

**THE  
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JOURNAL**

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**October 15,  
1929**

*The*  
**Macaroni Journal**



Minneapolis, Minn.

October 15, 1929

Vol. XI No. 6

## An Ideal Country

"My conception of America is a land--

Where man and woman may enjoy the advantages of wealth, not concentrated in the hands of the few but spread through the lives of all;

Where they build and safeguard their homes and give to their children the fullest advantages and opportunities of American life;

Where a contented and happy people, secure in their liberties, free from poverty and fear, shall have the leisure and impulse to seek a fuller life."—

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MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI

# Maldari's

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we can make it to fit any requirement of the manufacturer of alimentary paste products.

Dies for hydraulic presses in any size up to 27 inch diameter for short cut macaroni; up to 27 inches for long pastes.

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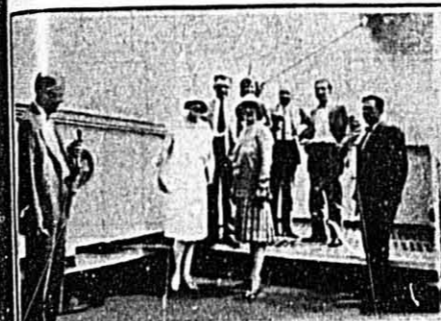
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Off for Italy?



Max Kurts of Philadelphia and his brother-in-law viewing Europe in the old fashioned way.

Some of the staid macaroni workers and allied tradesmen and their better halves.  
Guess who they are

## PROOF!

Extract from a letter from a large macaroni manufacturer:

"---In connection with our booking Two Star again I just want to say that our repeat business last season was phenomenal. After all, our dealers' shelves prove how good our run is; and they certainly emptied fast last year."



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TO SEE US  
BEFORE BUYING**

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Minneapolis, Minnesota

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# THE MACARONI JOURNAL

Volume XI

OCTOBER 15, 1929

Number 6

## A Leader and a Founder

As it must to all men, death came last month to a man long recognized as a leader in the trade, a veteran in the noodle making business, a true friend of the whole industry, Mr. Fred Becker, president of The Pfaffman Egg Noodle Company of Cleveland, Ohio.

Because of his untimely and unexpected passing there is righteous grief in the hearts of his many friends in the industry who appreciated his manly qualities and his business ability. Many and sincere were the expressions of sorrow over the loss that the whole industry has sustained when death called this leader.

While apparently in good health and in a position to enjoy the little leisure that a busy life promises, an acute heart attack brought to a sudden close a long and eventful career. He died in his palatial home on the shore of Lake Erie, Lakewood, a suburb of Cleveland, in the presence of his immediate family, date—September 16, 1929.

On September 19, 1929, the remains were buried in River-view cemetery, Cleveland, with scores of friends and business associates taking part in the simple services, commemorative of the quiet, unassuming life led by the honored departed.

In the death of Mr. Becker the macaroni and noodle manufacturing industry in this country lost a friend, tried and true. As time passes his efforts will be more and more appreciated. Unselfishly he served his trade and unflinchingly he withstood the setbacks that might have disheartened less courageous and determined men.

From his ancestors he early learned the art of making high grade noodle products. Combined with this knowledge there was an inherent keenness of mind that insured a successful career. He soon graduated from the employe to the employer class and when still a young man launched out for himself, laying the foundation for the wonderful business that he developed and which he leaves as a heritage to his son. This business remains as a memorial of his ability as a manufacturer, a builder and a planner.

To the macaroni manufacturing business in this country he left two memorials that have for years been preaching the gospel of closer cooperation between individuals; a trade magazine and a trade association—The Macaroni Journal and the National Macaroni Manufacturers Association.

On first entering the macaroni and noodle manufacturing

business more than three decades ago he recognized the need of better understanding between competitors if the infant industry in America was to grow and expand as it deserved. Toward this end, he launched a private trade magazine known as The Macaroni and Noodle Manufacturers' Journal and for many years published it at a loss. It was satisfaction enough to him to know that it was doing much in the way of cementing divergent interests and bringing understanding out of chaos.

To help along the good work thus started by his magazine he conceived the idea of an organized group of manufacturers that would look out for the general interests of the trade in a way that no individual manufacturer could, and for this purpose called a meeting of the macaroni men of the country, held April 1904 in Pittsburgh, Pa., whence emerged the parent of the present National Macaroni Manufacturers Association.

Mr. Becker was a quiet, unassuming man, seeking no honors, aiming only to be helpful. His friends in the industry, recognizing his ability and wishing in a small way to show their appreciation of his efforts, elected him treasurer of the new organization, a position which he filled with honor to himself and credit to his associates for nearly a quarter of a century, resigning in 1927.

In 1919 he voluntarily offered his magazine to the National Association to be published as its trade organ. Long after his offer was accepted he continued to retain a fatherly interest in its progress and was proud to see it become a magazine of influence in the trade. Its name was shortened to The Macaroni Journal but its purpose remains unchanged. It is still battling for and will ever continue to battle for trade uplift and better understanding, as he wished it should.

As owner and founder of what is now the industry's spokesman and as one of the original organizers of the trade's national association, the late Mr. Fred Becker has made for himself a name that will long live in the annals of the trade in this country.

Our founder has passed on; in his spirit we will carry on. Toward this end may we not have the cooperation and understanding which he ever tried to promote, knowing that only under those conditions can progress be made and success assured. If this be done, then his death will not have been in vain.

# New Yorkers Fighting for Enforcement

Macaroni manufacturers who market their products in metropolitan New York have been bombarding the Commissioner of Health in that city with requests for protection against artificially colored and otherwise adulterated products. The enforcement of the food laws is a duty of the department, which is handled by Dr. Shirley W. Wynne.

Last month the manufacturers were given a hearing and permitted to present arguments in favor of the strict enforcement of the federal, state and city laws governing food production and distribution. Among the macaroni manufacturers in attendance at the meeting on Sept. 17 were: William Culman of Atlantic Macaroni Co., D. Cowan of A. Goodman & Sons, E. Z. Vermeylen of A. Zerega's Sons, Inc.; E. Ronzoni of Ronzoni Macaroni Co., A. Bambroso of Brooklyn Macaroni Co., B. Raffetti of Raffetti Macaroni Co. and B. R. Jacobs, Washington representative of the National Macaroni Manufacturers association.

Mr. Culman and Dr. Jacobs presented statements of the position of the macaroni manufacturers and emphasizing the need of eliminating adulterated macaroni products from the New York city markets as a means of protecting the interests of the consumers.

Toward this end the good offices of the manufacturers and of the trade organization were placed at the command of the New York food officials.

## Director Culman's Statement

The elimination of artificial color in alimentary pastes and the definitions of and standards for these products are subjects which have occupied the attention of the macaroni industry and the National Macaroni Manufacturers association many years. More than 15 years ago the association passed resolutions requesting the federal government to eliminate the practice of utilizing artificial color in these products. Practically every year since it has repeated these resolutions at the annual meetings until finally in 1926 the U. S. Department of Agriculture, after hearings on the subject, issued an announcement on Jan. 15 that year that the use of artificial color which simulates eggs was to be considered a violation of the Federal Food and Drug Act.

Immediately numerous states in answer to inquiries made by the association made similar announcements, while a few states such as Pennsylvania, New York, Indiana, and Maryland made formal announcement to the trade that the use of artificial color in these products

would be regarded as a violation of the food law of the state, and that this violation was not considered corrected by declaration on the label.

The use of added color can have only one purpose in this class of products. It is added only to conceal inferiority of raw materials used and to conceal deficiency in eggs, with the result that the consumer is led to believe that the product he is buying is better than it really is.

This indirectly results in unfair competition between manufacturers as it is obvious that a manufacturer who uses high grade material and uses eggs cannot compete with another who uses inferior grade material and covers up this inferiority by the use of artificial color. The use of the required amount of eggs in products which are sold as noodles or egg alimentary pastes more than doubles the cost of the raw material over and above the cost of the same product without eggs.

Practically every large manufacturer of these products has discontinued the use of artificial color, and the evil is found only among the smaller manufacturers who sell their product locally. I venture that every manufacturer in the country knows that it is a violation of the law to use artificial color as the various rulings stated above have been given wide publicity in trade journals, circulars, and even in inserts placed in the packages of goods themselves.

Under the standards promulgated by the Department of Agriculture (FID 206) Feb. 3, 1927, "noodles" and "egg noodles" are synonymous terms and are a form of egg alimentary pastes which shall contain on a moisture free basis not less than 5.5% by weight of egg solids. On the other hand products made in the shape of noodles but containing less than 5.5% of egg solids or made without eggs must be labeled as "water noodles." Manufacturers are however permitted to modify this label and use the term "plain noodles" provided the word "plain" is in the same size type and on the same color background as the word "noodles." This practice has been concurred in by New York state law enforcing officials.

We recognize that your department under your sanitary code already considers it a violation to use added artificial color. We are aware that you have been very active in prosecuting such violations. We have no fault whatever to find in this respect. In fact, we have had in the past the most hearty cooperation from you. The purpose of our visit

is to obtain from you if possible an announcement along the lines that have already been issued by other law enforcing bodies, such as the U. S. Dept. of Agriculture and your own state Department of Agriculture and Markets to the effect that the use of artificial color which simulates eggs in all alimentary pastes is considered a violation of your sanitary code, regardless of any statement concerning the presence of color which may be made on the label. Also that the term "noodles" and "egg alimentary pastes" be defined in accordance with the definitions of the U. S. Dept. of Agriculture and of your own state. It is not possible for us as manufacturers to make one grade of these products for one locality and another for another.

We believe that such an announcement of the policy of your department to the trade would have a very salutary effect on those manufacturers and distributors who still persist in manufacturing and distributing artificially colored and sub-standard products. We will ourselves see to it that any announcement you may make on this subject will receive full publicity in the trade journals as well as by direct circularization of the retail trade.

We wish to take this opportunity to offer to your department the services of our technical staff who will be very glad to cooperate with you in the analysis of these products, particularly as very rapid methods for the detection of added color and egg content in these products have been developed in our laboratories. We also wish to offer you at this time the full cooperation of all manufacturers members of our Association, and ourselves as individuals to assist in any way possible to stamp out these practices which we take this opportunity to condemn.

**Dr. Jacobs Presents Additional Facts**  
Supplementing Mr. Culman's statement concerning the definition for egg alimentary pastes we call your attention to the announcement made by the Department of Agriculture and Markets of the state of New York on Feb. 24, 1927 and that of the U. S. Department of Agriculture, food inspection division No. 206. You will note that under "egg alimentary pastes" the minimum amount of egg solids is given, and also that noodles and egg noodles are considered as synonymous terms and are a form of egg alimentary pastes.

In answer to your intimation that similar standards might necessitate add-

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national legislation your attention is called to the fact that the standard as adopted by the federal government and by the state of New York has only the value of a yard stick by which law enforcing officials measure the degree of adulteration in a statement that the definitions and standards are adopted as a guide for the

officials of the department in enforcing the Federal Food and Drugs Act. It would seem to us that the officials in your department also use a yard stick for measuring what may or may not be regarded as adulterations under your sanitary code. Certainly no fairer yard stick could be used than that accepted by the industry affected and by numerous other food law enforcing bodies.

business flourished until it became recognized as one of the outstanding macaroni firms in the country.

In October 1892 Mr. Becker married Miss Mary J. Eckerman of Cleveland, O. She and 2 children survive, the son Fred W. Becker who for more than 10 years has proved an able assistant and who will succeed his father in the management of the progressive company which the deceased left as a heritage.

Mr. Becker was a true believer in trade organizations and in trade magazines. In addition to his untiring efforts in the early days to promote the interests of the macaroni trade, his ability as an organizer was in late years manifested when he aided in the organization of The Wagon Men's Distributing association of which he was president at the time of his death. To properly sell this organization to the distributors he launched "The Wagon Men's Journal" in June 1927 and shortly afterward this magazine was also turned over to the association as a successful spokesman.

He was an able business man, stern yet magnanimous; his winning personality gained and held many personal friends. He had only one hobby—his farm on which he spent many happy days, especially in his latter years. Fishing and hunting were his favorite pastimes. He was active in civic affairs, holding long membership in the Cleveland Chamber of Commerce and the West Side Chamber of Industry.

## Appreciation of Courtesies

The Mrs. Fred Becker Family of Lakewood, O., is very appreciative of the many expressions of sympathy and other manifestations of condolence on account of the sudden death of the late beloved husband and father and their appreciation is made known in the following words by his son Fred W. Becker, who has assumed the management of the business of the Pfaffman Egg Noodle company of Cleveland—a creation of his late father's business ability:

To our many friends in the industry we wish to express our sincere appreciation of their kindness and sympathy during our recent bereavement, the sudden passing of our loving husband and kind father. We are especially grateful to the National Macaroni Manufacturers Association for delegating its Secretary-Treasurer, M. J. Donna, to represent that organization at the funeral. His presence and his serving as an active pall-bearer was but another manifestation of the esteem in which the deceased was held by those with whom he labored in the business world for over a quarter of a century. We are deeply grateful and truly appreciative of this friendly and sympathetic spirit.

The Fred Becker Family.

## Death of Association Leader



The Late Fred Becker

On Sept. 16, 1929 the long and eventful career of Fred Becker, president of Pfaffman Egg Noodle company of Cleveland, O., and one of the best known leaders in the macaroni manufacturing industry in America, came to a sudden and unexpected close. While apparently in good health a heart attack took from his little family a loving husband and a kind father, from his firm a wise and able official and from the industry a long worker and leader.

For nearly a quarter of a century Mr. Becker served as treasurer of the National Macaroni Manufacturers association, the organization which he helped to establish in 1904 when the trade was in its infancy in America. As a monument in his memory he left a trade magazine which he personally edited and printed as early as 1903 and which he turned over to the National association in 1919

—continuing to this day as its official organ.

Fred Becker was born in Boechingen, Rheinpfalz, Germany, Oct. 24, 1864 and died at his home in Lakewood, O., Sept. 16, 1929, at an age just under 65 years. At the age of 23 he came to America, settling in New York city but later going to Cleveland where he obtained employment in the macaroni and noodle manufacturing plant operated and owned by George A. Pfaffman.

He became intensely interested in the business and shortly made a trip to Germany for the purpose of visiting the large plants there and incidentally to visit his family. On his return he was taken in as a partner by Mr. Pfaffman, doing business as The Pfaffman Egg Noodle Co., a partnership which lasted 3 years, when Mr. Becker became sole owner. Under his able management the

# Secrets of Successful Trademarking

## How to Turn a Package Into a Trade Mark

By WALDON FAWCETT

No sooner had the macaroni and allied industries taken to individual or household packaging than the packagers, as if by common consent, conceived the ambition of making the package itself serve as a trade mark. There was nothing strange or unusual in such longing to have the container serve as a clue—a readily recognizable clue—to the identity or origin of the contents of the package. The selfsame desire has possessed other groups of food purveyors as they have, in succession, taken to packaging their wares for retail distribution.

On the surface it might seem that this scheme to draft the package in its entirety as a trade mark was a move for economy. Undoubtedly it is in the interest of money saving to kill 2 birds with one stone by making the container do double duty as a receptacle and as a badge of identity. But there is more to the impulse. An added incentive is the gain in display value. If a package is the trade mark, the manufacturer can be pretty sure that his trade mark cannot be obscured. Furthermore, the size of the symbolic package allows it to be recognized by customers or prospects at long distances when introduced in show window and counter displays. Finally there is the matter of protection of valuable good will. Theoretically package infringement should be easier to prove than label infringement or imitation of a simple mark.

### The Package as a Trade Mark

With so much to be gained by converting the whole package into a trade mark of heroic size, it would be supposed that all packers of macaroni would jump at the chance for a "double play." But no sooner does the macaroni man hatch such a plot than he is warned by his attorney who is cautious after the manner of his clan. "Oh no, you can't do that," says the lawyer. "You can't register a package or a container as a trade mark for its contents. Of course, if you were a manufacturer of cartons you would be entitled to a trade mark on your article of manufacture. But as a user of paper boxes or other receptacles you cannot monopolize as a registered trade mark the size, shape, or color of the box, or its dress or getup as an entirety."

Your man of law is entirely accurate when he thus punctures a fond dream

of the package as a self contained and self sufficient trade mark. The macaroni manufacturer may no more officially fence off his pet package as an exclusive trade mark than he may monopolize a picture of macaroni for the same function. These are instrumentalities of packaging that Uncle Sam holds must be preserved as common property for the free use of all members of the trade. Here, indeed, is a doctrine which meshes with the principle that no article of merchandise—noodles or what not—may be registered as a trade mark for itself.

### Informative Trade Mark Desired

Hard as is the fact that a package cannot be pedigreed at Washington as a conventional simple pure trade mark, there is a way out of the difficulty, if the tradesman will only seek the path. A package may be a trade mark in fact though not in name. The packer must forego enrollment as a trade mark at the U. S. Patent Office. But there are open to him other forms of protection which will in all probability serve his every purpose in keeping competitors from copying his package attire. Now for a look at the alternatives.

Why not envelope the package in a trade mark device which would not be the package structure yet would pass for the package in the eyes of the public? This is a solution that pops quickly to the mind of the average manufacturer in a dilemma. It is a plan, not without some merit, but one runs into difficulties. Usually a bare trade mark name does not carry enough information for the exterior of a macaroni package. There must be description; and maybe instructions for use; and the name and address of the manufacturer, all matter that is not readily acceptable as a technical trade mark. No, if one wants blanket protection for the wrapper of a tight wrapped package it were better to get it by copyrighting the complete layout as a label. An entire carton blank has, on occasion, been copyrighted as a label.

The remaining means at the disposal of the manufacturer—and it is distinctly his best bet—is to so popularize and exploit his package that it will be what the public looks for in buying, and, though unregistered, will be protectable under the common law as a trade mark.

The best part of this program is that it serves as a super or extra protection which does not interfere with any other insurance which the macaroni marketer may desire to take out on his good will assets. He may register his byword or brand as a trade mark. He may likewise obtain copyright entry for his label big or little. Then, on top of all this he may pyramid his protection by establishing his package ensemble as a practical trade mark.

### Common Law Protection of Marks

Trade mark protection under the common law is very different from protection by registration. The latter certifies ownership under Uncle Sam's seal. More often than not trade mark registration performs its service by warning away possible infringers. Under the common law the owner of a trade mark package cannot summon Uncle Sam to help scare off a poacher. He must wait until counterfeiting of his package has taken place and he can show that he has suffered dollars and cents loss through substitution or the passing off of packages. Then will the Federal courts step in and not only halt the unfair competition but probably give balm to the injured party by an award of damages.

The prime secret upon which all this species of protection must hinge is in the strategy of making the package qualify as a working trade mark so that it will be entitled to the best shelter that the common law affords. Establishment of trade mark status for the package is wholly up to the packager. It is a maneuver which cannot begin too early in the advertising and marketing campaign. The public must not only be made package conscious but must be taught or persuaded to look upon the complete package as a trade mark. Naturally, if a manufacturer has other mediums of identification—registered trade marks, labels or what not—he does not wish to slight these in his education of the public. But whatever the intimate brandings in the foreground, it is shrewd sense to play up the package background in its larger aspect, rendering the purchaser at retail so sensitive to the shape, the typographical setup, the color scheme, etc., that all these elements of package "personality" will come to mind at the time of purchase as means of checking up and verifying names or brands.

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**WASHBURN CROSBY Co., Inc.**

Minneapolis, Minnesota

# The 1929 Durum Crop

By H. L. WALSTER  
Agronomist, North Dakota Agricultural  
Experiment Station

## The Size of the Crop in the United States

A tremendous drop has occurred in the total production of durum wheat in the United States. The Sept. 1 crop report of the U. S. Department of Agriculture forecasts a 1929 production of only 53,032,000 bus. as compared with a 5 year average (1923-1927) of 59,988,000 bus. and a 1928 production of 92,770,000 bus.

Expressed percentagely this means that the 1929 durum crop is 40% less than the 1928 crop and 12% less than the average of the previous 5 years.

The U. S. Department of Agriculture detailed Sept. 1, 1929 forecast for the 4 principal durum wheat producing states is as follows:

State	Acres	Yield per acre	Production bus.
North Dakota	3,951,000	9.6	37,930,000
South Dakota	1,154,000	10.0	11,540,000
Minnesota	237,000	14.5	3,436,000
Montana	15,000	8.4	126,000

North Dakota's average yield of durum wheat of 9.6 bus. per acre is 2.5 bus. under the 5 year average of 12.1 bus. per acre for the state. The highest average yield per acre is reported for the northeast area, 10.7 bus. per acre, and the lowest for the south central area, 7.3 bus. per acre. The northeast area which includes Cavalier, Grand Forks, Nelson, Pembina, Ramsey, Towner and Walsh counties, has the largest durum acreage of the crop reporting areas in the state.

### Shifts in Durum Acreage in North Dakota

Much of the decreased production of durum wheat in North Dakota is attributable to the decreased acreage of the crop. The 1929 durum crop constituted 41.0 per cent of the total spring wheat acreage whereas the 1928 crop constituted 48.8% of the total spring wheat acreage. Durum acreages reached their maximum in 1928 as did also the production.

The following table shows the acreages of durum wheat in North Dakota and the percentages that acreage is of the total spring wheat acreage during each of the last ten years.

### A Decade of Durum Wheat Acreage in North Dakota

Year	Durum acreage	Percentage of total spring wheat acreage
1920	3,210,000	42.2
1921	3,788,000	42.9
1922	4,026,000	46.0
1923	3,667,000	44.3
1924	2,757,000	31.7
1925	3,170,000	33.0
1926	3,804,000	39.4
1927	4,222,000	42.9

1928	5,066,000	48.8
1929	3,951,000	41.0
Ten year average	3,766,000	41.21

This table shows that durum wheat has occupied on the average 41.2% of the spring wheat acreage during each of the last 10 years, the highest proportion being reported for 1928 and the lowest proportion for 1924. The 1929 percentage is practically the same as the 10 year average in spite of the fact that there is a general notion prevailing to the effect that North Dakota has significantly reduced her durum acreages. The 1928-1929 fluctuation is not as great as has occurred previously, witness the 1923-1924 reduction.

Through the courtesy of Mr. C. E. Mangels, Cereal Chemist in the department of milling at the North Dakota Agricultural Experiment Station, I am able to include the following data based upon chemical analyses and physical examination of a large number of samples of the 1929 North Dakota durum crop.

### Quality of the 1929 North Dakota Durum Wheat

Kernel Texture (amber durums only)	Number of Samples	Percentage of Vitreous Grand Average	Amber Kernels	
			Maximum	Minimum
116	94	61.3	100	51
Test Weight	112	61.3 pounds per bushel		
Protein	125 (includes 5 samples of red durum)	13.6	18.6	9.0

When quantitative comparisons are made with the quality of previous crops, the interesting fact is brought out that although the 1929 crop averages only 0.1 of a pound lighter in test weight than the 1928 crop, it averages 2.4% higher in percentage of protein and had 17% more vitreous kernels. The following table furnished by Mr. Mangels gives the data for the last 4 years.

### A Four Year Comparison of Quality of the North Dakota Durum Crop

Year	Number of Samples	Average Test Weight per Bushel (Pounds)	Number of Samples	Average Percentage of Protein	Average Percentage of Vitreous Kernels
1929	112	61.3	125	13.6	94
1928	272	61.4	308	11.2	77
1927	188	60.1	203	11.2	87
1926	37	61.3	37	14.0	—

The 1929 crop of durum in North Dakota is high in protein and high in test weight. The high test weight is accompanied by a very desirable flinty texture hence the crop should mill out a relatively high percentage of semolina with accompanying relatively low percentage of durum flour.

Since there has been a considerable expansion of bread wheat production in the more nearly exclusive durum areas there seems to be rather more admixtures of

bread wheat in the durum wheat than heretofore, a condition greatly to be deplored.

### The Color of the Crop

The color of the 1929 crop is good both internally and externally. The crop has been harvested and much of it threshed without any rain. It may not be amiss to note here that the introduction of the combine-harvester may result in the marketing of durum whose external appearance will be "off color" in the more rainy years. Just what effect exposure to weather may have on the color of the semolina still remains to be seen. Investigations by the department of milling at the North Dakota Agricultural Experiment Station indicate that there is a wide variation in the internal color from year to year; attempts are now being made to get at the cause of this. Studies are in progress aimed at discovering the relation of the area of production and method of production (rotation, et cetera) to the quality of the crop.

### Cleaning Machinery

One of the encouraging signs of the times is the gradual development of cleaning machinery designed to remove bread wheat from durum wheat. These machines are being installed in mills and in some elevators. The development of farm size machines adapted to this purpose seems to be just around the corner.

### The Durum Variety Situation in North Dakota

Mindum and Kubanka are leading desirable durum varieties. These varieties are recommended by the Agricultural College and their production for seed purposes is being actively pushed by the very active North Dakota Crop Improvement Association, an association of seed growers formed about a year ago. Since Kubanka is without doubt a



Our largest plant, at Philadelphia, Pa. (Manayunk) where superior quality corrugated and solid fibre shipping containers and boxboards are made.

## PENNSYLVANIA

MILL AND 2 BOX FACTORIES  
AT PHILADELPHIA

BOX FACTORIES and MILLS  
(Corrugated, Solid Fibre  
and Boxboard)

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**CONTAINER CORPORATION  
OF AMERICA**  
and **MID-WEST BOX COMPANY**  
in PENNSYLVANIA

OUR plant group at Manayunk, a suburb of Philadelphia, is the largest and most prolific in variety of products of the eighteen factories and mills comprising the Container Corporation of America set up at this time.

Two large box factories and one big capacity mill are here busily engaged in producing highest quality corrugated and solid fibre shipping containers and a complete line of boxboards and paper board specialties. This plant furnishes these products to Pennsylvania, New York, New Jersey, Maryland, Delaware, District of Columbia, Virginia, North Carolina and New England States.

A central location, ample transportation facilities and very complete modern equipment which insure quick service and delivery of orders are advantages that customers will appreciate.

### OTHER BOX FACTORIES

at Natick, Mass., and Bridgeport, Conn. will be shown in our next insert. Other units at Chicago, Anderson, Ind., Kokomo, Ind., Circleville, O., Cleveland, Cincinnati, Fairmont, W. Va. and Charleston, W. Va.

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CORRUGATED  
and  
SOLID FIBRE  
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**We Make a Complete Line of Boxes for Air Express**

Air express is now operated as an auxiliary to the railroad express service, and every shipper should avail himself of the air service when speed is important.

Write us a description of the goods you wish to ship by air express and we will prescribe the correct design of box that will meet regulations and carry the commodity safely. Many shippers will want to be among the pioneer users of this new service and we will welcome every opportunity to provide correct designs of corrugated fibreboard boxes for such shipments.

If you have difficult shipping problems—fill in and mail to us the COUPON shown below.

**Some Industries Now Using Our Solid Fibre or Corrugated Boxes**

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

**CONTAINER CORPORATION OF AMERICA**

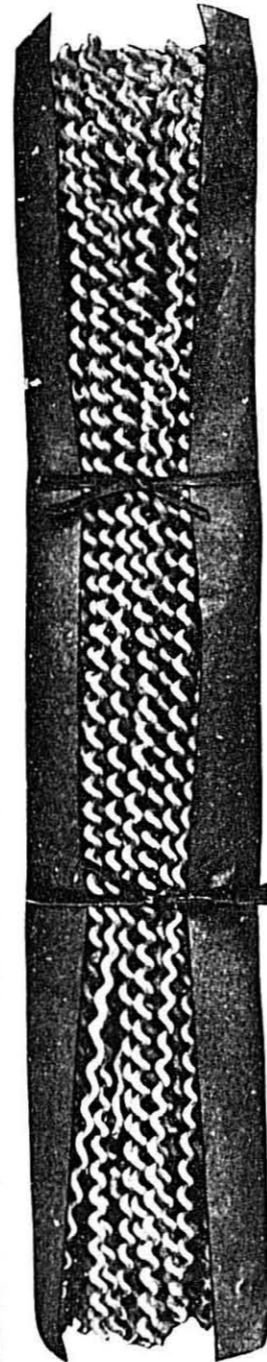
and **MID-WEST BOX COMPANY**

111 W. Washington Street 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 \_\_\_\_\_



The **GENUINE**  
*Fusillo*  
!

Important question:

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

?”

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

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

CREATOR AND MAKER OF FINE DIES



"landssorten" or mixed population containing both desirable and undesirable lines, active work is being done in selecting out from this old variety lines which will have decided superiority.

Monad, also called D-1, still persists in the state, largely due to its splendid disease resistance and high yielding capacity; its quality, however, is not regu-

larly dependable, hence its production is not being encouraged.

Acme, a somewhat similar variety, never gained a foothold in this state. Much information is needed as to the effect of cultural conditions and methods of harvesting upon the quality of these two much discussed varieties.

The acreage of red durum is apparently decreasing. Until the recent rise

in wheat prices, red durum prices were decidedly upon a "stock feed" basis. Even now there continues to be the usual spread in price between amber durum and red durum, a condition which will automatically limit the extension of the acreage of this less desirable variety. The gradual development of better rust resistant bread wheats, is, too, reducing the acreage of red durum.



# Grins Smiles Chuckles

*A Tonic for Business Worries*



A girl with money to burn can always find a match.

\*\*\*

Let Hoover order 7 political pieless days a week.

\*\*\*

It must have been a landlord who said "Every knock is a boost."

\*\*\*

And yet, in directing automobiles, a traffic cop must have horse sense.

\*\*\*

The slump in the pig iron market is probably due to June bride's biscuits.

\*\*\*

It makes a fellow sick to see his neighbor's supply of medicinal hooch.

\*\*\*

Many a man who acts like the main squeeze turns out to be a lemon.

\*\*\*

Hard knocks are good for a man—unless he's doing the knocking.

\*\*\*

Mosquitoes are in disrepute because they bite the hand that's feeding them.

\*\*\*

A man will chase a golf ball all over the links because it's too hot to go to church.

\*\*\*

Some men's pet peeves are hard times and not being able to find a place to park their cars.

\*\*\*

Horse swappers didn't lie any more about their steeds than automobile swappers do about their speeds.

Some people drop a copper cent in the collection plate and expect it to buy one golden harp.

\*\*\*

The motorist doesn't care where his gas comes from just so it goes.

\*\*\*

### An Irish Diplomat

Mrs. O'Brien had a habit of "putting her foot in it" whenever she opened her mouth.

Across the way lived Mrs. Flanigan whose husband one morning committed suicide by hanging himself in the attic.

A few days later Mrs. O'Brien was going over to see her. Her husband said, "You'd better not go, you're sure to say something to hurt her."

"No, I won't," said Mrs. O'Brien, "I'll talk about nothing but the weather." So she went.

"Good morning, Mrs. Flanigan—lovely weather we're having."

"Yes, and it's glad I am so I can get my clothes dry," said Mrs. Flanigan.

"Now, you're the one that should be worrying about the weather when you wash; you, with your great big attic hang things in."

\*\*\*

### Not to Mention Towels

A perplexed porter was explaining an unprecedented situation to the pullman conductor.

"But, captain, the stepladder's missing; who took it? And why, and how?"

"But who would want to steal a pullman ladder?" the conductor postulated.

"I don't know, but she's gone," responded the porter.

At this juncture a passenger occupying an upper berth for the first time overheard the conversation, parted the curtains and remarked genially:

"Here, porter, you may use mine, I won't need it this morning."

Courtesy of Dr. Martini Macaroni Co.



## Cellophane-Wrapped Noodles Demand Attention . . . Increase Sales

Progressive noodle manufacturers are using Cellophane to attract the housewife's attention to their products and win preference over the thousands of others displayed in grocery stores today.

Cellophane—the sparkling, 100% transparent material shows the rich, egg color of the noodles, and keeps them clean and saleable. Housewives pick up the convenient, sanitary packages and—a sale is made.

Consider Cellophane. Write to our Package Development Department for suggestions and samples.

Dr. Post Cellophane Co., Inc., 2 Park Ave., New York City, Canada Agent: Wm. B. Stewart & Sons, Limited, Toronto, Canada



# Cellophane

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

## Spaghetti for Americans

Spaghetti, macaroni, and noodles, 3 of the most nourishing cereal products, richly deserve the important place they hold in the diet of the natives of Italy, for they are easily cooked, easily digested, and easily combined with many food flavors, for they are of smooth texture and mild flavor. Those of the finest quality, made of the hard durum wheat, contain a large per cent of protein as well as carbohydrates, so in order to meet the requirements for a well-balanced meal it is necessary to add only a small amount of fat, meat, or cheese for flavor and complete the meal with a fresh green vegetable or fruit. In our country we are inclined to consider the pastes only in our winter menus for we serve them most often with a rich cheese sauce, but they are so quickly prepared they can be made especially popular in hot weather.

According to Italian authorities the longer the time required for cooking, the better the quality of macaroni. It should be boiled in a large quantity of salted water until tender, then drained, a small amount at a time, and rinsed well with cold water, using a colander to drain well before the sauce is added, for even a very small amount of water will spoil the flavor of the sauce. Many very highly seasoned sauces for "Spaghetti, Italian Style," are to be found, but it seems the best cooks in Italy prepare a very tasty sauce of tomato paste, seasoned very delicately with various herbs, meats, fish, and choice cheese, as well as garlic and onion, but these are used very sparingly and the cheese is chosen for its quality rather than quantity. Since imported Italian cheese is now available at very reasonable prices, it no longer belongs in the luxury class as little is required to make a perfect sauce. If we consider variety important in the diet the flavor is so delightfully different that it is well worth a bit of extra expense and trouble.

And even though we may not care for Italian sauces for our spaghetti and foods of this type, there are so many other meat and vegetable combinations that we can easily adopt them as year-round staples.

### Peppers Stuffed with Macaroni

Six large sweet peppers, 2 tablespoonfuls butter, 2 cupfuls macaroni, broken in small pieces, 1 cupful chopped meat, 2 large tomatoes, bread crumbs, salt and pepper. Remove the tops and seed of the peppers and boil for 5 minutes. Drain and rinse with cold water. Boil the macaroni in salted water until barely tender, drain and rinse. Heat 1 table-

spoonful butter and heat the meat in it. Mix with the macaroni and tomatoes, chop in small pieces, season, and fill the peppers. Cover tops with crumbs, dot with 1 tablespoonful butter and bake in a moderate oven until the peppers are tender. A cupful of canned tomatoes may be substituted if fresh tomatoes are not available. This is a splendid hot weather dish.

### Scalloped Salmon and Macaroni

Two cupfuls macaroni, broken, 2 cupfuls flaked salmon, 1 pint thin white sauce, 1 cupful cracker crumbs, 2 tablespoonfuls butter or substitute. Boil macaroni until tender, drain and rinse. Arrange a layer in a baking dish, cover with flaked salmon, sprinkle with cracker crumbs and a little salt and pepper. Continue these layers until all materials are used. Pour the sauce over the top and finish with a thick layer of crumbs. Dot with butter and bake in a moderate oven for thirty minutes. An excellent emergency dish.

### Macaroni with Fish Flakes

One cupful fish flakes, 1 tablespoonful olive oil, 1 teaspoonful chopped parsley, 1 cupful tomato juice, either fresh or canned, 1 cupful tomato paste, ½ pound macaroni, 1 bay leaf, 1 small onion, chopped fine, salt and pepper to taste. Heat the olive oil, add the fish flakes and brown quickly. Add the seasonings and 2 tablespoonfuls hot water. Cover closely and cook gently for 5 minutes. Add strained tomato and bay leaf. Simmer for 30 minutes, add tomato paste and cook 20 minutes longer. Cook macaroni as directed above and arrange in layers with the sauce in a hot baking dish and serve at once. Grated cheese is passed with this dish. It is not at all necessary, but is preferred by some. Some Italian recipes call for fresh fish cut in small cubes, others for salmon or tuna fish, but the prepared fish flakes are both convenient and delicious.

### Macaroni Salad

Two cupfuls cooked macaroni, ½ cupful cooked carrots, cut in cubes, ½ cupful English peas, 1 teaspoonful young onions, 1 teaspoonful parsley. Chop the onion very fine and mince the parsley. Marinate the other vegetables with a tart French dressing and chill. Combine vegetables and macaroni, toss lightly with a fork; serve on lettuce with stiff mayonnaise.

### Chicken and Noodles

One young hen or large fryer, 2 cupfuls thin cream, 2 eggs, ½ pound noc-

dles, 3 tablespoonfuls butter, or substitute, 2 tablespoonfuls flour. Prepare the chicken for frying, salt and dredge well with flour. Heat the butter in an iron pan and brown the chicken in it. Add a few tablespoonfuls hot water, cover tightly, and bake in a moderate oven until very tender. Take up the chicken, stir the flour into the liquid in the pan, add the cream, which has been heated and cook gently for 5 minutes. In the meantime boil the noodles in salted water until almost tender, drain and pile in a buttered ring mold. Beat the eggs until yolks and whites are well mixed, add to 1 cupful of the cream gravy and pour over the noodles. Set mold in a pan of hot water and bake until set in a moderate oven. Turn out on a round platter and arrange the chicken in the center. Pour the remaining gravy over all and garnish with a ring of broiled tomatoes.

### Italian Spaghetti and Meat Balls

One pound ground meat, ½ pound spaghetti, 1 bay leaf, 1 clove garlic, 1 cupful bread crumbs, 1 cupful tomato paste or concentrated fresh tomatoes, 1 small onion, 2 cloves, 2 grains allspice, salt and pepper. To be very modern a waterless cooker is the ideal vessel for preparing this sauce, as long, slow cooking in a tightly covered vessel is necessary for a perfectly blended sauce. As commercial tomato pastes vary, if a very thick paste is used dilute it with a cupful of strained canned tomatoes or ¾ cupful water. Heat slowly, add salt to taste, spice, bay leaf, and garlic, chopped very fine. Barely simmer for an hour, keeping the vessel tightly covered to retain all the flavor. Chop the onion very fine and mix well with the meat and bread crumbs, add salt and pepper to season well, and shape in small balls about an inch in diameter. Add these to the sauce, replace the lid and cook slowly for 1½ hours. Cook spaghetti, without breaking, until tender, drain, rinse and arrange a layer in a hot baking dish. Remove the meat from the sauce and arrange on a platter to serve. Cover the layer of spaghetti with the sauce, sprinkle lightly with grated cheese, add another layer of spaghetti, sauce, and cheese, and continue until all materials have been used. Serve at once; if the sauce is kept boiling hot the cheese will melt and it will not be necessary to reheat. The sauce and meat balls for this dish may be prepared early in the day, leaving only the spaghetti to be cooked at dinner time, when the sauce is reheated.

By SARAH GIBBS CAMPBELL  
in Farm and Ranch

October 15, 1929

THE MACARONI JOURNAL

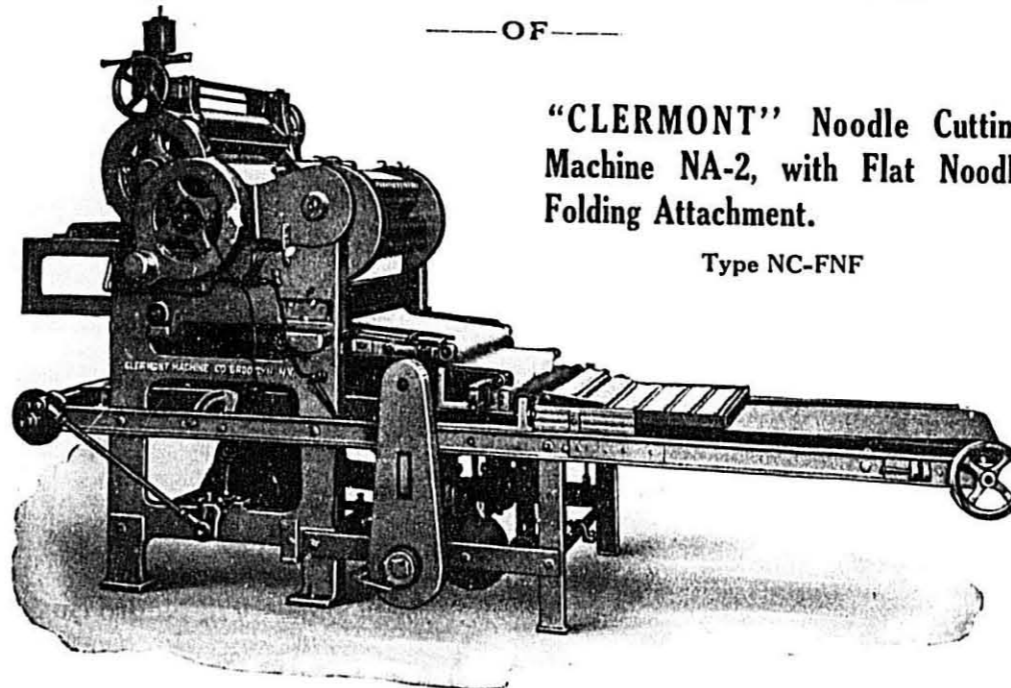
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## THE LATEST TYPE

— OF —

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

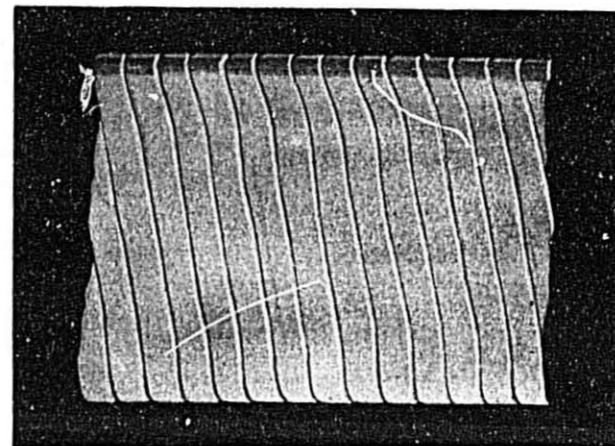
Type NC-FNF



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  
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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.

## New Organization for New York

New York metropolitan district is unquestionably the greatest macaroni products consuming section in America and probably in the world. There competition is also the keenest and long and loud have been the complaints of the manufacturers that prices were ruinously low.

To bring about better conditions through understanding of manufacturing and selling costs, the need of a local organization has been recognized and on several occasions associations have been formed with this good purpose in view. That they have failed was no fault of the promoters nor have these failures discouraged the leaders.

At a general meeting of the manufacturers in the New York district at 27 Cleveland place, New York city, on Sept. 26 a new organization was launched taking the name of Macaroni Manufacturers Trade Association of New York. Its program will strictly adhere to its motto "The Betterment of The Macaroni Industry."

Headquarters for the organization were established at 27 Cleveland place, the same building which houses the Italian Chamber of Commerce, and an elaborate ceremony of inauguration was supervised by the leaders and enjoyed by a gathering which consisted of practically all of the leading Italian macaroni manufacturers in that district. F. Maldari & Bros., Inc., sent a message of congratulations containing the words "May Success Reward Your Achievements"; it was accompanied by a beautiful and artistic basket of artificial flowers which will adorn the offices of the association.

The 1929-30 officers of the Macaroni Manufacturers Trade Association of New York consist of: President, Frank Patrono, Independent Macaroni Co.; vice president, John Buscemi, Metropolitan Macaroni Co.; treasurer, J. V. Cuonzo, Westchester Macaroni Co.; secretary, Mario Dacono, Savoia Macaroni Co.; directors: S. La Rosa, La Rosa Macaroni Co., D. Glaviano, Campanella, Favaro & Glaviano Macaroni Co.; E. Ronzoni, Ronzoni Macaroni Co.; Mr. Angelicola, Brooklyn Macaroni Co., and G. Santoro, Refined Macaroni Co.

It is the purpose of the new organization to work primarily for the interest of its local members and will overlook no opportunity to cooperate with other trade associations and outside manufacturers for the general good of the industry. Along this line it will work hand-

in hand with the management of the National Macaroni Manufacturers association.

### Cavaliers of Italy

In recognition of service given the kingdom of Italy, the nation of their birth, and in appreciation of the business success attained in their country of adoption, 2 leading manufacturers of macaroni products were recently honored by the Italian consul who bestowed upon them the title of Cavaliers of the Crown of Italy.

The manufacturers so honored are Cav. John Ravarino, president of the Ravarino & Freschi Importing and Manufacturing company and director of the National Macaroni Manufacturers association, and Cav. Joseph



JOHN RAVARINO

Freschi, president of the Mound City Macaroni Co., both of St. Louis, Mo.

The honor conferred was first proposed to the Italian government by the American consul early in January and a decree was issued by the government on April 18. Conferring of the honor and insignia was a celebration of import by the Italian colony of St. Louis, which hold the honored Cavaliers in the highest esteem. The entire macaroni industry congratulates Cavaliers Ravarino and Freschi for their deserved honors and for the honor which they bring to the trade in America.

### Pays to Dress Up Product

More than 85% of the impressions we receive come through the eye, so scientists assert; and it sounds reasonable enough to be true. On the strength of this fact manufacturers should pay par-

ticular attention to the labels which adorn their products.

The label cannot be too attractive nor can too much care be exercised in putting it on the can. Any process that enhances the label's appearance, such as lacquering, is also a splendid investment.

Good labels, and attractive labels, may be bought from the most reliable lithographers in reasonable quantities at a fair price. Just shop around a little before you place your order. When all the quotations are in select the best design, then strive for a favorable quotation on the stock of paper, colors, and so forth.

Labels put on by a labeling machine are vastly better than those applied by experienced hand labelers. A few points advanced in their favor are absence of smudging and lopsided appearance, economy, and the rapidity with which the entire pack may be labeled.

Devote all the time and thought possible to dressing up your product. Accept sound advance and seek it. Make the finished article so attractive that it will stand out among its companions on the shelf.—*Cannery Notes.*

### Survey of Negro Business

The survey of Negro business conducted by the National Negro Business League, described in Domestic Commerce, has been completed and results have been published. The survey, made in 1928, covered 33 cities in the south and middle west with an aggregate population of 5,066,936, of which 920,283 are colored.

The predominance of those types of business calling for a large degree of personal service is noted, nearly 60% of the 2757 enterprises and 65% of the 12,459 Negro workers reported in the survey being of this type, as indicated in the following table:

Type of Establishment	No. of concerns	% of total	Colored employees
Automobile	169	6.00	50
Restaurants	309	11.00	1,414
Tailors	312	11.30	1,100
Undertakers	154	6.00	919
Moving	24	0.86	130
Barber Shops	380	14.00	1,019
Building Contractors	42	1.50	319
Publishing & Printing	73	2.60	629
Amusements	67	2.40	300
Photographers	18	0.66	60
	1,653	59.72	8,252

In connection with Negro merchants' business methods it is brought out that although 15% have no adequate book-keeping system, 13.5% keep double entry books and 59% single entry books. Over one fourth of the total number have cash registers.

When  
Freight  
is  
Roughly  
Handled



you need Fivefold Protection

**D**ARKIES singing . . . wheels rolling . . . trucks roaring away. Swish! Thud! Smash! Crash! Boxes of merchandise bump to the ground . . . are roughly handled.

Were they yours? . . . Will some favored customer receive damaged merchandise? . . . Will the next storm "get to" your packages? . . . Will boxes swell and burst? . . . How much hidden damage to your goods?

These things happen every day. Each year millions of dollars are lost because of inadequate packing. Every week good customers go somewhere else to buy because of these things. What is your bill for damaged merchandise? . . . What does your loss amount to from disgruntled customers?

You can't control storms, rough and careless handling. But you can

take precautions to safeguard your merchandise. You owe it to yourself to be sure your goods leave the shipping room packed to stand the destructive handling of modern transportation.

Fivefold Protection\*—Good Wooden Boxes—assure delivery of your merchandise in the best possible condition. Thousands of manufacturers have found this the safest, most economical way of packing and shipping their goods.

If you are confronted with any problem related to the packing or shipping of your goods, one of the engineers of this association will gladly call to explain the advantages of Fivefold Protection\*. Their services are free. Why not send the convenient coupon today. It may mean thousands of dollars saved.

#### \* FIVEFOLD PROTECTION —

Good Wooden Boxes—safeguard your merchandise against:

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



Wooden Box Bureau  
111 West Washington St. Dept. 8161  
Chicago, Illinois

Gentlemen:  
We manufacture and would like to have one of your engineers arrange to tell us the advantages of Fivefold Protection\*.

Name \_\_\_\_\_  
Firm \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_



## WOODEN BOX BUREAU

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

CHICAGO, ILLINOIS

## Semolina Production Breaks All Records

For the crop year July 1, 1928 to June 30, 1929 the grinding of semolina exceeded all previous records according to figures by F. T. Pope of the United States Department of Commerce. In that 12 months 2,354,759 bbls. of semolina were produced out of 15,827,287 bus. of durum wheat ground in American mills. Of this total, 1,146,438 bbls. of semolina were pro-

duced from Jan. 1 to June 30 this year from 7,813,704 bus. In addition there was 448,557 bbls. of flour produced.

Of the total of 1,146,438 bbls. of semolina produced the first six months of 1929, 49,220 bbls. were exported as semolina leaving 1,097,218 bbls. for domestic consumption. Comparative figures of durum wheat produced and semolina grinding are shown in the accompanying table.

	Durum wheat Ground (bu.)	Semolina Produced	Flour Produced	(barrels)		Available for Consumption	
				Semolina Exported	Flour Exported	Semolina	Flour
<b>1924</b>							
Jan.-June.....	5,451,715	821,503	341,636	57,873	147,568	763,830	194,068
July-Dec.....	5,594,830	1,062,410	416,073	167,198	231,189	895,212	184,884
<b>1925</b>							
Jan.-June.....	4,668,282	741,070	318,919	78,919	151,351	662,151	167,352
July-Dec.....	7,373,556	1,136,180	495,741	116,851	200,596	1,019,329	295,145
<b>1926</b>							
Jan.-June.....	6,811,438	1,050,873	470,684	62,955	162,951	987,918	307,733
July-Dec.....	7,039,579	1,165,192	414,664	94,951	180,004	1,070,241	234,660
<b>1927</b>							
Jan.-June.....	5,072,626	868,476	259,282	71,331	141,183	797,145	118,099
July-Dec.....	7,809,023	1,280,152	409,613	99,904	104,626	1,180,248	304,980
<b>1928</b>							
Jan.-June.....	6,804,801	1,037,175	353,972	42,863	143,468	994,312	210,504
July-Dec.....	8,013,583	1,208,321	493,152	66,744	168,310	1,141,085	325,334
<b>1929</b>							
Jan.-June.....	7,813,704	1,146,438	468,557	49,220	101,710	1,097,218	374,847

Compiled by F. T. Pope.

## August Exports Lower

The upward trend in macaroni exportation received somewhat of a setback during August according to the figures released by the U. S. Department of Commerce. During August 1929 the exports amounted to only 758,000 lbs. as compared with 802,000 lbs. in July of this year and with 841,000 lbs. in August 1928. This decrease is noticeable for the 2 months ending Aug. 31, the 1929 shipments totaling only 1,560,000 lbs. as compared with 1,706,000 lbs. exported in July and August 1928. However, during the 8 months of the present year the exports show a healthy increase over the same period in 1928, the exportations being 7,085,000 lbs. from Jan. 1 to Aug. 31, 1929 as compared with 6,291,000 lbs. for the same 8 months in 1928.

### MACARONI EXPORTS FOR AUGUST, 1929

COUNTRIES	POUNDS (In 1000 Lbs.)
Denmark .....	3
Greece .....	5
Irish Free State.....	5
United Kingdom .....	161
Canada .....	158
British Honduras .....	2
Costa Rica .....	4

Guatemala .....	2
Honduras .....	14
Nicaragua .....	3
Panama .....	43
Mexico .....	55
Newfoundland .....	3
Barbados .....	1
Jamaica .....	2
Cuba .....	29
Dominican Republic .....	43
Dutch West Indies.....	3
Haiti .....	10
Virgin Islands .....	2
Colombia .....	1
Venezuela .....	3
British India .....	2
Straits Settlements .....	1
China .....	31
Java & Madura .....	2
Japan .....	9
Philippines .....	2
Siam .....	1
Turkey .....	4
Australia .....	113
French Oceania .....	1
New Zealand .....	31
British South Africa.....	6
Mozambique .....	1
<b>TOTAL .....</b>	<b>758</b>

## Let a Policeman Do It If You Can

Here is a moving tale which might have a counterpart almost anywhere:

Boston, Mass.  
I am threatened with a lawsuit for heavy damages and would like your opinion as to my liability. A few weeks ago I discharged a salesman for drunkenness. He was quarrelsome and abusive, and would come around the place in that condition and be very hard to get rid of. Finally after many trials I discharged him by letter. The next day he came around drunker than ever, and had to be peevish out. I did not attempt to do it myself, because my left arm is crippled, but one of the bookkeepers led the man to the door to let him peacefully out. He resisted, however, and there was a fight in the course of which the salesman was precipitated down a short flight of steps and had one arm and several ribs broken. The injury was entirely due to his resistance in leaving our premises, on which he had been guilty of disorderly conduct. I have received a letter from his lawyer claiming heavy damages, and would appreciate your opinion.

E. R. G. & Co.

This case is not unusual—the identical thing has happened many times and the law is very clear regarding it. If suit is brought against you it will be on the familiar theory that you are responsible for the acts of your agent, the bookkeeper, and indeed you are, if those acts are within the scope of the agent's employment.

The law covering cases of this sort can be summarized in a few words: The owner of premises may forcibly eject from them any person who is disorderly and he may use for that purpose sufficient force to do it, but no more.

For instance if you are dealing with a disorderly 10-year-old boy, you can use enough force to eject him, but you could not knock him down and drag him out. This would be an unwarrantable assault while the former would be merely a justifiable protection of your premises.

The question therefore which you will have to meet if you are sued—and you probably will be—is whether your bookkeeper used excessive force in ejecting your salesman. Unless the force used was obviously excessive and outrageous the decision will probably be in your favor. No doubt you have witnesses while the salesman will have nobody but himself. It will be testified that he was drunk and disorderly and was only peevish out because of that. Moreover that he had no real business on the premises. He will certainly say that the bookkeeper threw him down stairs, and that accusation will have to be met with a counter statement. I have seen several of these cases, and on this statement of fact

(Continued on Page 26)

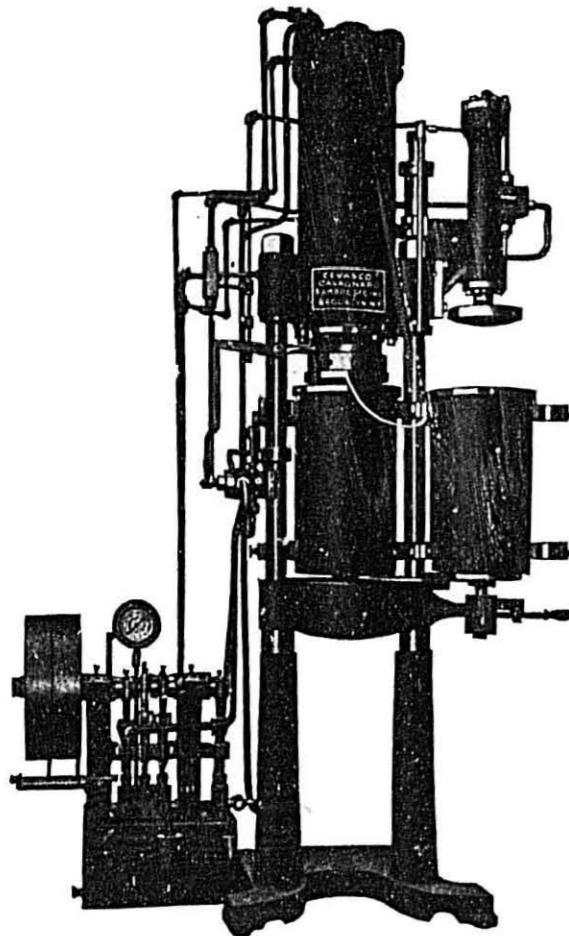
# A TRADE SECRET

MANY MACARONI MEN SAY THEY HOLD THEIR BUSINESS YEAR AFTER YEAR BECAUSE THEY KNOW THEY CAN ALWAYS RELY ON COMMANDER SEMOLINA TO PROVE OUT UNIFORMLY GOOD IN THE COOKING. THAT'S MOST OF THE BATTLE.

YOURS TO COMMAND, COMMANDER.



**Consolidated Macaroni Machine Corporation**  
 FORMERLY  
**Cevasco, Cavagnaro & Ambrette, Inc.**  
**I. DeFrancisci & Son**  
*Designers and Builders of High Grade Macaroni Machinery*



Vertical Hydraulic Press with Stationary Die  
 12 1/2 and 13 1/2 inches

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

- MATERIAL.** All cylinders are of steel, and have a very high safety factor.
- QUICK RETURN.** By means of an improved by-pass valve, we have reduced the pressure on the return stroke to practically nothing. By reducing the back pressure, the arm or plunger returns to its starting point in less than one (1) minute.
- PACKER.** While the hydraulic packer has independent control, it returns automatically when the main control valve is set to the return position.
- CONSTRUCTION.** This press is solidly and heavily constructed throughout. All material is the best obtainable. The base is very rigid and the uprights extend to the die platen support, thereby preventing any vibration of the press.

**AT LAST! The Press Without a Fault.**  
 Simple and economical in operation; compact and durable in construction. No unnecessary parts, but everything absolutely essential for the construction of a first class machine.

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

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

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

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

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

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

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

**DIE PLATEN.** The dies platen or support is divided into three (3) sections for the 13 1/2 inch and two (2) sections for the 12 1/2 inch press. (We originated this system of sub-division of platen, since copied by competitors.)

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

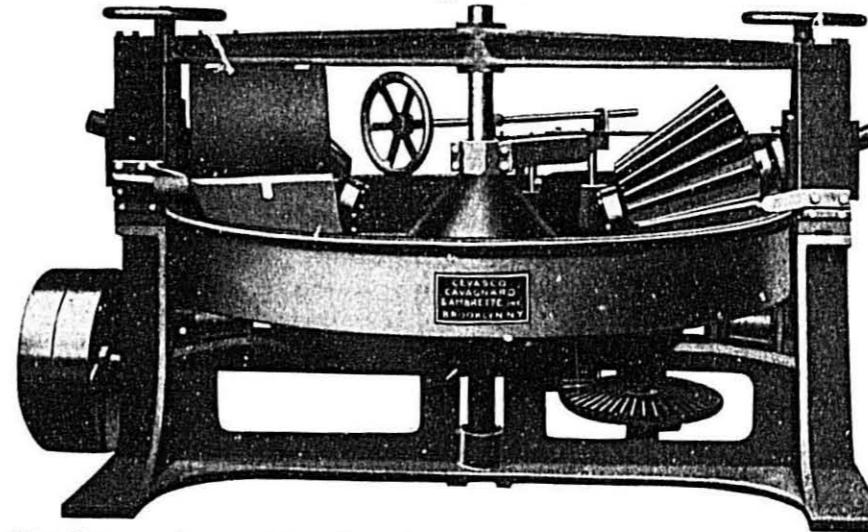
**JACKS-SPRINGS.** No jacks or springs are used to prevent leakage of dough between cylinder and die. Our special system of contact prevents this. Springs will lose their resiliency from continued use and will not function properly.

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

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**  
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**Cevasco, Cavagnaro & Ambrette, Inc.**  
**I. DeFrancisci & Son**  
*Designers and Builders of High Grade Macaroni Machinery*

Type K-G-R



The Kneader is a machine of considerable importance in the production of quality macaroni. Many macaroni manufacturers ask the question, "Why don't my macaroni look as good as Mr. ....?" mentioning the name of some other manufacturer. The explanation is very simple. Mr. .... is using a properly designed kneader.

Aware of the requirements of this industry, we have designed the Kneader shown above. The proper operation of a kneading machine depends almost entirely on the proper design of the two corrugated cones used for kneading the dough to the proper consistency. After many experiments, we designed the machine shown herewith, which meets the exacting requirements for properly preparing the dough.

This kneader is fitted with an apron to prevent the operator from coming in contact with the revolving pan. Also with a guard to eliminate the possibility of the operator being drawn underneath the cone. Unguarded kneaders have often been the cause of serious injury and sometimes the death of the operator. Both cones are equipped with scraper attachments to prevent the dough from sticking to the cones and revolving with the same, thereby causing much annoyance.

The pan is supported by adjustable rolls which revolve on Timken roller bearings. These supporting rolls are set immediately under the corrugated cones, which is the point of highest pressure. Each cone is independently adjustable and revolves on roller bearings. Due to elimination of unnecessary friction, very little power is required for the operation of this machine.

Built in various sizes up to 76 inches in diameter. Send for our catalogue for further details.

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

## Grain, Trade and Food Notes

### Chewing Gum a "Food"

The federal food and drugs act defines food as including all articles used for food, drink, confectionery, or condiment. Chewing gum contains as much as 75% or even more of soluble sugars and is held to come within the purview of the act if shipped within its jurisdiction. Because many gum manufacturers have so far failed to bring their labels into compliance with the law and its interpretation the administration plans strict enforcement of legal privileges of the act applicable to chewing gum.

The attention of the Food, Drug, and Insecticide Administration, which is charged with the enforcement of the act, has been directed to the fact that many brands of chewing gum mostly of recent origin, are misbranded with respect to composition. These products are labeled to indicate that they contain fruit juice or true fruit flavor when in fact they are characterized by their content of artificial flavor. The misbranding consists in the use of both misleading designs of fruit and misleading names and statement.

### Whole Cooked Chicken in Cans

A whole cooked chicken in a tin can is a new thing in the marketing of poultry products recently brought to the attention of the public, says the bureau of agricultural economics, United States Department of Agriculture. The birds are inspected for wholesomeness before cooking by bureau representatives operating under a nationwide inspection service for quality and condition of dairy and poultry products. If the consumer prefers to do his own cooking he may buy a bird that has been dressed, drawn, and hard chilled at the poultry plant and marketed in individual containers under government inspection.

Heretofore the great bulk of market poultry has been purchased by the consumer either as live poultry, fresh killed dressed poultry, or as poultry from freezers. The sale of such poultry has been through retail live and dressed poultry markets. The new method of marketing whole dressed birds in cans, thoroughly cooked and ready to serve, will doubtless enlarge the market for poultry, inasmuch as canned poultry may be sold in retail stores where canned foods are carried.

Also, the sale of poultry which has been "full drawn" at packing plants is expected to increase the demand for

poultry because the bird is ready to cook when purchased. There are no waste parts and generally a sweeter, better flavored product is obtained by eliminating the entrail taint often present in birds marketed under the old system. The birds after being drawn are individually wrapped or boxed and hard-chilled. The housewife may thaw out the poultry by placing it in water of moderate temperature or by keeping it overnight at room temperature.

### Record Ice Cream Consumption

The bureau of agricultural economics of the Department of Agriculture estimates consumption of ice cream in 1928 at 348,048,000 gallons compared with 335,628,000 in 1927, based on reports from 2258 ice cream companies.

The increase in consumption last year was largest in the last 6 months. In the first quarter total consumption was 4.3% greater than in the corresponding period of 1927, in the second quarter 1.3% greater, in the third quarter 7.2% greater, and in the fourth quarter 4.4% greater than in that quarter of the previous year.

The estimated per capita consumption was 2.9 gallons in 1928 as compared with 2.85 gallons in 1927 and 2.77 gallons in 1926. Per capita consumption has approximately trebled since 1910 when it was estimated at 1.04 gallons.

### Food Officials Meet

A problem discussed at the 33rd annual conference of the Association of Dairy, Food & Drug Officials of United States last month in Lincoln, Neb., was "falsity in advertising" not covered by the laws of the land. Despite every effort by the food law enforcing officials to protect the public from adulterated and unsanitary foods, problems arise which demand new methods and greater precautions.

The food and drug laws of the state and nation prohibit false statements on labels but do not cover false statements in collateral advertising so that people who buy on account of the advertising rather than the label, are being misled. What can be done to prosecute violations in cases of discrepancies between claims in advertising and statements on labels? Among the other topics was that of whole wheat bread, marketing poultry culls, roadside stands and markets, and health and sanitation so far as it comes under the control of the food officials.

The convention was well attended

and keen interest was taken in the program that occupied 4 days.

### Durum Market Firm

According to the bureau of agricultural economics the durum wheat market during September and the first part of October was relatively firmer than the other classes of spring wheat. Harvesting was delayed and the current offers were scarcely sufficient to meet domestic requirements. As a result premiums were lower and quality was advanced.

Number one amber durum was quoted at Minneapolis on Oct. 4 at from 3c under to 6c over the Duluth December price of \$1.23 per bu. There was some export inquiry during that period but bids were mostly below current quotations. American durum wheat for October shipment was quoted at Marseilles, France, on Oct. 4 at \$1.35 and Canadian durum CIF Genoa, Italy at \$1.40 per bu.

### 400% Duty on Potatoes

According to word received by the St. John Board of Trade the duty on Canadian potatoes entering Cuba will, on November 1 next, be advanced by 400%. At present it is \$1 per 220 lbs. Effective Nov. 1 this will be increased to \$5 per 220 lbs. and this tariff will be in force until June 30, 1930.

From July 1 to October 31, 1930 the tariff will be \$1.20 per 220 lbs. Potatoes shipped from the United States have a preference of 20% over those shipped from other countries. This preference is not increased under the new tariff.

It is said the reason for the big increase in the duty is to encourage the growing of potatoes in Cuba for home consumption, the government of the island having launched a campaign to this end.

### Specialty Men to Meet

The annual convention of the Associated Grocery Manufacturers of America, Inc., formerly the American Grocery Specialty Manufacturers association, will be held in the Mayflower hotel, Washington, D. C. on Nov. 5, 6, and 7 and will be followed by the Federal Trade Conference on the 8.

Many of the leading macaroni manufacturing firms are members of the Associated Grocery Manufacturers of America and James T. Williams, president of The Creamette company, Minneapolis, is a director of the organization. Annually this convention is attended by many representatives of the

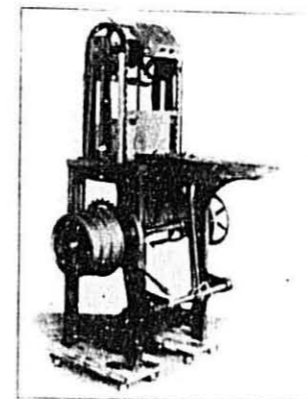
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THE MACARONI JOURNAL

23

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

## PETERS MACHINERY COMPANY

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CHICAGO, ILLINOIS

macaroni industry and usually the directors of the National Macaroni Manufacturers association meet in connection with the convention. This is being considered by the macaroni directors this year.

H. R. Drackett, president of the Drackett Chemical Sales Co., Cincinnati, O., is president of the Associated

Grocery Manufacturers of America. J. S. Goldbaum, Fels & Co., Philadelphia, Pa., Geo. D. Olds, Jr., Hills Brothers Co., New York city, and Geo. H. Burnett, of Joseph Burnett Co., Boston, are vice presidents. B. E. Snyder of R. B. Davis Co., Hoboken, N. J., is treasurer, Robt. F. Miller, executive vice president, and Chas. Wesley Dunn, general counsel.

## Wooring Shippers by Box Smashing

(EDITOR'S NOTE: The following article was published in one of the recent numbers of *Nation's Business*, and is reprinted here with the permission of the editor of that publication.)

Freight terminal stevedores now have their peer in a "box-busting" machine in the Chicago laboratory of the Wooden Box Bureau. The box manufacturers are doing a smashing business nowadays, breaking up perfectly good boxes.

They want to find out just what kind of box you need to furnish best protection for your shipment and they have a machine rigged up that can toss a box farther and tumble it harder than the huskiest platform athlete.

**They're Important Items**

Freight rates are important items for

the shipper. When he finds that one material for packing his product weighs more than another and thus increases his freight bill he is prone to turn to lighter packing. The wooden box people know this. But they also know what freight handlers can do to shipments. Railroads complain about damage claims. And customers complain about getting damage adjustments instead of goods to sell.

So the producers of lumber made containers, capitalizing, are out to discover just how light a quantity of wood will give the necessary protection to each commodity that is shipped. They have gathered data on just how a freight handler lifts a pack-

ing case, where he drops it, and how often. In a huge revolving drum in their laboratory this "goods in transit" picture is simulated through a long line of freight items. Beginning with the selection of the nails and the lumber careful specifications are worked out for boxing or crating each article.

For a long while a box was a box, and those who wanted to ship goods that needed protection saw to it that their goods were securely encased in wood. Then came the day of competitive containers and shippers had their ears bombarded with sales arguments about savings to be accomplished through the use of one or the other of the different makes of wooden boxes.

The manufacturing of wooden boxes and shooks for boxes had gone on from time immemorial and with it had gone on the deadly old school selling system. Finding fault with and verbally smashing competitors' boxes was the order of the day.

The fight was waged only against other wooden boxes and little attention was paid to the unostentatious invasion of the market, around 1906, by other material. While salesmen for lumber containers were vying with

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& Lithograph Co.**  
*Color Printing Headquarters*

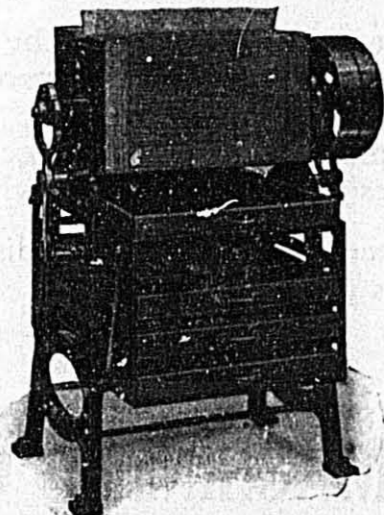
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### EGG BARLEY

PASTES  
CAN BE  
MIXED  
WITH ANY  
ORDINARY  
DOUGH MIXER

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



one another, the substitute manufacturer was calling upon the shipper, offering him a service in package engineering. With the close of the World War the lumber people, overproduced, suddenly realized the threat to their market contained in the introduction of these substitutes.

#### Sniping Proved Ineffective

There were plenty that knew the merits of wooden containers, and individual salesmen for the wooden box manufacturers began a desultory fight to get back their old fields.

But much missionary work had been done by the new opposition. Individual sniping was proving a tedious and difficult method.

Someone conceived the idea that "When it's Saturday at the corner grocery it is also Saturday for the grocer down the street." If by joining forces the wooden box people could convince the customers that this was buying day for wooden containers they could make it grocer's Saturday for the entire industry.

The idea took hold and another trade association came into being.

In turn the National Association of Wooden Box Manufacturers realized

that the interests of those promoting a greater demand for wooden boxes were to a large extent wrapped up with the interests of those promoting a more extensive use of lumber. Forces were joined with the trade extension campaign of the National Lumber Manufacturers association. Representing the promotion interests of both groups the Wooden Box Bureau was formed.

#### Laboratorian's Objectives

And now the bureau is smashing boxes in a box laboratory. Package engineering is being carried to the nth degree. Specifications that will meet safety requirements, while insuring minimum first costs and freight charges, are the objectives of the box laboratorian as he watches each commodity-freighted box tumble down the huge testing drum.

The old bickering concerning kinds of wood is gone. Before each test a careful job of crating is done. The wood that suits the purpose is the wood that gets the recommendation. The nails are carefully selected. Eighth-inch lumber or 1½" may be required for the particular job. Slats on the side or other reinforcing, where the nails should be put, metal binding straps or none, how to crate and where

to brace—these are a few details that must be worked out.

Then the wheel turns. The box comes tumbling down. On corners and sides, flat and on end it is tossed and tumbled until the package breaks. Comparison is made with experience data and if a safe performance is recorded the specifications are written and the style of packaging recommended.

#### Let a Policeman Do It

(Continued from Page 18)

shouldn't worry about it. If you have a competent trial lawyer you will have nine chances to the other man's one.

I have advised several clients that where these ructions arise it is better to let a policeman do the ejecting if one is near at hand. No question involving you can arise then. But where a policeman is not handy you can always safely do it yourself if you don't use any more force than is necessary to accomplish the result.

(Copyright, June 1, 1929, by Elton J. Buckley, Esq., Counselor-at-law, 1650 Real Estate Trust Company building, Broad and Chestnut st., Philadelphia, Pa.)



## From the daintiest box or package

to the bulkiest carton or shipping case, there is a Mikah Product admirably suited to every labeling and sealing requirement.

No boxes or packages with peeling, loose, flapping labels or smeared, unsightly overlaps. No carton or case that will not reach its destination because of brittle, untrustworthy unions. Mikah Products do their jobs dependably—their quality always is uniform. A third of a century of laboratory research and know-how stands squarely back of them. Mikah Products are made by the

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PACKAGE WRAPPING GUMS  
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PICKUP GUM  
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CARTON SEALING GLUES  
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*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.

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

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## Notes of the Macaroni Industry

### O. B. Golden Glint

Recognizing the "eye appeal" value of a package that effectively displays the contents while providing every possible protection, the Fort Worth Macaroni Co. of Fort Worth, Texas, has patented a unique package combining chip board and cellophane that is making a hit with the trade according to N. T. Mazza, plant manager and treasurer of the company.

The package which so far has proved a winner in his opinion, is of peculiar construction. The ends, to a depth of about an inch and a half, are of blue and white board and connected by Cellophane. The board tends to protect the ends where damage is usually greater and the Cellophane center provides the eye appeal. Filled with its "Golden Glint" products the package has created a very favorable impression in the trade. The firm passes out the information that the package is protected by patented application No. 345,839.

Among the officers of the firm who are active in promoting the sale of this new packaged product that provides for full display and ample protection of the contents are: President, John

B. Laneri; vice president, Louis J. Laneri; secretary, W. J. Boesch; assistant secretary, A. C. Bionchi; treasurer-manager, N. T. Mazza.

### Dancer Prefers American Spaghetti

Vincenzo Celli, who at the age of 29 finds himself one of the most famous of European dancers, prefers a dish of American spaghetti even to Italian made products. Spaghetti may be an Italian dish but this artist of Italian descent who claims Chicago as his home and who has spent the greater part of the last 11 years in Italy, admits that he must return to Chicago for a dish of spaghetti of his liking.

Mr. Celli is the leading dancer or prime ballerino of the La Scala Opera company of Milan, Italy.

### Manufacturers' Mother Dies

Vito, Gaetano and Salvatore Viviano are mourning the death of their beloved mother, Mrs. Grazia Viviano, who died several weeks ago in her old home in Italy. Vito and Gaetano are connected with V. Viviano and Brothers Macaroni Manufacturing company of St. Louis and Salvatore is at

the head of S. Viviano Macaroni Manufacturing company at Carnegie Pl. Friends of the bereaved sons and daughters extend sympathy.

### New Name for A. & P.

The A. & P. Products Corp. has announced a change in name to The Quaker Maid Company, Inc. The firm is to continue its policies and to remain as a subsidiary of The Great Atlantic and Pacific Tea company with offices in the Graybar building, 420 Lexington av., New York city. The firm's macaroni manufacturing plant is at 45 Washington st., Brooklyn, N. Y.

### Employees on Boat Excursion

Following a 3 day conference of the salesmen of the Crescent Macaroni Co. of Davenport, Ia., the firm treated its employees to a river excursion aboard the steamboat St. Paul to Muscatine, Ia., and return. In addition to 43 salesmen of the company 400 company employees and their families enjoyed the trip on the beautiful Mississippi.

### Somebody Is Spoofig

The press of the country has been carrying a story to the effect that during

October 15, 1929

THE MACARONI JOURNAL

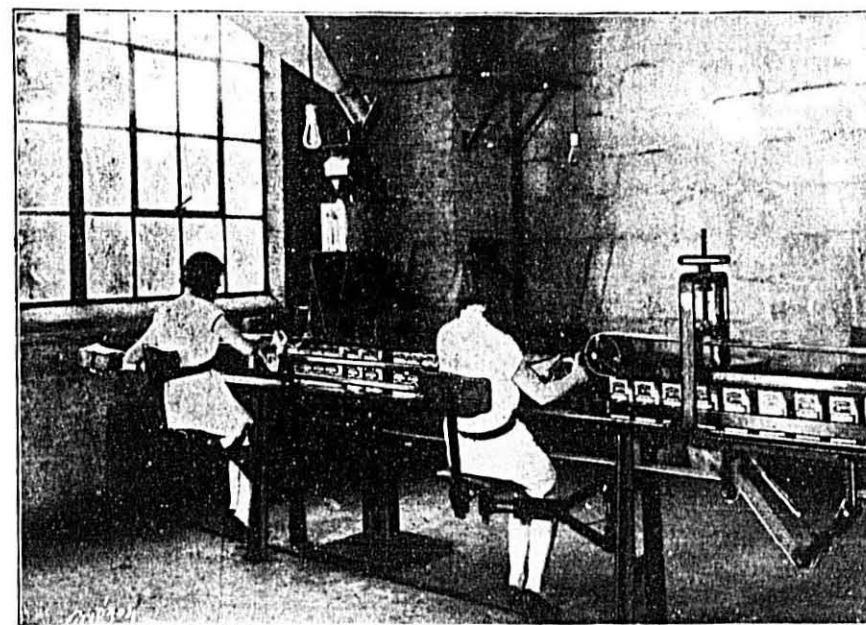
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## --A-- CARTON SEALER and WEIGHER

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SIMPLICITY IN  
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Two Operators  
25 Packages  
Per Minute  
All Size Cartons

Further Particulars  
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Factory illustration of Triangle Class SA Top and Bottom Carton Sealer with Class SB Automatic Weigher. Especially adapted for packaging short cut and elbow macaroni, shell, alphabet, etc.

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Good Wood Boxes

# CROOKSTON-SEMOLINA

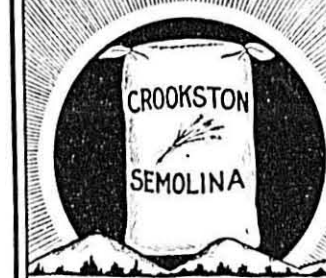
From  
Amber Durum Wheat

STRONG and UNIFORM  
and of a WONDERFUL  
COLOR

For Quality Trade

Crookston Milling Company  
CROOKSTON, MINNESOTA

for  
QUALITY  
TRADE



the first 6 months of 1929 American macaroni manufacturers have shipped a total of 450,000 lbs. of macaroni products to Italy. Much has been made of the item and extended stories written about "carrying coals to New Castle." Unfortunately the statement is not borne out by facts and figures.

According to Theo. D. Hammatt who is in charge of the grain and flour sections of the foodstuffs division, U. S. Department of Commerce, the exportation of American macaroni to Italy has been practically nil in recent years. During 1924 a total of 1,548 lbs. of macaroni went from United States ports to Italy bringing the American manufacturer the small sum of \$244. In 1926 we shipped 200 lbs. to that country and in 1928, 400 lbs. bringing \$10 and \$50 respectively. During 1925 and 1927 and the first 8 months of 1929 the department has no record of any exportation.

Our total exports of macaroni for 1928 amounted to only \$900,000 the great bulk of which went to Canada, Great Britain, Mexico and the West Indies. The department cannot account for the erroneous story that has made the rounds of the press.

**August Macaroni Imports**

The importation of macaroni products

continues to dwindle, the August 1929 imports showing a slight decrease over that of the same month last year. The same is true of the total for the first 8 months of the year.

Only 173,612 lbs. of all kinds and grades of macaroni products entering the United States during August 1929, costing American importers \$15,883 as compared with 191,501 lbs. worth \$19,487 imported in August 1928. From Jan. 1 to Aug. 31, 1929, the imports totaled 1,838,550 lbs. worth \$169,704 as compared with 2,325,965 lbs. worth \$264,221, the imports for the first 8 months of 1928.

**\$300 Fine Probable**

The state of New York is becoming very active outside of New York city in the enforcement of the anticoloring law with respect to macaroni products. The Department of Agriculture and Markets of that state recently made 2 seizures. In the case of one the analysis of the products showed that there was no added coloring and the case against this firm was dropped. Incidentally, it may be mentioned that this firm is a member of the National Macaroni Manufacturers association and through that organization has been made fully ac-

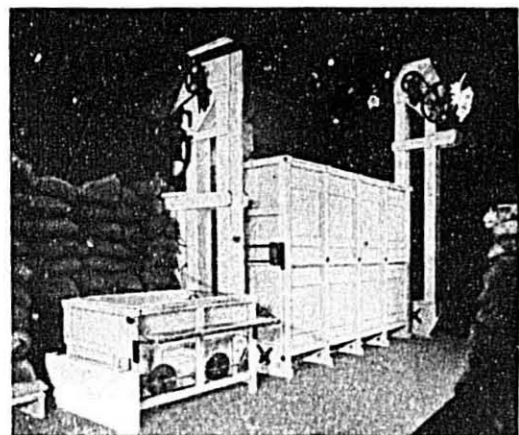
quainted with the food laws, which has striven to observe.

In the case of another firm the chemist reported the products as containing added coloring and it has been referred to the legal bureau with instructions to prosecute the violators. As the statutes of New York provides a minimum fine of \$100 for violations of its food laws and since 3 samples were taken and 3 charges preferred each of which will be prosecuted separately, the guilty manufacturer is liable to a fine of \$300 in addition to the loss of its products.

The New York state authorities have been slow in starting prosecuting but evidently are going to get somewhere now that the work has begun.

**Disabusing Macaroni Misconceptions**

All sorts of misconceptions exist in the minds of people not Italians, concerning macaroni. In the first place, whether it is a stick as thin as a hair, or whether it is a flat ribbon-like shape resembling one's favorite tooth paste; whether it is a large elbow shaped piece or whether it is a tiny melon seed size, it is macaroni just the same—made of the same ingredients in the



BUILT IN SIZES TO FIT YOUR REQUIREMENTS

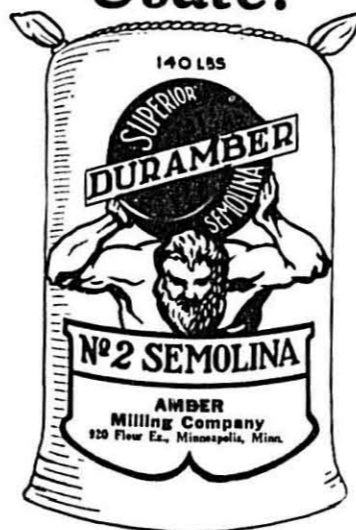
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Make a complete blend in the proper proportions, in dust proof bins, then sifted and aerated.

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**PER PASTA PERFETTA**

**Usate!**

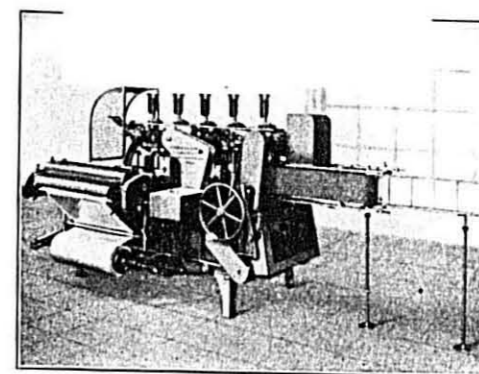


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same machine. The only difference is in the shape. It is difficult to convince Americans of this.

**"Mother of Wheat" is Basic Ingredient**

One popular fallacy, is that macaroni is one thing and spaghetti is another. This is not the case. Macaroni is the name of the entire mass of dough used to make the various shapes and sizes. Spaghetti is merely one shape. It takes its name from "spaghetto" which is the Italian word for twine, because it is the shape of a piece of string. But whether its spaghetti, or margherita, which is flat and curly like the edge of a piecrust, or canneroni, which is an elbow, or lasagna, which is wide and flat, it is macaroni just the same. Macaroni is a general term just as bread is the general term for the hundred and one varieties of loaves, rolls and biscuits without which the American breakfast is incomplete.

**Ideal Food Unknowingly Served**

Long ago, when macaroni was to Italians just macaroni and good food, they did not take much into account its value as a body builder. Today, however, with the country gone wild on the subject of diet, calories, vitamins and food values in general, the Italian father who fed his huge family

on this delicacy because it was cheap, is discovering that he was complying with the best fundamental food rules at the same time.

**High Comparative Value**

Where could one find a food as nutritious and good for the price as macaroni? A pound contains more calories than does a pound of round steak and a pound of macaroni costs 15 cents. To feed a family of 6, all that would be necessary would be 2 pounds of macaroni and one could use the remaining 20 cents of his half dollar for tomato paste and give a family a meal fit for the gods. Also, macaroni is a valuable food because it con-

tains a minimum of starch. That's the point about semolina—all the starch is milled out of it.

**Macaroni Not Fattening**

Oh, but isn't macaroni fattening, then? No, it isn't. Well, why is it that so many macaroni eaters are, well, er—buxum or rotund? Well, that's not the fault of the macaroni. It's the fault of the oil or the butter in which it is cooked, the mountains of Italian bread and fresh butter eaten with it, the highly seasoned appetizers which accompany it and create a craving for more and more and more. That's what makes the contours—not the macaroni itself.

**A Saga of Cathay**

Many, many years ago, when the peoples of the old world were recovering from the staggering economic losses occasioned by the Crusades, a great interest in exploration demanded the attention of everyone.

That was natural, for the knights and nobles who had traveled far afield to wrest the holy land from the unbeliever were an adventurous lot, and peacetime

pursuits no longer satisfied their craving for danger, new hazards and fame.

The 7th and last crusade terminated in 1270 A. D. and it was just about this time that the Venetian, Marco Polo, the greatest of medieval travelers, was carrying on his explorations in far distant lands. For 17 years he visited and studied the kingdoms of Asia and opened up to accurate knowledge not only the vast

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**PERFECTION**

region of the central Asiatic continent but also the disclosure of the existence of Japan, which he called Zipangu.

Legend has it that one day while cruising near the coast of Cathay (China) he was informed by one of his men that the ship's supply of water was running dangerously low, and would require immediate replenishment.

Accordingly he steered his ship as close to the shore as safety would permit, and sent several of his men off in a small boat in quest of fresh water. One of the sailors in the party was a Venetian named Spaghetti, and it is around this man that the legend centers. When the small boat reached the beach the 3 or 4 sailors comprising the party separated, each striking out in a different direction. They knew there would be fresh water close by, but of course did not know its exact location.

Spaghetti, in his search, soon came to a little patch of huts. He realized that water must be close but before advancing into the village his attention was drawn to a native man and woman working over a crude mixing bowl. The woman appeared to be mixing a dough of some kind, particles of which had overflowed the mixing bowl and extended to the ground.

The warm, dry air, characteristic of the country, had in a short time hardened these slender strings of dough, and had made them extremely brittle.

Spaghetti observed the ingredients used, the simple method of mixing, and it immediately occurred to him that a dry food of this kind would be a welcome addition to their ship's menu. His curiosity prompted him to approach the couple and make known his wants as best he could.

Through signs and gestures he managed to obtain a quantity of the grains used in making this strange dough, also a batch of the ready mixed dough and several strings which had dried.

So excited was he over his discovery that he completely forgot to look further for water, but hurried back to rejoin his comrades.

After relating his experience, upon returning to the ship, Spaghetti "worked" the entire quantity of dough into long slender ribbons. As they dried he broke them into shorter and more convenient lengths.

The problem of preparing the food had not been given much thought, and it was one which would have to be experimented upon.

The sticks were not palatable if eaten

dry, and when cooked in fresh water were not much better. Thereupon Spaghetti conceived the idea of boiling the strips in sea water, which, as every one knows, is intensely salt.

This method seemed to produce the best result, and to bring out the rich flavor of the food.

Before returning to Venice Spaghetti learned much of this new and appetizing food. He discovered its energy producing qualities, its ability to remain fresh and wholesome for long periods of time, and noted the acclaim with which it was received by his shipmates and other Europeans to whom he introduced it.

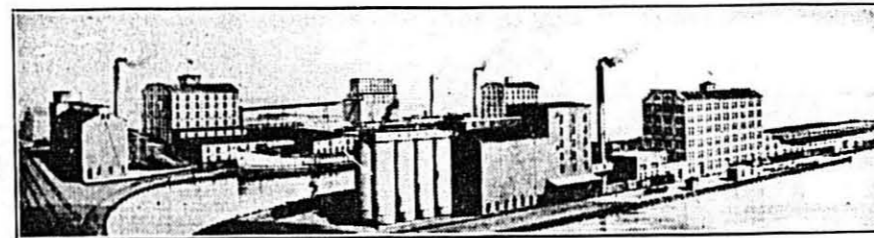
Upon Spaghetti's arrival home the popularity of this new delicacy soon spread among the villagers, and before long a similar food made of home grown wheat was to be found on every table.

In Gagnano, where excellent spring water is abundant, the manufacture of spaghetti (for such the food was named) assumed large proportions.

As a consequence Gagnano today is the leading macaroni and spaghetti center of the world.

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 Industry.  
 Published Monthly by the National Macaroni  
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Vol. XI October 15, 1929 No. 6

### Patents and Trade Marks

A monthly review of patents granted on macaroni machinery, of applications for registrations of trade marks applying to macaroni products. In September 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:

##### Rome

The trade mark of Salvatore Viviano, doing business as Viviano Macaroni Manufacturing company, Carnegie, Pa., was registered for use on alimentary pastes, namely spaghetti, noodles, vermicelli and macaroni products. Application was filed April 30, 1929, published by the patent office June 25, 1929 and in the July 15, 1929 issue of The Macaroni Journal. Owner claims use since March 18, 1920. The trade mark is a picture of a section of the city of Rome over which is written the word "Rome" in large white outlined letters.

##### Old Glory

The trade mark of Kansas City Macaroni & Importing Co., Kansas City, Mo., was registered for use on alimentary pastes. Application was filed May 4, 1929, published by the patent office July 2, 1929 and in The Macaroni Journal Aug. 15, 1929.

Owner claims use since Mar. 20, 1929. The trade mark is the trade name in heavy black type.

#### TRADE MARKS REGISTERED WITHOUT OPPOSITION

##### Milani's

The private brand trade mark of Joe L. Milani, doing business as Milani's Famous Tamale Kitchen, Seattle, Wash., was registered for use on egg noodles and other groceries. Application was filed July 1, 1929, published by the patent office Sept. 24, 1929. Owner claims use since Aug. 1, 1928. The trade mark is the trade name in outlined type.

##### Palestina

The trade mark of the Brooklyn Macaroni Co., Inc., Brooklyn, N. Y., was registered for use on alimentary paste products. Application was filed April 13, 1929, published by the patent office Sept. 24, 1929. Owner claims use since 1927. The trade mark is the trade name in black type.

#### TRADE MARKS APPLIED FOR

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

##### St. George

The private brand trade mark of Frank A. Minnillo, Los Angeles, Calif., for use on alimentary pastes, namely spaghetti and macaroni and other groceries. Two applications were filed April 23, 1929 and published Sept. 3, 1929. Owner claims use since June 1, 1904. The trade mark is the trade name in outlined type.

##### Neki-N-Dime

The private brand trade mark of George Caltis, Atlanta, Ga., for use on spaghetti and other groceries. Application was filed Nov. 19, 1928 and published Sept. 10, 1929. Owner claims use since Oct. 29, 1928. The trade name is in outlined letters.

##### Vegetized

The private brand trade mark of Vegetable Products Corp., Los Angeles, Calif., for use on alimentary paste. Application was filed Mar. 20, 1929 and published Sept. 10, 1929. Owner claims use since Feb. 21, 1928. The trade mark is the trade name in black type.

##### I & A

The private brand trade mark of Vincent C. Naso, doing business as Italian & American Cash & Carry Grocery & Meat Market, Cleveland, O.,

for use on canned spaghetti and macaroni, also canned coffee. Application was filed July 3, 1929 and published Sept. 24, 1929. Owner claims use since Jan. 25, 1929. The trade name is in white letters with a heart shape background of black.

#### Butter Adds to Flavor

Many people, especially Americans, do not relish the taste of olive oil so extensively utilized by the Italians of the southern provinces in flavoring their macaroni and spaghetti dishes. Good butter is not only a fine substitute but greatly preferred by those who relish a less piquant flavor.

Food authorities agree that butter, because of its delicious flavor, adds delicacy to all foods. Therefore macaroni and spaghetti served with a sauce made by melting 2 tablespoons of butter, adding 2 level tablespoons of flour, a dash of salt and pepper and one cup of hot milk is especially delicious and nutritious. When poured over cooked spaghetti or macaroni, sprinkled with buttered crumbs and baked in a quick hot oven until well browned on top, the resultant dish is one fit for kings.

Macaroni manufacturers who supply a trade that does not relish the olive oil flavor should strongly recommend the butter sauce given above.

#### Noodle Maker on Vacation

Max Kurtz, one of the proprietors of the Kurtz Brothers noodle and macaroni plant in Philadelphia, enjoyed a wonderful tour of France and Italy according to information that came from secret sources across the waters.

Mr. Kurtz, who attends practically all the macaroni manufacturers conventions as his firm's representative, was so thrilled by the reception aboard the SS. Majestic during the New York convention that he determined then and there to spend a week aboard.

He was accompanied by his brother-in-law. The couple made leisure trips to all points of interest. In the group of photographs on page 3 they are shown looking over a beautiful resort on the Riviera. Not much speed but plenty of sightseeing. Incidentally the travelers visited some of the leading macaroni and noodle manufacturing plants in France and Italy and talked shop with some of the foremost producers of alimentary pastes.

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ORGANIZE  
HARMONIZE

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**OUR MOTTO:**  
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—  
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*The President's Column*

**Types of Association Service**

The National Macaroni Manufacturers association performs an assortment of services, many of which are hardly known to those who have made use of all the helps which the association stands ready to give its members. Below is a brief record of types of service that has been given members recently.

**Label Advice**—A firm in Pennsylvania had for some time used certain statements on its labels that did not comply with the food laws of that state. The association officers courteously suggested changes. For a while no heed was taken of the suggestions but last month the manager reported: "We have entirely abandoned the label objected to, convinced that the statement 'containing egg' did not comply with the food laws of the state and nation. We appreciate your help and are guided by your advice in this important matter."

**Compensation Insurance**—Hearing of what other macaroni plants have been doing in the way of getting favorable adjustment in rates on compensation insurance, a southern firm sought and was given advice as to just what procedure it should follow to gain the same end. To give special study to this phase of the macaroni manufacturing business a special committee has been appointed to make a general study of compensation insurance rates and to prepare a campaign that will result in greater safety and lower insurance rates. D. Cowan of A. Goodman & Sons, New York city, has graciously accepted the assignment as chairman of this important committee.

**Egg Analysis**—An Illinois firm is undecided which is better for its noodles, a yellow type of egg yolk or a red type of egg yolk. Samples were submitted the macaroni laboratory in Washington for analysis which was made without charge because the samples were of a purely investigational character. A small charge is usually made even members for special analysis.

In the files of the head office at Braidwood, Ill., and at the macaroni laboratory in Washington, D. C., there is a fund of invaluable information which members may obtain for the asking. Many do take advantage of these services; others overlook them.

Remember that the National Macaroni Manufacturers association exists principally for the good it can and will do its members and the Macaroni Industry in America.

*The Secretary's Column*

**The End of the Road**

Sir Harry Lauder sings a lovely ballad about "The End of The Road." Its moral is that those who will summon the courage to go to the very end of the road will find there the happiness or success which they seek.

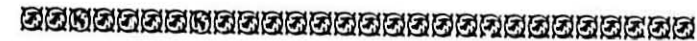
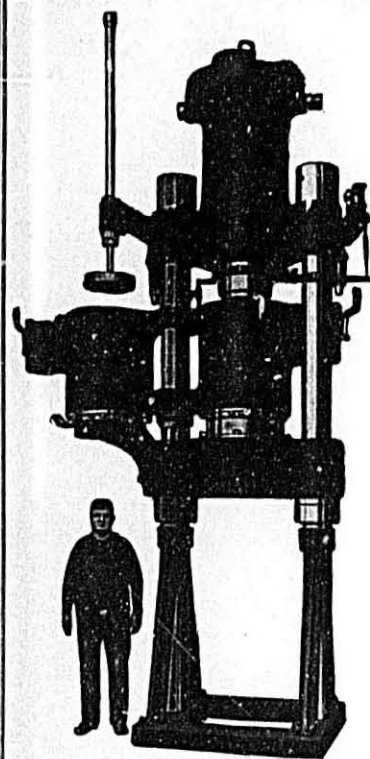
The end of the road. A day may come when men will sing less of the heroism of the battlefield and more of the victories which belong to those who go to the end—to the very end of the road.

Life is like a race course. There are those whose hearts break at the first quarter. There are others who arrive at the "half way post" believing that that is the end and snatching such meager fragments of happiness as they find there. There are others who come to the third quarter telling themselves they are spent and finished, never believing the still, small voice which whispers "that the other fellow may be just as tired and another dash will make it." And there are those whose eyes see through to the very end—unwilling to give up even an inch before it has been achieved.

Fred Becker, charter member of the National Macaroni Manufacturers association, treasurer of the organization for nearly a quarter of a century and founder and donor of this magazine, has reached the end of the road so far as this earthly life is concerned. He early realized that his road was not a path of roses, yet he made every life post a winning one.

Step by step he successfully negotiated the rough road that confronts all macaroni manufacturers. His life blood tinged with gratification as he neared the end. Suddenly the heart snapped and he could go no further. His end had come but not till he had reached "the end of the road"—SUCCESS.

We are his debtors—not only for his support, his advice and his earnest and willing cooperation but for the example he set all of us—that determination along proper lines will bring due rewards. For this example we are thankful.



**John J. Cavagnaro**

*Engineer and Machinist*

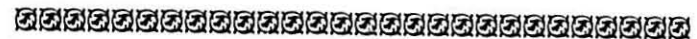
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