

**THE
MACARONI
JOURNAL**

**Volume 11,
Number 2**

June 15, 1929

The
Macaroni Journal

Minneapolis, Minn.
June 15, 1929

Volume XI

Number 2



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



Hotel Astor—New York City

Where the Progressive Manufacturers of the Macaroni Products Industry of America will meet June 18, 19 and 20, 1929 for its Twenty-Sixth Annual Conference under the auspices of the National Macaroni Manufacturers Association.

Business is not impersonal—

BUSINESS friendships are built up and perpetuated by mutual respect and good service.

We like to think of our many good friends who for many years have trusted us with their Semolina purchases because success is personified by these relations.

It is a pleasure to anticipate meeting the members and guests of the National Association of Macaroni Manufacturers at the 26th Annual Convention.

Let us exchange experiences in which business progress is built, and have a good time as well.



COMMANDER MILLING COMPANY
MINNEAPOLIS . . . MINNESOTA

The Presidential Roll

To nine outstanding leaders has fallen the honor and the duty of leading the National Macaroni Manufacturers association through 25 years of cooperative efforts and today several

hundred manufacturers in almost every state in the Union, and in Canada also, join in acclaiming them all as most

satisfactory pilots. The industry pays tribute to these intrepid guides and commanders whose faithfulness was best manifested when times were most trying.



The First President
1904-1905
THOMAS H. TOOMEY
Of A. Zerega's Sons, Brooklyn



The Third President
1908-1910
EDWARD DREISS
San Antonio Macaroni Factory, San Antonio



The Second President
1905-1908
G. F. ARGETSINGER
L. B. Eddy Co., Rochester



The Fourth President
1910-1916
C. F. MUELLER, JR.
C. F. Mueller Co., Jersey City



The Fifth President
1916-1917
WM. A. THARINGER
Tharinger Macaroni Co., Milwaukee



The Sixth President
1917-1921
JAMES T. WILLIAMS
The Creamette Co., Minneapolis



The Seventh President
1921-1922
B. F. HUESTIS
Huron Milling Co., Harbor Beach



The Ninth and Present President
1928
FRANK J. THARINGER
Tharinger Macaroni Co., Milwaukee



The Eighth President
1922-1928
HENRY MUELLER
C. F. Mueller Co., Jersey City

THE MACARONI JOURNAL

Volume XI

JUNE 15, 1929

Number 2

Let's Go to New York!

Every manufacturer of Macaroni Products in America is rightfully interested in the open conference of his industry to be held in Hotel Astor, New York City, June 18-20, 1929, under the auspices of the National Macaroni Manufacturers Association, which incidentally celebrates the completion of twenty-five years of useful and helpful existence. Everyone concerned in the present and future welfare of this trade is cordially welcome to attend.

Perhaps all will be there in spirit, but what is needed is that more of them be there in person. It is granted that the progressive, successful and leading firms will delegate their highest officers to go to New York City this month and there to take their part in making the gathering the big success its sponsors are hoping it to be. But what about the rest of the firms that should show their progressiveness? Why should they be restricted to 50 or 60 firms out of a possible 350 that should so classify?

June is the ideal convention month. For the macaroni industry it is rather in the "tween season" period when business is naturally slow. It is the time when altogether too many resort to intense and perhaps excessive sales promotion on price appeal to force a market that is not natural. Would it be better if we were to "play a little," take our minds off business and listen to the woes and troubles of others? Would it not be a relief to learn that compared with others our own business is not so irredeemably bad after all? How can we do this better than by attending the Industry's conference in New York City this month?

Perhaps no question has been asked oftener in past years in this industry than the one that naturally "pops out" of the mouths of those who do not really intend to attend the conventions of their trade. "What good will I get out of the convention?" The answer might well be the curt one, "At least as much as you put into it," but it is needless to say that if more manufacturers would attend some or all of the national and sectional meetings of the trade, do so in the proper frame of mind, ready to give as well as to take, they would be in a position to answer their own question most satisfactorily, or at least would better appreciate some of the worries that confront macaroni manufacturers because of the indifference of the few who neglect to do their full duty to themselves and to their trade.

A convention serves to make business men with interests in common realize more fully the absolute need of greater cooperative effort on the part of all the better classes, if this industry is to gain its rightful share of the food business in

America. The American food table is a battle ground. Macaroni's place thereon can be held only if there is a sincere desire on the part of the majority of the manufacturers to hold it, and then only if the desire is followed by a well planned attack and an ably directed defense.

The progressive business man wants to know first hand that his interests are receiving fair treatment at the hands of the chosen spokesmen of the trade. That is why this class is always represented at the conventions of their trade. Like the leading macaroni firms, they ask no special favors nor seek to take undue advantage of others, but they are united in demanding a just consideration of their rights to do business along practical, profitable lines.

Can the Macaroni Products Manufacturing Industry hope to get these good results only through membership in the National Macaroni Manufacturers Association? Yes! and No! Membership in the National Association will mean for the macaroni or noodle manufacturer just one more link in the chain that ties him up with the industry's best prospects for general trade development through greater united action. No action that any one individual manufacturer can ever take will ever solve any one of the many problems that are retarding progress. It will take time and much more united effort on the part of a greater number of manufacturers, not only to make substantial and welcome gains, but even to hold that advantage we have already earned.

What is the special business of the New York convention of which you should be a part? Why, anything and everything that will tend to bring to the fore the inherent rights of the macaroni industry, the more general acceptance by Americans of macaroni products as their daily food and better understanding between all the elements in the trade.

The New York City convention on June 18-20, to which all should go, is an open conference for small firms and large institutions, of macaroni and noodle makers, of package and bulk men, of allied tradesmen and distributors; in fact a convention of all who have interests in common and similar problems that need the combined attention of the best minds in the trade for their proper solution.

To this momentous gathering the National Macaroni Manufacturers will welcome all with open arms and the eastern interests will see that you are pleasantly entertained during your stay in that section of the country, America's Macaroni Metropolis. Arrange now to be among those who are enrolled as the progressive supporters of your trade's best interests.

Let's all be in New York June 18-19-20, 1929.



A Typical Convention Conversation--

"GLAD to meet you again, Joe!"

How are Al and Frank? How's business?

Any new things out your way?"—

"Well, nothing much new, Bill—though we are making a real improved Macaroni that is going over big."

"What Semolina do you buy, Joe?"

"TWO-STAR—they make it right all the time."

WELCOME FRIENDS

glad to be with you at the Convention



The TWO-STAR CLUB will be there to greet you again, at their Fifth Annual reunion.

MINNEAPOLIS MILLING COMPANY

MINNEAPOLIS, MINNESOTA

NEW YORK Office
313 Produce Exchange

CHICAGO Office
612 N. Michigan Ave.

Convention Headliners

The business program of the 1929 convention of the Macaroni Products Industry in New York on June 18-20 is a well balanced one containing just the variety that will hold the interest of the manufacturers throughout—outstanding authorities in their special lines—which alone was the reason for selecting the staff of speakers prepared to give messages of interest and importance.

To Talk Shop

Following the formal opening of the convention and the presentation of annual reports, the meeting will resolve itself into an open and free discussion of the leading timely problems of the day. Leaders of discussion will start the ball a-rolling on selected subjects after which every man in the convention will have a chance to voice his views on the particular subject under discussion.

Profitable Macaroni Distribution

The production of high quality macaroni products is now merely a matter of good raw materials, a suitable plant and a lot of common sense. To distribute it profitably is the big problem. President F. J. Tharinger has selected as the leader of discussion of this topic a man who has had wide experience in salesmanship, L. S. Vagnino, manager of the Faust Macaroni Co. of St. Louis.

The Transparent Package

Just now the transparent food package is very popular. Is it practical and what of its future? Has it advantages as well as disadvantages, and how can the latter, if any, be overcome?

To lead discussion the choice fell upon a member of a firm that was among the pioneers in this kind of packing, one whose business ability is greatly appreciated, Frank Traficanti of Traficanti Bros., Chicago, young in years but old in experience.

The Good and Bad in the Bulk Macaroni Field

Here is a subject that should be calmly considered and fully discussed. Is the bulk business holding its place in the industry? If not, why? If conditions in this branch are as bad as reported, who is to blame and how can they be improved?

This delicate subject, one of vital importance to a greater portion of the trade, will be opened by L. E. Cuneo of the Connellsville Macaroni Co., Connellsville, Pa. Bulk manufacturers are often a little timid, and rarely take part in con-

vention discussions, but here is where they should forget their timidity and do some straight-from-the-shoulder talking.

Improving Protein and Color Qualities in Macaroni Wheat

The quality of durum and other macaroni wheats is slowly but surely deteriorating. The manufacturers complain to the millers about the poor protein and color qualities in their semolinas and farinas, and the millers contend that though the quality of good wheat is satisfactory there is not a sufficient quantity of it to supply the American manufacturers' needs.

There must be some way of improving this wheat. The farmers have been accused of carelessness in seeding and the mixing of wheats at harvest time. Wheat blenders in the elevators are also in for their share of the blame. What can the government do about it? Is this not a matter of vital importance to the states that specialize in this grade of wheat? How can they help solve this problem? The macaroni industry needs better raw materials—the discussion may point the way to get it.

The Outsider's Viewpoint

The manufacturer often has his attention so closely concentrated on his own particular business that he fails to get the distributor's and the consumer's side of the picture. On the second day of the conference this phase of the business will be emphasized. Some of the leading authorities have agreed to express their views and offer suggestions. Who is not interested in knowing the public's attitude toward his particular product or his particular business policy? This session should be a standout from the point of attendance, attention and instructiveness.

Selling Macaroni's Merits as a Food to Americans

Perhaps no one is better qualified to advise on this subject than is the speaker selected. For more than 20 years Dr. Daniel R. Hodgdon has done extensive research work on foods, including macaroni products. He is an established and recognized authority on child life and the effects of diet on children, as well as adults. His food editorials have appeared in all the country's leading newspapers and he writes extensively for the leading food periodicals. At present he is conducting the Home and Food Bureau in connection with Station

June 15, 1929

THE MACARONI JOURNAL

7

WA9C, New York city and broadcasts daily at 5:00 p. m. In his talk he will tell how to bring together the housewife and the best class of food products, including macaroni. It should be both interesting and educational.

Macaroni on the Air

If in turning the dials of your radio set just before the noon hour your attention is arrested by a very sweet, pleasing and convincing voice, the chances are that you have heard one of our convention speakers. She just loves macaroni products and as director of the Forecast Radio School of Cookery she delights in telling her unseen audience of housewives over a big chain of broadcasting stations just how nutritious these products are and how many delightful and pleasing ways they can be served.

Mrs. C. H. Goudiss, editor of the Forecast Magazine, is the lady with the "Wonderful Voice." She has an interesting message for the Macaroni Manufacturers. She may mention her radio work of last winter which ran for 30 weeks. Oct. 2 to May 7, and tell how macaroni products could be made even more interesting to her large cooking classes.

Popularizing Macaroni Products Among Americans

Another delightful speaker with a wide experience, a lady food consultant and specialist, will be heard at the New York convention of the macaroni industry. She knows macaroni from the wheat field through the factory to the consumer's table. She knows her Americans, too, and will attempt to tell the industry ways and means of convincing them that macaroni products deserve and should get a more prominent and permanent place on the American table. Miss Elizabeth Hallam Bohn has among her clients many of the leading food manufacturers and distributors in America and should have a message that is well worth hearing.

Demonstrating the How and the Why

No one knows better than the macaroni maker the full im-

portance of the proper preparation of his products to gain new converts to macaroni and to hold old users. Many are also convinced that the best form of advertising is the demonstration route. Once you have convinced the housewife of the wholesomeness, the tastiness of macaroni products and the variety of ways they can be prepared as a change from other foods, the popularity of these foods will be greatly enhanced and the future of the industry insured. Miss Marye Dahnke, director of the Home Economic Department of the Kraft-Phenix Cheese company has supervised thousands of demonstrations and written many articles on this form of food publicity for the leading food magazines of the country. In her lecture she will demonstrate the preparation of macaroni products from the manufacturers' viewpoint. Worth seeing and hearing.



MISS MARYE DAHNKE

Heart-to-Heart Discussions

The whole of the third day of the conference will be given to a free and open discussion of purely trade, manufacturing and association matters. Then will be held the executive session of the convention open only to active members of the National Macaroni Manufacturers association. The outstanding matters for serious consideration are:

- The work of the Macaroni Educational Bureau.
- Report of the Macaroni Publicity Committee.
- Revealing results of recent Cost Survey.
- Progress made in obtaining more equitable Compensation Insurance Rates for macaroni factories.
- Adoption of resolutions expressive of trade sentiments and views.
- Election of 1929-1930 officers.
- Selection of time and place of 1930 Convention.
- A general discussion of other trade and association problems.

The macaroni manufacturers will appreciate the arrangement of the business program by those in charge of this basic feature of the conference. Much more time than usual has been allotted to hearing expressions from the manufacturers and all who attend should be prepared to take a part in the discussions that most vitally interests them. After all, the manufacturers can either make a convention or leave it go flat by failing to do their part. It's your convention—make the most of it.

Zerega's Proud Record (A Correction)

Rightfully proud of its record of 81 years of continuous existence as macaroni manufacturer in Brooklyn, N. Y., A. Zerega's Sons, Inc., of that city properly resents the inference in the article entitled "Phenomenal Development in Manufacture of Macaroni—36 years" that appeared in the May 1929

issue of this magazine, stating that the old Columbia Macaroni Manufacturing company of New York city last century was the predecessor of the present firm. The truth of the matter is that the Columbia Macaroni Manufacturing company was consolidated or merged with A. Zerega's Sons, Consol., which is now known as A. Zerega's Sons, Inc.

The Zerega firm was first established in Brooklyn in 1848 and has continuously operated a macaroni plant there, and to correct this wrong impression, this clarifying statement is promptly made. Is the present firm, A. Zerega's Sons, Inc., the oldest existing macaroni manufacturing plant in America? Claims of other old firms will be given deserving attention.



L. S. VAGNINO



THOMAS ROBERTS
—Photograph by Gene Garrett.



MRS. C. H. GOUDISS



ELIZABETH HALLAM BOHN
—Photograph by Joel Feder.



L. E. CUNEO



DR. DANIEL R. HODGDON

Convention Entertainment Varied and Elaborate

Perhaps at no previous convention of the industry has the Convention Entertainment Committee had so ambitious a program as the one recently announced by the Manufacturers and allied tradesmen of Greater New York. They realize that when one goes to New York city he wants to be entertained, and then who is there to deny that a little fun makes us all the more ready for the serious business.

As a New York manufacturer aptly put it: "For many years we have been the guests of the trade in other parts of the country. There is an accumulation of courtesies which we feel obligated to return and, lo and behold, here's our opportunity. I, for one, would like to go the limit. Let's make whoopee, forgetting our private differences and burying the business hatchet. Make the sky the limit so far as showing our guests a good time is concerned."

To all the pleasure features the ladies are cordially welcome.

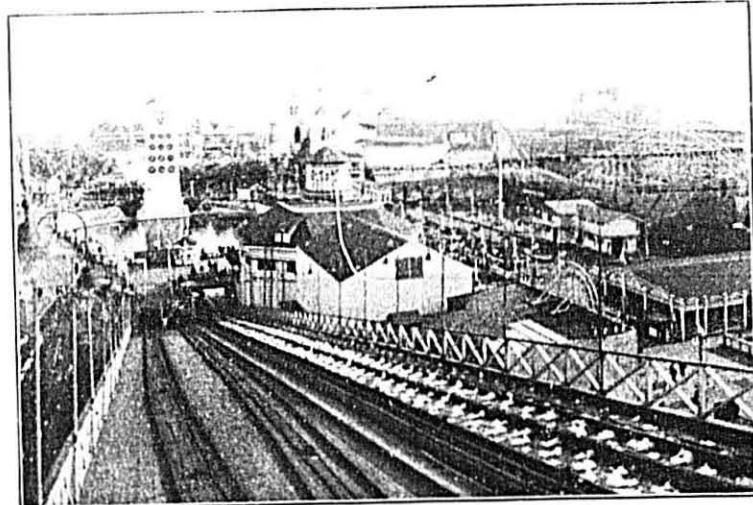
In Appreciation of Honors



Henry Mueller—Association Adviser

Having long felt under obligations to his friends in the macaroni industry who for many years honored him and his brother by election and frequent reelection as president of the National Association Henry Mueller, president of the C. E. Mueller company, hopes to manifest his appreciation by having all the association members and their guests as his special guests at an outing, entertainment, a shore dinner, which he will supervise the afternoon of the first day of the convention, Tuesday, June 18, 1929.

The famous Luna Park on the world renowned Coney Island will be the scene of the generosity and hospitality of Mr. Mueller and his firm. There will be rides, and dances and

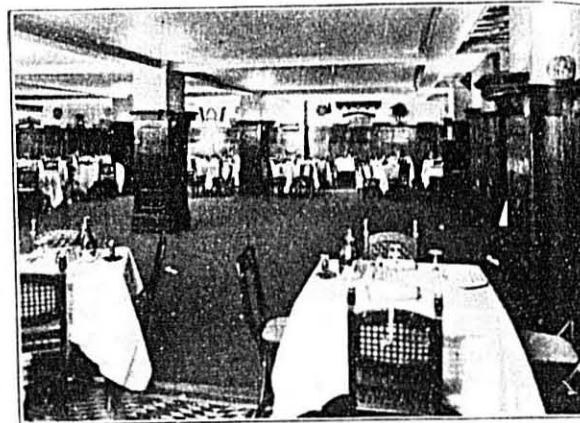


Luna Park—Macaroni Men Playground June 18—Scene of Shore Dinner as Guests of Henry Mueller, Past President of N. M. M. Association

swings, also crabs, and lobsters and shore things. A fine treat by a real fellow to his business friends.

Joint Committee's Inning

Many members of the industry have never made an ocean trip, but they will have the rare pleasure of eating an ocean



Banquet Hall, Hotel Astor, New York City—the scene of the Annual Dinner Dance

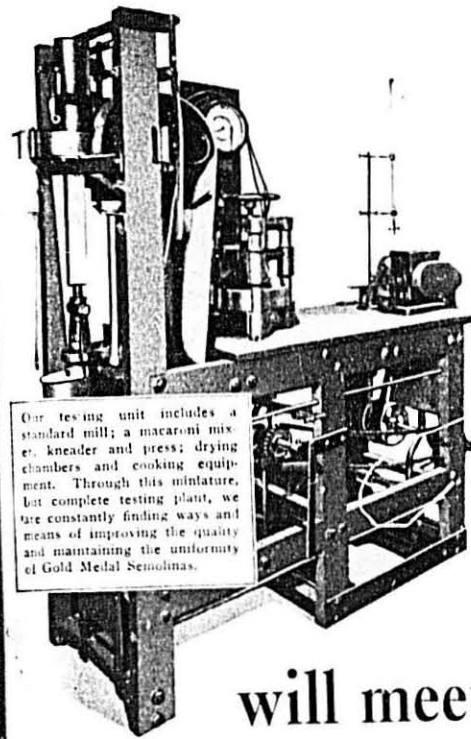
traveler's luncheon and promenading the decks of the world's biggest passenger liner, should they join the hundreds who will attend the macaroni convention in New York city this month.

Through the courtesy of the International Mercantile Marine Co., which operates the big S. S. Maestri, a luncheon will be served at 1:30 p. m. Wednesday, June 19, after which special guides will show the visitors over the 13 decks of the renowned queen of the seas. Too much cannot be said of the generosity of the host, nor the wisdom of the Joint Committee of Macaroni Manufacturers and Allied Tradesmen in arranging for this treat of treats. Appreciation can best be shown by biggest possible gathering of representatives of this industry.

Annual Dinner and Party

As customary in recent years, the evening of the second day will feature the high spot in convention pleasure—the informal dinner and dance in the north ballroom of the Astor hotel, guests of the National Macaroni Manufacturers association. This will be a social event long to be remembered by those who attend.

Following a 7 course dinner of the best foods in season, which may naturally include spaghetti, Dr. Carlo Attio H. Giannini, Chairman of the Board of Directors, Bank of America National Association and President of the Italian Chamber of Commerce in New York, will address the guests on a business subject of vital importance to the macaroni trade in America.



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

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

Gold Medal Semolinas will meet your rigid requirements

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

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

By means of these tests we have constantly improved the

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

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



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

GOLD MEDAL SEMOLINAS

"Tested"
WASHBURN CROSBY COMPANY

Millers of Gold Medal "Kitchen-tested" Flour

General Offices: Minneapolis, Minn.

Then Senator Evans B. Davies will give a humorous talk with a good business moral. "Marvelous Maurice" will entertain and then dancing will be the pleasure till midnight.

Boat Trip Around Manhattan

Usually the entertainment end of the convention program ends with the dinner-dance on the second day, but the Joint Committee of Macaroni Manufacturers and Allied Tradesmen of New York District is not content to follow the former procedure and has scheduled for the last day another special favor in the form of a boat trip around the famous Manhattan island and down the harbor to the Statue of Liberty where the ocean liners will be seen inbound and outbound. Tea and entertainment aboard will give added pleasure. No one can afford to miss this treat aboard a fine boat placed at the disposal of the Macaroni party by the New York Central railroad.

Ladies Not Overlooked

A special Ladies Reception Committee will look after the pleasure and comfort of the wives, daughters and sweethearts

who attend the New York conference with their husbands, fathers or friends. In addition to being welcomed to all the general convention entertainments, there will be some special features for women only. Their time may be a little crowded but they'll not be permitted to become lonesome. Why not make this a little vacation trip and bring the "boss" along? It will be a pleasure to entertain the women folks.

Anyone who can resist the temptation of the splendid business program and the unlimited entertainment being offered those who are a part of the New York city convention of the macaroni industry June 18-20, 1929 will probably never be attracted to any macaroni gathering no matter what inducements are offered.

An additional educational feature will be the several exhibits which some firms will make at convention headquarters. There will be shown some of the latest improvements on machines, the modern methods of packing macaroni products, and attractive labeling.

Raise in Tariff Duty on Egg Macaroni

Heeding the appeal of the macaroni products industry of America for an increase in the tariff duty on macaroni products containing eggs to compensate for the increased duty on eggs, fresh, frozen or dried, the ways and means committee in its bill sent to Congress last month provides for a 50% increase on the tariff on egg noodles or egg macaroni. That section of direct concern to manufacturers of these products, reads:

Par. 725. Macaroni, vermicelli, noodles and similar alimentary pastes, containing no eggs or egg products, 2c per lb; containing eggs or egg products, 3c per lb.

The National Macaroni Manufacturers association through its Washington representative, B. R. Jacobs, presented a brief at a hearing on macaroni tariff last January, asking that the present duty on macaroni products be retained with the exception of the rate on egg macaroni which should be increased 1c because of the increase in the duty on eggs which enter largely in the manufacture of egg noodles. There is every indication that the bill will be passed by Congress practically as submitted by the committee. If this is done, the macaroni products manufacturing industry is to be congratulated on the successful gaining of the fair protection this country's producers are entitled to and the National Association is to be commended on so ably representing a widely scattered industry.

The new bill will replace what is

known as the Tariff Act of 1922. It retains the flexible provisions which give the president authority to make a maximum change of 50% up, or down in the basic rates. These provisions are materially broadened to permit the president to act when he finds it necessary to equalize conditions of competition between domestic and imported articles. Also permits the secretary of the treasury to impose countervailing duties to offset bounties or gratuities given by foreign countries.

Under the bill the president will be authorized to appoint a tariff commission of 7 members without any political restrictions. Each is to be appointed for a term of 7 years and will receive a salary of \$12,000 a year, instead of \$7,500 as is now being paid under the tariff law which the present bill will supersede.

Congressional action on the bill is expected before the summer recess and the sponsors hope for its adoption with no material change in its several provisions.

Is Consumption Increasing?

Based more on hopes than on facts, the American producers of macaroni products have for years consoled themselves with the idea that in some way or other the consumption of this food has been steadily increasing among Americans. Now comes a statement by the division of statistical and historical research, Bureau of Agricultural Economics of the U. S. Department of

Agriculture, that shows what we have taken for granted is not substantiated by facts.

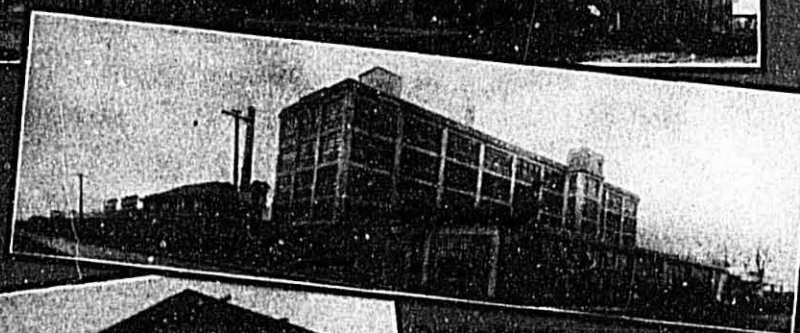
Lewis B. Flohr, marketing specialist, refers to the per capita consumption of macaroni, spaghetti, vermicelli, egg and water noodles as contained in the 1924 Yearbook of his department, in which consumption was placed at 4.2 lbs. This figure was compiled by the bureau of labor statistics and probably represented the consumption in working men's family, mostly; whether to consider this figure representative of consumption in general in this country is not altogether certain. Home made noodles amongst farm, village and small town folks may be used instead of the manufactured products, and this would have an effect on per capita consumption figures.

Taking the production as reported in the 1927 manufactures census, adding the imports and subtracting the exports, and dividing the result by the estimated population of the United States would show that the present per capita consumption to be just slightly more than 4 lbs. This does not imply a decrease in consumption but since the census referred to is the only one that has reported quantity produced, the per capita figure named is the only computable one at this time.

If this is true macaroni consumption is about on an even keel with that of 5 years ago, increased population taking care of the increased output.

(Why not discuss this point at convention? Ed).

Men who think that money will do everything may be suspected of doing anything for money.



BOX FACTORIES AND MILLS (CORRUGATED and SOLID FIBRE)

of the

CONTAINER CORPORATION OF AMERICA

and MID-WEST BOX COMPANY
IN OHIO

THE Ohio group of box factories and mills is an important one in our industry.

Cleveland, on the north, one of the original "Consistent Quality" plants of the Mid-West Box Co. group, merged with the Container Corporation of America in 1926, is primarily notable for the fact that it produces 98% of all the Mazda Lamp wrappers made in this country. In addition however, this factory supplies large quantities of quality corrugated containers for Ohio, Michigan, Western New York and Western Pennsylvania.

Cincinnati, on the banks of the Ohio, has two box factories making Corrugated and Solid Fibre quality containers for Ohio, Indiana, Kentucky, Tennessee, West Virginia, Virginia, North Carolina, South Carolina and other Southern States. The mill supplies Test Liners and Chipboard for containers.

Our mill at Circleville manufactures straw for corrugating.

OTHER FACTORIES AND MILLS

at Philadelphia (Manayunk), Pa., Fairmont, W. Va., Charleston, W. Va., Natick, Mass. and Bridgeport, Conn., (except Chicago, Illinois, Anderson, and Kokomo, Indiana plants previously shown in this series).

WILL BE FEATURED IN LATER INSERTS

CORRUGATED
BOX FACTORY
AT CLEVELAND

OHIO

STRAW MILL
AT
CIRCLEVILLE

MILL AND
2 BOX FACTORIES
AT CINCINNATI

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



We Offer Our Great Experience in Designing Special Boxes for Difficult Packings

THE great importance of a strong, safe properly constructed and reinforced package, so strongly emphasized by railroads, has automatically developed a Research Department within our organization of which we are justly proud. The work of this department deals with difficult packing and shipping problems of shippers and solutions that will satisfy customers and save them money. The results attained to date are to say the least, remarkable. Fragile and odd shaped products are now shipped in fibreboard boxes and delivered at destination in perfect condition—at lower cost. What are your problems? Write us for the FREE service of our Research Engineers. No obligation at all. 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 Glassware | Brooms, Brushes, Etc. |
| Bottlers | Insecticides | Ceramics |
| Fruit Packing | Rubber Goods | Leather Goods |
| Radio Goods | Electrical Goods | Doors |
| Pictures | Men's, Women's and Children's Furnishings | Hardware |
| Vegetable Growers | Millinery | Dry Cell Batteries |
| Meat Packing | Confectionery | Enamelware |
| Dairy Goods | Carpets and Rugs | Filing Cabinets |
| Soap and Chips and Washing Powders | | Electric Light Bulbs |
| Matches | | |

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 _____

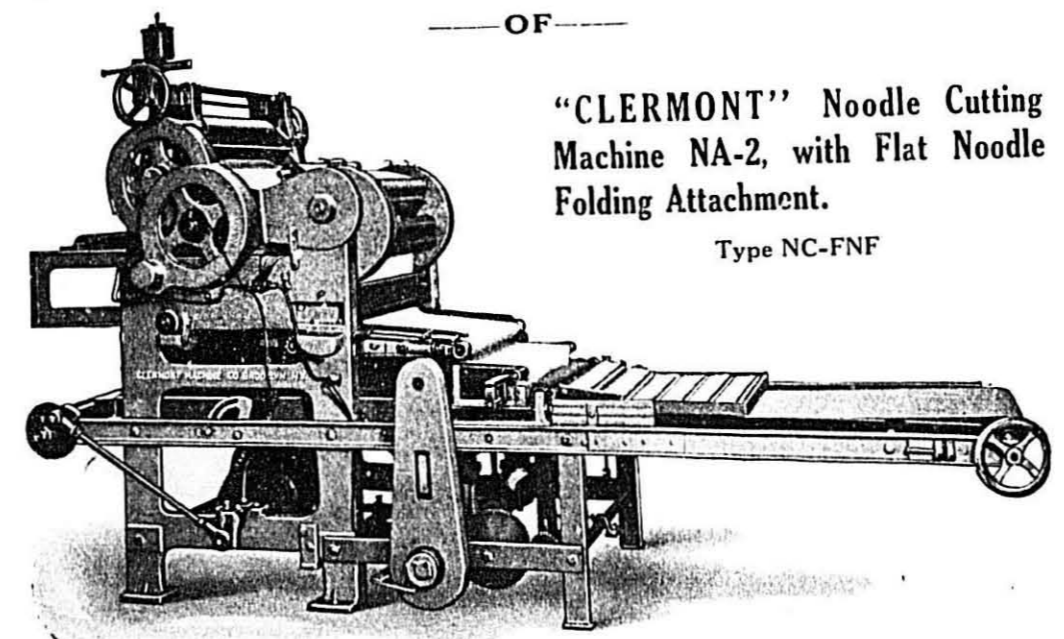
Wherever goods are manufactured — there you will find our boxes reducing packing and shipping costs.

THE LATEST TYPE

— OF —

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

Type NC-FNF



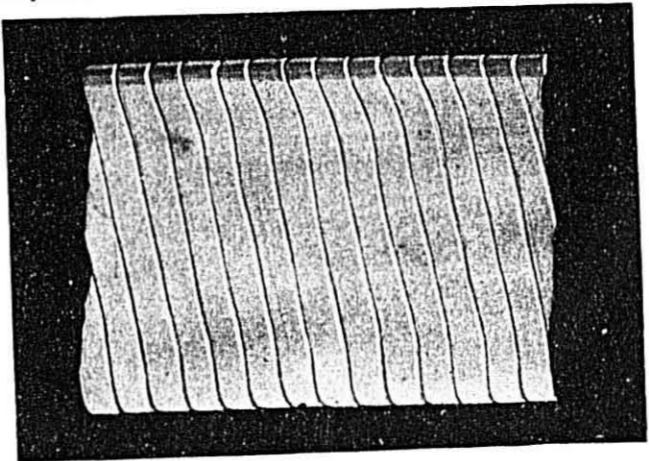
THE MACHINE WHICH PAYS DIVIDENDS

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.

OFFICIAL PROGRAM
Twenty-sixth Annual Convention
National Macaroni Manufacturers Association
Hotel Astor, New York City, June 18, 19 and 20, 1929

"Creating Increased Appetite For American Macaroni Products."

FIRST DAY—TUESDAY, JUNE 18, 1929
(Business—8:30 A. M.—1:30 P. M.)

- 8:30 A. M.—Registration of Members and Guests.
(The \$10 Registration Fee entitles registrants to all convention privileges, banquet and entertainment tickets.)
- 9:00 A. M.—Informal Opening of Convention.
Greetings—Wm. Culman of Atlantic Macaroni Co., representing Eastern Macaroni Manufacturers.
Edgar O. Challenger, Representing Allied Trades.
- 9:30 A. M.—Formal Opening of Convention by President Frank J. Tharinger.
President's Annual Message—Frank J. Tharinger.
Secretary-Treasurer's Report—M. J. Donna.
Appointment of Convention Committees.
- 10:30 A. M.—Free and Open Discussion of Timely Topics.
 - a.—"Economic Distribution as a Business Builder."
Leader of Discussion—Louis A. Vagnino, Faust Macaroni Co., St. Louis.
 - b.—"The Value of the Transparent Package."
Leader of Discussion—Frank Traficanti, Traficanti Brothers, Chicago.
 - c.—"The Good and the Bad in the Bulk Macaroni Field."
Leader of Discussion—L. E. Cunco, Connellsville Macaroni Co., Connellsville.
 - d.—"Improving Protein and Color Qualities in Macaroni Wheats."
Leader of Discussion—Thomas Roberts, Washburn Crosby Co., Inc., Minneapolis.
(General discussion of each Topic following presentation by the leader.)
- 1:30 P. M.—Adjournment.

(Pleasure—3:30 P. M. to midnight.)
OUTING, AMUSEMENTS AND SHORE DINNER

- As Guests of the C. F. Mueller Co., Jersey City, N. J.
- 3:30 P. M.—Bus Ride to Luna Park, Coney Island.
Free Admission to all park amusements.
- 7:30 P. M.—Shore Dinner.
Entertainment.
Dancing and Park Amusements.
Free bus ride to Hotel at any hour desired.

SECOND DAY—WEDNESDAY, JUNE 19, 1929
(Business—9:00 A. M. to 1:00 P. M.)

- 9:00 A. M.—Call to Order—President Frank J. Tharinger.
Review of First Day's Proceedings.
Report of Committees.
- 9:45 A. M.—Address—"Selling American Consumers on the Real Food Merits of Macaroni Products," by Daniel R. Hodgdon, Director of Home and Food Bureau of Columbia Dietetic College.
Discussion.
- 10:15 A. M.—Address—"Macaroni on the Air," by Mrs. C. Houston Goudiss, Editor of The Forecast Magazine.
Discussion.
- 10:45 A. M.—Address—"Macaroni Products—How to Make Them More Popular in America," by Miss Elizabeth Hallam Bohn, Food Consultant.
Discussion.
- 11:15 A. M.—Lecture and Demonstration by Miss Marye Dahuke of Kraft-Phenix Cheese Corporation.
Discussion.
- 12:30 P. M.—Election of New Directors.
- 1:00 P. M.—Adjournment.

- (Pleasure 1:30 P. M. to Midnight.)
(Guests of Allied Trades and Eastern Macaroni Manufacturers)
- 1:30 P. M.—Buses to Steamship Pier.
Reception and Luncheon on board S. S. Majestic of the White Star Line, the biggest passenger ship in the world
- 3:00 P. M.—Inspection tour of steamship.
- 5:00 P. M.—Bus ride to Hotel.
- 7:00 P. M.—Annual Banquet, Entertainment and Dance.
North ball-room, Hotel Astor.
After-dinner speech—"The Macaroni Maker and the Banker," by Dr. Comm. Attilio H. Giannini, President Bank of America, New York City.
Address—"Macaroni Twists and Curis," by Senator Evans B. Davies.

THIRD DAY—THURSDAY, JUNE 20, 1929
(Business—9:00 A. M. to 1:00 P. M.)

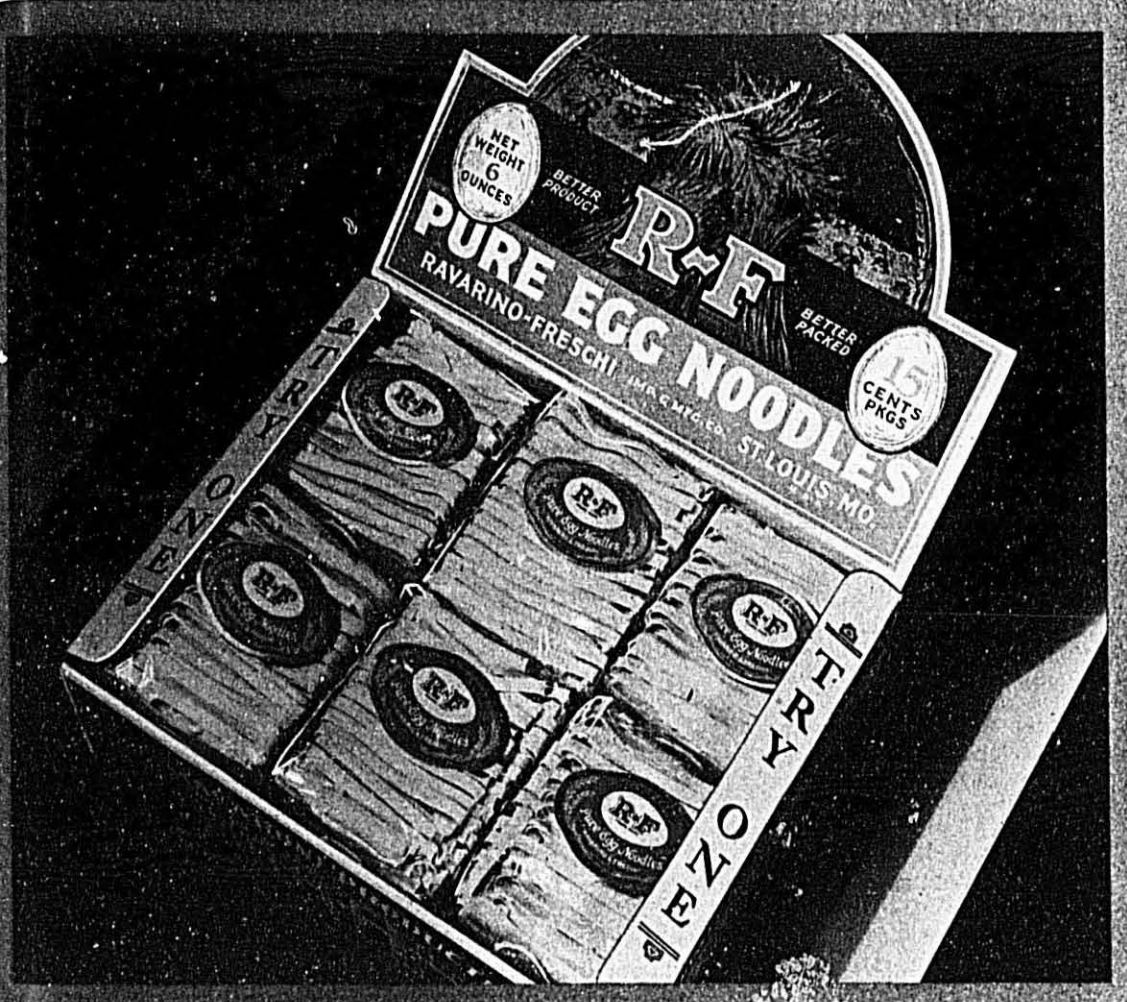
- 9:00 A. M.—Executive Session.
(Open only to Active Members of National Association)
Review of Second Day's Proceedings.
Reports of Committees—
Membership—Enrolling New Members.
Publicity.
Cost.
Compensation Insurance.
Other Standing and Special Committees.
Educational Bureau Report.
New Business.
Election of Officers.
1930 Convention Time and Place.
General Discussion of Problems (Trade and Association).
Adoption of Resolutions.
- 1:00 P. M.—Adjournment.

(Pleasure—1:30 to 5:00 P. M.)
Boat ride around Manhattan Island and New York Harbor.

- (Guests of Allied Trades and Eastern Macaroni Manufacturers.)
- 1:30 P. M.—Bus ride to Wharf.
- 1:45 P. M.—Tea aboard New York Central R. R. boat.
- 5:00 P. M.—Buses to Hotel.
(Farewell.)

1929-1930 BOARD OF DIRECTORS
3:00 P. M.—First Meeting of New Board (Aboard Boat).

- CONVENTION COMMITTEES**
- Business**
 Frank J. Tharinger, President. Henry Mueller, Adviser.
 G. Guerrisi, Vice President. M. J. Donna, Secretary-Treasurer.
- Pleasure**
 (Joint Committee of Allied Trades and Manufacturers.)
 Edgar O. Challenger (Chairman).....Minneapolis Milling Co.
 Howard P. Mitchell (Treasurer).....Washburn Crosby Co., Inc.
 Wm. Culman.....Atlantic Macaroni Co.
 Peter LaRosa.....V. LaRosa & Sons
 C. Surico.....Clermont Machine Co.
 C. Ambrette.....Consolidated Macaroni Machinery Co.
- Publicity**
 W. A. Schmitt (Chairman).....Central Advertising Agency
 Thomas H. Toomey.....DeMartini Macaroni Co.
 E. Z. Vermylen.....A. Zerega's Sons, Consul
 C. H. Rider.....Street Railways Advertising Co.
 M. J. Donna.....Secretary-Treasurer, N. M. M. A.
- Ladies Reception**
 Mrs. Henry Mueller, Mrs. Frank L. Zerega, Miss Rosa Patron
 Mrs. Howard P. Mitchell, Mrs. Edgar O. Challenger, Mrs. Clarence H. Rider, Miss Faustina Macaroni (?).



... of Ravarino-Freschi

"How about noodles?"... say these Cellophane units on the dealer's counter

EXTRA SALES! That's what these Cellophane noodle units mean on the dealer's counter. Their attractiveness, visibility and appetite appeal tempt many a housewife to add them to her menu.

Protection is assured against dust and handling. The package is ready for instant sale. Progressive noodle and macaroni manufacturers are finding Cellophane helpful in gaining new customers, new dealers—increasing sales.

Our Package Development Department will be glad to cooperate with you.

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



Cellophane

Cellophane is the registered trade-mark of Du Pont Cellophane Company, Inc., to designate its transparent cellulose sheets and films, developed from pure wood pulp (not a by-product).

March Macaroni Exchange Heavy

From the figures released by the Bureau of Foreign and Domestic Commerce, there has been no change in the trend in either the domestic or world trade in macaroni products. American imports continue to decrease in both quantity and value while the exports are making steady gains.

During March 1929 the exports totaled 943,263 lbs. These were valued at \$80,656. In March last year the macaroni exports totaled 822,783 lbs. valued at \$70,057.

This same gradual increase is noted for the first 3 months of the year, January, February and March exports totaling 3,045,412 lbs. valued at \$246,259 as compared with only 2,321,279 lbs. worth \$202,720 exported the first 3 months of 1928.

Imports Decreasing

The quantity of foreign made macaroni products entering the various ports of the country during March 1929 has dwindled to 268,294 lbs. worth \$26,066 as compared with 342,059 lbs. worth \$44,385 imported in March 1928.

This same trend is noted through the first 3 months of the year. During January, February and March 1929 there were imported only 764,780 lbs. at a value of \$69,897 as compared with a total import of 956,979 lbs. worth \$114,315 for the first 3 months in 1928.

Macaroni Exports By Countries

New York city, as usual, leads all ports in the quantity of macaroni products shipped during March, 366,000 lbs. being loaded at that port. Buffalo was the second leading point of export with 126,000 lbs., and third came New Orleans with 119,000 lbs.

Countries	Pounds	Dollars
Irish Free State.....	1,200	92
Netherlands	10,697	740
United Kingdom	255,883	21,889
Canada	391,952	32,962
B. Honduras	722	52
Costa Rica	1,442	136
Guatemala	2,132	181
Honduras	10,426	635
Nicaragua	3,553	209
Panama	44,610	2,655
Mexico	36,890	3,075
Newfoundland & Lab.....	1,860	149
Bermudas	383	29
Barbados	420	293
Jamaica	2,710	221
Trinidad & Tob.	75	11
Other B. W. Indies.....	754	105
Cuba	36,364	2,344

China	6,143	653
Java & Madura.....	328	20
Hong Kong	843	143
Japan	2,281	329
Kwantung	480	73
Persia	192	21
Philippine Is.	9,878	1,541
Australia	37,065	4,629
New Zealand	7,191	605
B. E. Africa	1,472	152
Union of S. Africa..	5,093	592
B. W. Africa.....	335	37
Other F. Africa.....	26	3
Liberia	26	7
Mozambique	75	10
Dom. Republic	37,697	2,939
Neth. W. Indies.....	8,842	670
F. W. Indies.....	156	16
Haiti, Rep. of.....	7,753	435
Virgin Is. of U. S.	1,480	114
Colombia	2,509	410
Ecuador	539	58
Peru	210	23
Venezuela	5,064	761
B. India	2,498	290
B. Malaya	2,127	278
Ceylon	894	79

DOMESTIC PRODUCTION OF MACARONI PRODUCTS AS SHOWN BY REPORTS ISSUED BY THE BUREAU OF CENSUS, DEPT. OF COMMERCE

1921 Census	
Number of Establishments.....	409
Average Number of Wage Earners.....	3,865
Wages	\$ 3,748,643
Cost of Materials.....	19,964,054
Value of Products.....	31,012,787
Value Added by Manufacturer.....	11,048,733
1923 Census	
Number of Establishments.....	343
Average Number of Wage Earners.....	4,098
Wages	\$ 4,332,312
Cost of Materials.....	16,646,400
Value of Products.....	29,556,501
Value Added by Manufacturer.....	9,137,532
1925 Census	
Number of Establishments.....	327
Average Number of Wage Earners.....	4,560
Wages	\$ 5,025,625
Cost of Materials.....	27,491,142
Value of Products.....	43,489,344
Value Added by Manufacturer.....	15,998,202
1927 Census	
Number of Establishments.....	353
Average Number of Wage Earners.....	4,587
Wages	\$ 5,070,936
Cost of Materials.....	27,433,792
Value of Products.....	45,353,200
Value Added by Manufacturer.....	17,919,408

OFFICIAL FIGURES ON UNITED STATES MACARONI IMPORTS AND EXPORTS

IMPORTS		EXPORTS	
Pounds	Value	Pounds	Value
18,608,037	\$ 820,163
18,186,399	735,239
23,780,756	974,929
29,670,190	1,200,418
40,224,204	1,617,634
53,441,080	2,083,833
77,726,029	2,941,204
87,720,730	3,479,824
97,233,708	4,009,995
85,114,003	3,676,786
113,772,801	4,926,812
114,779,116	4,864,318
108,231,028	4,738,937
106,500,752	4,913,624
126,128,621	5,698,783
56,542,480	3,061,337
21,789,604	1,525,695
3,472,503	262,909
402,010	32,965
902,551	101,859
827,450	104,236
1,297,365	159,056
1,991,933	177,354
3,253,943	250,121
3,869,541	254,162
6,191,358	422,510
5,787,096	421,665
4,171,547	352,979
3,545,754	382,385
3,290,773	220,039
.....	7,494,873	\$605,184
.....	7,159,864	566,230
.....	7,486,436	589,988
.....	8,557,218	726,765
.....	8,272,364	711,122
.....	8,296,995	700,322
.....	8,972,594	780,161
.....	8,439,617	643,232

*Export figures prior to 1922 not available.
†For 9 months July 1, 1928 to March 31, 1929.

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

New Trends in Unit Packing

By Waldon Fawcett

Written Expressly for The Macaroni Journal as a Companion to Article—"Progress in Bulk Packing," published in May, 1929.

If the interested bystander declares that in the macaroni industry the most sensational possibilities for the future are to be found in the field of unit packing, he must not be accused of prejudice or favoritism. It is merely that packaging for ultimate consumers is peculiarly at a stage of transition. In a previous article in the Journal it has been pointed out that valuable progress is being made in the bulk boxing of Italian macaroni. But that advance takes packing policies and practices forward along a route long foreseen. In the individual packaging side of the industry there is more room for conjecture because startling fresh developments threaten to shake up traditions.

A moment's reflection must convince any macaroni tradesman that every last man in the industry is due to be concerned with the new forces and the new influences in the sphere of retail packaging. Even the macaroni manufacturers who continue to sell their products in 5, 10 and 20 lb boxes have to reckon competitively with the new fashions in packaging of small portions. Not merely must they contest whatever of increased attractiveness small package musters, but they may have to face an increased temptation on the part of retail merchants to break up bulk purchases of macaroni into units under private brand.

Just what is meant by the new trends, with the accent on the *new*? On impulse one would say that the cry of novelty echoes the fruits of the fever for package redesign which has lately swept over the entire field of packaged foodstuffs. It is quite true that radical changes have been made in the appearance of macaroni packages over the models of only a few years ago. To mention only a few of the revisions there may be cited the impulse to reduce the number of colors in package dress but to arrest attention with stronger hues, and the instinct to further give "poster" quality to the macaroni package by cutting down the amount of text on the package exterior, with proportionate gains in boldness of typography. Shakeups of the ideals of package raiment are important, admittedly, in effect upon sales. But even more radical and more inviting to

speculation are the new trends in package structure.

As Exhibit A, in this latter category, take heed of the consequences of the present stamped to small packages. The rise of the 5-and-10c grocery stores and food shops is of course primarily responsible. But the fact remains that just when the whole food specialty industry seemed to be on the verge of package standardization, along has come this new merchandising demand that has requisitioned "diminutives" or single-portion packages suited to the needs of dwellers in small apartments and other growing classes of the population. The circumstances that some of the 5-and-10c groceries are carrying as many as 700 lines in the dwarf package sizes is eloquent evidence of what a hold the new fashion has gained.

Physical changes in packagedom are no less responsible for what pass for new trends. There are being introduced into the United States from Germany the molded pulp hollow ware containers which have been so widely adopted abroad. Tests at the U. S. Department of Agriculture have forcefully vindicated the value of liners or lining papers and in consequence we behold numbers of packers turning to this inner packing to safeguard the keeping qualities of their products regardless of what type of outer shells be employed. From yet another quarter comes the revolution that is being worked by the so-called "transparent package" in its various forms.

If the "transparent" idea were confined to envelopes of waxed or glassine paper this invasion would be of little consequence to macaroni tradesmen. But in consequence of the new qualities that have been won to cellulose products and other "see thru" materials—marvelous transparency, sparkle, the aid of color, etc.—behold a new era of "window" packages and a growing enthusiasm for transparent outer wrappings for cartons as a means of affording extra insurance to the contents and at the same time protecting the printed or lithographed car-

GOOD WILL IS THE DISPOSITION OF THE CUSTOMER TO RETURN TO THE PLACE WHERE HE HAS BEEN WELL SERVED.

—From a decision of the United States Supreme Court.

ton wrapper against dust, dirt and the hazards of handling. Finally, the consuming public is taking matters into its own hands with a manifest preference for wraps of vegetable parchment and similar materials now that it has found that such covers are airtight, odor proof, and grease proof.

The new trends in packaging may be traced to both artistic and utilitarian inspirations. Concessions have been made to the latter day, high speed packaging machines which have been perfected to the stage where they form, fill and seal as high as 100 cartons per minute, automatically inserting a recipe book, folder, or leaflet with the goods. Similarly, by means of ingenious arrangements for bulging the sides, there may be built into the up-to-date carton a species of "air cushion" that protects the contents against shocks and jolts en route to market. On the other hand "shelf value" has been cultivated—the eye filling quality that enables a distinctive package to stand out from a procession of its fellows. And the display container has been glorified, thanks to the introduction of the "skyscraper" and double tier technique which provides a self-contained package rack that takes up less counter or window space than the ordinary tilting container and at the same time gets better display for the goods.

The above-mentioned trend to simple, smashing color schemes and type faces that may be read at considerable distances has one benefit for modern packagers that has not been fully appreciated. It is a help to efficient sampling. All the best strategists in packaging are agreed that the free sample should be a small edition of the regulation or standard package so that the new acquaintance who has been impressed by a sample may readily recognize its big brother. Now when it comes to scaling down a package design to sample size, the road is smoothed if the standard design is in terms of color and typography that will stand the reduction, yet preserve the characteristic appearance.

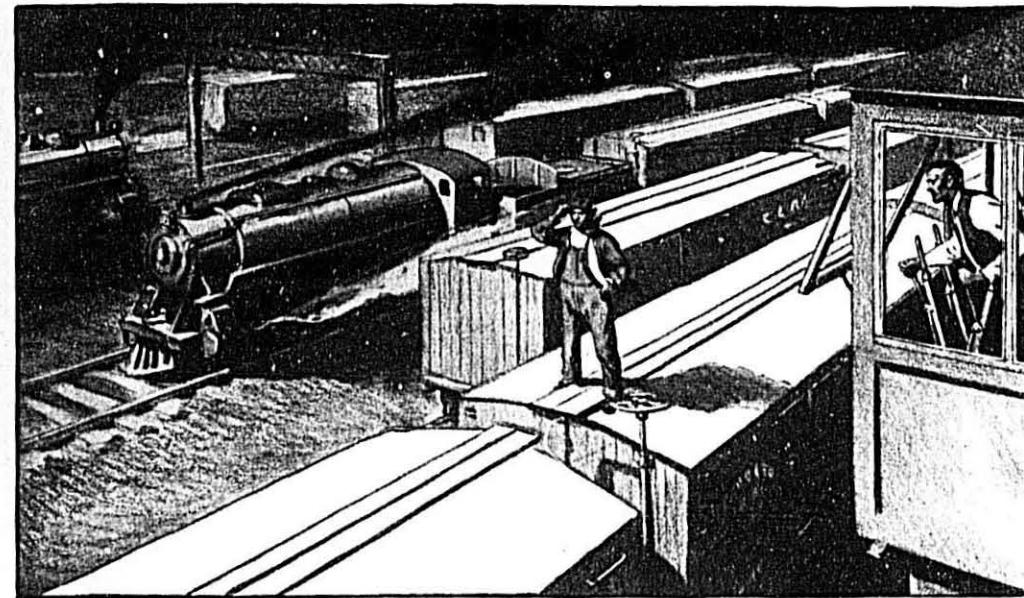
New Salesmanager for King Midas
The King Midas Mill company of Minneapolis has announced to the trade the promotion of Alex. G. Graif to the position of salesmanager in special charge of the durum and rye departments of the company. His appointment became effective May 1.

June 15, 1929

THE MACARONI JOURNAL

17

When Freight is Rolling.



you need Fivefold Protection*

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

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

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

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

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

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

*FIVEFOLD PROTECTION

Good Wooden Boxes—safeguard your merchandise against:

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



Look for the Tree Symbol



Wooden Box Bureau
111 West Washington Street
Chicago, Ill. Dept. 3167

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

Macaroni With Meats

Perhaps no other people on this earth demand such a variety of food as do the people of America. For that reason it is foolhardy for one group of food manufacturers to attempt to boost consumption at the expense of other foods.

In some quarters some years ago manufacturers acquired a mania for recommending the use of macaroni and spaghetti in place of meats. To their sorrow they soon realized that this was impractical advertising, and it has mostly disappeared. The trend now is to recommend combinations that not only prove palatable but provide all the body elements, price, labor and other things being considered. Along this line here are some good summer suggestions.

An efficient housewife, as everybody knows, is constantly on the lookout for new and unusual ways of using left-over meats. Macaroni and spaghetti combines so well with meat and the combinations can be so varied that they can be frequently used and still furnish dishes that are entirely different.

Meat and macaroni with a little white sauce make a very desirable dish at any time but the addition of vegetables and seasonings such as tomatoes, green peppers, onions, cheese, highly seasoned sauces and herbs will certainly raise the result out of the ordinary.

The dishes may be still more varied by using 2 kinds of meat instead of 1. Chicken and ham, veal and ham, pork and beef, and bits of such meats as liver or heart with ham are always appetizing combinations. After trying a few such dishes, a housewife will find herself making combinations to suit her needs and with special regard to the tastes of her own family.

Here are a few such combined dishes offered suggestively:

Macaroni in Ramekin

Make a nest of macaroni in a buttered ramekin. Fill with minced meat and place a slice of tomato on top. A little tomato juice or sauce could be added in place of the slice of tomato. Buttered crumbs may be spread over the top if desired.

Peppers with Macaroni and Meat Stuffings

6 green peppers
1 cup cooked macaroni chopped
1 cup thin white sauce
½ to 1 cup cold meat ground or cut in small pieces
Salt and pepper.

Wash peppers, cut off the tops and remove seeds and inner sections. Drop into boiling water and let stand about 10 minutes, then drain. To the chopped macaroni add white sauce. Season the meat with salt and pepper and a few drops of onion juice. Mix with the macaroni mixture and fill the peppers. Sprinkle buttered crumbs on top, place in a shallow pan with a little water in the bottom and bake in a moderate oven until the crumbs are well browned.

This may be varied by using tomato juice or any other sauce in place of the white sauce.

This filling may be used with tomatoes as well as peppers.

Curried Lamb with Macaroni

1½ cups cold lamb cubes
1 cup macaroni cooked
1½ tablespoons flour
2 tablespoons butter or bacon fat
1 teaspoon salt

1 cup milk
1½ tablespoons curry powder.
Melt fat in a pan and add flour, curry powder and salt. Stir until well blended, then gradually add the milk and stir until smooth. In a greased pan place a layer of macaroni, moisten with the sauce, then a layer of meat and continue alternating layers of meat and macaroni until all is used. Place buttered crumbs over the top and bake one hour.

Macaroni Salad

2 cups macaroni cooked
½ teaspoon salt
Salad dressing
Hard boiled eggs
Cold chopped meat or chopped cooked bacon.
Combine macaroni and meat and mix with salad dressing. Place on nest of lettuce leaves and sprinkle grated yolks of eggs over the top. Garnish with the egg whites cut in desired shapes and slices of tomato.

Some may prefer to marinate the meat and macaroni an hour before serving.



If you think you are whipped, you are. Others are probably in worse fix but they won't give in. Study this illustrated story—get the point and grab a train to the New York meeting June 18-20, 1929. You'll never miss the key it costs nor the time you spent in attending.

MALDARI'S INSUPERABLE MACARONI DIES



Next to the Dough, the Die is Important

Smooth macaroni looks richer in the package, impresses the customer as a higher quality product—is more saleable and a better repeater.

The evenness of the macaroni tube insures quicker drying, less breakage on the drying racks and in handling.

Both of these qualities—smoothness and evenness—are dependent to a considerable extent on the kind of die used.

Therefore, because their influence is felt right up to the kitchen where the cook opens the package containing the macaroni, the dies you use are important factors in your manufacturing.

Maldari's Insuperable Macaroni Dies are more than good dies—they are as nearly perfect as macaroni dies can be made. From the formulae used in the bronze to the artistic machining of the chambers, pins and parts, only materials and workmanship of the highest character enter into their construction.

Considering the importance of dies to the quality and saleability of your alimentary paste products, isn't it good business to pay a little more for them and get the best? This is the decision reached by most of the leading manufacturers—and why they are Maldari customers.

Get acquainted with the wide range of dies obtainable from us. Write for catalog.

We cordially invite you to visit our plant when you attend the convention of the National Macaroni Manufacturers Association, Hotel Astor, New York City, June 18th to 20th.

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

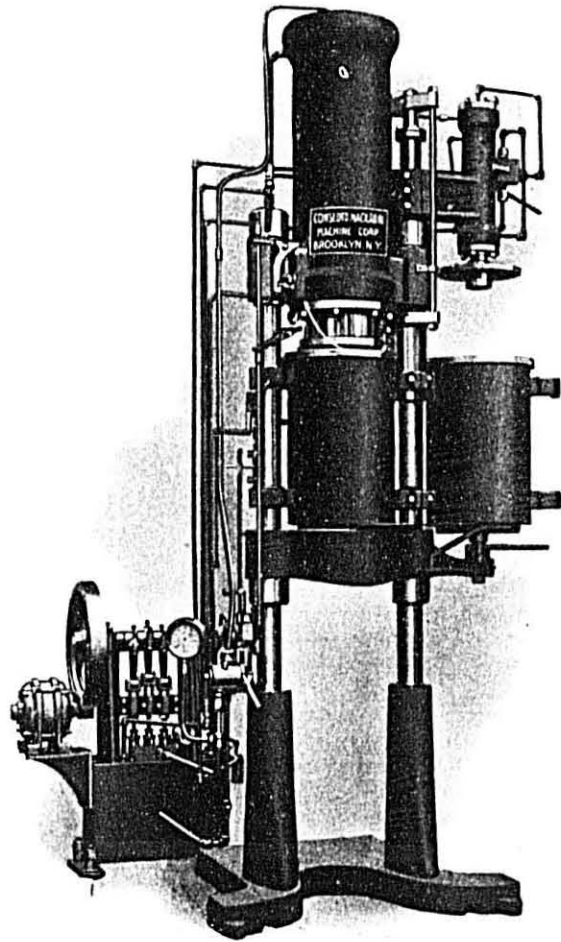
"America's Leading Die Manufacturers for over 27 Years with Management Continually Retained in the Same Family"

Consolidated Macaroni Machine Corporation

FORMERLY

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

Designers and Builders of High Grade Macaroni Machinery



16½ inch Vertical Hydraulic Press.

AT LAST! The press without a fault.

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

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

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

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

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

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

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

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

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

Consolidated Macaroni Machine Corporation

FORMERLY

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

Mr. Macaroni Manufacturer:—

On June 18, 19 and 20, 1929 there will take place an event of extreme importance.

This is the Annual Convention of the National Macaroni Manufacturers Association.

This Convention will meet at the Hotel Astor, in the heart of New York City on the Great White Way.

This is a wonderful opportunity to combine business and pleasure. To meet your competitor and talk matters over with him for the betterment of the industry in general.

Last, but not least: everyone wishes to come to New York. Why not take this opportunity?

In this connection we wish to take this opportunity to extend to all visiting macaroni manufacturers a hearty invitation to visit our plant and see the care and exactness which we use in the construction of our machines.

Let us remind you again—

The Time—June 18, 19 and 20, 1929.

The Place—The Hotel Astor, New York City.

This is your Convention.

“Make it a Grand and Glorious Success”

Consolidated Macaroni Machine Corporation

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

Address all communications to 156 Sixth Street

World's Macaroni Capitol



For three days—June 18, 19 and 20, 1929—the Hotel Astor, New York city, will be literally and actually the Macaroni Capitol building. There America's leading manufacturers of Macaroni Products will meet for their annual conference; representatives from all classes and kinds of plants and from all the allied trades will join in reviewing past conditions in the trade and cooperating in planning improvements in the future.

Proposed Food Definitions Announced

The food standards committee has proposed definitions for whole wheat flour or entire wheat flour, bolted graham flour or bolted graham, and has proposed a

revision of the present wording of the definition for white flour, according to W. S. Frisbie, of the food, drug and insecticide administration, United States Department of Agriculture, chairman of

the committee. Criticisms and suggestions regarding the proposed definitions and standards are invited from food officials, consumers, the trade, and all other interested parties. Communications should be addressed to A. S. Mitchell, Secretary of the Food Standards Committee, Food, Drug and Insecticide Administration, United States Department of Agriculture, Washington, D. C., so as to reach him not later than Aug. 1, 1929.

The proposed definitions are as follows:

WHOLE WHEAT FLOUR, ENTIRE WHEAT FLOUR, is the clean, sound product made by grinding wheat, and contains all of the constituents of the grain in their natural proportions. This product is sometimes known as "Graham Flour."

BOLTED GRAHAM FLOUR, BOLTED GRAHAM, is the clean, sound, product made by grinding wheat, and contains all of the constituents of the grain except a portion of the bran.

FLOUR, WHEAT FLOUR, WHITE FLOUR, is the clean, sound, finely ground product obtained in the commercial milling of wheat and consists essentially of endosperm. It contains not more than 15 per cent of moisture, not less than 1.25 per cent of nitrogen, not more than 1 per cent of ash, and not more than 0.5 per cent of fiber.



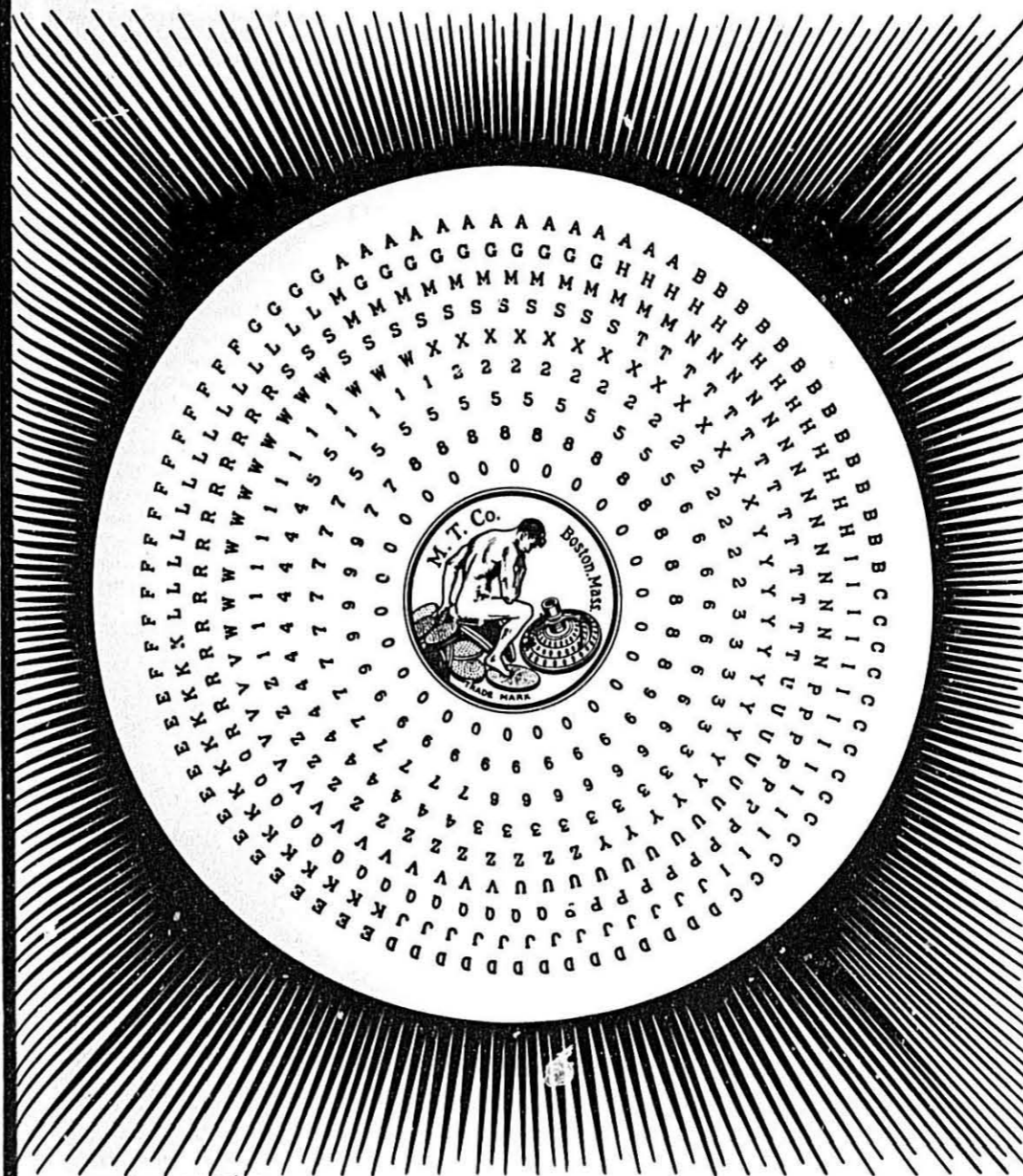
Chicago to New York—Convention Special

Plans are under way for chartering a special Pullman coach to carry the Macaroni Manufacturers, the Allied Tradesmen and members of their families in both style and comfort from Chicago to the New York Convention.

The Macaroni Convention Car will leave Chicago just before noon on Monday, June 16, arriving in New York city the morning of June 17. It will be attached to one of the crack trains between these 2 largest American cities. On it will be accommodated the conventioners from Chicago, Milwaukee, Minneapolis, practically all the north central and the northwestern states.

Reservations on this Chicago to New York Macaroni Special may be made by letter or wire to the Association Secretary.

Macaroni men elsewhere should consider any New York bound train their convention special and make immediate reservations thereon. The cartoon tells the story. Hurry your plans so as to miss neither your train nor your trade conference.



The Highest Accomplishment of Perfection in Die Making

Another Product of

MARIO TANZI COMPANY

Mfrs. of Macaroni Dies

48 Commercial St.

BOSTON, MASS.

Machine Cleaning of Macaroni Sticks

In food plants where cleanliness is the unbreakable rule it is likely that those little things which require the most laborious effort to keep spick and span are occasionally overlooked, often to the detriment of the products.

Take for instance the macaroni sticks or dowels used in macaroni plants. Use makes them grimy because of accumulations of dust particles. If too long neglected they will become black and unattractive, causing food spoilage that adversely affects production.

Most plant superintendents clean the macaroni sticks in one of 2 ways; by washing them occasionally in a trough of hot, soapy water or by scraping off the accumulations with a knife. Either plan is unsatisfactory. The soap is hard to remove from the sticks even with many rinsings and hand-scraping is tedious work.

Now comes the Nash Double-Belt Sander to the rescue—exit the grimy stick and enter the clean carrier of the long golden macaroni strands. Macaroni sticks are made from plain dowel turnings. Even though some of them may become badly bent on account of the weight of the macaroni hanging on them during the drying operations, they can be thoroughly and economically cleaned on a Nash Double-Belt Sander at a minimum of cost of time and labor, giving them an excellent finish, removing all discolorations caused by mildew and adhering flour or dough.

The process is a simple one. The soiled stick is placed in a bushing that runs through the center of the drum caught in a pair of feed rolls with spring tension, and as the drum revolves the stick passes through 2 sand belts supported on the rear, and as it leaves the 2 sand belts it enters another pair of feed rolls, passing out of the opposite end of drum at the rate of 50 to 60 feet of work per minute.

Besides cleaning the rounded surface of the sticks it gives them a very uniform finish, and in case of badly bent sticks, they can be salvaged for future use, if after cleaning them properly in the Nash Double-Belt Sander small holes be bored in the pins to fit pins on the drying trucks in a way that the weight of the macaroni will help straighten the cleaned sticks.

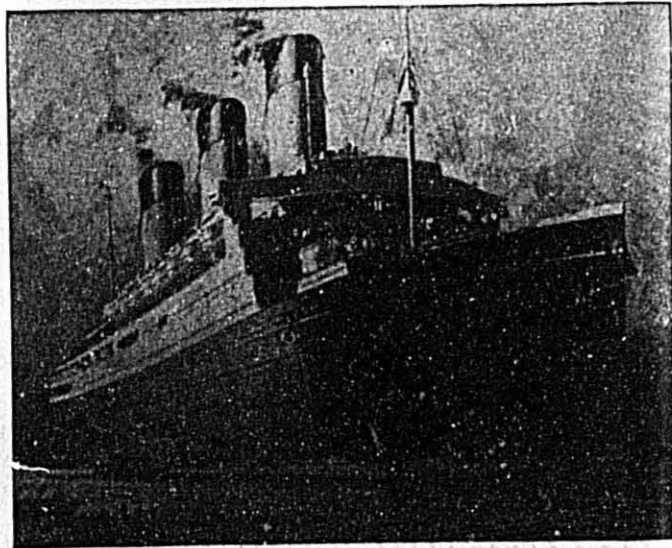
As business today depends on a superior product and the elimination of

as much loss as possible in manufacturing, any saving that can be made by substituting definite machine cleaning for uncertain hand washing or

Macaroni on S. S. Majestic

Perhaps no other vessel afloat carries so large a tonnage of macaroni products for feeding passengers and crew as does the Steamship Majestic, the world's biggest liner. For this reason the macaroni manufacturers everywhere in America will be interested in the special invitation extended by the White Star Line to have those who attend the Twenty-sixth Annual Convention of the National Macaroni Manufacturers Association take a trip of inspection over and through this big ship.

The S.S. Majestic will be in port



during the macaroni convention week and special arrangements have been made to conduct the members over the great vessel from stem to stern.

M. Boscasto, a native of Turin who received his training at the Romano restaurant in London, is the chef in charge of the storerooms, kitchens and dining halls. He supervises preparation of macaroni and all other foods and rarely fails to receive the congratulations of the large passenger list on the excellence of his meals.

For an ordinary voyage the S.S. Majestic takes aboard about 2500 lbs. of macaroni, 1800 lbs. of spaghetti, and 3 gallons of tomato puree for its run of

scraping, any reduction in the quantity of spoiled goods, should and will be a factor in the macaroni business. The saving in time, labor and material will pay for the installation and use of this new device, and may change losses to profits.

5 days between New York and Cherbourg. Macaroni is the favorite menu in all of the steamship's dining halls. It is just as popular in the de luxe Parisian restaurant where the more exclusive passengers eat a la carte as it is on the tables of the second and third class decks.

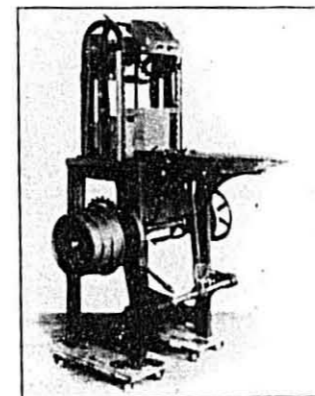
Food by the ton is required to stock all the larder of the 56,000 ton steamship for a round trip voyage across the Atlantic. In addition to the macaroni products, 75 tons of meats, 15 tons of bacon and hams, 28 tons of fish and 18 tons of poultry are stocked

in the ship's refrigerators. To accompany this meat there will be served 30 tons of potatoes, 7 tons of carrots and turnips and 10 tons of cabbage. For dessert there will be thousands of boxes of fruit, one ton of ice cream, one ton of jams and marmalade. The list of supplies also calls for 35 tons of flour, 8 tons of sugar, 5 tons of butter, 3 tons of tea and coffee, 80,000 eggs and 500 gallons of milk for every round trip.

It will be a rare treat for macaroni manufacturers and guests to be among those on this wonderful trip of inspection the afternoon of June 19, 1929, guests of the White Star Line.

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

Faust Macaroni Company Buys Mauil Plant

On March 6 Mauil Brothers of St. Louis, Mo., retired from the manufacture of macaroni products, the business being taken over by a newly formed organization, the Faust Macaroni Co., a subsidiary of the Kansas City Macaroni & Importing Co., Kansas City, Mo., which also owns and operates the American Beauty Macaroni Co., of Denver Col.

The new company will continue operation of the business under the management of Louis S. Vagnino. The same policies inaugurated by Mauil Brothers will be kept in effect and the Faust and Prima brands, which have been widely advertised and sold for the past 50 years, will be continued.

The founding of this company dates back to 1873 when Charles Mauil, father of Mauil Brothers, began the manufacture of macaroni and noodles with a single set of machinery in a one story structure at 715 Park av. At that time the product was sold direct to the retail trade by wagon delivery. The little business grew and

prospered, and in the course of 20 years outgrew the 2 locations at 6th and Choteau and 3rd and Market sts. In 1888 the business was incorporated, Mr. Mauil taking in his 2 sons, Charles and Albert. The business continued as a corporation until 1897, when the 2 sons took over the business as a partnership under the name of Mauil Brothers.

Under this management the business had a successful growth and expansion. In 1903 the brothers built on the present location, 13th st. and St. Louis av., a 2 story structure extending one half block on either side of 13th st. and St. Louis av. The machinery and equipment installed were imported from France. The unchecked growth of the business necessitated adding 3 other floors to the plant 5 years later.

As among the first 3 or 4 manufacturers of macaroni products in the United States, Mr. Mauil was the first to put macaroni in short length packages, the first to quote prices in dozen and case lots (as contrasted with

quoting a price per lb.), the first to allow a jobbing discount on a quoted price list, among the first to import durum wheat from Russia as well as among the first to use durum wheat grown in the United States, the first to use hydraulic presses, and finally the first to advertise package macaroni in newspapers and on billboards. N. W. Ayer & Son of Philadelphia prepared the original copy.

American Fair Postponed

Postponement of the first American Fair, the annual national merchandising exposition which was to have been held next August in the Atlantic City auditorium, has been announced by the American Fair Corp. of New York. The fair, at which nationally known products will be exhibited once each year, will be from Aug. 2 to Aug. 24, 1930 on an eventual scope comparable, it is planned, to the British Industries Fair.

Announcement of the postponement follows conferences in Atlantic City resulting in a decision that the magnitude and scope of the fair enterprise make it necessary to devote 18 months to preparation instead of the 6 months originally planned.

A nationally-known
package produced by
Stokes & Smith Ma-
chines.



STOKES & SMITH

*Machines for Package Filling, Sealing
and Wrapping*

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

A Size and Speed for Every Need

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

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

SAVE---

Material, Labor, Contents

IMPROVE---

Display Value, Selling Power, Preservation of Contents

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

STOKES & SMITH COMPANY

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

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

**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. 87 Cross St. 23 N. 3rd St.

Vital Importance of Proper Packing

Manufacturers and shippers of macaroni products, like those in practically every industry in America, are coming to realize the vital importance of the shipping container to the success of their business. It used to be that the container was looked upon purely as an expense item in connection with doing business—a sort of a necessary evil—and shipping container costs were cut and slashed whenever and wherever possible with little regard for the consequences affecting the efficient distribution of commodities. Now, however, stiff competition in the industry and between various industries as well, has made things different.

Macaroni products manufacturers, both bulk and package, must place their products on the market in as good condition as they left the packing rooms if these are to have an eye appeal that sells, an element that enters materially in the sale especially of food products. Customers want their food products to reach them in the best of condition, and it is up to the shipping container to get them there

that way. So macaroni products manufacturers and distributors today are paying more attention than ever to their shipping containers, because they know that good containers, properly designed and built, are business builders and creators of good will.

To help design and build a practical container for safe delivery of macaroni products, the services and equipment of the Wooden Box Bureau are freely offered any who may have shipping problems of any kind. They are asked to take their packing problems to the expert engineers who will recommend containers that are made according to scientific principles. These experts will first determine the kind of lumber best suited for safely carrying the products to be packed. Then the containers are designed to withstand the stresses and strains that they will be subjected to in actual service. The mailing will be done according to a carefully worked out schedule. Finally the containers are tested for serviceability in the laboratory of the bureau,

By **PAUL V. GRADY**
Manager Wooden Box Bureau

where a huge revolving drum puts them through a series of drops and falls similar to the rough handling they receive while in transit.

Shipping containers that have been designed according to these scientific principles and placed in actual service are proving both economical and practical, and they carry a high margin of safety for their contents. Macaroni products manufacturers will not only reduce losses but insure arrival of their products in more nearly perfect condition if packed in containers especially designed to carry their various products in particular markets.

WORLD'S OLDEST BUILDING

The oldest building in the world still standing above ground has been discovered at Tel El Obeid, Babylonia. It is a temple built by King A-an-ni-pad-da of Ur, who reigned 4500 years B. C. He was the son of King Mes-an-ni-pad-di, a ruler of the third dynasty, following the Flood.

Page 15, 1929

Cheraw Box Company, Inc.

Seventh and Byrd Streets
Richmond, Virginia

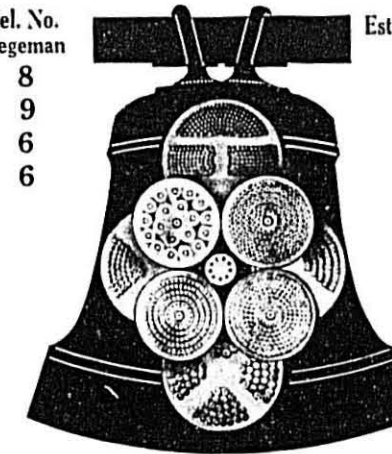
SATISFACTORY

Wooden Macaroni Box-Shooks

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

Tel. No.
Hegeman
8
9
6
6

Established
1
8
9
8



**OUR
FAULTLESS MACARONI MOULDS
Are Always Satisfactory.**

Every Order is Given the Personal
Attention of Die Experts.

F. MONACO & CO.

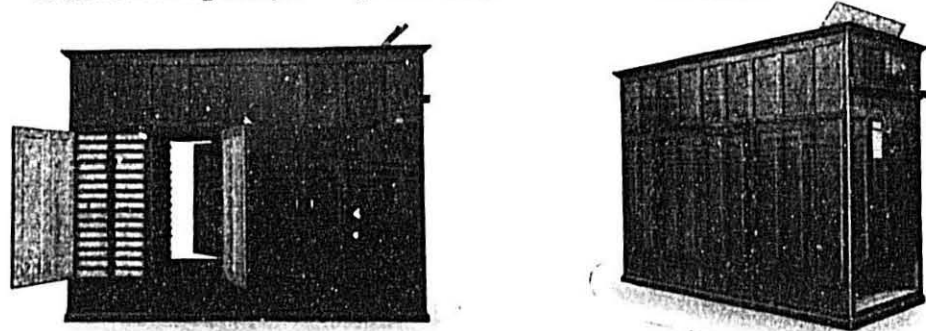
1604 Dekalb Ave.

BROOKLYN

NEW YORK

THE SECRET OF PERFECTION IN DRYING

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



Drying Apparatus for Noodles and Short Cut Paste Goods

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

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

HYDRAULIC-ELMES
SINCE 1851

CROOKSTON-SEMOLINA

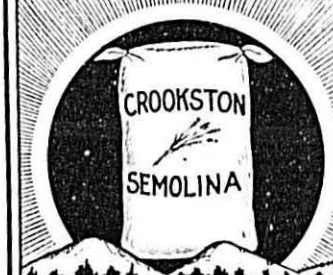
From
Amber Durum Wheat

STRONG and UNIFORM
and of a WONDERFUL
COLOR

For Quality Trade

Crookston Milling Company
CROOKSTON, MINNESOTA

for
**QUALITY
TRADE**



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 May 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:

Extra Sublime

The trade mark of Cumberland Macaroni Mfg. Co., Cumberland, Md., was registered for use on macaroni. Application was filed Nov. 30, 1928, published by the patent office Feb. 26, 1929 and in The Macaroni Journal March 15, 1929. Owner claims use since May 1, 1927. The trade mark is the trade name in black type written in 2 lines with a diamond outline background.

TRADE MARKS REGISTERED WITHOUT OPPOSITION

Humpty-Dumpty

The private brand trade mark of Bay Cities Mercantile Co., doing business as Humpty Dumpty Stores Co. and as

Humpty-Dumpty, Los Angeles, Cal., for use on macaroni, spaghetti, noodles, vermicelli and other grocery products. Application was filed Nov. 14, 1928 and published by the patent office May 21, 1929. Owner claims use since Oct. 1, 1924. 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 May 1929 and published in the Patent Office Gazette to permit objections thereto within 30 days of publication.

Minot

The private brand trade mark of Minot Food Packers, Inc., Minotola, N. J., for use on prepared spaghetti and other grocery products. Application was filed March 6, 1929 and published May 7, 1929. Owner claims use since Jan. 2, 1929. The trade mark is an oval outline in red and blue above the center of which appears the trade name "Minot" and in the center of the circle is an arrow head on which appears the initials FMP.

Lindy

The trade mark of United Macaroni Co., Inc., Mount Vernon, N. Y., for use on macaroni and spaghetti. Application was filed Sept. 10, 1928 and published May 14, 1929. Owner claims use since

Aug. 31, 1928. The trade mark is the name "Lindy" in streaky letters appearing in a sky background.

Air Trail

The trade mark of Gragnano Products, Inc., San Francisco, Cal., for use on alimentary pastes and olive oil. Application was filed April 3, 1929 and published May 21, 1929. Owner claims use since March 25, 1929. The trade mark is the trade name in heavy black type.

Pillsbury Company to Move Cereal Mill

The Pillsbury Flour Mills Co. of Minneapolis is planning construction of a \$1,000,000 cereal and feed mill in Springfield, Ill., according to announcement last month by President A. C. Loring.

In the Springfield mill the company's entire line of package foods will be manufactured. These include pancake flour, bran, breakfast cereals and similar products. In addition there will be manufactured large quantities of bulk feeds for livestock.

The change from Minneapolis to Springfield is made necessary because of freight rates which prevent distribution of cereal foods from Minneapolis on a basis of successful competition with cereals produced in the east. Mr. Loring

JOE LOWE CORPORATION

says: "The new plant will permit more economical and efficient distribution of our package products and that is the only reason for its construction."

Construction has already started and the mill will be ready for occupancy Dec. 1. A 1,200,000 bus. elevator is being built here as part of the mill.

Former Semolina Miller Dead

Frederick O. Shane, many years closely allied with the semolina milling trade as member of Shane Bros. & Wilson, died in April in Philadelphia after a brief illness. His brother George C. Shane died in 1928. The firm of which they were members was long considered one of the most important semolina distributing houses in the eastern part of the country. At the time of his death he was the Philadelphia representative of the Hall Milling company of which Al M. Marshall is president.

OPEN UP THE GAME

Come, come, you shouldn't refuse to let me win. One friend should always be willing to help another.

I know it, but you will insist on always being the other. — Cornell Widow.

Certified Dry Egg Products FOR THE Noodle and Macaroni Manufacturers

JOE LOWE CORPORATION

GENERAL OFFICES:

BROOKLYN, N. Y.

Bush Terminal Building No. 8

FACTORY BRANCHES:

BALTIMORE, MD. LOS ANGELES, CALIF. CHICAGO, ILL. TORONTO, CAN.
5-7 W. Lombard St. 1101 Mateo Street 3617 S. Ashland Ave. 100 Sterling Road
Widow.

The House
of
Perfection

Always at
Your
Service

Where Others Have Failed,
We Have Succeeded.



Why not deal with a reliable house?

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

Rossotti Lithographing Co., Inc.

121 Varick Street New York, N. Y.

LITHOGRAPHED

LABELS

AND

CARTONS

Our Lithographed Cartons Have Special
Features: Write for Samples

To You

That are members

To You

That are not members

Of The National Macaroni Manufacturers Association

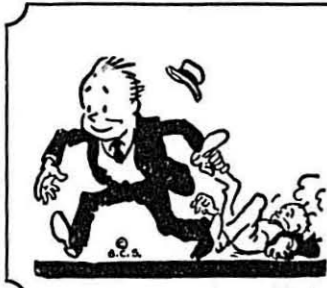
BE SURE

And Attend the Annual Convention to be held
in New York City in June

We Will Be Glad To Meet You There

CHAMPION MACHINERY CO., Joliet, Ill.

Manufacturers of Floor Handling Equipment



Grins Smiles Chuckles

A Tonic for Business Worries



They're Hard to Satisfy

"When I read in the Macaroni Journal little stories about a manufacturer enlarging his plant, a firm building a new one or about any undue expansion of production capacity under the present condition of production capacity much beyond the ability of the people to consume, I am reminded of a little Jewish boy who got his wish but who was grieved because he had not wished for more." The writer tells this story to emphasize his point.

Little Ikey was crying bitterly out in the street in front of his father's store, when the Reverend J. B. McSnorter came along and asked what was the trouble.

"I lost it a knickel," sobbed Ikey, "and poppa will lick me."

"Oh, if that's all," said McSnorter, kindly, "here's another nickel."

Ikey took the money but cried louder than ever.

"Why don't you stop crying?" asked the pastor.

"Vell," sniffed Ikey, "Ven I tell fadder you give it to me a nickel, he will lick me for not saying I lost a dime."

One for the Wets

Clarence Darrow with one single remark won a public debate over ex-Congressman "Willie" Upshaw of Georgia in Atlanta recently—that is if loudest and longest applause and laughter counts for anything—by agreeing there were no judges and no official decision. Upshaw, ardent dry, told his audience how he had worked his way through school and studied on the farm.

"I was so determined as a boy," he said, "to be a public speaker that I used to practice oratory on the poor mules while I was plowing."

Then he spent the best part of an hour telling his audience

that prohibition was working and that America was drinking less than ever before.

When Darrow's turn came, he rose and fixed his famous lowering glare on the perspiring and panting Upshaw.

"If you expect us to believe all that you've said, sir," Darrow said firmly, "you must think you're still talking to a lot of mules."—*Collier's Weekly*.

"We" With a Different Meaning

Last month Colonel Charles Lindbergh married Miss Anne Morrow. Now he'll perhaps understand better than ever what "We" really means.

Mr. Ambitious at the Convention

It may be true that all things come to those who wait, but many men who are ambitious to lead the procession—you'll find them at the macaroni convention next week—they'll be so busy going after things that they'll have to wait even to attend their own funeral.

The Signs of the Times

A sign in a florist's window ran: "Say It With Moonshine." A curious passerby entered to inquire if that was the right sort of a slogan to help sell flowers. "Well," replied the florist, "if you say it with moonshine, the flowers will come later."

A Little Scotch

Buddy—Why is it that no matter how cold the weather may be, you never smoke a cigaret with your gloves on?

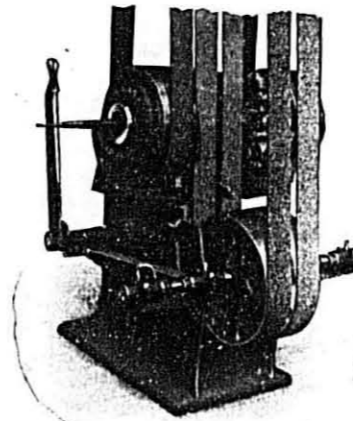
Scottie—I abhor the smell of burning leather.



The Macaroni Industry—From the Banking Angle

The "Good Stuff" at the Annual Banquet of the Macaroni Industry in Hotel Astor, New York city, will not be confined to refreshments, but will include a short, straight-from-the-shoulder talk by an experienced banker who enjoys a nationwide reputation as an expert business analyst, Dr. Comm. Attilio H. Gianani, President of the Bank of America. He knows his subject and his frank discussion of the relation between banking and macaroni manufacturing will be appreciated by all who attend this dinner party on the evening of the second day of the 1929 conference.

CLEAN DRYING STICKS



are assured if they are sanded on a
No. 5 Nash Sander

*The saving of goods from spoilage soon
pays for the Sander*

J. M. NASH CO.

838-848 30th St.

Milwaukee, Wis.

*Dependable Somolinas
of
High Quality and Uniformity*

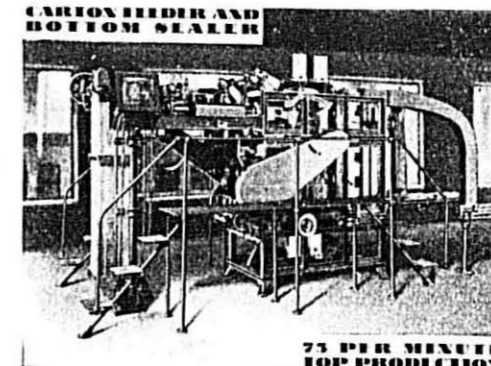
NORTHLAND FANCY No.2

AND

NORTHERN LIGHT

NORTHLAND MILLING CO.
MINNEAPOLIS, MINNESOTA

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



**75 PER MINUTE
TOP PRODUCTION**

**Bring Your Packaging Costs Down!
Down!
Down!**

KEEN competition requires cost savings, however remote these savings may seem. This JOHNSON Machine, for example, handling cartons in the flat or "knocked-down form before side seams are glued," saves from 15c to 30c per thousand cartons, depending on carton size.

Second, high-speed production cuts overhead costs; and automatic operation eliminates labor costs to almost the vanishing point.

Third, the method of registering the carton for gluing the side seam insures an absolutely square and sift-proof seal at both top and bottom. Contents are positively protected against waste.

This JOHNSON Machine when used with the JOHNSON High-Speed Gross Weight Scale and the JOHNSON Double-Entry Top-Sealing Machine will bottom-seal, fill, weigh, and top-seal your cartons at a speed of 75 to 80 cartons per minute.

JOHNSON Packaging Engineers stand ready to study the requirements of your product. They will make the necessary investigations and tests, and submit their findings for your approval. This no-cost service is yours for the asking. Write us to-day.

JOHNSON AUTOMATIC SEALER CO.
Battle Creek, Michigan, U. S. A.
New York City, 30 Church St. Chicago, 228 N. LaSalle St.



Notes of the Macaroni Industry

Tharinger Confers With Twin Cities Manufacturers

In keeping with his policy to promote friendliness among manufacturers President Frank J. Tharinger of the National Macaroni Manufacturers association entertained the manufacturers of the Twin Cities at a luncheon the first part of May. Local problems were considered insofar as they are associated with the activities of the National association. As a result of this informal meeting there is a much friendlier understanding between competitors in that locality.

Among those who attended the conference were: Messrs. Jas. T. Williams of The Creamette Co., W. F. Villaume of the Minnesota Macaroni Co., Frank Martoccio of F. A. Martoccio Macaroni Co., and Mrs. Ida Ginsberg of the Eg Noos company.

Princess Gives Spaghetti Banquet

From Rome, Italy, comes word of the high favor in which the Italian "national dish" is held by its natural and adopted citizens. Princess Jane San Faustino, formerly Miss Jane Campbell of New York, entertained at her palatial home a royal party during which all who attended ate an extra plate of real Italian spaghetti. The party followed a "Hollywood" show in which most of Rome's aristocracy took part. This proves the contention of the macaroni products manufacturers that their food is "fit for kings" and very popular with all classes.

Macaroni Plant Damaged by Blaze

Fire of undetermined origin on May 7 caused damage estimated at \$7000 to the macaroni factory belonging to the Refined Macaroni company, 319-21 Rodney st., Brooklyn. The building was a 2 story structure, housing a plant with many modern machines. Gaspare Senapari, president of the firm, has not yet decided whether repairs will be attempted or a new plant constructed.

New Plant in Oakland

A modern macaroni products manufacturing plant is being constructed in the industrial district of Oakland, Cal., by the West Coast Macaroni Manufacturing company. The new plant is on Fifty-seventh av. It is brick and steel construction, 135x90 ft. A large, strongly reinforced concrete platform to support the heavy machinery — mixers, kneaders, presses, etc. — occupies the central portion of the building on the

ground floor while the upper portions of the building will contain the drying rooms.

The main floor space has an area of 12,150 square feet and a wide mezzanine floor adds extra usable space of about 10,000 square feet.

Canada Exports Macaroni

Macaroni products manufactured in Lethbridge, Alberta, Can., are being shipped to China. An Italian dealer in Shanghai placed an order for a carload which went forward to him early last month. This is the first consignment of its kind and the Catelli Macaroni Products Corporation, Inc., Lethbridge branch, is hopeful that this is only the harbinger of many similar shipments to all parts of the world.

Leaguers Visit St. Paul Plant

The official staff of the Minnesota Macaroni Co. had as its guests last month about 400 members of the St. Paul Housewives League who choose to study macaroni, making one of their monthly educational tours of St Paul's industries.

The large party was divided into groups and escorted by guides through the spacious plant of the company at 114 W. Fairfield av.

Mrs. Samuel Goldstein is president of the women's organization but the tour was under the direct supervision of Mrs. J. C. Cunningham, 3rd vice president and chairman of the pure food section of the league.

The league officers were highly pleased with the reception given them by the macaroni makers and resolutions were adopted expressive of their appreciation.

The Macaroni Cannon

In 3 column illustrated article seeking to throw light on how the mysterious hole is made in macaroni, the Creamette company of Minneapolis uses the latest type of locomotive and the cannon to demonstrate the process. The story in the form of a release to the newspapers of the central and western states carries at the head a 3 column picture of a locomotive plowing through a field of dough and smaller cuts of a cross section of the hole in the die and its suspended pin.

In terse, easily understood language the article tells the story of macaroni making, the machines used in the process, the care and cleanliness in manufacture and concludes with advice to the prospective customers to "find a good brand and then insist in getting it."

pective customers to "find a good brand and then insist in getting it."

"Talking Robot" Sells Macaroni

The Consolidated Automatic Merchandising Corp. (Camco) is beginning country wide installation of "talking robot" machines to vend groceries. Additional installation, furthermore, will soon be made in the new Schulte-United store at Chelsea, Mass., and New Britain, Conn. Schulte-United expects to install more than 25,000 of the robots.

The machines, which say "thank you" and in some instances repeat the slogan of the dealer or the good merchandised sell the following groceries automatically: fruit preserves, chocolate, cocoa, spaghetti, peanut butter, coffee, tea, sardines, mayonnaise, pickles, relishes, vanilla olives, and maraschino cherries.

Manufacturer Is Convalescing

The friends of Joseph Freschi, one of the leading officers of Mound City Macaroni Co. and of Ravarino & Freschi Importing and Mfg. Co. of St. Louis, Mo., will be pleased to know that he is convalescing from a serious operation which he underwent early in April. As soon as he was released from the hospital he went to Knobview, Mo., in the famous Ozark mountains where he is recuperating. He expects to be back on the job about the middle of June.



Mr. R. B. Brown of Fortune-Zerger Co. Chicago, Chairman of Macaroni Publicity Committee.

At the New York City convention this month he will give an interesting report on the research work done during the past term to determine the advisability and practicability of cooperative advertising by the Macaroni Industry to popularize their products in America.

May 15, 1929

THE MACARONI JOURNAL

35

PER PASTA PERFETTA

Usate!



"Meglio Semola-Non ce ne"

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

Barozzi Drying System

Manufacturers of Macaroni
Dryers that dry in any kind
of weather

FAULTLESS AND SIMPLE

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

Catalogue and estimate at
your request

Barozzi Drying Machine
Company, Inc.

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

WOOD
BOXES



THIS TAPE SEALS THE
TWO-PIECE BOTTOM

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

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

ANDERSON-TULLY CO.
MEMPHIS, TENNESSEE
Good Wood Boxes

The Macaroni Journal

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

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

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

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

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

Vol. XI June 15, 1929 No. 2

Few Mid-west Violations

The good effect of the fine work being done by the Macaroni Educational Bureau is being felt throughout the entire industry and particularly in the middle west states according to a recent survey by Dr. B. R. Jacobs, in charge of this activity of the National Macaroni Manufacturers association. Many samples of macaroni and 20 samples of egg noodles were examined the past few weeks. None of the former was found below standard and only one of the 21 samples of egg noodles was found deficient in eggs to an alarming extent and artificially colored.

"Practically all of the samples examined are our products distributed in the middle west," says Dr. Jacobs, "and I think that this is a wonderful showing for the manner in which the manufacturers and distributors are beginning to realize the necessity of complying with the government standards. There is no question that there is a considerable improvement in the situa-

FLETCHER - EICHMAN & CO.
 Importers of
"Zolty Brand" Egg Products
 Pure Chicken Egg Yolk
 Especially selected for Noodles
PURITY - COLOR - SOLUBILITY
 Let us figure on your egg requirements
 1435 W. 37th St. CHICAGO

tion, and as time goes on I believe it is going to be more difficult to find package products of our food on the market that do not comply with the standards. There are still, however, considerable quantities of bulk macaroni products below standard. In most cases where these are sold as egg macaroni products, I believe it is done by retailers without the knowledge and the permission of the manufacturer."

Only one sample was really low in egg solids and that contained 3% of egg solids. All the others found below standard ranged from 4.5% to 5.0% in egg solids, probably due to uneven mixture in batches and hardly palpable violations.

A complete report on the work of this bureau will be made to the industry at the New York city convention June 18-20, 1929 by the officers in charge.

President M. A. Gray

M. A. Gray, chief chemist of the Pillsbury Flour Mills Co. of Minneapolis, was elected president of the American Association of Cereal Chemists at the 15th annual convention of the organization last week in Kansas City. Mr. Gray, who is well known in the macaroni products manufacturing trade, had previously served as vice president of the organization. He succeeds C. E. Mangels of the North Dakota Agricultural college.

Hail! the Volunteers

During May 1929, 4 macaroni manufacturing firms volunteered their membership in the National Macaroni Manufacturers association in answer to the general appeal for new members in the effective campaign being waged by the membership committee under the leadership of Chairman A. I. Grass. Several more have told the committee that they have the matter under advisement and that they will in all likelihood submit applications before or at the New York city convention where all plan to be represented on June 18-20, 1929.

West Virginia Macaroni Co., Clarksburg, W. Va. Joined May 11, 1929.
 A. I. Grass, proposer, and R. V. Golden, representative.
 Catelli Macaroni Products Corp. Ltd., Montreal, Canada. Joined May 13, 1929.
 M. J. Donna, proposer, and Paul Bienvenu, representative.
 Busalacchi Bros. Macaroni Co., Milwaukee, Wis. Joined May 13, 1929.
 Frank J. Tharinger, proposer, and John Busalacchi, representative.

Maravigna Macaroni Co., Boston, Mass. Joined May 27, 1929.
 A. Grass, proposer, and Joseph Maravigna, representative.
 (Come on, Mr. Non-Member—Join the Crowd).

Drop in April Exports

The macaroni exports for April 1929 are slightly off according to figures recently released by the Bureau of Foreign and Domestic Commerce. Though the exports dropped to 834,000 lbs for that month, considerably below the 943,000 lbs exported in March of the year, they are still well above the 800,000 lbs exported in April 1928.

This business is enjoying a steady increase. For the first 4 months of 1929 the exports totaled 3,879,000 lbs as compared with only 3,128,000 lbs for the same period in 1928. For the 11 months July 1, 1928 to April 30, 1929 the exports amounted to 9,169,000 lbs while for the same 10 months July 1, 1927 to April 30, 1928 this business encompassed only 7,514,000 lbs.

WANT ADVERTISEMENTS

Five cents per word each insertion.

MACHINERY WANTED—A 1-bbl. double and double geared mixer. Read or Werner-Pfleiderer make preferred. Klein Noodle Co., 40th and State Sts., Chicago.
 REGISTRATION WANTED—By representatives of every progressive Macaroni manufacturer in America at Macaroni Industry's Conference in New York City, June 18-20, 1929. Apply in person.

New Words
 Thousands of
 are included in the Merriam Webster, such as *astrograph, broadtail, credit union, Balaban, patrogensis*, etc.
 New names and places are listed such as *Catber, Sandburg, Stalin, Latvia*, etc.
 Constantly improved and kept up to date.

WEBSTER'S NEW INTERNATIONAL DICTIONARY

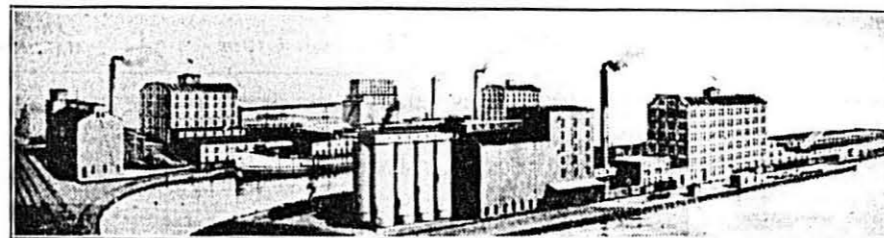
Get The Best

The "Supreme Authority" in courts, colleges, schools, and among government officials both Federal and State.

452,000 entries including 408,000 vocabulary terms, 32,000 geographical subjects, 12,000 biographical entries. Over 6,000 illustrations, and 100 suitable tables.

Send for Free, new, richly illustrated pamphlet containing sample pages of the New International

G. & C. Merriam Company Springfield, Mass.



King of them all . . .

Hourglass Brand Semolina

Quality Beyond Comparison

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

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

LOCATION ENABLES PROMPT SHIPMENT
 WRITE or WIRE for SAMPLES and PRICES

DULUTH-SUPERIOR MILLING CO.

Main Office: DULUTH, MINN.

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

OUR PURPOSE:
 EDUCATE
 ELEVATE
 —
 ORGANIZE
 HARMONIZE

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

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

OFFICERS 1928-1929

F. J. THARINGER Milwaukee, Wis.	M. J. DONNA Braidwood, Ill.	FRANK L. ZEREOA Brooklyn, N. Y.
G. GUERRISI Lebanon, Pa.	L. E. CUNEO Connellsville, Pa.	FRANK S. BONNO Dallas, Texas
HENRY MUELLER Jersey City, N. J.	G. O. HOSKINS Libertyville, Ill.	G. La MARCA Boston, Mass.
DR. B. E. JACOBS 2026 I St. N. W., Washington, D. C.	A. S. VAONINO Denver, Colo.	C. B. SCHMIDT Davenport, Ia.

The Secretary's Column

The Time—The Place

If you have not yet fully decided to attend the Macaroni Men's Conference this month, now is the time to do it. Meet the FRIENDS OF THE INDUSTRY at Hotel Astor, New York city, and be a part of the MOST PROGRESSIVE GROUP IN THE INDUSTRY during June 18, 19, and 20, 1929.

It's a Dandy

Read the program again. Note the short but pithy business sessions and the stupendous entertainment program that has been prepared for you. You owe it to YOURSELF, the BUSINESS, the CONVENTION PROGRAM COMMITTEE and the JOINT ENTERTAINMENT COMMITTEE to enjoy the many treats that only await your coming.

Bring Along the Sweetie

Yes we have as fine a committee of ladies as any group can boast of that are ready and willing to look after friend wife or daughter. Give them a chance to prove their graciousness and their hospitality by bringing along the ladies for the rare treats that are in store for them in America's metropolis, the city with the GREAT WHITE WAY.

The Question Problem

Every month this office is besieged with questions from those who seek advice, information, etc. It is our policy to answer them as far as knowledge permits, but some are real puzzles, catch questions and brain teasers. This latter group reminds us of the problem assigned by a Swedish schoolmaster to a boy, his father's intense interest in its solution, and the mother's note to the professor:

Peter has been obliged to substitute for his father, who is doorkeeper at the factory, while his father solves the problem you gave Peter.

My boy is too young to know how long it takes a man walking at the rate of three quarters of a mile an hour to walk 10 times around a field 4 miles square.

My husband left early this morning but to solve the problem he must walk a long, long time. I hope he will get home this evening and that Peter can go to school tomorrow.

Send along your questions. We'll dig in and get the in-

The President's Column

National Convention

You, no doubt, are aware that the National Convention of our Association is to be held this year in New York June 18 to 20.

It is hoped that every member of the Association will make an effort to attend this Convention, as it is one place where we can get better acquainted and acquire new ideas for the advancement of our business.

The last day of the Convention will be for members only with the hope that you will study the program, which will be sent to you later, and come prepared to discuss the various subjects on the program, also any other matter you may have in mind.

The more ideas expressed by manufacturers the more valuable our Association will become, so come prepared to participate in all of the discussions.

To those members who feel they cannot afford to come, I wish to say that the Convention will be of greater benefit, no doubt, to them than the more successful manufacturers.

It is my hope that every company belonging to our Association, as well as every other firm in the country, will have at least one representative at the Convention.

formation you desire if it is obtainable. But confine your selves to sensible queries.

Happiness

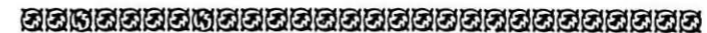
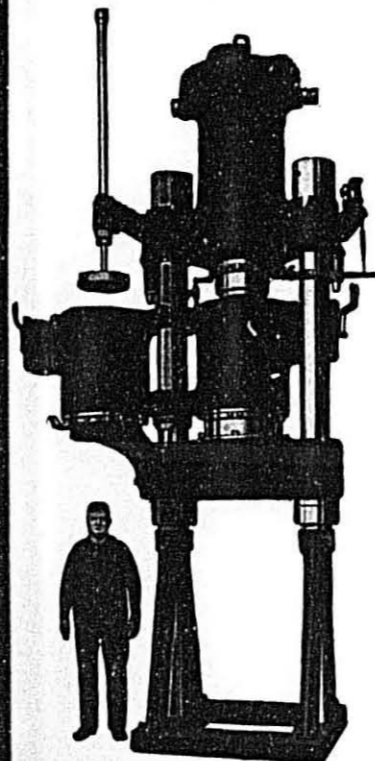
Everybody wants it. Men work and fight and war to find it. But is it possible that many of us do not know the golden moment when we have it in our grasp? Is it not just as important to recognize happiness when we have it as to dedicate ourselves to its pursuit? How many of us go on and on chasing an elusive "happiness" when all of the time the one is at our elbow begging for attention?

Get happiness out of work well done, duty to your business well performed, and loyalty to your trade association properly manifested.

Messrs. Macaroni and Noodle Manufacturer:

We hope that it will be our pleasure to personally meet and greet every manufacturer in the Industry at the Twenty-sixth Annual Convention of the National Macaroni Manufacturers Association in New York City, June 18th - 20th.

Capital Flour Mills, Inc.



John J. Cavagnaro

Engineer and Machinist

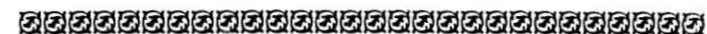
Harrison, N. J. - - - U. S. A.

Specialty of

MACARONI MACHINERY

Since 1881

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



To the Convention--Greetings

Macaroni Manufacturers, please accept our congratulations on another successful year completed, and our best wishes that this present meeting will bring forth new plans and measures tending toward further growth and an even brighter future for the industry.

Pillsbury Flour Mills Company

"Oldest Millers of Durum Wheat"

Minneapolis, U. S. A.

BRANCH OFFICES:

Albany	Cleveland	Los Angeles	Oklahoma City	Richmond
Atlanta	Dallas	Marquette	Omaha	Saint Louis
Baltimore	Denver	Memphis	Philadelphia	San Francisco
Boston	Detroit	Milwaukee	Pittsburgh	Scranton
Buffalo	Indianapolis	New Haven	Portland, Me.	Springfield
Chicago	Jacksonville	New Orleans	Portland, Ore.	Syracuse
Cincinnati	Kansas City, Mo.	New York	Providence	Washington
		Newark		

