccioli Cutters
Egg-Barley Machines
Triplex Calibrating Dough Breakers
Fancy Stamping for Bologna Style
Square Noodle Flake Machines
Combination Outfits for Smaller Noodle Manufacturers

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

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

Food Plant Sanitation and Cleanliness a Vital Necessity

Manufacturers of Macaroni Recognizing This Need Have
Converted Their Factories Into Model, Modern Kitchens

*Expressly written for Food Industries by Glenn G. Hoskins, Vice President,
in charge of production, Foulds Milling Company, Libertyville, Ill.*

FOOD INDUSTRIES realizing that throughout the food industries as a group there is probably no more vital necessity than sanitation and cleanliness in the making of foods, the entire October 1929 issue of that outstanding magazine was devoted to that theme. This is a macaroni manufacturer's contribution to that feature article showing the modern trend in macaroni plants.—E.C.

Like other food products, macaroni has attendant upon its processing the problems of sanitation and cleanliness that are common to all food factories, plus certain specific problems not readily recognized by the casual observer. Macaroni is the term usually applied to the whole line of alimentary pastes. It is made by mixing flour with a little water, kneading into a stiff dough, pressing through dies and drying. The process sounds simple, but in each stage complexities arise which give foundation to the old-world theory that the secret of macaroni manufacture is a heritage to be handed down from father to son.

The more technical problems of cleanliness and sanitation include the fire hazards that occur if quantities of dust are allowed to accumulate; weevil infection, which is common to all cereal products; souring of dough in the press room; molding of the product in the drying rooms; cleanliness of employes throughout the factory; and the disorder which seemingly develops almost instantaneously upon any lessening in the interest of the employes and supervisors in the appearance of the plant.

The hazard from dust explosion in the macaroni factory is not as great as that which attends flour milling. So-called macaroni flour is really not a flour at all, but is coarsely granular like granulated sugar, being known as semolina or farina. Even so, a certain quantity of flour dust is bound to accumulate. This is easily taken care of by regular cleaning of the floor and walls and the ready circulation of air throughout the flour storage room.

Weevil infection is more of a problem. Semolina granules are as large as weevil eggs and consequently weevil eggs that have been deposited in the wheat kernel

are not always broken in the process of milling. Great care must be exercised to keep the "bugs" from developing. Wherever flour lodges in cracks or corners they will hatch in a few days under the conditions of heat and high humidity existing in the plant.

Some macaroni manufacturers find it necessary to fumigate the plant with cyanide gas periodically but we have found that the best remedy is to fill all cracks in the flour room with a bitumastic compound; make all corners rounded; paint



GLENN G. HOSKINS

the walls so that there are no crevices in which flour dust can lodge; see that all conveyor spouts are straight and that sifting machinery has no pockets in which dust can accumulate. Flour sacks are run through a vacuum cleaner as soon as dumped, then bundled and stored outside the flour room. In addition we have an arrangement with the mills by which the grain sacks are fumigated before refilling. Furthermore we insist upon regular cleaning of the flour room and all other parts of the factory.

All cereals are subject to infection from outside, and in recognition of this every effort is made to produce a perfectly tight package. However, box cars that have been used for hauling wheat and bulk cereal are usually found to be weevil-infected, and many cereal warehouses are overrun with weevils. Therefore, if goods are returned to us for any reason, they are stored in a small ware-

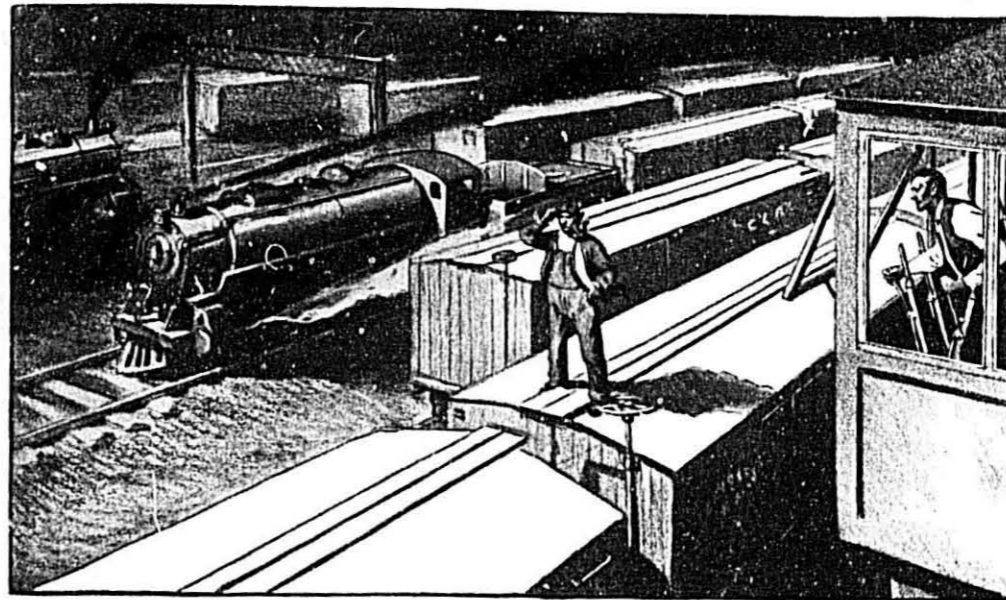
house, not connected with the main factory, where they are inspected and if any sign of infection is present they are either burned or sold for animal feed.

If insect eggs are present in the semolina when received from the mill they are not allowed to develop, because the semolina is seldom carried in storage more than 10 days, and as soon as the dough is subjected to pressure in the hydraulic presses the eggs are probably either broken or rendered sterile. The pressure used to force the dough through dies to form the macaroni exceeds 3000 lbs. per square inch.

The addition of water to the semolina to make the macaroni dough creates a condition that is favorable to bacterial growth, and may cause fermentation and souring of the dough. The mixing, kneading, and pressing operations must therefore be carried on at a speed that will prevent the wet dough from souring during the process. Particles of dough that lodge in the machines, or a whole batch that might have to stand for a period of time before being pressed into shape, are liable to ferment. When any portion of this fermented dough comes in contact with a fresh batch it acts as a starter and tends to contaminate the whole mass and, unless extreme care is exercised to keep all machines clean and to move the dough rapidly through the press room, there results an evil-smelling, useless mass of sour dough.

Souring is not the only faulty condition that may arise from the lodgment of small bits of dough in conveyors and various other items of equipment. Very small dough particles will dry quickly, becoming hard before they sour. It is frequently the case that trimmings, which are automatically returned to the mixers for incorporation in the next batch, lodge in the conveyor and become dry. If after drying these particles are allowed to be carried along with the batch of fresh dough they will get into the holes in the die, thereby causing imperfect strands of macaroni. This particular problem of cleanliness involves the design of conveyors, belts, mixers, kneaders and presses to the end that there may be no possibility of particles

When Freight is Rolling.



you need Fivefold Protection*

RUMBLING, clattering miles of bumping road-bed. Quick starts . . . jerks . . . sudden stops! The freight yards at last. Then over the "hump" for switching. More bumps, smashes and rough handling. Your merchandise gets no "parlor car" ride when you ship by rail!

And what about your goods? . . . How many damaged cases? . . . How many disgruntled customers? Will your goods arrive safely? . . . Will the next storm ruin them? Have you figured the bill? Have you considered the cost of cheap packing?

When you ship by rail you can't control these things—bumps, crashes and rough handling. But you can take precautions to safeguard your merchandise from the time it leaves

your shipping room until it lands on your customers' shelves.

Fivefold Protection*—Good Wooden Boxes—assure delivery of your merchandise in the best possible condition. Whether you ship by rail, water or truck . . . whether you ship one mile or a thousand you will find Fivefold Protection* the safest, most economical way of packing your goods.

The Wooden Box Bureau maintains a competent staff of packing and designing engineers to assist manufacturers with any shipping room problem. Their services are given free of charge and without obligation on your part. If you are confronted with any such problems you will find it to your advantage to allow one of these men to explain the advantages of Fivefold Protection*.

*FIVEFOLD PROTECTION

Good Wooden Boxes—safeguard your merchandise against:

1. Rough Handling in Transit
2. Hidden Damage (crushed contents, torn labels, etc.)
3. Pilferage
4. Bad Weather
5. Disgruntled customers



Wooden Box Bureau
111 West Washington Street
Chicago, Ill. Dept. 8162

Gentlemen:
We manufacture and are interested in learning more about the advantages of Fivefold Protection*.

Look for the Tree Symbol

Wood Packing Pays

Name _____
Company _____
Street _____
City _____ State _____

WOODEN BOX BUREAU

of the National Association of Wooden Box Manufacturers
and of the National Lumber Manufacturers Association

CHICAGO, ILLINOIS

of dough adhering anywhere along the line of travel.

The macaroni manufacturer's greatest problem in sanitation and cleanliness is concerned with molding. The production man is running a race at all times with molds in his drying rooms. The moist dough, pressed into strands and hung on racks in the drying rooms, finds there a warm high humidity atmosphere that is conducive to mold growth. Slow drying is far better than fast for the physical qualities of alimentary pastes, but unfortunately slow drying is liable to permit molding, with a resultant product of sickly, greenish hue and musty taste. On the other hand extremely rapid drying, although preventing the molds from getting the slightest chance to grow, sets up mechanical stresses in the strands that make the product extremely brittle and cause it to "check" or craze. Either result will depreciate the merchantable value of the product.

The operation of drying all macaroni products, then, is of necessity a compromise between the rate of growth of molds and the best speed of drying the product. Mold spores must come from somewhere, and our way of cutting down the tendency to mold is to reduce to a minimum the sources of supply.

Many tons of water are absorbed every 24 hours by the air that circulates through our plant. Under certain conditions a portion of this water will soak into the walls, ceiling, floors and drying racks in the dry rooms. Soon an airborne mold spore will find lodgment in a damp spot, rapidly developing millions of other spores. The mold growth usually is on the surface of the walls and, as soon as these walls dry out, the microscopic, dustlike mold spores are ready to fly into the air and lodge on any moist substance, such as the freshly made macaroni, which is more favorable to their propagation than the wall on which molds were originally developed but which now has dried out.

We have tried many ways of overcoming this trouble and have found that there is nothing so effective as a coat of white enamel paint every 3 or 4 months. It is obvious that no factory needs painting that often in order to keep it white, but by this method we have practically eliminated the development of mold in our manufacturing process. We use a spray paint gun, and with it a dry room, 20x40 feet, can be given a coat of paint in a couple of hours. The paint keeps the moisture from soaking into the plaster or wood walls of the drying room, with the result that the mold spores have no breeding place.

Apparently mold spores exist to some extent in all flour. Products made from some flours tend to mold more rapidly than others under similar circumstances, but we have established a drying schedule that has enabled us to eliminate the development of these mold spores in the flour. This drying schedule is based on the control of temperature and humidity and is so regulated that it is not allowed to vary more than one half of a degree from a predetermined schedule over a period of 48 hours. Any marked variation from this schedule in the early stages of drying will permit a white mold to grow, and if it is allowed to continue to develop it will turn into a green appearing mold, due to the formation of green spores, and thus complete the ruin of the product.

Originally we had to contend with considerable dust and coal smoke, but we have been able to practically eliminate dust coming from outside the plant by installing automatic stokers which eliminate the smoke nuisance; seeding all surrounding plots of ground with clover and blue grass, and paving adjacent streets. All the air used in drying

Macaroni at Fall Food Shows

Now is the season of the food shows. In almost every section of the country the grocers and food manufacturers combine in publicly exhibiting their products. Until recent years macaroni seldom was seen at these food shows. An idea of the changed attitude is given by the partial record of macaroni exhibits made or to be made at food shows this fall.

At the 39th annual food fair staged by the Retail Grocers Association of Philadelphia, 350,000 visitors were entertained during the week of Oct. 14. This show was a record breaker both in point of attendance and exhibits. A. C. Krumm & Son Macaroni Co. of Philadelphia and C. F. Mueller Company of Jersey City, N. J., had attractive exhibits of their products in package form.

At the food show in Des Moines early last month 2 firms in the central states made exhibits at what was declared to be the stand-out show. These firms are the American Beauty Macaroni Co. of Denver, Kansas City and St. Louis, and the Minnesota Macaroni company of St. Paul.

At the St. Louis Food Show the week of Oct. 21, under the auspices of the St. Louis Retail Grocers association working in conjunction with the National Association of Retail Grocers, 2 St. Louis

is run through an air washer, primarily to regulate the humidity, but with the result that all dust is removed from the air before it is circulated through the plant.

There is of course the problem of the cleanliness of the workers themselves, because wherever "long goods" are produced it is necessary that part of the material be handled by human hands, both in the press room and in the packing room. This phase of the problem is taken care of by providing all workers with uniforms and insisting that they be kept clean, by more than adequate toilet and washroom facilities, and by medical inspection to insure personal sanitation.

A motto reading "Cleanliness First" is painted on the walls around our plant, and we have tried to establish the habit of cleanliness in our supervisors and employes. Development of this attitude of mind is very largely the result of rigid discipline, but we have found that the various departments take pride in being able to show an orderly, perfectly clean workroom to the visitors who are constantly going through our plant.

firms exhibited their products to thousands of visitors, including school children who in the demonstration classes were taught how to properly prepare these products. The exhibiting macaroni firms were the American Beauty Macaroni Co. and Checkers Food Products Co. of St. Louis.

Almost 100 thousand admission tickets were sold by the promoters of the food show in Minneapolis which opened Oct. 15. One half of the proceeds of that show was given to the Zuhrah Ladies Auxiliary to promote the show, one half of the funds received to be used in financing a home for boys which the society has since dedicated. The Minnesota Macaroni Co. of St. Paul was one of the contributing firms. Its display attracted many of the feminine visitors at the show.

VARIETY IN CHEESE

More than 750 varieties of cheese are found in France. The average person would be able, perhaps, to enumerate half a dozen; brie, roquefort, camembert, gruyere, etc. These are commercialized cheeses, but every district has its peculiar kind of cheese not obtainable outside the region in which it is made.

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

Let us be your "Package Counselors."

CONSULT OUR
TRADE MARK BUREAU

No new brand should be adopted without a thorough investigation of its availability.

The complete history of 880,000 brand names is on file in our trade mark bureau.

We search titles and help safeguard against infringement. Write us for particulars. The service is free.

The United States Printing & Lithograph Co.
Color Printing Headquarters

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

Advertising and Trade Unity

Advertising is perhaps the greatest business force conducive to progress and success. What other lines of business have accomplished and are trying to accomplish through advertising is interesting to the macaroni manufacturers of the country who are learning to appreciate more and more the value of advertising as a means of creating good will and increase sales.

Individual firms in our industry have been doing considerable advertising of brands; they are not only reaping a good harvest but are setting good examples for all the leaders in the trade to follow.

There is a very general idea in the minds of the progressive manufacturers of macaroni products that what is good for the individual should be good also for the trade and that both the sale and consumption of this food might greatly be increased through a cooperative publicity campaign for macaroni products that would extol its merits—economical, healthful and nutritional. In recent years this activity has been discussed at length and from every angle in all conferences and conventions of the industry. The leaders all agree that the industry needs some help of this nature; the question is who is to finance the campaign and how.

In a recent issue of the Northwestern Miller there appeared an editorial outlining the good effects of a cooperative campaign on the baking industry as expressed by Robert E. Sullivan, secretary of the Bakeries Sales Promotion association. His views are interesting to macaroni manufacturers because of the benefits that this industry would derive from a similar activity. He believes that a national advertising campaign in behalf of bread should accomplish the profitable expansion of the industry for the following reasons:

"(1) By making the bakers conscious of their responsibility as well as their opportunity which will lead to improved products and generally better merchandising.

"(2) As a result of the advertising and the better quality and merchandising it inspires, to stimulate increased purchases of bakery products by the consumer, and secure for the baker a large part of the housewives' food dollar."

Commenting further on this statement the Northwestern Miller says:

In the minds of many the two paragraphs quoted put the cart before the horse in that the effect of national publicity on the mind of the baker is given preference over the prospective actual increase in consumption of bread. Yet this is exactly the order in which other industries have benefited from national advertising. The first result has been to make

members of the industry "conscious" of their own business, to improve their morale, to stimulate each of them to better efforts in behalf of his product and to bring the whole body of the industry to a higher plane of business practice and trade promotion.

This has been true in the case of every national publicity campaign. "Consciousness" of the merits of their own products has invariably been reflected in closer cooperation and improved standards of conduct—in better profits. And, in the long run, it makes little difference whether much or little of a product is sold so long as it returns a profit in money and satisfaction commensurate with the effort made. It is of minor importance whether one loaf or one and one tenth loaves are eaten. The principal objective is to create within the bread industries, both milling and baking, a feeling and spirit of success. And the experience in other lines shows that this can best be done by united efforts in behalf of the industry's products.

A little more "macaroni consciousness" in the trade might create a starting point from which a similar consciousness might be imbued in the minds of old, and millions of new, consumers. Just now the macaroni industry has an efficient committee on macaroni publicity about ready to submit a workable plan, an equitable arrangement for campaign that has for its objective the welding of the various manufacturing firms into a more compact group and the creation of a more profitable market for their output. What could be sweeter? What will be the reaction of the leading firms to the proposition? If the manufacturers themselves become "macaroni conscious" there is little doubt of its acceptance, fullest support and successful termination.

Bread and Potatoes

Comparative studies of bread and potatoes made by Roscoe Shaw of the department of nutrition of the American Institute of Baking show that pound for pound bread has more than 3 times the food value of potatoes. In other words, one pound of bread has an average of 1200 calories while the same amount of potato has approximately 380 calories.

Potatoes retail for nearly 4c a pound, while bread sells at the rate of 10c a pound. Bread may be used without waste but the edible portion of the potato usually is from 80 to 85% of the whole.

The potato is a carbohydrate composed chiefly of starch and water; bread, in addition to a large carbohydrate content, has a substantial percentage of protein and fat, according to Mr. Shaw.

"Of the 1200 calories in a pound of bread about 170 comes from the protein," he says. "The wheat proteins are among

the most easily and completely digested, and those of the milk which are found in the average loaf take first rank. Of the 380 calories in one pound of potatoes about 40 come from proteins, but the proteins of the potato are somewhat inferior from the muscle building viewpoint to those of wheat and milk. Moreover, as the potato is usually cooked, it has been found that from 8 to 25% of the protein is lost. With these facts, a little calculation will show that from the protein viewpoint the potato has only about one eighth the value of white bread.

"The potato is woefully deficient in fat for while white bread contributes about 120 fat calories per pound, the potato yields less than 5.

"Lime is a most valuable constituent of food and one which is frequently found in adequate amounts. Milk bread—that is bread which contains one third of its liquid ingredient as whole milk—contains 0.0112 ozs. of lime per pound, while the same quantity of potato has but 0.0031 ozs.

"From the vitamin viewpoint perhaps there is little choice between the 2 articles of food.

"Protein is the most expensive constituent of our food; the next in rank is the fat; and finally the cheapest is the carbohydrates. The potato is a most excellent heat and energy food. It may also be considered as a fair source of vitamins, but that is all. It contains a negligible amount of fat and mineral salts; its protein is low in quantity and poor in quality. At present we are paying twice as much for potatoes, from the caloric standpoint, as for bread, although milk bread is a much more balanced food in that it contains a larger proportion of proteins and fat to the carbohydrates."

(What is said here of bread is true of macaroni,—only more so. This substantiates the propaganda put out by leading manufacturers during the past 2 years recommending Macaroni Products "as a change from potatoes." Editor.)

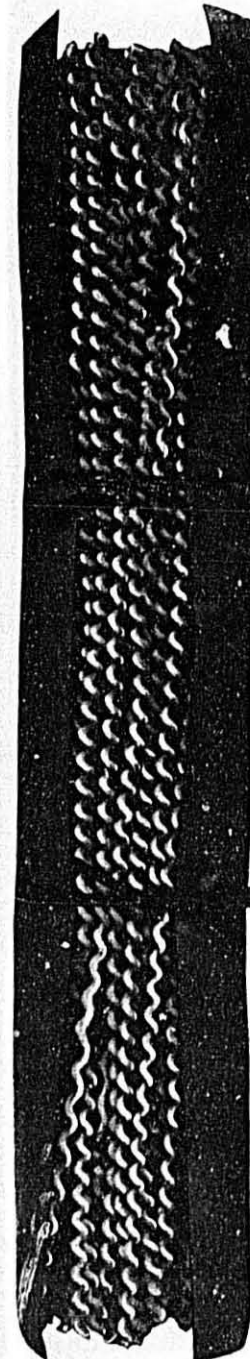
THE FIRST AIRPLANE

Wilbur and Orville Wright ran a bicycle repairshop in Dayton, O. On Dec. 17, 1903 they perfected the flying machine and gave an exhibition at Kitty Hawk, N. C. Our government promised them big contracts if they could demonstrate successfully before officials, which they did at Fort Myer, Va., 1908. Their patents are now universally used.

November 15, 1929

THE MACARONI JOURNAL

17



The GENUINE Fusillo !

Important question:

"If we have been able to make this die, considered an *Impossibility*, how good can we make your *Common Dies*

?"

For you, this is a very easy question to answer.

MARIO TANZI & BROS., Inc.
348 COMMERCIAL STREET
BOSTON, MASS.
U. S. A.

NEW YORK BRANCH: 1274-78th Street, Brooklyn, N. Y.

CREATOR AND MAKER OF FINE DIES

Census of Manufactures to Yield Valuable New Industrial Data ---Blanks Soon

For the first time the census of manufactures to be taken early in 1930 will call for information on the practice of manufacturers with respect to number of days that constitutes the normal working week of their plants. Specifically, the advisory committee on the census of manufacturers points out inquiry will be made whether the workers in each plant are on a 6 day basis, 5½ day basis, or on a 5 day basis per week. During the past two or three years there has been much speculation on this subject but exact facts of a nationwide scope have not been available.

The advisory committee constitutes one of 4 groups of business men, economists, statisticians and others named by Secretary of Commerce R. P. Lamont to cooperate with the department in drawing plans and schedules for the census.

Emphasizing other important phases of census of manufacture the committee says migration of industry will be the subject of another inquiry for the first time. Movements of manufacturing under way the last decade have resulted in decreases in requirements for skilled labor in one section accompanied by increases in requirements for the same type of labor in other parts of the country. A trend of manufacturing away from established centers and from the large cities has been reported. Such a diffusion of manufacturing would have an influence on industrial employment conditions. The purpose of this new inquiry is to obtain accurate and reliable data.

Employment of women in industry will be again the subject of inquiry. While these data were available in the reports of previous decennial censuses, the employees in factories have not been distinguished since 1919 in the biennial census. Great changes other than geographical relocations have occurred in the decade. Mechanization has brought about shifts in the character of workers required. Have these changes tended to increase the number of women in factories or has the opposite been the case? To many it may come as a surprise that of every thousand wage earners in factories in 1909 206 were women, while in 1919 the number was 201. In the case of those employed by manufacturing companies as clerks and otherwise, there were 362 women out of every thousand such workers in 1919 contrasted with 242

10 years before. Women clerks and other similar employes increased from 140,000 to 374,000 or by 167%.

Manufacturers will also be asked to give information on number of shifts per day and number of hours of labor per week, and data on these matters will be more extensive than since 1919. In addition there will be the usual questions on number of wage earners and salaried persons, including monthly figures by which employed; seasonal variations of employment in the several lines of manufacturing can be measured; and on the growing use of power and power equipment, a subject of interest both to manufacturers and to factory workers.

For the first time the census will make available data on the amount of idle power equipment in manufacturing plants. Estimates are that as much as 50% of the installed power in the country practically is idle through obsolescence, overcapacity or other causes. Definite data on this significant subject have never been made available. Power installation is one of the best possible bases for industrial or market studies, but inaccuracy of the available data due to inclusion of this large amount of idle power equipment has robbed such studies of much potential value.

The character of tabulations that will bring out most clearly the significance of the data to be collected is one such matter of special importance. Blank forms for the forthcoming census will be distributed to the manufacturers shortly after Jan. 1, 1930. The committee is interested in plans to bring about the more expeditious and accurate completion of the schedules by the manufacturers and the prompt tabulation and publication of the data by the census bureau.

Communications in regard to the work of the committee should be sent to Secretary Thomas W. Howard, 1615 H St., N. W., Washington, D. C., or to district offices throughout the United States.

Macaroni Has Superior Qualities

Books on food and cooking are almost indispensable to mankind, says U. S. Senator Royal S. Copeland, former health commissioner of New York city. It has been suggested that man can live without

books but not without cooks. Why not have both? The books help the cooks and certainly nobody would have energy and inclination to write books without the products of the cooks.

Recently in a book about foods, I read some interesting statements concerning macaroni, he said. I wish to quote the exact language: "In my opinion many persons do not use macaroni, one of the most delicious of foods, because they haven't learned how it should be prepared." This is the method recommended:

"In cooking, be careful to put it into boiling, and salted, water. Cold water will spoil the best macaroni. The water must be kept fully boiling for from twenty to thirty minutes until the macaroni is tender.

When done, drain well and season or dress to suit individual tastes. The idea is to have every tube thoroughly tender, but each tube whole, separate and without pastiness."

As a matter of fact the crucial test of macaroni is the way it reacts to cooking, continues Dr. Copeland. If it is properly cooked and made of the right materials, it does not get pasty. It retains its original shape. You must be suspicious of its quality if it is damaged by proper cooking.

In the manufacture of macaroni not every cereal will answer. It must be made from a very hard, glutenous wheat. Indeed, this fact is so thoroughly appreciated that the right variety is sometimes called "macaroni wheat."

According to the original method, this sort of wheat is soaked and steeped in water. After this it is dried by heat. Then it is ground and sifted, taking out all the fibre and gross substances.

This process leaves a coarse meal. It is considerably less rich in starch than ordinary flour for the sifting removes quite a lot of the coarse starch granules. The outer layers of the wheat furnish bulk and mineral elements, replacing starch, as you see.

This food has superior qualities. It gives not only starch, but a very good supply of protein and minerals. Capable of being made into many an attractive dish, macaroni is a food substance which should be as popular in America as it is in Italy.

November 15, 1929

THE MACARONI JOURNAL

19

ARE YOU GETTING U. C. C. ?

THE MAGIC LETTERS U. C. C. STAND FOR THE THREE THINGS THAT EVERY MACARONI MANUFACTURER DEMANDS WHEN HE BUYS SEMOLINA. THEY ARE UNIFORMITY, CONSISTENCY, COLOR. WE PLEDGE OURSELVES TO DELIVER AT ALL TIMES THE HIGHEST DEGREE OF UNIFORMITY, AND THE BEST CONSISTENCY AND COLOR OBTAINABLE ANYWHERE. IN EVERY SACK OF COMMANDER SEMOLINA.

YOURS TO COMMAND.

COMMANDER.



Fund Raising Plan Recommended by Macaroni Publicity Committee

Report by Chairman R. B. Brown to Board of Directors
at Washington meeting.

In the months which have elapsed since the June meeting, the Advertising Committee has done a little further work, looking toward a national cooperative advertising campaign on macaroni products. You will recall that at the convention in June a resolution was unanimously passed referring the recommendations of the Advertising Committee to the directors, with authority to proceed as rapidly as possible toward planning and putting into operation of a cooperative campaign.

The problem with which the Advertising Committee has thus far concerned itself has been, not the way in which the advertising funds should be spent, but the means by which advertising funds could be raised, knowing well that there are a great many advertising experts whose services we can very easily obtain in the spending of the money. On the other hand there appeared to be very few who were ready to help us in the raising of the money.

There are 2 agencies specified which have in their organizations departments for the systematic raising of funds. They work on about the same plan, taking over the entire campaign from beginning to end, and charging a fee based on the amount of money secured from the membership and allied trades. We have been in touch with both of these agencies at some length, and as chairman of the Advertising Committee I have invited, with Mr. Tharinger's permission, a representative of each to meet here with us today, that their plan of operation may be discussed at first hand.

I have already formed in my own mind a definite conclusion as to which of these 2 agencies I would choose for our job, if the directors authorized us to proceed along this line, but I will not prejudice you with a statement of that kind in advance. I would like you to hear both plans, and then after hearing them to take up this discussion among ourselves and see whether or not your conclusions square with mine.

I would just like to say this about the raising of the funds. For 13 years to my knowledge, and probably before that, the Macaroni association has talked and thought about the possibility of cooperative advertising. Every once in a while we would get up sufficient enthusiasm

among ourselves to try something, and with first one of us at the helm and then another we have gone about soliciting contributions on some sort of a basis, and have succeeded to a greater or less degree. You know about how successful those campaigns have been, but however doubtful may have been the results from them they have at least kept the necessity of such work before us, and have pointed out certain paths which were dangerous, if not impassable. It seems to me that one of these is an attempt on the part of the Association members to raise their own funds. We can of course go out and employ a high grade, high salaried executive to manage the work, and I recommend that something of this kind be done in my report to the meeting in June. We cannot do the work by ourselves. None of us has the time to put into it, and few of us are qualified for it, if we had.

The 2 men you will hear today are experts in this line. They have organizations behind them, prepared to do the job in a way which will be vastly more thorough than we could possibly hope to do it under any plan, and I am convinced of this—that the fee they ask, while it sounds high, is not nearly so high as our own cost would be if we attempted to do the work ourselves. Therefore I ask you to hear these gentlemen, not as advertising agents, but as fund raisers. They both represent capable agencies so far as advertising is concerned. The fund raising is the question on which I want your advice.

TESTED RECIPES

Spaghetti the Italian Way
By Mrs. Ida N. Cornforth
Home Economic Expert, Kellogg Co.

¼ cup oil
¼ teaspoon black pepper
1 onion
3 tablespoons tomato paste
½ cup water
2 cups tomatoes
1 bay leaf
1 teaspoon salt
1 tablespoon sugar
½ pound spaghetti
¼ cup parmesan cheese (grated).
Add the black pepper to the oil and cook 2 minutes. Cook the sliced onion

in the oil, being careful not to brown it. Add the tomato paste, which has been mixed with the water in 3 installments, allowing the mixture to boil up after each addition. Add tomatoes, bay leaf and salt, and cook for 45 minutes. Put in the sugar and cook 15 minutes longer. Cook spaghetti in boiling salted water. Serve mixed with tomato sauce and sprinkled with grated cheese.

Macaroni as Dessert

Macaroni as a rule is served in place of potatoes, or rather served with the main course of the dinner, but now we find that it has graduated, and here it is as recommended for dessert:

2 cups cooked macaroni, cut fine
1 cup chopped dates
½ cup chopped nut meats
Juice of 1 large orange
2 tablespoons honey
Whipped cream.

Mix the macaroni, dates, nut meats, juice of an orange and honey, then chill thoroughly and serve in tall glasses with whipped cream, sweetened to taste.

Prudence's Prudent Recipe

Prudence Penny of the New York American offers a suggestion that she considers never failing in the matter of keeping husbands both content and happy. The suggestion is to feed him well and a recipe for so doing is spaghetti in Italian style. Housewives have acclaimed it a prudent and timely recipe, and friend husband has voted it a most satisfying dish. Here is the Prudence Penny prescription:

You'll want a quarter pound of ground meat for the spaghetti, and it may be cooked or raw, and of any kind. Put 1½ tablespoons of salt in 4 quarts of water, and bring to a boil.

Now cut into small pieces a small green pepper, a few leaves of parsley, and 2 strips of bacon; chop a medium sized onion very fine and put it in a frying pan with a tablespoon of butter over a slow fire, stirring until almost brown.

Now add 2 cans of tomato soup, stir thoroughly, and add the ground meat. Let the whole mixture cook slowly for 10 minutes longer if cooked meat is used, and 20 minutes longer if raw meat is used.

Add a tablespoon of Worcestershire sauce and an eighth pound of parmesan cheese, just before taking off the fire. Put on the back of the stove to keep warm.

The water will have boiled merrily by this time. To the boiling water add the

(Continued on Page 26)

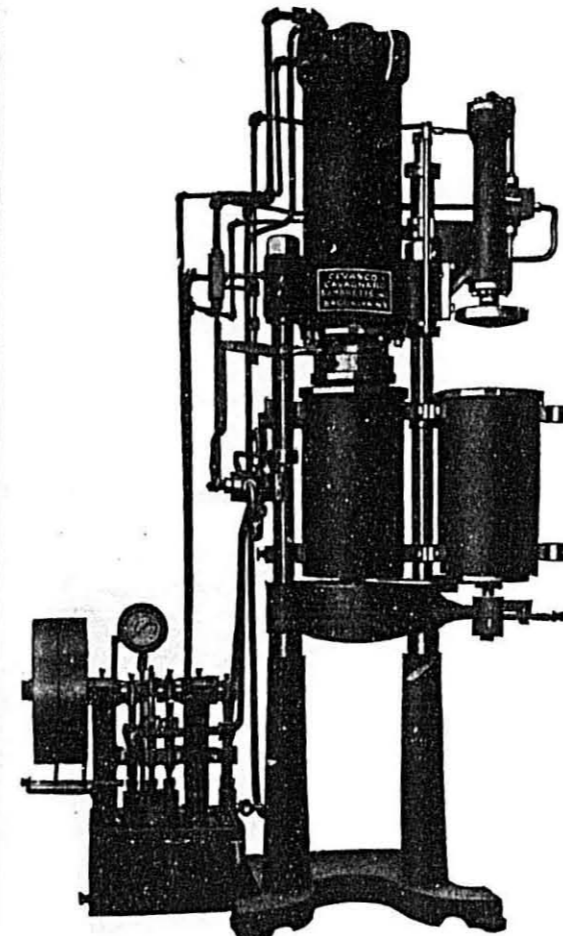
Consolidated Macaroni Machine Corporation

FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.

I. DeFrancisci & Son

Designers and Builders of High Grade Macaroni Machinery



Vertical Hydraulic Press with Stationary Die
12½ and 13½ inches

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 arm 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 makeshift 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 dies 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 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.

156-166 Sixth Street

BROOKLYN, N. Y., U.S.A. 159-171 Seventh Street

Address all communications to 156 Sixth Street

The Blow to the Federal Trade Commission and Its Meaning

The United States Supreme Court administered a sharp blow to the Federal Trade Commission a few days ago which will likely have an important effect upon the future activities of that body.

Most of the readers hereof have some knowledge of the Federal Trade Commission and how it operates. It was created by a special Federal act to prosecute cases of "unfair competition." A complaint is filed, preliminarily investigated by the Commission, and if a case is believed to exist the Commission holds hearings to determine whether unfair competition by the party complained against has been made out. If so, an order is issued commanding such party to "cease and desist." An appeal lies to the United States Circuit Court of Appeals.

Under this act the Commission has prosecuted all sorts of things. Some of its decisions have been upheld, but according to my recollection more have been set aside.

In the case referred to in the first paragraph, the Supreme Court held that the Commission had no jurisdiction over

cases of alleged unfair competition unless they affect the public interest. The Commission has gone into all sorts of purely private squabbles between rival firms or individuals in which the public had no interest whatever.

This case was of the latter type. I will describe it so you can get the distinction between cases having public interest and those having none. The complaint was filed against a man named Alfred Klesner, who had an interior decorating business in Washington, D. C. Klesner had previously not sold shades, but had rented part of his store to one Sammons, who had used it to sell shades under the name "Shade Shop." It was run as Sammons' store, not Klesner's.

The two men had a fuss and Sammons moved out, opening another store nearby. Klesner put in shades and ran this part of his business as the "Shade Shop." Sammons filed a complaint before the Federal Trade Commission claiming this to be unfair competition which it may or may not have been, depending on the facts.

The U. S. Supreme Court, to which the case eventually went, held that it made no difference whether it was unfair competition or not, the Federal Trade Commission had no right to take any no-

tice of it because it involved no public interest. At most it was a private squabble between two competitors. Therefore the court threw the case out and admonished the Commission to henceforth leave private ructions alone.

The business interests of the United States ought to be very grateful for this decision, for the existence of a disciplinary body like the Federal Trade Commission, with power—as it thought it had—to interfere with all sorts of private relations between competitors, would have been a constant menace.

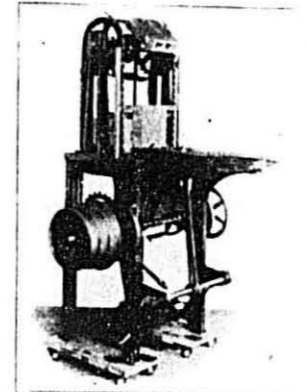
If the court had upheld the Commission's right to interfere in the Klesner case, it would have meant that every business man with a grievance against a competitor could have complained to the Federal Trade Commission and have them prosecute it at the public expense. Under these circumstances the Commission could have become a veritable terrorizing influence.

(Copyright, Oct. 26, 1929, by Elton J. Buckley, Esq., Counselor-at-Law, 1638 Real Estate Trust Company Building, Broad and Chestnut street, Philadelphia, Pa.)

What the country needs, along with a good 5 cent cigar, is a 5 cent appetite.

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

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



STOKES & SMITH

Machines for Package Filling, Sealing and Wrapping

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

A Size and Speed for Every Need

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

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

SAVE---

Material, Labor, Contents

IMPROVE---

Display Value, Selling Power, Preservation of Contents

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

STOKES & SMITH COMPANY

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

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

Early Recollections of a Macaroni Association Pioneer

By Ed C. Forbes, original editor of the immediate predecessor of The Macaroni Journal, and first secretary of the First Macaroni Association.

The death of Fred Becker, president of the Pfaffman Egg Noodle Co., Cleveland, from a heart attack, which came without warning Sept. 17, was a great shock to his host of friends and acquaintances throughout the United States. He is survived by his wife, a daughter, Mrs. L. W. Gates and son Fred W. Becker.

Mr. Becker was born in Germany. He came to Cleveland in 1887 and associated himself with G. A. Pfaffman in the manufacture of noodles. In 1893 the partnership was dissolved, he having purchased the interest of his partner, and the business was incorporated and continued under the name of The Pfaffman Egg Noodle Co.

My acquaintance with Fred Becker dates back to the summer of 1903 when a common friend introduced us. At that time he discussed with me some of the problems that confronted the manufacture of alimentary pastes and the lack of any organization among these manufacturers. He was enthusiastic over the idea of starting a journal for the benefit of the industry and proposed that I become its editor. I tried to discourage him in this effort owing to the limited number of factories in this country and my lack of knowledge of the business and its problems, but to no avail. He was thoroughly imbued with the idea that support for a journal such as he proposed would be forthcoming and that the interest of the manufacturers could be aroused through it to an extent that would make an association possible. His enthusiasm and determination to try the experiment convinced me that there were possibilities in the project and I finally consented to undertake the work.

As a result The Macaroni and Noodle Manufacturers Journal made its first appearance in October 1903, and so well did it do its work that on April 19 and 20, 1904 at Pittsburgh we were able to bring together a representative group of these manufacturers and organized The National Association of Macaroni and Noodle Manufacturers. This publication Mr. Becker presented to the Association in 1919 and The Macaroni Journal in its present form is a continuation of this effort to give to manufacturers of

these products a vehicle for expression and to put the industry on a high and dignified plane.

Mr. Becker was a real friend of the individual retail grocer. His system of distribution by trucks to stores, adopted at the outset of his connection with the business, was never abandoned. Wherever practical his policy of servicing the grocery store regularly once a week or oftener if necessary, rather than overloading the grocer or tying up his working capital, made him many warm personal friends in the retail trade.

So thoroughly was he convinced of the soundness of his system and the benefits to be derived from this plan of merchandising to manufacturer, distributor and dealer in food specialties, that on July 18, 1927 he invited a number of men in northern Ohio who were interested in this method of distribution to spend the afternoon on his farm to discuss the subject. As a result "The Wagon Men's Distributing Association" was there formed with Mr. Becker as its first president.

In this undertaking he reversed the plan pursued in bringing about an organization of Macaroni Manufacturers, in that the vehicle of expression followed the organization. He called me over to his home one evening after the organization meeting and said the new association must have a journal. I was drafted to start the publication. The Wagon Men's Journal is the result. This publication Mr. Becker presented to The Wagon Men's Distributing association at its first annual convention in Cleveland Sept. 28 and 29, 1928.

In neither of these association or publication activities did he seek personal gain. The good of the industry was always his paramount thought.

Fred Becker was a man of character and principle. His competition was clean. He knew no such word as fail. Convinced that he was right nothing could swerve him from his determination to carry out his plan. The National Macaroni Manufacturers association and The Wagon Men's association have lost a loyal supporter. The individual retail grocer has lost a real champion. The community has lost a substantial

and respected citizen and his family a kind husband and father. I have lost a friend.

A. G. Attitude

Notwithstanding the opinions that prevail in certain quarters that the government is becoming somewhat lax in the enforcement of its antiprice-fixing policy, the statement made by Attorney General William D. Mitchell before the American Bar association is of interest to every trade association member. It applies equally to nonorganized groups whose components knowingly combine in any trade restriction scheme. However, it is to be inferred as interfering with the legal process of disseminating cost information and similar activity tending to eliminate all selling below cost of manufacture, a practice that can be and has been declared as unfair competition. He says:

Attitude Toward Trade Associations

The machinery of some trade associations seems to have been made use of for transactions that come dangerously near price fixing.

While the department in the effort to cooperate with legitimate business is receiving and will continue to receive those who want to submit their proposed transactions for our consideration, the attitude of the department toward these inquiries is substantially as follows:

"First: If the proposal seems to involve a violation of law, we will so state to those interested.

"Second: If the proposal, while not clearly involving a law violation, comes so close to the line that we feel it would be necessary to invoke the judgment of the courts in case the proposal is executed, we so advise those interested.

"Third: If the proposal does not appear to involve a violation of law but the matter is complicated and involves an intricate inquiry into facts which we have not the facilities to make in advance, or if there is room for any doubt or difference of opinion as to the validity of the proposed transaction, we shall decline to express any opinion about it or to give any intimation that the department will refrain from legal proceedings, and exercise full liberty of action. Only in the clearest case will letters of advice be issued to the effect that no legal proceedings are likely to be instituted."

It may be that these methods will afford much comfort to those who present the proposals, but at least they will know if the department contemplates immediate steps to restrain their activities, and if the department declines to express any opinion or commit itself in any way those interested know that if their transaction proceeds they must act on their own responsibility, with full liberty of action to the department to proceed as future developments may require.

Since March 4 we have advised some inquirers that their proposed transactions would violate the law, and require action in the

Wooden Shipping Containers

Made from nature's wonder wood for box purposes

RED GUM

Where an all-white package is desired, can supply Cottonwood sides, tops and bottoms.

Odorless—
Strong—
Safe—

Our own operation thruout entire manufacture

Anderson-Tully Company

Memphis, Tenn.

Good Wood Boxes

Tel. No.	Established
Hegeman	
8	1
9	8
6	9
6	8



OUR
FAULTLESS MACARONI MOULDS
Are Always Satisfactory.

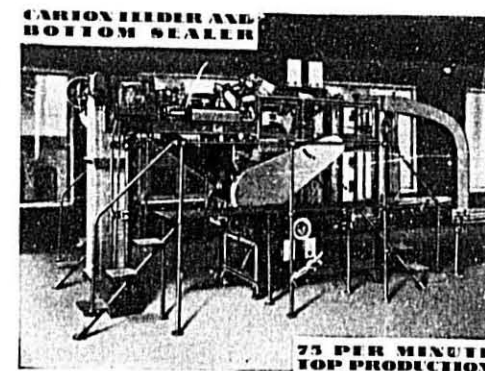
Every Order is Given the Personal Attention of Die Experts.

F. MONACO & CO.

1604 Dekalb Ave.

BROOKLYN

NEW YORK



JOHNSON Automatic CARTON Feeder and Bottom Sealer. Now available in productive capacities from 30 to 75 packages per minute.

Continuous, Automatic and Positive Packaging!

A Complete Line of Greater Capacity Machines

"JOHNSON" now offers manufacturers greater economies in packaging equipment. Cartons in the flat, without side seam glued, may now be fed automatically, the side seam glued, bottom sealed, lined, filled, weighed, and wax-wrapped—all on the JOHNSON Greater Capacity PACKAGING MACHINES at a speed of 75 per minute, with no operators required and a marked saving in cost of cartons.

Special conditions, your specific package—these require the individual counsel of a JOHNSON Packaging Engineer. Ask him in, without obligation. Let him show you how economies may be effected in floor space and production cost (both labor and material) by progressive in-line packaging.

The coupon will bring this man—or a catalog.

JOHNSON AUTOMATIC SEALER CO.
Battle Creek, Michigan, U. S. A.

New York—30 Church St. Chicago—228 N. LaSalle St.



COUPON

Mail Today

JOHNSON AUTOMATIC SEALER CO.
Battle Creek, Mich.

Without obligation,
 Please send experienced Packaging Engineer.
 Send Catalog. 11-9 M.J.

Name _____
 Address _____
 City _____ State _____

courts. To others we have said that their proposals are so doubtful as to require us to take the judgment of the courts. In some other cases we have declined to express any opinion or make any commitments. In no case as yet have we felt justified in declaring that the department sees no objection to the transaction.

Patents and Trade Marks

A monthly review of patents granted on macaroni machinery, of applications for registrations of trade marks applying to macaroni products. In October 1929 the following were reported by the U. S. patent office:

Patents granted—none.

TRADE MARKS REGISTERED

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

I G A

The private brand trade mark of Neighbor Products Co., Chicago, Ill., was registered for use in alimentary pastes. Application was filed April 5, 1927, published by the patent office July 30, 1929 and in the September 15, 1929 issue of The Macaroni Journal. Owner claims use since Dec. 21, 1926. The trade name is in heavy type on a white shield carried by an eagle.

La Pace

The private brand trade mark of Sanacori & Co., Brooklyn, N. Y., was registered for use on macaroni. Application was filed June 5, 1929, published by the patent office July 23, 1929 and in the Aug. 15, 1929 issue of The Macaroni Journal. Owner claims use since Nov. 1, 1923. The trade mark is the trade name in outlined letters.

Roman Macaroni

The trade mark of Roman Macaroni Co., Inc., Long Island City, N. Y., was registered for use on macaroni. Application was filed Jan. 29, 1929, published by the patent office Aug. 13, 1929 and in the Sept. 15, 1929 issue of The Macaroni Journal. Owner claims use since Dec. 12, 1928. The trade mark is a rectangle on which appears the trade name; also a bull and a few sheaves of wheat.

La Paloma

The trade mark of Anthony Macaroni Co., Inc., Los Angeles, Cal., was registered for use on alimentary pastes. Application was filed June 3, 1929, published by the patent office Aug. 13, 1929 and in the Sept. 15, 1929 issue of The Macaroni Journal. Owner claims use since Feb. 1, 1928. The trade name

is in heavy type; underneath and to the right of which is a flying dove.

TRADE MARK REGISTRATIONS RENEWED

The trade mark of Felice Graziano Pivrotto which was registered Aug. 24, 1909 was granted renewal privileges to Italo-French Produce Co., Pittsburgh, Pa., assignee, Aug. 24, 1929.

The private brand trade mark of Strohmeier & Arpe company, New York, N. Y., a corporation of New York, which was registered Feb. 8, 1910, was granted renewal privileges Oct. 22, 1929, effective Feb. 8, 1930.

TRADE MARKS APPLIED FOR

Four applications for registration of macaroni trade marks were made in October 1929 and published in the Patent Office Gazette to permit objections thereto within 30 days of publication.

Parma

The private brand trade mark of Parma Importing Co., St. Louis, Mo., for use on macaroni products. Application was filed April 15, 1929 and published Oct. 1, 1929. Owner claims use since April 1, 1929. The trade name is written in heavy type.

Lido

The private brand trade mark of Lavieri Brothers, Torrington, Conn., for use on macaroni. Application was filed June 5, 1929 and published Oct. 15, 1929. Owner claims use since May 23, 1929. The trade name is in heavy type written above a scene in ancient Italy.

Mare Chiari

The private brand trade mark of Antonio Piccini, Brooklyn, N. Y., for use on macaroni and other groceries. Application was filed Sept. 6, 1929 and published Oct. 22, 1929. Owner claims use since Sep. 21, 1926. The trade mark is in heavy type.

Roberta

The private brand trade mark of Tucker & Misrac, Chicago, Ill., for use on spaghetti, macaroni and other groceries. Application was filed June 24, 1929 and published Oct. 29, 1929. Owner claims use since April 25, 1929. The trade mark is in heavy black type.

World Wheat Crop Short

Reports from 31 wheat producing countries of the world show a decrease in the total of wheat production in 1929 as compared with figures for 1928 gathered from the same countries which pro-

duce annually 85% of the world's wheat crop. Russia and China are not included in the estimates.

The total 1929 wheat production is approximately 2,895,000,000 bu. which is 11% less than the 3,264,000,000 bu. produced in 1928. In the Northern Hemisphere the production of practically all of the grain crops, including wheat, rye, barley, oats and corn is smaller this year than last, and crops in the Southern Hemisphere are expected to be short also, says the bureau of agricultural economics, U. S. Department of Agriculture, in its estimate recently released.

One little hint is often worth more than a ton of advice.

Wheat Prices Decline

Wheat prices have shown a steady decline owing to the weakness of the market demands during the past few weeks. General market conditions in all lines have not been such as would bolster the prices of even this food grain. The durum wheat market declined even more than bread wheats, due to a great extent to the lack of export inquiries. The Duluth durum price on December deliveries at the close of the market on Nov. 8 was 1.11½, about 8 and ¾¢ lower than the prices that prevailed at the opening of the month.

Tested Recipes

(Continued from Page 20)

spaghetti, a half pound, stirring to keep it from sticking to the pot. Let it boil 12 minutes, then drain thoroughly through a colander.

Put the cooked spaghetti in a large serving dish, pour the sauce over it. I always like my spaghetti better when the sauce is thoroughly mixed with it but you can use your own judgment about that. Sprinkle a goodly amount of parmesan cheese over the top and serve piping hot.

Some people put on airs while others merely whistle them.

APPLE

The commonest of all fruit and man's greatest friend in the vegetable kingdom. Some of its valuable properties are albumen, sugar, gum, malic acid, gallic acid, fibre, water and phosphorus. Apples are good for both brain and complexion. The ancients termed them the fruit of the gods—the magic renewer of youth.

Make Your Noodles from the finest EGG YOLK

Rich in Color---
Fresh and Sweet

Write for Samples
and Prices

JOE LOWE CORPORATION

BROOKLYN, N. Y.
4th Terminal Bldg. No. 8

BALTIMORE, MD.
5-7 West Lombard Street

LOS ANGELES, CALIF.
Mateo and Sacramento Streets

CHICAGO, ILL.
3617 S. Ashland Ave.

*Dependable Semolinas
of
High Quality and Uniformity*

NORTHLAND FANCY No.2 AND NORTHERN LIGHT

NORTHLAND MILLING CO.
MINNEAPOLIS, MINNESOTA

New York Office
Room 1114 Canadian Pacific Building, 342 Madison Avenue



*Let's make tough
sealing jobs easy!*

Quickly and enduringly seal dainty boxes, beautiful packages, sturdy cartons, asphaltum lined cases, glassine, the hardest-to-seal labels, paper, board, or other stock. All these jobs are simplified by the use of Mikah Adhesives:

PACKAGE WRAPPING GUMS
LABELING PASTES
CASE SEALING GLUES
PICKUP GUMS
OVERLAP PASTES
BOTTLE LABEL GUMS
CARTON SEALING GLUES

---a Mikah Product for every purpose,
machine or hand

Developed and perfected by a competent staff of chemists in our own fully-equipped and modern laboratories. Backed by thirty-five years research experience. Made to meet the most exacting demands of highly specialized labeling, sealing, and sticking problems by the

*Largest producer of adhesives
in the world!*

Eight modern plants and twenty-one warehouses at strategic distribution points---no business can be remote from National Service. May we be privileged to make recommendations for your specific needs?

NATIONAL ADHESIVES CORPORATION

EXECUTIVE OFFICES: NEW YORK

We are interested in National Adhesives.
Please have representative call

MACARONI — By Dr. Copeland

You must not regard macaroni as a starchy food like bread. The very fact that the hard glutenous grain is required for its manufacture proves this. Gluten is a protein. That element is required in large proportions in making macaroni. For this reason this food approaches meat in protein value.

By Royal S. Copeland, M. D.
Former Health Commissioner New York City; United States Senator from New York.

It is interesting to follow the progress of the various foods. Some of them we associate with various nations. One is called a French dish, another is a Russian dish, etc.

If you go far enough in this study it will be found that a given food originated in one part of the world, crossed a continent, and finally reached a land where for centuries it continued to be a favorite. In due course of time it became known as a "national dish," always associated in the popular mind with that particular country.

There are many reasons for this. The most likely one is that the peculiar climate is suited for the growth of the materials which go into the dish.

A notable example of what I have in

mind is found in the history of macaroni. Today it is regarded as an Italian dish. For more than 4 centuries it has been relished by the Italians. As a matter of fact the method of its manufacture was held as a secret by that people.

To make a high grade macaroni it is necessary to use a very hard wheat, one rich in gluten content.

That is the sort of wheat that used to be grown in quantities on the plains of Italy. As I understand it, such crops are no longer abundant over there. The total acreage of wheat in Italy last year was only 12,000,000. Canada with a much smaller population produced more than twice as much.

Because of the insufficient supply of native wheat, Italy imports the hard Russian, Canadian and Argentine wheat for macaroni making. But by the time Italy's supply of suitable wheat failed, the secret of making this delicious food

had been stolen by other nations. Now it is manufactured in large quantities in the United States, although we continue to import a good deal, more than a million pounds a year.

It is said that what we now know as macaroni was first made in Japan. Certainly the Chinese used it for years. After a while it reached Germany, but it was left to the Italians to make it a national food.

You must not regard macaroni as a starchy food like bread. The very fact that the hard, glutenous grain is required for its manufacture proves this. Gluten is a protein. That element is required in large proportions in making macaroni. For this reason this food approaches meat in protein values.

The wheat is cleaned, dried, ground and sifted. Much of the starch is removed, leaving an amber colored glutenous meal. This is mixed with just enough hot water to make a dough which is thoroughly kneaded. Then it is forced through the perforated bottom of a press. In this way the strings, rods and tubes familiar to us, are formed. These are hung over rods and permitted to dry.

Macaroni is baked with cheese and milk, making a nutritious and valuable

(Continued on Page 30)

ROSSOTTI LITHOGRAPHING CO., Inc.

121 Varick St.

NEW YORK CITY

PHONE
Walker 0917

PHONE
Walker 0918

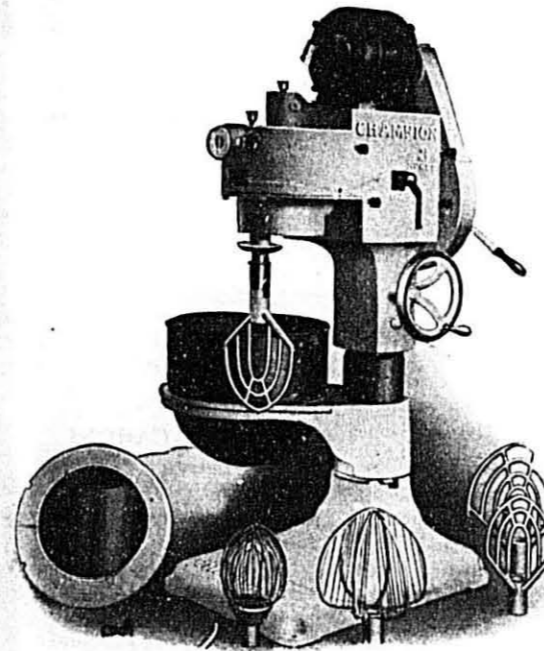
Designers and Manufacturers of

LABELS, CARTONS, INSERTS, BANDS AND WRAPPERS

That Advertise and Sell Your Macaroni Products

Our new plant with *most* modern equipment enables us to guarantee speedy delivery of highly-colored, eye-appealing Labels and Cartons in large or small quantities at attractive prices.

We specialize in both *Regular* and *Private Brands*. We solicit your orders for your immediate Requirements or Future Needs.



CHAMPION EGG YOLK BEATERS

For Every Noodle Plant

3--Speed--36-80 Qt. Bowls

4--Speed--36-60 Qt. Bowls

7--Speed--20 Qt. Bowl

ELIMINATE STREAKY APPEARANCE BY

Beating Egg Yolks and Mixing Eggs with Flour. Champion Beaters are reasonably priced, cost little to operate.

Champion Machinery Co.

Joliet, Illinois

CROOKSTON-SEMOLINA

From

Amber Durum Wheat

STRONG and UNIFORM
and of a WONDERFUL
COLOR

For Quality Trade

Crookston Milling Company

CROOKSTON, MINNESOTA

for
**QUALITY
TRADE**



Notes of the Macaroni Industry

Canada Fights Macaroni Dumping

Under authority granted by an order-in-council dated Sept. 12, 1929 and effective from that date, the Canadian commissioner of customs has issued instructions to collectors to require importers of macaroni and macaroni products shipped to Canada on consignment (without sale prior to shipment) to deposit a sum equivalent to 15% of the value of each shipment, to secure payment of any special or dumping duty that might be applicable, states a report from Commercial Attache Lynn M. Meekins. This deposit may be refunded if the importer later has proved that the actual price realized from the sale of the shipment does not indicate dumping.

Macaroni—The Headliner

If the thousands of consumers who attended the food show conducted by the Chicago Herald-Examiner the last week in September are not macaroni conscious the fault does not lie with the leading manufacturers in that large city, who vied with one another in displays and exhibits that were the

centers of attractions during the entire show. Among the exhibitors were The Foulds Milling company showing the Foulds line of macaroni products; the John B. Canepa company with the Red Cross line; I. J. Grass Noodle Co. exhibiting the Grass line of noodles and F. L. Klein Noodle company introducing its new cellophane package of egg noodles.

Terebonne Buys Property

The property adjoining the Terebonne Macaroni Factory recently opened in Houma, La., was purchased for erection of additional space to take care of an increasing business. This plant is owned by Vincent Degate and Samuel Cateneze.

Gusto Sauce

A new sauce has been designed for use with spaghetti, macaroni, noodles, etc. by the Gusto Products Co., Cincinnati, O., which is called "Gusto" Italian sauce. You simply "heat and eat."

Weinert Has New Incorporation

The Weinert Noodle company, Manitowoc, Wis., has been incorporated at \$15,000 to manufacture noodles and

breadstuffs. The owners of the former J. Weinert & Sons of the same city are the incorporators—S. E., H. C., and Fred J. Weinert.

Sears, Roebuck Drop Macaroni
Sears, Roebuck & Co. of Chicago, one of the country's leading mail order houses, is discontinuing the grocery line. This firm has distributed many thousands of cases of macaroni products under its own private brand and for many years competition was keen among macaroni manufacturers in the north central part of the state for the Sears, Roebuck & Co. macaroni account.

MACARONI

(Continued from Page 28)

food. Sometimes these various Italian paste products are cooked and served like rice.

Noodles are made much the same way but eggs are added. Under the government standards there must be not less than 5% of egg in the mixture.

All such foods are nourishing, wholesome and appealing. They deserve the lasting reputation they have gained for themselves.

November 15, 1929

THE MACARONI JOURNAL

31

Barozzi Drying System

Manufacturers of Macaroni Dryers that dry in any kind of weather

FAULTLESS AND SIMPLE

Result guaranteed
For this industry we design and manufacture all kinds of labor saving devices

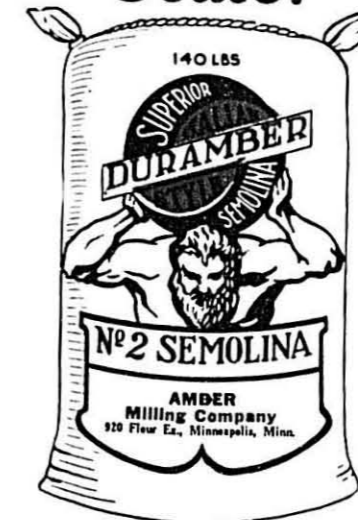
Catalogue and estimate at your request

Barozzi Drying Machine Company, Inc.

949 Dell Ave. North Bergen, N. J.
NEW YORK DISTRICT

PER PASTA PERFETTA

Usate!



"Meglio Semola-Non ce ne"

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



One Word Well Describes Our Dies and Repair Work

PERFECTION

Cheraw Box Company, Inc.

Seventh and Byrd Streets
Richmond, Virginia

SATISFACTORY

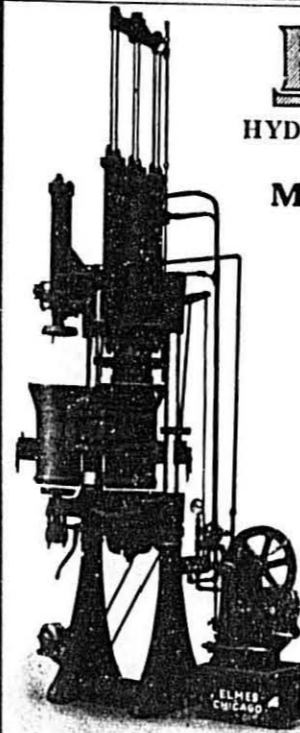
Wooden Macaroni Box-Shooks

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.

E-HYDRAULIC-ELMES PRESSES SINCE 1851

HYDRAULIC MACARONI MACHINERY

from
MIXER TO PRESS



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

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

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

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

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

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

Grain, Trade and Food Notes

England's Flour Trade Mark

The United Kingdom has appointed a National Mark Wheat Flour Trade committee which is to consider applications received for permission to use grade designation marks prescribed by regulations made under the agricultural produce (grading and mark) Act, 1928, in connection with all-English wheat flour. The plan is that this committee shall make recommendations to the main committee on national marks, and advise it generally as to the use of such marks in connection with all-English wheat flour.

The committee consists of 7 members, including 2 representatives of British millers, 2 representatives of producers, and 2 representing the baking, distributive and retail interests. The secretary of the committee is an official of the Ministry of Agriculture.

In a speech made at the opening luncheon of the bakers' exhibition, which is now in progress, the minister of agriculture stated that the Labor Government attached the greatest importance to the standardization and grading of agricultural products as a means of helping the farmer to obtain his rightful share in the home market; and he expressed the hope

that the consumption of English flour would be stimulated by the present scheme. After October 1 he said it would be possible for both bakers and the general public to obtain National Mark All-English Flour, "guaranteed as to purity and quality by the same device—a silhouette map of England and Wales." Three grades are to be prescribed: (a) All-English plain; (b) All-English self raising; (c) All-English Yeoman.

Italy Winning "Wheat Battle"

The Italian Minister of National Economy has announced that the wheat crop for the present year would exceed 70 million quintals (257,000,000 bu.). This is the largest crop ever produced in Italy, exceeding that of 1925 by 5 million quintals (18,000,000 bu.) or more. The "Battle of Wheat" has had most favorable results. In the 4 year period 1911-1914 the average yield per hectare was 6.10 quintals (9.08 bu. per acre). The average yield for the last 4 year period has been 12.5 quintals per hectare (18.6 bu. per acre). The average yield per hectare for 1929 was 14.4 quintals (21.4 bu. per acre). The above

figures demonstrate the net results achieved in Mussolini's efforts to increase wheat production, not through increased acreage but by means of greater yield per acre.

Foods in Powdered Form

G. W. Cavanaugh, professor of agricultural chemistry at Cornell university, is endeavoring to apply to other foods the methods by which milk is reduced to a powder containing all the nutritive properties of the fluid product. He believes his experiments thus far indicate that means will be found to concentrate, and thus save many perishable in which the percentage of loss is very high.

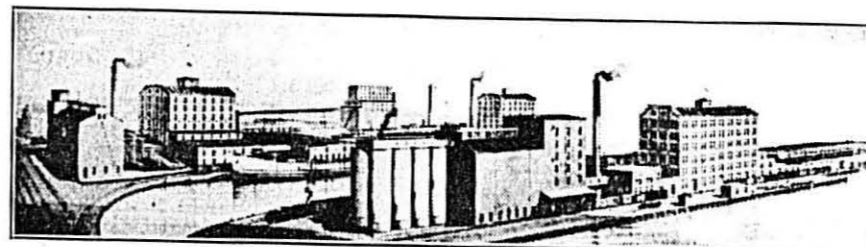
"One of the chief functions of agricultural chemistry," he said, "is to show man how to make the best possible use of his food after nature has done her part by growing it. If we can preserve foods by concentrating them rather than by using preservatives we will have made a great economic gain. It is toward these ends that we are working.

"Food crops when harvested contain certain constituents which should be preserved. Among these are proteins, fat

November 15, 1929

THE MACARONI JOURNAL

33



King of them all . . .

Hourglass Brand Semolina

Quality Beyond Comparison



Milled exclusively from choicest durum wheat
in plants that are up to the minute.

We also manufacture a full line of Durum
Semolina and Flour to meet all requirements.

LOCATION ENABLES PROMPT SHIPMENT
WRITE or WIRE for SAMPLES and PRICES

DULUTH-SUPERIOR MILLING CO.

Main Office: DULUTH, MINN.

NEW YORK OFFICE: F6 Produce Exchange
PHILADELPHIA OFFICE: 458 Bourse Bldg.
BOSTON OFFICE: 88 Broad Street
SYRACUSE OFFICE: 603 State Tower Bldg.
CHICAGO OFFICE: 14 E. Jackson Blvd.

Durum Semolina

FOR A SWEET CLEAN PRODUCT

USE

Famous For Its
Quality



Recommended For Its
Uniformity

GUARANTEED

Carefully Milled from the Best Selection Amber Durum Wheat
CAPITAL FLOUR MILLS, INC.
MINNEAPOLIS SAINT PAUL

carbohydrates bone producing mineral salts, acids and volatile oils which give flavors, digestive enzymes, and the important food accessories known as vitamins. "As an illustration, the study of the chemical, physical and biological properties of milk has resulted in the preparation of a dry milk in which the original constituents of the fluid are retained in an unchanged condition. This concentrated food, it has been found, can be shipped great distances and kept for a long period of time and still retain the characteristics of its original state.

"By somewhat similar methods why would it not be possible and practicable to process fruits and grains so that the crops could be used in their entirety each year, making them available not only during the season but at other times, and assuring the farmer of a market for all he could raise?"

Need Cold Resistant Wheat

Low temperatures cause nearly as great losses to the winter wheat crop as all wheat diseases combined, says the United States Department of Agriculture. Experiments were conducted by the department over a 6 year period on the hardness of 11 varieties of winter

wheat as compared with the standard variety Kharkof. The department found that Minhardi, Buffum No. 17, Minturki, and Odessa are considerably more cold resistant than Kharkof. Buffum No. 17, Minhardi, and Odessa are soft wheats and are not commercially grown, but are useful to breeders. Minturki is a hard wheat and is grown commercially, particularly in Minnesota. Turkey (Minn. No. 1488), Beloglina, Kanred, and Nebraska No. 60 also were found to be somewhat more hardy, and Nebraska No. 28 and Blackhull much less hardy than Kharkof.

New Corporation

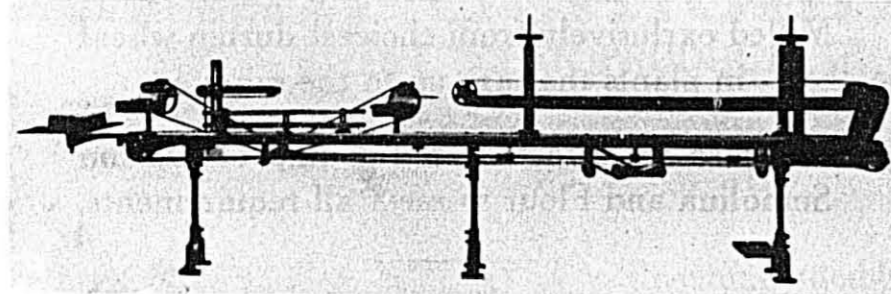
The Gold Dust Corporation reports sale of the physical property, of the blending plant and warehouse unit, not including machinery, of the old company, Standard Milling company of Jersey City, N. J. The latter company has been completely absorbed by the Gold Dust Corporation. It is a holding company for the Southwestern Milling Company, Inc., Kansas City, Mo., Northwestern Consolidated Milling Company, Minneapolis, Minn., Duluth-Superior Milling company, Duluth, Minn.,

Hecker-Jones-Jewell Milling company, Buffalo and New York and the Hecker H-O company of Buffalo and Canada.

FAMOUS WATERFALLS OF THE WORLD

Name and Situation	Height in Feet
Gavarnie, France	1385
Grand, Labrador	2000
Kaitetur, British Guiana	890
Minnehaha, Minnesota	50
Missouri, Montana	90
Montmorenci, Quebec	265
Multnomah, Oregon	850
Murchison, Africa	120
Niagara, New York-Ontario	164
Rjukan, Norway	780
Schaffhausen, Switzerland	100
Seven Falls, Colorado	266
Skjaeggalsfos, Norway	530
Shoshone, Idaho	210
Snoqualmie, Washington	218
Staubach, Switzerland	1000
Stirling, New Zealand	500
Sutherland, New Zealand	1904
Takkakaw, British Columbia	1200
Twin, Idaho	180
Vettis, Norway	950
Victoria, Africa	400
Voringfos, Norway	600
Yellowstone (upper) Montana	110
Yellowstone (lower) Montana	310
Yosemite (upper) California	1436
Yosemite (middle) California	626
Yosemite (lower) California	400

Carton Sealer For Long Cut Macaroni



CLASS S1 TOP AND BOTTOM CARTON SEALER

---30 DAYS FREE TRIAL---

INEXPENSIVE—HIGHLY PRODUCTIVE

Every variety of long cut macaroni, spaghetti and vermicelli can be sealed in all size cartons at a speed of 25 complete packages per minute.

Bottoms of cartons are glued and partly dried by inserting them between short compression belts, after which they are removed by the operators who fill the cartons with the product and replace the filled cartons on the conveyor belt which travels toward the top sealing unit. Top of carton is then glued and inserted in pressure drier which discharges a tightly sealed and dried carton, ready for packing in the shipping case.

TRIANGLE PACKAGE MACHINERY CO.

39 Cortlandt St., New York

416-420 W. Huron St., Chicago

443 So. San Pedro St., Los Angeles

The Golden Touch

King Midas Semolina

leads in quality because we are able to select the choicest amber durum wheat through our several hundred country elevators located in the heart of the best durum wheat territory. Our new million bushel elevator adjoining our mill enables us to maintain our uniform standard of high quality.

Note the rich, yellow color and even granulation of
KING MIDAS SEMOLINA.



King Midas Mill Co.
MINNEAPOLIS, MINNESOTA

The Macaroni Journal

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

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

SUBSCRIPTION RATES
United States and Canada - - \$1.50 per year
in advance.
Foreign Countries - - \$2.00 per year, in advance
Single Copies - - - - - 15 Cents
Back Copies - - - - - 25 Cents

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

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

Vol. XI November 15, 1929 No. 7

In the Month's Mail

Journal to Russia

A request for a sample copy of The Macaroni Journal comes from faraway Russia which is now known as the United Socialist Soviet Republic. V. V. Lookianoff, Moscow, who is a miller and a milling engineer in the employ of the Soviet government is interested in macaroni making and appreciating the progress made by the industry in America is anxious to get in touch with the makers of the modern American macaroni machinery.

Seeks Macaroni Making Advice

A man in Baltimore who has the capital but who lacks the experience desires to know what the possibilities are for profit in the macaroni manufacturing business. He has been approached by interests which desire to open a macaroni manufacturing plant in that city, but sensibly is investigating before investing.

Not with the idea of discouraging him, facts of the deplorable existing conditions in some sections were divulged.

Standardizing Work

An institution in the Capital City is making a study of the standardizing program for consumers' goods and desires information with respect to the

standardizing work adopted by the macaroni manufacturers of the country, part of a general survey. To obtain this information a series of questions is submitted, all of which is reproduced here for the information of those who may desire to help:

1. Who comprise the membership and what is approximate size of your organization?
2. To meet what problems was your standardization work organized?
3. Just what is the character and scope of your standards activity?
 - a. Standards of quality, construction, nomenclature?
 - b. How did you arrive at these standards?
Did the association work them out, or does it make use of other standardizing bodies? If so, which ones?
4. In what way are the standards made use of by the industry?
Is there a labeling system by which the consumer can tell whether a given package of macaroni has met your requirements?
5. What means are used to enforce the use of standards by members? Are any coercive methods used, or is action purely voluntary?
6. What does the association believe to be the benefits to business from this standardization?
7. In what way does the consumer benefit? I am interested especially in the ultimate consumer. Is there any evidence to show that he profits by lower selling price, for instance?
8. What proportion of your membership complies with the standards?

Macaroni as a Food

By Miss Marion B. King
in the Forecast Magazine

QUESTION: I have heard that macaroni does not contain any bulk, therefore is very constipating. Should we use it or not? My family like it so well, I hate to give it up.

REPLY: I am glad you asked advice before deciding to deprive your family of such valuable foods, for macaroni, spaghetti and noodles are among our most nourishing and easily digested foods. It is true that, because they are almost completely digestible, they do not furnish much roughage, but this is so easily supplied in the mushrooms, tomatoes, spinach, onions and other vegetables which we cook

with them that we do not need to consider the point. It is because they are so high in food value that we can combine them with these vegetables, which have little food value but do have high bulk and water content. If desired, these cereal pastes may also be used in place of potatoes as they fill about the same nutritional purpose. When accompanied by the leafy or bulky vegetables it is all right for them to appear frequently on your menus.

TO-O-O TOOT YOUR HORN!

Doing business without advertising is like winking at a girl in the dark. You know what you are doing but nobody else does.

—Brown Jug.

High Grade Employes Plant-Trained

It is the experience of most macaroni manufacturers that high grade employes are harder to find nowadays than it used to be. Perhaps more is expected of a trained man than formerly.

Do you have trouble filling responsible positions, and yet constantly have to turn away untrained applicants? A great many executives report this to be true, and if the conditions are the same in your business as in hundreds of others it is becoming a critical situation.

There is a story current in industrial circles about a manufacturer who was asked where he was getting his all-round mechanics. "Well," he admitted, "we trained 2, and stole the other 121."

Hiring trained workers away from someone else is bound to be an expensive and unsatisfactory method of getting employes. It works both ways.

There are dozens of big corporations all around the country that have solved the problem of trained help by establishing a training program among their own employes. This has proved to be a measure of economy. Practically without exception they have found that by raising a crop of skilled workers and foremen from their own ranks, they have obtained increased production, greatly reduced labor turnover and consequently increased loyalty to the firm.

WANT ADVERTISEMENTS

Five cents per word each insertion.

WANTED—Position with Macaroni Manufacturer. Thorough knowledge in manufacturing, packing and distribution. No objection to location. Full information regarding experience gladly furnished. Address M. K. W., c/o Macaroni Journal, Braidwood, Ill.

MACARONI BOX SHOOKS

From any grade or color of Southern Woods
you may prefer

Our timber holdings and 11 mills located in

Florida

Alabama

Mississippi

Louisiana

With capacity of ELEVEN CARS of FINISHED MATERIAL
a day and equipped with the most modern dry kilns and saws,
guarantee you PROMPT and SATISFACTORY SERVICE.

We would be pleased to submit our sales plan, samples and prices.

J. C. NICHOLS

Home Office
Tribune Tower
Chicago, Ill.

Eastern Office
123 So. Broad St.
Philadelphia, Pa.
F. H. Goldey, Mgr.

OUR PURPOSE:
EDUCATE
ELEVATE
—
ORGANIZE
HARMONIZE

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

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

OFFICERS 1928-1929

P. J. THARINGER (30) President Milwaukee, Wis.	M. J. DONNA Secretary-Treasurer Braidwood, Ill.	FRANK L. ZEREGA (30) Director Brooklyn, N. Y.
G. GUERRISI (30) Vice President Lebanon, Pa.	JOHN RAVARINO (32) Director St. Louis, Mo.	FRANK S. BONNO (31) Director Dallas, Texas
HENRY MUELLER Advisory Officer Jersey City, N. J.	G. G. HOSKINS (32) Director Libertyville, Ill.	G. La MARCA (31) Director Boston, Mass.
DR. B. R. JACOBS Washington Representative 2026 I St. N. W., Washington, D. C.	WM. CULMAN (32) Director Long Island City, N. Y.	C. B. SCHMIDT (31) Director Davenport, Ia.

The President's Column

Why Such High Insurance Rates?

Most of the states in the Union have adopted laws to compensate employes for injuries sustained during hours of employment. As a means of protection all employers of help have purchased some form of compensation insurance or reverted to self-insurance up to certain amounts. The Macaroni Manufacturing Industry has unfortunately fallen into a high risk class and very high rates prevail. No one in particular is to be blamed for the excessive existing rates on Macaroni and Noodle plants but all of us will be blamed if we permit this condition to continue long as the remedy apparently is in our hands.

Some states have already placed macaroni plants in a lower risk class and many firms in other states have been accorded lower rates because of greatly improved conditions brought about by intensive plant safety, cleanliness and sanitation campaigns inaugurated therein. Why should not every plant in the country enjoy the same privilege?

Mr. David Cowan of the A. Goodman & Sons company, New York city, has accepted the chairmanship of the important Insurance Committee this year. He and his committee will start a survey of the industry and with the help and cooperation of the better manufacturers in the business will, no doubt, shortly offer some suggestions and methods of procedure to bring about a better rating of our plants and lower rates.

The industry can save many thousands of dollars in compensation insurance premiums. No committee or group of officers however, can accomplish this without the assistance of every manufacturer interested in reducing this cost. In fact, the individual manufacturer must not only verbally offer his cooperation but he must, as I view it from the study I have made, set up and operate his own safety organization and provide every possible safeguard for his employes. Here's your opportunity to help yourself, assume greater safety to employes and raise the standard of the industry. Cooperate with and work through the Macaroni Compensation Insurance Committee.

The Secretary's Column

The Recipe for Success

By Berton Braley

It's doing your job the best you can
And being just to your fellowman;
It's making money, but holding friends,
And staying true to your aims and ends;
It's figuring how and learning why,
And looking forward and thinking high.
And dreaming a little and doing much;
It's keeping always in constant touch
With what is finest in worth and deed;
It's being thorough, yet making speed;
It's daring blithely the field of chance
While making labor a brave romance;
It's going onward despite defeat
And fighting staunchly, but keeping sweet;
It's being clean and it's playing fair;
It's laughing lightly at Dame Despair;
It's looking up at the stars above,
And drinking deeply of life and love;
It's struggling on with the will to win,
But taking loss with a cheerful grin;
It's sharing sorrow and work and mirth
And making better this good old earth;
It's serving, striving through strain and stress.
It's doing your Noblest—that's SUCCESS!

The 1930 Convention—When? Where?

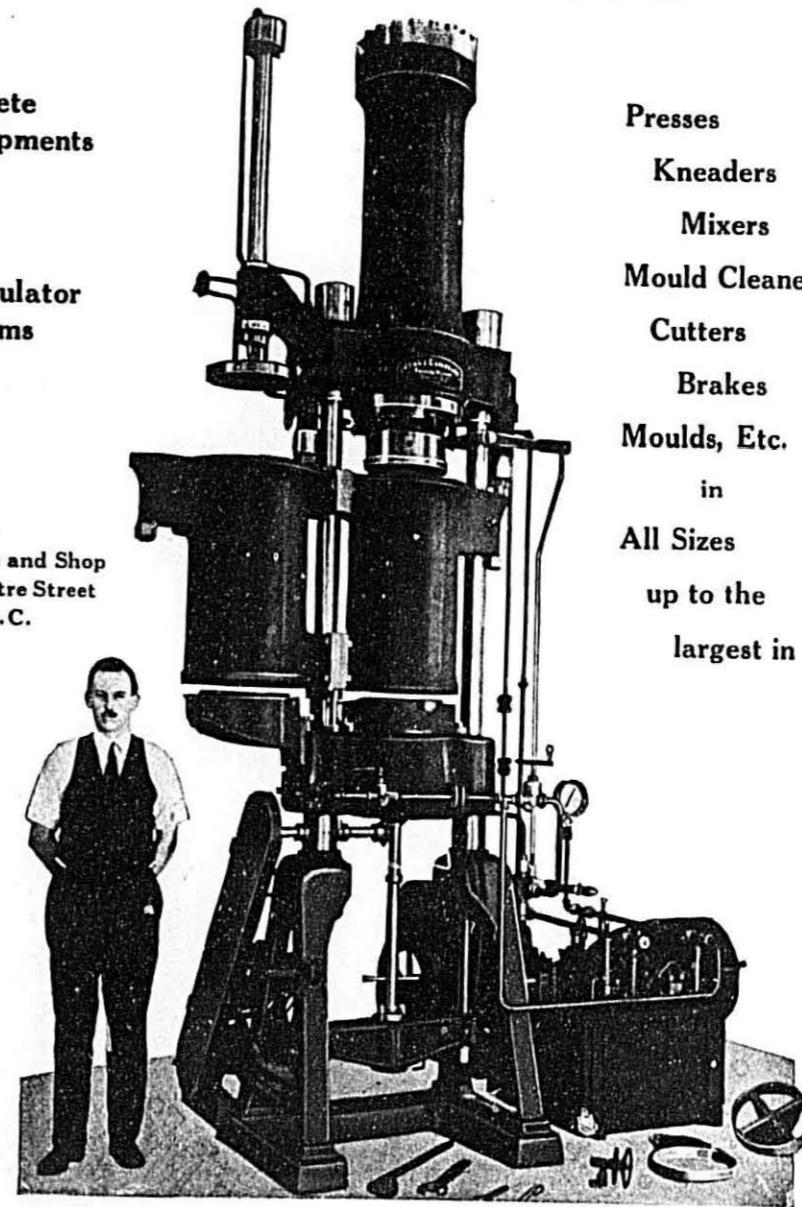
This should and does concern you! So let's have your views and preferences. The directors will be pleased to have your advice and the secretary delighted to hear from you on this or any other subject matter.

JOHN J. CAVAGNARO
Engineers and Machinists
Harrison, N. J. U. S. A.

Complete
Equipments

Accumulator
Systems

N. Y. Office and Shop
255-57 Centre Street
N. Y. C.



No. 222 Press Special

Presses
Kneaders
Mixers
Mould Cleaners
Cutters
Brakes
Moulds, Etc.
in
All Sizes
up to the
largest in use.

Specialty of
MACARONI MACHINERY
Since 1881



Pillsbury's Semolina No. 2, Pillsbury's Durum Fancy Patent—the many macaroni manufacturers who use these splendid products will tell you of their remarkable quality. Your macaroni will have exceptional strength, finest amber color, and desirable flavor—always.

Pillsbury Flour Mills Company

"Oldest Millers of Durum Wheat"
Minneapolis, U. S. A.

BRANCH OFFICES:

Albany
Atlanta
Altoona
Baltimore
Boston
Buffalo
Chicago
Cincinnati

Cleveland
Dallas
Denver
Detroit
Hastings
Indianapolis
Jacksonville
Kansas City, Mo.

Los Angeles
Marquette
Memphis
Milwaukee
Newark
New Haven
New Orleans
New York

Oklahoma City
Omaha
Philadelphia
Pittsburgh
Portland, Me.
Portland, Ore.
Providence
Richmond

Rochester
Saint Louis
Saint Paul
San Francisco
Scranton
Springfield
Syracuse
Washington

