

**THE
MACARONI
JOURNAL**

**Volume 10,
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March 15, 1929

The Macaroni Journal

Minneapolis, Minn.
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Volume X

Number 11



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

Let's Try The Hoover Policy

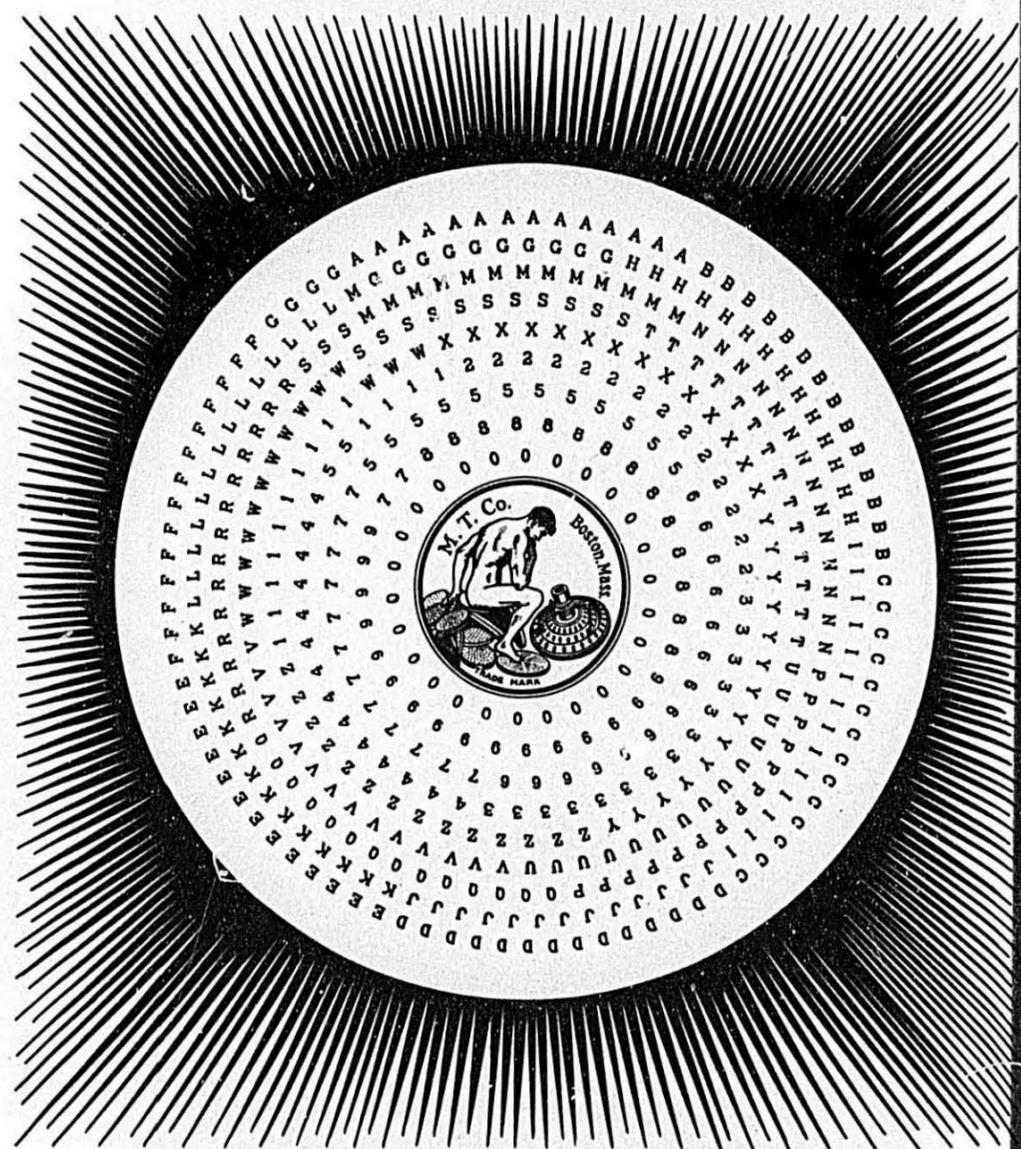
Mr. Herbert Hoover became President Herbert Hoover on March 4, this year.

As we understand it, President Hoover's success, both at home and abroad, has been his unusual ability to get men of conflicting views to COOPERATE for the common good.

This same policy of COOPERATION is likely to characterize his administration.

Macaroni Manufacturers not yet active members of the National Macaroni Manufacturers Association can well afford to take a leaf out of President Hoover's book and apply the principle of COOPERATION more earnestly.

We all appreciate that this is the right thing to do. Let's do it RIGHT NOW!



The Highest Accomplishment
of Perfection in Die Making

Another Product of

MARIO TANZI COMPANY

Mfrs. of Macaroni Dies

348 Commercial St.

BOSTON, MASS.



Right Here---Is Where You Benefit

By Ernest V. Madison

This magazine, in common with other leading American publications, prints an advertising section in each issue.

These advertisements stimulate progress in the *MACARONI* field. Manufacturers advertise the improvement in their product. Other manufacturers are thereby brought to their tip-toes in an effort to equal or further improve.

These advertisements bring a lower selling cost on what you buy. By reaching a national multitude of readers they give to the manufacturer an unrestricted market, larger sales and a lower cost of manufacture. In these days of intense competition manufacturing economies are applied toward a reduction in the selling price.

These advertisements bring equal opportunity to all readers of this magazine, regardless of geographical location. Through them the reader in Oklahoma or Oregon is in as close touch with the field's modernity, as are readers in Ohio and New York.

Advertisements are your friends. Cultivate the friendship of those in *MACARONI JOURNAL* for it is an association that will "get you there."



Our Supreme

QUALITY

makes

New Friends

for

★★TWO STAR★★

MINNEAPOLIS MILLING CO.

MINNEAPOLIS, MINN.

New York Office, 313 Produce Exchg.

Chicago Office, 612 No. Michigan Ave.

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THAT EXPOSITION ITCH

There seems to be a certain almost indescribable lure about fairs and expositions that make business people fall for them, especially those scheduled to be held in foreign countries. During the last century expositions have reached their highest ambitions. They have become so successful that imitations are now rampant.

The original purpose of national and world expositions was to provide opportunities for displaying goods to the people who were attracted to attend from all parts of a district, a country or the world. Perhaps expositions are the outgrowth of the well known European "markets." The same object is still predominant in all legitimate expositions, which should be supported and fostered as a means of bringing together possible consumers and actual producers.

Manufacturers in olden days were proud to be among the fortunate ones who were invited to display their products in district, national or international expositions. It was an honor to be so classed, and a privilege to be allotted display space therein. Awards were coveted as they were made only on quality basis.

Imitators have now entered the field, being attracted by its promise of profit. Overnight there develop fairs and expositions of different kinds seeking to interest different industries. In place of the usual invitation to exhibit, there are turned loose a group of highpowered salesmen whose glib tongued solicitations trap the unwary. The particular exposition may or may not be held at the time or place designated by the glowing word picture, spoken or printed, but awards are nevertheless made, not on the basis of merit but rather on the basis of what was paid by exhibitors. Diplomas, ribbons and certificates of award are cheap and they are readily passed out to those willing to pay for them.

There are still many good, legitimate and worthy expositions scheduled annually by responsible business interests or governments, but that is for the public and the prospective exhibitor to determine for himself. Awards from such fairs are worthy recognition of merit, of quality and of integrity.

Several years ago the National Macaroni Manufacturers Association exposed several "expositions" that annually preyed on the macaroni industry in this country. Through

government and business circles it was indisputably proved that there existed a well organized movement to trim the unwary by distributing exposition honors on the basis of payment alone. The awards proved costly, but empty honors.

The American business man is looked upon by Europeans as one exceedingly rich but gullible. He is considered legitimate prey. They must include the macaroni products manufacturers in this class because within the past few weeks this industry has once more been solicited through a general agency to exhibit products at a series of fairs supposedly to be held in France, England, Belgium, Italy and Spain. It is barely possible that each and every one of the expositions referred to are legitimate and are backed by responsible interests, but manufacturers are warned to investigate with care before arranging for display space.

All of us realize the advantage that can come from award of a Grand Prix, a Gold Certificate, a Silver Medal or an Honorary Diploma from regularly instituted exhibitions. Good use of reproductions of actual awards can be made in the way of illustrations on wrappers, packages, stationery and general advertising, all of which will have a good effect on sales because such an award is usually considered an impartial endorsement of the quality or standing of the article exhibited and honored.

American producers export few macaroni products to Europe and they will find little value in awards made by foreign expositions other than the very big and well known fairs. The American consumer is not greatly influenced by the fact that a product was given a favorable rating at an exhibition in Siberia, Siam or Timbuctoo.

The cost of an exhibit in foreign as well as local expositions is something that must be considered. Is the result worth the expense? Referring once more to the fraudulent expositions exposed several years ago by the National Macaroni Manufacturers association, the cost of exhibiting ranged from \$150 to \$450, not on the basis of space but according to the kind of award the firm was to receive.

This is not to be considered as an argument against all exhibitions but rather as another warning to be careful when and how you exhibit. Macaroni products should be exhibited in every legitimate show on earth but all suspicious fairs should be strictly avoided.

A Bed Time Story for All Good Little Macaroni Boys

By Howard P. Mitchell, Washburn Crosby Co., Inc.

Amid the "Get Better Acquainted Movement" which is being so opportunely promoted by President F. J. Tharinger of the National Macaroni Manufacturers Association—an activity that is both timely and promising—and in which every one interested in the welfare of the Macaroni Products Manufacturing Industry in America should become personally and actively interested—this little bed time story is apropos.

In the Time of King Arthur and His Knights of the Round Table, there was no Hague Peace Conference. Each little Feudal Baron Built himself a Castle on Top of a Hill and Hired as many Men as he could Afford to Defend it.

Presumably the More Hills, the More Barons and their Castles. Each Baron and his Retinue of Cutthroats was Continually at WAR with Each of his Neighbor Barons. It was one Pleasant Time for the Undertakers—They were the Only Boys that Paid Excess Profits Tax on their Incomes.

We still have Plenty of Hills on which are Planted, more or less Impr-ugnible, Barons in their Castles. The Names have been Changed from "Baron" to "Captain of Industry" and from "Castle" to "Macaroni Factory." Instead of Fighting with Sword, Pike and Ballista, they use, "Cut Price," "Low Grade Finished Product" and "Unlimited Credit" as their Weapons. Things haven't changed a bit.

Mighty Few of these Barons pay any Excess Profits Tax. They work and Worry and are Lucky at the End of the Year to Break Even. Their Salesmen are their Standing Army. They are Instructed to take Business at any Cost Away from their Arch Enemies—their Competitors. Their Creed is the Survival of the Strongest and they Live on

Cutthroat Competition. They Congratulate themselves for being Skilled in the Tricks of the Trade.

A Few Years Ago, one of these Barons had a Flock of Trouble. He ran Short of Semolina. He had a Big Contract to Fill and He Was In Dutch. He had to Borrow from his Enemy Competitor although it Broke his Heart—he Did go to See him. The Baron told his Sad Story and was Amazed to Find this Vile Competitor, Almost Human—Really Quite Civilized. Shortly, he was Smoking one of This Gorilla Competitor's Cigars and was Surprised to Find that They had Many Problems in Common. In the End the Baron left, with the Promise of Enough Semolina to Keep him Going till His Supply Arrived. He had a Queer Feeling, one of those Topsy-Turvy-Morning-After things. He had Broken a Sacred Principle—still his Arch-Enemy Seemed like a Pretty Good Fellow. Either his Competitor was Deceit or he was Playing a Trick—Probably the Latter.

This Broke the Ice and Thereafter they Met often. Then came a strike and at About the Same Time, the Prospect of a Tariff Revision. This Brought Some of these Villainous Barons together. There wasn't a Man who would Believe any Other Man Present under Oath, but they Were in Trouble and Each thought he Might Help Himself. Thru Several Meevings they Worked together with Much Suspicion and Some Friction, but in the End the Strike was Satisfactorily Settled and the Tariff was Adjusted to Please them.

By this Time each had Learned that the Others were not Half as Villainous as He had Thought. The Old Uncompromising Spirit of Distrust and Suspicion was much Lessened.

Of course, Some of these Barons, like King Arthur, Knew that Education (Advertising) and Fair Play were the Only

Weapons that Could bring on a Prosperous and Clean Business. These Fellows Worked like Trojans and Maybe their Grandsons will Profit by their Honest Endeavor to Help the Industry.

We Know that Each of these Grandsons will See the Time when All Macaroni Manufacturers will be Brothers. Credit Information and Help or Assistance of any Kind will be Available at All Times. Guess Old Boy Gabriel will sure Blow his Horn when it Comes.

How about Starting this Work: Right Now in This Year of Grace 1929. The National Macaroni Manufacturing Association has its Annual Convention in New York in June. Wonder How Many of those Hill Top Feudal Barons will make Themselves a Promise—and This Is It—"To ATTEND EACH MEETING OF THE CONVENTION—BOTH NIGHT AND DAY—AND to go Into these Meetings with a Free Unprejudiced Mind. My word, wouldn't That Be Wonderful?

Of course, that Thought goes for All Manufacturers whether They Are Members or Not. Don't forget—ALL MANUFACTURERS.

Check at the Door, all your "Old Fashioned Weapons" such as "Cut Price," "Poor Quality," "Long Credits" and Particularly "Hate thy competitor." You will be Thrice Welcome if Fully Armed with "Tolerance," "An Open Mind" and a "Sincere Belief in the Golden Rule."

It's up to You and Each of You as to Whether the Old Feudal Barons way of Doing Business shall Continue—OR—Will the Country have to Wait for your Grandsons to See the Light and Be 100% "Knights of the Round Table." We will Drink a Toast to the Profits of the Future at the Convention.

No other angler has ever been able to beat Jonah's fish story.

How Much Moisture Shall We Remove From Macaroni Products?

By Hugh E. Weightman of the Research Staff of Reynolds Electric Co., Chicago

The question of just how much moisture we should remove from our macaroni products has not been fully realized, as an investigation of various manufacturing plants has disclosed. Since, as will be shown later, the question of moisture removal is linked up closely with manufacturing profits, this in part explains why some manufacturers find their production cost so much higher than that of others.

Heat and power are required to remove moisture, regardless of the drying system employed. As the moisture content of the product is reduced, the cost of removing the remaining moisture becomes greater and greater for each unit of moisture so removed. For this reason only as much moisture should be removed as is necessary to handle the product and prevent mold or other undesirable developments during storage and shipment.

Fortunately, if the moisture be removed down to the equilibrium moisture of the product at ordinary comfortable living temperatures and humidities, the product will not suffer damage. A further advantage is that if weighed in under these conditions, its final weight when purchased for consumption will be the same.

Equilibrium Moisture is that amount of moisture that the product will naturally have when exposed to a given temperature and humidity for a sufficient time to acquire this moisture.

If the product is dried to a point where the moisture is removed below that which the product would hold when marketed, money will be lost, due to 3 factors: the lessened moisture means a greater weight of material used in manufacture reckoned on the dry weight of raw material. The second factor is that of increased cost to remove this additional moisture. Third, if too great an amount of moisture is removed, the product is both fragile and bleached, with a consequent reduction in the quantity of usable goods produced. When conditions reach that of the third factor something is usually done, but many plants lose large sums yearly on account of the conditions given as factors one and two.

When insufficient moisture has been removed the goods lose this moisture in storage and transit. Packaged goods are then underweight, unless a sufficient excess of weight has been allowed at the factory.

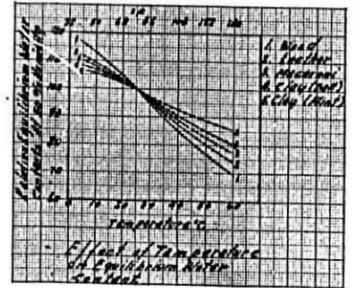
In addition this interchange of moisture between the solid and the air sealed in the container causes a number of disfiguring results that, while not spoiling the product for consumption, gives it a gray dirty appearance, as though it were manufactured under unclean conditions.

While these various defects have been recognized by the trade, their cause has not often been appreciated. To the end that we might know how to determine the limit to which the moisture should

be removed the following procedure has been written:

Determine the Equilibrium Moisture of the product under the usual packing conditions of temperature and humidity in your plant.

Figure 1 is a series of curves of 3 products showing the amount of natural moisture in the products for various humidities, at one temperature (25 deg. C. or 77 deg. F.) This temperature was chosen as that of the average packing



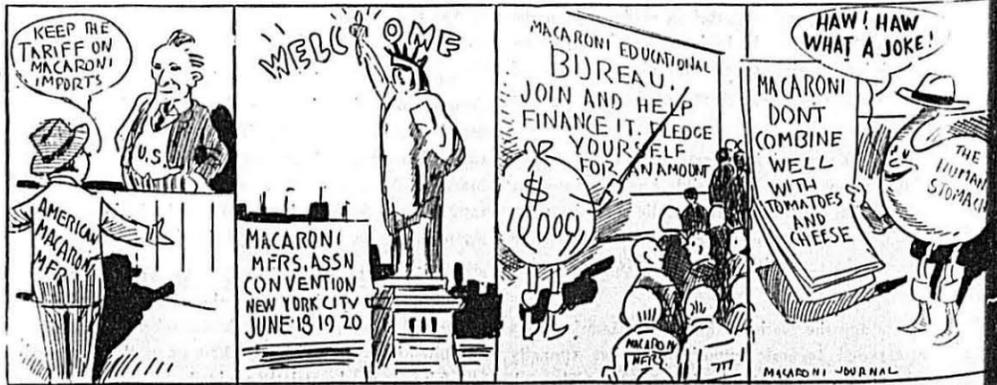
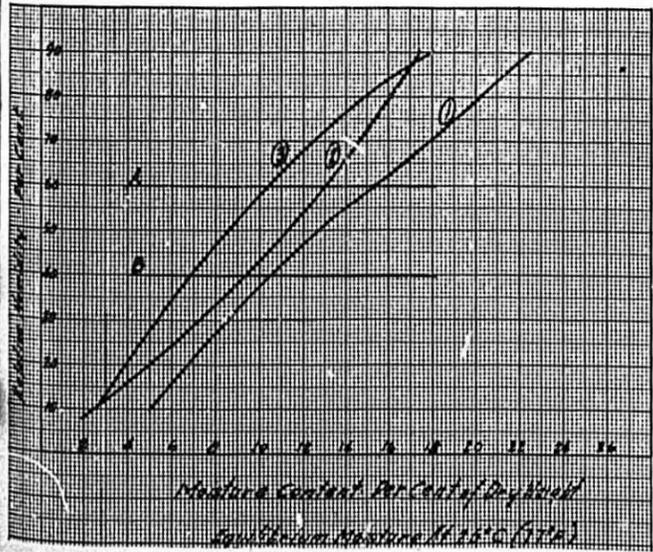
room temperature. The usual humidity of stores and warehouses will vary between that of the lines A and B. From this curve, we are then able to determine what moisture we should have in our product under various packing humidities so that it will be of proper value when placed in stores.

The use of the curve is obvious so no examples of its further use will be given.

For changes in temperature with a given humidity, the amount of moisture will vary also. Figure 2 shows this variation for several materials, including macaroni.

Referring to Figure 1: (1) represents a particular brand of macaroni, (2) another brand and (3) flour. In Figure 2, (1) represents wood, (2) leather, (3) macaroni, (4) and (5) clay. The additional materials were shown in Figure 2, to show how this law applies very closely alike to all classes of solids to be dried.

It will be evident that the amount of moisture to be removed will vary through the year. To keep this constant, attempts have been made to use humidity control but, owing to its great expense and difficulty of control, it has not made very much progress. It is possible to so design the dryer system to work without "manufactured air" and to have an automatic and close control over the drying. However, these are elements of design and outside the scope of the present paper.



International Durum Wheat Situation

World durum wheat production in 1928 appears to have increased much more in comparison to 1927 than the world crop of all wheat. Preliminary estimates indicate a total durum crop for the important producing countries outside of Russia of about 235 million bushels. This is an increase of 25% over the 1927 estimate of 189 million bushels and indicates the largest world crop on record. The totals, as given above, include estimates for the United States, Canada, Italy, Algeria, Morocco and Tunis. France and Spain also produce some durum wheat but as far as can be determined not in large enough amounts to change the trend of world production significantly. Increases have occurred in all of these countries except Morocco where the total wheat crop is smaller than in 1927.

Durum production in the United States, now the world's most important producer except Russia, is estimated at 98 million bushels compared with 80 million last year. Production in the 4 principal producing states is 93 million bushels compared with 79 million in 1927. Italy, which ranks next in importance and until recent years was a bigger producer than the United States, has a 1928 crop roughly estimated at about 57 million bushels, or about 40% greater than in 1927. In Canada durum has been coming rapidly in favor in recent years, and production as indicated by inspections of Canadian grain has risen from 88 thousand bushels in 1919 to 15 million bushels in 1927, while 1928 gives promise of a 25 to 30 million bushel crop. No estimate is available on Russian durum production but reports of the total wheat crop have been unfavorable in the important durum producing regions and it is believed that there will be no exportable surplus of durum.

Foreign trade of the United States in durum wheat has been brisk in spite of the large crop in other countries. Our exports for the first 6 months of the current year amounted to approximately 30 million bushels compared with less than 22 million in the corresponding period of 1927. There have been only 3 years since 1919 when United States durum exports for the entire crop year of 12 months have been greater than 30 million bushels. In 1920 exports amounted to 31.9 million bushels; in 1922 they were 43 millions and in 1924 nearly 34 millions. In addition our net

exports of macaroni, spaghetti, vermicelli and similar products for the first 6 months this year have equaled 3,868,000 lbs., an increase of more than a third over the net shipments in that period of 1927-28, our year of heaviest exports up to the present time.

Algeria, which ranks second among exporting countries, had not in the first 3 months of the current year maintained last year's volume of durum exports, and there are no indications of any exports from Russia. Early reports from both Italy and France show larger imports than for the corresponding periods last year. French imports through November 30 were nearly twice as large as in that period of 1927-28.

Durum prices so far this season have been low following the heavy production, but have not been as low as in 1922-23 when the United States durum crop was nearly as large as this year. Durum prices have not, however, fallen as much from the levels of 1927-28 as have the prices of hard winter wheat (which is representative of our most important export wheat) and not quite as much as No. 1 northern at Minneapolis. A simple average of the monthly weighted price of No. 2 amber durum at Minneapolis in the 3 heavy marketing months September-November, is 110c for 1928 as against 126 in 1927 and 103 in 1922. No. 2 durum at Minneapolis in this pe-

Heads Win?

O. H. Cheney, speaking before the Grocery Conference at Louisville last month, said that competition has become so keen that about all a man can hope to do nowadays is to "win by a head"—and that if he hasn't the head he can't win.

It's up to us in the Macaroni business, who undoubtedly have heads, to use them!

More than one third of the consumer's dollar is spent for food. What foods is she buying? Macaroni and Spaghetti and Egg Noodles? Yes, a little! But altogether too little! She is spending that third of her dollar very largely for foods about which she has been told. She doesn't always know it, but she is being sold a lot more than she is buying.

How long would an individual business last which opened its doors and waited for orders to come in without

riod averaged 101c in 1925, 120 in 1927 and 92 in 1922. No. 2 amber in the 3 heavy marketing months averaged only 13% below those months last year and No. 2 durum averaged 14% below. The monthly prices of No. 2 hard winter at Kansas City in the 3 months August-October averaged nearly 18% below 1927. The average of No. 1 northern wheat prices at Minneapolis for the months September to November was 17% below 1927 in spite of the crop of hard red spring wheat being slightly smaller than last year, the price evidently being forced down by the influence of the large hard spring wheat crop in Canada, as well as by the large crop of other United States and foreign wheats.

The amber durum price rose 17c in January to an average price of 127c. This is 105% of the price of No. 1 northern at Minneapolis, which is considerably above the usual range of 85 to 98%. The only year when amber durum prices were consistently higher in relation to No. 1 northern than this usual range was 1926-27. In that year it averaged 106% of No. 1 northern. The relatively high price of No. 2 amber durum this year is due primarily to the scarcity of the high quality durum wheat. Though No. 2 amber durum in January averaged 5% above the price of No. 1 northern spring as compared with nearly 4% below in January of 1928, all subclasses and grades of durum averaged 14% below all subclasses and grades of hard red spring wheat in January of this year as compared with less than 10% below in January of 1928.

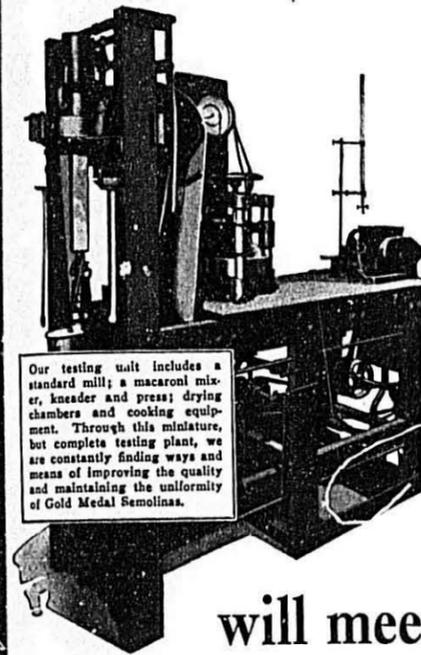
By R. B. Brown, Chairman Macaroni Publicity Committee, N. M. M. A.

sales effort? Not very long, and yet isn't that about what we are doing in the Macaroni industry, when we consider our product in competition with other foods?

It's no longer a matter of choice. If we are going ahead as an industry, we've got to take our story to the consumer in some form or other.

Let's think it over! Let's use our heads!

Fire Destroys Scarpelli Factory
The Scarpelli Brothers macaroni factory in Spokane, Wash., was burned in a spectacular fire on February 12 causing a damage estimated at \$25,000. The extreme cold handicapped the firemen who attempted to subdue the flames and who prevented the spread of the fire only by superhuman effort. The loss was fully covered by insurance.



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

*Our testing plant is complete—
even to miniature macaroni-making
equipment. That's why
we can say*

Gold Medal Semolinas will meet your rigid requirements

OUR years of experience in the manufacture of semolinas have taught us that a chemical analysis of durum wheat does not go far enough.

While it is absolutely necessary, it does not tell us all we should know about the wheat. Therefore, we decided several years ago to secure the additional information through the installation of special experimental equipment. In our miniature "semolina mill" samples of wheat are made into semolina and then go through practically the same process as does the commercial semolina in a commercial macaroni factory.

By means of these tests we have constantly improved the

quality of Gold Medal "Tested" Semolinas and met the demands of manufacturers regarding such physical characteristics as color, strength, granulation, cleanliness, and cooking quality.

The continued success which manufacturers of macaroni products are experiencing through the use of Gold Medal "Tested" Semolinas is positive proof to us that our conscientious efforts to constantly improve the quality of our semolinas is well worthwhile.



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

GOLD MEDAL SEMOLINAS

"Tested"

WASHBURN CROSBY COMPANY

General Offices: Minneapolis, Minn.

Millers of Gold Medal "Kitchen-tested" Flour

Story of Grinding of First Durum Wheat Semolina in U.S.A.--At Oakes, N.D.

It is believed that the first durum wheat semolina was made in a small mill at Oakes, N. D. A reproduction of the photograph of the mill was obtained recently and it will be of interest to readers of this journal to see this picture, also another of the mill crew, and to learn something about when the manufacture of durum wheat semolina began.

The first Kubanka durum wheat was sent into North Dakota in 1901. Practically the entire crop raised that year was distributed for seed but a small mill at Milnor, N. D., began grinding this wheat in the fall of 1902. The product was a so-called Straight run and not semolina. The flour was bolted through coarse cloths, Nos. 7 and 8, with the flour streams ground down and bolted through 10 and 11. This product was used by a few of the macaroni manufacturers and found superior to the hard wheat flour.

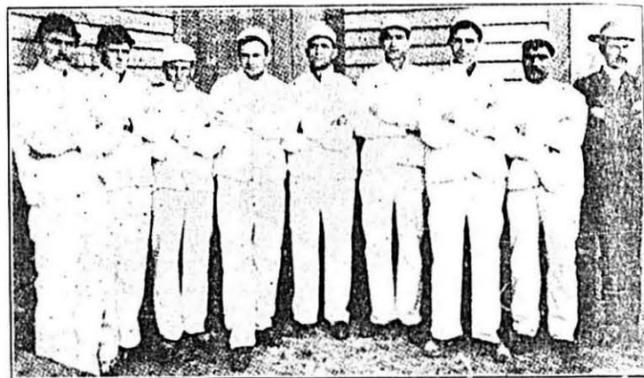
The mill at Oakes first began in 1903 grinding this Straight run of durum coarse flour and shortly at the request of some of the macaroni manufacturers began making the semolina. Comparatively a small percentage was made and the remainder of the product sold as Durum Straight Flour. This flour product contained a great deal

of the fine sharp stock and was very much the same as the straight run, for only a small percentage of semolina was taken off, not all of the No. 2 middlings.

The durum wheats distributed by

seemed to mill out in a product with bright, pale amber, or cream color, whereas the product made from the Arnautka was a pronounced yellow butter like color.

In 1904 the rust in North Dakota



Crew which operated Oakes Milling Company plant at Oakes, N. D., picture taken twenty-two years ago, showing eight white uniformed millers, and manager

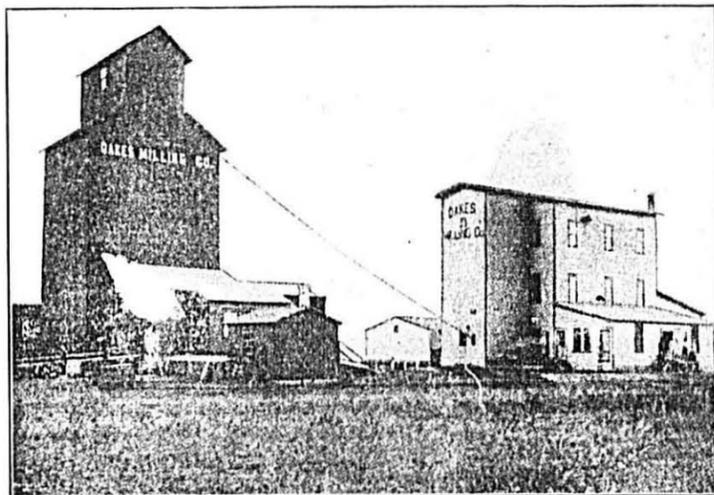
the Agricultural Department, Arnautka and Kubanka, were pure strain and much better in quality than these wheats at the present time.

The Kubanka proved most satisfactory for it was easier to mill. Not quite so hard as the Arnautka, and

did extensive damage and seemed to attack the Kubanka wheat more severely than the Arnautka. It was difficult to obtain desirable seed of the Kubanka in the spring of 1905 but there was a considerable quantity of both these wheats harvested that year so that there was an oversupply. It is a question whether or not the Kubanka has ever turned out as well as it was rusted and it has been said that macaroni made from the Kubanka wheat grown in 1903 was even better than it is possible to make from the highly refined semolinas that have come as a result of years of study and experiment in the manufacture of these products.

There was a strain of durum wheat commonly known as Goose Wheat that must have been brought to the country long before the Department of Agriculture, through Mr. Coulton, located the high grade durum wheats in Russia and brought them into this country.

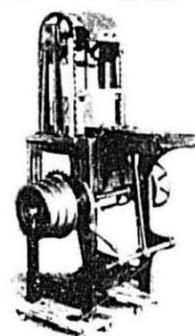
There is still some of this Goose Wheat type grown but it has never proved satisfactory for making high grade semolina and usually finds its way into durum wheat mixtures for export shipment.



View of mill at Oakes, N. D., where first durum wheat semolina was ground. Oakes Milling Co. plant, buildings A and B

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

Cheese Flavoring Whets Macaroni Appetites

The Italians being the world's heaviest consumers of cheese and macaroni products are considered authorities on both these nutritious foods. To them macaroni and cheese is a natural combination.

All cheese does not blend properly with macaroni and spaghetti. To enable macaroni manufacturers to recommend the proper cheese to please different appetites, one of a series of articles on Italian cheese taken from "La Rivista Commerciale Italo-Americana," the official organ of the Italian Chamber of Commerce of New York city, is herewith presented.

PART III

Caciocavallo Cheese

Caciocavallo cheese is made from either whole or partly skimmed cow's milk. Sometimes it is made from cow's and sheep's milk combined. It is so called, literally meaning "horse cheese," although of course no mare's milk or trace of it, is or could be used; but because of the imprint of a horse's head on the coat-of-arms of the city of Naples, which used to be so stamped by municipal authority on the cheese that came up to the standard required. The original home of this cheese was southern Italy, but it is now made extensively in northern Italy as well. The latter, owing to the larger supply of milk, has become in fact today the main source of supply of this cheese, typically southern, the ripening of which is often finished in the south, although the cheese is made in the north of Italy.

Caciocavallo is shaped somewhat like a bowling pin or like a beet with a constriction near the top or head, where a string is tied around the cheese for hanging it up. The forms are usually suspended in pairs from the ceiling where stored, and are sometimes slightly smoked. The surface is rubbed with olive oil. The loaves weigh on an average 4 lbs. and are usually packed in cases containing 30 loaves in as many sections.

The process of manufacture of Caciocavallo is very laborious. The curd is cut very finely and sometimes allowed to ferment for 24 hours, when it is heated by means of very hot water, or more commonly hot whey, and subsequently worked by hand in the hot whey until all of the whey is expressed and the curd becomes homogeneous and capable of being drawn out into long threads. It is then molded into any desired shape, which requires skill and experience, and after salting by immersion it is suspended to horizontal poles to dry and ripen, which requires about 10

months before the cheese is fully developed. When mature, it should be creamy white in color, compact in texture, free from holes, consistent enough to be eventually fit for grating besides table use, and with a slight piquancy in taste. It is sometimes eaten while comparatively fresh but is more frequently kept for months and then grated and used for flavoring macaroni and similar foods. A considerable quantity is imported regularly into the United States, where it is also manufactured, but the domestic imitation has never attained

the standard of quality of the imported, which is demanded for its superior, unsurpassed quality. It is supplied to retailers at about 34-46c per pound, and sold by the latter to consumers at about 50-60c per lb.

It pays duty at the rate of 25%, a rate entirely too high, especially considering in this, as in the case of its kin "Provone" and of "Roman" and "Parmesan" cheese, the popularity of their use, and the fact that they are not produced in this country either at all, or of the quality required by consumers.

"SEE YOU ON BROADWAY"

The byword of the progressive macaroni manufacturers for the next few months will be "SEE YOU ON BROADWAY IN JUNE." You are asked to adopt this byword and use it when parting with FRIEND MACARONI MAN.

New York City's Broadway beckons!

The Eastern Manufacturers invite!

The National Association welcomes!

The Industry needs your cooperation!

So start now to arrange your business so that you will without fail be in New York city for the Annual Conference of the Macaroni Products Industry of America on June 18, 19, and 20, 1929.

Be there on business or be there for pleasure, but BE THERE.

Surprises in Food Study

The average housewife who has during the past few years learned for the first time how important a part food plays in our lives is due for many surprises as she studies foods and their results. Really they may almost be termed "shocks" rather than surprises.

Down through the ages have come some of the most ridiculous sayings imaginable regarding certain foods. We have been told that tomatoes produced cancer; that certain fruits were acid; that an orange was heavy at night and even that an ounce of candy will produce a pound of fat.

All ridiculous—every single one! Tomatoes are exceptionally healthful; prunes and large plums are the only common fruits that do not have a decided alkaline reaction; an orange is really a cure or preventive for acidity . . . and as for the last statement, which has to do with candy, here is a quotation from Dr. Louise Stanley, chief of the bureau of home economics of the U. S. Department of Agriculture, that should suffice:

"Eating a few pieces of candy a day by a normal person is a safeguard against eating a large quantity of the more fattening foods. The rational way to diet is to learn what your body requires and to eat smaller portions of food containing essential body building as well as energy foods. Those who attempt to lose weight too rapidly by the 'starvation method' should beware of depriving the body of health maintaining elements. A small amount of sweets is quickly assimilated and will provide energy and relieve fatigue. In order to insure what is known as the fashionable figure many women and especially young girls have starved themselves into a slimness which has undermined their strength and lowered their resistance to fatigue, which is a frequent forerunner of disease."

Mr. Miller—My wife is so tender-hearted she won't whip the cream.

Mr. Smith—That's nothing; my wife won't beat the carpets, and tears come to her eyes when the onions are skinned.—Tit-Bits.

March 15, 1929

THE MACARONI JOURNAL

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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.



G rins Smiles Chuckles

A Tonic for Business Worries



Badly Needed by Some Firms

Macaroni Maker—"Does your wife have enough mechanical ability to drive a car?"

Noodle Puncher—"No, she merely furnishes the executive ability."

Good at Figures

Jim—How far is it from your left ear to your right ear?
Jam—One Block.

J. L. T.—Association Member.

For Winter Drivers

This tombstone is for Jimmy Price,
Who drove his car on slippery ice;
He tried to stop upon a slope
Released his clutch! Crash! Bang!
No hope.

Back Handed Compliments

A man entered a court and complained to the magistrate of his son's bad conduct.

"Have you reprimanded him?" said the magistrate.
"Repeatedly," the man replied, "but he won't listen to me. He takes the advice only of fools. Perhaps you will speak to him, sir."

"How Much"—Not—"How Little"

Mr. Editor: You will forgive me for sending this anonymously but I fear I might lose some friends if I were too outspoken. We all appreciate the value of the work being done by the Macaroni Educational Bureau. We all realize that it is up to ourselves to support and finance the work, BUT when one notes the reluctance of the majority when it comes to "ponying-up" the cash needed, can you blame me from being reminded that perhaps there is some truth in the statement that there is a change in the kind of people who manufacture macaroni products. From Italians to Italian-Americans or Americans of all kinds. My contention is that there must be a lot of Scotchmen in the business. Let this story speak for itself:

A lady soliciting for a charity fund approached a Scotchman and handed him a card with the inscription:

"Charity Fund—Give Till It Hurts."

The Scotchman read it, then with tears of grief in his eyes handed it back to the fair solicitor.

"Lady," he said brokenly, "The verra idea hurts!"

Moral—Don't be Scottish, meaning "tight" in your contribution to the Macaroni Educational Bureau Fund. Liberality in this will pay good dividends.

— L. T.—Association Member.

Macaroni

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

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.

Nothing can be much more flattering to a writer on technical subjects than to have a letter from a real expert, pointing out an inaccuracy of statement in some article. I have just had such a letter and confess to this feeling of exaltation.

Recently, there was released an article of mine relating to "Macaroni." M. J. Donna, secretary of the National Macaroni Manufacturers association, was good enough to write me regarding certain inaccuracies in it.

I greatly appreciate this cordial letter.

May I suggest to others of my readers that whenever something appears in my writings that is not exactly correct, I shall take it as a personal favor if you will write me about it.

The proofreaders are so unfailing in their efforts that it is rare indeed for misprints to occur. But a mistake did appear only today in one of my health articles. I was made to say something about "otitis medio catarrhal chronica." Of course what I wrote was "otitis media catarrhalis chronica," quite different from what was printed.

I don't mind this particular mistake because only the doctors would detect it. They would understand and it isn't important anyway. But in writing about foods and attempting to convey information to the layman, I desire to be absolutely right.

Mr. Donna tells me the raw material

used in making macaroni is known as "Semolina." It is made from spring wheat, not winter wheat.

After much experimentation the macaroni manufacturers decided against the use of whole wheat semolina. It was tried repeatedly and found unsalable.

It is believed by the industry that in its granular form, semolina has practically all the important elements of nutrition. There can be no doubt that macaroni is one of the best of the energy producing foods.

The wheat from which macaroni products are made is rich in gluten, high in vegetable protein and possesses the minimum of starch. It carries phosphorus, an important mineral substance.

It is gratifying to be assured that the American made macaroni products are manufactured under the best of sanitary conditions. They are guaranteed as to their purity and excellence.

Macaroni products are palatable. They are easily assimilated. Because of their excellence they deserve the popularity they have held for so many years.

A Strong Dependable Durum Semolina for Macaroni Manufacturers who Realize that Quality is the Surest and Most Permanent Foundation on which to Build a Bigger and Better Business

Use



QUALITY

SERVICE

There Is No Substitute For Durum Semolina

KING MIDAS MILL COMPANY
MINNEAPOLIS, MINN.

Write or Wire for Samples and Prices

No. 2 SEMOLINA

STANDARD SEMOLINA

No. 3 SEMOLINA

"Call It Macaroni"

Yankee Doodle went to town
Riding on a pony
Stuck a feather in his hat
And called it macaroni

How the children of each succeeding generation have puzzled over that—wondering why he should call a feather macaroni! Did you ever hear the explanation? Here is the story. Years and years ago, long before Columbus discovered America, macaroni had become so popular in Italy that Emperor Frederick II in the 13th century coined the name macaroni from "Marcus," meaning "divine dish."

In the 14th century macaroni was introduced into England and became so popular there that a slang expression developed, using the word *macaroni* to mean *excellent*. If they wanted to say any thing was elegant or excellent they said it was *macaroni*—just as you may have heard your boy or girl say "This is keen."

About the time of our Revolutionary war there was a group of young dandies in London called Macaronis. They were the fops of that period and adopted the title of Macaroni because it signified elegance. So, when Yankee Doodle called his feather "macaroni" he was assuring himself that it was elegant.

Perhaps most of you will feel that it is strange to think of macaroni as an elegant dish, but I hope you'll remember Yankee Doodle while I give you some recipes today for some marvelous macaroni dishes. You will find them appropriate to serve when you entertain and they will live up to the old time reputation of macaroni.

We have talked about macaroni and spaghetti for one dish meals, and as wholesome nutritious food for children, and as excellent to use for appetizing combinations made with leftovers, but we haven't said much about its possibilities as an aid in entertaining.

After we decide to have a party or luncheon and invite our guests, the next step is to sit down and try to think of something a little different and unusual that we can serve. We want it to be something that will give a touch of elegance to our menu.

Do you remember the recipe for Macaroni Mousse which I gave my radio listeners 3 years ago? Macaroni Mousse with mushroom sauce has been served at luncheons and bridge parties in homes all over the country. I know it has, because so many of you have written me that you made it when you were entertaining and that your guests were crazy

about it. Macaroni Mousse is delicious. Who knows, *perhaps* it is the dish that Emperor Frederick was thinking of when he called macaroni "The divine dish." If you are one of those who have never tried it for a special party dish, I hope you will send for the recipe and serve it the next time you invite friends in for luncheon or supper. It fits itself into almost any menu. It is good with just celery, olives and rolls, and a dessert, if you are having people in for afternoon or evening. It is also a marvelous main dish for a luncheon menu. You can add a hot vegetable and a salad—and your main course is complete. The mushroom sauce adds a great deal, not only in flavor but in food value. I have never known anyone to eat it who didn't want to have it again. It seems to appeal to all tastes and is a delicate dish but at the same time nutritious and satisfying. With Lent just begun, Macaroni Mousse with mushroom sauce seems ideal for a party dish.

There is another macaroni dish especially delicious and delicate which I want to give you for the first time today. It is called Macaroni with mushrooms and veal, and has many of the advantages of the Macaroni Mousse, although it is not a so-called Lenten dish, because it does contain some meat. The recipe was given me by the very able chef of the Athletic club in one of our large cities. He used it as a special luncheon dish and said that after people had eaten it once they always inquired for it again. At the club it was served in individual shallow casseroles, and you can serve it that way for your luncheons if you have the individual baking dishes.

Let me give you the recipe. It doesn't have a fancy name, but is just called MACARONI WITH MUSHROOMS AND VEAL.
 1/2 lb. elbow macaroni (1 cup)
 1/2 lb. fresh mushrooms or 1 cup canned mushrooms
 3 tbs. butter
 3 tbs. GOLD MEDAL kitchen-tested flour
 1 cup light meat stock (1 chicken bouillon cube dissolved in a cup of boiling water gives good flavor)

2 cups milk
 1 tsp. salt
 1 cup cooked veal or chicken cut in small pieces
 Buttered bread crumbs.

Cook macaroni in boiling salted water until tender, about 20 minutes.

If fresh mushrooms are used, and they are preferable to the canned mushrooms because of their flavor, wash, peel and cut them up.

Leave a few whole to be placed on top of the dish.

Broadcast by Betty Crocker Over Chain of 12 Radio Stations February 15, 1929

Brown the mushrooms in the butter for about 10 minutes. Remove mushrooms and add flour to browned butter. Stir until smooth.

Add meat stock, then milk, and cook until smooth.

Add salt, meat and mushrooms to this sauce.

Place a layer of cooked macaroni in a shallow baking dish.

Cover with the creamed meat and mushrooms.

Add another layer of macaroni and pour remaining sauce over.

Dot with the whole mushrooms.

Cover with the buttered bread crumbs.

Place in a moderate oven 350°, and bake 15 minutes.

This amount will make 6 generous servings.

You see it is really a very dainty and delicate main dish for luncheon or a buffet supper. Although the fresh mushrooms probably give a more delightful flavor, many of you may not have the fresh mushrooms available or may consider them expensive. In that case I suggest the canned mushrooms, and those designated as stems and pieces. They are just as good in quality but are cheaper than a can of whole button mushrooms.

Macaroni is very easily digested. The hostess who plans a delicious macaroni dish when she entertains is therefore very wise, because there are usually rich foods in the menu and it is an advantage to have as the main dish a food which is easily and completely digestible. Another advantage is the ease of preparation. There will be no potatoes to peel and no meat dish to cook if you use the right sort of a macaroni combination. It will contain such a good balance of the protein and carbohydrate elements that you will not need a separate meat or potato dish. The actual cooking of macaroni is also very simple and the results satisfying both to hostess and guests.

Big Plant in Vancouver

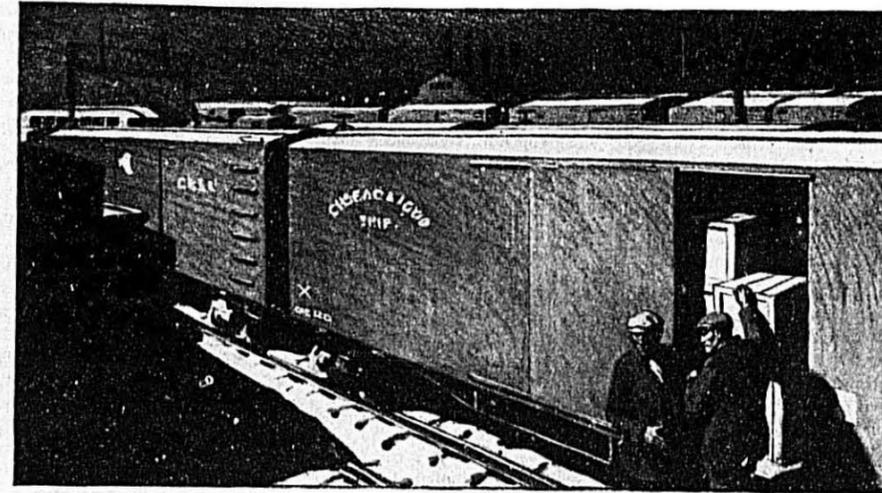
The Italian-Canadian Macaroni Co. has been organized with an initial capital of \$75,000 for erecting a large manufacturing plant in Vancouver, B. C. The work of construction and equipment is well underway and the building should be ready to start production late in April or early in May. According to the meager information available, a plant with a daily output of from 7000 to 8000 lbs. of macaroni products is the aim.

March 15, 1929

THE MACARONI JOURNAL

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When Thieves are Prowling



you need Fivefold Protection*

MIDNIGHT . . . a railroad siding . . . black clouds racing across the sky . . . a door slides slowly back . . . thieves are prowling!

Your merchandise? . . . Was it in that car? . . . How many customers will receive "light" boxes? . . . How many claims will you have to fight?

Thieves do not discriminate. Railroad wrecks, rough handling, sudden storms can't be controlled. You can be sure your goods are properly packed for shipment. You owe it to yourself to protect them from the time they leave your shipping room until they land, safely, on your customers' shelves.

Fivefold Protection!—Good Wooden Boxes—gives you the assurance that your goods will be delivered in perfect condition.

Every day manufacturers find that Fivefold Protection* is the safest, most economical way of shipping their goods. You, too, should investigate this logical way of protecting yourself.

The Wooden Box Bureau maintains a competent staff of packing engineers and designers to assist manufacturers with any problem relating to the packing, shipping and protection of their merchandise.

This service costs you nothing, places you under no obligation. If you are confronted with any problem of this nature, no matter how small or large it seems to be one of these experts will be glad to call on you. These men will tell you all about Fivefold Protection.*

Clip and mail the convenient coupon—before you do anything else—it may save you money.

* FIVEFOLD PROTECTION

Good Wooden Boxes to safeguard you 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, Dept. 5154
Chicago, Ill.

Gentlemen: We are interested in Fivefold Protection* and would like to have one of your engineers arrange to call.

Name
Company
Street
City State



WOODEN BOX BUREAU

of the National Association of Wooden Box Manufacturers and of the National Lumber Manufacturers Association · Chicago, Ill.

Macaroni Pudding Recipe a Prize Winner

Prudence Penny of the New York American Prudence Penny Home Bureau appreciates a dainty and satisfying dish when offered for her attention. Recently this expert home and diet adviser awarded first honors to Mrs. J. Thornton of Brooklyn, N. Y., who submitted, as Prudence Penny states, "an unusual recipe for macaroni pudding which captures first prize in my 'Daily Dollars for Recipes Contest.'" The recipe is a very good one except that it calls for a very limited quantity of food. It is given here with proportional increases in the various ingredients.

Macaroni Pudding

Boil a quarter pound of elbow macaroni in a quart of milk for about a half an hour. Salt slightly. Thicken with a pudding dish and beat up 2 eggs. Add 3 tablespoons of sugar to the boiled macaroni, then cool slightly. Now pour in the egg and mix well. Grate a little nutmeg on the top and bake the pudding very slowly until the top is a delicate brown.

Macaroni Salad Recipe

In the same contest a macaroni salad recipe was made by Mrs. Lilly Brown of Fort Lee, N. J., which was awarded hon-

orable mention. The winner called her salad "The Covered Wagon," and judging by the fanciful way she serves it, it is certainly entitled to that name. The recipe follows:

The Covered Wagon

Boil a half pound of elbow macaroni in plenty of salted water for 10 minutes; drain it and let it cool.

Put a quarter of a pound of ham, a small bunch of celery and 3 small sweet green peppers through the grinder; mix it with the macaroni and add a small bottle of pickle relish, a little mayonnaise dressing.

Now you boil 4 carrots, cut round about an inch thick, drain and cool.

Now for the Covered Wagon effect: Heap the salad on a lettuce leaf, then take each piece of carrot, stick a toothpick through it and pin the carrots to the salad, 2 on each side, to represent the wheels of the wagon. Two animal crackers in front will serve nicely for the customary horses; cover the top of the salad with stuffed olives (you have to cover it rather solidly to get the effect); put saltines on top of the olives, and there you are. Each salad can be made on its individual plate to add to the idea.

Patents and Trade Marks

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

PATENTS

Macaroni Press

The Consolidated Macaroni Machinery Corp. of Brooklyn, N. Y., was awarded patent rights on an improved macaroni press on Feb. 26, 1929. The patent is No. 1,703,513. The designer of the improved press was Joseph DeFrancisci of Brooklyn who filed an original application for a patent Oct. 31, 1924. When he became an employee of the Consolidated Macaroni Machinery Corp. by merger a new application was filed Aug. 21, 1925 and was given Serial Number 51,564. The macaroni press now patented is officially described as follows: In a motor for a press, a pressure

cylinder and a plunger, a cylinder head provided with a depending flange spaced relatively to the cylinder and forming a space for a packing which is exposed to the pressure of motive fluid, a pressure head seated within the cylinder and producing a chamber within which the pressure of motive fluid is adapted to be built up, said pressure head having an inlet port to the pressure cylinder, and means for supplying motive fluid to the pressure chamber.

TRADE MARKS

Trade Marks Applied For

Six applications for trade mark registration were made. All objections to these trade marks for use on macaroni products must be made within 30 days of date of publication.

Elk Lick

The private brand trade mark of The Stevie & Meredith Co., Springfield, O., for use on groceries including macaroni and noodles. Application was filed Sept. 7, 1928 and published Feb. 12, 1929. Owner claims use since Jan. 1, 1913.

The trade mark is the trade name in heavy type.

Eviunis

The private brand trade mark of A. G. Thusis, "Cristallo," Switzerland, seeking registration in the United States for use on a variety of products including alimentary pastes. Application was filed March 22, 1928 and published Feb. 19, 1929. Owner claims use since January 1928. The trade mark is the trade name in heavy type.

A second trade mark bearing the same name, facts, etc. shows in addition to the trade name the figure of the goddess Ceres in a kneeling position offering a plate of food which is held in the extended right hand.

United Superior Brand

The private brand trade mark of Daley's Inc., doing business as Economy Wholesale Grocers, Los Angeles, Calif., for use on groceries including alimentary pastes. Application was filed June 13, 1928 and published Feb. 26, 1929. Owner claims use since July 15, 1914. The trade mark is the trade name in heavy type. The descriptive words "Superior" and "Brand" are disclaimed apart from the mark as shown in the drawing submitted with the application.

Extra Sublime

The trade mark of the Cumberland Macaroni Mfg. company, Cumberland, Md., for use on macaroni products. Application was filed Nov. 30, 1928 and published Feb. 26, 1929. Owner claims use since May 1, 1927. The trade mark appears across the lines forming a diamond laid horizontally.

Home Plate

The private brand trade mark of Scott-Mayer Commission Co., Little Rock, Ark., for use on groceries including spaghetti, noodles and macaroni. Application was filed Nov. 30, 1928 and published Feb. 26, 1929. Owner claims use since Nov. 8, 1916. The trade mark is the trade name in heavy type.

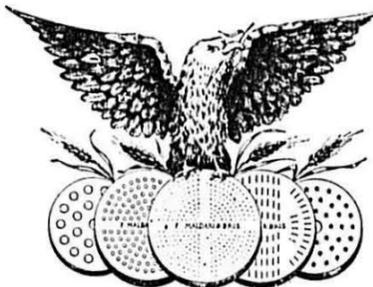
Aunt Sarah's

The trade mark of the Traticanti Brothers, Chicago, Ill., for use on alimentary paste products. Application was filed Jan. 7, 1929 and published Feb. 26, 1929. Owner claims use since October, 1927.

The trade mark shows a neatly attired, aged housewife in the act of making noodles in the old fashioned way, of rolling out the dough. Dishes containing the ingredients are also shown on the table, on a drop leaf of which appears the words "Just like home."

Two Times Ten Are Twenty- and then You Add the Seven

Yes, Sir, . . . In 1901 . . . during Teddy Roosevelt's first term . . . there weren't very many large manufacturers of macaroni then in America . . . you see that was 27 years ago . . . the house of F. Maldari & Bros. Inc. was founded . . . and the first Maldari Insuperable Macaroni die was made.



These years have brought youth to the house of Maldari—you might say it is 27 years young. It is abreast of the times. It is constantly looking for ways to improve its dies. It is constantly adding new machines and equipment either to make a better die or to produce them more economically for our customers when such economy can be obtained without sacrificing our high standard of quality.

Twenty seven years . . . more than a quarter of a century . . . and we are very proud of each year. Proud because we have grown. Proud because the macaroni industry has developed from a crawling baby into a full grown adult. Proud because each year has been a stone which has builded still higher the Maldari reputation as makers of first quality dies.

Today, Maldari's Insuperable Macaroni Dies by reason of their excellence are in service in practically all the factories that are making nationally distributed macaronis; and in scores of others manufacturing for sectional or specialty distribution. There they are contributing their share toward raising still higher the finish, uniform strength and salability of macaroni, and in furthering the use of alimentary paste products among American housewives.

Have you, Mr. Manufacturer, ever used a Maldari die . . . ? Try us the next time you need one. Our quotation may not be the lowest you can get but our dies will be the best you can get. And it will prove the cheapest, long before it is ready for the scrap metal pile.

Maldari's illustrated catalog will prove a revelation in the extent of dies you can obtain. Why not be posted—write for your copy.

F. MALDARI & BROS, Inc., 178-180 Grand St., New York City

Maldari's

Insuperable

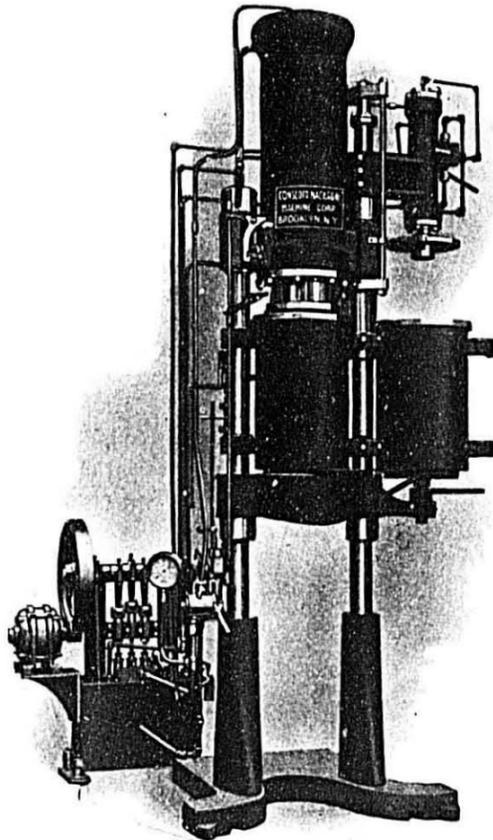
MACARONI DIES

Consolidated Macaroni Machine Corporation

FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.
I. DeFrancisci & Son

Designers and Builders of High Grade Macaroni Machinery



16½ inch Vertical Hydraulic Press.

AT LAST! The press without a fault.

The machine you must eventually buy to keep abreast of the times.

Simple and economical in operation. Compact, solid construction and long life. No unnecessary parts, but everything essential for the operation of a first class machine.

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

**INCREASE YOUR PRODUCTION.
REDUCE YOUR LABOR AND
WASTE.**

The machine shown herewith is our 16½ inch diameter press with a capacity of 350 pounds. We have furnished several of these machines to one of the largest manufacturers in the United States.

A repeat order proves the satisfaction and efficiency of this machine.

This machine is constructed on the same general plan as our other machines, incorporating therein such modifications as are necessary in a machine of this size.

All material is of the best obtainable. No unnecessary weight. This machine weighs 50% less than any press of equal size constructed by any other manufacturer.

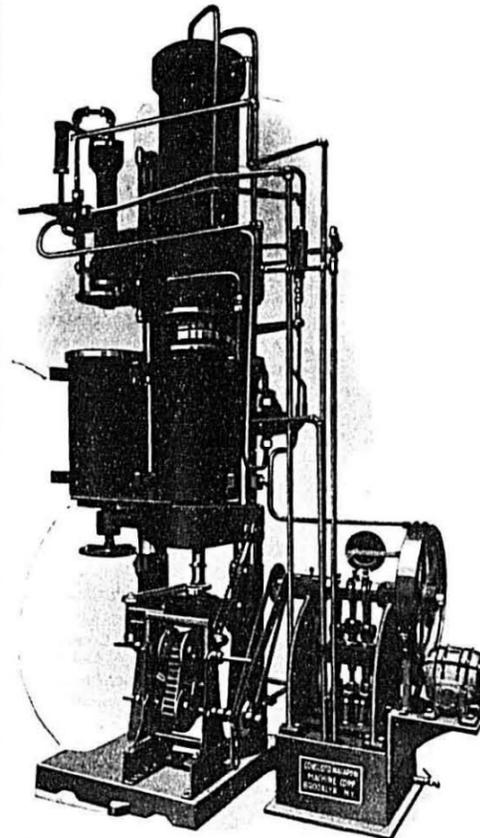
156-166 Sixth Street **BROOKLYN, N. Y., U.S.A.** 159-171 Seventh Street
Address all communications to 156 Sixth Street

Consolidated Macaroni Machine Corporation

FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.
I. DeFrancisci & Son

Designers and Builders of High Grade Macaroni Machinery



Vertical Hydraulic Cutting Press. 12½ and 13½ inch diameter.

Specialists in everything pertaining to the Macaroni Industry.

Complete Plants Installed. Let us show you how to put your plant on a paying basis.

We Do Not Build All the Macaroni Machinery, But We Build the Best.

The machine shown herewith has been specially designed for those desiring a large daily production of short pastes, but who have a limited amount of space.

Instead of horizontal, this press is vertical, but will give a production equal to our horizontal press.

In order to facilitate the adjustment of the lengths of the various pastes, this machine is equipped with a Reeves Variable Speed Transmission.

This allows the paste to be cut to any desired length with only one change on the drive pulleys.

The general construction is similar to our other machines; four plunger pump, hydraulic packer, simplified controls, etc.

All cylinders are of steel and the main or pressure cylinder is bronze lined.

Only one die is used for both cylinders, as this machine is of the stationary die type, and the die need not be touched until a change in the quality of the paste is desired.

156-166 Sixth Street **BROOKLYN, N. Y., U.S.A.** 159-171 Seventh Street
Address all communications to 156 Sixth Street

Macaroni Exports Treble Imports

Because of failure of macaroni manufacturers in other parts of the world to get ample supplies of suitable durum wheat from their former plentiful and low priced markets, the United States importation of this product has been steadily decreasing. On the other hand and probably attributable to the same reason American made macaroni products are monthly finding their way into foreign markets in steadily increasing quantities.

According to figures compiled by the Bureau of Foreign and Domestic Commerce for 1928, the exports totaled 9,979,375 lbs. valued at \$900,113. For the same 12 months in 1927 we exported 8,468,264 lbs. worth \$714,274.

The importation shows a small decline during the past year. In 1928 we imported 3,433,561 lbs. paying \$370,529. In the same 12 months of 1927 our imports totaled 3,512,512 lbs., for which we paid only \$332,289. These figures reveal that the 1928 imports were of higher grade and, though the quantity decreased, the value increased.

The same tendency is shown by the figures covering the December exports and imports. During December 1928 there was shipped from American ports a total of 1,208,958 lbs. worth \$110,932. In December 1927 our exports were 794,897 lbs. for which we received \$67,238.

The imports for December 1928 dropped to 366,025 lbs. for which we paid \$33,698. During December 1927 we imported 488,784 lbs. worth \$46,303.

Though the bureau does not distinguish between plain macaroni products and those containing eggs, a checkup has shown that the 1928 imports consisted of a much larger percentage of egg pastes than was previously imported. Since no additional duty is charged on egg pastes, these products find a good market in this country because of the price which the importers are able to quote on them. An

adjustment of this condition is expected if the ways and means committee will grant a compensating increase on macaroni products containing eggs to equalize the duty that is to be paid on imported eggs.

La Produzione delle Paste Alimentari negli Stati Uniti

(Reprint from La Rivista Commerciale Italo-Americana)*

Lo sviluppo veramente meraviglioso della fabbricazione delle paste alimentari negli Stati Uniti data, come è risaputo dalle opportunità create dalla guerra, cogli inevitabili divieti di esportazione, e quindi colle restrizioni prima al quantitativo permessibile per l'esportazione, quindi nel tenore di molitura durante l'immediato dopoguerra, ed anche in epoca relativamente recente. L'esportazione delle paste alimentari italiane negli Stati Uniti, che rasentava annualmente nell'anteguerra i 6 milioni di cassette, è ora un commercio, si può dire completamente cessato, limitandosi tutt'al più a qualche 100.000 cassette annue al massimo, ossia a qualche specialità di poca importanza, non ancora qui fabbricata.

I fabbricanti americani, approfittando in modo veramente rimarchevole, della forzata nostra assenza da questo mercato, nonché della protratta nostra stringenza di somministrazione, seppero sostituirci intieramente in tale commercio, ormai trapassato al dominio dei recordi dell'anteguerra. Essi si dimostrarono, invero, pari all'occasione, avendo creata un'industria pastaja colossale, modernissima, che è l'ultimo verbo in fatto di progresso del genere. L'unica consolazione, che ci rimane di tale perdita inevitabile, si è il gran numero e l'importanza ragguardevole dei fabbricanti di paste alimentari di origine italiana in questo paese.

Il pastificio può dirsi in quest'America una vera industria italiana, qui trapian-

tata dal fecondo ceppo italico, ed è, delle industrie esportate dagli italiani in questo paese, forse la più cospicua. La sostituzione della importazione è stata così completa che, specie dacché è venuto a mancare il grano duro russo al nostro paese, nessuna ragionevole speranza può ormai più coltivarsi di ripresa in un ramo in cui l'America si è ormai affermata in modo inespugnabile. E ciò per il vantaggio che essa ha sul nostro paese nella somministrazione della materia prima; in quella del combustibile; nella protezione doganale di 2 soldi la libbra sul prodotto finito; nella suddivisione del lavoro, coll'industria della molitura specializzata a parte; e nella splendida sua organizzazione commerciale per la distribuzione e la vendita del prodotto.

Il censimento biennale del pastificio, testè compiuto dal Dipartimento del Commercio a Washington, e riferentesi al 1927, rappresenta una valutazione dei prodotti annui di detta industria indigena uguale a \$46.196.133. Nella quale valutazione le paste usuali figurano per \$36.699.752 e quantitativamente per libbre 450.983.391; le paste all'uovo per \$5.673.183 e libbre 33.324.943; i ravioli per \$203.865; e le paste di altro tipo per \$95.090; in totale per \$42.671.890; la differenza di \$3.524.243, in confronto al totale generale precedentemente indicato, essendo rappresentata da paste alimentari ordinarie, non rapportate in dettaglio nel riguardo della specie.

Il numero dei pastifici esistenti negli Stati Uniti veniva rapportato in 353, dei quali 101 nello Stato di New York, 33 in California, 27 in Illinois, 21 nella Nuova Jersey, 21 in Pennsylvania, 12 nel Massachusetts, 12 nell'Ohio, 12 nel Texas, 11 nel Connecticut, 11 nel Missouri, e 10 nella Louisiana, e la rimanente cinquantina essendo distribuita in 16 altri Stati e nel Distretto di Columbia.

*A translation of "Macaroni Manufactures Census, 1927," which appeared on page 1, Feb. 15, 1929 issue of the Macaroni Journal, also comments thereon.

It's discouraging to do your best and then find out it isn't good enough.

THE USUAL RESULT

"I heard ye were on a strike," said Mike to his friend Pat.
"I was that," answered Pat.
"A strike for what, Pat?"
"For shorter hours, Mike."
"An' did ye get them?"
"Sure we did, Mike. It's not working at all I am now."

The best way to save daylight is to use it.

CONVENTION HEADQUARTERS

HOTEL ASTOR at 44th and 45th Streets on BROADWAY will be the center of the Macaroni Industry June 18, 19 and 20, 1929.

It's right in the "roaring forties" where pleasurable night life reigns supreme.

Reasonable rates will prevail at Hotel Astor during the Macaroni Products Industry's annual conference, \$4.00 to \$5.00 a day for large, cheery and homelike rooms. Make your reservations early.

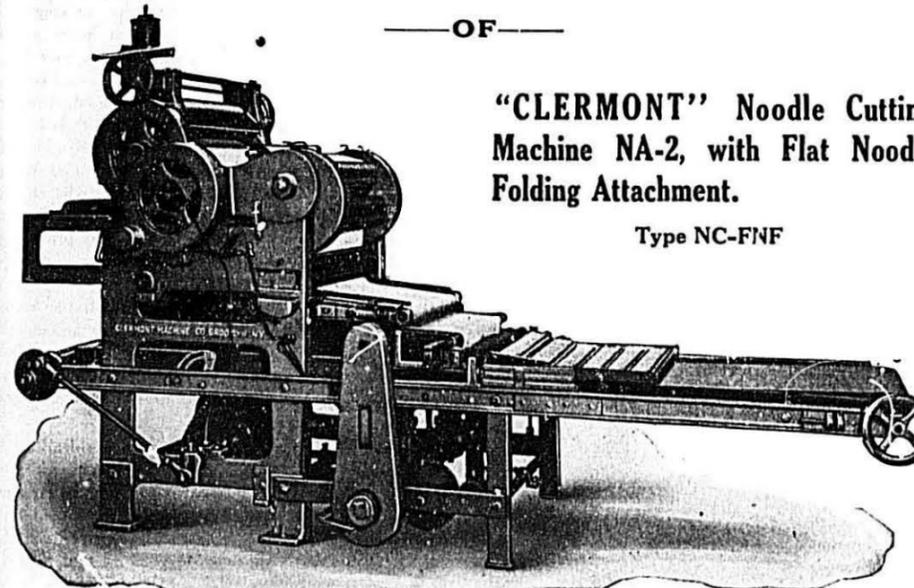
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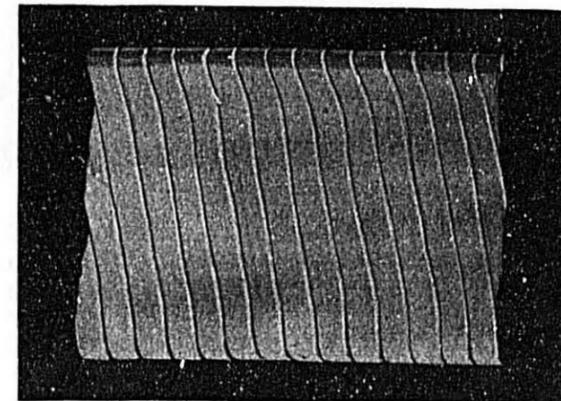


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Sensible Selling---Open Book

Insofar as Prices Are Concerned Recommended

Adapted from an address by H. E. MacConaughy, Vice President of the National Cannery Association, at the December National Cannery Convention in Chicago.

Webster's dictionary gives us several definitions for the word "sensible." I assume that most of us have this one in mind:

Having or containing sense or reason; characterized by good or common sense; intelligent; understanding; wise.

This same authority defines "selling" in these words:

To transfer to another for an equivalent; to give up for a valuable consideration; to dispose of in return for something, especially for money.

In his definition Webster also quotes from Matthew XIX, 21:

If thou wilt be perfect go and sell that thou hast, and give to the poor.

In my contact with business people over the country I sometimes think that they have taken this literally—but when they do sell that which they have, they sell it in a way that makes them the "poor," and sometimes they have little to give to themselves.

It seems to me that when one is given the job of selling, the sound basis upon which to work is this: To sell reasonably—to not be an opportunist—to sell constructively.

The success of business is predicated upon being able to sell at a profit—therefore that goes without saying—but certainly it should be our aim and our endeavor to sell at our price and upon our terms. If we do not we are not selling; we are manufacturing, we are working for, and we are carrying out the orders of the buyer; we are not sellers.

The laws of our country say that the members of an industry may not agree upon a price. That is as it should be, because there must be competition. But it seems to me entirely unnecessary that there should be an agreement in order to sell sensibly.

If we are in any line of business it would seem possible for the industry to sensibly market this product without agreements, and at the same time without ruinous competition. There should be room for all of those in business to make a profit, and it should not be possible for those who come into the business and then go out of it to make it impossible for those we may call the legitimate members to make a profit.

I sometimes think it should be illegal for people to publish a price list and then sell at another price list. Certainly, as I

see it, it would be better for all if that were so. There is no law against making a profit but there are times when one would gather the impression that it was illegal to make a profit. Why should it be necessary, because some one gives a discount, for all to follow that lead? The man who gives a discount will continue to give it, and when we start following the discount we start digging for the bottom of a well, and there is no bottom.

It is not, in my opinion, sensible selling if we allow the buyer to make the price for us. That applies to all of us; to anyone who sells.

It has been said that secret treaties are a menace to the welfare of the world, and it seems to me that secret treaties are a menace to the welfare of the selling business. When we allow secret treaties (which in our case would come under the classification of secret discounts, advertising allowances, brokerages, or anything else you may want to call them) to enter into our scheme of selling things, then it seems to me we are not sensible but we are beginning to impose upon, to trick, to deceive, to gull and to cheat. We cannot make use of discounts, brokerages or advertising allowances without cheating some of those to whom we sell. And it has been my observation that when this method of selling is employed the man who suffers—the man who pays the bill—is in fact the best friend of the seller—the man who is loyal to him, who figures that he is selling fairly and honestly—and he pays the price asked.

Is it sensible to name a price and then begin quoting a discount here and there?

Is it sensible to name a price and then give an advertising allowance to one and not to another?

Is it sensible to name a price and then give a brokerage to one and not to another?

These brokerages, discounts or advertising allowances are almost invariably given only when they cannot be avoided. The secret treaty man does not give a discount if he can avoid it. If he can get the buyer to pay the full price he does so. Is this sensible? Or is it destructive?

Again, when some outstanding members of an industry name a price and the less important members come out openly and name the same price or print the same price, but secretly give a discount,

they are tearing down the very structure of business—they are making the proper upbuilding of an industry a longer job. They immediately give the buyer the impression that the market is weak and, in short, they pull their house down about themselves. If one's idea of price does not agree with the idea of competitors or friends, then why in heaven's name not use another price? Why not boldly print a different price? We all know that discounts cannot be secret. We all know that these things come out. Why try to accomplish the impossible? What can we hope to accomplish with the so-called secret discounts? They may be denied, but denials mean nothing if the thing is actually done. Is that sensible?

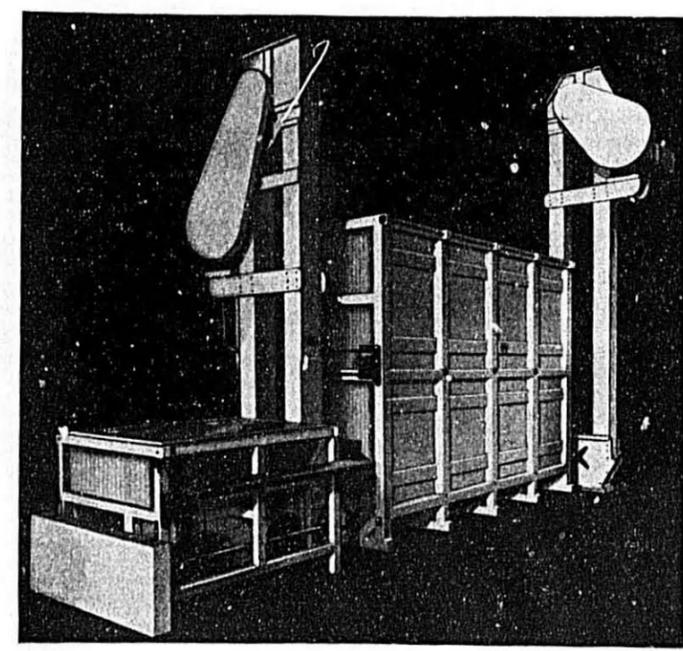
I may be accused of idealism; it may be said that I am preaching a theory incapable of execution, but I do not believe so, because I have seen this very theory put into practice, and successfully. It seems to me that if there were fewer of the secret treaties in selling there would be more to be had out of life for those in the business; there would be less of the suspicion, of the whisperings, and less of the kind of talk you have heard in business circles for the last several years.

I have been told that under this theory of mine there would be fewer people in business. Possibly that would be a good thing, because it would leave in the business only those who are capable of surviving, who are capable of sensibly selling their goods. It would leave in the business those ably financed.

Over a period of years the pendulum swings fairly regularly. This may be buyer's year, and next year may be seller's year; but over the long run, assuming that goods are sensibly sold and on a fair margin of profit for all concerned, the balance is there. It seems to me sensible selling would avoid a lot of the havoc and a lot of the heartache that come with the buyers' years, so-called. They are not buyers' years, as you see the picture—they are sellers' years just as other years are, when sellers have things their own way. After all, the seller is the man who has the goods. He sensibly sells them he can control, a great measure if not entirely, the market conditions insofar as his product is concerned. If, on the other hand, he

(Continued on Page 28)

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Informative Facts on Grocery Sales and Advertising

There has been little or no authoritative research to determine detailed manufacturers' marketing costs in an entire basic industry such as hardware, grocery, drugs or drygoods, says a very interesting article in the Dec. 12 issue of "Advertising & Selling." The Harvard Bureau of Business Research has just finished such a study in the grocery field, and it is a notable milestone in marketing analysis.

Through this research the Harvard bureau makes other valuable contributions to merchandising science. It includes the most typical of our advertised household products—soap, cleansers, disinfectants, flour, meat packers, canned and bottled foods, coffee, tea, chocolate, cereals, spices, biscuits and crackers, macaroni, salt and preserves. A total of 72 concerns whose sales aggregate nearly 700 million dollars is represented in the group. The article continues:

The 72 companies studied were of fair size; 13 of them having sales of \$10,000,000 or over; and 26 having sales of from 1 to 10 millions. The group representing the largest volume of sales was the meat group, which contained 9 firms with a 331 million aggregate sales volume. The second group was cereals, crackers, macaroni, salt and preserves, with 14 companies having aggregate net sales of 230 millions.

The outstanding fact developed in this research is the wide variation of marketing expense between these grocery groups. Probably few other main merchandising groups show so great a variation. This marketing expense is shown here as ranging from 5.5% of the net sales for flour to 37.2% for soaps and cleansers. The meat packers' sales cost is 7%; canned foods 17%; coffee, tea, spice, chocolate 17½%; breakfast foods, salt, preserves, crackers and biscuits 26.9%.

The sales cost includes all sales expense, advertising, warehousing, transportation and marketing administration expense, except in the case of flour, where the transportation expense item is not included.

The following tabulation shows how the total marketing expense is broken up:

Salesforce and Brokerage
Salesforce
Brokerage
Sales Promotion and Advertising
Field promotion

Space advertising
Other sales promotion and advertising
Shipping, Transportation, Warehousing and Delivery
Shipping
Transportation
District warehousing, local delivery and general outward traffic and stock control
Credit and Collection
General credit and collection expense
Losses from bad debts
Marketing Administration
Salaries and wages
Office expense
Traveling and other marketing administration.

There are some very interesting comparisons of cost on these items, between the different grocery groups.

It is not the salesforce and brokerage charge which makes soap and cleanser marketing so expensive, for coffee, tea, etc., as well as cereals and crackers have almost as high an expense of this nature. The big item is advertising and sales promotion, which is 100% higher for soaps, cleansers, etc., than it is for the highest one of all the other groups, and more than 26 times as high as for flour, and 4 times as high as for coffee or tea.

The cost of salesforce appears to be only about 2% for flour and meat; 3.75% for canned and bottled foods; 7% for coffee, tea, chocolate, extracts and spices; 6.5% for cereals, crackers, macaroni, salt and preserves, and 7% for soaps, cleansers, polishes and disinfectants.

Something like the same situation prevails in marketing administration expense:

Marketing Administration Costs
(Salaries and wages; office expense, traveling and other administration)

	Per Cent
Flour	1.25
Canned and bottled foods	3.00
Coffee, tea, chocolate, extracts and spices	3.5
Cereals, crackers, macaroni, salt and preserves	3.2
Soaps, cleansers, polishes and disinfectants	7.0

It will be seen here that soaps, cleansers, polishes and disinfectants have a total marketing administration expense of precisely 100% greater than the coffee, tea, chocolate extracts and spices groups.

It is interesting to note also that this group has the highest of all total marketing expense, with the possible exception of carbonated beverages, for which only incomplete data are available. This expense is 37.2%, considerably more than

net sales. The lowest is the flour group with only 5.5%, but here the missing item of transportation must be remembered.

Let us analyze and compare the sales promotion and advertising item in particular. On space advertising the comparison is as follows (calculated on net sales):

	Space Advertising	Per Cent
Flour	0.25	0.25
Canned and bottled foods	1.5	1.5
Coffee, tea, chocolate, extracts and spices	1.5	1.5
Cereals, crackers, macaroni, salt and preserves	4.0	4.0
Soaps, cleansers, polishes and disinfectants	7.0	7.0

On field promotion there is again an interesting difference:

	Field Promotion Expense	Per Cent
Flour	0.1	0.1
Canned and bottled foods	0.5	0.5
Coffee, tea, chocolate, extracts and spices	1.0	1.0
Cereals, crackers, macaroni, salt and preserves	1.7	1.7
Soaps, cleansers, polishes and disinfectants	2.5	2.5

As regards all other forms of promotion and advertising, which is inclusive of direct mail advertising, free deals, premiums advertising and "miscellaneous," we have:

All Other Sales Promotion and Advertising

	Per Cent
Flour	0.05
Canned and bottled foods	0.3
Coffee, tea, chocolate, extracts and spices	0.7
Cereals, crackers, macaroni, salt and preserves	0.8
Soaps, cleansers, polishes and disinfectants	3.5

Here it may be observed how much more prevalent in the soap and cleanser field is the use of free deals, premiums, etc.

It is also interesting to note that marketing administration salaries and wages in the soap and cleanser fields are considerably more than double such expenses in any other grocery field, although office expense and traveling and other marketing administration costs are about on a par.

Another interesting fact comes out. Of the firms examined, about 60% sold nationally, and the remainder sectionally; 43% sold only to wholesalers, and 57%, at least to some extent, sold direct to retailers.

Finally, some interesting figures are available now as to the consumer's dollar, as a result of these figures. Previous Harvard researches into retail and wholesale expense indicate that 20c of the consumer's dollar is taken by the retailer; which leaves 80c. The wholesaler takes 9c; leaving 71c. This latest Harvard research indicates that approximately 15c of the consumer's dollar is used

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NEW CROP Special Noodle Semi Flake EGG YOLK

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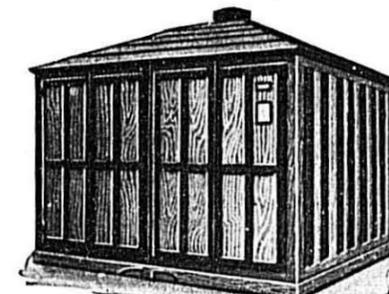
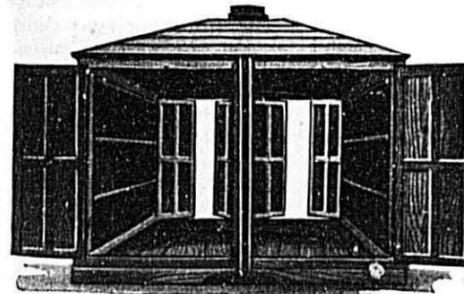
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THE GARBUIO PATENTED DRYING SYSTEM FOR ALIMENTARY PASTES
*Makes paste goods famous irrespective of climatic conditions by uniformity in drying.
Produces strong and pliable goods. Eliminates skin dried and checked goods.*



Drying Apparatus for Long Macaroni Goods

We are pleased to announce that we have entered into a special arrangement with Giuseppe Garbuio fu Carlo of Treviso, Italy, as Sole Selling Agents and Manufacturers in the United States, Canada and Mexico for the Garbuio Patent Drying System for Alimentary Pastes.

THE CHARLES F. ELMES ENGINEERING WORKS, 213 N. Morgan St., Chicago, Ill., U. S. A.
HYDRAULIC PASTE-GOODS PRESSES AND PUMPS. COMPRESSED AIR AND GRAVITY TYPE ACCUMULATORS
DOUGH BRAKES NOODLE MACHINES DRYERS KNEADERS MIXERS TRIMMERS

Unusual Interest

ELMES
HYDRAULIC
SINCE 1851

Unusual Sales

by the manufacturer for his marketing activities, which leaves 56c for raw material and factory costs, general administration and manufacturer's profit.

When you figure the advertising expense of retailer, wholesaler and manufacturer, as is now made possible, you have 2½c on the consumer's dollar. Here, for the first time, is an approximation of how much "the consumer pays" for advertising, on an average grocery article, staples and specialties combined; and the advertising expenditure of the manufacturer and the distributors combined.

Sensible Selling

(Continued from Page 24)

tempts to impose upon, to trick, to deceive and to cheat, he soon brings the buyers' year.

What I shall for the purpose call the secret treaties, would not even come under one of the selling classifications in Webster, that is worded as follows:

To betray for a compensation, the cause or associates with whom one is identified. because there is no compensation. The destructive selling methods at times employed in any industry do betray the cause and the associates with whom one is identified, but they do it without compensation, and it is hard to figure how that can possibly be called sensible.

It happens that I believe in the one-price policy. I am not here to argue as to whether that is correct. If, however, I believed in another policy—that is, different prices for different people—then I would believe in that policy being public. In other words, I would not believe in secret treaties. The man who for any reason whatsoever is not entitled to a lower price, if there is one, should know why he is not entitled to it, should know that there is a lower price. He should know why there is a lower price. If the buyer of a large quantity is to be given a lower price, then the man who buys less should know of that price, and why. He should know just how far he has to build his business to get that price. In other words, in my humble opinion, to sell sensibly one should sell with an open book insofar as prices are concerned.

To get to the word "sensible" again, there is no sense or reason, there is no good or common sense, there is no intelligence or understanding, in naming a price for a commodity, and then demoralizing the market for that commodity by immediately undermining the whole structure by discounts, by secret treaties. Such things as this, I believe, have been the cause of more market demoraliza-

tion, have been the cause of more losses than any other thing.

The man who pursues a sensible course in the marketing of his commodity, whether it be macaroni products or anything else, if he has the courage to stand up—if he has the backing, and without it he has no place in business—it seems to me he is bound to succeed. We find always, however, in all industries, those who will pursue the sensible course for a time, and then slip and try the other course. And they may well be described in the quotation from Shakespeare, "Now a sensible man, by and by a fool."

Watching Competition

In a recent conference of the officers and executives of a large company one man after another rose to tell what his competitors were doing. The gist of every talk was that the company should make certain revisions in its sales policy because the competitors were making revisions.

After all the vice presidents, salesmen and branch managers had finished talking the president said: "It seems strange to me that not one of you has considered this problem from the angle of our ultimate consumers, and the effect of proposed changes on them. From your remarks it seems that we are committed to the policy of letting our competitors run our business, dictate our policies and tell us how we must do business. We are all stampeded by competitors. We have all assumed that our

JOIN YOUR TRADE ASSOCIATION

A Message From One Business Man to Another—a Banker to Macaroni Maker

There are many good reasons why membership in your trade association is a distinct asset.

Not the least is the information which it gathers for its members. For business success, a business man must look beyond the confines of his immediate problems and keep abreast of his whole industry.

If for no other reason you should join your trade association and cooperate in the industry's development. Out of it will come ideas that apply to your particular problems and will be worth a very great deal to you.—*The Equitable Trust Co. of New York.*

competitors are right, and that we are wrong. Wouldn't it be better to find out for ourselves whether they are right or wrong? Wouldn't it be better to make this proposed change only in such a way that will put us in the position of leading rather than following? Before we change I want every man here to make a personal study of the problem to determine what improvements we can make over the policy of competition."

As a result of this meeting the officers and executives of this company went on a fact finding hunt that unearthed the truth, which was that the other companies had all been stampeded by one firm that made the change, and had blindly followed. The originator of the change in policy had made the change because the firm was slipping badly and was grabbing at straws in an effort to save itself from submerging.

Following competitors is about the poorest of all business tactics—even though one of the most common.

There Must Be a Way to Sell More Macaroni

When your salesman calls on a customer to sell him your line and fails to make the sale there always is a reason for it.

About 9 times out of 10 the reason is that the salesman either lacks the ability or that the customer is not macaroni conscious.

When 2 people meet on an occasion of that kind, one of 2 things always happens: either the salesman sells your product or the customer sells him the idea that your goods won't fill the bill. Too often the customer outsells the salesman. He sells your salesman the idea that he doesn't want or can't use your goods.

What is wrong there? The answer is "Weak Salesmanship."

If the salesman has sufficient ability to meet all the arguments and objections of the buyer he makes the sale. Are you supplying your salesmen with the fullest information about macaroni and the facts needed to overcome the buyers' arguments and objections?

There are many ways for selling more macaroni and that is the big problem that each manufacturer should tackle with the utmost determination, backed by facts gained through study and research.

It makes no difference how big your feet are if they are pointing in the right direction and on the move.

The House
of
Perfection

Always at
Your
Service

Where Others Have Failed,
We Have Succeeded.



Why not deal with a reliable house?

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

Dependable Semolinias
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High Quality and Uniformity

NORTHLAND FANGY No.2

AND

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LABELS, CARTONS, INSERTS, BANDS AND WRAPPERS

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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.

Grain, Trade and Food Notes

Place of Wheat in the Diet

Wheat now contributes about one fourth of the calories of the American diet. According to the food research institute of Stanford University, California, it is still the outstanding single staple foodstuff. In most southern European countries wheat contributes a larger proportion of the total calories of the diet than in the United States; but in countries where rye or rice is the staple cereal its contribution is smaller. Its nutritional importance in the United States lies primarily in the starch content, not in the content of protein, mineral elements, vitamins, or roughage.

To consume our wheat as whole wheat bread instead of white bread would make no essential contribution to the national health, and would not be in the interest of national economy at least so long as the present American diet continues to prevail. Protein, minerals, vitamins, and roughage are adequately available in other foodstuffs, and need not be sought in whole wheat bread. Nutritional security in the diet is rather to be sought in the milk supply, and perhaps more than an eighth of the milk supply is obtained from mill offals of wheat. Removal of the supply of mill offals with attendant shifts of feed crop production, scarcely appears advantageous. Only in such countries as India and China, where the diet is little diversified, are nutritional or economic advantages to be got by consuming whole grains rather than highly milled grains.

Wheat now ranks as one of the cheapest foods. Per capita consumption appears to be increasing in the world at large, but not in the United States or in Great Britain, Canada, and Australasia. Under present conditions there is little reason to expect increased per capita consumption here, despite appeals on behalf of producers.

Durum Growing in Importance

Recognizing the growing importance of durum wheat and its increased use in producing food for human consumption and animal feeds, the bureau of agricultural economics gives this crop prominence in its survey of the agricultural outlook for 1929. Durum wheat still constitutes a very small portion of the world's wheat crop but its steady increase in quality and value has attracted the interest of the wheat consuming classes.

The bureau predicts that the supply and demand for wheat in the 1929-30 season will be somewhat more favorable

for marketing the wheat crop of United States than they were in the 1928-29 season, this despite the increasing carryover. It also advises growers to hesitate to increase the present acreage, especially in the durum class, because "unless the acreage of durum wheat is materially curtailed in the United States, or production in other countries is short, prices will probably continue relatively low for this class during the 1929-30 season."

The wheat production of 44 countries, which last year produced 96% of the world's crop outside of Russia and China, is now estimated to be about 3,612,000,000, as compared with 3,428,000,000 bushels officially estimated for 1927.

The world's crop is being absorbed at a good rate. The increased production predicted for the coming season is about 5% over that of last year, approximately the annual average increase that the growing population can readily consume.

Durum Wheat

Durum wheat prices will probably continue relatively low, unless the acreage in the United States is materially curtailed or production in other competing countries reduced. However, in areas where materially higher yields of durum are secured it may be as profitable a crop as hard spring wheat.

Little is known yet about the prospects for the 1929 crops in Italy and North Africa. Conditions have been favorable for seeding the crop in Tunis and Algeria. As long as the United States produces a surplus of durum wheat, in the face of increasing Canadian competition, durum wheat producers can hardly expect any material improvement in prices over those of the past two seasons unless the crops of North Africa and southern Italy are extremely short.

Durum wheat production has been rapidly expanding in Canada as well as in the United States. Production in the United States in 1928 was estimated at 93,000,000 bu. compared with 79,000,000 bu. in 1927. Canadian inspections to Dec. 31, 1928 were about 22,000,000 bu. of durum compared with 12,000,000 bu. inspected to that date last year.

The domestic consumption of durum is increasing. Formerly large quantities of macaroni products were imported from Italy. Now domestic mills supply 90% of the domestic requirements and are competing with the Italian products in foreign markets. Mill grindings of durum wheat during the 1927-28 crop year totaled 14,600,000 bu. or the largest

quantity, roughly estimated by the trade at 20,000,000 bu., is used annually in the manufacture of mixed feeds. The relatively low wheat prices this year, particularly for red durum, have stimulated increased consumption of this class of wheat as a substitute for other feedstuffs and for use in mixed feeds. In some instances the proportion of red durum in mixed feeds has been doubled. On the other hand, the scarcity of offerings of high quality milling durum has resulted in unusually high premiums for this type over ordinary grades. At the low prices now prevailing, about 50,000,000 bu. of durum will be used in the United States for seed, feed, and food.

General Mills Buys Sperry Flour Co.

Announcement has been made by Jas. Ford Bell, president of General Mills, Inc., of the purchase of the Sperry Flour Co. of San Francisco, Calif. General Mills, Inc., is already the largest flour milling concern in the world. The purchase will add a daily output of 13,000 barrels of flour, increase the terminal grain storage capacity by nearly 4,000,000 bus., and add 75 grain warehouses with a storage capacity of 8,310,000 bus. These are in California, Washington, Oregon, Idaho and Utah.

This new acquisition will give General Mills, Inc., a daily flour milling capacity of 87,700 bbls. from 21 mills operated in the leading wheat and commercial centers of the country.

Good Durum Scarce

According to the United States Department of Agricultural Economics the offerings of good durum wheat during February and the early part of March were somewhat weaker than the prevailing position of other classes of spring wheat. Those of satisfactory milling grades are scarce and premiums on good wheat were high.

No. 1 amber and good mixed amber with 12% protein of good milling color sold in Minneapolis and Duluth at about 109c a bushel or 15c over the ordinary spring wheat price. An occasional car of extra quality found buyers at a premium as high as 20c over the prevailing May price. Receipts were mostly of the ordinary too poor quality. No. 1 American durum was quoted in the primary markets of this country early in March at from 105 to 123c a bushel, in the Marseilles, France market at 138 $\frac{1}{4}$ c for March shipment and in Genoa, Italy at 137 $\frac{1}{4}$ c.

March 15, 1929

THE MACARONI JOURNAL

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Macaroni Manufacturers!

TELL IT TO THE CLOCK

A Man May Forget--A Clock Never Does.

If you tell it to the clock of our patented time reversing apparatus it will be done on the second.

And Another Thing!

Our apparatus guards expensive equipment against damage through broken belts.

BECAUSE

The instant a belt breaks or leaves pulley the power in that room is shut off and a bell and indicator tell you which room is affected.

IMPORTANT

Our system protects your motors from overload or undervoltage, which oftentimes cause fire and great damage to your dry rooms.

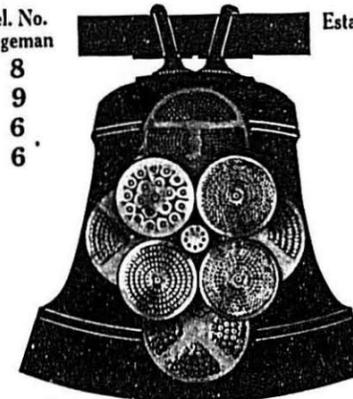
Don't You Want to Know About this Wonderful Convenience and Safeguard?

Write Now To

WORCESTER BROKEN BELT DETECTOR COMPANY
53-55 NORFOLK STREET - WORCESTER, MASS.

Tel. No.
Hegeman
8
9
6
6

Established
1
8
9
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

CROOKSTON-SEMOLINA

From
Amber Durum Wheat

STRONG and UNIFORM
and of a WONDERFUL
COLOR

For Quality Trade

Crookston Milling Company

CROOKSTON, MINNESOTA



Notes of the Macaroni Industry

Thanks to N. Y. Health Bureau

Because of the activity recently shown by the New York authorities in their effort to drive from the markets of the metropolis all adulterated and misbranded products, as reported by Andrew Reilweiser, director of the Bureau of Health, at the New York meeting in January, past-President Henry Mueller presented resolutions of appreciation which were unanimously adopted. The resolutions, voting the sentiment of the entire industry, are as follows:

"The macaroni products manufacturers of the United States under the auspices of the National Macaroni Manufacturers association heartily endorse the view of their fellow manufacturers in the New York district and join with them in expressing their appreciation of the activity of the New York Bureau of Health in strictly enforcing the city, state and federal laws with respect to misbranding and adulterating of macaroni products. We are all in accord with the action taken and contemplated with respect to the enforcement of the sanitary rules governing food plants. In the interest of the public welfare and to the end that only high grade products made in sanitary plants be offered to wholesalers and retailers, the macaroni products manufacturers offer every cooperation and urge that the good example of the New York Bureau of Health be followed by all other state and federal food law enforcing officials.

"In addition to the public expression of the views of the leaders of the industry as expressed above and in further appreciation of the excellent address of Andrew Reidweiser, director of the Bureau of Health, the macaroni products manufacturers hereby resolve to extend a vote of thanks to Director Reidweiser and to the New York Board of Health."

Withdraws as Partner

F. Monaco, for several years a member of the International Macaroni Moulds company of Brooklyn, N. Y., has severed connection with the firm he helped to organize and has once more gone into business for himself. With him are associated several other experts in macaroni moulds manufacture and substantial financial interests.

F. Monaco & Co. first started manu-

facturing macaroni moulds in 1898 under Mr. Monaco's personal supervision and have always enjoyed a good reputation for service and workmanship. The reorganized firm is at 1604 DeKalb av.

Detroit Firm Liquidates

Believing it more profitable to devote their energies along different business lines the stockholders of the Detroit Macaroni Manufacturing Corp. decided last January to liquidate the business. The machinery and equipment in its plant at 3261 Belleview av. was disposed of entirely through the Mario Tanzi company of Boston, Mass. The purchaser of the whole outfit is the Catelli Macaroni Products Corp. of Montreal, Can.

Plenty Free Publicity

The mystery of how the hole is made in macaroni holds the public's interest. The newspaper publishers realize this and they are always on the lookout for a good macaroni story. That more manufacturers do not profit by this situation is regrettable.

Two firms 3000 miles apart and in no way associated except in that they are in the same business, were given some wonderful publicity on the same day, Feb. 17, 1929. One is the new Kentucky Macaroni company at Louisville, Ky., of which Joseph Viviano is president. The Courier-Journal carried a half page story, well illustrated, telling with pride of Louisville's newest food industry and describing in interesting language the process of manufacture.

On the Pacific coast the Seattle Daily Times of the same date carried a full page story of the Rubenstein Fresh Egg Noodle company, 819 Fifth av. N., Seattle, Wash. Three fourths of the space was devoted to illustrations showing the manufacturing process from the egg beating machine to the packaging outfit. Under the heading "A Seattle Factory That Was Brewed in a Soup Kettle" it easily attracted the attention of the readers.

It tells the story of Michael Rubenstein's entry into the noodle manufacturing business. He first operated a chicken ranch on Lake bay on the Olympic peninsula, Wash. He had an inherited fondness for chicken noodle soup. He had plenty of chicken but what about the noodles? He experimented, made what his friends said were the most tasty noodles ever eaten. He soon quit the chicken ranch and devoted all his ener-

gies to noodle making and now owns one of the most up-to-date plants in the far northwest. His son-in-law Alton E. Tillman is associated with him in the business as vice president.

All publicity pays, but free publicity well that's cheaper and sometimes more satisfactory.

Is Postum Seeking Macaroni Connection?

In view of persistent though unconfirmed reports that Postum Company Inc. is seeking to include one of several leading macaroni products manufacturing plants in its growing list of food producing properties, the following table of companies taken over by this concern in the past 3 years is interesting to macaroni makers. It is taken from the Wall Street Journal. The various properties were acquired by purchase, Postum stock being given in exchange for each property.

When acquired	Postum shares issued
Shares outstanding	800,000
Jell-O Co., Inc.	570,000
Igleheart Bros., Inc.	95,000
Minute Tapioca Co.	*
Walter Baker & Co., Ltd.	82,928
Franklin Baker Co.	45,041
Richard Hellman, Inc.	181,472
Log Cabin Products Co.	455,000
Issued to employees for cash	110,411
Issued as 100% stock dividend	1,738,151
Cheek-Neal Coffee Co.	679,411
La France Mfg. Co.	95,000
Issuable to employees	530,000
Calumet Baking Powder Co.	437,500

*Minute Tapioca Co. was acquired in 1928 and was paid for with 34,000 shares of Postum purchased in the open market for this purpose. †Includes 580 shares still to be issued. ‡And for other corporate purposes. §Up to Oct. 2, 1928. ¶Issuable to employees on payment in full.

LaRosa Company Buys Big Block

A block front on the east side of Ken av., between Division av. and S. 11th st. Brooklyn, N. Y., has been acquired by V. LaRosa & Sons, Inc., well known macaroni manufacturers in Greater New York. The property includes a 12 story modern fireproof factory with 12,500 sq. ft. of space on each floor. It is planned to remodel the building into one of the most modern macaroni plants in the east. When ready for occupancy it will have more than 200,000 sq. ft. of floor space. It is adjacent to Wallabout Market and Wallabout Terminal.

The V. LaRosa company absorbed the Naples Macaroni Co. and the Sunshine Macaroni Mfg. Co. of Brooklyn in

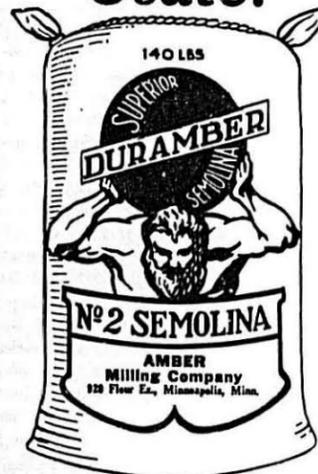
March 15, 1929

THE MACARONI JOURNAL

33

PER PASTA PERFETT

Usate!



"Meglio Semola-Non ce ne"

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

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.

JOHNSON Automatic WAX WRAPPERS are now available in Four Models!

(The Size of Your Package Determines the Proper Model)



MODEL H (1" x 2 1/2" x 3")



MODEL G (2" x 4" x 6")



MODEL F (4" x 4" x 8")



MODEL L (3" x 8" x 13")

See our Data in the PACKAGING CATALOG

What this Means to the Purchaser

THE model you purchase is designed and built specifically to wrap packages within a reasonable range of the dimensions of your package. On account of this fact, the necessary adjustments, for packages within this range can be reduced to a minimum and, when the machine is once adjusted for a package, it operates on that package with the efficiency of a single-purpose unit.

A JOHNSON Packaging Engineer will advise with you on invitation. There is no obligation incurred in a request for his helpful services.

JOHNSON AUTOMATIC SEALER CO.

Battle Creek, Michigan, U. S. A.
New York, 30 Church St.
Chicago, 228 N. LaSalle St.

JOHNSON
AUTOMATIC PACKAGING MACHINERY

Seals; Bottom and Top Sealing; Lining Machines; Wrappers (Wax & Glassine)

1927 and present plans are to take in several other plants in the Brooklyn territory. V. LaRosa & Sons, Inc., was established in 1910 in a small building in the Ridgewood section of Long Island. From an original output of about 5 bbls. of macaroni a day the capacity was increased to 300 bbls. a day when the merger was effected a year ago, and when the entire block, which it now owns, is made ready for occupancy a capacity of 700 bbls. will be obtained.

Frank DeAngelis Dead

On February 8 Frank DeAngelis, a macaroni manufacturer and leading member of R. DeAngelis & Co., died at his home in Philadelphia, Pa., following an illness of several weeks. Mr. DeAngelis had been engaged in macaroni manufacture many years and was one of the best known members of the industry in the east.

He frequently represented his firm in the councils of the National Macaroni Manufacturers association of which it long was a member. Ill health prevented Mr. DeAngelis from attending the convention in Chicago last year, but prior to that had seldom missed a meeting of the organization.

To the remaining members of the firm

and to the members of his immediate family the sympathy of his friends in the industry is extended through the National association officers and The Macaroni Journal.

Macaroni Exports in January

Though the January 1929 exportation of macaroni products manufactured in the United States exceed the January 1928 exports by nearly 25%, it was considerably below the December 1928 shipment. The figures are: for January 1928, 728,000 lbs.; for December 1928, 1,209,000 lbs., and for January 1929, 1,050,000 lbs.

This business has been growing steadily. Comparative figures starting with the first of July show that for the 7 months, July 1927 to January 1928, a total of 5,115,000 lbs of domestic macaroni products was shipped to foreign countries and from July 1928 to and including January 1929 the shipments totaled 6,340,000 lbs.

Joseph Guffanti Passes

Joseph Guffanti, treasurer of the Atlantic Macaroni Co., Long Island City, N. Y., died at his home in Coney Island late in February following a brief illness. He was 60 years of age and is survived

by his wife, a son Alexander, who is an aviator, and a daughter Irene, who is now a sister in the Convent of the Holy Child in Sharon Hills, Pa. Mr. Guffanti was better known as a dispenser of macaroni products rather than as a macaroni manufacturer. For many years he conducted the Guffanti restaurant at 7th and 26th st., one of the best known Italian table d'hote eating places in the city where spaghetti was by far the leading food served. He is credited with creating, in part, the wonderful "macaroni appetite" for which the New Yorkers are famous.

Mystery Fire Damages Shop

A small plant in New Britain, Conn. operated as a macaroni shop by Joseph Cassarino was damaged by fire last month. According to investigators mystery surrounds the origin of the flames as there was no stove or heating apparatus in the room where the fire occurred. The plant is on the second floor of a 3 story frame building. The owner lives in a tenement above and it was he who discovered the flames and called the department. The fire damage is small.

If a penniless man has on where else to go he should go to work.

Barozzi Drying System

Manufacturers of Macaroni Dryers that dry in any kind of weather

FAULTLESS AND SIMPLE

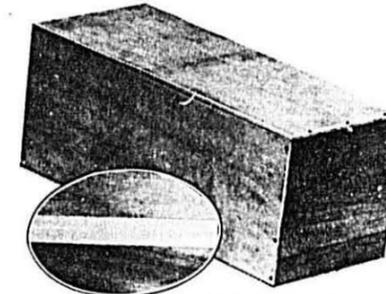
Result guaranteed
For this industry we design and manufacture all kinds of labor saving devices

Catalogue and estimate at your request

Barozzi Drying Machine Company, Inc.

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

WOOD BOXES



Inset is actual appearance of finished two-piece bottom.

Hidden under this tape which seals the joint are two corrugated fasteners, holding the pieces together.

While we have very decided ideas as to proper thicknesses that should be used, we follow our customer's wishes always, but 40 years of experience is at your service.

ANDERSON-TULLY CO.

Memphis, Tennessee
Good Wood Boxes

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 Offices: 23, Goswell Road, London, E. C. 1.

Durum Semolina

To Get That Rich Desirable Butter-like Color

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

The Macaroni Journal

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

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

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THE MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns.
The publishers of THE MACARONI JOURNAL reserve the right to reject any matter furnished either for the advertising or reading columns.
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. X March 15, 1929 No. 11

Personal Notes

He's Off Again

Frank L. Zerega of A. Zerega's Sons, Consolidated, Brooklyn, and director of the National Macaroni Manufacturers Association, is rightfully entitled to the designation as the "Traveling King of the Macaroni Industry." On Friday, March 8, he and Mrs. Zerega took passage on the S. S. Roma for Genoa, Italy, expecting to spend several months motoring along the Riviera in the early spring and then to go to the Alps region as the weather becomes warmer. Mr. Zerega expects to return to the United States in time to attend the 1929 convention of the Macaroni Industry in Hotel Astor in June.

Plays in Florida

James T. Williams, president of The Creamette Co., Minneapolis, Minn., is enjoying the balmy weather in Florida. He wishes his friends to realize that his trip to that state in the winter time is no reflection on the wonderful weather that the stay-at-homes are enjoying in Minnesota.

Miami Welcomes

Chas. L. Miller of Chicago, representative of the Washburn Crosby Co., spent the greater part of February in and around Miami, Fla. There must be some attraction in that place other than possible semolina sales.

Semolina Salesman Recovering

H. T. Felgenhauer, Chicago district representative of the Capital Flour Mills, who underwent a major operation last

January, has sufficiently recovered to enable him to return to his home. He expects to be in his office and to greet his customers about April first. During his confinement E. B. Thomas, general salesmanager, called on the trade and visited at the association headquarters in Braidwood.

The ? Column

1—Are NOODLES supposed to always contain eggs?

Yes! not less than 5% by weight of the solids of the sound egg, exclusive of the shell.

2—Are EGG NOODLES something superior to NOODLES?

Noodles and Egg Noodles are synonymous terms. They each must contain the stipulated amount of eggs—whole, dried or frozen—that is 5% of eggs.

3—If our products contain less than 5% of eggs, can we label them "Noodles—containing eggs"?

No, for reason given in No. 2.

4—What are "Plain Noodles" or "Water Noodles"?

Any product resembling noodles containing no eggs or less than 5% of eggs as required by law, must be very plainly and distinctly marked—"Plain Noodles" or "Water Noodles." It is a qualified term, meaning that the products are substandard.

5—How are "Green Noodles" and "Red Noodles" colored and when can these appellations be properly applied?

"Green Noodles" are supposedly colored with spinach and "Red Noodles" with beet juice. However, there are many imitations so colored artificially.

Under the Federal laws the term "Noodle" cannot be applied even with the color qualification unless the products contain at least 5% of eggs. Otherwise the proper terms would be "Green Water or Plain Noodles" or "Red Water or Plain Noodles."

Secretary Resigns

H. F. Thunhorst, secretary of the American Grocery Manufacturers association, made his resignation to the board of directors to become effective June 1, 1929. His resignation has been reluctantly accepted by the officers who have learned to appreciate his long faithful service since 1914. Mr. Thunhorst will continue in the capacity of adviser until the end of the fiscal year.

Many macaroni manufacturers are members of the American Grocery Manufacturers association and all of them have always felt that they had a faithful friend in Secretary Thunhorst who prior

to becoming secretary of that association was active for more than 6 years in the macaroni manufacturing business in Cleveland, O. In announcing his resignation he made no mention of his plans.

Macaroni Packer Describes Modern Novel

"You'd oughta read the book I been readin', Mame. Gee! It's lovin' and more lovin' and how! Some guy wrote it. I don't know his name. Anyway, what does that matter. He sure knows his onions and his necking all right."

"What's the name of the book? Gosh! I don't know. The hero—he has some kind of a funny name and he was a duke or a prince or something out there in one of them countries. You know! One of them places where they had the war. That don't matter. No one cares about the place anyway."

"But it's some book, all right. The girl—her name was Mame, too. Just like yours. Well! She starts cuddlin' when she was 12 and by the time she goes to work she's all squeezed outa shape. Then this hero comes along and he shows her that what she knows about neckin' parties is just spin-the-plate stuff and what he learned in college is a plenty. You'd oughta read it. I'll tell the world you get a lot outa readin' the right kind of litertoor. I'll givit t'ya after Jane and Mom has read it. You'll not be able to sleep fer a week. Gosh! It's some book, I'll tell the world! Nothing like them dry old classics. Jest plain lovin'—and how!

WANT ADVERTISEMENTS

Five cents per word each insertion.
WANTED—Position with Macaroni Manufacturer as Factory Manager. Thirty years experience in all branches of manufacture. No objection to location. Formerly with The Zerega Company, Chicago. Address, Fred P. Zerega, 948 W. Garfield Blvd., Chicago, Ill.

FOR SALE—Complete equipment for manufacturing and drying long macaroni and spaghetti. The Pfaffman Egg Noodle Company, Cleveland, Ohio.

WANTED—½ or 1 barrel Werner & Pfleiderer Mixer, either pulley or motor driven. Give price. K. A. H., c/o Macaroni Journal, Braidwood, Ill.

WANTED TO BUY—Good 1½ inch H. double Press. Write C. H. L., c/o Macaroni Journal, Braidwood, Ill., giving price, condition and full particulars.

FOR SALE—1½ barrel capacity Kneader in very good condition. Full particulars on request. Also 15,000 stock labels. Write S. Trotta, Macaroni Factory, 447 Chapel St., New Haven, Conn.

FLETCHER - EICHMAN & CO.

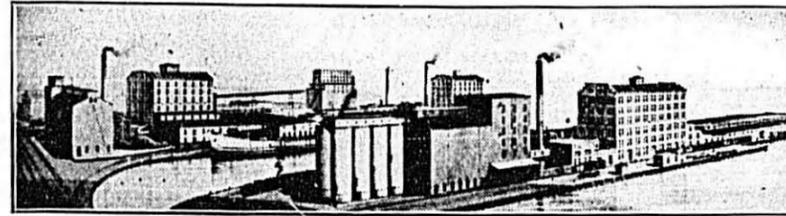
Importers of

"Zolty Brand" Egg Products
Pure Calcium Egg Yolk
Specially selected for Noodles

PURITY—COLOR—SOLUBILITY

Let us figure on your egg requirements

1435 W. 37th St. CHICAGO



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.

OUR PURPOSE:
EDUCATE
ELEVATE
—
ORGANIZE
HARMONIZE

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

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

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The President's Column

Use The Educational Bureau

Through the work of the Educational Bureau, which is being so loyally supported in a financial way by many members of our Association, the use of color in the manufacture of macaroni products has practically disappeared.

However, this Bureau has discovered that the egg noodle branch of the business needs attention.

The Government regulation specifies a definite percentage of solids before ANY noodles may properly be termed EGG noodles.

There apparently are a great many manufacturers of egg noodles who are not in a position to know definitely the solid egg content of their noodles.

In using liquid eggs it is quite difficult to determine the solid egg content at times, and unless extreme care is exercised it might be an easy matter to violate the Bureau of Standards regulations unintentionally.



The Association offers the services of Dr. B. R. Jacobs to assist you in complying with this requirement, and if any of our members or any other manufacturer is in doubt as to whether or not his egg noodles comply with all of the state and federal laws governing them, I would suggest that you communicate with Dr. B. R. Jacobs at Washington.

The Educational Bureau will also advise on proper labeling, and advertising that may be suspicioned as unsound or unethical.

Make use of THIS SERVICE REGULARLY.

The Secretary's Column

Will Not Progress

No Industry will progress much without a trade magazine to boost it and no trade magazine will get very far without an industry to back it.

An Industry may have many advantages and potentialities in its products, but how is the world to learn of them if there is no magazine to do the telling?

Every good trade paper aids an industry whether or not it makes a special effort to do so. The very fact that an industry can support a trade magazine advertises the fact that it is progressive and that its products must give public satisfaction.

An Industry that offers poor support to its own trade paper does not offer much of an opportunity for anything else and progress will be "nil."—Selected.

It's a Good Thought

There is an old man ahead you ought to know. He has your eyes, your nose, your walk. He talks like you, acts like you, thinks like you. And whether he hates you or loves you, respects you or despises you, depends on you.

For you made him. He is you.

The Attitude Worth Developing

What is the consumers' attitude toward macaroni products and toward your particular brand? This question asked by an advertising agency prompted the following action. A position was taken at the macaroni counter in a large Chicago department store and note was made of the actual form of approach made by one hundred prospective purchasers of macaroni, spaghetti and noodles. On the particular counter under observation were stacked several hundred packages of assorted products all carrying the brands of four or five Chicago firms.

"Have you any macaroni?" asked 28 prospective customers gazing direct at the ample display.

"I want some of these," say 55 others, pointing in a general way to the products on the counter.

"I want a package of such-and-such a brand," ordered only 17 of the 100 prospective customers.

This little survey which any one can make will give an excellent idea of the customers' attitude toward macaroni products and brands and may also emphasize the need of some sort of educational work that will take prospective buyers out of the interrogation class into the conviction stage. How can this best be done?

JOHN J. CAVAGNARO

Engineers and Machinists

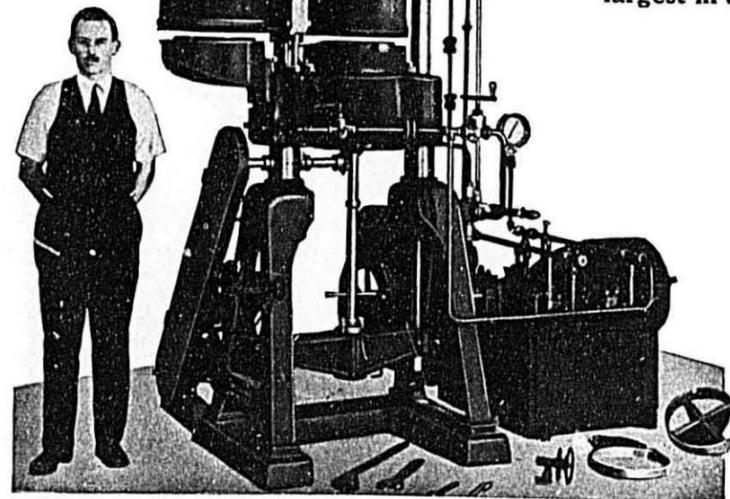
Harrison, N. J.

U. S. A.

Complete
Equipments

Accumulator
Systems

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



No. 222 Press Special

Specialty of
MACARONI MACHINERY

Since 1881

Presses

Kneaders

Mixers

Mould Cleaners

Cutters

Brakes

Moulds, Etc.

in

All Sizes

up to the

largest in use.



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.

Albany
 Atlanta
 Altoona
 Baltimore
 Boston
 Buffalo

Chicago
 Cincinnati
 Cleveland
 Dallas
 Denver
 Detroit

BRANCH OFFICES:
 Indianapolis
 Jacksonville
 Los Angeles
 Memphis
 Milwaukee
 New Haven
 New Orleans

New York
 Philadelphia
 Pittsburgh
 Portland
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