

**THE
MACARONI
JOURNAL**

**Volume 10,
Number 12**

April 15, 1929

The Macaroni Journal

Minneapolis, Minn.

April 15, 1929

Volume X

Number 12



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

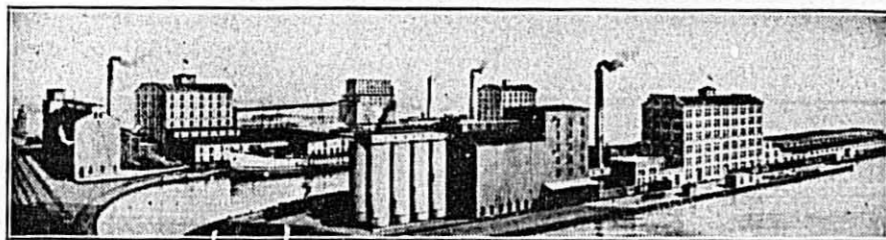
Make Good Your Good Intention

Progressive business men agree that there is no substitute for Cooperation in Trade Promotion.

Every Manufacturer of Macaroni Products feels that some day he will assume his rightful place in his trade association to promote the general interests of his industry, thus directly helping his own business.

Why put off longer making good this good intention? Be among the first to offer your membership in the National Macaroni Manufacturers Association now that a special drive is being made to enroll all the progressive manufacturers as supporters of its activities.

NOW is the TIME to MAKE GOOD your GOOD INTENTION.



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

April 15, 1929

THE MACARONI JOURNAL

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A Constructive Force in Modern Life

By Ernest V. Madison

Advertising is one of the constructive elements in the organization of modern American life.

It has brought about a more comfortable standard of living wherein bathtubs, showers, radios, telephones, etc., are common equipment in the American home.

It has educated the buyer to make intelligent selections in the articles for business and home use. It has stimulated the manufacturer toward continuous improvement in his product's quality.

It is an agent of *economy*, distributing over a wide area the selling messages of the manufacturer, aiding him to build a wholesale production, and lowering the cost of manufacture and distribution.

Advertising, therefore, is a force of wide utility, operating to the benefit of seller and buyer.

Failure to recognize its usefulness or to read regularly the advertising pages, severely handicaps your personal efficiency. The advertising pages of this issue of *THE MACARONI JOURNAL* offer you beneficial advice for the mere reading.



Our Supreme

QUALITY

makes

New Friends

for

★★ TWOSTAR ★★

MINNEAPOLIS MILLING CO.

MINNEAPOLIS, MINN.

New York Office, 313 Produce Exchg.

Chicago Office, 612 No. Michigan Ave.

THE MACARONI JOURNAL

Volume X

APRIL 15, 1929

Number 12

Your Trade Association Dollar

In this day of modern business no man can stand alone. Intensified advertising, mass production and high pressure selling greatly increase the need of closer cooperation in special lines of business. This is particularly true in an industry like ours, with its changing problems of production and distribution and the consequent competition due to expansion greatly in excess of the market requirements.

One naturally associates with friends for pleasure and, likewise, one should fraternize with fellow businessmen for purely business reasons. In either case there is involved both expense and obligation. Who is to bear this expense if not they who stand to profit therefrom? What is a macaroni manufacturer's obligation to his trade association?

It is hard to believe that even in this advanced age there are still some manufacturers who are interested in themselves and their particular business only; men who want to soak up all the good things and benefits which associations assure for the entire trade, yet men who are unwilling to assume their just share of the organization's carrying charges.

No progressive and live manufacturer wants to lean too heavily on others in the trade and for this reason you will always find this class assuming its share of the responsibility of upbuilding the trade and paying a full portion of the expense this activity entails. On the other hand there are still so many who fail to realize the sacrifice made by the really active association workers to whom is due all credit for the 25 years of useful and helpful operation of the National Macaroni Manufacturers Association, our trade organization that deserves and should have the continuous and unstinted support of all in the trade.

Students of the present trend in business are keenly alive to the beneficial results that are gained through unselfish associated effort and that only those members of an industry who manifest a willingness and an ability to cooperate with competitors for the common good will be able to successfully withstand the commodity and intercommodity competition now prevalent in all lines of business.

There is still too much suspicion between members of the macaroni manufacturing trade. More faith in each other and closer cooperation through the industry's National Macaroni Manufacturers Association would serve to allay suspicion and to lessen the unprofitable competition that is causing so much concern throughout the trade.

Let us cite just one instance where understanding would be helpful. From the East and West, the North and South, and from sections in between come loud and plaintive complaints of ruinous competition, both on price and quality bases. In some sections the National Association is even blamed for this condition but we shudder to think what might be the actual state of affairs were the tempering influences of the trade association entirely absent.

"Price juggling" harms everybody; the "juggler" himself is the worst of all. There is some consolation in the knowledge that

when buyers realize that price cutting is done solely for the purpose of "dumping" overproduction or of "palming off" inferior products, the reaction harms the confidence-destroying price cutter to a far greater degree than it does the competitors whom he seeks to injure by his inexcusable tactics.

There is one truth about trade associations that cannot be too clearly and too often stated, and that is that price control is not a legitimate trade association activity. It is permissible under the law for members to discuss past transactions, to open and fairly gather and disseminate information as to cost of production, but under no condition can a trade association countenance any effort or collusion to stifle competition or to restrain trade. It can only educate and reasonably regulate.

It is pleasing to note that the attitude toward its trade association is slowly but surely undergoing a favorable change in the macaroni products manufacturing industry. Rarely do firms allow their membership to lapse and frequently do new and old firms volunteer to cooperate on the theory that through group action alone can legitimate ends be gained.

The National Macaroni Manufacturers Association is at present promoting a nation wide campaign to enlarge its membership to obtain greater support from all whom it seeks to benefit. There are still a few large firms which for reasons best known to themselves have heretofore held themselves aloof and many smaller firms that have failed to fully realize the value of a stronger organization. Both groups have profited from the united action of their competitors who compose the National Association. Now is the time for all friends of the industry to get in line.

The National Macaroni Manufacturers Association is not run for the benefit of any particular group or section. In its ranks at present are found many of the leading manufacturers of package macaroni; over one half of its members deal exclusively in bulk goods and practically all the better noodle makers are enrolled. All the progressive manufacturers in any of these groups should determine that now is the time to show their true colors, to prove their faith in their industry, their confidence in their fellow manufacturers and their willingness to take their just part in the unselfish work of trade education and trade promotion that will forever banish from the business those evils which are sapping the manufacturers of just and fair profits.

In this nation wide drive for new members there is a dual obligation; first on the member firms who should encourage their competitors to affiliate themselves with the leaders in the industry in trade promotion for the common good; second, on the nonmember firms who should realize their obligation to themselves and their fellow manufacturers and voluntarily tender their application for membership.

There is a duty for all to perform and now is the time for doing it. A few dollars invested annually in supporting your trade association will bring you good returns. Your trade association dollar will work for you.

MEMBERSHIP EXTENSION

By A. Irving Grass, Treasurer I. J. Grass Noodle Co., Chicago.

Fellow Manufacturers:

To me has been assigned a task that may be either light or heavy, depending upon my fellow businessmen in the Macaroni Products Industry.

As Chairman of the Membership Committee of the National Macaroni Manufacturers Association the duty devolves upon me of trying to impress upon all the progressive businessmen in our industry that by joining their trade association they are performing a double duty—a duty to their trade and a duty to themselves.

Frankly, Mr. Noodle Maker and Mr. Macaroni Manufacturer, we all believe in organization. Do we not organize our own plants, our own business, to make everything run more smoothly—to make some body responsible for every move? That, friends, is the real and only reason for wanting your membership in the National Macaroni Manufacturers Association. The organization can do much more good in proportion to the amount of support it gets, and the greater the membership the less excuse will there be for not accomplishing what the trade really needs.

When you either refuse to join or unintentionally overlook giving your fellow businessmen the cooperation that they have a right to expect from men in the same line of business, from those who stand equally to profit for good that must come out of concerted and carefully planned action, **WHOM ARE YOU FOOLING?**

The answer is left to you. The National Association wants your membership but it does not need it as badly as the individual macaroni manufacturer needs the good offices of the industry's trade association.

Think this over, you who are not now members. There are classifications that will meet every condition, with annual dues ranging from \$25 to \$100. A plant with a daily capacity of less than 25 bbls. of semolina or flour conversion a day will classify in Class "C" and be required to pay only \$25 a year in the way of dues, and nothing more. Think of this, less than 50c a week!

Plants with capacities exceeding 100 bbls. a day come under Class "A" and they pay \$100 a year in dues, about \$2 a week. Firms that range between 25 bbls. and 100 bbls. come in Class "B," paying a dollar a week or \$50 a year.

This is a roll call for new members. My associates on the Membership Committee and my fellow members in the National Macaroni Manufacturers Association all join me in extending to you a hearty and sincere invitation to JOIN YOUR TRADE ASSOCIATION where you will enjoy all the regular privileges. There are no special privileges. All are in on the ground floor, no matter what your size, the kind of products you make and whether you sell them in thimblefuls or tubfuls.

There is a short application form in this issue of The Macaroni Journal. Fill it in now and mail it immediately to our Secretary as per address found thereon. He will greet you cordially, inform me of your favorable action on this appeal and we'll all be happier because of having done our full duty to ourselves and our fellowtraders. Remember, no better time than the present to shoot along that application.

"Secret" of Our Prosperity
"The great error of industry," says
Garet Garrett, "has been to see the wage
earner only as a producer. Not until it

began to see him also as a consumer was
it possible for a new philosophy of div-
ision to be imagined.

"The equally great error of the wage

earner has been to see himself only as
a consumer, and it was not until he be-
gan to see himself also as a producer
that it was possible for any philosophy
of progressive division to act. There
was nothing for it to act upon.

"These 2 revolutions of thought have
definitely occurred, and there is, for that
reason, now the basis of a common
language between capital and labor."

Mr. Garrett wrote for the Saturday
Evening Post a long series of articles en-
titled "The American Book of Wonder."
He believes that we have discovered an-
acted upon the "secret" of prosperity
and that the people of other countries
are still blind to this secret.

The "secret" is outlined in the first
paragraphs.

Americans have discarded the old
world notion that wages are limited by
an iron law. We have grasped the idea
that production is limited only by con-
sumption. By producing more we can
have more, and by consuming more we
can improve the security of our jobs.

We understand that, fundamentally,
we are working for each other. We are
not afraid of labor saving devices be-
cause we realize that they will bring
more of the good things of life within
our reach.

We recognize that we do not prosper
by fearing the future but by enjoying
the present. Industry is upset when we
restrict either production or consump-
tion.

When a shower of missiles come your
way you may be sure that your missile
has hit home.

The more some men have the less they
seem to think others entitled to.

WANTED---25 New Members

American business leads the world in
progressiveness. Why? Because its
leaders have realized the true value of
organization.

Something more than accident has cre-
ated that great national wealth which the
members term American prosperity; some-
thing more than mere wishing has made
the recent past so fruitful.

That something is the Trade Associa-
tion. No longer are organizations of
special business interests for the promo-
tion of particular trades looked upon as
obbies or side issues; they are real,
fundamental business necessities.

The Macaroni Products Manufactur-
ing Industry has a trade association,
planned to look after its interests in a
general way. It is the National Maca-

roni Manufacturers Association with a
history of twenty years of service to
members and nonmembers. It has had
the sincere support of a limited number
but it is deserving the assistance and
good will of every individual manufac-
turer.

The old idea that your neighbor in the
same line of business was your worst
competitor has been proven fallacious.
Your most feared competitor is any
manufacturer of other food products
who seeks to have the consumer eat his
products in preference to macaroni.

Here is a problem for the whole indus-
try. It's too big an undertaking to be
assumed individually. It can be solved
only by a united industry working
through its trade association.

Much could be said in favor of a
stronger association in the macaroni in-
dustry. Suffice it to say that we have
common problems to solve and a co-
operative organization to solve them for
us.

The National Macaroni Manufacturers
Association stands ready to help every
individual through helping the whole in-
dustry. Are you as willing to do your
duty? During the months of April and
May the National Association seeks to
enroll at least 25 new members in sup-
port of its work. Determine to be among
these well wishers.

Study the constitution and by-laws of
this liberal and unselfish trade organiza-
tion and volunteer your application as a
plain duty.

Constitution and By-Laws of the National Macaroni Manufacturers Association

Braidwood, Illinois

Published April 15, 1929

History

As the infant industry of Macaroni Prod-
ucts Manufacture grew in size and importance,
its leading members recognized the need of
some sort of organization to look after its pro-
duction and advancement. On April 19 and 20,
1904, the National Association of Macaroni
and Noodle Manufacturers of America was
formed at a general meeting of the Industry
at Pittsburgh, Pa.

Starting with only 20 charter members it
grew in size and importance until it attained a
membership of more than 90 by April 1929.
Its Membership Roll are practically all of
the leading firms in America.

Stepping Stones

—Launched "The Macaroni Journal" as its
official organ starting May 15, 1912.

—Shortened name to "NATIONAL MACA-
RONI MANUFACTURERS ASSOCIA-
TION" in June 1919.

—Established national headquarters on March
1, 1919 at Braidwood, Illinois, with a per-
manent Secretary in charge.

—Was incorporated under the laws of the
State of Illinois on January 12, 1920.

—Modernized its Constitution and By-Laws
in 1928 to read as follows:

Article I—Name

The name of this organization is—National
Macaroni Manufacturers Association. (It is
the same Association organized April 19, 1904
as the National Association of Macaroni and
Noodle Manufacturers, with name shortened.)

Article II—Objects

This is a voluntary organization (not for
pecuniary profit) and incorporated under the

laws of the State of Illinois (January 12,
1920), for the following purposes:

- To promote the general welfare of the
Macaroni Products Manufacturing Busi-
ness in America.
- To unite all the progressive elements in
the Industry for the industry's elevation
and advancement.
- To hold annual conventions and sectional
meetings for the interchange and discus-
sion of better business ideas.
- To eliminate waste, to disseminate help-
ful information and to secure equitable
legislation in State and Nation.
- To establish good-will and mutual confi-
dence between members and the allied
trades, distributors and consumers.
- To suppress unfair business practices
and unethical methods of competition.
- To maintain National Headquarters and
to publish "The Macaroni Journal"—its
official organ.

Article III—Place of Business

The Association Headquarters shall be in
the City of Braidwood, Illinois, unless oth-
erwise designated by the Association or its
Board of Directors.

Article IV—Membership

Sec. 1 Eligibility
The Membership of this Association
shall consist of individuals, firms, and
corporations engaged in the Manufac-
ture of Macaroni Products, and of Al-
lied Trades connected therewith.

Sec. 2 Classes

The Membership shall be in three classes:
a. ACTIVE MEMBERS—Limited to actual
Manufacturers of Macaroni Products.
b. ASSOCIATE MEMBERS—Limited to

those conducting lines of business
connected with the Macaroni Prod-
ucts Industry.

c. HONORARY MEMBERS—Limited to
those who have rendered special
service to the trade or this Associa-
tion.

Sec. 3 Application and Election.

- Active and Associate memberships
will be conferred on qualified firms
and individuals by a majority vote of
the Board of Directors upon mak-
ing proper application and on the
recommendation by at least one mem-
ber in good standing.
- Honorary memberships will be con-
ferred only on worthy firms or in-
dividuals on recommendation by the
Board of Directors, approved by a
three-fourths vote of the Active
Members present at any regular
meeting.

Article V—Privileges of Members

Sec. 1 To Vote and Hold Office.

Only Active Members in good standing
shall have the right to vote, to sit in ex-
ecutive sessions and to hold office, the
office of Secretary-Treasurer alone ex-
cepted.

Sec. 2 Representation.

If the membership is in the name of a
firm or corporation, the name of the in-
dividual who is authorized to represent
said firm or corporation shall first be
duly certified to the Secretary-Treasurer.

Sec. 3 Changing Representatives.

Each member is entitled to one vote
only. The right to vote shall not be

APPLICATION

National Macaroni Manufacturers Association,
P. O. Drawer No. 1,
Braidwood, Illinois.

Gentlemen:---

*We desire to do our full duty to our Industry and we herewith
tender, voluntarily, our application for membership in your organization.*

*Please enroll us in Class Check for 1929 dues will be sent
on receipt of your bill.*

Firm.....
By.....

transferred except by written authority, filed with the Secretary-Treasurer.

Article VI—Suspensions, Reinstatements, etc.

Sec. 1. Resignations.

Resignation of members in good standing shall be submitted in writing to the proper official after payment of dues to date.

Sec. 2 Expulsions.

Members may be expelled for cause by a three-fourths vote of the Board of Directors, or of the Association.

Sec. 3 Suspensions.

Members in arrears for dues for a period of more than one year become automatically suspended.

Sec. 4 Reinstatements.

Reinstatement of members can only be made on full payment of any former indebtedness to the Association, application having first been duly approved by a majority vote of the Association or its Board of Directors.

Article VII—Officers

Sec. 1 Governing Body.

This Association shall be governed by a Board of Directors, nine in number.

Sec. 2 Election of Directors.

The Board of Directors shall be elected on the second-last day of the Annual Convention of the Association by Active Members, in the following manner: At the first meeting immediately following the adoption of these laws Nine Active Members will be elected, three for a period of one year each, three for a period of two years each and three for a period of three years each. Then at subsequent annual elections there shall be elected three Directors for a period of three years each.

3 Officers.

Immediately after the election, the Directors shall convene and elect from among their own number the following officers: President and Vice-President, who shall hold office for a period of one year or until their successors are elected and qualify.

Sec. 4 Adviser.

The immediate past president, if not re-elected as a Director, automatically becomes the Adviser of the Board of Directors.

Sec. 5 Secretary-Treasurer.

The Secretary-Treasurer, who need not be a Member of the Association, shall be appointed by the Board of Directors for a period of not more than one year.

Sec. 6 Vacancies.

Members of the Board of Directors who are unable to attend duly called meetings of the Board shall, by a letter addressed to the Secretary-Treasurer, state reasons why. If a Director is absent from three consecutive meetings for reasons which the Board deems insufficient, his resignation shall be considered as tendered and accepted.

Sec. 7 Filling Vacancies.

Vacancies in the Board of Directors shall be filled by the remaining Directors, the appointees to serve till the next annual meeting when the vacancy will be filled during the regular election only for the unexpired term.

Article VIII—Quorum

Sec. 1 Board Quorum.

At any meeting of the Board of Directors, five members shall constitute a quorum.

Sec. 2 Association Quorum.

At any Annual or Special Meeting of the Association Twenty (20%) per cent of the members in good standing shall constitute a Quorum.

Article IX—Duties of Officers

Sec. 1 President.

The President is the chief executive officer. His duties will be to supervise the Association's work, to execute its will and that of the Board of Directors and to represent generally the Association between meetings.

He shall preside at all meetings of the Association and of the Board of Directors, serve as a member ex-officio of all Committees and perform such other duties as are incumbent to his office.

Sec. 2 Vice-president.

In the absence or inability of the President, the Vice-president shall perform all the duties of that office and shall be clothed with all his powers.

Sec. 3 Adviser.

The Adviser shall serve in an advisory capacity on the Board of Directors, without vote, until superseded by a more immediate past president.

Sec. 4 Secretary-Treasurer.

His duties are three-fold: As Secretary he shall keep a correct record of all the business of the Association, send notices of all meetings of the Association and Board of Directors, keep a correct roster of the Members and their standing.

As Treasurer he shall have charge of and be responsible for all the funds of the Association; he shall deposit them in the name of the Association in a depository approved by the Board of Directors; pay all bills and submit annual reports.

As Editor of the Association's official organ, he shall edit the magazine, look after advertising, circulation, etc. For the faithful performance of these duties he shall furnish such bonds and receive such compensation as the Board of Directors may from time to time determine. The premium on the Secretary-Treasurer's bond shall be paid by the Association.

Article X—Committees

The following Association Committees shall be appointed by the President:

a. Convention Committees—to be named on or before the opening day of the Annual Meeting and to serve during the convention period, unless otherwise authorized:

- 1—Auditing —3 members
 - 2—Publicity —3 members
 - 3—Membership—3 members
 - 4—Nomination—7 members
 - 5—Resolutions—5 members
- b. Standing Committees—to be named by the President immediately after the Annual Meeting to serve for his term. (Three on each.)
- 1—Legislation
 - 2—Business Ethics
 - 3—Association Welfare
 - 4—Trade Relations
 - 5—Educational.

Article XI—Meetings

Sec. 1 Annual Meetings.

The Annual Meetings of this Association shall be held at such time and place as the Association or the Board of Directors shall appoint.

Sec. 2 Special Meetings.

Special Meetings of this Association may be called by the Board of Directors. They must be called by the President upon petition in writing by not less than Twenty (20%) per cent of the Active Members. At said special meetings no business other than that set forth in the call shall be transacted.

Sec. 3 Directors' Meetings.

The Directors shall meet for organization each year immediately after adjournment of annual meetings of the Association; also at the call of the President at such times and places as

he may deem best for the welfare of the Association and the convenience of the Directors.

Article XII—Revenue

Sec. 1 Fiscal Year.

The fiscal year of this Association shall begin January First.

Sec. 2 Dues of Members.

All dues are payable in advance on January First each year.

(The dues of New Members will be prorated for the balance of the fiscal year.)

a. Active Members shall pay self-determined annual dues based on plant capacity as per the following schedule:

Class Daily Plant Capacity Annual Dues

"A" Over 100 barrels \$100.00

"B" 25 to 100 barrels 50.00

"C" Under 25 barrels 25.00

b. Associate Members shall pay dues of \$100.00 a year.

c. Honorary Members shall pay no dues.

Article XIII—Corporate Seal

The Corporate Seal of this Association shall have engraved thereon—"National Macaroni Manufacturers Association" and in the center the word "Seal." It shall be kept by the Secretary-Treasurer and affixed to all papers and documents required to be executed under the Corporate Seal of the Association.

Article XIV—Amendments

This Constitution and By-Laws may be amended at any regular meeting of the Association by Two-thirds vote of the members present and voting.

Conventions

Annual Conventions have been held as follows:

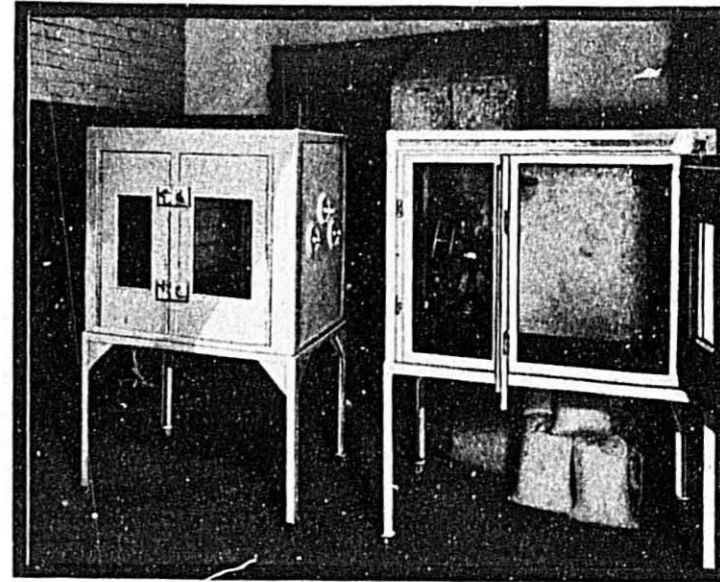
No.	Place	Dates
1	Pittsburgh	April 19-20 1900
2	New York	May 9-10 1901
3	Chicago	May 8-9 1902
4	Cleveland	May 14-15 1903
5	Niagara Falls	June 16-17 1904
6	Memphis	May 11-12 1905
7	St. Louis	May 17 1906
8	Detroit	June 13-14 1907
9	Atlantic City	June 11-12 1908
10	Milwaukee	June 10-11 1909
11	Chicago	June 16-17 1910
12	Minneapolis	June 8-9 1911
13	New York	June 13-14 1912
14	Cleveland	June 12-14 1913
15	Minneapolis	July 8-10 1914
16	St. Louis	June 10-12 1915
17	Niagara Falls	June 22-24 1916
18	Detroit	June 9-10 1917
19	Niagara Falls	June 22-24 1918
20	Cedar Point	June 12-14 1919
21	Niagara Falls	July 8-10 1920
22	Atlantic City	July 7-9 1921
23	Chicago	June 8-10 1922
24	Minneapolis	June 13-15 1923
25	Chicago	June 19-21 1924
26	New York City	June 18-20 1925

Association Presidents

Thomas H. Toomey, 1904-1905,
A. Zerrega's Sons, Brooklyn.
G. F. Argetsinger, 1905-1908,
L. B. Eddy Co., Rochester.
Ed. Dreiss, 1908-1910,
San Antonio Macaroni Factory, San Antonio.
C. F. Mueller, Jr., 1910-1916,
C. F. Mueller Co., Jersey City.
Wm. A. Tharinger, 1916-1917,
Tharinger Macaroni Co., Milwaukee.
James T. Williams, 1917-1921,
The Creamette Co., Minneapolis.
C. F. Mueller, Jr., 1921 (6 Mos.),
C. F. Mueller Co., Jersey City.
B. F. Huestis, 1922 (6 Mos.),
Huron Milling Co., Harbor Beach, Mich.
Henry Mueller, 1922-1928,
C. F. Mueller Co., Jersey City.
Frank J. Tharinger, 1928-19—,
Tharinger Macaroni Co., Milwaukee.

Association Secretaries

E. C. Forbes, 1904-1919, Cleveland, Ohio.
M. J. Donna, 1919-19—, Braidwood, Illinois.



Special Drying or Curing Cabinets

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

Here are just a few of
the reasons why we believe

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

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

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

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

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

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

our processes of milling Gold Medal "Tested" Semolinas.

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



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

GOLD MEDAL SEMOLINAS

"Tested"

WASHBURN CROSBY COMPANY

General Offices: Minneapolis, Minn.

Millers of Gold Medal "Kitchen-tested" Flour

LET'S TALK IT OVER

Friendly Conferences seem to be the order of the day.

At this very moment the leading nations of the earth are in friendly conference in Europe considering the Dawes Plan.

Daily there are held family conferences on purely personal affairs.

Often the heads of various departments in any line of business find it profitable to confer on trade policies, improvements or extensions.

Our European friends agree that much of the progress made by business in America is due to our habit of holding periodical conferences in the different trades.

The Macaroni Producer Manufacturer is not behind the times in this regard. Annually he has the opportunity to confer with his competitors—leaders in the trade—on a friendly and most helpful basis.

Such a conference is to be held soon—in Hotel Astor, New York city, June 18, 19, 20, 1929.

COME, LET'S GET TOGETHER AND TALK THINGS OVER!

* * * * *

Conditions in the Macaroni Products Manufacturing Industry have been, well,—fair. Most of us have been quite busy, but something has occurred that has not permitted us to do quite as well as we had hoped.

We seek to place the blame, always with competitors in mind. Are we right in even thinking so? What does the other fellow say?

No matter where your plant is located, the grade of products you manufacture, or the means of distribution you have adopted to suit your particular business, your business will be affected by the actions of others, both within and without the industry.

Things are not so bad but what they could be worse and business not so good that it may not be improved. That is true of all of us.

We each know our own story. Let's hear the evidence of the other side. Perhaps our competitors have more to complain about than we.

But no matter what the conditions are in your particular territory or in your own organization, much good and very little if any harm can be done by getting together in friendly conferences, calling a spade a spade, and discussing ways and means of general improvement.

That is the purpose of the MACARONI MEN'S CONFERENCE to be held in New York city in June. At this trade conference will be found most or all of the leaders, ready to exchange views and to make suggestions. Those who miss this opportunity will suffer the loss of that great good that comes from personal contact with other successful men in their trade.

Decide now that you will be in New York city in June to TALK THINGS OVER.

Secret of Success

The secret of success is this: There is no secret of success.

Carry your head high, keep your thoughts under control. Success is the result of mental attitude, and the right mental attitude will bring success in everything you undertake. In fact there is no such thing as failure except for those who believe in failure. There is no such word in all the vocabulary of man unless you, yourself, have written it there. Great successes are made up of an aggregation of little ones and he who is willing to do the little things as they come, one by one, is sure to be prepared for the larger things that come only occasionally.

The man who fills a position of trust and honor has always first filled positions of lesser importance, and having filled those successfully has developed into a well known man, capable of coping with and surmounting the difficulties that lead up to the higher position of trust.

Our great generals in wars of the past started out commanding a few men, and

performed their official work with such efficiency that they were called upon to lead great armies to victory.

Our presidents never jumped into their

TWO IN ONE

Dedicated to the macaroni manufacturer who is ever seeking a "Heavenly" Market or the "Market of His Dreams."

I've got a scheme to make hens lay
Not merely once but twice a day,
(Just think what that would mean to you—

Two eggs per day the whole year through!)

Just find a place where the sun doesn't set;

Where, if it rains, it doesn't get wet;

Where, if it's hot, it's really cool,
And nothing holds to the hard, fast rule;

Where Nature isn't herself at all—

Even Spring comes first in the real late fall!

If you can find a place like that

(Do you "get" the scheme I'm hinting at?)

I'm sure it would be so real unreal

That no matter how the hen might feel

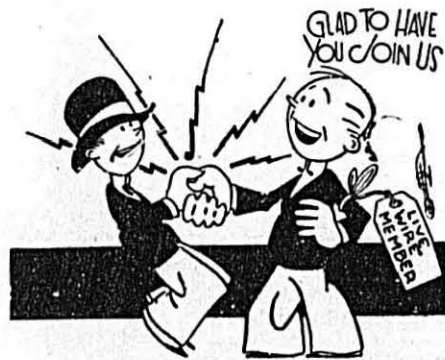
She would simply have to lay and lay--

Because that isn't her natural way!

office at a single bound; they served in some less important capacity first and served so well that the people called them to come up higher.

When the captain of a great industry wants a man to head some important department, he looks over his men and picks one that has proved efficient in the lower positions and who by that efficiency

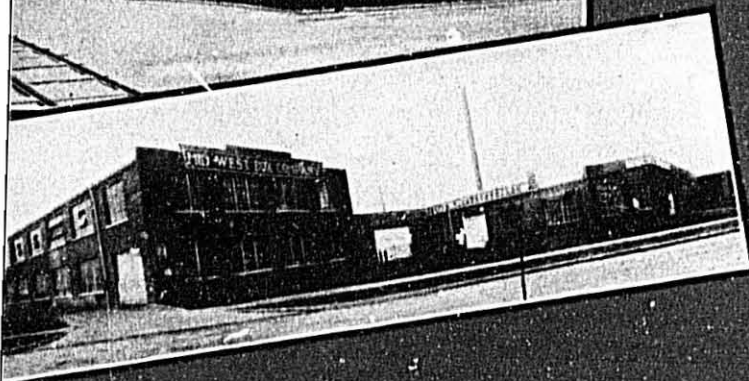
(Continued on Page 22)



A "GLAD HAND" is worth many "COLD SHOULDERS." A personal invitation from a Macaroni Manufacturer to a competitor is taken much more seriously than a matter-of-course invitation from an association officer. Try one on the next fellow businessman or two that you may chance to meet either intentionally or accidentally.



Our Kokomo In-
diana Mill man-
ufactures Test Lin-
ers and Chipboard
for Containers.



**BOX FACTORIES AND MILLS
(CORRUGATED and SOLID FIBRE)**

of the

**CONTAINER CORPORATION
OF AMERICA**

**and MID-WEST BOX COMPANY
IN INDIANA**

OUR Corrugated Box factory at Anderson, Indiana, is the first and oldest of the Mid-West plant group associated with the Container Corporation. Built in 1914 as an experimental plant for the development of an idea—the idea that there are many packers and shippers who would prefer to use dependable, consistent quality corrugated boxes **ALL THE TIME** if they could get them—it was in 1926 supported by four corrugated box factories and two mills, at that time merged with the Container Corporation of America. The "Consistent Quality" idea was found so good that it was adopted and is today the moving force behind the progress of the Container Corporation.

Anderson supplies quality Corrugated containers to Illinois, Wisconsin, Minnesota, Iowa, Missouri, Michigan and parts of Ohio and Pennsylvania.

Our Kokomo Mill manufactures Test Liners and Chipboard for shipping containers.

OTHER FACTORIES AND MILLS

at Cleveland, Ohio, Philadelphia (Manayunk), Pa., Fairmont, W. Va., Charleston, W. Va., Cincinnati, Ohio, Circleville, Ohio, Natick, Mass., and Bridgeport, Conn., (except Chicago plants, previously shown in this series). —

WILL BE FEATURED IN LATER INSERTS

ED
ORY
SON

IANA



A Great Variety of Goods — Fragile, Solid and Liquid Now Packed in Fibre Board Containers



Dependable Quality Fibre Shipping Boxes Are Lowest in Cost in the Final Showing

THE reasons for the wide usage of our Corrugated and Solid Fibre shipping containers are based on their many sided economy, strength, protective qualities and endurance. They are known for consistent, dependable quality. Each box is backed by a strong, well equipped organization with twelve box factories and six mills, engaged in the serious business of turning out products that will stay sold strictly on their merits.

Buyers are rare who do not know of the quality of Mid-West corrugated, and everywhere the Container Corporation is known and respected for abilities and highgrade products. Let us help you economize—with better boxes and packing methods. See COUPON.

Some Industries Now Using Our Solid Fibre or Corrugated Boxes

- | | | |
|------------------------------------|---|-----------------------|
| Bakery Goods | Furniture | Shoes |
| Canners | Stationery | Breakfast Foods |
| Building Material | Lamps and Shades | Proprietary Remedies |
| Sporting Goods | Tobacco—all forms | Spices |
| Books and Magazines | Perfumery | Foods—All Kinds |
| Toys | Paints and Varnishes | Instruments |
| Crockery | Automotive | Brooms, Brushes, Etc. |
| Bottlers | Glassware | Ceramics |
| Fruit Packing | Insecticides | Leather Goods |
| Radio Goods | Rubber Goods | Doors |
| Pictures | Electrical Goods | Hardware |
| Vegetable Growers | Men's, Women's and Children's Furnishings | Dry Cell Batteries |
| Meat Packing | Dairy Goods | Enamelware |
| Soap and Chips and Washing Powders | Millinery | Filing Cabinets |
| Matches | Confectionery | Electric Light Bulbs |
| | Carpets and Rugs | |

CONTAINER CORPORATION OF AMERICA
and MID-WEST BOX COMPANY
 111 W. Washington St. Chicago, Illinois
 Six Mills — Twelve Factories — Capacity over 1200 tons per day

RETURN COUPON
 CONTAINER CORPORATION OF AMERICA
 111 West Washington Street, Chicago

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

Name _____
 Title _____
 Firm _____
 Address _____

Wherever goods are manufactured — there you will find our boxes reducing packing and shipping costs.



Faster Noodle Sales . . . In Cellophane!

When packaged in Cellophane, noodles sell faster. 100% transparency shows the color and quality of the noodles and stimulates the housewife's desire to buy.

Then, too, Cellophane protects against dust and dirt. It is an ideal display package for the grocer's counter—ready for instant sale.

Our Package Development Department will be glad to help you work out an attractive unit for your noodles. Send us a sample. We will return it Cellophane-wrapped without obligation to you.

Du Pont Cellophane Co., Inc., 2 Park Avenue, New York City. Canadian Agents: Wm. B. Stewart & Sons, Limited, Toronto, Canada.



Cellophane

Cellophane is the registered trademark of Du Pont Cellophane Company, Inc., to designate its transparent cellulose sheets and films, developed from pure wood pulp for a by-product.

A Prediction and an Explanation

For many years past I have been increasingly optimistic concerning the future of the macaroni industry in the United States. I believe I have radiated that enthusiasm in my periodic bulletins to the industry. There may have been some who thought that I was overly enthusiastic, but on the basis of evidence today available I confidently predict that during the course of the next few years the increase in the production of macaroni products manufactured from durum semolina is going to be the largest of any like period in the history of the industry of this country.

Figures recently issued by the United States Department of Commerce show an increase in the domestic consumption of durum semolina for 1928, as compared to 1924, of 476,355 bbls., an increase from 1,659,042 bbls. in 1924 to 2,135,397 bbls. in 1928.

This of itself is significant; but when we consider that this increase has taken place in the face of a greatly restricted immigration from Italy and other macaroni consuming countries, it is still more significant.

This consideration of restricted Italian immigration is even more significant than

By **A. L. RULAND**
Manager Durum Department, Washburn Crosby Company, Inc.

it would appear on the surface. Italian immigrants and their families, when they first arrive in this country, are almost invariably poor. They work hard and in consequence have very hearty appetites. Macaroni is the food which they have been most generally accustomed to and is the most economical food they can buy. In consequence a very large portion of their diet consists of macaroni products for many years.

Money makes the automobile go, and the automobile makes the money go—and there you are.

Appeal for Support of Educational Bureau

By **Dr. B. R. Jacobs**, Washington Representative

Government officials and state food law enforcing officers are pleased with the active campaign being waged by the macaroni manufacturers of the country through the National Macaroni Manufacturers association to bring about the elimination of all artificial coloring in macaroni products and the sale as well as the labeling of substandard egg macaroni as NOODLES or EGG NOODLES.

The laws of practically all states prohibit the use of artificial coloring in macaroni products whether or not the label thereon bears a statement showing that the product is artificially colored. This makes illegal the manufacture of artificially colored products in your state.

The federal government through the Department of Agriculture has ruled that it is a violation of the federal food law to ship artificially colored macaroni products from one state into another. This makes the sale of these products illegal in interstate commerce.

The standard for all EGG MACARONI PRODUCTS is that they shall contain NOT LESS than 5.5% of egg solids, on the moisture free basis, before they are privileged to be labeled as "NOODLES" or "EGG NOODLES" or "EGG ALIMENTARY PASTES." These standards also provide that macaroni products made in the shape of noodles, but containing LESS THAN 5.5% of egg solids or containing no eggs, shall be labeled "PLAIN NOODLES" or "WATER NOODLES." The Department of Agriculture has further ruled

that no reference whatsoever shall be made to eggs in these substandard products.

The job of the National Macaroni Manufacturers association through its Educational Bureau is to assist the Federal and State officials in the enforcement of the standards and regulations referred to. For this work a special fund has been created, supported by voluntary contributions on the part of those manufacturers who are willing to obey the food laws and to see that others are compelled to do so. How much can be accomplished along this line depends entirely upon the amount of cooperation that you as individual manufacturers will give the Educational Bureau.

Here is how YOU can help in this work:

1—Contribute as liberally as possible to the Macaroni Educational Bureau Fund.

2—Submit to us samples of products which you suspect to be either artificially colored or deficient in egg. Accompany sample with a purchase slip showing date and place of purchase and statement that products were sold as "Noodles" or "Egg Noodles," together with name of manufacturer.

3—Sample may be in original packages when less than 1 lb.; samples from bulk product should not exceed one pound but should, if possible, be accompanied by the label taken from the box from which goods were sold.

Your earnest and prompt cooperation in this work is requested. With your

financial support and through the submission of suspected products, we can gain the ends for which there is apparently still great need and from which much good will result.

Martin Luther Honored

Martin L. Luther, popular semolina salesman, vice president and manager of the Minneapolis Milling Company of Minneapolis, has recently been honored by election to the office of vice president of the Commander-Larabee Corporation



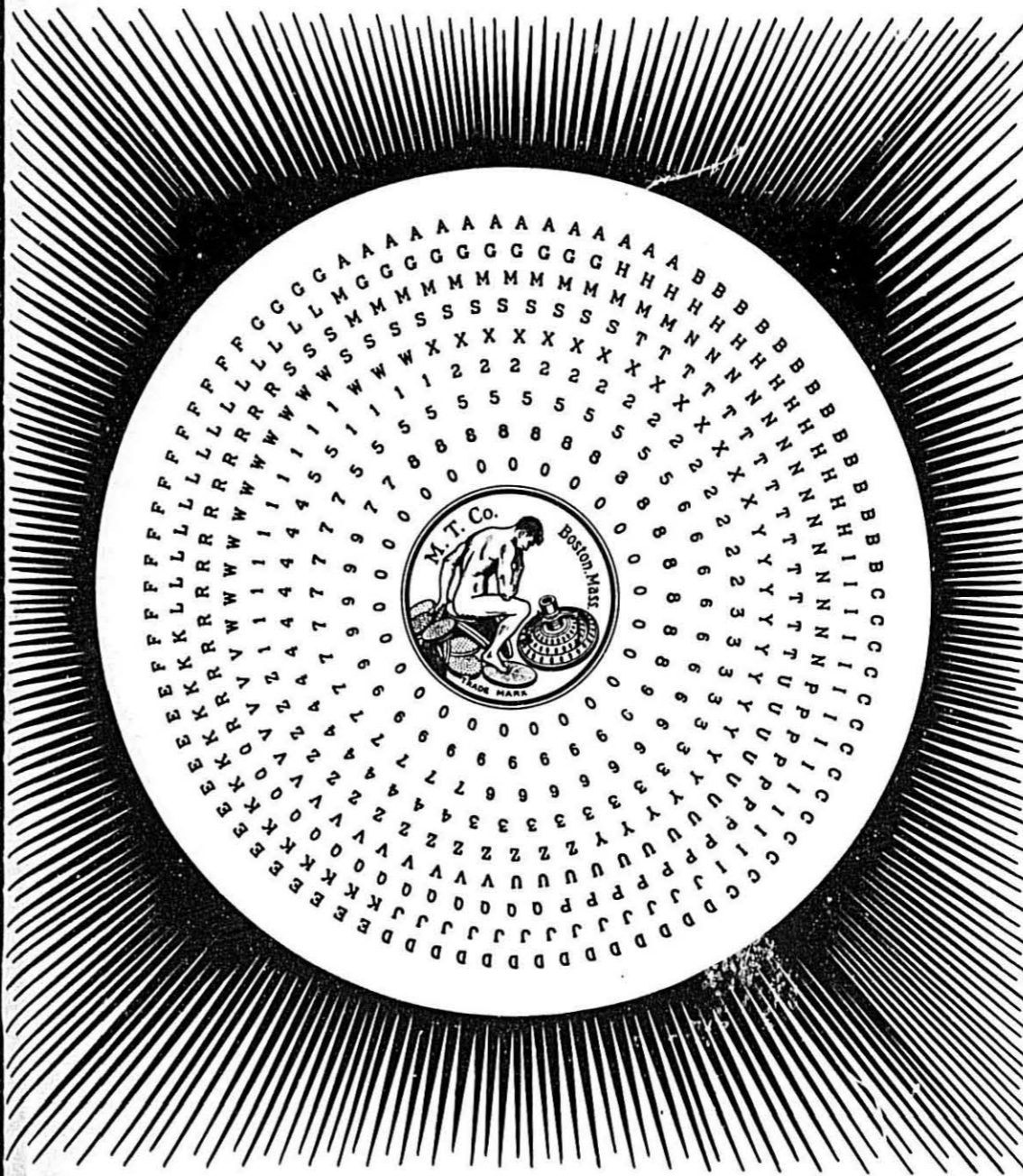
Courtesy of N. W. Miller.

of the same city. The added duties will rest lightly on the shoulders of this young executive who is known among macaroni men as a "glutton for work." They all join in wishing him unbounded success in his new position. He aims to continue his contact with the macaroni industry and the durum milling trade.

April 15, 1929

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The Highest Accomplishment
of Perfection in Die Making

Another Product of

MARIO TANZI COMPANY

Mfrs. of Macaroni Dies

348 Commercial St.

BOSTON, MASS.

Pedigreed Macaroni Brand Asserts Its Rights Over Territorial Versions

(Written Expressly for THE MACARONI JOURNAL, by Waldon Fawcett.)

The spring of 1929 is to witness the settlement, final and conclusive, of a controversial question which has plagued the macaroni industry, along with other food specialty lines, for many years. This riddle, which is due for answer, concerns the scope of territorial rights in trade marks. Finality of decision in the immediate future is assured because the Supreme Court of the United States has agreed to pass upon the long debated issue. Indeed, the importance of the proposition is attested by the fact that the nation's highest court has consented to review what the lower courts have said on the subject. Ordinarily, the supreme bench will not take up time with trade mark disputes.

In order that readers of the Macaroni Journal may realize what is at stake in the current clash of interests it is necessary to go back in memory some years to the famous "Tea Rose" case. That duel, between Hanover Star Milling company and one Metcalf, had to do with the branding of flour. The commodity, being within hail of macaroni products, gave the macaroni onlookers a special interest. But the basic principle involved was in itself sufficiently vital to the building of business good will to rivet attention.

That "Tea Rose" prelude to our present contest brought a slowdown for the first time on the "territorial rights" in trade marks. In a country so large as the United States it is inevitable that there should be local trade marks as well as national trade marks. The local marks are the marks adopted by pioneer traders at various points for use in their local communities. The national marks, so-called, are the brands whose owners aspire to country wide distribution of their wares, albeit this far flung distribution is not always attained immediately a brand is placed on the market. As was quite to be expected, some of the local or regional brands in use in restricted areas in the foodstuffs market are older than the national brands with which they have come into competition.

The stage was set for trouble as soon as it became apparent that local branders and intended national trade markers were drawing on the same sources of inspiration for their product nicknames. Duplication of names, sometimes unin-

tentional and unconscious, became common. The first crucial test of the rights of a pioneer brand in local territory as against an invader from outside was made in the "Tea Rose" case above referred to. In umpiring that struggle, the Supreme Court of the United States was commonly understood to say that a trade mark follows trade and cannot precede it. In other words, that a prior user of a brand in local territory has nothing to fear from the belated outsider.

That pronouncement by the Supreme Court attracted no end of attention, as it deserved. But it was not long until it dawned upon the forces of business that it did not really settle the bigger question. In the "Tea Rose" case neither of the conflicting marks was registered—neither in the Federal clearing house at Washington nor in any of the states. That left the dispute to be disposed of largely in accordance with the principles of the common law governing unfair competition. There remained for disposition the more acute question of whether the local or intrastate brand can hold the fort against a would-be national brand which admittedly comes into the territory from outside, but comes fortified by a certificate of registration from the U. S. Patent Office.

Where industry has been up in the air all these years is on the scope of a Federal trade mark franchise. Most traders who have taken out their papers at Washington have assumed that they had an option for a monopoly in the use of their marks in every nook and corner of the land, regardless of whether they were ready to exercise that option forthwith. But, with the disquieting "Tea Rose" precedent in the offing, trade mark owners have been uneasy. Time and again effort has been made to find out what is what when a junior registered mark threatens a senior local mark. At last the Supreme Court has agreed to give an ultimatum. Luckily for macaroni tradesmen this climax comes in the macaroni line. Moreover, the circumstances are such as to stress what is really the crux of this question, viz., whether or not it matters if the goods of a would-be national brand have never been on sale in the territory of the local brand that it is sought to evict.

The United States Printing and Lithograph company, as next friend for several merchants who use local brands or

private brands, has brought matters to a head. The U. S. (L. & P.) company has for years past made a business of supplying labels to retail merchants and grocers for use on macaroni and other products. Whenever such a merchant has desired to feature an "own label" or "store special" the printing house has not only seen to the printing but has supplied an appropriate brand. In this branding by proxy the word "Home" has been a keynote. The different distributors have been outfitted with separate distinctive names but these have been variants of the "Home" theme, as in the case of "Home Run," "Home Pack," "Home Pride," "Home Town" and "Home Club."

After this local branding had been in progress in various eastern and central states for some years, objection was raised by Griggs, Cooper & Company, manufacturing wholesale grocers of St. Paul, Minn. This house began as long as a third of a century ago to use the mark "Home" or "Home Brand" on its various lines, including macaroni. The trade of Griggs, Cooper & Company is confined and always has been confined to the northwestern states. But the St. Paul firm long years ago took the precaution to register "Home Brand" as a trade mark for macaroni and some 3 dozen other classes of food specialties. On the strength of these registrations demand was made that use cease of the local brands embodying the word "Home" even though these locals were in use in states where the national claimant had never done any business.

In the Ohio courts, where the case was first tried, the judges held that everybody must make way before the firm that can back its claim to a trade mark by registration. United States Printing & Lithograph company still insists, though, that the rights of any user of a trade mark are limited by the boundaries of the states in which it has sold goods and are not extended into states where it has made no sales. So vigorously has this argument been put that the Supreme Court has agreed to consider all the evidence and decide whether any property exists in a trade mark in regions where the trade mark isn't known to the trade or to the public.

A compliment always passes for more than its face value.

April 15, 1929

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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

Factory Made vs. Home Made

The factory made egg noodles, particularly the brands that are made in the modern sanitary plants out of the best flour and containing the legal egg requirements, are now very generally accepted by consumers as superior even to those toothsome dainties made by the German fraus of long ago. Such has been the rapid decline in the kitchen making of egg noodles that it is becoming a lost art.

Statistics as to the quantity of egg noodles made in kitchens are lacking but it is safe to say that not one cook in a thousand is adept at mixing, rolling and cutting home made noodles as were our grandmothers. This lost art is directly chargeable to the high quality of the factory made products and the fair prices at which they are being marketed. They are daily increasing in public favor as practically all manufacturers will attest.

Some small manufacturers, seeking to still capitalize the old idea that "home made" egg noodles are the only real noodles, have chosen to use the names of women to emphasize the home made quality of their factory made products. State and federal bureaus and even the courts of the land have ruled that it is unfair to advertise a product as "home made" unless it is actually manufactured in the home of the one offering it for sale.

Oftentimes these same manufacturers aim to do a little cheating in their products, either by using eggs in much smaller quantities than required by law or by using artificial coloring matter in their manufacture to make them appear as being legitimate egg products. Several cases of deception of this character were uncovered by the Macaroni Educational Bureau within the past few weeks. In passing through the state of Ohio last month, Dr. B. R. Jacobs purchased 7 samples made by 7 small firms or by larger firms for smaller distributors. In every case the name of a woman was used as the manufacturer, and in 5 of the 7 samples examined there was found, not only egg deficiency, but also artificial coloring.

The egg noodles are now one of the most popular of the macaroni products. Their consumption has increased by leaps and bounds within the past few years. If the industry is to profit from this trend it will have to guard against the abuses practiced by the small fellows above referred to. Manufacturers should submit samples of all products in their field purporting to be made "in the

home," giving at the same time sufficient supporting evidence that will enable the Educational Bureau to act swiftly and effectively.

Are you supporting the Macaroni Educational Bureau financially? Remember, there is still much to do, and it's not too late to pledge liberally toward this badly needed activity.—Editor.

Egg Importation Increasing

Despite the heavy production of eggs by the millions of hens in the United States this country is one of the world's largest importers of "hen fruit." Only a very small proportion of the imported eggs are for table use; most of them are used in food factories, including noodle plants, bakeries, etc.

Imports of eggs and egg products into the United States in 1928 had a value of \$6,778,693—\$1,604,317 more than for those in 1927, but somewhat below 1925 and 1926. Egg products—frozen and dried whole egg, yolk and albumen—constitute most of these imports, those of eggs in the shell being negligible. China supplies practically all of the eggs in the shell and egg products imported into the United States. Imports of eggs in the shell have varied from 608,768 doz. in 1925 to 285,864 doz. in 1928.

There was an increase in the imports of all egg products, except dried and frozen albumen, in 1928 as compared with 1927. Imports of dried whole eggs amounted to 1,835,060 lbs.—almost twice the imports of 1927, and the largest amount received since 1924. Of the total 1928 imports 1,137,825 lbs. were received in July.

Imports of frozen whole eggs amounted in 1928 to 11,124,402 lbs. and were exceeded only by the imports of 1925. Of the 1928 imports, 9,857,765 lbs. arrived in July.

Imports of dried yolks amounted to 4,463,987 lbs.—1,200,000 less than those of 1925 and almost 1,000,000 lbs. more than 1927. Frozen yolk imports, at 3,029,392 lbs., were 2,800,000 lbs. below the 1925 imports but greater than the 1927 imports.

There has been a constant decline in the imports of egg albumen, both frozen and dried. Imports of frozen albumen decreased from 4,328,034 lbs. in 1925 to 649,903 lbs. in 1928. Imports of dried albumen dropped from 4,189,231 lbs. in

1925 to 2,370,945 lbs. in 1928. As in the case of the other egg products, most of these imports arrived in July.

Item and country of origin or destination	1927 Dozens	1928 Dozens
Eggs in the shell:		
Canada	8,170	13,299
China and Hong Kong	239,472	265,547
Other countries	2,325	7,018
Total	249,967	285,864

Whole eggs:	1927 Pounds	1928 Pounds
Dried—		
Germany	2,592	8,600
United Kingdom	13,420	35,710
China	940,470	1,790,650
Other countries	6,000	100
Total	962,482	1,835,060

Frozen—	1927 Pounds	1928 Pounds
United Kingdom	250,800	1,032,382
China	2,504,116	10,082,371
Japan	6,256	9,413
Other countries	13,147	231
Total	2,774,319	11,124,402

Egg yolks:	1927 Pounds	1928 Pounds
Dried—		
Germany	41,000	22,000
Netherlands	109,200	243,400
United Kingdom	15,200	72,870
China	3,348,504	4,125,237
Other countries	11,404	460
Total	3,525,308	4,463,987

Frozen—	1927 Pounds	1928 Pounds
Germany	112,200	597,380
United Kingdom	63,800	2,316,448
China	2,714,622	3,364
Other countries	3,364	3,029,392
Total	2,778,422	3,029,392

Egg albumen:	1927 Pounds	1928 Pounds
Dried—		
Germany	18,000	37,376
United Kingdom	11,200	20,400
China	2,910,194	2,291,087
Japan	6,600	14,200
Other countries	14,283	7,882
Total	2,960,277	2,370,945

Frozen—	1927 Pounds	1928 Pounds
United Kingdom	93,000	3,300
China	2,247,692	649,903
Total	2,340,692	649,903

Condemn Anti-Chain Legislation

The American Grocery Manufacturers association is strongly opposed to any legislation arbitrarily designed directly or indirectly to suppress or to limit the retail chain store business, regardless of the attending economic circumstances. A legislative resolution recently adopted is declared to be neither sound nor just in principle and that any action aiming to exclude any manufacturer, merchant or product from a market, whether by conspiracy, agreement, unjust and misleading propaganda for the purpose of influencing legislation or other public action, is an unfair method of business.

If you're determined to be good natured you must expect to be imposed upon.

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

Let us be your "Package Counselors."

**CONSULT OUR
TRADE MARK BUREAU.**

The courts have decided that trademarks and brand names are valuable property. No new name should be adopted without investigation. Our trade mark bureau contains records of over 880,000 brand names including all registered brands. Write for particulars. The service is free.

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

CINCINNATI BALTIMORE BROOKLYN
8 Beech St. 57 Cross St. 23 N. 3rd St.

Recommends Retention of Present Duty on Macaroni Products

At the hearing on the Tariff Act of 1922, paragraph 725 dealing with the import duty on macaroni products, representatives of the Italian Chamber of Commerce in New York presented the following brief to the Ways and Means committee of the House of Representatives in Washington, D. C., early in the year favoring the retention of the present duty of 2c a pound on all imported macaroni products:

Prior to the war, Italy was an extensive exporter of macaroni products to this country and practically its chief source of supply. The annual import was then from 5 to 6 million boxes. However, the war has entirely changed the aspect of things as regards this trade. During the war the manufacture of macaroni was developed on a serious scale in this country. This was due to a

matter of necessity, as the foreign supply had been entirely cut off by embargoes. Unquestionably the macaroni industry in this country has been successful both as to quantity and quality. Today macaroni is produced in this country in such large quantities, and of a quality that compares favorably with the best imported; so that importation is unnecessary. Italy, as a factor in the macaroni trade of this country, has almost entirely disappeared.

As to the cost, even admitting the higher wages paid in this country, macaroni can, no doubt, be produced in the United States today as cheap as in Italy. This is due to the fact that the raw materials or durum wheat is procurable here in greater abundance and at less cost than in Italy, where a large part of the wheat, even for local consumption, has to be

imported. Under these circumstances Italy cannot again become a factor in this trade.

What remains of the import trade in this commodity is confined to some few specialties that are still imported in limited quantities. That foreign supply is now a factor of small significance is attested by the fact that during the past 7 years the imports of macaroni have not reached a yearly average of 4 million pounds—a mere trifle compared with the 500 million pounds of macaroni yearly manufactured in this country.

Under the circumstances, this Chamber feels justified in respectfully recommending that the duty on macaroni be continued at the present rate of 2 cents per pound.

Beware of Zoning Ordinances

Now that the United States Supreme Court has passed on the subject, I think the readers of these articles ought to know something about the zoning proposition that is being put over in all parts of the country.

The zoning proposition takes the form of local ordinances forbidding the erection of business buildings and the conducting of business in certain restricted parts of a town or city.

The importance of the thing is that the parts restricted are often the very choicest parts to put a business in. For this reason every zoning ordinance which has been passed, so far as my observation has extended, has been fought by somebody. Once in awhile the protest has succeeded, but mostly it has failed. The United States Supreme Court's decision probably settles all doubt on the main principle, which is that a local government has the right to bar business of all kinds from certain sections of the municipality.

These ordinances are fair enough in one respect, viz.: they often contain a clause protecting the business already located in the reserved district. As a matter of fact, it is this provision which has been seized upon by most objectors, who have argued, very plausibly, that it was not constitutional to make fish of one and flesh of another; that it might be all right to bar all business from a given section, but decidedly wrong to say to those already in, "you can stay, but nobody else can enter." This, said the

objectors, gave a virtual monopoly to those already in, which is never a good thing for the community.

The United States Supreme Court, however, has said that this provision was legal.

The case arose in New Orleans, La., and it was very bitterly fought. The zoning ordinance passed there was much like the others—it prohibited the establishment, erection or operation of any sort of business, trade or factory within a given area in the city, but did not prohibit the continuance of those already established. If any of the latter should be abandoned, however, the privilege was gone.

The plaintiff, Sampere, owned a lot within the restricted area. He had bought it before the ordinance was passed, which he thought put him in a better position than others left outside. He asked the city for a permit to erect a store building and got it. Then he made a contract for the work and started on the foundation. At this point the city stopped him and the fight over the legality of the zoning ordinance began. Suit for injunction was started in the Louisiana courts, and went all through them. They upheld the ordinance. Sampere then appealed to the United States Supreme Court, which ruled likewise. Sampere made a very strong argument that the ordinance deprived him of his property, to wit, his right to use his lot for any proper purpose, and also deprived him of the equal protection of the laws because it gave to others the privilege which it denied him. None of this

made any impression on the Supreme Court, which like all courts which had preceded it, upheld the ordinance in toto. I have no doubt that this decision will prove an impetus to towns and cities all over the country to enact similar measures.

One danger that lies in the situation is this: I haven't much doubt that a municipal government could, if it liked, prohibit even the established business from continuing to do business in a restricted area, and if that is so, everybody has a zoning ordinance hanging over his head if he does business in a residential section.

(Copyright, March 23, 1929, by Elton J. Buckley, Esq., Counselor-at-Law, 1650 Real Estate Trust Company Building, Broad and Chestnut St., Philadelphia, Pa.)

Praise for Association Booklet

The Louis Livingston Library of Baking through its able librarian, Miss R. E. Praddat, compliments the National Macaroni Manufacturers association on the valuable booklet entitled "Medical Authorities on the Food Value of Macaroni Products" which is now a part of the library of the American Institute of Baking in Chicago. Miss Praddat in a letter to the association says, "It is surprising how interesting material of this kind is to the layman. I had hardly opened the envelope and placed the booklets on my desk for further attention, when one of the instructors came down and asked me for a copy. I know they will be a fine addition to our Maca. file."

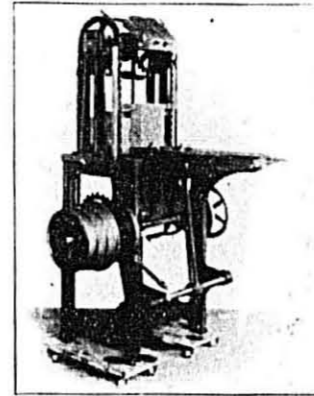
April 15, 1929

THE MACARONI JOURNAL

19

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

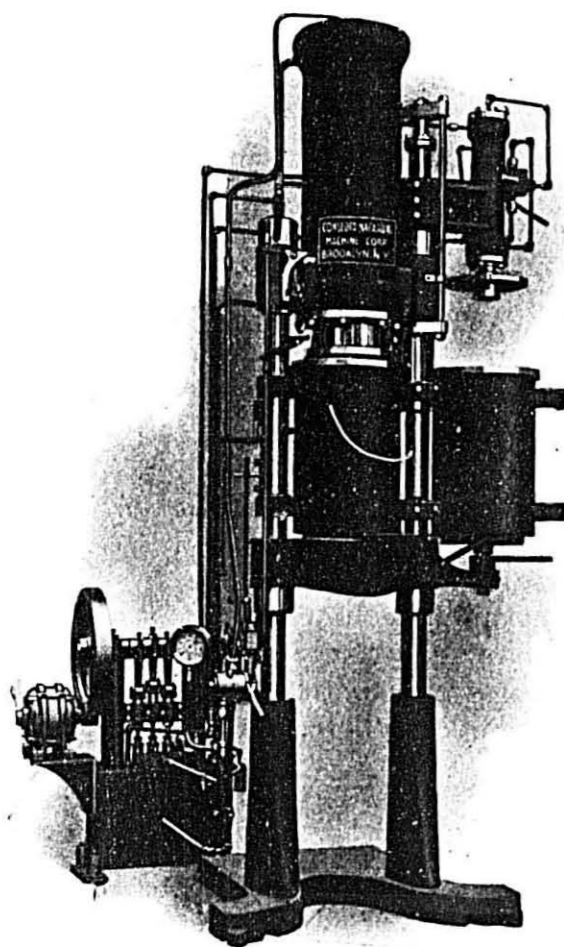
CHICAGO, ILLINOIS

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.

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.

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.

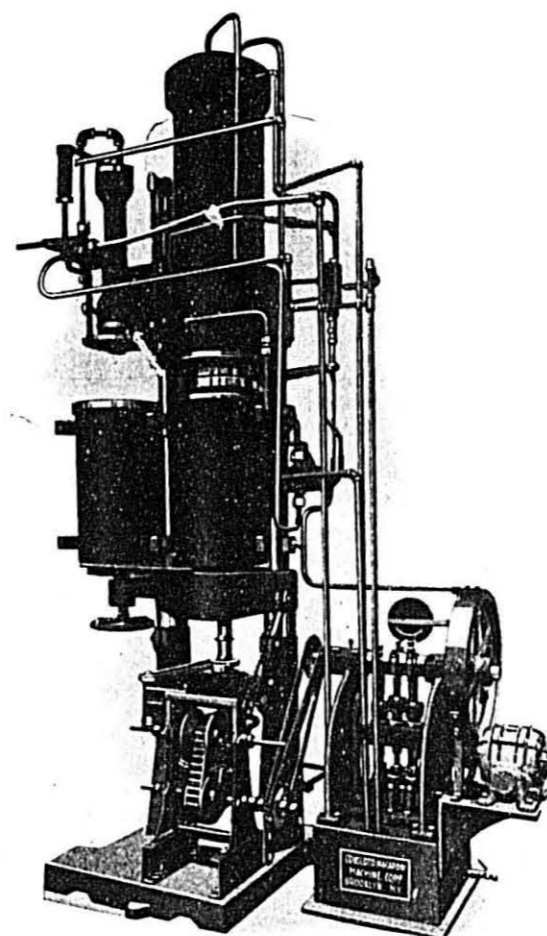
156-166 Sixth Street **BROOKLYN, N. Y., U.S.A.** 159-171 Seventh Street
Address all communications to 156 Sixth Street

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.

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.

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.

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

Associations Promote Trade

Since the passage of the Webb-Pomerene law several years ago 56 export associations have filed papers with the U. S. Department of Commerce under that export trade act for exporting American goods to foreign countries. In all, 40 different industries are represented by the associations that have so far seen fit to take advantage of the law which permits American business men to combine in the form of export associations and to cooperate in export trade.

Under the old Sherman antitrust law such an organization was illegal. The Webb-Pomerene law exempts such associations on condition that they be formed for the sole purpose of engaging in export trade, and they do not engage in production, manufacture, or selling for consumption or for resale within the United States or any territory thereof. Lumber interests, canneries, packing houses, flour mills and manufacturing plants of all kinds have taken advantage of the opportunity offered for foreign trade expansion with government cooperation.

The law provides further that the export associations formed thereunder shall not restrain the export trade of American competitors; that they shall not artificially or intentionally enhance or depress prices within the United States of the commodities of the class exported by the association, and that they shall not substantially lessen competition within the United States or otherwise restrain trade therein.

During 1927 the export trade of the associations operating under the Webb-Pomerene law amounted to more than \$300,000,000. During the first half of 1928 further increases were shown.

With macaroni exports rapidly increasing, particularly to the countries to the south of us, the benefits which an industry might experience under this government foreign trade act are worthy of consideration. Several such export associations point out the value of cooperation in this business because it results in a great economy in operating expenses and is particularly helpful to those smaller firms which cannot afford to maintain a special export department because they did not have a sufficient volume of business to justify the expense of selling for export.

Other advantages enumerated are: (1) Economy in selling expense through the operation of a single sales unit for a group of manufacturers; (2) Standardi-

zation of material as regards quality and workmanship due to common manufacturing specifications; (3) uniformity in methods of packing and stamping and in handling of shipping documents; and (4) centralizing of inquiries and orders, which is conducive to more prompt deliveries and better all around service to customers.

Food Distributors Hit by Fraudulent Bankruptcy Losses

Manufacturers and wholesalers of food products have been paying heavy tribute to credit criminals, according to a comparative survey made by the National Association of Credit Men.

In order to determine the lines of business which suffer most from bankruptcy frauds, the credit association made an analysis by industries of 10,000 firms that had been creditors in proved fraud cases, in all of which convictions had been obtained after investigation by the association's credit protection department.

Food products stood fourth on the list, with 756 manufacturing, wholesaling and jobbing firms which had been interested as creditors in one or more conviction cases. The food group accounted for 7.5% of the firms included in the survey. Some manufacturers of widely used food products were defrauded again and again in the cases studied.

Several factors help to account for the large number of fraudulent bankruptcies in the food and grocery field, according to Dr. Stephen I. Miller, executive manager of the National Association of Credit Men.

"In the first place," Dr. Miller said, "competition has been very keen among manufacturers and wholesalers of food products. Manufacturers have extended credit freely in order to increase volume, and wholesalers have sometimes stretched credit accommodations to the danger point in an effort to increase their trade areas. Easy credit, in turn, has attracted professional bankruptcy racketeers."

More than 2500 suspicious bankruptcies have been investigated by the National Association of Credit Men through its credit protection fund since June 1, 1928, Dr. Miller said. Up to March 1 this year, 657 convictions had been obtained, 618 individuals were under indictment awaiting trial and nearly

1000 cases which had not reached the indictment stage were under active investigation.

Convictions and prison terms for business crooks have registered a marked deterrent effect on the perpetration of frauds, which has been directly reflected in the decreasing number of fraud cases reported annually to the association, Dr. Miller said. The number of fraud cases reported during the last 12 months shows a decrease of nearly one third from the number reported during the first year of the credit protection movement.

Physical courage can be bought cheap, but moral courage is unpurchasable at any price.

Durum Plantings Decrease

Based upon returns made to the United States Department of Agriculture by their many representatives in the durum wheat states of the northwest and reported as of March 1, 1929 the acreage to be planted will be somewhat less than that of the past year, the decrease being figured as high as 19.5%.

Practically all of the durum wheat states plan to devote a smaller acreage to this grain because of the wide variance in the quality of last year's crop, causing the returns from a heavy planting to be discouraging. Hard spring wheat will benefit from this decision in Minnesota, Montana and the 2 Dakotas. The indicated decrease, if adhered to, will mean a production of 66,700,000 bus.

Macaroni manufacturers who look to the northwest for their raw materials are not the least bit alarmed over the reported decrease in acreage. They are more vitally concerned in the quality of the durum crop than in the total yield. Between 20 and 25 million bushels of high protein durum are sufficient to supply the needs of the American macaroni industry and that is the quantity that really sets the price on the high grades, the balance being disposed of by exportation or used in feeds.

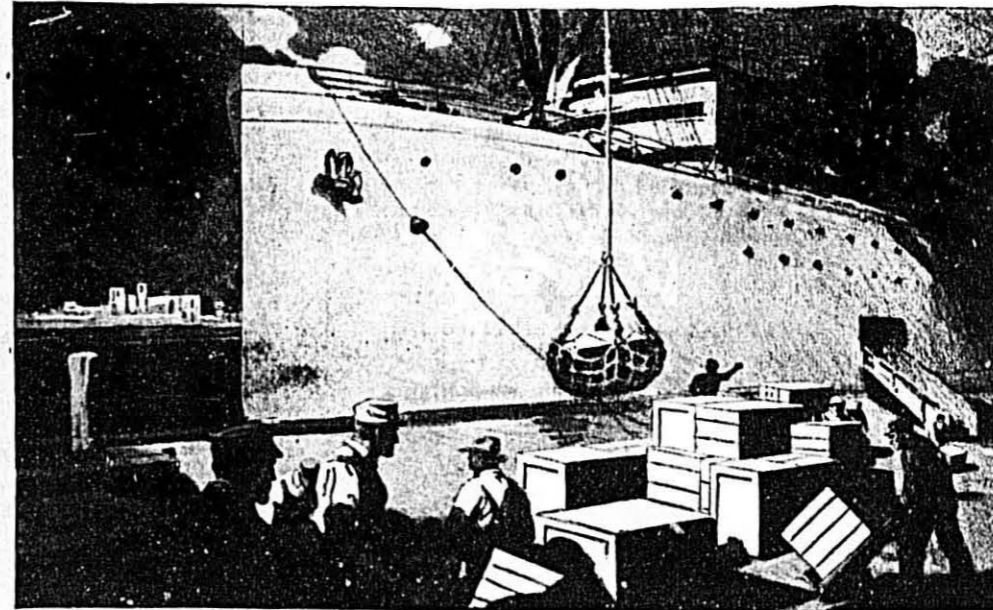
Secret of Success

(Continued from Page 10)

and service has fitted himself for a position of greater responsibility.

Thus it is: success is no secret; it is simply the application of oneself to the principles that make for efficiency in the smaller things and in this process we simply fit ourselves for the larger successes that are sure to follow.

When Ships are Loading..



you need Fivefold Protection*

SCREAMING winches... shrill whistles... shouts... clanking chains. Crash! A sling filled with costly merchandise smashes to the decks! A ship is loading!

How about your merchandise? ... Was it on that ship? How many foreign customers will receive damaged goods? ... How many "long distance" claims for you to settle? ... How many disgruntled buyers?

Unavoidable accidents, rough handling, storms, wrecks—you can't control these things. But you can control the proper packing and shipping of your goods. You owe it to yourself to take every precaution to safeguard your merchandise from the time it leaves your shipping room until it arrives in your customer's hands.

Fivefold Protection*—Good Wooden Boxes—give you the assur-

ance that your goods have been packed to withstand the hardest knocks modern transportation can give. Whether you ship by rail, water, or truck... whether you ship to the next town or the ends of the earth, you will find Fivefold Protection* the safest, most economical way to pack your goods.

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

Why not write and have one of them call? A coupon is attached for your convenience.

*FIVEFOLD PROTECTION

Good Wooden Boxes—safeguard your merchandise against,

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



Wooden Box Bureau
Dept. 5155, 111 West Washington Street
Chicago, Ill.

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

Name.....
Company.....
Street.....
City..... State.....



WOODEN BOX BUREAU

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

CHICAGO, ILLINOIS

Canada Increases Duty on Noodles

United States manufacturers of egg noodles who have established a market for their products in Canada are vitally concerned in a recent ruling placing a new interpretation on an old law. As a result of this ruling the import duty on egg noodles and all macaroni products containing other ingredients than flour and water has been made almost prohibitive, and many stand to lose their trade there entirely.

Canadian macaroni manufacturers have long viewed with concern the increasing shipments of macaroni products from United States plants into Canadian markets. In 1928 the total reached 1,052,000 lbs. as against only 770,000 lbs. in 1927.

J. A. Watson, Commissioner of Customs and the Canadian Department of National Revenue, explains the Canadian viewpoint as follows:

"It is true that for years you have been permitted to ship macaroni and egg noodles to Canada at the rate of \$1.25 per cwt. and that some of these products are now dutiable at higher rates, namely 27 1/2% of the value.

"The department holds that macaroni and vermicelli entitled to entry under Tariff Item No. 67 are the products made from flour and water only. When these products contain other materials such as eggs, cheese, tomatoes, etc., they are considered by the department to be properly dutiable under Tariff Items No. 45 and No. 46 according to the size of the individual packages in which they are imported.

"For your information, Tariff Items Nos. 67, 25 and 46 are: Item 67: Macaroni and Vermicelli, per cwt., \$1.25.

"Item 45: Milk foods, n.o.p.; prepared cereal foods, in packages not exceeding 25 lbs. in weighing, each 27 1/2%.

"Item 46: Prepared cereal foods, n.o.p., 20%.

"From this ruling you will see that there has been no error made in assessing the increased duty on macaroni products other than plain macaroni."

The American manufacturers of egg noodles plan to enter a vigorous protest against what they term a discriminatory rate on their products. One firm that recently shipped 1717 lbs. net of egg noodles in small packages, 10c sellers, paid \$75.57 duty on the shipment, whereas the duty on a similar shipment of ordinary macaroni made of flour and water at 1 1/4c per lb. would amount to only \$21.47 duty. The package of egg noo-

dles referred to and a pound of ordinary macaroni sell at about the same price, i.e., 10c each. The duty on egg noodles really penalizes the consumers of Canada who purchase quality goods.

In Canada there is a court of appeals to which producers of any commodity may apply for reclassification but there seems to be little hope, in the opinions of leaders, from this source. The increased import duty will be given special consideration at the annual conference of the industry in New York city next June. It now looks as a move to stimulate production of egg noodles by Canadian firms.

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 March 1929 the following were reported by the U. S. patent office:

Patents granted—none.

TRADE MARKS REGISTERED

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

Pride of America

The trade mark of De Martini Macaroni Co., Inc., Brooklyn, N. Y., was registered for use on macaroni, spaghetti, and noodles. Application was filed Oct. 30, 1928, published by the patent office Dec. 18, 1928 and in The Macaroni Journal Jan. 15, 1929. Owner claims use since Oct. 23, 1928. The trade mark is the trade name, the first 2 words of which are in Old English type and the word "America" in ordinary black type.

Sun Gold

The private brand trade mark of The Sun Gold company, St. Louis, Mo., was registered for use on package noodles. Application was filed Feb. 11, 1927, published by the patent office Jan. 1, 1929 and in the February issue of The Macaroni Journal. Owner claims use since Sept. 2, 1925. The trade mark shows a fanciful scroll in which appears an open center representing the sun. In the white center appears the trade mark "Sun Gold."

REGISTERED (NO OPPOSITION)

Larchmont

The private brand trade mark of Daley's, Inc., doing business as Economy Wholesale Grocery Co., Los Angeles,

Cal., for use on alimentary pastes and other groceries. Application was filed Sept. 24, 1927 and published as registered March 26, 1929. Owner claims use since March 18, 1926. The trade mark is the trade name in heavy script.

TRADE MARKS APPLIED FOR

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

Humpty Dumpty

The private brand trade mark of Bay Cities Mercantile Co., doing business as Humpty Dumpty and Humpty Dumpty Stores Co., Los Angeles, Cal., for use on alimentary paste products; namely macaroni, spaghetti, noodles and vermicelli. Application was filed Nov. 14, 1928 and published March 5, 1929. Owner claims use since Oct. 1, 1924. The trade mark shows Humpty Dumpty sitting on a wall with a basket of eggs in his right hand.

Fort Hamilton

The private brand trade mark of The E. H. Frechtling Co., Hamilton, O., for use on alimentary pastes, viz., macaroni, spaghetti and noodles. Application was filed Nov. 19, 1927 and published March 12, 1929. Owner claims use since about Aug. 1, 1927. The trade mark is the trade name in heavy black type.

Barbara

The private brand trade mark of Daley's Inc., Los Angeles, Cal., for use on alimentary paste products. Application was filed Sept. 24, 1927 and published March 26, 1929. Owner claims use since July 1, 1925. The trade mark is the trade name in heavy black type.

LABELS

Beech-Nut Prepared Spaghetti

The title "Beech-Nut Prepared Spaghetti" was registered in duplicate March 5, 1929 by the Beech-Nut Packing Co., Canajoharie, N. Y., for use on spaghetti. Application was published Jan. 1, 1929 and given register numbers 35,422 and 35,423.

Best Ever

The title "Best Ever" was registered March 19, 1929 by the Oregon Macaroni Mfg. Co., Portland, Ore., for use on alimentary paste products. Application was published Jan. 2, 1929 and given register number 35,516.

HOPE FOR THE PESSIMIST

"Anticipation is better than realization."

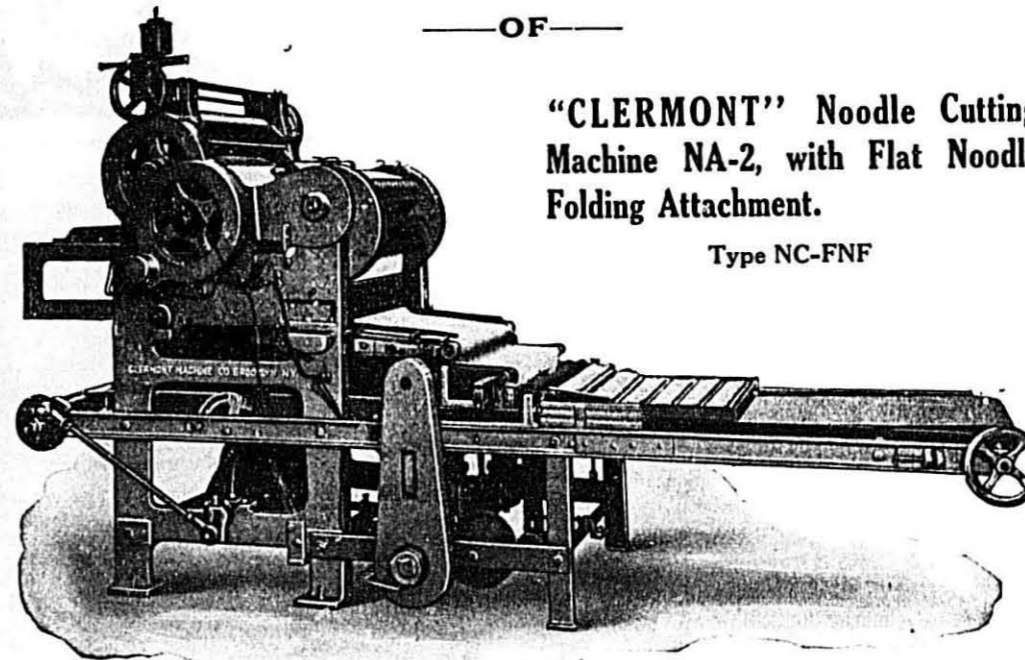
"Yes; tomorrow is always the happiest day in a man's life."

THE LATEST TYPE

—OF—

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

Type NC-FNF

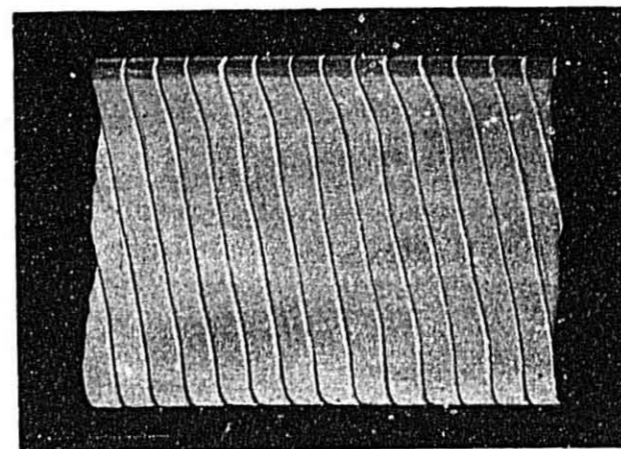


THE MACHINE WHICH PAYS DIVIDENDS

No skilled operator required

No hands touch the product

Suitable for Bulk Trade



Suitable for Package Trade

The finished product of above machine.

WE ALSO MANUFACTURE:

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

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

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



Grins Smiles Chuckles

A Tonic for Business Worries



No Pay—No Music

Rarely do customers whose accounts are "draggy" ever complain about the goods they get, but those who do kick under these circumstances remind us of the canary story—

Customer—That bird you sold me as a good roller canary has failed to sing since I bought it.

Dealer—Oh, he is a very proud bird and knows that he has not yet been paid for—he will not sing on credit.

Just a Little Scotch

We've all heard much of "Scotch thrift." Just what is it? Perhaps it can best be illustrated by the action of the Scotch Sheik who gave his sweet lassie some moth balls on Christmas to put in her hope chest.

The Modern Child

Professor: "What makes the world go round?"

Student: "Three beers, five gins, two highballs and a steering wheel."

Hot Shots

Be a good loser—the world hates a whiner.

Our Wee Bit 'o Scotch

While touring Scotland a macaroni manufacturer found time to attend a football match. He had heard much of the sport and wanted to satisfy himself as to just how these thrifty people could enthuse over the game. When he arrived he saw all the players in a huddle up near the center of the field.

"Has there been an accident?" he asked of the nearest spectator. "Yes," was the reply; "they can't find the penny they tossed up with!"

A man's enemies never kick him when he is down—they stand aside and let his friends do it.

Not So Good

The conversation that usually takes place when two or more macaroni manufacturers meet may be outlined as follows:

"How is business?"

"Not so good."

"What's the matter?"

"Prices are all shot to pieces."

The question that will stump them all is—"Who started this darn thing anyway?" or "What can be done about it?"

Some people consider it hard to be poor, but the majority of us find it dead easy.

Disturbing the Family Equilibrium

The absent minded professor has nothing on the absent minded macaroni man who kissed his wife and then started to dictate a letter.

Owed to Skirts

Old Adam and Eve came back they say
To see what the gowns looked like today;
But they turned around and went back because
They were just as scant as they used to was.

Same With Some Macaroni Names

A small boy strolled into a New Mexico drug store and said to the clerk: "Give me a nickel's worth of asafetida." The proprietor wrapped it up and passed it over.

"Charge it," said the boy.

"What name?" queried the druggist.

"Hunnyfinkle."

"Take it for nothing," retorted the languid druggist. "I wouldn't write asafetida and Hunnyfinkle for no nickel!"

Moral—Why not Americanize some of those unpronounceable macaroni styles?

A man's life will not be any higher or deeper or nobler than the standards he has lifted and the principles he has idealized.

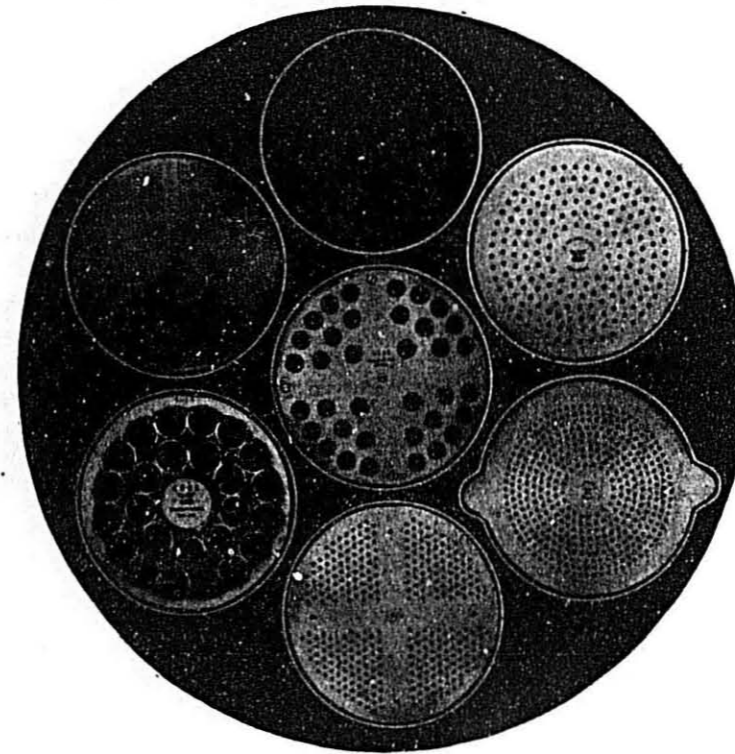
Killing Not Murder

If ever I'm shocked to death or hung
Twill be because of a woman's tongue,
When over the 'phone one lispis this quiz:
"Hello there, dearie! Guess who this is."

HERE'S A COUPLE NEW ONES



A Scene from Act 1 in the little playlet—"Every Member Get a Member." Here is Mr. Grass, chairman of the Membership Committee, presenting two VOLUNTEERS.



Need A Fancy Die....?

If you want a die for a specialty shape of paste we can make it, as well as the more commonly used shapes.

A few of the fancy dies we make are:

"Stars," "Alphabets," "Sea Shells," "Curled Edge Noodles," "Yolandas," etc. And by the way, in addition to the long Yolanda, we have recently perfected and patented a die for short length "Yolandas" which the manufacturers who have adopted it say is a shape that sells very fast to the consumer. **Get the details on this new shape.**

And every die for a fancy shape will be of the same accuracy, smooth finish and general high quality that have made *Maldari's Insuperable Macaroni Dies* the synonym for the best in the die maker's art.

You might truly say, "We can make what you want, when you want it." Also we would add that it will be "As you want it." *America's Leading Macaroni Die Makers For Over Twenty-five Years.*

Illustrated Catalogue---Certainly, If You Wish It.

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

MALDARI'S Insuperable MACARONI DIES

The American Macaroni Industry

The Italian viewpoint as given in the March 23 issue of La Rivista Commerciale Italo-Americano.

The production of macaroni (alimentary) products in the United States is one of intense interest to the Italian element because of its rapid growth, its importance, the heavy investment of Italian-American capital and the active connection therewith by pioneers of Italian birth or descent.

The efforts of these pioneers were first noted and felt over 25 years ago but the American industry was given its golden opportunity during the World war when the Italian government found it expedient to restrict and later prohibit the exportation of macaroni products. Taking advantage of these conditions which continued long after the war ceased, the American Macaroni Industry has grown in importance until today it comprises about 500 plants producing annually about 600,000,000 lbs. of macaroni.

The American Macaroni Industry has been expanding rapidly for the past quarter of a century. It is now unsurpassed in vastness and importance of its factories, for its special and modern machinery, labor saving devices, efficient drying systems and selling organization, being equal in these to the best and most modern plants in Europe.

While in Europe the milling of semola is closely allied with the macaroni manufacturing plants in America milling is a separate and distinct business carried on in large mills that specialize in this work, situated in Minneapolis, Minn. There the American macaroni manufacturer gets his needed supply of semola without having to bother about the disposal of the byproducts. All his attention and all of his resources are devoted to the production and distribution of macaroni products which today are renowned for their quality and produced at prices that make foreign competition almost negligible. Only the best Italian brands that occasionally appear on the American markets receive any attention, and this is due more to sentimentalism and "for auld lang syne" than for quality. What is a few thousand cases that now appear in the larger markets as compared with the 5 or 6 million cases of Italian macaroni products that were imported before the war?

The American macaroni manufacturer has since the war, and from now on will continue to control the American markets for these products, because he has the advantage of an abundant supply of good

raw materials, cheaper fuel and power and his mass production methods which enable him to produce cheaper and quicker products sufficiently high in qualities to satisfy even the most critical.

The National Macaroni Manufacturers association is an exemplary organization of manufacturers. Annually it supervises conferences and conventions for the discussion of timely problems, studies action taken, provides ample funds for the defense and the promotion of the industry, such as general publicity to increase consumption of macaroni, maintains a determined stand against adulteration and more specially against the use of artificial coloring (a most strictly enforced rule in the industry in which the industry is given the cooperation of state and federal food officials), promoting the export business and other activities that aim at the general advancement of the business. Thus through constructive cooperative action of this kind, the National association helps to promote the mutual prosperity of the industry.

In 1927 the American Macaroni Industry absorbed nearly 15 million bushels of durum wheat milled into suitable semola and flour. In the United States this industry has made the most rapid development during the past 15 years, having been favored, it is true, by unavoidable conditions, the exceptional circumstances that reduced the annual Italian exportation of macaroni products from 113 million pounds in the 5 year period (1909-14) to less than 2½ million pounds in 1927. However, the success is mostly due to the admirable intensity of efforts, incomparable initiative of the pioneer manufacturers and their great faith in their product.

Today the American macaroni manufacturer is Italy's keenest and most feared competitor in most markets, not only in America but in the north of Europe where formerly the Italian producer held sway. In 1928 the United States exported 9,979,375 lbs. of macaroni products valued at \$900,113 mostly to British and South American markets. American products apparently have the advantage of Italian macaroni because of their being packed in small, clean packages. The Italian manufacturer may well profit by the example set by his American competitor. He should study the latter's methods of manufacture, packing, advertising and distribution and he should adopt American methods in marketing their products with the Italian labels.

Macaroni products are gaining annually in public favor due to their health giving qualities, their substitution for meats in many meals, their excellent hygienic qualities and their economy. In broadcasting these qualities the Italian industry may well follow the example set by the pioneers of the Macaroni Manufacturing Industry in America.

Now It's "Egg Week"

Egg producers and egg eaters alike are interested in the efforts of the National Poultry Council to promote the idea of a National Egg Week. Wholesale and retail dealers and representatives of allied industries are behind the movement to get the American public to pay proper and deserving credit to the American Hen.

May 1 to May 7, 1929 has been designated as "National Egg Week." According to Harry R. Lewis, president of the National Poultry Council, the objects of the mover is "to protect and further the interests of the American hen and her billion and a quarter dollar industry." The public's attention will be attracted by posters and window stickers that will be supplied enthusiastically and dealers at cost.

In the opinion of the promoters there never was a time in recent years when it was so important to increase the consumption of eggs as right now. Because of the increased home production and the steady rise in imports the supply of eggs is very apt to exceed the normal demand. The heavier consumption of eggs will insure a better nourished and healthier American Public.

The noodle manufacturers in the macaroni industry are doing their share as indicated by the great increase in noodle consumption within the past 2 years, estimated in many instances as exceeding 100 per cent increase. The increase has been most notable since the federal and state food officials' ruling that the use of artificial coloring in egg noodles is illegal and that its use serves only to hide inferiority. The industry will do a wise thing if it can encourage the proper observation of "National Egg Week" by eating more egg noodles May 1 to May 7 and every day.

Just before a man succeeds in getting all he wants in this world the undertaker gets busy with his person.

April 15, 1929

THE MACARONI JOURNAL

29

Barozzi Drying System

Manufacturers of Macaroni Dryers that dry in any kind of weather

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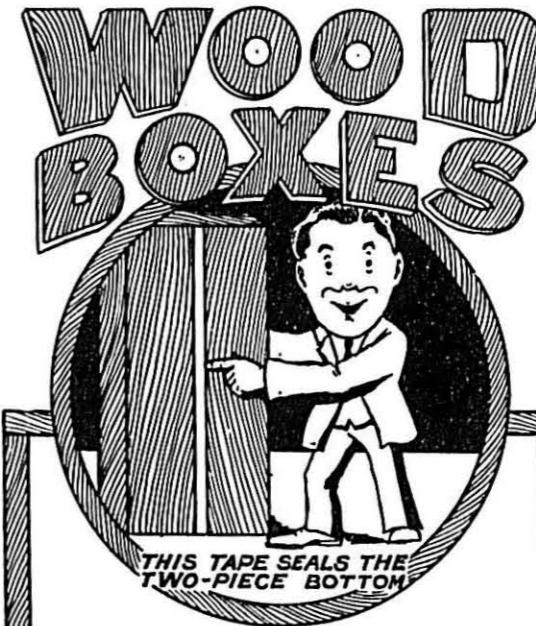
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"Modern sales practice dictates the acceptance of the consumer's ideas as to construction *unless* the manufacturer demonstrates a better package without too great a difference in price. Our 40 years' experience is at your service."

ANDERSON-TULLY CO.
MEMPHIS, TENNESSEE
Good Wood Boxes

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 IV Provolone Cheese

This is one of the most esteemed of the several kinds of hard rennet cheese made in Italy from cow's milk. It is

made like "Caciocavallo," which it resembles in every particular except the shape, which is round or oval in the case of "Provolone" and larger in size, the loaves weighing usually 8 lbs. each, the larger size being packed in numbers of 15 per case, and the smaller of 30 loaves to the case, each loaf placed in a section by itself, although they are sometimes packed even loose in cases.

"Provolone" is made in the same way as "Caciocavallo," including the cooking of the curd with hot water, the working and shaping of the cooked curd into the loaf, and eventually, the smoking of the cheese, which is, however, today in most cases omitted. Owing to the larger size this kind of cheese is supposed to be

slightly less hard and more melting and buttery than its kin "Caciocavallo" (See Part III). It requires the same time for maturing, and sells at about the same price, or say at about 35-37c to the distributor and is by the latter retailed to the consumer at about 60c per lb.

The manufacture of "Provolone" has, like that of Caciocavallo, been attempted in this country, the imitation here produced being, however, not up to standard.

About 7½ million pounds, between "Caciocavallo" and "Provolone" are exported yearly (1924) to the United States, "Provolone" paying the same exorbitant duty of 25% as "Caciocavallo," and the other cheese imported into this country from Italy.

Macaroni Is Desirable Food, Should Be Eaten Regularly

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

There are few people who realize the true value of macaroni in the meal. I doubt whether it is eaten today in as large quantities as it should be. Macaroni is greatly enhanced in value because it is a splendid base for other foods.

Tomatoes, for example, are easily served with macaroni and the value of tomatoes is better known today than ever. The vitamin content is exceedingly high and when served with other foods of nutritive value it forms a healthful combination.

Every one knows of the high food value of cheese. Cheese served with macaroni is undoubtedly a highly satisfactory method of introducing a high protein food into the system.

Macaroni compared with potatoes is very interesting. Macaroni contains about twice as much muscle building food (protein) as potatoes, 9 times as much fat, between 5 and 6 times as much carbohydrate or heat producing food and has more than 4 times as much food value as potatoes for the same weight. It is easy to see how nutritious macaroni becomes when used with tomato and cheese.

There is another very important side to the use of macaroni.

Our body is in constant need of mineral material. It has not been until lately that we have recognized the immense value of mineral matter in the human system. The whole body depends upon minerals to keep it in proper condition. The heart, lungs, liver and all the other organs immediately suffer when mineral matter is not introduced into the system in sufficient amounts. Of course, we look mainly to vegetables and dairy products for minerals, but there is also something to be said in regard to other foods.

Calcium, magnesium, potassium, sodium, phosphorus, chlorine, sulphur and iron are the chief minerals we all need to have introduced into our system daily.

Now macaroni has its value as a mineral food. To compare macaroni with potatoes will give some idea as to its mineral value.

Macaroni contains one and a half times as much calcium as potatoes, a little more magnesium than potatoes, more than twice as much of the important element phosphorus, nearly twice as much chlorine and almost 6 times as much sulphur and about the same amount of iron as is found in potatoes.

Macaroni has an excellent place on the menus of every table. It makes a delightful change from potatoes and can be considered a health maintaining food.

Like all foods that are packed and sold either in packages or bulk, care

Has twice as much muscle building quality as potatoes and digests well

should be taken to get a clean, wholesome product. I have no patience with cheap or colored grades of macaroni. Such stuff is a poor contemptible substitute for food. Buy what you know is good, buy it because it is a wholesome standard brand, one on which the manufacturer is not ashamed to print his name in large letters.

Some products have a rich color because eggs are used in the ingredients, but there are cheap brands in which coloring matter is used to make the product appear better and more nutritious than it really is and to deceive the consumer.

Opposition to the use of coloring matter in macaroni was expressed in a letter from the National Macaroni Manufacturers association to its members in connection with 1924 conference. The letter said that the association went on record as favoring the entire elimination of coloring matter in imported and domestic products and that it advocated the passage of stringent laws to this effect.

Food officials readily saw the reasonableness of the suggested ruling against artificial coloring. In January 1926 the bureau of chemistry of the U. S. Department of Agriculture promulgated a rule that such products were adulterated and subject to seizure and confiscation and the violator subject to prosecution under the Federal Food and Drugs Act. Practically every state in the Union now has equally stringent laws against "colored" macaroni and noodles.

April 15, 1929

THE MACARONI JOURNAL

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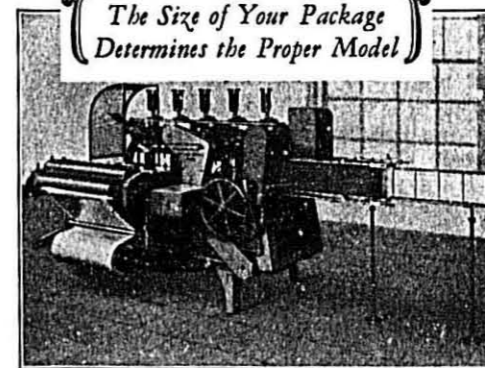
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Notes of the Macaroni Industry

To Build \$50,000 Annex

The Tharinger Macaroni company of Milwaukee, Wis., has awarded a contract for erection of a large addition to its plant at 1466 Holton st. The plans call for placing several stories on an annex that has been used as an office and for erection of a separate office building. When completed the macaroni company will have available for manufacturing, drying and packaging purposes many thousands of additional square feet of space and a most modern office. According to Frank J. Tharinger, president of the concern, the improvements will cost approximately \$50,000 and the annex will be ready for occupancy about July first.

Entertains Y. M. C. A.

John Martango, proprietor of the Martango Macaroni Factory of Houston, Texas, was host to the members of the Foster club of the Houston Y. M. C. A. last month, escorting them through his plant and explaining to the crowd the intricacies of macaroni making. Samples of the products of the firm were distributed both in the raw and prepared state. Macaroni products was the subject of discussion at the subsequent meeting of the club.

"Three Monks" Brand Popular

G. P. Merlino and John Madonna, proprietors of the Pacific Coast Macaroni Manufacturing Co., Inc., Seattle, Wash., have succeeded in popularizing their "Three Monks" brand of macaroni among all classes of consumers on the Pacific coast. Their products are distributed throughout the northwest Pacific coast states and in southwestern Canada. Their plant is at 1811 Ranier av., and has prospered under the able management of these 2 experts.

ident; F. L. Scarpelli, vice president; Frank Scarpelli, treasurer; Charles Scarpelli, secretary.

OUT OF REACH

"What's the matter, little girl?" asked a stranger of a child who was weeping bitterly.

"I can't find mamma."

"When you're out with your mamma you should hang on to her skirts. Then you wouldn't get lost."

"I'm too little. I can't reach them."

"You can't complain of the price of wheat now."

"No," replied Farmer Cornfossil. "But they might go a leetle further and guarantee us the money without puttin' us to so much trouble raisin' the wheat."—Washington Star.

Repair Macaroni Factory

The Scarpelli Brothers macaroni plant of Spokane, Wash., which was damaged by fire early in the year, is undergoing repairs under the direction of the 4 brothers, all officers of the corporation. The repairs and improvements will cost approximately \$10,000 and should put the plant in first class running order early in the spring. The brothers who own the plant are: J. E. Scarpelli, pres-

JONES GETS A NEW MEMBER



Loyal Association Members are invited to take the part of MR. JONES in the little playlet—"Every Member Get a Member"—that is now being staged by the National Macaroni Manufacturers association.

The curtain rises on this important scene—Act well your part Mr. Association Member and the whole thing'll go over BIG.

Making What Can Be Sold

"What's the most important thing in business today?"

"The extent to which the impetus in business is coming not from the manufacturer but from the retailer. We have changed a little from first making and then insisting that the consumer buy. We are beginning now, more than ever, to find out what the buyer will use and can pay for and then saying to the manufacturer, 'Make this exactly this way. We can sell it.'"

"Therefore the most important thing in business today is that business more and more is beginning to find out NOT WHAT CAN BE MADE AND THEN TRYING TO SELL IT but by finding out WHAT CAN BE SOLD AND THEN TRYING TO MAKE IT."

—Nation's Business—March, 1929.

April 15, 1929

THE MACARONI JOURNAL

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and of a WONDERFUL
COLOR

For Quality Trade



Crookston Milling Company

CROOKSTON, MINNESOTA

Wholesale Grocer's Problems--- Solution Is Simple Cost Analysis

That some wholesale grocers not only carry in stock a large proportion of unprofitable items but also solicit too many profitless orders, is indicated in a study of wholesale grocery distribution problems by J. W. Millard of the Commerce Department's domestic commerce division, which has just been made public. Results of this study, made at the request of the National Wholesale Grocers association, indicate that wholesalers can get increasing net returns by simplifying the lines carried, by carefully selecting customers, and by restricting sales effort to a region in which it is profitable to sell.

Analysis of the business of a typical wholesale house revealed the fact that although nearly half of all its orders were under \$10 each, all of such orders accounted for only 12% of the firm's total volume of business and really represented a net loss. It is significant, the report states, that this small and unprofitable business has shown a steady in-

crease in recent years. For instance in the case of the particular wholesaler studied orders under \$5 in 1927 represented nearly one quarter of the total orders received as compared with about one sixth in 1923.

The profit producing business in general, the report shows, resulted from the orders of \$10 or over. These represented 88% of the total volume and showed a sufficiently large profit to offset the losses incurred in handling small orders. Increasing competition, Mr. Millard believes, is certain to bring about much finer adjustments than are at present existing, and it is the purpose of the study just issued to point out where these adjustments may best be made.

A comparison of the number of items carried by the wholesaler with that of a chain store organization reveals some interesting variations. The total number of items carried in stock by the former was 2100 as compared with 700 for the chain store. Mr. Millard points out that the chain store warehouse stock was turned 3 times faster than was that of

the wholesaler. Selected inventory comparisons showed that the wholesale house inventoried 104 items of canned fruits against 32 for the chain store, 205 canned vegetable items as against 65, 66 cereal items as against 32, and 27 coffee items as against 14 in the chain store.

In the analysis of specific commodities the study revealed the fact that tobacco, sugar, provisions and flour accounted for approximately 50% of total sales while the inventory of these 4 items represented only 17% of the total. Canned vegetables, fruits, condiments, spices and meats, generally believed to be the profit producing items, accounted for only 14% of total sales volume yet they represented 40% of the total inventory.

Mr. Millard's study makes no attempt to set up any intricate accounting system but on the other hand points the way for the wholesaler to work out for himself simple cost analysis methods using commodity weights to measure delivery costs, bulk for warehouse cost and inventory value for financing costs. The report, which may be obtained free upon request to the Bureau of Foreign and Domestic Commerce or any of its branch offices, is issued in bulletin form as Distribution Costs Study No. 4 entitled "The Wholesale Grocer's Problems."



You may have some misunderstanding with some other Manufacturer that could be settled in five minutes if you and he would meet face to face. The Macaroni Products Manufacturing Industry will progress only in the ratio that its members PULL TOGETHER.

Usually the less a man knows the bigger the noise he makes.

Some men would rather win a dollar on a bet than earn five at honest work.

When the sun sinks into the west, throw your worries after it. Rejoice that a new day begins with the dawn.

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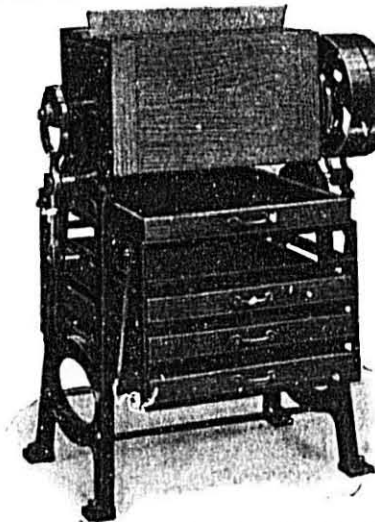
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A Publication to Advance the American Macaroni Industry,
Published Monthly by the National Macaroni Manufacturers Association.
Edited by the Secretary, P. O. Drawer No. 1,
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Vol. X April 15, 1929 No. 12

The ? Column

Ratio of Eggs to Flour

You say that the law requires that 5½% of egg solids be contained in all egg macaroni products. How can this be obtained in using different kinds of eggs?

To 95 lbs. of flour use at least 5 lbs. of dried eggs or dried egg yolks.

To 95 lbs. of flour use 20 lbs. of fresh whole eggs.

To 95 lbs. of flour add 12½ lbs. of fresh egg yolks.

No Government Approval of Labeling

The government approves neither labeling nor advertising. The law merely requires that all statements on labels or in advertising shall be true. The National association will be pleased to advise on this point if copies of labels or advertising are submitted.

Yes, the Convention in Hotel Astor, New York city, will be open to all manufacturers of macaroni products whether they are Association Members or not—Canadian, Mexican and West Indies manufacturers are equally welcome.

Classifying Noodle Makers

We note that you make no distinction between the purely noodle manufacturer and the purely alimentary paste maker. Why should this not be done?

A noodle is an alimentary paste containing eggs. As noodle makers are ali-

mentary paste manufacturers they come in the class of food producers which Americans prefer to term macaroni products manufacturers. Usage alone governs the classifications and in this country we hope to popularize the American term, macaroni products manufacturers, and to make it all inclusive.

Pioneer Manufacturer Dies

Frank DeAngelis, one of the well known members of the National Macaroni Manufacturers association, and the best known producer of macaroni products in the Philadelphia district, died at his home at 4916 Sansom st., Philadelphia, on Feb. 8, 1929 after a brief illness. He was 59 years of age and spent practically all his life in promoting the oldest macaroni factory in Philadelphia, estab-



lished there by his late father over 38 years ago.

Mr. DeAngelis was one of the pioneer Italians of Philadelphia, going to that city from his native town in Sorrento, Italy, just 47 years ago in company with his parents Raphael and Filomena DeAngelis.

After working for various trades for nine years the young man joined his father in opening a small factory in the heart of the Italian colony in Philadelphia. This grew into one of the large modern plants now situated at Seventh & Montrose sts.

Mr. DeAngelis was well known to the macaroni manufacturing industry and during his long connection with the National association was a frequent visitor at the district and national conventions of the industry. He was also active in the South Philadelphia Business Men's association and during the war he was an active worker on the committees in charge of the Liberty Loan Campaigns.

He was the sole owner of the macaroni

factory operated under the name of R. DeAngelis & Co. His wife, Jennie M. DeAngelis, as heir will conduct the business under the same firm name. She will be assisted by Caesar Caporale as manager.

Mr. DeAngelis is survived by his wife, who was Miss Jennie Martin, his children Marie, Philamay, Francis and Eugene and 3 sisters, Mrs. Jos. Fiodoro, Mrs. Jos. Fratanduno and Mrs. Samuel D'Amico.

Personal Notes

Tour Pacific Coast

E. T. Villaume, president of the Minnesota Macaroni Co. of St. Paul, Minn., and Mrs. E. T. Villaume have been spending the winter months in Los Angeles and San Diego, Cal. They expect to start on their way home early this month returning via Portland, Seattle and western Canada.

Basking in the Sun

Jas. T. Williams, president of The Creamette Co. of Minneapolis, Minn., and Mrs. Jas. T. Williams have just returned from their winter vacation spent in Florida and Cuba. En route they made a combined business and social call in New York city.

Educational Bureau Active

Dr. B. R. Jacobs made a trip to the central west in connection with the Educational Bureau work calling on the state food officials in New York, Pennsylvania, Michigan, Ohio, Indiana and Illinois. Everywhere he was promised every cooperation in strictly and fairly enforcing the food laws with respect to macaroni products.

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Vertical and Horizontal Hydraulic 9", 10", 12", 13½" and 16" Presses.
Kneaders Belt and Motor Driven, and Mixers of one and one-half bbl. capacity.
Automatic Noodle and Bologna Machines.
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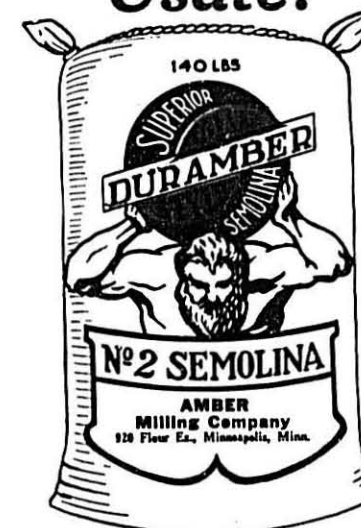
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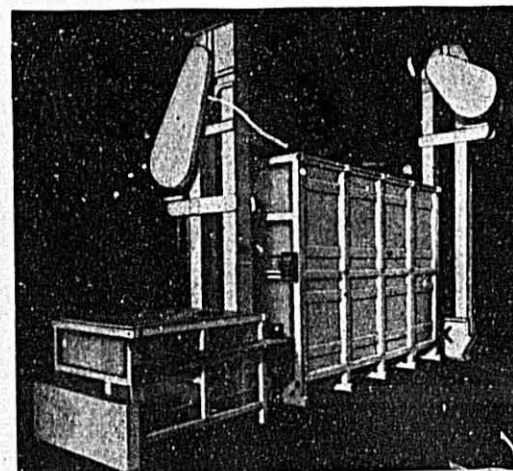


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**EDUCATE
ELEVATE**

**ORGANIZE
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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

**WHAT DOES THE MACARONI ASSOCIATION
STAND FOR?**

The question uppermost in one's mind when invited to join the National Macaroni Manufacturers Association is, "What does the Association stand for?"

The answer that I would make is, "The association STANDS FOR YOU."

Again, quite naturally you might ask, "How does the association stand for me?" To this my answer would be that since the sole reason for the existence of the National Macaroni Manufacturers Association is the promotion of the general welfare of the macaroni products manufacturing industry in America, then, as a part of this industry, "the association STANDS FOR YOU."

Inasmuch as the National Association STANDS FOR the industry, every manufacturer therein should STAND FOR the National Association. That is the only fair attitude that any manufacturer can assume.

For over twenty-five years the National Macaroni Manufacturers Association has served diligently and faithfully as the connecting link between manufacturers and allied trades, between producers and consumers, between the Government and the industry's right of self supervision.

The National Association promotes acquaintance and understanding, it gathers and disseminates useful and practical information and deals with problems that individuals cannot cope with alone because of lack of time or opportunity. It encourages the production of higher grade macaroni wheats, better quality macaroni products and trade policies that are fair alike to producers, distributors and consumers.

The National Association is making a special drive for New Members. It will welcome with open arms any and all of the progressive manufacturers in America who appreciate that upon them rests the solemn obligation of supporting morally and financially this representative organization of the macaroni trade.

You may not be in a position to give the trade association affairs the personal attention they deserve or even much thought, but the very fact that you are supporting its activities is encouraging to those who find time and who are willing to expend the money necessary in promoting the trade association work for our industry.

I respectfully invite all nonmember firms and individuals to give studied thought to the needs and value of a well supported trade association for the macaroni industry and the ninety or

The Secretary's Column

The Association's Policy

"If you can't PULL—PUSH! If you can't PUSH—get out of the way and let the rest do it."

True, Is It Not?

Kickers never give—

and

—Givers never kick.

The Measuring Stick

The Macaroni Products Manufacturing Industry in America will never be measured by the number of square feet of floor space contained in its factories but in the number of square people engaged therein.

Two Truths

- 1—He who comes first may sit where he will.
- 2—Others always turn aside to let anyone pass who knows where he is going.

A seat up front is reserved for you at the annual conference of the Macaroni Industry in New York city next June. Let nothing deter you from taking your proper place in this gathering to which all are invited and where all will be made welcome.

Even to the Last Letter

Men say that a woman always insists on having the last word. That may be the reason why she never leaves any macaroni alphabet soup in her bowl.

Don't be a "prop" for a propagandist.

Some men tire themselves in pursuit of rest.

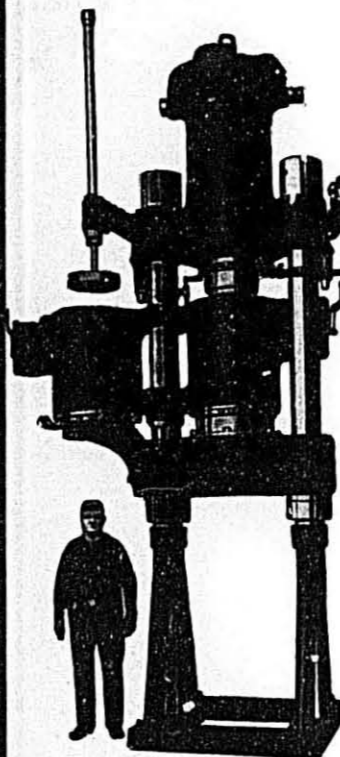
He who lives well is the best teacher.

Thinking of the past severe winter, we hope that the fuel men never get control of the sunshine.

More firms now composing this organization will join with me in welcoming your membership and cooperation.

Remember, the National Macaroni Manufacturers Association stands for you. Determine now to stand for the National Association.

(Signed) FRANK J. THARINGER,
President



John J. Cavagnaro

Engineer and Machinist

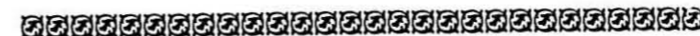
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