

**THE
MACARONI
JOURNAL**

**Volume 11,
Number 1**

May 15, 1929

The
Macaroni Journal

Minneapolis, Minn.
May 15, 1929

Volume XI

Number 1



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

**TRADE GOOD WILL
FOSTERS GOOD BUSINESS**

Modern business appreciates the value of Trade Good Will as a means of improving general business conditions in an industry.

Trade Good Will will be best promoted by understanding and unselfish cooperation.

To encourage this thought, a national conference of the industry has been called for June 18, 19 and 20, 1929 to be held in Hotel Astor, New York City.

To this open conference, all who are in any way interested in creating Trade Good Will for Macaroni Products are cordially invited.

Attend as Trade Good Will Promoters.

MALDARI'S INSUPERABLE MACARONI DIES

What Kind of Cigar Do You Smoke?

When you go into the cigar store you ask for a certain brand. You do so because you have come to feel a confidence in that brand—that the flavor of the tobacco will be the same as the last, it will be rolled just as the last one you smoked—and that the smoke will give you satisfaction.

Just as the name of your favorite cigar is your guarantee of dependability, so is the name "Maldari" a similar guarantee to the purchaser of a macaroni die. A guarantee that the die will give trouble-less service, pro-

duce a smooth macaroni, is durably constructed, and that the chambers are renewable, a feature adding greatly to the die's length of service.

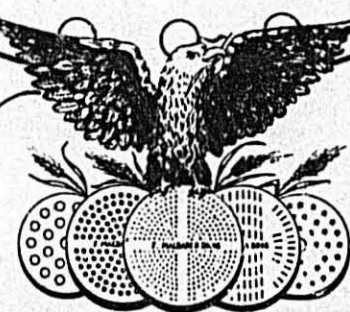
Maldari's Insuperable Macaroni Dies are the product of a firm that has spent 27 years of specializing in the making of dies—27 years of honorable history and ability—and with the management continuously retained in the family of the founder of the firm.

No Macaroni Manufacturer should be without the Maldari Book of Dies. Write for a copy.

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

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

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



May 15, 1929

THE MACARONI JOURNAL

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Spaghetti--A Food of Merit

In an article prepared for the American Institute of Food Products, Daniel R. Hodgdon,* D.Sc., LL.D., and perhaps the world's foremost authority on foods, makes the emphatic statement that "Spaghetti is renowned as a food of merit."

"Spaghetti is very digestible, he continues, "less than 11% of this food is lost in the process of digestion. It nourishes the system quickly, it has no injurious effects on the blood vessels or liver and does not irritate the stomach or intestines. No uric acid is produced by spaghetti and for this reason it is often suggested for use in such diseases as lumbago, rheumatism, arteriosclerosis, gout, diabetes, and similar maladies. It has a favorable action on putrefaction in the intestines. People who have tendencies toward hardening of the arteries may eat spaghetti. It is also valuable in cases of Bright's disease.

The Connecticut Agriculture Experiment station in its compilation of diabetic foods lists products of this character for use in connection with this disease.

Spaghetti is useful in a diet in these cases and may be substituted in the place of meat, which is extremely destructive to the human being in cases of Bright's disease. Among children spaghetti may be said to be very valuable and useful food because of its active nourishing qualities and because of its ease and rapidity of digestion.

Spaghetti furnishes in the human system considerable vigor and energy that is remarkable. A very excellent type of spaghetti is that made from hard wheat, rich in protein. Spaghetti furnishes 101.5 calories of energy per oz., while boiled potatoes furnish only 26.8 calories of energy per oz. Hence, spaghetti furnishes nearly 4 times as much energy as boiled potatoes. An ounce of spaghetti furnishes nearly 6 times as much protein as an ounce of boiled potatoes, and nearly 8 times as much fat and about 4 times as much carbohydrates, thus making spaghetti a most valuable food for daily use, because small quantities of the food furnish a tremendous amount of food value. It will be easily seen that it requires 4 times as much potatoes as spaghetti to obtain the same food value. This is not taking into consideration the fact that other foods are usually added to the spaghetti, such as cheese, tomatoes, butter, etc.

Spaghetti, although not especially rich in iron, contains about the same amount as milk per 100 calories of food value. It

therefore furnishes to the system a certain supply of iron. Its iron content compares quite favorably with that of rice, walnuts, pecans, peanuts, honey, grape juice, cornmeal, coconut, buckwheat flour, and many other important foods.

One ounce of spaghetti contains about the same amount of iron in grams as an ounce of potatoes. Spaghetti also contains phosphorus, a very essential element to the human system. An ounce of

spaghetti will contain considerably over 2 times as much phosphorus as potatoes, 1½ times as much calcium, and about the same or a little more magnesium and almost six times as much sulphur. All these elements are absolutely essential to the proper functioning of the human body and because of the fact that spaghetti does contribute these minerals to the human system, it may be called one of the most valuable foods to be used in combination with other foods.

*This well known authority will be one of the principal speakers at the New York convention of the Macaroni Industry, June 19, 1929. No macaroni maker can afford to miss this treat.—Ed.

Winning Profits by Cooperation

Prompt payment of the comparatively reasonable dues in a trade association aids materially in insuring the continued existence of a trade organization representing any industry—

BUT

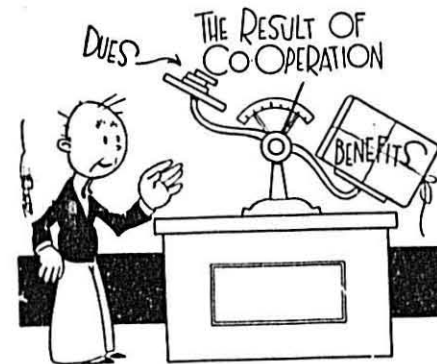
By far more important is the cooperation of every member in every activity sponsored by the Association Officers or supervised by the Association Committees.

The one big aim and purpose of a

organization in the United States. Most of them have been in existence during the last 15 years and many were established over a quarter of a century ago.

"The primary characteristics of trade organizations are cooperation and self regulation.

"Today these organizations furnish the majority of current business statistics which are so indispensable to most lines of business. By a pooling of information they substitute knowl-



trade association is to promote better understanding among business people having interests in common. On this point the Union Trust, Cleveland, O., that has made a thorough study of the value of cooperative action in business, makes the following clear conclusions:

"Through the group effort of business men a new business world is in the making. Is your business taking advantage of group strength?

"The spirit of cooperation gives to smaller business enterprises many of the advantages which are characteristic of larger organizations.

"There are more than 1000 trade or-

edge of economic principles and procedure for costly guessing and misunderstanding.

"Trade organizations are spending \$35,000,000 a year for industrial research. This paves the way for better management methods.

"By means of simplification alone, American industry is annually saving \$500,000,000. The manufacturer, the distributor, and the consumer are the beneficiaries of simplification and standardization in industry. These benefits are: more economical production; more efficient labor; less cap-

(Continued on Page 30)



Our Supreme

QUALITY

makes

New Friends

for

★★TWO STAR★★

MINNEAPOLIS MILLING CO.

MINNEAPOLIS, MINN.

New York Office, 313 Produce Exchg.

Chicago Office, 612 No. Michigan Ave.

THE MACARONI JOURNAL

Volume XI

MAY 15, 1929

Number 1

Recommended--A Trade Association Membership

In business those trades that boast of well organized smooth working trade associations are always listed among the great successes. Cooperation is their keynote of success and the degree of success depends materially on the spirit of organization behind the effort.

Just what is a Trade Association and what reasons can be advanced for taking and holding a Membership therein? A Trade Association is a voluntary organization of business or professional groups that have interests in common. Its purpose usually is to find a common ground on which all the component interests may take their stand for general advancement.

TRADE ASSOCIATION MEMBERSHIP—a mark of progressiveness!

In any business or profession the truly progressive and successful men are always found among the active members of their trade association.

In the Macaroni Products Manufacturing Industry in this country the National Macaroni Manufacturers Association has for more than a quarter of a century stood firmly for the general welfare of the trade and unselfishly supported every activity aimed at trade advancement. Its one purpose has been, and still is, the elevation of the business from one of obscurity to worldwide esteem.

From its early history there have always been found within its ranks all the truly progressive firms and individuals in the macaroni and noodle making business. Its policies have ever been molded by the best mind in the trade. Its success has been commensurate with the support accorded it. Membership therein will always be a sign of progressiveness.

TRADE ASSOCIATION MEMBERSHIP—a Duty, not an Obligation!

If and when a progressive manufacturer sees the light and offers his application for membership, he will do it willingly and cheerfully, purely as a duty to himself and his trade, without obligation or coercion. Just why any macaroni or noodle maker should deliberately and intentionally hold himself aloof is beyond comprehension. If that be done through neglect or oversight, he will be excused. Just now a supreme effort is being made by the Membership Committee of the National Association to make all nonmember firms realize their duty. Already it has met with some suc-

cess and several leading firms have performed their full duty by "signing on the dotted line."

More volunteers are needed to make this Spring Drive by the Membership Committee the big success it hopes it to be. The Committee welcomes more new members, who by volunteering their memberships will show their appreciation of a duty which they owe themselves, their trade and all their fellow manufacturers, to morally, financially and earnestly support this unselfish trade association.

TRADE ASSOCIATION MEMBERSHIP — not a Cure All!

Trade conditions in the macaroni products business are not as satisfactory as they might be in all sections of the country. Association Membership is not offered as an unfailing remedy for all the ills to which the industry has fallen heir, but it is unquestionably recommended as the means through which remedies may be studied and cures applied.

Only through understanding and cooperation can improvements be made, and that is why Membership in the National Macaroni Manufacturers Association is essential to Macaroni and Noodle Makers as a means for solving the vexing and profit-robbing problems—a job that surely can best be done collectively.

TRADE ASSOCIATION MEMBERSHIP—not Costly.

To join the National Macaroni Manufacturers Association one needs pay no admission fee—solely annual dues that are both fair and reasonable. Association dues are based on plant capacities—and they range from \$25 a year for small plants to \$100 for the largest ones and only \$50 for those of medium size.

This means that Trade Association Membership will cost the insignificant sum of not less than 7 cents a day for small firms and not more than 28 cents daily for the big firms. What manufacturing firm cannot afford to pay these low association rates?

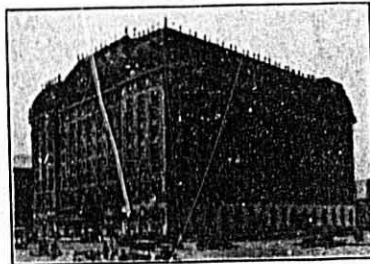
The Membership Committee of the National Macaroni Manufacturers Association has presented its case. That many progressive firms which have heretofore been unmindful of their duty will volunteer their application, they feel assured. Through their support and cooperation it is hoped to make the work of the Trade Association more effective in all the old ways and along many new ones. **HAIL AND WELCOME TO THE PROGRESSIVE MACARONI FIRMS!**

TENTATIVE PROGRAM

Twenty-sixth Annual Convention

National Macaroni Manufacturers Association

Hotel Astor,
New York City,



June 18, 19 and 20,
1929

"Creating Increased Appetite For American Macaroni Products."

SPECIAL—MONDAY, JUNE 17, 1929

6:00 P.M.—Parlor "L"—Final Meeting—1928-1929 Board of Directors.

FIRST DAY—TUESDAY, JUNE 18, 1929

(Business—8:30 A. M.—1:30 P. M.)

8:30 A. M.—Registration of Members and Guests.
(The \$10 Registration Fee entitles registrants to all convention privileges, banquet and entertainment tickets.)

9:00 A. M.—Informal Opening of Convention.
Greetings—Wm. Culman of Atlantic Macaroni Co., Representing Eastern Macaroni Manufacturers; Edgar O. Challenger, Representing Allied Trades.

9:30 A. M.—Formal Opening of Convention by President Frank J. Tharinger.

President's Annual Message—Frank J. Tharinger.
Secretary-Treasurer's Report—M. J. Donna.

10:30 A. M.—Free and Open Discussion of Timely Topics.

a.—"Economic Distribution as a Business Builder."

Leader of Discussion—P. F. Vagnino, American Beauty Macaroni Co., Kansas City.

b.—"The Value of the Transparent Package."

Leader of Discussion—Frank Traficanti, Traficanti Brothers, Chicago.

c.—"The Good and the Bad in the Bulk Macaroni Field."

Leader of Discussion—L. E. Cunco, Connellsville Macaroni Co., Connellsville.

d.—"Improving Protein and Color Qualities in Macaroni Wheats."

Leader of Discussion—Thomas Roberts, Washburn Crosby Co., Inc., Minneapolis.

(General discussion of each topic following presentation by the leader.)

1:30 P.M.—Adjournment.

(Pleasure—3:30 P. M. to midnight.)
OUTING, AMUSEMENTS AND SHORE DINNER
As Guests of the C. F. Mueller Co., Jersey City, N. J.

3:30 P.M.—Bus Ride to Luna Park, Coney Island.
Free Admission to all park amusements.

7:30 P.M.—Shore Dinner.
Entertainment.
Fencing and Park Amusements.
Free bus ride to Hotel at any hour desired.

SECOND DAY—WEDNESDAY, JUNE 19, 1929

(Business—9:00 A. M. to 1:00 P. M.)

9:00 A.M.—Call to Order—President Frank J. Tharinger.
Report of First Day's Proceedings.

9:45 A. M.—Address—"Selling American Commodities on the Real Food Merits of Macaroni Products," by Daniel R. Hodgdon, Director of Home and Food Bureau of Columbia Diabetic College.

Discussion.

10:15 A.M.—Address—"Macaroni on the Air," by Mrs. C. Houston Goudiss, Editor of The Forecast Magazine.

Discussion.

10:45 A.M.—Address—"Macaroni Products—How to Make Them More Popular in America," by Miss Elizabeth Hallam Bohn, Food Consultant.

Discussion.

11:15 A.M.—Lecture and Demonstration by Miss Marye Dahnke of Kraft-Phoenix Cheese Company.

Discussion.

12:30 P.M.—Election of New Directors.

(Pleasure 1:30 P. M. to Midnight.)
(Guests of Allied Trades and Eastern Macaroni Manufacturers)

1:30 P. M.—Buses to Steamship Pier.

Reception and Luncheon on board S. S. Majestic of the White Star Line, the biggest passenger ship in the world.

3:00 P. M.—Inspection tour of steamship.

5:00 P. M.—Bus ride to Hotel.

7:00 P. M.—Annual Banquet, Entertainment and Dance.
North ball-room, Hotel Astor.
After-dinner speech by Senator Evans B. Davies.

THIRD DAY—THURSDAY, JUNE 20, 1929

(Business—9:00 A. M. to 1:00 P. M.)

9:00 A. M.—Executive Session.
(Open only to Active Members of National Association.)

Review of Second Day's Proceedings.

Reports of Committees—

Membership—Enrolling New Members.

Publicity.

Compensation Insurance.

Other Standing and Special Committees.

Educational Bureau Report.

New Business.

Election of Officers.

1930 Convention Time and Place.

General Discussion of Problems (Trade and Association).

Adoption of Resolutions.

1:00 P. M.—Adjournment.

(Pleasure—1:30 to 5:00 P. M.)

Boat ride around Manhattan Island and New York Harbor.

(Guests of Allied Trades and Eastern Macaroni Manufacturers.)

1:30 P. M.—Bus ride to Wharf.

1:45 P. M.—Tea aboard New York Central R. R. boat.

5:00 P. M.—Buses to Hotel. (Farewell.)

1929-1930 BOARD OF DIRECTORS

3:00 P. M.—First Meeting of New Board (Aboard Boat).

CONVENTION COMMITTEES

Business

Frank J. Tharinger, President.

G. Guerrisi, Vice President.

Henry Mueller, Adviser.

M. J. Donna, Secretary-Treasurer.

Pleasure

(Joint Committee of Allied Trades and Manufacturers.)

Edgar O. Challenger (Chairman).....Minneapolis Milling Co.

Howard P. Mitchell (Treasurer).....Washburn Crosby Co., Inc.

Wm. Culman.....Atlantic Macaroni Co.

Peter LaRosa.....V. LaRosa & Sons

C. Surico.....Clermont Machine Co.

C. Ambrette.....Consolidated Macaroni Machinery Co.

Publicity

W. A. Schmitt (Chairman).....Central Advertising Agency

Thomas H. Toomey.....DeMartini Macaroni Co.

E. Z. Vermeylen.....A. Zeraga's Sons, Consol.

C. H. Rider.....Street Railways Advertising Co.

M. J. Donna.....Secretary-Treasurer, N. M. M. A.

Ladies Reception

Mrs. Henry Mueller, Mrs. Frank L. Zeraga, Miss Rosa Patrono, Mrs. Howard P. Mitchell, Mrs. Edgar O. Challenger, Mrs. Clarence H.

Complete Elaborate Plans for 1929 Conference

After many weeks of hard work and much thinking the officers of the National Macaroni Manufacturers association who are responsible for the planning and handling of the 1929 Conference of the Macaroni Products Manufacturing Industry of America working in complete harmony with the Special Committee of 7 representatives of Eastern Macaroni Manufacturers and Allied Tradesman are able to report a meritorious program of business and pleasure that will make the Twenty-Sixth Annual Convention of the National Association in New York city's Hotel Astor, June 18, 19 and 20, a most memorable one.

WORK HALF A DAY AND THEN FUN!

The business sessions will be short and so arranged as to permit ample study and fullest discussion of every problem confronting any phase of the industry. These sessions will open daily at 9.00 a. m. and will continue without recess 3 to 4 hours. Only with the strictest adherence to schedule and the freely given cooperation of manufacturers and guests can the good intentions and the fine program be carried out with the precision and finality expected by the promoters.

MORNINGS FOR BUSINESS AND THE REST OF THE DAY FOR PLEASURE!

Association members and guests are strongly urged to be punctual especially in the mornings. In this way only can all sessions start on time and can the invited speakers be given that courteous attention which their stud-

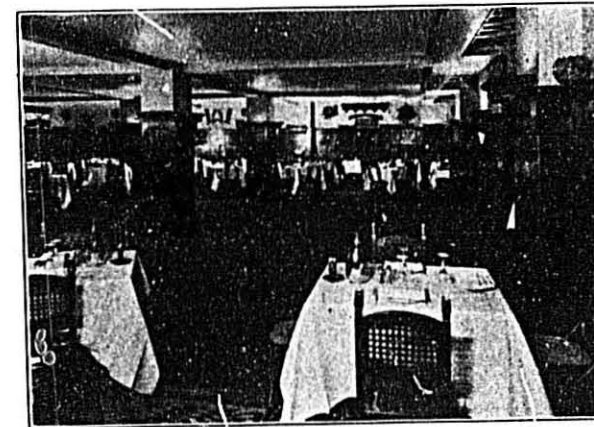
ied and prepared talks deserve at our hands.

Macaroni manufacturers and their friends should not overlook the fact that their trip to New York city next month has for its prime purpose the attendance at and participation in the 1929 Macaroni Conference. All other social and business engagements should be so arranged so that they will not conflict with convention attendance or the enjoyment of the fine en-

the crowded program should discourage no progressive or wellwishing friend of the industry and none should miss this opportunity to meet and to work with the leaders in the trade on the really friendly basis so conveniently provided for by the sponsors of this gathering.

Conference Opens June 18

While the board of directors will hold its final preconvention meeting



Grill Room, Hotel Astor, New York

tainment provided by the eastern interests. Make all outside business appointments for Monday and Friday.

Three days is almost too short to permit the fullest enjoyment of the almost unlimited business and pleasure which the coming New York convention offers those who become part of the 1929 Macaroni Industry's Conference in Hotel Astor, New York city, June 18-20, 1929. On the other hand

the evening of June 17 the actual conference will open Tuesday morning, June 18. Starting at 8.30 a. m. the association members, visiting macaroni and noodle manufacturers and representatives of the allied trades will begin registering with the secretary. The usual registration fee of \$10 will be collected. This will entitle registrants to all the privileges of the convention, to admission tickets to all luncheons, dinners and entertainments given by the association and the convention committee.

At 9.30 a. m. the convention will be officially opened by President Frank J. Tharinger with the usual ceremonies of greetings from hosts and friends and the introduction of visitors. The president will then briefly review his term of office and make suggestions for the future welfare and advancement of the National Association and Industry. This will be followed by a report of the secretary-treasurer and the appointment of the convention committees.

"Shop-talk" by Manufacturers

Two hours of the first day's session



Hotel Astor, New York, Convention Headquarters

will be devoted to a free and open discussion of timely topics of general interest. It is the hope of the convention program committee that each one present will take part in the discussion of his favorite subject to the end that every possible bit of information will be brought out and all subjects treated from all angles.

P. F. Vagnino of Kansas City Macaroni Co. will lead the discussion of the subject "Economic distribution as a business builder."

Frank Trafficanti of Trafficanti Brothers will handle the preliminaries with respect to "The value of the transparent package."

L. E. Cunco of Connellsville Macaroni Co. will tell of "The good and the bad in the bulk macaroni business."

Thomas Roberts of Washburn Crosby Co., Inc., will tell us how the industry can bring about "Improvement in the protein and color qualities in macaroni wheats."

Second Day—Ladies' Day

The first address scheduled for the morning of the second day will be delivered by Dr. Daniel R. Hodgdon, director of Home and Food Bureau of Columbia Dietetic college, who will give his views on "Selling American consumers on the real food merits of

Ladies' Reception Committee

Whether it be that Macaroni and Noodle Manufacturers are becoming braver or more loving, the truth is that annually more and more of them are bringing the ladies along to the national convention of the industry.

To appropriately entertain the ladies while the men are busy at their convention duties, a special committee of ladies has been appointed by the New York Joint Committee and all can rest assured that their worries about the women will be at an end upon their arrival in America's metropolis for the convention in Hotel Astor on June 18, 19 and 20, 1929.

Here is the list of charming entertainers:

- Mrs. Henry Mueller
- Mrs. Frank L. Zerega
- Miss Rosa Patrono
- Mrs. Howard P. Mitchell
- Mrs. Edgar O. Challenger
- Mrs. Clarence H. Rider
- Miss FAUSTINA MACARONI (?)

macaroni products." He will be followed by 3 ladies, all experts in their line, who will discuss timely problems.

Mrs. C. Houston Goudiss, editor of The Forecast, leading food magazine and a wellknown broadcaster of food facts over the radio, will discuss "Macaroni over the air."

Miss Elizabeth Hallam Boln, leading food consultant and expert, will take for her subject, "Macaroni products—How to make them more popular in America."

Miss Marye Dahnke of the Kraft-Phoenix Cheese company will give a lecture on macaroni and show how easily and tastily it can be prepared to please all tastes.

Last Day—A Closed Session

On Thursday, June 20, strictly business affairs will receive the attention

of the members. The session will be closed one and the matters to be considered will be of special interest only to active members of the National Macaroni Manufacturers association.

Prominent among the subjects up for consideration in this executive session will be (a) the report of the Educational Bureau, (b) report of Standing Committees on Publicity, Cost Accounting, Membership, and Compensation Insurance, (c) Election of Officers, (d) selection of Time and Place of 1930 Convention, and (e) Adoption of Resolutions.

Following this set program the meeting will be open for discussion of any and all other matters of concern to the National association and for the welfare of the association.

The Pleasure Program

All business and no pleasure makes

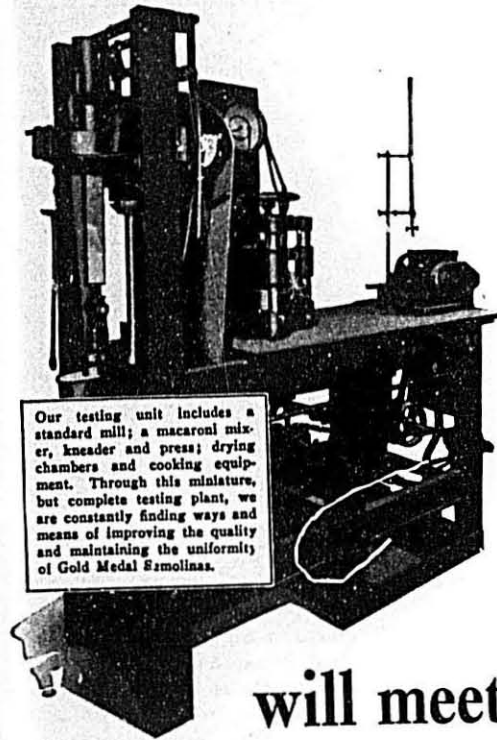
LISSEN! HERE'S GOOD NEWS



LADIES' DAY AT CONVENTION

To get the housekeeper's slant on Macaroni Products, arrangements have been made for several outstanding lady experts to address the convention on timely topics the afternoon of the second day. They will discuss our problems from different angles and this should easily be the outstanding feature of the 1929 gathering.

Incidentally we might mention that the New York manufacturers have promised to royally entertain the ladies who attend the convention. Bring Lady Friend along, feeling that she will be well taken care of while you are attending the sessions. But if she won't come, then come alone. But beware of those Broadway Damsels.



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

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

Gold Medal Semolinas will meet your rigid requirements

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

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

By means of these tests we have constantly improved the

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

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



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

GOLD MEDAL SEMOLINAS

"Tested"

WASHBURN CROSBY COMPANY

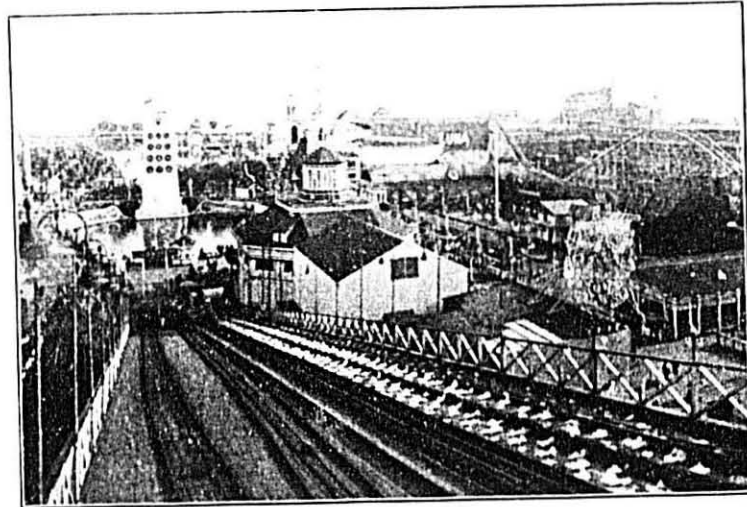
General Offices: Minneapolis, Minn.

Millers of Gold Medal "Kitchen-tested" Flour

too weighty a program. Realizing this the convention promoters have scheduled as fine a program of pleasure as they have of business. In fact more hours are to be devoted to fun, recreation, sight-seeing and general entertainment than ever.

Tuesday, June 18, from the standpoint of pleasure will be HENRY MUELLER DAY. This popular past president of the National association and head officer of C. F. Mueller Co. of Jersey City has asked and been granted the privilege of entertaining the convention guests for one afternoon and evening in appreciation for the honor conferred on him in electing him for consecutive terms to the office of president of the National Macaroni Manufacturers association. Mr. Mueller will have the cooperation of the Street Railways Advertising company in one of the most pleasing events in connection with the 1929 gathering.

Mr. Mueller and his assistant hosts will assume charge of the conventioners at 3:30 p. m. taking them in special buses with police escort to Coney Island where they will be permitted to disport themselves to their heart's content at the famous Luna Park. All the rides, swings and other amusements will be at their disposal without charge, during the late afternoon and evening. At 7:30 p. m. The C. F. Mueller company will offer the guests a rare treat in the form of a shore dinner, consisting of the leading sea foods then in season; incidentally some of the famous Mueller products. There will be some fine entertainment be-



Luna Park, Coney Island's Leading Amusement Attraction

The privileges of Luna Park will be extended the members and guests of the National Macaroni Manufacturers association on Tuesday, June 18, 1929, by Barton Collier, president of the Street Railways Advertising company, complimentary to Henry Mueller,

president of the C. F. Mueller Company of Jersey City.

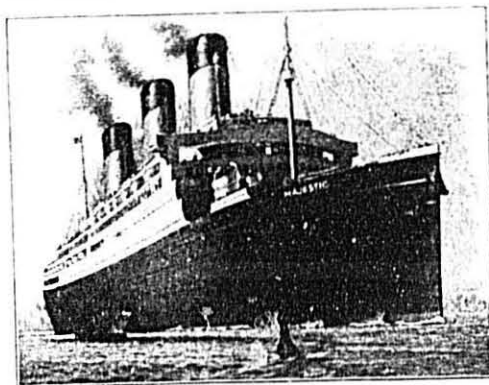
There they will ride, swing and caper, forgetting their troubles and working up an appetite for the shore dinner of choicest sea foods to be served the Macaroni convention guests by Mr. Mueller in appreciation of past courtesies shown him by his business associates.

between courses and dancing after dinner. Another trip through Luna Park with its endless variety of amusements and then guests will be furnished bus tickets to hotels, thus ending the first day of business and pleasure that will make the guests long for more.

The New York joint convention committee has arranged a rare treat for

the afternoon of the second day. A reception aboard one of the largest ocean liners of the world. The Maestri will be one to be long remembered especially by those who reside inland. Luncheon will be served aboard and the officers of the White Star Line will then guide the visitors through this popular and well known passenger palace of the seas.

In the evening the annual dinner, entertainment and dance will be given in the north ball room of Hotel Astor. Plans are under way for feeding at least 300 guests with some of the best foods that only the chef of this famous hostelry knows how to prepare. Senator Evan B. Davies will give a short after dinner humorous talk and then will come some of the finest entertainment that good old Broadway can provide. Dancing in the East ball room will bring to a close the second big day of what promises to be the biggest gathering in the history of the Macaroni Industry in America.

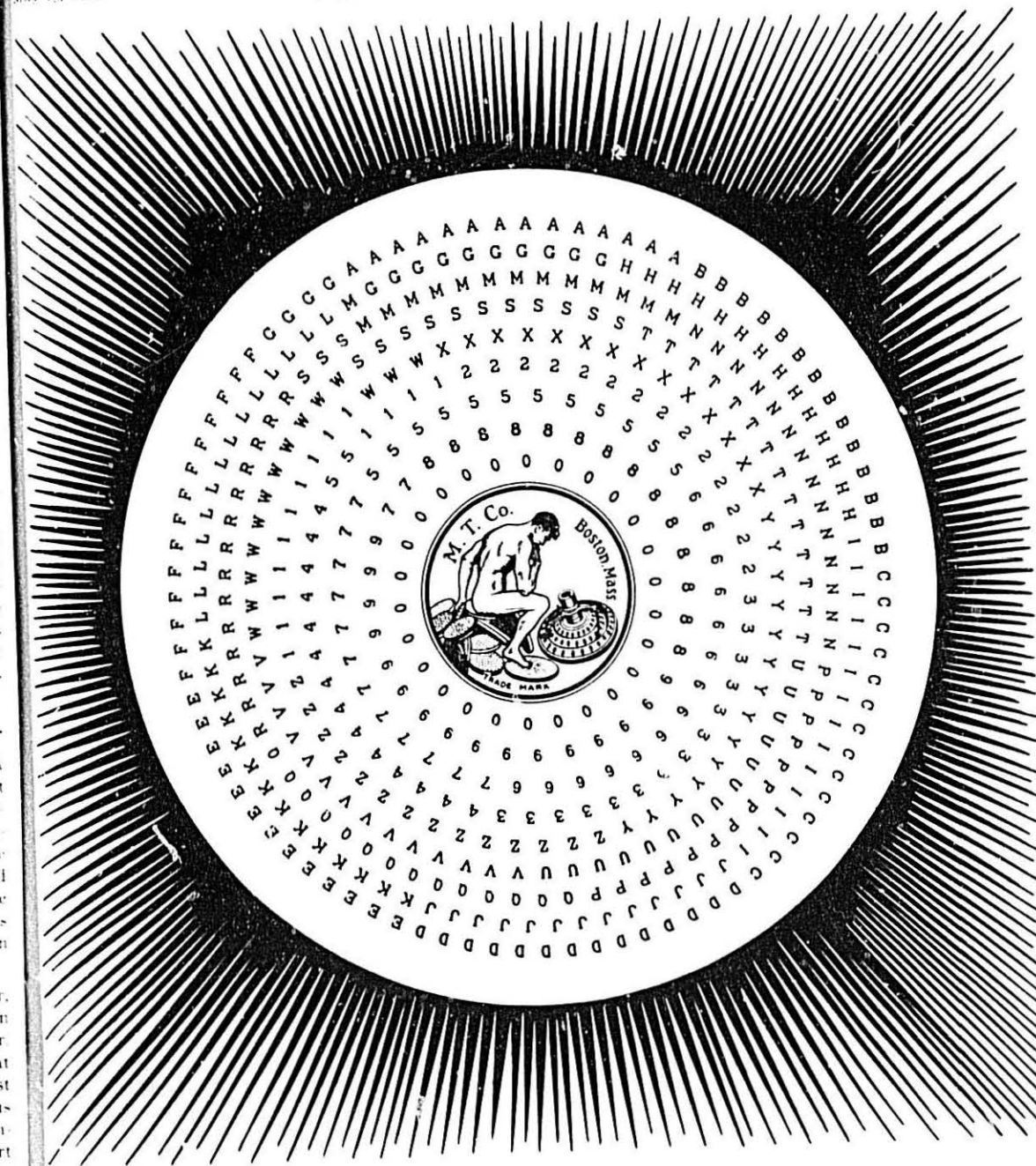


A Treat None Should Miss

A reception aboard the S. S. Maestri, the largest and most popular of the many liners operated by the White Star Line, will be given all those who attend the 24th Annual Convention of the Macaroni Products Industry in New York city. This affair is sched-

uled for the afternoon of June 19. Admission will be by tickets supplied through the courtesy of the National association, the Joint Entertainment Committee, and the officials of the International Mercantile Marine Co., which owns this great ocean liner.

No, the New York joint committee is not yet through with its lavish entertainment. The ladies will be dined and entertained during the entire 3 days and special theater parties arranged for their pleasure. With their husbands' permission, they may even



The Highest Accomplishment of Perfection in Die Making

Another Product of

MARIO TANZI COMPANY

Mfrs. of Macaroni Dies

BOSTON, MASS.

348 Commercial St.

be taken on a shopping tour along famous Fifth avenue. At all times they will be welcome to join the men folks in all convention entertainment features.

On Thursday afternoon the Joint Committee has another treat in the way of a boat ride around the most densely populated island in the whole world—Manhattan. The trip will require 3½ to 4 hours and will take in the famous New York harbor, meeting and passing vessels sailing to and from

Joint Convention Committee

Macaroni Manufacturers and Allied Tradesmen of Greater New York are working diligently and harmoniously to make the 1929 conference of the trade the biggest ever held by the industry. There will be no lack of entertainment for those who take part in the meetings this year if these good fellows have their way. And who is to stop them?

Elsewhere in this issue is given an idea of what this Joint Committee is planning to do during the three days when the Macaroni Products Manufacturing Industry of America centers in New York City at the Hotel Astor, June 18, 19 and 20. Here are the names of those who are to be held responsible:

Edgar O. Challenger of Minneapolis Milling Co. (Chairman)
Howard P. Mitchell of Washburn Crosby Co., Inc. (Treasurer)
Thomas H. Toomey of De Martini Macaroni Co. (Secretary)
Wm. Culman of Atlantic Macaroni Co., Long Island City
Peter La Rose of V. La Rosa & Sons, Brooklyn
Conrad Ambrette of Consolidated Macaroni Machinery Co., Brooklyn
Carmino Surico of Clermont Machine Co., Brooklyn.

all the ports of the world, past the Statue of Liberty, the Brooklyn navy yard and under New York's famous bridges.

Attention is called to the elaborate program of entertainment and what it means to the ladies and children of Macaroni Products Manufacturers and Allied Tradesmen who usually attend all conferences of this character and who will undoubtedly be in New York city the morning of June 18, 1929, at Hotel Astor where the convention promoters will be pleased to greet you and



Everybody Welcome

The National Macaroni Manufacturers association being a real, honest-to-goodness organization, must meet once in a while.

This year it will hold open house in the Astor hotel, New York city, ON BROADWAY, June 18, 19, 20.

The affair will be another get-together of all the macaroni products manufacturers of the country, REGARDLESS OF AFFILIATION.

This public announcement is made to forestall the wornout excuse that a manufacturer might have attended had he known that the convention was open to all, Association Members and Nonmembers, alike.

There is only one obligation on those who attend, and that is that they register with the secretary on their arrival and pay a nominal convention fee that entitles them to all the convention privileges, social and educational.

Those in charge of the conference

entertain you royally for three whole days.

Remember—You Have A Date On Broadway June 18, 19 and 20 with Miss Faustina Macaroni. Give t' lady a chance!

Feeding a Floating City

When the musical notes of the dinner bugle echo along the boulevardlike decks of the "Leviathan" they announce the completion of a task that would stagger the steward of the finest hotel. Dinner for 3000 is ready to be served. And this does not include the preparation of meals for the crew of 1200.

Three times a day, for 5½ days, 4 completely equipped kitchens with a staff of 250 function with almost mechanical precision to supply food and service that is unsurpassed in the finest dining rooms ashore.

will welcome the privilege and the pleasure of serving all who attend the gathering. Nothing will be done to embarrass them in any way and everything attempted to please them.

The National Macaroni Manufacturers association wants every macaroni and noodle maker in the country and all allied tradesmen to be there and that means YOU.

It wants YOU to come and to get acquainted. It wants you to have a good time; it will be your fault if you don't, because everything humanly possible will be done to make YOU feel right at home.

Your fellow manufacturers invite YOU to cooperate in the beneficial activities which they will promote, to join them in the business and pleasure which a well rounded program insures all who attend.

BROADWAY BECKONS—THE TRADE WELCOMES—DECIDE NOW TO ATTEND.

On the average round trip approximately 138,600 "customers" are served in 11 days. The quantity of food required sounds like a list of supplies for an army. Beef—7000 lbs., lamb—6000 lbs., pork—5000 lbs., mutton—4000 lbs., poultry—34,000 lbs., fish—20,000 lbs., potatoes—65,000 lbs., eggs—8040 doz. macaroni products—200 cases, milk—8000 qts., fresh cream—1500 qts., ice cream—4500 qts., butter—11,500 lbs., caviar—300 lbs., coffee—4000 lbs.

FIRST STEAMBOAT

The first American to achieve universal fame as an inventor was Robert Fulton, born in Little Britain, Pa., Nov. 14, 1765. He was the first to propel a ship by steam, running the steamboat "Clermont" up the Hudson river from New York to Albany on August 17, 1807, at a speed of 5 miles an hour. Fulton died Feb. 23, 1815.

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

Use



There Is No Substitute For Durum Semolina

KING MIDAS MILL COMPANY
MINNEAPOLIS, MINN.

Write or Wire for Samples and Prices

No. 2 SEMOLINA

STANDARD SEMOLINA

No. 3 SEMOLINA

Applying Electrical Training to Macaroni Making

A survey of the macaroni products manufacturing industry in America reveals the fact that most of the successful men therein are descendants, several generations back, from ancestors who have always followed the trade, either here or in Europe. Rarely there appear some who are outstanding exceptions to the rule. In this latter class comes Glen G. Hoskins, vice president of the Foulds Milling company and production manager of the firm's wonderful plant at Libertyville, Ill.

How a man trained to be an electrical engineer casts his lot in macaroni production, is told in an interesting manner in an article by Arthur Van Vlissingen, Jr., in the April issue of "Factory & Industrial Management," one of a series of articles dealing with "Career Men in Industry."

The article states that Mr. Hoskins is a graduate of the Iowa State College at Ames, and that his aim in life was to be an electrical engineer. He started on his career by taking a post-graduate course in the Westinghouse school in Pittsburgh, Pa., and later became associated with the Public Service Company of Northern Illinois as a power sales engineer in Chicago.

In this capacity he called upon the late F. W. Foulds, president of the Foulds Milling company, when he heard that that firm was contemplating installation of 2 boilers for additional power. He asked for and was granted permission to make a survey of the power situation in the plant and soon was able to submit a convincing report that prompted the owners to change operations from steam to electrical power.

Mr. Hoskins was assigned the duty of arranging the electrical power for the plant. Changing it from direct shaft drive off a belt that ran 3 stories up from an old Corliss engine, to individual drive off the Public Service company lines, took the electrical engineer pretty thoroughly into the workings of the macaroni plant. Before the change from steam to electricity had been finished Mr. Hoskins was offered and accepted a position as efficiency engineer. In this roundabout manner did an electrically trained man become an efficient macaroni producer. The article, in part, states further:

"If you root among factories of

many kinds, you will find that a plant manager who entered by the power route is a rare bird indeed. Hoskins is indisputably a plant manager. He is also vice president of the Foulds Milling company, in charge of production. As an electrical engineer he is



Glen G. Hoskins

quite naturally interested in the economical application of power to his manufacturing problems.

"Since the early days of his macaroni manufacturing career when he installed individual drive throughout the plant, Hoskins has been working his power factor up toward unity. One way he has improved his power factor is by shifting back to group drive, off larger motors, those batteries of machines which operate together or not at all.

"In his plant he has been applying power more for the purpose of increasing quality and speeding up output than to cutting electrical bills or slashing the pay roll. About as many names are on the pay roll now as there were

in 1917, and at far higher wages; but the plant output has increased more than 115%. There has been no increase in floor space. Spoilage has been reduced tremendously and mold spoilage—the bugbear of the food industries—has been eliminated. Hoskins gives full credit for these changes to a broader and more enlightened use of electrical energy.

"Can power be used to cut spoilage? Does this sound a bit strange? If so, the following details may interest you. In 6 thousand square feet the factory was drying elbow macaroni at the rate of 3000 lbs. a day. Drying was uncertain; on days of high relative humidity, the goods were likely to mold in the drier.

"To this situation Hoskins applied his theory that—

More power, intelligently employed, makes higher quality at lower costs.

"As a result the Libertyville plant is now drying 16,000 lbs. of elbow macaroni daily in 2150 square feet of space with not a trace of mold spoilage.

"How did power accomplish this? Primarily through the application of power driven fans to the drying job of temperature control, and of power driven humidifiers to maintaining an optimum humidity.

"Everything that lends itself to handling by power is being mechanically handled in this electricalized plant. Back in the earlier days elbow macaroni was produced at the rate of 3000 lbs. a day and it took 3 men to handle it from the presses to the driers and then to dump it into 'tote' boxes. As production increased it took 6 men to handle 8000 lbs. a day.

"Then the principle of intelligently applied power was put to work. Flight conveyors carried the macaroni from the presses to the bucket elevator. The elevator lifts the goods to a hopper, in which it is violently fanned for 20 minutes. The macaroni flows from the hopper to the drying drawer. Result, on the present production 16,000 lbs. of this item daily, 3 men are handling the job comfortably. And Mr. Hoskins has a method all figured out for taking care of an even larger production with 2 men, by applying more power to the work."

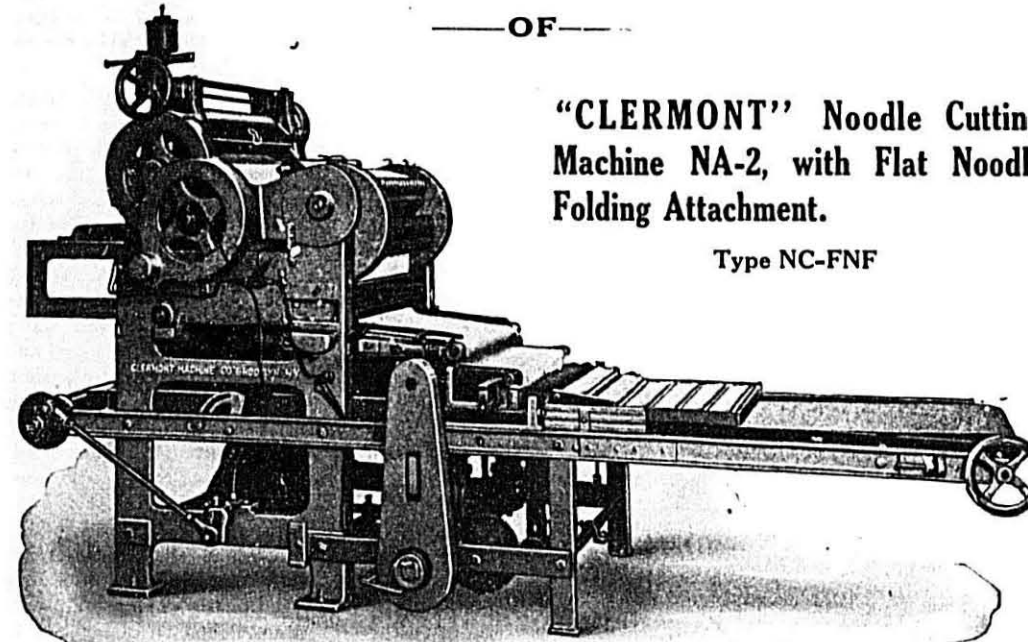
Mr. Hoskins, who is a director of the National Macaroni Manufacturers association, is a firm believer in or-

THE LATEST TYPE

—OF—

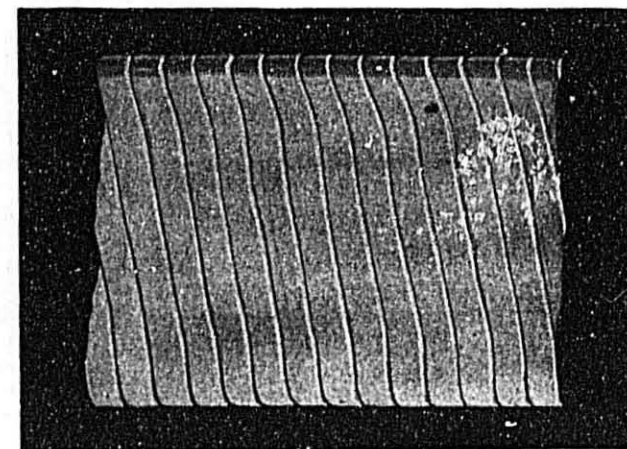
"CLERMONT" Noodle Cutting Machine NA-2, with Flat Noodle Folding Attachment.

Type NC-FNF



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

Suitable for Bulk Trade



Suitable for Package Trade

The finished product of above machine.

WE ALSO MANUFACTURE:

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

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

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

ganization and is convinced that production costs could be greatly reduced by the application of modern energy-

saving and labor-saving devices that trained and experienced men can easily devise and which can be applied to

manufacturing and drying as well as to the handling of the raw materials and the finished product.

Progress in Bulk Packing

Written expressly for the Macaroni Journal by Waldon Faucett

The influences that are just now operating to revolutionize the bulk packing of macaroni and other products are, if anything, more powerful than the new factors that affect unit packing for the retail trade. To heed the talk at conventions and discussions in advertising journals one might suppose that the only advances in packing policies and practices have to do with the betterment of the small packages that carry American macaroni to ultimate consumers. In reality progress is more significant in the field of bulk packing. Particularly, say, with respect to the 5- 10- and 20-lb. boxes which carry macaroni to quantity buyers.

Two major forces, or shall we put it, two different general movements, are operating from opposite directions to shake up convention, custom and tradition in the bulk packing of macaroni. One of these disturbers of the old order of things comes of the sharpened intercommodity competition in the field of packing mediums and packing materials. The dominance of wood as a package material for macaroni is being challenged more and more by fibre and other alternatives as these substitutes are perfected. Then, too, the development of moisture proof, odor proof, grease proof, "liners" or lining papers is operating to make eligible for macaroni types of receptacles that would not have been considered a few years ago.

The second summons for a complete rearrangement of packing ideals in the bulk macaroni trade has resulted from the revision of transportation conditions,—the routine of shipping and handling that is traversed between factory platform and the store shelf. A large share of the industry has not yet sensed nor adjusted itself to what a difference it makes that an increasing share of long hauls as well as short hauls in wholesale delivery are now made by motortruck, when along comes the prediction that tomorrow or the day after tomorrow the bulk macaroni man may have to pack for transport by airplane. If this last be dismissed as too far in the future for present reckoning, at least the shipper of macaroni in bulk must face the new status that is at his threshold, thanks to the increasing adoption by leading railroads

of the "merchandise container" or consolidating container. The steel container that is fast coming into use, because of the economies it accomplishes, does for less-than-carlot shipments what the "container car" does for raw and semi-manufactured materials that move in larger bulk.

The outstanding fact in the bulk packing situation is that the macaroni industry is facing a situation in which, to an extent unknown in the past, it will be desirable or at least economical to follow an elastic, selective packing policy, instead of trying to standardize to the nth degree on a rigid program. To illustrate the need of adapting the packing of each shipment to the conditions of transit, etc., it need only be cited that, whereas we have on the one hand the new facilities of shelter and safety which condone lighter packing for certain domestic shipments, there is need, on the other hand, for better protection for foreign shipments. Some time since, it was reported that shipments of macaroni from the United States were reaching foreign ports badly damaged due to the light construction of the containers. This led the Department of Commerce to recommend that if lumber be used for macaroni cases it be firmly nailed and that, for foreign shipment, these cases be assembled in crates made of light strips well strapped and close enough together to prevent puncture.

If bulk macaroni manufacturers are not wedded for all time to the wooden box it must follow that the most interesting potentialities arising from the recent progress in the packing field revolve around the future status of the fibre container in the macaroni field. Exclusion of moisture is, ever, a prime consideration in the packing of macaroni and this specification, together with the necessity of protection from odors and the observance of high standards of sanitation, has caused some members of the trade to be skeptical of the use of fibre shipping cases unless reinforced by lining paper that is practically moisture proof and puncture proof.

Manufacturers of fibre cases who seek to convert bulk shippers of macaroni have, however, advanced to the point where they confidently claim that their

receptacles are leak proof, airtight, and absolutely sterile, being possessed the while of strength equal to all the needs of macaroni shipment. The strongest drive for macaroni trade is being made by manufacturers of the fiber drum, so called, which has been devised for shipping dry products in bulk. This type of container, which is made in 20 sizes, is made of solid fiber board and has a wooden head secured by a steel rim. The bottom of the drum is also secured by a steel rim, making the container exceptionally strong. Producers of the sanitary sealed drums have introduced them for shipments of coffee, cocoa, spices, cereals, powdered milk, baking powder, etc., as well as for macaroni.

A new note recently injected into bulk packing practice is the discouragement of the practice of shippers placing advertising matter on cases. The federal government is back of this crusade. Uncle Sam has 2 reasons for urging restraint in placarding the outside of packed boxes. One reason is that absence of conspicuous notations discourages pilferage. The other reason is that unnecessary marks complicate the reading of addresses, case numbers, etc., and tend to impede the rapid handling of the shipments. It is essential, of course, that every case of macaroni traveling in interstate commerce shall bear whatever inscriptions are required by the U. S. Food and Drugs Act. The dealer who buys macaroni in bulk and repacks or packages same for sale locally need not concern himself with the requirements of the federal pure food statute if he makes no sales outside of the state in which he is situated. But he must have an eye to the labeling requirements of the food laws of his own state. These laws conform in most states to the federal model. (In the June number there will appear a special article on package macaroni entitled "New Trend in Unit Packing," by the same author.)

A REAL UPLIFTER

A negro mammy had a family of well behaved boys. One day her mistress asked: "Sally, how do you raise your boys so well?"

"Ah raise dem wid a barrel stave and Ah raises 'em frequently!"

When Freight is Roughly Handled



you need Fivefold Protection

DARKIES 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. 8186
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

February Imports and Exports

The February report of the Department of Commerce covering the importation of macaroni, vermicelli and noodles shows a sharp decline in both quantity and value of the imports. This decline has been steady throughout the year.

During February 1929 we imported 232,958 lbs. worth \$20,611. During February 1928 we imported 325,560 lbs., the value of \$37,862.

For the 2 months, January and February 1929, the imports totaled 496,486 lbs. for which we paid \$43,831. In the same 2 months last year we imported 614,920 lbs., worth \$69,930.

Exports Increase

According to the same authority there was exported from this country during February 1929 a total of 1,051,812 lbs. for which we received \$81,001. In February last year the exports were 770,024 lbs. valued at \$71,398.

For January and February 1929 our exports totaled 2,102,149 lbs. bringing American manufacturers \$165,603. During the same 2 months in 1928 the exports were 1,498,496 lbs., worth \$132,663.

Countries	Pounds	Dollars
Belgium	27,000	1,000
U. Kingdom	283,717	20,507
Canada	274,719	21,925

B. Honduras	956	74
Costa Rica	2,132	205
Guatemala	1,779	157
Honduras	7,248	473
Nicaragua	1,244	107
Panama	49,993	2,910
Mexico	89,321	5,250
Newfoundland and Labrador	2,272	242
Bermudas	1,664	141
Jamaica	4,400	354
Trinidad and Tob.	1,185	99
Other B. W. Indies	220	33
Cuba	39,246	2,303
Dom. Republic	89,523	5,329
Neth. W. Indies	1,722	194
Haiti, Rep. of	16,382	773
Virgin Is. of U. S.	2,150	161
Chile	750	30
Colombia	2,535	234
Peru	120	12
Venezuela	7,993	938
B. India	1,597	182
B. Malaya	3,025	344
Ceylon	925	107
China	8,384	784
Java and Madura	5,658	613
Other Neth. E.		
Indies	476	52
Hong Kong	1,836	208
Japan	14,485	1,940
Philippine Is.	12,936	1,971
Australia	77,758	9,848
B. Oceania	449	49
F. Oceania	1,421	141
N. Zealand	9,985	811
Union of S. Africa	3,686	404
B. W. Africa	246	28
Liberia	704	68

Call on your neighboring manufacturer no matter how bitter a competitor he may have been. Both of you will benefit by the visit. Sell him the idea that together you and he and other manufacturers having common interests should find a common ground on which they should meet and act for the betterment of the trade.

YOUR COMPETITOR AWAITS YOUR INVITATION. YOUR COMMITTEE EXPECTS ALL TO DO THEIR DUTY IN MEMBERSHIP EXTENSION. THEREFORE, RE-MEMBER AND ACT ON OUR SLOGAN. EVERY MEMBER - GET A MEMBER.

How Often Should Americans Eat?

That the American custom of eating "three square meals a day" is more than likely to have a detrimental effect upon the stomach is the opinion of no less an authority than Dr. C. A. L. Reed, former president of the American Medical Association.

In a recent article, published by Baking Technology, Dr. Reed wrote: "You doubtless, in accordance with American custom, eat only 3 meals a day," he says. "In practically all the European countries the people take the same gross amount of food in 5 or 6 instalments during the 24 hours.

"The European habit, which fortunately has already gained a footing in America, is better than ours for several reasons. We no longer cling to the old idea that meal time is a function of the calendar, like the tides, rising sun and the full moon.

"At Oxford university, in England, there are 6 opportunities for eating every day. Breakfast consists of porridge (oatmeal), fish, bacon, toast, marmalade and tea; 11 o'clock is the lunch hour. At 4 o'clock we have the long-established and invariable English tea. The 7 o'clock dinner is the really substantial meal of the day. Between 10 and 12 p. m. there is very often a hot drink, usually cocoa, the heat of which conduces to sleep.

"This schedule of food taking tends to prevent extreme hunger with consequent gorging. It prevents the prostration of the digestive apparatus by overworking it. It saves the pancreatic function by not overloading it at any one time with starches and sugars, and this tends to prevent diabetes."

Every Member-- Get a Member

A. Irving Grass, Chairman Membership Committee National Macaroni Manufacturers Association.

To the hesitating eligibles: The little cartoon tells the whole story. A macaroni manufacturer's ship

sociation will guide your business ship into profitable harbors. The cost is reasonable—the result will be most satisfying. Help your "ship" into port by immediately applying for Member SHIP in your trade association.

To The Live Members

Adopt as your slogan for the re-



will come to port all the quicker if supplied with greater power that can come only through concentration of efforts. A live membership in your trade as-

sociation will guide your business ship into profitable harbors. The cost is reasonable—the result will be most satisfying. Help your "ship" into port by immediately applying for Member SHIP in your trade association.

A On CHAMPION Letter Outfit

Proves Flour Handling Satisfaction

THIS IS THE LETTER—

THE JOHN B. CANEPA COMPANY
 MANUFACTURERS OF
 RED CROSS MACARONI AND SPAGHETTI
 308-310 WEST GRAND AVENUE
 CHICAGO



Feb. 21st, 1927.

Champion Machinery Co.,
 Joliet, Ill.

Attn: Mr. F. A. Wotta, Secy.

Dear Mr. Wotta:

Appreciating your good service, I have, for some time intended to write you and let you know that the scales and elevator conveyor we purchased from you are giving first class satisfaction.

In fact we have had no trouble whatever with them.

Naturally a manufacturer appreciates real service when he gets it and it is only your due to be made acquainted with the fact that you have given us the kind of service we want, and your machinery has proven to be all that you claimed for it.

Best wishes and every success to you,

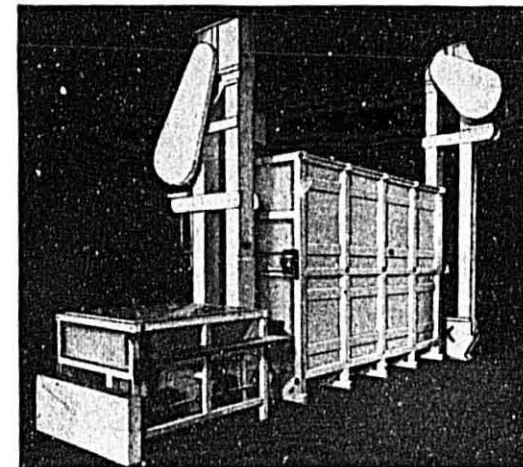
Very truly yours,

THE JOHN B. CANEPA COMPANY

John B. Canepa

JVC/233.

THIS IS THE OUTFIT



CHAMPION FLOUR-OUTFITS

are made to fit your requirements and operate economically. They pay dividends and are reasonably priced.

Write Us for Information and Prices

CHAMPION MACHINERY CO.

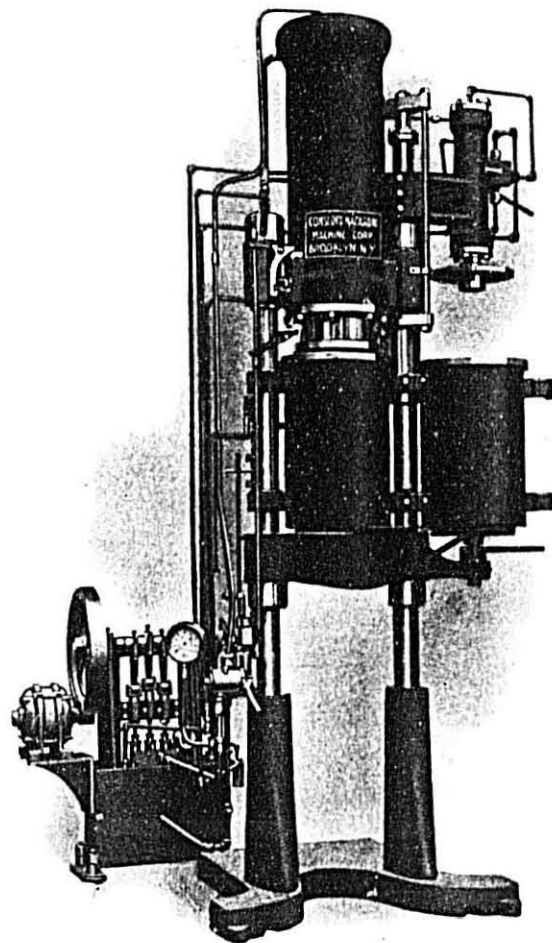
JOLIET, ILLINOIS, U.S.A.

Consolidated Macaroni Machine Corporation

FORMERLY

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

Designers and Builders of High Grade Macaroni Machinery



16½ inch Vertical Hydraulic Press.

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

AT LAST! The press without a fault.

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

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

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

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

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

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

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

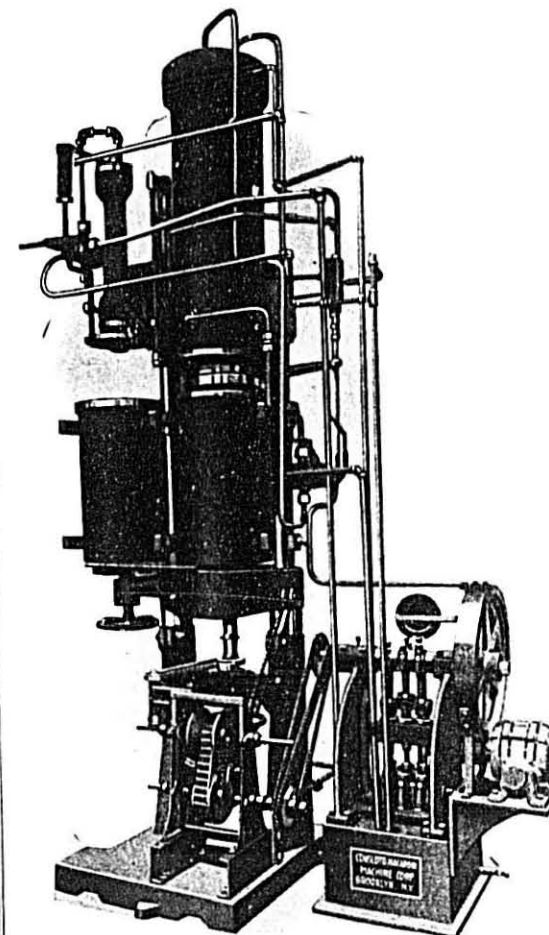
156-166 Sixth Street **BROOKLYN, N. Y., U.S.A.** 159-171 Seventh Street
Address all communications to 156 Sixth Street

Consolidated Macaroni Machine Corporation

FORMERLY

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

Designers and Builders of High Grade Macaroni Machinery



Vertical Hydraulic Cutting Press. 12½ and 13½ inch diameter.

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

Specialists in everything pertaining to the Macaroni Industry.

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

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

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

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

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

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

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

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

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

Phenomenal Development in Manufacture of Macaroni--36 Years

Only by comparison with the obsolete manufacturing methods of fifty years ago can one get an idea of the phenomenal developments which the industry has undergone since it first became a popular Italian food. New machines and improved methods of manufacturing, drying and packing make even the plant of a decade or two ago considerably out of date.

A study of the past is always interesting. It is our pleasure to reproduce an interesting article on Macaroni Manufacture that appeared in the May 27, 1893 issue of the Scientific American. Even in that day the manufacturer took pride on the progress he had made over the older methods also described in the article.

To illustrate what was then considered the last word in macaroni making there were several cuts used to illuminate the story. The cuts were made from photographs taken in the plant of the Columbia Macaroni Manufacturing company in New York city, the predecessor of the firm now operating as A. Zerega's Sons, Consol., in Brooklyn. Note the old machines, the strange costumes of the employes and the utter lack of the numerous labor saving devices now common in all plants.

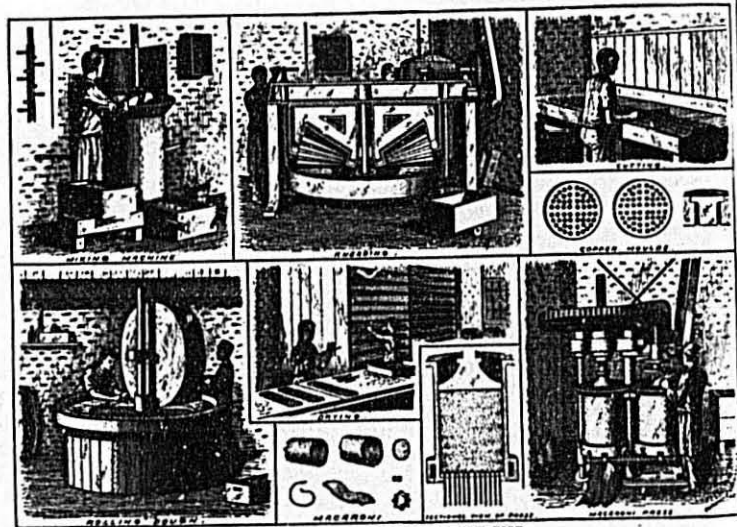
Manufacture of Macaroni

Our illustrations are taken from the plant of the Columbia Macaroni Manufacturing Company, New York City. Macaroni is a preparation of wheat originally peculiar to Italy, in which country it is an article of food of national importance. The same substance in different forms is known as vermicelli, spaghetti, Italian pastes, taglioni, etc. These substances are prepared from hard, semi-translucent varieties of wheat. Hard wheats are richer in gluten than the soft and tender wheats. These wheat preparations styled macaroni are met with in various forms, such as fine thin threads called vermicelli, from its thread-form-like appearance, thin sticks and pipes, stars, disks, ribbons, tubes, etc. In the manufacture of macaroni about 100 pounds of semolina or granulated wheat is first put into a circular iron mixing machine 3 feet in depth and 2 feet in diameter. A quantity of boiling water is then added and the substance mixed up into a stiff dough by a revolving shaft armed with circular teeth which runs down through the center of the machine.

The dough is then taken out and placed in a circular wooden rolling machine, 3 feet in height and 8 feet in diameter, over which for 40 minutes travels a revolving granite roller 5 feet in diameter, 18 inches in width, weighing 3 tons. After the dough has been thoroughly rolled and pressed, it is placed in a kneading machine. A layer of dough about 4 inches in thickness and about 8 inches in width is placed around the outer edge of a circular revolving pan 6 feet in diameter and 18 inches deep. Attached to the framework of the machine across the center of the pan are two loose cone-shaped gearing wheels. As the pan re-

through the moulds by means of an accurately fitting plunger or piston. One thousand pounds pressure is used, the cylinder emptying itself in about 45 minutes. As the pipes of macaroni pass out of the mould they are cut off into 10 foot lengths and taken to the cutting table where they are recut into small lengths for drying. The macaroni is then placed on pasteboard and racked away for eight days to dry, in a temperature of 80 degrees, when it is placed in boxes and ready for market. The company employs about 125 Italian hands and turns out about 3,500,000 pounds yearly.

Having thus described the method of



volves around, the dough is passed under the cone-shaped wheels, which in turn revolve, burying their teeth into the dough. This operation continues about 20 minutes, thoroughly mixing and kneading the substance. It is then placed in the cylinders of the macaroni press. These cylinders are about 2½ feet in length and about 15 inches in diameter, on the inside of which, resting on a flange at the bottom, is a copper mould. These moulds are about 1 inch thick and perforated with holes through which the pipes of macaroni are pressed. The pipes are made hollow by means of a circular piece of copper held in place by a pin running across the center of the hole on the inner side of the mould. As the dough is pressed over the pins it divides in the center and unites itself again as it passes out of the mould. About 100 pounds of dough is placed in the cylinders at a time, which is pressed out

manufacturing macaroni in New York we will now give an account of the way the article is made by hand in Italy. The hardest and flintiest varieties of wheat are selected, first washed and then thoroughly dried in the sun. This wheat is then coarsely ground and run through a revolving sieve to separate the starch from the bran and flinty portions. It is then successively passed through a series of six hand sieves, each a little finer than the preceding, for the purpose of separating the flinty portions from the bran. This apparently simple process requires considerable skill, and a certain knack which it takes time to acquire. The motion which is given to the sieves by the sifters is half rotary and half up and down, with an indescribable side motion, which can only be characterized as a "boomerang," for it throws the material which is being sifted in an opposite direction to that taken by the sieve. Ever

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

Let us be your "Package Counselors."

CONSULT OUR
TRADE MARK BUREAU.

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

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

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The United States Printing & Lithograph Co.
Color Printing Headquarters

CINCINNATI BALTIMORE BROOKLYN
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few minutes each sifter pauses and skims off the bran which has worked to the top and center of the sieve, and after these various manipulations there remains a clean, flinty farina, known as semolina. This is then mixed with warm water into a stiff dough, and this dough is thoroughly kneaded by means of a long prism-like, hardwood lever, so adjusted that the spring of the timber may be utilized in alternately raising and depressing it upon the mass of dough, which is then pressed and kneaded into the required consistency. It is rather amusing to see two or three men sitting on the end of this lever and bobbing up and down so as to throw their weight at one instant on the lever, bringing it down into the dough, and then allowing it to spring up again, in order that it may be brought down in a new place.

After it has been thus mixed and kneaded for about an hour, the dough is put into presses with perforated bottoms,

and, pressure being applied, it comes out through these holes in the shape known to us as macaroni. At this stage of the process it is, of course, soft and flexible, and in order to keep the various little strings of dough from sticking together, it is constantly fanned by a boy, so that the current of air thus made may slightly dry the outside of the strings and prevent them from adhering. It is then cut off and hung on racks or frames made of bamboo to dry. As it hangs on the frames the different pieces are of unequal length, and a boy passes rapidly over them, wringing off the longer ends to make them uniform. The drying has to be done in the shade and in a place not exposed to the wind; for, if dried too quickly, or if the slender pieces were blown against one another, they would be apt to break. When sufficiently dry it is removed from the frames and packed in boxes such as are familiar to all grocers.

The different sizes are made by changing the movable bottoms of the press and employing different sized perforations. Each of these perforated holes has a core or center around which the dough has to pass, and this produces the hollow which is a characteristic of the macaroni. The reason of this arrangement is, if the macaroni is made solid, it would take very long to dry when hung upon racks, and also when dried it would be very difficult to cook it without a great deal of boiling, and impossible to do so uniformly. So important is this considered, and so defective do the Italians regard the product if not thus perforated, that a proverb has arisen in Italy to the effect that "A foolish person is like macaroni without any hole in it."

Vermicelli is made from the same material and in the same way as macaroni, except that it is not hollow, it being so small that it is neither practicable nor necessary to make it so.

Cheese Flavoring Whets Macaroni Appetites

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

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

PART V

Gorgonzola Cheese

This variety is an Italian semisoft buttery cheese, made from whole cow's milk. It is a fine table cheese but seldom used to flavor macaroni or spaghetti. The name originates from the village of Gorgonzola, where this cheese was first made, its manufacture having since spread to various parts of Lombardy, where it is now made practically at all times of the year, while originally it was manufactured only in the summer and fall seasons of the year. The same remarks made as to the name of Parmesan apply in a general way to the name of Gorgonzola.

The interior of the cheese is mottled or veined with a green mold like Roquefort, and for this reason the cheese has been grouped with the Roquefort and Stilton

varieties, to which it is entitled by reason of its quality, although much cheaper in cost. This explains its popularity. The cheeses are cylindrical in shape, being about 12 in. in diameter and 8 in. high, the loaves weighing from 15 to 20 lbs. each net and packed each one in a tub.

No such cheese is manufactured, or can be made or has been made so far in this country, requiring for its proper development and ripening the conditions that have been found to exist only in certain curing cellars of the Alps, near Lecco, where all the output in whatever part of Lombardy the cheese is manufactured is sent in its early stage to be cured and matured.

In its manufacture the curd of the evening's milk and that of the morning's milk, crumbled very fine, are put together into hoops in layers. The cheese is turned frequently for 4 or 5 days, the cloths being changed occasionally, and is salted from the outside, the initial process requiring about 2 weeks. It is then transferred to the curing rooms at Lecco where a low temperature, the required ventilation, together with an optimum degree of moisture, is naturally obtained and maintained. These curing cellars, which are natural caves or grottoes, have been adapted to the curing of the cheese in question. Such natural conditions cannot easily if ever be reproduced arti-

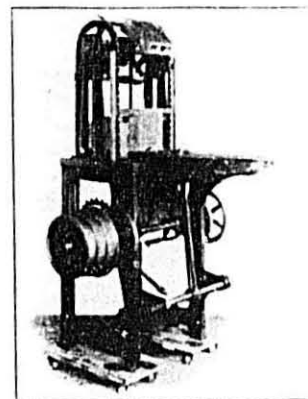
ficially; so far no attempt has been successfully made. At an early stage in the process of ripening the cheese is usually punched with an instrument about 6 in. long, tapering from a sharp point to a diameter of about $\frac{3}{8}$ in. at the base, and a certain number of small holes are made in each cheese to admit the air and spores of the mold and favor the proper development and ripening of the cheese. This requires from 3 to 6 months. Well made cheese may be kept, under proper conditions, for a year or longer.

It is mostly imported into this country during the winter season, to the extent of perhaps 2 million pounds. It is supplied at the present time by importers to retail distributors at about 34-36c and retailed by the piece at about 60c per lb. The retailer has to raise the price owing to loss in weight and waste, which is unavoidable. The duty of 25% on cheese of this kind is simply exorbitant, being on a commodity which cannot be made in this country and is not a luxury. It should be returned at its former duty of 6c per lb. at the most, which would be ample for revenue purpose.

"Why do you have an apple as your trademark?" asked a client of a tailor. "Well," replied the tailor, "if it hadn't been for an apple, where would the clothing business be today?"

We can safely say that the largest percentage of packaged macaroni products are automatically packaged by

Peters Package Machinery



THE least expensive cartons of the "Peters Style" are used with our package machinery—the least number of hand operators are necessary—hence the most economical package. Its protective features are recognized everywhere.

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

PETERS MACHINERY COMPANY

4700 Ravenswood Avenue

CHICAGO, ILLINOIS



Grins Smiles Chuckles

A Tonic for Business Worries



ACT, DON'T DREAM

By A. Irving Grass, Chairman
Membership Committee, National Association

It may be presumptuous on my part, as a young man, to attempt to convince older and more experienced manufacturers that it is their duty to join and support their trade association, but since the task has been assigned me I will do my level best to accomplish it. Many and varied have been the excuses advanced for failure on the part of some manufacturers to do their duty to their trade association. They have all been thinking of joining, but—that reminds me of 2 Kansas farmers who met and conversed as follows:

Farmer—Hello! Thought you said you had plowed that 10-acre field?

Plowman—No; I only said I was thinking about plowing it.

Farmer—Oh, I see, you've merely turned it over in your mind.

Spaghetti With a Kick

A food to be properly appreciated must be properly and tastily prepared for the table. Perhaps no other food suffers as much as does macaroni from the lack of knowledge as to just how to cook and serve it. Think of the stuff so frequently set before diners in hotels and restaurants and you will appreciate this incident:

Young Wife—I'm afraid, dearest, that my spaghetti pie is not all it should be. I think that I must have left something out.

Kind Husband (with a grimace, after sampling it)—There's nothing you could have left out that would make it taste like this. It must be something you put in.

A Line That Moves

A satisfied customer is your best advertiser. He helps to move goods from the retailer's shelves. Unlike the pro-

Making Everybody Happy

Down in Lewiston, Maine, according to Arthur Staples, they once had a character called Henry. Henry was a good talker, a quiet drinker, and something of a radical. His particular theme was "dividing up all the money in the world among its inhabitants and making everyone happy."

He called it "levelin' of 'em up."

One day Henry was about half elevated, broke, and consequently feeling pretty radical.

He explained his "levelin' of 'em up," theory.

A bystander, a temperance man, saw an opportunity to puncture the argument and also to enforce a lesson.

"Henry, what would be the use," he asked. "If you got your share of all this money, you would spend it in a year, mostly on that which seems to do you nothing but harm. You know you would, don't you?"

"Probably I would," admitted Henry. "Probably I would."

"Well, then," said the exhorter, "what would you do the next year? Your money would have all passed into the hands of these money grabbers, as you call them, and what would you do then?"

ducer referred to below, Macaroni Products Manufacturers must continuously strive for this consumer advertising. "Customers push my goods for me," said a manufacturer.

"What line are you, anyway?" asked a noodle distributor. "Baby carriages," was the reply.

Why Worry, It's a Cheerful Life!

When you've paid the last instalment on the beefsteak, And satisfied the mortgage on the pie, Though your bank account is lighter, all the world will seem far brighter,

And the light of hope will kindle in your eye. There's a chance that you may hypnotize the ice man So he will not send his bill around till fall, And the grocer may be lenient, if a payment's inconvenient. It's a merry life we're living, after all!

Might Work in Business

If the present unfavorable conditions continue much longer in the bulk market about which there is so much constant complaint, the interested macaroni manufacturers may have to adopt the plan of a certain Nebraska farmer.

In the arid western section of that state lives a rancher 70 years of age, whose hired man, 65 years old, has been with him for more than 40 years. Owing to conditions over which they have no control, the 2 have barely managed to eke out an existence.

A traveler one day asked the old rancher, "How do you manage to pay that fellow his wages?"

"It's this way," replied the old farmer, "I hired him for 2 years and gave him a mortgage on the farm to guarantee his wages. At the end of the 2 years he got the ranch, and I went to work for him on the same terms. For 40 years the ranch has passed back and forth every second year and neither of us has drawn a cent of wages."

"What would I do then?" shouted Henry, with fine assumption of conviction and righteous indignation. "What would I do then? Why, suh, I'd level 'em up agin."

COST OF AMERICAN DISCOVERY

It has been ascertained that the famous first voyage of Columbus cost only \$7000 in terms of our present currency. Isabella of Spain and the commanders of the Pinta and Nina bore the expense. The expedition appears to have cost altogether about 36,000 pesetas or a little over \$7000 in the money of today.

*Dependable Semolinas
of
High Quality and Uniformity*

NORTHLAND FANCY No.2 AND NORTHERN LIGHT

NORTHLAND MILLING CO.
MINNEAPOLIS, MINNESOTA

New York Office
Room 1114 Canadian Pacific Building, 312 Madison Avenue

Tel. No.
Hegeman
8
9
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Established
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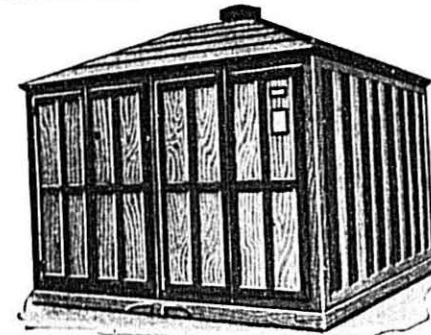
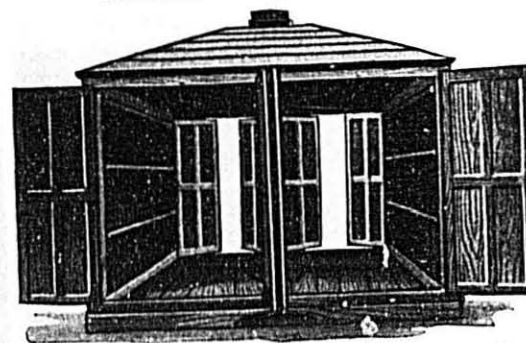
OUR
FAULTLESS MACARONI MOULDS
Are Always Satisfactory.

Every Order is Given the Personal
Attention of Die Experts.

F. MONACO & CO.
1604 Dekalb Ave.
BROOKLYN NEW YORK

THE SECRET OF PERFECTION IN DRYING

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



Drying Apparatus for Long Macaroni Goods

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

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

Unusual Interest



Unusual Sales

Advertising a Long Grind

By R. E. Brown, Chairman Publicity Committee

Any form of publicity to be most effective must be continuous. Those who have urged the support for cooperative advertising campaigns strongly advise prospective advertisers not to start unless they are willing to consider the matter on a 3 year to 5 year basis.

One authority sums it up thusly: At the end of 6 months most of the supporters will be discouraged and will want to give it up. At the end of a year the more farsighted ones will begin to see results. By the end of 3 to 5 years the proper force will have been harnessed and put to work, bringing the benefits which only the optimists can now appreciate. It is not easy to

get an advertising idea over to 125,000,000 people. If it were, then advertising would be of little value. Of what advantage would it be for an advertiser to build up a name for his products by investing thousands of dollars annually if anybody could enter the same business and in a short time take his trade away?

Bruce Barton, an authority on advertising, says, "Because advertising is a long, hard path it is worth treading. It is a long hard job, but when you have done it you have something—something that you can keep and continue to build on; and that can not be taken away so long as you continue to build."

Patents and Trade Marks

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

The Star

The trade mark of The John B. Canepa company, Chicago, Ill., was registered for use on macaroni, spaghetti, vermicelli, noodles and table sauce therefor. Application was filed June 10, 1927, published by the patent office Jan. 15, 1929 and in The Macaroni Journal Feb. 15, 1929. Owner claims use since April 1, 1868 for macaroni, spaghetti, vermicelli and noodles and since Jan. 10, 1927 for table sauce. The trade mark is a black 5-pointed star.

TRADE MARKS APPLIED FOR

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

Azteca

The private brand trade mark of Volpe Brothers, Laredo, Tex., for use on alimentary paste products and other groceries. Application was filed Jan. 14, 1927 and published April 2, 1929. Owner claims use since Sept. 1, 1915.

The trade mark is the trade name in heavy black type.

Marie Stella

The trade mark of A. Messuri & Son, New York, N. Y., for use on macaroni. Application was filed Jan. 29, 1929 and published April 2, 1929. Owner claims use since Jan. 16, 1929. The trade mark is the trade name in heavy type.

Alabama Maid

The private brand trade mark of Schloss & Kahn Grocery Co., Montgomery, Ala., for use on macaroni, noodles, spaghetti and other groceries. Application was filed June 28, 1928 and published April 9, 1929. Owner claims use since April 12, 1924. The trade mark is the trade name in script.

Baker Maid

The private brand trade mark of Horace Baker, Chicago, Ill., for use on macaroni, noodles and other grocery products. Application was filed Jan. 7, 1929 and published April 9, 1929. Owner claims use since about June 1920. The trade mark is the word "Baker" in black outlined letters and "Maid" in heavy type.

E—Jay

The private brand trade mark of The E. J. Evans company, Van Wert, O., for use on macaroni, noodles, spaghetti and other groceries. Application was filed May 5, 1928 and published April 16, 1929. The trade mark is the trade name in black type.

Mazzini

The private brand trade mark of Joseph Di Santo, doing business as Di

Santo & Co., Duluth, Minn., for use on macaroni and other grocery products. Application was filed May 17, 1928 and published April 16, 1929. The trade mark is the trade name written in black type over a picture of Giuseppe Massini, noted patriot and statesman.

Gilt Edge

The trade mark of Traficanti Bros., Chicago, Ill., for use on alimentary paste products. Application was filed Feb. 25, 1929 and published April 16, 1929. Owner claims use since about Jan. 1928. The trade mark is the trade name in large, black outlined letters.

Vivil

The private brand trade mark of The Virginia Dare company, Baltimore, Md., for use on canned spaghetti and other groceries. Application was filed May 15, 1926 and published April 23, 1929. Owner claims use since May 13, 1926. The trade mark is the trade name in black script.

The private brand trade mark of Armour and Company, Chicago, Ill., for use on spaghetti and other edibles. Application was filed July 14, 1928 and published April 23, 1929. Owner claims use since about Jan. 1, 1905. The trade mark is a shaded oval.

LABELS

Del Ray

The title "Del Ray" was registered April 2, 1929 by the Del Ray Corp. of San Francisco, Cal., for use on Italian dinner spaghetti. Application was published Feb. 1, 1929 and given register number 35,564.

Varco Brand

The title "Varco Brand" was registered April 23, 1929 by Varco Bros., Chicago, Ill., for use on spaghetti. Application was published Dec. 27, 1928 and given register number 35,691.

PRINTS

The Heinz Way is The Real Way

The title "The Heinz Way Is The Real Way" was registered April 9, 1929 by H. J. Heinz company, Pittsburgh, Pa., for use on cooked spaghetti in tomato sauce with cheese. Application was published March 1, 1929 and given registration number 11,690.

Del Ray

The title "Del Ray" was registered April 30, 1929 by Del Ray Corp., San Francisco, Cal., for use on Italian dinner spaghetti or macaroni with mushroom sauce and grated cheese. Application was published Feb. 1, 1929 and given registration number 11,730.

---Specially Selected For---

Noodle and Macaroni Manufacturers

CERTIFIED DRY EGG PRODUCTS
Spray Egg Yolk Granular Egg Yolk
Deep Golden Color Perfectly Sweet

Write for Contract Quotations
1929 Crop.

JOE LOWE CORPORATION

BROOKLYN, N. Y.

Baltimore Chicago Los Angeles Toronto

Barozzi Drying System

Manufacturers of Macaroni
Dryers that dry in any kind
of weather

FAULTLESS AND SIMPLE

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

Catalogue and estimate at
your request


Barozzi Drying Machine
Company, Inc.

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

CROOKSTON-SEMOLINA

For

QUALITY TRADE



From

Amber Durum Wheat

STRONG and UNIFORM
and of a WONDERFUL
COLOR

For Quality Trade

Crookston Milling Company

CROOKSTON, MINNESOTA

Grain, Trade and Food Notes

New Durum Salesmanager

George B. Johnson, for many years active in the semolina business, of Philadelphia, Pa., has joined the Washburn Crosby Company, Inc., organization. Mr. Johnson will have full charge of sale of durum products and will guide the company in the production as well as sales policy, announced H. R. McLaughlin, vice president of General Mills, Inc., of Minneapolis.

A. L. Ruland will remain with the firm but the enlargement of operations and the reorganization brought about by General Mills, Inc., makes it necessary that he be relieved of the heavy sales responsibility.

The plants operated by Washburn Crosby Co., Inc., are the only ones connected with General Mills, Inc., that are producing durum products, and therefore Mr. Johnson's activities will extend to the organization of the various units. His years of experience in semolina distribution and his knowledge of the needs of the macaroni products manufacturing industry well qualify him for this broad responsibility intrusted to him.

See What You Buy

The Glass Container Association of America is supporting a national advertising campaign to promote the use of glass as a food container and in full page advertisements, beautifully colored, are appealing to the women of the land in 2 of the leading women's publications. The mediums used are the Ladies' Home Journal and Good Housekeeping. The slogan is "See what you buy—buy in glass."

Surplus Potatoes to Starch

The surplus potato crop always unfavorably affects the macaroni market. Canada points the way in which to relieve conditions of this kind in the future and its action is recommended in all states where potatoes become a drag on the market:

"In order to provide an outlet for surplus potatoes and to relieve the very unsatisfactory potato market conditions in the maritime provinces the New Brunswick Department of Agriculture is encouraging the erection and operation of starch plants in the potato raising sections, the Department of Commerce is informed in a report from E. G. Sabine, trade commissioner at Montreal. It is reported

a factory for this purpose is now nearing completion at Hartland, N. B., under management of Hatfield & Company, and that manufacturing industries in Canada which have been using imported corn starch have expressed willingness to try out the Canadian product. The capacity of the Hartland plant is stated to be 400 bbls. of ungraded potatoes per day and information has been received that the government of New Brunswick has agreed to bear the carrying charges on stock produced up to a total stock inventory value of \$100,000.

"It is further said that under existing conditions potato starch and flour factories would be in a position to quote as low as 3½¢ per lb. for starch and 4¢ per lb. for flour."

Grocers' Convention in Memphis

The annual convention of the American Wholesale Grocers association will be held, May 21 to 23 in Hotel Peabody, Memphis, Tenn. The program is near completion and promises to be of the utmost interest to the grocery trade. Many important matters will be discussed among which will be the way of enforcing the resolutions made at the Federal Trade Commission conference in Chicago.

Semolina Grinding High

During 1928 a total of 2,245,500 bbls. of semolina was produced from 14,818,400 bus. of durum wheat ground by 9 millers who reported to the bureau of foreign and domestic commerce. In addition there were 847,125 bbls. of durum flour. Practically all of the semolina and durum flour found its way in the production of American macaroni, spaghetti and noodles. More durum wheat was ground in the reporting mills during the 6 months of 1928 than in any other half year, excepting the last half of 1927. The proportion of semolina to durum flour remains about the same as the average for the 5 years, included in the summary.

Demand for Chinese Frozen Eggs

Demand from the United States for Chinese frozen egg products is very inactive at present, according to information cabled by Agricultural Commissioner Nyhus at Shanghai. Some shipments have been made recently under contracts completed before the change in the United States tariff rates but packers

now contend that the new rates practically eliminate, for this season at least, the small business previously done with the United States in frozen products. European quotations are somewhat lower than at the same time last year. The output of egg products in China is probably fully as large as last year, Mr. Nyhus states. In general better internal conditions are making it easier than for several seasons to obtain supplies. Freezing plants in Shanghai have had no difficulty in getting eggs at a cost slightly lower than that of last spring.

Reduced Freight on Export Wheat

To help the export movement and to reduce the heavy wheat surplus held by millers and elevators, officials of the eastern railroads at a meeting in Washington on May 2 decided to put into effect a reduction of the freight rate on wheat for export. The reductions are approximately 2¢ per bu. on wheat moving from Buffalo, 4¢ from Chicago and 5¢ from St. Louis. The reduced rates will expire Sept. 30, 1929. Similar action is expected from western railroads according to an announcement made by Secretary Hyde of the Department of Agriculture.

Winning Profits by Cooperation

(Continued from Page 3)

ital expenditure; increased turnover of stock; decreased overhead; better service; better values; better quality and more prompt deliveries.

"Through trade associations trade relations and arbitration in commercial disputes are tending to do away with trade abuses and unethical practices."

MORAL—An Association Member's duty does not end with the payment of his dues. His organization must have his unstinted cooperation if it is to continue its beneficent activities. Association Membership, therefore, should be considered as a means to an end.

FIRST COTTON GIN

Eli Whitney was born in Westboro, Mass., Dec. 8, 1765. While teaching school at Savannah, Ga., he invented the cotton gin which divided the lint from the seed, a process that was taking a slave 10 hours to part one pound. Whitney enriched the south and made the modern textile industry possible. He died Jan. 8, 1825.

ROSSOTTI LITHOGRAPHING CO., Inc.

121 Varick St.
NEW YORK CITY

PHONE
Walker 0917

PHONE
Walker 0918

Designers and Manufacturers of

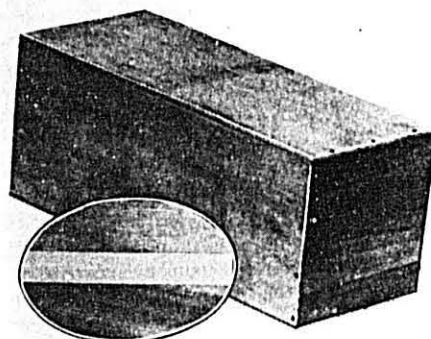
LABELS, CARTONS, INSERTS, BANDS AND WRAPPERS

That Advertise and Sell Your Macaroni Products

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

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

WOOD BOXES



Inset is actual appearance of finished two-piece bottom.

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

"Red Gum---Nature's Wonder Wood for nail-holding strength and satisfactory service. Cottonwood---for a strong *all-white* package, easily nailed. Your trademark and name printed on sides is wonderful publicity.

ANDERSON-TULLY CO.
Memphis, Tennessee
Good Wood Boxes

DURUM SEMOLINAS

and

DURUM FLOURS

Uniform High Quality
GUARANTEED

SAMPLES GLADLY FURNISHED

Commander Milling Company
Minneapolis, Minnesota

Notes of the Macaroni Industry

Italian Spaghetti Dinner

The Del Ray Corp. of San Francisco, Cal., is marketing a combination package of spaghetti, Italian cheese and Italian mushroom sauce that has been making quite a hit with the American housewives on the Pacific coast, according to information from that section.

The package is a blue and white combination on which is shown a steaming dish of spaghetti and appetizing sauce. It contains a quantity of high quality spaghetti sufficient for a small family serving a little can of ready-to-serve Italian mushroom sauce and a glazed bag of Italian blend, grated cheese. On it are instructions easy to follow and insuring a perfect spaghetti meal equal to that obtained in any of the leading spaghetti houses anywhere.

Checkup on Ohio Noodles

During April the Macaroni Educational Bureau gave attention to the noodle situation in the state of Ohio. The food authorities are collaborating with the National Macaroni Manufacturers association in an effort to banish from the trade lanes all adulterated and substandard macaroni products. Dr. B. R. Jacobs personally made purchases in Cleveland and later analyzed the products with varying results.

Of the 8 samples reported 6 were found to be below standard in egg solids and only 2 were artificially colored. Seven of the 8 samples were of the bulk variety and one wrapped in Cellophane. In the cases where artificial coloring was resorted to, the intensity of color in one was just enough to give it the appearance of having been made of high grade durum semolina, while the intensity of yellow in another was sufficient to give it the appearance of containing the required amount of egg solids. In both of these particular cases there was not even a trace of egg solids found in the samples.

Macaroni Firm in Big Merger

Grocery Store Products, Inc., organized to acquire ownership or control of the Foulds company and the Toddy Corp. announced recently a formal offer of exchange of its securities for those of the latter two enterprises. The new company is sponsored by Robert M. McMullen, chairman of the Toddy Corp., and George K. Morrow, president of the Gold Dust Corp.

Under the plan, holders of both classes of Foulds company preferred stocks receive an offer of \$60 principal amount of 5% 15 year debentures, convertible into common stock at \$20 1/2 a share at any time and callable at 102 1/2 after 2 years from March 1, 1929, and 1 1/2 shares of common stock of no par value represented by voting trust certificates, for each share of preferred stock held, or 4 1/2 shares of common stock voting trust certificates. Common stockholders of Foulds company receive an offer of 1/16 share of common stock voting trust certificate for each share of common held.

Holders of Toddy Corp. Class A stock may receive either \$30 in Grocery Store Products convertible 5% debentures and 1/2 share of common stock voting trust certificates for each share of Class A stock, or 2 shares of common stock voting trust certificates. Holders of Toddy Corp. Class B common stock voting trust certificates will receive 4/5 of a share of Grocery Store Products voting trust certificate for each share of Toddy B.—*Food Shop News.*

Viviano in Italy

Vito Viviano, president of V. Viviano & Bros. Macaroni Mfg. company of St. Louis, Mo., is visiting his birthplace in Italy for the first time since leaving there more than 20 years ago. Coming here as a poor boy he has succeeded in the wholesale business and in the macaroni manufacturing line and has accumulated quite a fortune. He has not yet decided whether or not he will return in time to attend the national convention of the macaroni industry in New York city in June.

Candy and Macaroni

During 1928 Americans consumed nearly \$20 worth of candy and ice cream per person. Comparing this with the insignificant sum of about 60c per person the annual consumption of macaroni products.

U. S. Navy Wants Spaghetti

Notices have been posted by the Bureau of Supplies and Accounts Navy Department, Washington, D. C., asking for bids on 35,000 lbs. of spaghetti to be delivered as desired, all transportation charges prepaid to the Officer-in-Charge, Naval Supply Depot, Hampton Roads, Sewall's Point, Va. All bids are to be on the quality required

by the government and must be in hands of the department not later than 10 a. m. May 21, 1929.

All bids must be made on standard forms and must not be accompanied by samples. The successful bidder will have to label each case delivered with the exact date of packing.

Will Sell Detroit Plant

Owing to ill health of the proprietor Peter Cavataio, the Michigan Macaroni Manufacturing company plant at 2243 Mullett st., Detroit, will be offered for sale this month at very attractive figures. The plant is well equipped to manufacture bulk macaroni products and has been running reasonably well during the several years of its existence.

Leases Loft Store

The New York metropolitan area boasts of several hundred spaghetti houses where macaroni products are the principal dishes served. Among the leading chain in this business is the Caruso Spaghetti Places. Last week they obtained a lease on the Loft Store at 42nd st. at Sixth ave. that involves thousands of dollars annually. This new unit will occupy 10,000 square feet on the ground floor and basement. Caruso Spaghetti Places now have 6 stores in Greater New York and Newark and serve several millions of spaghetti dinners monthly. The chain is owned by Henry Blum and Peter Cohn. Plans are now under way for expanding the business to include other large cities.

Buys Defiance, O., Plant

Lucius E. Marchal of Defiance, O. is the new proprietor of the M. & S. Products company's noodle manufacturing plant in his city, having recently purchased it from A. M. Schnelzer of Toledo. The new owner was formerly employed as manager of the plant and he will continue its operation with the assistance of his sons. The former owner will confine himself to his duties in connection with the Hartley Machine and Tool Co. of Toledo, which by the way make some very good noodle machines.

Organize Drying Firm

The Reynolds Electric Company and Drying Systems, Inc., of Chicago have combined their interests and will hereafter operate under the name of Dry

May 15, 1929

THE MACARONI JOURNAL

33

PETER CAVATAIO

the sole owner of the

Michigan Macaroni Manufacturing Company of Detroit, Michigan

Wishing to retire from business on account of ill health, offers his

Entire Macaroni Factory for Sale

The plant is the largest in Michigan, complete in every respect, doing a substantial business. It presents exceptional and wonderful business opportunities. Write, wire or phone.

Michigan Macaroni Manufacturing Company
2243 Mullett St. E. Tel. Edg. 1748
DETROIT, MICHIGAN

The House of Perfection

Always at Your Service

Where Others Have Failed, We Have Succeeded.



Why not deal with a reliable house?

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

Durum Semolina

FOR A SWEET CLEAN PRODUCT

USE

Famous For Its
Quality



Recommended For Its
Uniformity

GUARANTEED

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

ing Systems, Inc., of which H. E. Weightman is general manager and J. Humphries is advertising superintendent.

The new firm gets full control of the Reynolds system of drying alimentary pastes and with its other facilities will be in a position to offer the trade the full equipment including dryer housing, trucks, trays, heaters and controls. The firm's offices are at 2650 W. Congress st., Chicago.

Semolina Salesman Promoted

Howard P. Mitchell, popular New York district semolina salesman and for many years associated with the New York staff of Washburn Crosby Co., Inc., has been appointed manager of the Buffalo office of the company, in full charge of the sales of feeds.

Mr. Mitchell took over his new duties the first of May but will remain in New York city until after the convention of the Macaroni Industry, and has been appointed treasurer of the Joint Convention Committee.

His many friends in the east regretting the loss of his friendly business contact, all join in wishing him suc-

cess in his new position. H. C. Lautensack, a man of considerable experience in semolina selling, will take Mr. Mitchell's place in the New York office.

Macaroni Education By Air

The durum department of Pillsbury Flour Mills company announces that arrangements have been completed for broadcasting educational advertising of macaroni, spaghetti and noodles over the Columbia chain of radio stations starting May 15.

The program will go on the air at 10.00 a. m. eastern standard time, 9.00 a. m. central time. The hour is selected as one most convenient for the housewives to whom the millers will make their appeal. The macaroni manufacturers throughout the United States and Canada have been asked to pass the news of the broadcast to their customers urging all to listen in.

Tharinger in Twin Cities

Frank J. Tharinger, president of the National Macaroni Manufacturers association, was the guest of Minneapolis and St. Paul macaroni men the first week of May. After visiting the plant wherein is published the official organ

of the association, the Macaroni Journal, a conference of the manufacturers and allied interests was held under his supervision to consider matters of mutual interest.

Mr. Tharinger reports that from every section of the country, especially places where he has recently visited, comes assurances of record breaking attendance at the coming convention in New York city in June. He is also pleased with the enthusiasm shown in the National association and its workings.

ENGLISH LANGUAGE RICHEST IN WORDS

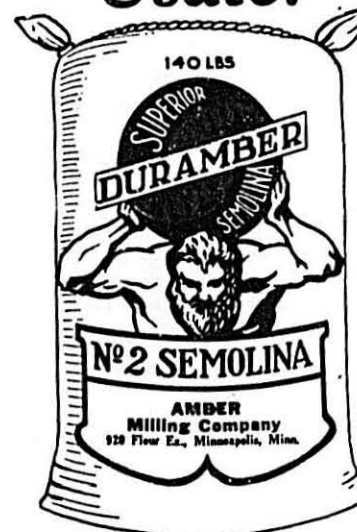
The New Standard Dictionary aggregates approximately 450,000 words. The German wordbook contains 300,000, including personal names; Litre's French Dictionary 210,000; Dabil's Russian Dictionary 140,000; de O'chas Spanish Dictionary 120,000; Petrochis' Italian Dictionary 140,000.

Were you very sick with the flu, Rastus?

Sick! Sick! Man, Ah was, so sick mos' ebery night Ah look in dat er casualty list for mah name.—Judge.

PER PASTA PERFETTA

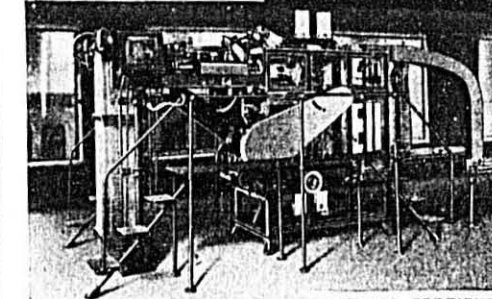
Usate!



"Meglio Semola-Non ce ne"

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

CARTON FILLER AND BOTTOM SEALER



75 PER MINUTE
TOP PRODUCTION

Bring Your Packaging Costs Down!

Down!

Down!

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

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

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

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

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

JOHNSON AUTOMATIC SEALER CO.

Battle Creek, Michigan, U. S. A.

New York City, 30 Church St. Chicago, 228 N. LaSalle St.

JOHNSON
AUTOMATIC PACKAGING MACHINERY

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

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



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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.

A Size and Speed for Every Need

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

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

SAVE---

Material, Labor, Contents

IMPROVE---

Display Value, Selling Power, Preservation of Contents

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

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

Cheraw Box Company, Inc.

Seventh and Byrd Streets

Richmond, Virginia

SATISFACTORY

Wooden Macaroni Box-Shooks

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The Macaroni Journal Business Faith Among Men

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A Publication to Advance the American Macaroni
Industry.
Published Monthly by the National Macaroni
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Edited by the Secretary, P. O. Drawer No. 1,
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HENRY MUELLER JAS. T. WILLIAMS
M. J. DONNA, Editor

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Want Ads Five Cents Per Word

Vol. XI May 15, 1929 No. 1

The 1929 Red Book

It's a gem. The 35th annual issue of the Orrin Thacker Directory of Wholesale Grocers (United States and Canada) and Semi-Jobbers, Chain Grocers, etc. (United States), and more commonly known as the Red Book, is now in circulation. If such a thing could be possible the current issue should be termed "better than ever" or the "best yet."

The pride of the founder of this guide has been maintained until the present, and the reliability of the information is proven by careful checking. At the present there are numerous changes and consolidations going on within the trade, but withal the Red Book is well up-to-date and lists a total of 6487 firms as being within the scope of the described business.

The price of single copies is only \$3, with a liberal quantity discount schedule. Published and sold by Orrin Thacker Directory, 33 W. Gay st., Columbus, O.

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Importers of

"Zolty Brand" Egg Products
Pure Chicken Egg Yolk
Especially selected for Noodles

PURITY - COLOR - SOLUBILITY

Let us figure on your egg requirements

1435 W. 37th St. CHICAGO

Business Faith Among Men

By Dr. A. H. GIANNINI
President Italian Chamber of Commerce
in New York

Now, what is business? What does business mean? Business as you have read and I have read is a system of trade, of exchange between men, a system by which one man transfers to another a certain amount of goods or services performed as in a profession. A fixed amount of money equivalent to those goods or those services rendered is paid. That is the visible part of the transaction.

What is the real basis of business? It is the confidence of one man in another man, a confidence that the goods or the services are what they are represented to be.

The real basis of business, therefore, is the trust of one man for the word of another man; and this fact strikes you more convincingly when you know that only 5% of the world's business is done on a cash basis. Ninety-five per cent is done on credit, or, in other words, on the confidence in the integrity of the man with whom you are doing business.

The question, therefore, whether a man can be or shall be honest in business answers itself. It isn't a question

of shall or can, but he must be honest in the transaction of his business.

The underlying principle behind business is the same underlying principle behind morality and, if you please, religion.

All throughout the centuries inspired utterances have come forth in clarification that men are expected to use morals in the daily conduct of their business.

In every level of civilization, society points with pride to the men who have manifested an unimpeachable integrity in their business and who, therefore, resist evil, the temptations that may befall them in trade and in commerce.

An honorable and legitimate business benefits the buyer and seller, the producer, the distributor, the consumer. It enriches human beings. It makes them comfortable and it guarantees public welfare and security. The same kind of efforts that you employ in your morals should be employed in business. And when you use such a code, then wealth is permanent and riches are a benediction.

MACARONI—THE HOUSE-WIFE HELPER

There are times when the average housewife worries as to just what she is to prepare for the noonday luncheon or the evening meal. She always welcomes every suggestion that will aid her in preparing meals that the family will like and meals that are at the same time well balanced and nourishing.

Why not suggest serving macaroni, spaghetti or noodles several times a week? Simple dishes of these products may be recommended for the busy days and more elaborate combinations for those days when, because of the weather, a housewife can afford more time in her meal planning and preparations.

Macaroni products are real helpers in the kitchen and manufacturers should never overlook the opportunity to suggest the use of their products by calling attention to the nutritiousness of macaroni, the ease of preparation and the many appetizing forms in which it may be served.



WEBSTER'S NEW INTERNATIONAL DICTIONARY

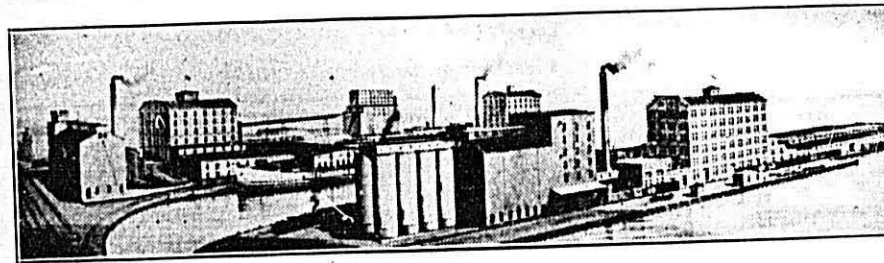
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OUR PURPOSE:

EDUCATE
ELEVATE

ORGANIZE
HARMONIZE

OUR OWN PAGE

*National Macaroni Manufacturers
Association*

Local and Sectional Macaroni Clubs

OUR MOTTO:

First--
INDUSTRY

Then--
MANUFACTURER

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The President's Column



OFFICIAL CALL

To the Association Members and the entire Industry Greetings:

Pursuant to the laws of the National Macaroni Manufacturers Association and to the will of the leaders of the Macaroni Products Industry in America, an open conference of the trade is hereby called to be held in Hotel Astor, New York City, June 18-20, 1929.

All the members in good standing in our Association should feel obligated and all others are urged to be there to give us the benefit of their experience and wisdom to the end that action beneficial to the industry as a whole may be taken.

A well balanced program has been arranged by the convention committee. The entertainment committee is preparing some surprises. Business and pleasure will be nicely blended in a way that it will please all. Even the ladies will not be overlooked.

The greater part of the convention proceedings will be open to every Macaroni Manufacturer and Allied Tradesman who cares to attend. Everything possible will be done to make them feel right at home. Their entertainment will be our pleasure.

Only in trade conferences such as these can the officers get a correct slant on conditions in the trade. Come! Voice them in person. Help by your presence and your example to promote that cooperation which is so essential in successful group action.

Can we count on your attendance? We want you and need you.

Yours for better understanding
Frank J. Tharinger, President
National Macaroni Manufacturers Association.

The Secretary's Column



MANIFESTING APPRECIATION

A few words about the Association Officers seems opportune.

The Association Membership confers upon them positions of honor, but weighted with heavy responsibilities.

The Association Officers serve without pay. Besides much valuable time they must spend much money in looking after the general interests of the industry of which they are a part as well as the special interests of the trade association that honors them.

What can you as Association Members or nonmembers do to help lighten their duties and to make them feel that their services, their sacrifices are truly appreciated?

Service, willingly and freely performed, deserves our approbation. As a suggestion, would it not be both just and fair on the part of all the leading Macaroni Products Manufacturers in exchange for the unselfish service on the part of the Association Officers, if every mother's son in the trade attend the national conference of the industry as a manifestation of our appreciation of their efforts?

Think this over, gentlemen! Has it ever occurred to you that the success of an administration might even be measured by the attendance at the convention where they make a report of their stewardship?

For a whole year the present staff has served you. In Directors' meeting and through persistent correspondence they have fought our fights. Can we deny these officials this little courtesy which they have a right to expect from us and which they are truly deserving?

In fear that you may have forgotten—the place to pay this courtesy is at the 1929 convention in New York City in June.

Make a Date now to perform your Duty then.

JOHN J. CAVAGNARO

Engineers and Machinists

Harrison, N. J.

U. S. A.

Complete
Equipments

Accumulator
Systems

Presses

Kneaders

Mixers

Mould Cleaners

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Moulds, Etc.

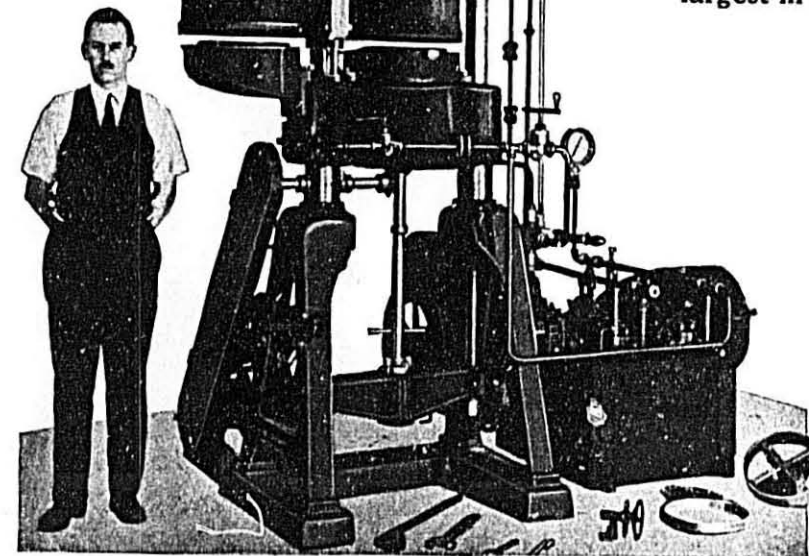
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largest in use.

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Specialty of
MACARONI MACHINERY

Since 1881



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

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 "Oldest Millers of Durum Wheat"
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