

**THE  
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*The*  
**Macaroni Journal**

Minneapolis, Minn.  
August 15, 1929

Volume XI

Number 4



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

### **Know Your Market**

The consumption of any food depends materially on the attitude of the public—the consumers. Along this line of reasoning, the consumption of macaroni products will grow in proportion to the increased desire created for them by the better class of producers.

Some pertinent information is given on this phase of our business by recognized experts. Read in this issue the suggestions and recommendations of these authorities and then determine to put them into effect immediately and profitably.



# How Many Times Can Your Dies Be Refinished?

THE most important part of a macaroni die is the outlet hole of the chamber, commonly called "the notch."

Wear is very great at this outlet hole, due to the flow of the paste under compression, and at intervals careful manufacturers send their dies back for re-finishing, that the holes may be again made perfectly uniform and smooth. If the maker has been liberal with the material used in the chambers of his die, and his chamber design uses a long outlet hole with thick surrounding walls, they can be renewed many more times than where a shorter hole and thinner walls are used.

Obviously, the more times the die chambers can be refinished, the fewer times you will have

to buy new dies. For your pocketbook's sake, you should examine carefully, the chamber design of any make of dies before you place an order.

You are safe in buying Maldari Insuperable Macaroni Dies for particular attention has been paid to giving extra strength and length to the outlet end of the chamber. Not only do these dies stand up for a longer time before they will need refishing but they can be refinished again and again.

Also because of specially designed tools and a splendidly equipped plant, you are safe in sending your repair work to Maldari. When your die is returned it is to all practical purposes a new one.

Let Us Tell You More About Our Dies and Our Repair Service. Your Inquiries Are Invited.

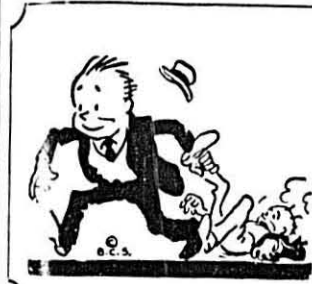
F. MALDARI & BROS., INC., 178-180 Grand Street, NEW YORK CITY

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

**MALDARI'S**  
**INSUPERABLE**  
**MACARONI DIES**

August 15, 1929

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**Grins  
Smiles  
Chuckles**

*A Tonic for Business Worries*



### A Born Optimist

"That fellow Jones is a born optimist—most hopeful fellow I ever knew."

"Yes?"

"He certainly is. No matter how hard a job you set for him, how difficult, you can be worrying yourself to death, but he won't; no, sir! He'll just smile and tell you to keep on your feet; behind the sun the clouds are darkest, never so dark as the night, until you could almost waste a brick on him!"

### Aiming About Long Enough

John Bewins was the most bashful lad in a Wessex village. For 3 years he had been keeping company with Fanny Reed, but he could not bring his courage up to the popping point on Sunday night as he was leaving the garden gate of his home, when he encountered the old man who had begun to live under the diffidence of his daughter's sweetheart.

"Look'ee here, John!" exclaimed paternfamilias, "you have been coming to see my daughter for several years now, and I want to know what your intentions are?"

"Well, s-s-sir," stammered John, "I am aiming to marry her."

"A-aiming?" snorted the old man. "Well, don't you think that's a little time that you tried?" London Tit Bits.

### Gambling Business

If you bet on 3 kings, why that's gambling; if you bet on 3 aces, that's entertainment; if you bet what will come up, that's big business.

### Profitless Volume—Shaky Business

The macaroni manufacturer who invests thousands of dollars in his business, bears the heavy expense of operating his plant and of selling his output, quotes prices that net him hardly profits, or no profits at all, this only to secure volume. He may find himself in the situation of the colored brother who had just caught a possum. He skinned it, suspended it

and went to sleep. A friend came along, sniffed the odor of this appetizing morsel and ate it, being careful to wipe the grease from one of the bones on the lips of the sleeping owner. When the latter awakened, he saw the embers of the fire and the bones of the possum. "I guess I must have ate that," he said, smacking his lips in dubious fashion, "but I declare it's the most unsatisfying possum I ever ate."

More volume with unobscured profits is unsatisfactory business.

### Her Complaint

He was tired of playing pokes on his wife, and he thought he had found a game.

"My dear," he said as they sat at supper, "I heard such a sad story today about a young girl. They thought she was going blind and so a surgeon operated on her, and found—"

"Yes?" gasped his wife, expectantly.

"That she'd got a young man in her eye," finished the husband with a chuckle.

"For a moment there was silence. Then the lady remarked slowly:

"Well, it would all depend on what sort of young man it was. Some of them she could have seen through easily enough."

### You Said It

A stamp bearing the portrait of Ananias rather than Washington would be much more appropriate for some of the stuff we get in the mail.

### What Could You Expect?

One and one are two.  
But if one and one should marry,  
How is it in a year or so,  
Three or two and one to carry.

Calgary Eye Opener

Well, so long Joe. We want to look after your semolina needs again this year just as we have before."

"Count on us, Tom—and by the way, at the convention a lot of fellows told me how well satisfied they were with your Two Star Semolina. It is mighty good advertising when they talk that way about you."

"Yes—I heard of it and we expect another big increase in business this year. Good-bye, we'll have the stuff you want, Joe."



**BE SURE  
TO SEE US  
BEFORE BUYING**

**TWO-STAR  
IS A GOOD  
PRODUCER**

**MINNEAPOLIS MILLING COMPANY**

Minneapolis, Minnesota

NEW YORK OFFICE:  
110 Produce Exchange

CHICAGO OFFICE:  
612 S. Michigan Avenue

# THE MACARONI JOURNAL

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## GETTING THE CONSUMER'S SLANT

The business world is an ever changing one. The business man who chooses to continue doing business as did his ancestors sooner or later finds himself at the feet of the profession.

The wilewake macaroni manufacturers are striving, strenuously to keep up with changing conditions in their business. They are getting further and further away from the old practice of just making a product and then forcing it on the consumers. They now depend materially on study and research to ascertain what the consumers prefer and then aim to make their products conform with those expressed preferences.

In keeping with this modern trend one whole session of the recent conference of the Macaroni Industry in New York City in June was devoted exclusively to the idea of getting the consumer's slant on macaroni foods, their popularity or lack of popularity among certain classes and reasons therefor, and fully to listen to suggestions from experts as to ways and means of making the American consumer more "macaroni conscious."

Fortunate, indeed, was the macaroni and noodle maker who had the pleasure of listening to the speakers and taking part in the discussions the morning of the second day of the convention when the consumer had his inning. While the addresses read in this issue the valuable points gleaned in the free discussions of each topic will be lost to many who would surely profit therefrom.

Never before in the history of the macaroni conferences in America was there such an array of expert authorities on the subject scheduled to address a gathering of manufacturers, all of whom had the consumers' views and ideas with respect to their products in mind. That the program was appreciated was evidenced by the unstinted praise given the sponsors in this group and an outstanding list of speakers in one long to be remembered session.

First came an interesting talk by a man of wide experience, Dr. Dan R. Hodgdon, D.Sc., J.D., LL.D., whose present day efforts in conducting the Home and Food Bureau over Radio Station WABC, New York City, are widely known and deservedly appreciated. As president of Hahnemann Medical College and Hospital, Chicago, for many years, later as director of the Industrial Educational Bureau; president of the College of Technology and director of the School of Technology in Newark; lecturer for the Newark Institute of Arts and Sciences and a member of the faculty of New York University and the New Jersey State Normal School, he had an opportunity to make a thorough study of foods in general for the healthy and the sick, to know the value and the merit of each product and to learn the attitude of the public toward them.

Dr. Hodgdon claims that macaroni products have already found a small place on the American table, solely through the merits of the products themselves, and in many instances despite the backwardness of the producers. In his opinion macaroni products are energy producing and repair foods that

are almost indispensable in the American diet, a real food that should not be substituted for other foods but used in proper combinations. Macaroni products can be utilized in balanced menus to help Americans live a normal life, an efficient life and a longer life. The task of the manufacturers and of the National Macaroni Manufacturers Association which represents the progressive elements in the industry is to point the way by honest advertising of the true macaroni facts.

In the home woman is queen. On her decision depends the popularity of certain foods. Those that appeal to her, whose values are properly taught her, she uses often, the others only rarely. Three leading speakers, all experts in their line, told how and why macaroni products may be made more popular in the American homes.

As might be suspected, Marion B. King, Associate Editor of The Forecast Magazine, a recognized authority on foods, knows her macaroni. She tackled the task from a slightly different angle, the value of macaroni products as a food for the hale and hearty as well as for the weak and sick citizens. Her wide experience qualified her to speak authoritatively. While serving as dietitian in chief at the Earth Creek, Michigan, Sanitarium she had unlimited opportunities to study the effect of macaroni products on patients and her conclusions are convincing.

The good work of the Forecast School of Cookery is appreciated by many thousands of listeners who three days a week for thirty weeks hear "The Lady with the Wand'ring Voice," as Mrs. C. Houston Goodrich is known. Using the National Broadcasting Company hookup of many of the leading radio stations in the country, she and her assistant, Marion B. King, now are recommending macaroni products "from the cradle to the grave."

"Mrs. Consumer does 85% of all the buying in the country and 92% of the retail grocery sales are made through her. Get her on your side," says Miss Elizabeth Hallam, Bolin leading consultant, and you have a most worthy ally. If the modern housewife does not know all about macaroni products, you alone are at fault. Macaroni with all of its appeals should be easily sold to Americans as fast as its qualities are made known to Mrs. Consumer. Miss Bolin makes some worthwhile suggestions.

Advertising of any kind is helpful, good recipe releases are fine, radio lessons help materially, but actual demonstration of the preparation of a product, particularly one so little known as macaroni, is one of the surefire ways of getting and holding attention. That was the message nicely delivered by Miss Marye Daluke of the Kraft Foods Cheese Company. The future of the macaroni industry would be assured if only a small percentage of the women of the land could and would prepare this food in the appetizing forms and shapes and combinations demonstrated by this expert. Both the demonstrator and her ideas sold themselves well.

Read their addresses in this issue to learn the consumers' slant.



### Macaroni Press Notes

#### Macaroni Is a Chinese Food

If you know anything about macaroni, antedating the Ming dynasty in China, you may know more about its origin than available records tell us. But if you do not know any more, then it is reasonably certain macaroni is a Chinese rather than an Italian food.

Macaroni, of course, is made in this country today because its base is durum wheat. This is a hard spring wheat. Many marketers have wondered about how macaroni is made.

It is sifted, mixed with pure water, kneaded mechanically and then forced by hydraulic pressure through a cylinder with a die plate at the bottom. This will doubtless surprise a few who have long believed lusty Italians blew holes in strings of wheat.

Macaroni and spaghetti ordinarily sell at the same price. It is a matter of preference which you will choose, the large or medium size tubes. Imported macaroni is no better than domestic, and the latter, we are sure, is made under sanitary conditions.

Vermicelli is macaroni in still another form. It has tiny tubes and is used chiefly in soup. Because it is more difficult to process, it is slightly more expensive than macaroni. Among the possibilities of macaroni are the smaller shapes favored by Italians for soup garnishes and are quite tasty. One may buy this paste rolled and pressed into all sorts of fancy and amusing forms and shapes favored by Italians for soup garnish today are but new ways of shaping macaroni. Macaroni is one of the tastiest and most popular of all cereal foods.—Duluth Herald.

#### Macaroni Aids Meal Planning

Macaroni has for years been the chief starchy food of Italy and for centuries, while the French people ate bread and the English people ate porridge and pudding, the Italians ate macaroni. Now, of course, English and Americans and almost all the world besides have taken to eating bread—white bread and rolls of the sort that seems to have originated in France.

Macaroni is becoming more and more popular here in America, but interestingly enough when we eat macaroni we seem to think that we must also eat bread and possibly potatoes besides. When the Italian makes a meal of macaroni with tomato sauce, a little cheese and some salad or fruit, he is getting a perfectly balanced meal.

When we plan meals with macaroni we should be careful to have them as well balanced as the Italian who without thinking at all about proteins, fats and carbohydrates, mineral salts or vitamins manages to include them all in his humble meal. We should remember that the macaroni while supplying plenty of calories is even more deficient in necessary salts and vitamins than bread, which has yeast and usually milk in its makeup.

If we serve macaroni au gratin we have proteins in the cheese and the milk that is used in the cream sauce, as well as a sufficient amount of fats. There should then be some sort of green vegetable such as lettuce as well as fruit if possible. To serve macaroni au gratin with meat and bread and butter is a bad trick because we satisfy our appetite on a combination that is too abundant in starches and energy producing food.—Springfield (Mass.) Union & Republican.

#### Macaroni Real Surprise Meal

The foundation for a hearty summer meal is contained in a package of high grade macaroni.

Baked on top of the stove, a dinner of macaroni and any of the dozens of flavory foods that combine so well with this foundation food will add variety and interest to the evening meal.

Macaroni and cheese occurs to one first, then a variation with tomatoes. After you have had these standbys one week, surprise the family with curried lamb with macaroni or a dainty such as macaroni and veal kidney stew or a chili con carne with macaroni. This is referred to by those who relish it most as "chili mac."—Chicago Herald-Examiner (Prudence Penny).

#### Advance in Bulk Price

From several sources comes the welcome news that bulk prices are at last stepping up with advances in semolina. There have been several sharp advances in the prices of semolina during the past summer, all apparently justified on the basis of the unfavorable crop reports from the durum wheat states and southern Canada.

The capacity for producing bulk macaroni is estimated to be at least several times larger than is needed to supply the dwindling markets. In figuring this capacity it is not necessary to go to the extremes employed by some manufac-

turers of giving their capacity on the basis of continuous or 24 hour day production. Even with plants running only a 9 hour day bulk goods millions of pounds in excess of the needs can be manufactured.

It was first predicted that the durum wheat yield this year would exceed 90,000,000 bus. In the middle of the season the figures were cut 15 to 20% and with the extreme dry weather prevailing in the northwest during July when the wheat was heading, it is predicted that the 1929 crop may not exceed 65,000,000 bus. When it is figured that not more than 15 to 20% of the entire crop is suited for semolina making the reason for the recent rise in semolina prices can be appreciated. Several of the recent changes were made in the slump season when few if any purchases are made by macaroni manufacturers.

Some even predict that 5 1/2% semolina will prevail on the new crop. If this is expected, now is the time to prepare for the increased cost of raw materials. Bulk macaroni and in many cases even package goods have been marketed ridiculously low. A little hedging upward is not only timely but urgent. Sales should be made only at anticipated replacement prices with a slight addition for the unexpected. Only by selling profitably can any manufacturer hope to succeed in this or any other business.

#### Competition Low Among Business Failure Causes

A nationally known commercial credit rating firm reports that competition accounted for but 3.6% of business failures in 1928, holding fifth place among causes of such failures. In the report for 1924, however, competition ranked seventh, accounting for only 1.1%. A man cannot be a good American unless he is good for something. I still want to be good for something," he replied. This is a real standard for ideal Americanism whether that standard be maintained by an individual, a company, corporation or association. To fill a place, to have a real purpose, and to contribute something to the health and welfare of the American people, seems to be the ideal of your most excellent association.

	1924	1928
Lack of capital	31.4	35.1
Incompetence	34.7	31.8
Specific conditions	21.1	17.4
Inexperience	4.8	4.1
Competition	1.1	3.6
Fraud	3.7	2.1
Unwise credits	1.3	1.1
Failure of others	.....	.....
Neglect	1.0	0.8
Extravagance	0.7	0.6
Speculation	0.2	0.2

## Selling American Consumers on the Real Food Merits of Macaroni Products

By Daniel R. Hodgdon, D.Sc., J.D., LL.D.

I appreciate very much the introduction given me by your president, Frank J. Tharner. When I was introduced to speak in Chicago some time ago the chairman gave me somewhat different introduction. He said that I reminded him of a man who had nothing to say and that when he stalked him he would take so low no one was able to hear him. When I addressed one of his listeners he became exasperated and after a time rose from his seat and interrupted the speaker by saying, "I wish you would speak a little louder. I am unable to understand you."

The speaker paid no attention to the member of the audience who had interrupted him. After a few moments the exasperated listener rose again and addressed the chair, saying, "Mr. Chairman, isn't it possible for the speaker to talk a little louder so that we may hear what he has to say?"

The chairman turning to the member in the audience who had interrupted the speaker, asked, "Can't you hear what this speaker is saying?"

The reply was a decided, "No." "Then, thank God, and sit down," replied the speaker.

I hope this talk may be somewhat more readable.

Your chairman has been very kind in his introduction but I feel that it is my duty to enlarge upon it a bit that there be no misapprehension. I was born in the state of Maine. I am therefore a full-fledged "Maine" which excuses me from any strange matter which I may introduce in this discussion.

At the close of the World war a young man came to my office who had had both legs cut off by a shell, one arm amputated and one lung partly destroyed by gas. His first report upon entering the office was, "Do you think that there is anything I can learn so that I may be a good American?"

Surprised and startled by a question coming from a man who had given so much for his country, I asked, "What do you mean?" "A man cannot be a good American unless he is good for something. I still want to be good for something," he replied.

This is a real standard for ideal Americanism whether that standard be maintained by an individual, a company, corporation or association. To fill a place, to have a real purpose, and to contribute something to the health and welfare of the American people, seems to be the ideal of your most excellent association.

Macaroni Helps Make Balanced Menus The widespread interest in the use of macaroni and macaroni products has been growing very rapidly in the last decade. This has been due largely to the merits of the product itself. It has found a place in the American diet that is highly valuable and beneficial.

dollars per year is spent upon cathartics by this nation alone. The debilitating effects of laxative compounds are well recognized by the medical authorities. Proper food combinations would eliminate this great curse upon civilization.

Did you ever ride in the New York city subway or street cars and read the advertising signs? Probably no one is more ingenious than the one who invented the method of displaying these signs, arranging them so that they offer suggestions of one kind or another for almost every phase of human life.

You will see a beautiful sign advertising that excellent food, gelatine, placed next to a patent medicine. Why this medicine should



Daniel R. Hodgdon, D. Sc.

follow a food of this character is an interesting thought, although a pancake flour follows the patent medicine advertisement. A vapor rub seems a ludicrous sequence, but it is equaled when you see at the end of the car the picture of a healthy child eating bread, while over his head in bold letters stand these words, "Toothpaste for Pyorrhea." On the other side of the car evaporated milk is supported by an underpinning of liniment, which kills even the most deep seated pain, according to the signs. Cake is often followed by a cough syrup and a sauce joining arms with a baldhead remedy. Wherever we go we find the evidence of the suffering of mankind played upon by the vast advertising schemes to induce people to use patent medicines.

Much of human suffering is caused by unbalanced meals and deep ignorance of the diet needed to make strong, healthy people. None of these foods I have mentioned deserves to be linked up with that great curse of American gullibility, the patent medicine business. They are foods worthy of any home. Yet if the suggestion which the subways give should be carried out in appropriate detail in the home we would find next to each article of food on the pantry shelves some bottle, some pill, or some salve! The proprietary medicine tax upon the pockets of the American public runs annually into the mil-

lions of dollars, and represents a sum large enough to eliminate entirely the condition of malnutrition in the country caused by improper combinations of foods and unbalanced diets.

#### Meal Planning for Health

If people paid more attention to the quality of food which they buy, to its purity, its wholesomeness, there would be far less illness in the average home and little need for the proprietary medicine closet. There are thousands of homes in which the meals are of such a nature that they fail to provide the necessary elements for keeping the organs in good condition, even though the food provided seems to be plentiful. There are diets which starve the teeth, and no toothbrush or toothpaste will ever replace what is lost through these improper diets. Other diets may starve the heart, and no medicine known can feed the organ these elements which will make it function as it will when the whole body is in proper tune. Kidneys and liver may be undernourished or they may be overworked and medicine cannot offset these evils. What is true of these organs is true of the other parts of the body.

The lesson the American nation needs to learn is that strong, healthy bodies depend upon balanced foods which are eaten because the people have cultivated an appetite for those things which make for health and have refused to eat those things which are harmful.

#### Macaroni Easily Combines

We are living in a time and under a stress of conditions which wear out our bodies much faster than in days gone by, and we need to think more of feeding the nerves, the heart, the lungs and other organs and tissues of the body, instead of merely appeasing the appetite. The system is constantly wearing out and needs to be repaired at the wearing points by the right kind of nourishing foods.

Macaroni and macaroni products have an important place in the dietary as energy producing and repair foods. It is a real food in itself and should never be substituted for other foods. Now and then we hear of macaroni being substituted for potatoes. This is wrong. Macaroni is an acid producing food in the system. Potatoes are alkaline producing. The human system requires both types of foods for a well balanced diet. Too much acid food produces acidosis. Too much alkaline food produces alkalosis. Macaroni combines well with many different food products and thereby becomes a most valuable food in well balanced dietaries.

Macaroni is, in other respects, very different from potatoes. Macaroni contains about twice as much muscle building food (protein) as potatoes, 9 times as much fat, between 5 and 6 times as much carbohydrate or heat producing food and has more than 4 times as much food value as potatoes for the same weight.

#### Minerals in Macaroni

Calcium, magnesium, potassium, sodium, phosphorus, chlorine, sulphur and iron are the



chief minerals we all need to have introduced into our system daily.

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

From the standpoint of digestibility, macaroni stands very high. For this reason, less than 11% of this food is lost in a process of digestion and assimilation. It is found to be a food of unusual merit among people who may suffer from digestive troubles. It nourishes the body quickly and provides energy with a comparatively small amount of effort upon the digestive apparatus.

Unlike many other foods macaroni contains few or no substances which are injurious to the blood vessels or to the liver. It produces practically no uric acid. It has been found to be a useful and favored food among those suffering from ailments like lumbago, rheumatism, arteriosclerosis, gout, diabetes and similar disorders.

#### No Meat Substitute

The Connecticut Agricultural Experiment Station in a compilation of diabetic foods shows that macaroni contains 6.9% of protein, 9% of fat, 58.8% starch, 12.6% of other carbohydrates.

For the vegetarian macaroni is a food that cannot be excelled. It combines very well with vegetables, furnishing an unusual and excellent vitamin, mineral, roughage, and nourishing balance. I hold no brief for vegetarianism because it is so seldom understood that it does more harm than good. As one eminent physician has said, "All those who eat greens, grain and grass, are not all thoroughbreds or all jackasses."

Vegetarianism is said to make people gentle, kind and strong; so are jackasses.

An eminent writer and physician once said that the fiercest man he ever saw in his life was a vegetarian who discovered he had eaten a caterpillar with his lettuce. Maybe there is some truth in the fact that meat makes you fierce.

Combination of vegetables with macaroni is to be recommended not only because these help to bring about the proper balance; but because certain vegetables which are important to health, may be combined. Carrots may be used with macaroni as a food to free the system of putrefactive bacteria. The chief virtue of carrots lies in the strong antiseptic qualities which they possess. They prevent putrescent changes within the body. The value of the carrot was well recognized in earlier times, and the pulp was applied directly to putrid indolent sores with remarkable healing results.

The tomato is used with macaroni. Tomatoes are comparatively rich in assimilable iron, vitamin C and citric acid, all of which produce a very excellent balance with this remarkable food.

Onions used with macaroni act as an appetizer. They also contain assimilable food iron and help to dissolve uric acid in the human system.

Parsley is another food that should be used with macaroni. It is quite efficient in assisting the blood to become more alkaline

in reaction. Parsley tends to improve the appetite. It stimulates the sense of taste and helps the digestion. It acts to promote the flow of the urine and tend to augment perspiration.

#### Ideal Food for Young

Macaroni is an unusually good food for children. It is free from putrefactive bacteria. It nourishes quickly. It supplies energy to the body without great effort upon the digestive system and it has a favorable reaction upon putrefaction within the intestines.

For older people it is a food that has been indicated for generous use in cases of myocarditis, which is degeneration of the muscle fibers of the heart.

Too many of the diets used in the homes today are such as to bring on early senility and decrease the efficiency. Chronic fatigue which is so widespread is often due to improper balance of diet.

There are too many men who lose their efficiency in middle life because of bad dietary. In other words a lot of worthwhile individuals actually die at the age of 50 and 60 years, as far as their usefulness is concerned, but they hang around until they are 70 or 80 years old before they are buried.

One of the great jobs of the National Macaroni Manufacturers association is to bring before the American public the real food value of macaroni and its place in the dietary. Its job is to show the kind of balance menus in which macaroni may be used that will help Americans to live a normal life, an efficient life and a longer life.

Macaroni certainly can contribute to all of these things, in a large way, if the National Macaroni Manufacturers association will point the way by honest advertising of these facts.

#### Million Dollar Pests

Without a doubt there are many Million Dollar Pests (not PETS; we have heard of such, including chorus girls and movie actresses) but those in which the macaroni industry is interested are the pests which cause enormous amounts of waste in the manufacture of the products. These are the different types of weevils and flour beetles.

It has been estimated that the annual loss to food industries on account of insect pests equals, if not exceeds, the annual loss from fire. This waste, in the opinion of the U. S. Bureau of Entomology, which makes intensive studies of the subject, can be eliminated by scientific fumigating methods.

Insect pests have gained such a foothold in this country that they are to be found everywhere. Most of them lay from 200 to 300 eggs which become adult insects in about 4 or 5 weeks. The adult does little or no damage. It is the worm that eats and destroys the product in which it lives before it reaches the adult stage.

With this fact in mind it is necessary therefore to consider the problem from the viewpoint of the entire plant. The

manufacturer should begin the fight before the pests begin to multiply and in that manner keep down the damage to a minimum. The basic idea is control in the early stages to prevent development, rather than making an exhaustive clean-up after the plant is infested. Systematic and frequent fumigation of the plant will achieve this result.

Obviously the first step in maintaining an insect-free plant is to eliminate the presence of insects in the buildings where the products are made or stored. The fumigation of buildings to kill the insect pest is one of the earliest forms of control and for many years constituted the only effort made by many concerns. The flour milling industry, for example, is exceedingly well established in fumigation work and there is no large or reputable flour mill in the United States that does not follow the practice of fumigation.

Although many chemicals have been tried as fumigants, Liquid HCN (hydrocyanic acid gas) is definitely established as the most effective control material. Liquid HCN is this very effective gas modernized so as to permit all of its shipment and handling with the utmost safety. It is deadly to all forms of insect or animal life and harmless to food products. It is extremely penetrating. It will penetrate to the center of a book 2 inches thick, upon exposure to ordinary fumigating density of not over 4 hours, and therein sensibly affect test papers placed between the leaves of such a book.

Liquid HCN is NON-EXPLOSIVE and NON-INFLAMMABLE and its use does not create a fire hazard.

A very interesting and beneficial booklet on the subject of fumigation has been published by the Fumigators Supply Company (Division of American Cyanamid Company) 535 Fifth av., New York City, N. Y. The branches established throughout the United States under the name of Fumigation Service, Inc. maintain a staff of trained employes for the sale and service of Liquid HCN, and will also furnish any information wanted upon request.

It is suggested that members of our association who are especially interested in this subject will find it to their benefit to consult Dr. Back or Dr. Cotton of the Bureau of Entomology.

Got a dollar, Jones?  
Yeah; I got one.  
Will you lend it t' muh?  
Nope; that's dh' reason I got one.  
Richmond Times-Dispatch.





# Macaroni---On the Air

It is certainly most unfortunate for, "The Lady with the Wonderful Voice" (as your Macaroni Journal described Mrs. Goudiss) to be represented by some one with almost no voice at all. Your disappointment, however, can be no greater than mine was yesterday, when I was told that she would not be here and that I must take her place in telling you of the results accomplished by "putting macaroni on the air."

The Forecast School of Cookery began broadcasting its cooking lessons on Oct. 2 last, using the National Broadcasting association hookup, and continued for 30 weeks, giving a half hour lesson every Tuesday, Wednesday and Thursday morning. These cooking classes were in reality merely a continuation of classes carried on for 18 years as part of the work of the Forecast Magazine. For this reason it was felt that they were unique in the field. Other cooking talks had been given it is true, but none, we believe, with the backing of an accredited home economics organization. This fact did much to create interest in the project and inspire confidence as to its value.

The series of radio lessons was sponsored by 10 national firms of high repute, among them being your own Mueller company with its macaroni, spaghetti and noodle pastes, and also another company which is represented in the program today, the Kraft-Phenix Cheese company. All of these sponsors were most liberal minded in allowing us to work out the programs in our own way, putting them across in a class room manner, rather than as a sales talk with a cooking feature used as bait.

By this I do not mean that Mrs. Goudiss made any attempt to camouflage the fact that she was representing these concerns—quite the opposite; she boasted that the manufacturers of the products she used were making it possible for her to give the lessons, and that every one of them was chosen for representation because of her belief in them, and the success she had had with their products in the cooking school. So frankly was this matter presented, and trade names so skillfully introduced, that I want to read you a portion of a letter which was received from a student on a farm in Michigan. She wrote: "I am pleased to use the products of the people whose generosity makes possible your teaching us,"—and this is but typical of many such letters we received.

### Radio School Lessons Popular

Believing that with the Forecast School of Cookery and the Forecast Magazine, both featuring nutrition, the housewives would expect "red meat" along with their macaroni instead of merely an appetizing sauce, we made a point of playing up the nutritional features. Since we thoroughly believed in macaroni ourselves it was an easy matter to stress its food value having 26 calories to the ounce, where milk has but 20 calories to the ounce or a total yield of 1665 calories per pound. We also emphasized the fact that it is made from a special quality of wheat, and therefore contains 13% protein or muscle building material. We also stressed the most important fact that it is very easily digested according to Rubner, less than 10% being lost in the process. This accounts for its widespread use in hospitals where it is freely pre-

scribed for those who have digestive difficulties such as stomach ulcers, and for those cases of malnutrition where a gain in weight is desired.

As a last point we showed how economical a food it is, by demonstrating its use in low cost menus; in place of potatoes when they were scarce and high; and combined with cheese, peas, eggs, and lima and navy beans in various ways such as cutlets and croquettes, and as a substitute for meat. The use of the less commonly used pastes such as noodles, vermicelli and spaghetti, was shown in every conceivable way, such as in puddings, fried as a vegetable, and in salads. The most efficient method of preparing any dish was the one always suggested, emphasizing both time



MRS. C. HOUSTON GOUDISS  
Editor-in-Chief, The Forecast Magazine  
—"The lady with the wonderful voice."

and labor saving, and discussing the virtues of macaroni from the standpoint of a limited food budget. The reason for dwelling on the economical features was chiefly because macaroni has been treated rather like a poor relation, because it is always with us. "Its easy accessibility," which should be a strong point in its favor, seems to bring it neglect instead. It needs to be given some more education and dressed up in some new clothes. All of these suggestions for new ways of using went while the housewife was in the home actually doing the cooking, which seemed to be much appreciated. Letters began to pour in, asking questions about menu planning and budgeting and the use of macaroni for their children. In this connection we had the authority of an eminent baby specialist that he recommended its use, for normal babies at one year, provided they had been weaned. They told us what a help the lessons were to them, saying "it is such a pleasure to cook with new recipes," "so easy to improve with new ideas," "I had no idea there were so many ways of cooking macaroni," "macaroni is helping to make the meals of my 4 growing children both tempting and nourishing." Requests for the recipe booklets were of course numerous but it was quite a surprise upon finishing the series of lessons to discover that letters received up to May 3 totaled 33,174. And they are still coming in!

A map was made showing the geographical distribution of the letters received. There

By Marlon Bailey King, Associate Editor  
The Forecast Magazine

were but 3 states in the Union which were not heard from, Idaho, Nevada and Alabama, but this was offset by the fact that Hawaii, Panama canal, Alaska and the Philippines were each represented.

### Teaching Old Ideas to New Cooks

A letter received from a woman out west was really touching in its gratitude: "Many a back breaking hour I spent in making noodles, until I heard you recommend factory made egg noodles. I was skeptical but decided to try them and now my noodle making days are over. I have had them several times, in different dishes, and have found them to be all you said."

Thus, The Forecast Radio School of Cookery seemed to take advantage of a neglected opportunity for, as one student wrote Mrs. Goudiss, "We new cooks will be the old cooks of tomorrow and it lies with folks like you whether we are good ones. We have the urge to be good cooks, for our business training teaches us efficiency."

And so we go on the air again next Sept. 3, this time for 52 weeks, with the added stations of Baltimore and Kansas City. We are going to continue making, or rather helping to make, efficient cooks out of amateurs and toward this end extolling the virtues of the macaroni pastes, and recommending their use "from the cradle to the grave."

### Macaroni No Cure-All

Question: My salesman in St. Louis says they are using macaroni for diabetics. Is this true?

Answer: Certain physicians, such as Dr. Sansum, Cottage hospital, Santa Barbara, are advocating a high calorie high carbohydrate diet for diabetics. Other physicians also believe that the diabetic has a better chance of combating the disease if his weight is maintained and if his diet is a normal diet. Such specialists use both macaroni and potatoes, but they give sufficient insulin to utilize this extra carbohydrate. Macaroni is a starch and changes to a sugar when digested, the same as any other starch. Therefore, it is not wise or safe to call macaroni a diabetic food. But if a physician prescribes it you may rest assured that the case is a mild one or that he is taking care of the sugar formed in some other way, as with insulin.

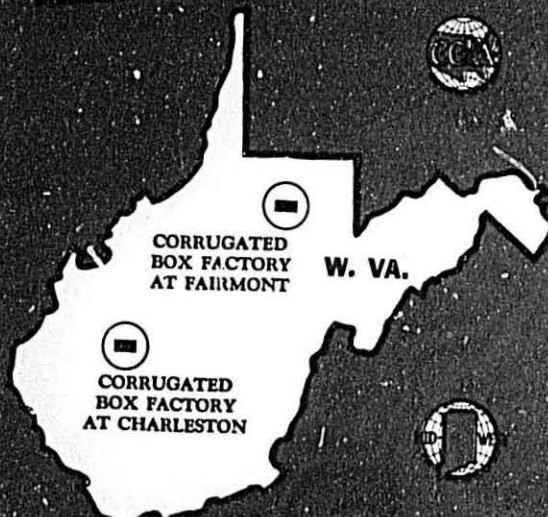
### Macaroni, a Body Builder

Question: Is macaroni fattening?

Answer: Yes. It is fattening because it is rich in starch, a potential sugar, and also because of its easy digestibility. One ounce of sugar which is not needed for immediate use by the body or for storage, is built up into 4 oz. of fat in the body. Macaroni, in the process of its manufacture and also because of the method of cooking, is rapidly digested; therefore the saliva in the mouth acts upon it easily and its digestion is quickly completed when it reaches the small intestine and comes in contact with the pancreatic juice. It is therefore readily absorbed and used to furnish energy, or to build blood and muscle. The protein or gluten of the wheat builds blood and muscle tissue, and the lime, phosphorus and some iron which it contains help in both blood and bone building. Macaroni is more fattening than some kinds of bread, such as graham or bran because it contains less cellulose or indigestible material.



Our corrugated box factory at Fairmont, W. Va., is shown at the left.



**CORRUGATED BOX FACTORIES**  
of the  
**CONTAINER CORPORATION OF AMERICA**  
and **MID-WEST BOX COMPANY**  
in WEST VIRGINIA

OUR Corrugated Box factory at Fairmont, West Virginia, is another prominent unit of the Mid-West "Consistent Quality" group (since 1926 affiliated with the Container Corporation of America), known, wherever corrugated shipping containers are used, for general excellence. This plant serves West Virginia and Virginia, the Carolinas and bordering states.

The plant at Charleston, another Mid-West unit, also makes the superior grade corrugated with high, resilient corrugations so typical of the Mid-West product. It serves practically the same territory as Fairmont on the north, plus bordering Southern States.

The location of these several plants insures first-class service and comparatively short hauls.

**OTHER FACTORIES AND MILLS**  
at Philadelphia (Manayunk) Pa., Natick, Mass., and Bridgeport, Conn. (except Chicago, Anderson, Ind., Kokomo, Ind., Cleveland, O., Circleville, O. and Cincinnati, O., plants, previously shown in this series)  
**WILL BE FEATURED IN LATER INSERTS**

THE HOME OF  
DEPENDABLE  
CORRUGATED  
SHIPPING  
CONTAINERS



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

**Just a Word of Caution to Buyers of Fibre Boxes**

WHEN lower prices obtain on corrugated products we have noted a tendency on the part of some manufacturers to "experiment" in the quality of boxes specified in orders. Although railroads specify that liners in corrugated boxes shall caliper .016 or more and shall have a bursting strength per square inch of 85 lbs., or higher, and 175 lbs. per square inch bursting strength, or higher, in solid fibre boxes, yet, in some instances boxes are furnished which do not meet the required tests. Buy from reliable makers that do NOT experiment.

Let us help solve your shipping problems with highest quality boxes. Send in COUPON below.

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

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

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

**RETURN COUPON**

CONTAINER CORPORATION OF AMERICA  
111 West Washington Street, Chicago

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

Name \_\_\_\_\_  
Title \_\_\_\_\_  
Firm \_\_\_\_\_  
Address \_\_\_\_\_

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

August 15, 1929

**THE MACARONI JOURNAL**

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and because it is so readily digested and absorbed. In cooking macaroni the woolly fiber which holds the starch grains is dissolved, freeing the starch. Toasted white bread is similar to macaroni from the viewpoint of digestibility, but not bran or graham bread.

**Need No Additional Sugar**

Question: How much milk sugar should be used with macaroni when using it to change the intestinal flow, as the other speaker mentioned?

Answer: One to 2 tablespoons of milk sugar each meal are effective. The object is this: the intestinal flow is composed of 2 opposite types of bacteria. The acidophilus, etc. are good bacteria which help to ward off high blood pressure, auto-intoxication, arteriosclerosis conditions. In order to flourish, the good bacteria must have food. The food it requires is sugar. Macaroni furnishes sugar. Adding milk sugar to it further increases the supply of food for the good bacteria. In this respect it is exactly the opposite of meat, which furnishes food for the putrefactive bacteria. Macaroni contains wheat protein, which is not a putrefactive form of protein.

**That Potato Question**

Question: Should macaroni be used in place of potatoes or with potatoes?

Answer: Macaroni does take the place of potatoes in the diet as far as starch content is concerned but is not the same as potatoes in other respects. Macaroni is acid in reaction in the blood while potatoes are alkaline. Therefore macaroni should be combined with such vegetables as tomatoes, lima beans and other alkaline residue vegetables, to make an ideal dish. Macaroni is a most welcome change from potatoes. So are noodles. Creamed, or with chopped parsley and butter sauce, they are excellent with meat. With cheese, eggs or dried beans, it takes the place of meat, and furnishes a better type of protein. When thus used as a protein food in place of meat, potatoes may also be served but it is not necessary to do so.

Question: At what temperature should macaroni be cooked to make it most easily digested? That is so it will not ferment?

Answer: It is really only partially, imperfectly cooked starch, or raw starch which causes fermentation. Macaroni, which is partially pre-digested in the process of manufacturing, is cooked in boiling water at a temperature of 212°. This carries its digestion to a point where fermentation is impossible to take place.

**The Passing of a Giant**

On July 30 a Macaroni Giant came to a predestined, early death. The obsequies were attended by only a small group of manufacturers and the ceremonies were conducted by an auctioneer, acting for a bank.

The business doctors in the industry have diagnosed the case as one of Unholy Enlargement. The Giant was so large that even the best minds in the business were unable to properly control and handle it.

The passing of this giant was a sad one, probably one of the gloomiest business affairs in the history of the macaroni industry in America.

A large, modern plant built only a few years ago by able men who visioned control of the business in the whole country, a plant with almost unlimited production capacity and equipped with some of the largest machines ever experimented with in the trade, it looked at the beginning as if it were destined to be just what its sponsors expected of it, The Macaroni Giant of America.

Along comes the world war and its after effects. The original company named existing conditions for its collapse, and the owner—the Cleveland Macaroni company—went bankrupt. Another large business concern thought saw in the enormous plant unlimited opportunities for success and it leased the property at a fair rental. After 2 years or so the giant was found unmanageable and the Armour Grain Co. re-

fused to renew its lease. Next came the McLaren Cone company with vision of big profits in macaroni from the world's biggest plant. A little over a year of experience was sufficient. Then the plant owners interested one of the successful men in the business who took it over under the name of The Golden Age Macaroni company. Despite the business ability of the men behind the company a year's trial convinced them that the Big Macaroni Giant was their master and the equipment was put on the block.

The end was not pleasant. No one likes to see a business enterprise come to such an ignominious end. A dozen or more manufacturers attended the sale, some to bid, others out of curiosity. Upward of 800 items were offered at prices that were ridiculous. Three presses, the world's largest, that cost originally around \$20,000, were sacrificed at \$1100, \$1700 and \$2100 respectively. Large 8 foot kneaders brought from \$450 to \$700. A large 4 unit dough brake and noodle cutter combined with automatic buncher sold for \$850. The outfit could hardly be replaced for \$12,000.

Much of the material sold was purchased by machinery dealers and jobbers though much of the small miscellaneous equipment went to nearby small producers, all at very low prices.

In announcing the sale Bayard S. Scotland, president of the Golden Age Macaroni company and of the Joliet

Macaroni company, advised the trade that just about a year ago was purchased the plant, property, good will and trade names of the Golden Age Macaroni company, Cleveland, O. The operations the first year were successful but it was the conclusion that better service to the trade could be given through the manufacture of all its products in one plant. Therefore it was decided to dispose of the plant and equipment in the Cleveland plant and to confine all production activities in the efficient Joliet plant.

Mr. Scotland advises the trade that the Golden Age Macaroni company is a corporation entirely separate and distinct from the Joliet Macaroni company and will remain so. The action taken in disposing of its second production plant was termed as a sound constructive business operation and one that will place the 2 firms in a much better position to satisfactorily serve their clients.

**Employes Picnic**

The annual outing and picnic of the employes and officials of G. & J. Lolue Bros. macaroni factory of Jersey City, N. J., was held early in August at Annadale bay, Staten Island, and was attended by more than 50 families. The firm supplied cars and buses for the trip to the picnic grounds, furnished a variety of cats and had the famous Italian Amateurs band on the grounds for music. It was one of the best outings ever sponsored by the firm, the sports consisting of ball games, track events and water stunts.

**MEMORABLE DATES OF WORLD'S WAR**

- 1914 June 28, Archduke Francis of Austria assassinated at Sarajevo.
- Aug. 2, Germany invaded Belgium.
- Aug. 4, Great Britain declared war against Germany.
- Aug. 23, Japan declared war against Germany.
- Aug. 25, Austria declared war on Japan.
- 1915 May 7, S. S. Lusitania sunk (1179 lives lost).
- 1917 April 6, U. S. declared war against Germany.
- Dec. 7, U. S. declared war against Austria.
- 1918 Nov. 11, Armistice in World war signed.
- 1919 Jan. 12, Peace conference begins.
- June 28, Treaty of peace signed at Versailles by foreign powers.
- 1921 Aug. 25, Treaty of peace signed between U. S. and Germany.



# Macaroni Products--How to Make Them More Popular in America

By Miss Elizabeth Hallam Bohn, Consultant

As the program indicates, to me has been assigned the very worthwhile and many sided topic of Broadening the Macaroni Market—and by macaroni I mean the whole family of macaroni pastes. How can we make the product in which we are vitally interested a more regular visitor on the American table? Dr. Hodgdon has already started the ball rolling with his excellent presentation of the health appeal of macaroni. Mrs. Goudiss has for a long time been casting macaroni on the air and it comes back to her after not so many days in the letters which have made her talk so interesting. I shall have to look to my own laurels to add to what these specialists have contributed.

You know the story about the darky life insurance agent who was summoned before the insurance commissioner.

"Don't you know," said the commissioner, "that you can't sell life insurance without a state license?"

"Thank you, boss," said the darky. "Ah knowed Ah couldn't sell it but Ah didn't know the reason."

That is what we are looking for first of all—the reason why macaroni consumption is not double what it is. Did you know that a survey made a year ago in New England revealed the fact that less than 25% of the housewives in that section (not counting the solid Italian districts) were using macaroni as a regular staple item of food? What was the reason? A lack of information on the real value of macaroni and the many ways in which it can be used.

### Psychology as First Aid

Having found the reason, what is the cure? Today it is the fashion to apply psychology as first aid to every problem from a toothache to a financial panic. You've heard, no doubt, how Will Rogers turned incipient failure into rousing success at a meeting out in Kansas. He found his audience composed largely of women and realized that his topic—politics—would not hold their attention completely. So he reverted to the subject of operations, having recently gone through this dramatic experience himself.

"All you ladies out there in the audience who have had operations, raise your hands," he is reported to have said. "If all of you will come behind the scenes later I'm sure we'll have lots to talk about." As a psychologist he could have said nothing better. He knew what appealed to the great mass of American women and automatically established a sympathetic bond between himself and them. He gained and held their interest.

### Threefold Solution to Our Problem

It is that sort of psychology that we manufacturers must develop first of all. We must understand the great American purchasing agent who does 85% of all the buying in this country. Not only are 92% of all the retail grocer's sales made to the fair sex but every phase of his business is ruled by her whims. The growth of package goods; the domestication of the tea ball from its original hotel use—I'm told that one third of the tea business is now in balls—the introduction of the very small size can and package; these are only a few examples of woman's influence on the food manufacturer.

So first we must analyze the thoughts and feelings of the "head of the head of the house" (mere man has always said this could not be done). Then we must approach her with our advertising—whatever its form—through the channels which lead to her heart. We must get our message read and lastly, having sold her, we must keep her sold by educating our jobbers and retailers to keep her interest alive and her desire for our products keen.

### Mrs. Consumer's New Attitude

Let us take a look at this being who sways the destinies of our industry. In a professional and fairly intimate contact with something over a million of the feminine species covering the 10 years since the war I have



Miss Elizabeth Hallam Bohn

found dramatic changes in her attitude of mind, habits of life and participation in affairs. Mrs. Consumer is better educated than her mother for one thing. The increased earning power of her husband has made labor saving devices possible, giving her time and energy for outside interests and recreation. According to her tastes and position in life she enjoys reading of the great world in her woman's magazines, her church, music, bridge, travel, the country club.

The principles of nutrition have lost their mystery. The meals which Mrs. Consumer plans, instead of being a deadly monotony, are a stimulating problem in calories, vitamins, mineral content and balance. Information formerly locked up in laboratories and schools of home economics is now available to her through such channels as Dr. Hodgdon's and Mrs. Goudiss' activities, manufacturers' booklets, the newspapers and women's magazines and through conversation with her equally well informed friends. Perhaps she has not yet discovered that macaroni is rich in protein and mineral salts as well as carbohydrates. That is our fault. But she will appreciate what this means when we do reach her. The possibilities of macaroni in planning economical, balanced meals will spur her imagination. For she is fast learning that the findings of scientists prove the old saying, "Tell me what you eat and I will tell you what you are."

In no phase of life has the changed attitude of Mrs. Consumer shown itself more

significantly than in her buying. Her shopping time has been cut in half through foresight and planning. She knows the virtues of canned foods and welcomes any other short cuts in cooking. Unnecessary detail is deleted from her schedule and she takes a leaf from her husband's business organization and neatly applies it to the running of her home. But in reading the many letters and analyzing the surveys which annually pass over my desk I find the same solicitude and affection, the same desire to conserve the comfort of the race as historians so vividly describe in the crinoline age. Mrs. Consumer's love of her home and children is no less keen, even though it may take the form of motoring with them or beating them on the links instead of slaving long hours over the range. To the health of her family she has added their happiness and her own youth as her first responsibility.

### How Macaroni Fits Into the New Scheme

Let me summarize the many points where our product will fit in to this modern scheme of home administration. There's the health appeal which Dr. Hodgdon has presented. As a nation we eat far less meat than formerly yet we are so accustomed to protein in the diet that we crave meat or a similar food. Macaroni's staying power is unquestioned, even when served plain. Or it can be combined with small amounts of meat to provide the flavor and at the same time offer a wholly satisfying dish.

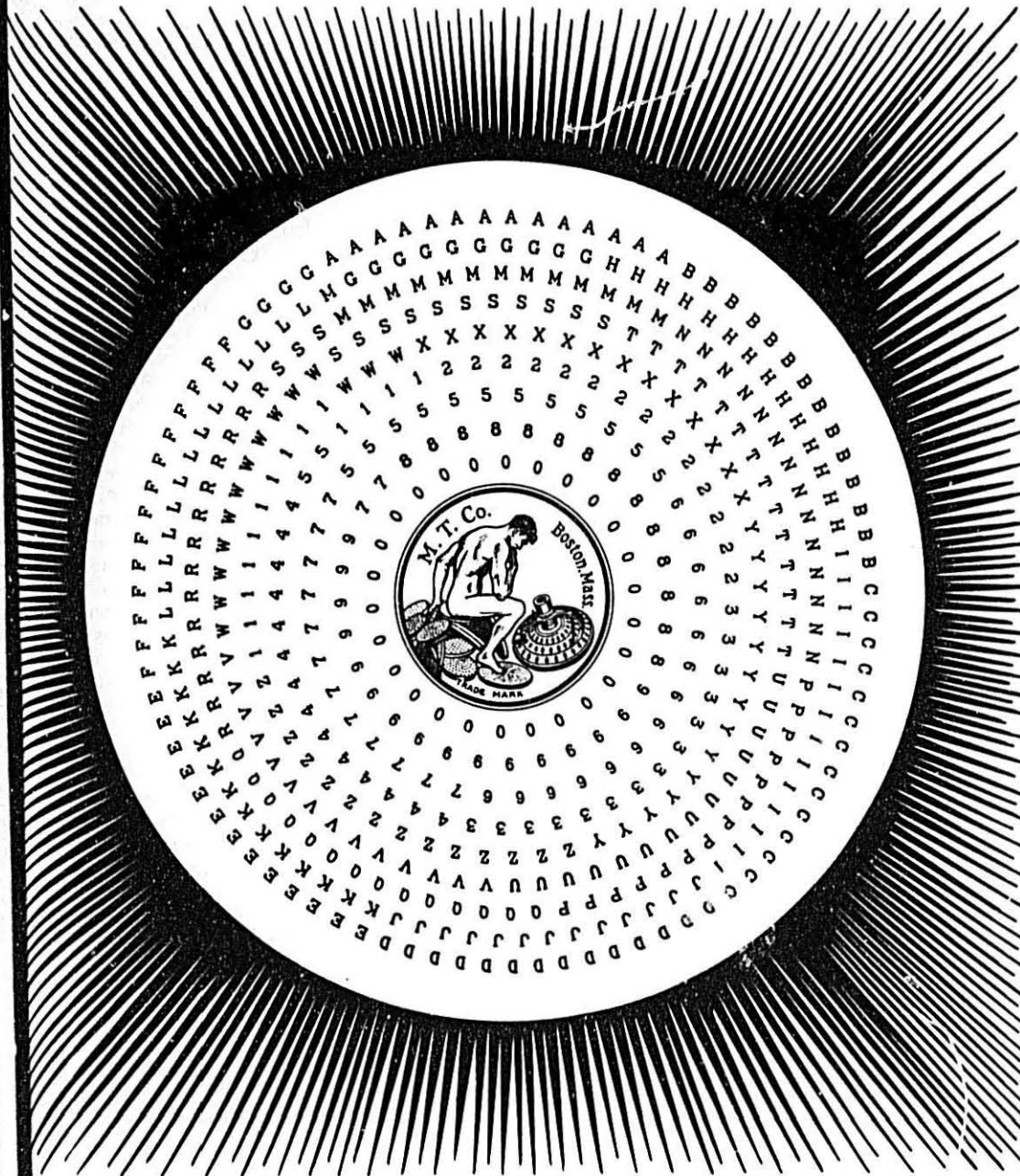
The quick cooking time is one of our strongest selling points. Also its quick preparation, adaptability to the storage space of the modern pantry, and the lack of waste. Then there's flavor appeal and variety, perhaps most important of all, and the fact that macaroni has a place in some of its forms as either a change from potatoes or as the basis of more elaborate dishes. It can be used from soup through dessert, summer and winter. Its economy is still another factor. Taken all in all, macaroni has an edge on many other foods which custom sets upon the American table far more often.

### Individual Advertising

Eating habits are said to be the hardest of all human customs to change. But modern advertising—in its so varied forms—is proving that even here psychology can break down the barriers of tradition. In presenting the selling points of macaroni to Mrs. Consumer I shall speak but briefly of individual promotion. For that is each manufacturer's particular problem, to be fitted into his own policy and budget. Each company's advertising department is the mouthpiece through which his special message is transmitted and his problem is to make sure that his hand is playing before the audience he wishes to capture.

But there are some tunes which appeal to everyone and the points I have just summarized should be played up loudly and with many encores by all. Our message must fairly sing with goodness.

National or newspaper advertising may be the logical approach for some manufacturers. The very medium carries almost unequalled appeal and force. It is interesting to note in



## The Highest Accomplishment of Perfection in Die Making

Another Product of

# MARIO TANZI & BROS., INC.

Mfrs. of Macaroni Dies

18 Commercial St.

BOSTON, MASS.



this connection that a recent questionnaire answered by 167 women revealed that 63% paid more attention to magazine advertising than to newspaper; 24% gave the newspaper more notice while 13% expressed themselves as equally interested in both.

There can be no question about the tremendous power of *recipe books* to influence the purchases of the homemaker, whatever her station in life. The appeal is so personalized. It shows that the manufacturer has tested his product and has his users' interest at heart. In order to tabulate the fate of the thousands of *recipe books* in circulation we sent out, a short time ago, a questionnaire on "what becomes of manufacturers' booklets?" The results were even more convincing than we had expected.

98% saved *recipe books* sent out by manufacturers.

96% found them useful.

90% gave satisfactory replies as to the frequency with which they were used.

The direct approach of booklets, folders and letters can tell the story in detail. Opportunity is offered for followups and for bringing back the consumer viewpoint to the manufacturer. I have known cases where the formula was actually changed following the repeated comments of users of the product. But Mrs. Consumer has been badly spoiled. She expects real information, clearly and forcefully presented and not too saturated with selling talk. She wants "different" recipes which she knows will turn out well. Attractive illustrations too carry their appeal to her. Otherwise she will pass the booklet up as *dull* like some person she knows is a bore and who tries to put her in a corner and tell her a long tiresome story she's heard before.

If a letter is good enough Mrs. Consumer will read it. But it must get her at the opening sentence. The paragraph about the product must be terse and arresting. And in concluding it must excite action. Before the recipient puts down that letter she must do something—reach for the telephone or get out the car.

Mrs. Goudias has covered the most modern of all publicity mediums—the radio. Tea rooms and dinner services are offering Mrs. Consumer a chance to actually taste the manufacturers' products or in the grocery store itself she is served a dainty helping. And outdoor posters and car cards with their crisp clean cut reminders catch the eye of the fair motorist or the more prosaic subway rider.

The mediums of approach are many. It remains only for us to use them in such a way that Mrs. Consumer will come half way to meet us.

A house to house survey recently made in the middle west convinced me that in spite of her emancipation this ruler of the manufacturer's destinies—who dwells in 20 million homes in this country—still takes a mighty personal interest in all that concerns herself and her family circle. That is how we must appeal to her—*personally, directly.*

#### The Grocer Contact

Now who is our ambassador of good will in this campaign of education? Who is the man the average woman sees most often and whose advice she values most? Friend Husband? Not at all. The grocery man. Through his displays and the information he volun-

teers, she learns what is being manufactured. Her order may be placed with the chain store or the independent merchant. In either case her contact with her grocer is vital. He is the one she turns to with the definite question "what can I have for dinner today?"

Does the grocer know the health value of macaroni and use it in his own home? Can he suggest spaghetti with lima beans or green peppers stuffed with cooked spaghetti to the perplexed young bride, scanning his shelves for inspiration? Does he mention macaroni over the telephone in the same breath with the customary "any eggs, butter, bread, etc., today?" Does he display macaroni prominently and attractively? If not, why not?

A recent test in the psychology of consumer preference gave the ratio of appeal on foods as follows:

92 healthfulness  
92 cleanliness  
82 appeal to appetite  
72 quality  
58 reputation  
58 guarantee  
48 economy

How does your own product stand up under this rating? Are you doing enough testing of your formula? If your goods are sold in package form, is the type right and careful instructions given for cooking? In what other ways can you improve either the product itself or its presentation to the consumer?

#### Association's Opportunity

What definite and constructive steps can this association take to turn these thoughts I have presented into increased macaroni consumption? We have in this age of inter-commodity competition certain common problems to solve, as other similar associations have solved theirs.

#### Quick Cooking Time

I believe that no concerted effort can be made by any group until a standardized cooking time has been established so that definite cooking instructions may be featured in any cooperative promotion.

Such a standard exists for potatoes for instance. And as the quick preparation of macaroni is one of its strongest selling points, it could be made the feature of a slogan to be shouted from the housetops (or through Mrs. Goudias, from an even more lofty height). Such a slogan as

"Eat MACARONI

A standby all the year round.

Cooks in 10-12 minutes,  
or 12-15 minutes."

Another point of equal importance is the keeping to a certain standard of quality, to be maintained possibly through the association trade seal and by having its use by association members dependent upon the maintenance of this quality standard.

Many women are not brand conscious. I discovered this very definitely in a recent macaroni survey. Macaroni is ordered just like potatoes. The consumer today takes quality for granted and one unsatisfactory experience may turn her interest from all macaroni.

Now having made our products as good as they can be made I should like to see a campaign of education all along the line—through the jobber, the retailer and on down to the consumer, so that none of these can be ignorant of the many reasons why he should push our products. Through the institution of a macaroni week yearly with accompanying lit-

erature and posters the middlemen can be made macaroni conscious. And through home economics departments in schools and colleges, the press and direct appeal we can reach Mrs. Consumer with our message. For in the last analysis it is her buying whims and the way we capitalize them which makes or unmake the manufacturer, the middleman and the dealer.

### Growth of Voluntary Chains Studied

A study recently published by the American Institute of Food Distribution, Inc., discusses voluntary chains, which are reported to involve more than 37 groups and 55,000 retailers at the present time. It is stated that of these about 100 are retailer owned or cooperative in type, about 135 are wholesaler-retailer groups affiliated with national groups; and about 140 are wholesaler-retailer groups not affiliated. They are reported most numerous in territories where chain store development has been greatest.

The chief features, said to be more characteristic of all voluntary chains regardless of type, are summarized as follows:

- (1) An increasing measure of concentration of buying by the retailer from the wholesaler.
- (2) Weekly specials, similar to those of regular chains.
- (3) Attempts to get special deals with manufacturers in the form of discount or advertising allowances, varying with the bargaining power of the individual group.
- (4) Joint advertising—sometimes confined to specials, sometimes general and institutional.
- (5) Supervision and control over store management, merchandising, and credit. This is said to vary greatly between organizations, but a tendency is reported toward more control and greater uniformity in all stores of a group.
- (6) Tendency in all types of organization to assist stores in obtaining other food lines at lower average costs.

Immediate results claimed from the organization of voluntary chains are new sales attitude by salesmen for the whole sale house supplying the group, improved morale of retailers, and general cleaning up and rejuvenation of retail stores.

The most urgent problems of the voluntary chains are said to be inducing the retailer to concentrate his buying so as to save his time and reduce the costs of the wholesale house, and meeting the competition of other wholesale houses which offer bargain specials and other inducements to prevent the retailer from concentrating his business elsewhere.

Our representatives have already obtained many samples of New Crop Durum Wheat. Our laboratory tests on these early samples lead us to believe the new crop will be of light test weight but high in Gluten Content. As in other years, we are mapping out the Durum Producing Areas to select the territory from which to obtain the wheat best adapted to manufacturing high quality Semolinas.



QUALITY

SERVICE

There Is No Substitute For Durum Semolina

**KING MIDAS MILL COMPANY**

MINNEAPOLIS, MINN.

Write or Wire for Samples and Prices

No. 2 SEMOLINA

SPECIAL SEMOLINA

No. 3 SEMOLINA



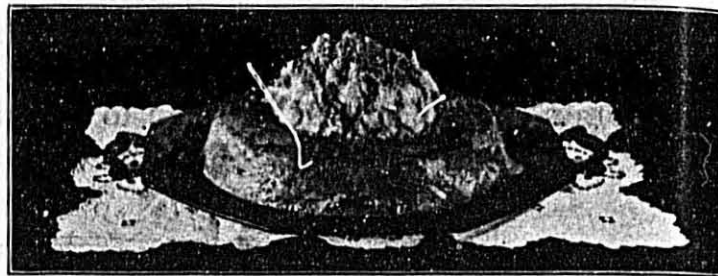
# A Natural, Nutritious, Economical and Palate Tickling Blend--- Macaroni and Cheese

By Miss Marye Dahnke, Home Economics Director  
Kraft-Phenix Cheese Corporation

If America has a national dish I am sure you will agree with me that that dish is pie. But macaroni and cheese runs pie a close second in vying for this honor. Cheese and macaroni are natural allies. One is very essential to the other. Because of the popularity of the combination of macaroni and cheese, the Kraft-Phenix Cheese Corporation featured several such combinations in its national advertising this past year.

Macaroni and cheese in the diet is many times used as a substitute for other protein food. I have thought for some time that if this combination could be served in a definite form—say in a loaf that could be sliced, or molded in timbale cups—rather than spooned from a casserole, it would be more popular as a substitute main dish. Two of the recipes featured today are macaroni loaf and noodle ring. These are concrete evidences of the point I am trying to make.

It has been my privilege this past year to address women's clubs in many states, and I have found a keen interest in recipes. The



Noodle ring (cauliflower center)

dishes were originated in our own Home Economics kitchen. All of them have been carefully worked out and tested by a home economist. They are all workable, easily prepared by simply following directions, and have been declared delicious by those who have tried them. No attempt has been made to list them in order of their popularity as certain combinations appeal to special groups, and vice versa, depending on how easily the ingredients can be obtained in different quarters. All are good and I hope all of you will enjoy my little demonstration, carried on, as you see, under difficulties.

## NOODLES AND SPINACH

2 cups cooked egg noodles  
½ lb. cheese, grated  
2 cups cooked spinach, chopped  
1 cup milk  
3 tablespoons butter  
1 tablespoon flour  
¼ teaspoon salt  
¼ teaspoon pepper  
Paprika.

Place the cooked noodles in the bottom of a buttered baking dish and cover them with half the grated cheese. Put the chopped spinach over the cheese. Make a sauce of the milk, butter, flour and seasonings, and pour it over the spinach. Sprinkle the remaining grated cheese on the sauce and bake the dish in a hot oven for 10 minutes, or until the top is brown.

## SPAGHETTI AND TOMATOES

1½ lb. ground meat, half beef, half pork  
2 onions, medium size  
1 teaspoon dry sage, crushed fine  
1 teaspoon salt

1 large can tomatoes  
1 bunch celery  
2 green peppers  
1 large can mushrooms  
1 package Velveeta or ¼ lb. grated cheese  
¾ package spaghetti.

Mix the ground meat with one chopped onion and the sage and salt. Form into cakes and fry in bacon drippings, with the other onion sliced, until the meat is brown.

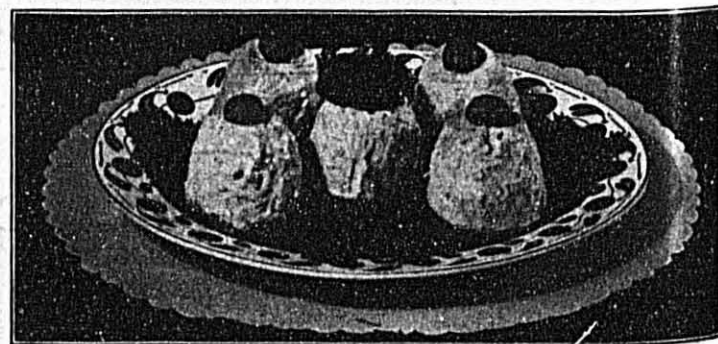
While the meat is cooking put the tomatoes in a large pan with the celery cut in small pieces and the peppers sliced thin. When tomatoes are boiling add the cooked meat and all the drippings, and cook all of it slow for a half hour. Then add the mushrooms (with the liquor on them) and the Velveeta or cheese. Cook very slowly, stirring occasionally, until the Velveeta or cheese is melted.

Arrange the spaghetti, cooked and drained on a platter. Pour over this the mixture prepared as above and garnish with grated cheese.

## MACARONI AND CHEESE

2 cups macaroni, broken in pieces  
1 tablespoon butter  
2 tablespoons flour  
1 cup milk  
Salt, pepper, paprika  
1 pkg. Velveeta or ¼ lb. grated cheese  
Buttered crumbs.

Cook the macaroni in boiling salted water until tender; drain and rinse in cold water. Make a cream sauce with the butter, flour, milk and seasonings. Add Velveeta or cheese and stir until melted. Place alternate layers of macaroni and sauce in a buttered baking dish, with sauce for the last layer. Cook



Macaroni timbales



Miss Marye Dahnke

suggestions for macaroni combinations given in my demonstrations have been among the most popular of those featured. I have been teaching the inclusion of both macaroni and cheese in the diet from the standpoint of variety, and apparently women use macaroni for other purposes than variety, for just recently a member of one of my audiences told me that she served macaroni frequently because she objected so strenuously to peeling potatoes.

The macaroni manufacturers can do a great deal to increase the consumption of their products by teaching more about the preparation of those products, and attractive ways of using them. It is my purpose today to give you an idea of my demonstration work, rather than to make a speech. I find that actual demonstration of ways of preparing such a product as yours is more helpful in arousing interest therein and creating an appetite therefor. Here are some of the choice recipes of macaroni and cheese combinations that I prepare while addressing my audiences and which I find are most popular. These

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

*Let us be your "Package Counselors."*

CONSULT OUR  
TRADE MARK BUREAU.

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

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

We search titles and help safeguard against infringement. Write us for particulars. The service is free.

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

CINCINNATI 8 Beech St. BALTIMORE 87 Cross St. BROOKLYN 23 N. 3rd St.



with buttered crumbs and bake in a moderate oven thirty minutes.

**NOODLE RING**

- 1 pkg. egg noodles
- 1 1/2 cups milk
- 1 cup bread crumbs
- 1/4 cup butter
- 1 pimiento, chopped
- 1 tablespoon chopped parsley
- 1 tablespoon chopped onion
- Salt
- Pepper
- Paprika
- 3 eggs.
- 1 pkg. Velveeta or 1/4 lb. grated cheese

Cook the noodles in boiling salted water until tender; drain and place in the bottom of a medium size well greased ring mold. Heat

ture over it. Bake about 50 minutes in a slow oven, or until the loaf is firm and will hold its shape when turned out on a platter. Serve with tomato sauce, or mushroom sauce, garnished with parsley.

**MACARONI SALAD**

- 2 cups cooked macaroni
- 1 cup chopped celery
- 6 sweet pickles, chopped
- 1 green pepper, chopped
- 2 pimientos, chopped
- 1 cup grated cheese
- Salt
- Pepper
- Mayonnaise or French dressing
- Lettuce.

Mix all ingredients well, seasoning with salt



Spaghetti and tomatoes

the milk in a double boiler; add Velveeta or cheese, and stir until melted. Add bread crumbs, butter, pimiento, parsley, onion and seasonings. Mix well and add beaten eggs. Pour this sauce over the noodles in the ring mold and bake in a moderate oven, or steam in a steamer until firm. Turn out on a platter, place a whole cooked head of cauliflower in the center and sprinkle grated cheese over the cauliflower. Garnish the platter with parsley and serve at once.

**MACARONI LOAF**

- 2 cups macaroni, broken in pieces
- 1 1/2 cups scalding milk
- 1 cup soft bread crumbs
- 1/4 cup melted butter
- 1 pimiento, chopped
- 1 tablespoon chopped parsley
- 1 tablespoon chopped onion
- 1 1/2 cups grated cheese
- 3/4 teaspoon salt
- 3/8 teaspoon pepper
- Dash of paprika
- 3 eggs.

Cook the macaroni in boiling salted water, blanch in cold water and drain. Pour the scalding milk over the bread crumbs, add the butter, pimiento, parsley, onion, grated cheese and seasonings. Then add the well beaten eggs. Put the macaroni in a thickly buttered loaf pan and pour the milk and cheese mix-

and pepper to taste. Blend with mayonnaise and serve on lettuce garnished with mayonnaise or French dressing, or grated cheese.

These are but a few of the wide range of attractive and pleasing dishes that can be so simply and easily prepared with the many shapes and sizes of macaroni products and good cheese. The red of the tomato adds a pleasing color to the rich golden hue of your well made product. By thus pleasing the eye, you incite the appetite. Is it any wonder that these recommended combinations are so easily digested and prove so nutritious?

Macaroni products are merely a combination of highest grade ground wheats and



Macaroni loaf

water. Wheat has long been the principal food of the leading nations of the world.

Cheese has long been known as a healthful, invigorating food because it contains so many precious elements of whole milk, also one of the oldest and best known foods to mankind.

Combined—my, what wonderful food properties they contain! I wonder if we fully appreciate what a wonderful story we both have to tell about macaroni and cheese, and how anxiously the public are waiting and wanting to hear our stories!

Some day we'll do them justice. We can all help to speed that day, each in our own way or all of us unitedly and determinedly.

**Plant Equipment Sold at Auction**

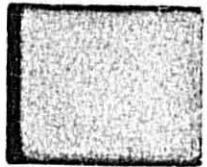
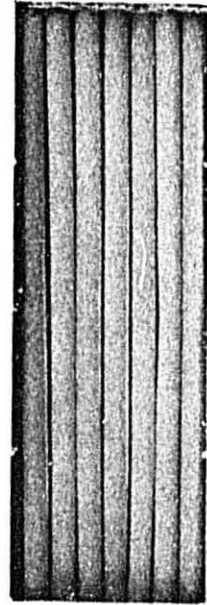
The entire equipment of the plant formerly occupied by the Golden Age Macaroni company in Cleveland, O., was offered at public auction on July 30, 1929. Included in the offerings were presses, kneaders, mixers, driers, noodle machines, trays, sticks, belting, scales, trucks, motors, blowers, traveling cranes, office fixtures and equipment. The auction was conducted by Gus Rosen, commercial auctioneer, at the company's plant at 7275 Wentworth av.

The plant and equipment was formerly the property of the Cleveland Macaroni company that went out of business during the postwar slump. After remaining idle for a while the plant was taken over by Armour and Company. This firm operated it only for a short term. In 1927 the McLaren Macaroni company was organized to take over the plant and after a 2 year try gave it up. In 1928 the Golden Age Macaroni company attempted to reestablish the plant in its prewar glory but was unable to do so, though under the ablest kind of management. The sale on July 30 was the result.

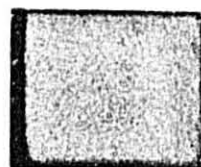
**THE FIRST SEWING MACHINE**

In 1840, after working in a cotton mill, Elias Howe invented the sewing machine. At first capital laughed at his inventions and infringements were made. Ultimately he sustained his inventions in the higher courts. Howe was born in Spencer, Mass., on July 9, 1819 and died Oct. 6, 1867.

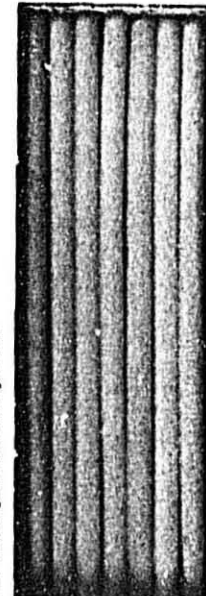
**Comparison of the Quality of three Durum Varieties**



I. Kubanka Durum with sample of Semolina and Macaroni which were produced from it. Note the brightness and rich, yellow color of the products. The Mindum variety produces similar color. The American Macaroni consumer demands this quality of product and this type of wheat commands substantial premiums in the Duluth and Minneapolis markets.



II. Acme Durum with sample of Semolina and Macaroni which were produced from it. Note the grey and dull appearance of the products. The Monad and Peliss varieties produce similar color. Products of this quality cannot be sold in the American markets and such wheat (though it may be graded No. 2 Amber Durum or better) must go for export at the export level of prices.



III. Red Durum with sample of Semolina and Macaroni which were produced from it. Note the dirty as well as the grey and dull appearance of the products. As in the case of the Acme variety such products are unsaleable in the American domestic market. The domestic demand for this variety of Durum is chiefly for feed purposes.



## There's a Vast Difference in Wheats

The reproduction of a sample case made to show the vast difference in macaroni products made from different types of Durum Wheat, as shown on the opposite side of this sheet, is quite startling. While a printed reproduction of this sort cannot show the transparent consistency nor the lustre of the Semolina and Macaroni samples, still it does show very clearly how some Durum Wheat makes wonderful Macaroni products and other Durum Wheat is absolutely unsatisfactory.

It is this knowledge and study which has caused this company to develop the most complete equipment for testing every bit of Durum Wheat offered us and actually manufacturing small samples of Macaroni products under commercial shop conditions before we accept any Durum Wheat for our mills.

We pledge ourselves to keep in the lead in assuring macaroni manufacturers the highest degree of uniformity and best consistency and color in GOLD MEDAL Semolina that it is possible to buy.



Washburn Crosby Co., Inc.

Millers of

**GOLD MEDAL  
SEMOLINA**

General Offices: MINNEAPOLIS, MINN.

August 15, 1929

THE MACARONI JOURNAL

19

### Grain Sold "At a Price to Be Fixed"

Due to special conditions prevailing in Argentina a system of selling wheat and other grains has developed known as sales "at a price to be fixed," after delivery of the grain itself, the Department of Commerce is informed in a report from American Consul George S. Messersmith.

The grain trade of Argentina is concentrated in a few important firms, and this has had a considerable bearing on the sales methods in effect in the country. Another feature of the situation is the inadequacy of the present storage facilities. On the large as well as the small farms the buildings are for the most part still very primitive and confined to shelter for farm hands. It is exceptional for the farmer to have any storage facilities for grain and other farm products. It is therefore necessary for him to move very shortly after the crop is harvested in order to prevent deterioration in the open.

There is an almost total absence of elevators or storage places in the interior, the only facilities being those at some of the railway stations where the railway companies have built covered sheds for temporary storage of grain. The railway companies, however, have not been very active in building these storage places and grain is generally stored along the tracks in the open or covered by heavy canvas until it can be moved to one of the ports where more adequate storage facilities are available.

In its simplest form, the system of sales works as follows. A farmer has wheat to sell when he has harvested his crop. Having no storage facilities where he could hold the grain waiting a better market, he sells it to the local storekeeper or to a middleman on the basis of a contract at a price to be fixed. The terms of these contracts differ very much but in its usual form the storekeeper agrees to buy the wheat and to take delivery at once, advancing to the farmer from 75 to 80% of the value of the wheat at the market price ruling the day of the contract. The farmer agrees in the contract that within a period not exceeding eight months he will sell the grain at the ruling price of the day he decides to sell. The storekeeper agrees to then pay him the difference between the value of the grain on the day actually sold and the 75 or 80% advanced at the time of delivery.

The storekeeper or the middleman who so acquired the grain from the

farmer on a price to be fixed basis immediately sells the grain on a similar basis to a middleman, a broker, or to one of the leading exporters at Buenos Aires. The contract which the storekeeper makes with the middleman is much the same as that which he makes with the farmer. The net result is that the grain almost immediately after being harvested comes under the control of the exporter, who is also obliged to take delivery thereof as the middlemen and brokers have no storage facilities.

Just as the exporter may buy grain from producers and middlemen in the Argentine at a price to be fixed, it has now more recently become current to make sales under similar contracts to the European purchasers. A buyer in Rotterdam, London or Marseilles, may contract to buy 100,000 tons from one of the leading exporters at Buenos Aires for delivery at the rate of so many tons a month in certain months, at a price to be fixed within a certain limit prescribed in the contract. The buyer in Europe takes delivery of the fixed monthly quantities from the Buenos Aires exporters and pays from 75 to 80% of the ruling price on delivery or on the day prescribed in the contract. He then has the liberty of fixing the price which he will pay as the ruling price of any day within the limit of the contract and to make final settlement with the Buenos Aires seller on this basis. The risk taken by the Buenos Aires seller, however, would be too great if the European purchaser could liquidate his whole contract by the ruling price of a particular day. The contract, therefore, usually provides that the purchaser cannot liquidate more than a fixed sum, say 500 tons, on any day. The purchaser advises the seller in Buenos Aires by cable that he accepts the ruling price of a certain day for a certain quantity and this enables the Buenos Aires seller to cover himself on the local market if he considers such cover necessary. The development of sales to European markets at a price to be fixed is a more recent development.

### Cereals Losing Favor

If you want to estimate the state of unemployment in any area get someone to measure the yield of grease from the garbage cans. This will give you a fairly reliable index, according to a survey of the National Bureau of Economic Research, made on behalf of the committee on recent economic changes of the President's unemployment con-

ference of which President Hoover is chairman. While secretary of commerce Mr. Hoover requested the bureau to make the national survey, and named the committee so that an appraisal might be available of the factors that make for stability and instability in our economic life.

The state of a nation's purse is easily judged by its appetite. The American appetite, while decreasing in size, is increasing in cost. Because they expend less physical energy in their daily tasks and leisure moments the people of the United States are actually eating less food per person than formerly. On the other hand, because prosperity is widespread, there is a tendency to demand a more attractive, varied and palatable menu.

*Cereals are losing favor, although they are the cheapest form of nutritive food.* Vegetables are gaining in favor, and so are fruits. The demand for meat, the survey reveals, is extremely elastic. It varies with the price of the cuts as well as with the condition of the buyer's pocketbook. In hard times, moreover, there is a marked difference in the way it and its fats are utilized.

"The yield of grease," we are informed, "from garbage cans is reliably said to afford a fair index of the state of employment. Changes in relative prices of different cuts also afford some indication of purchasing power of the mass of consumers." "On the whole, meats constitute one of the most flexible elements in the diet. Not only in the quantity purchased but the proportions of the different meats, the choice of cut and the degree of utilization vary from time to time as prices and purchasing power change."

More than 100 economists, engineers and statisticians aided the bureau in the survey and many of the experts who prepared the various sections reported in person to the committee. The members are: Herbert Hoover, chairman; Walter F. Brown, Renick W. Dunlap, William Green, Julius Klein, John Lawrence, Max Mason, Adolph C. Miller, Lewis E. Pierson, John J. Raskob, A. W. Shaw, Louis J. Taber, Daniel Willard, George McFadden, Clarence M. Woolley, Owen D. Young, and Edward Eyre Hunt, secretary.

What's this stuff?

Mock turtle soup, sah.

Well, tell that chef of yours he has carried his mockery too far.

—Detroit Free Press.



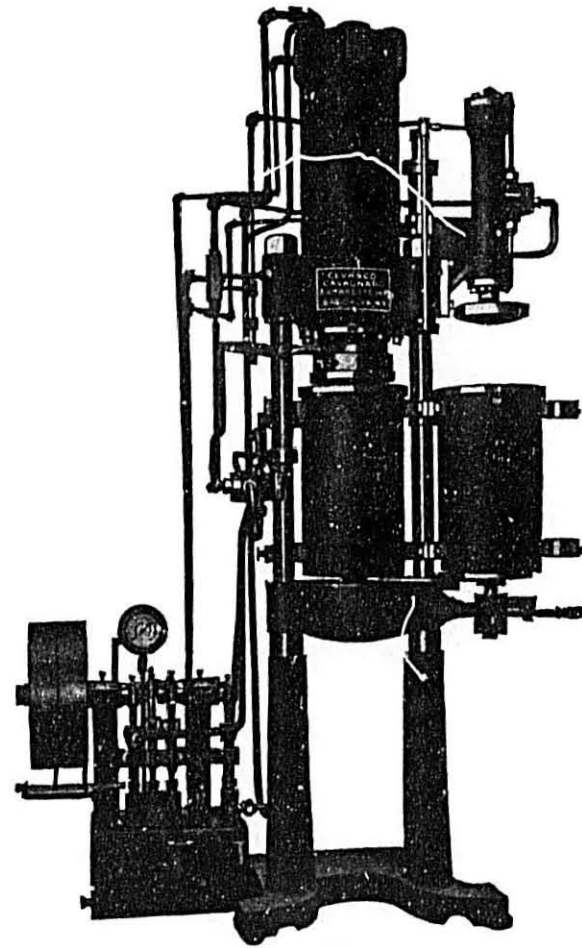
## Consolidated Macaroni Machine Corporation

FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.

I. DeFrancisci & Son

*Designers and Builders of High Grade Macaroni Machinery*



Vertical Hydraulic Press with Stationary Die  
12½ and 13½ inches

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

**MATERIAL.** All cylinders are of steel, and have a very high safety factor.

**QUICK RETURN.** By means of an improved by-pass valve, we have reduced the pressure on the return stroke to practically nothing. By reducing the back pressure, the arm or plunger returns to its starting point in less than one (1) minute.

**PACKER.** While the hydraulic packer has independent control, it returns automatically when the main control valve is set to the return position.

**CONSTRUCTION.** This press is solidly and heavily constructed throughout. All material is the best obtainable. The base is very rigid and the uprights extend to the die platen support, thereby preventing any vibration of the press.

### AT LAST! The Press Without a Fault.

Simple and economical in operation; compact and durable in construction. No unnecessary parts, but everything absolutely essential for the construction of a first class machine.

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

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

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

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

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

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

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

**DIE PLATEN.** The die platen or support is divided into three (3) sections for the 13½ inch and two (2) sections for the 12½ inch press. (We originated this system of sub-division of platen, since copied by competitors.)

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

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

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

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

**MATERIAL.** All cylinders are of steel, and have a very high safety factor.

**QUICK RETURN.** By means of an improved by-pass valve, we have reduced the pressure on the return stroke to practically nothing. By reducing the back pressure, the arm or plunger returns to its starting point in less than one (1) minute.

**PACKER.** While the hydraulic packer has independent control, it returns automatically when the main control valve is set to the return position.

**CONSTRUCTION.** This press is solidly and heavily constructed throughout. All material is the best obtainable. The base is very rigid and the uprights extend to the die platen support, thereby preventing any vibration of the press.

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

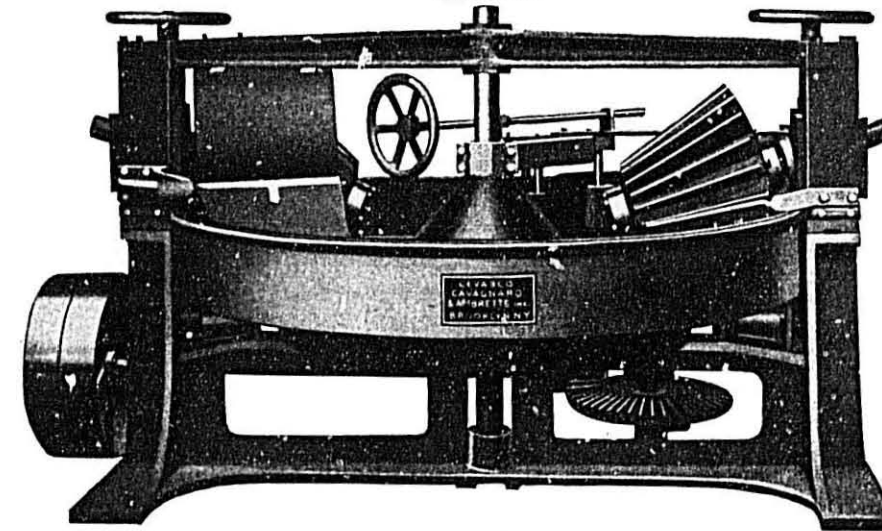
FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.

I. DeFrancisci & Son

*Designers and Builders of High Grade Macaroni Machinery*

Type K-G-R



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

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

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

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

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

156-166 Sixth Street

BROOKLYN, N. Y., U.S.A.

159-171 Seventh Street

Address all communications to 156 Sixth Street



EXPORTS OF MACARONI (1000 LBS.) BY CUSTOMS DISTRICTS AND COUNTRIES OF DESTINATION FOR JUNE, 1929

	N. Y.	N. O.	Va.	Phil.	Frisco	Gal.	Mich.	Buff.	Other	All	Tot.
Irish Free State.....			2								2
United Kingdom.....	134	4	10	5			91	103	90	x	291
Canada.....		2									2
Br. Honduras.....											1
Costa Rica.....	1				1						4
Guatemala.....	1	2									14
Honduras.....		14			x						7
Nicaragua.....		7			x						66
Panama.....	8	54								20	41
Mexico.....	3	8			10						4
Newfoundland.....	4										2
Jamaica.....		2								1	45
Cuba.....	11	33									58
Dom. Republic.....		8									3
Dutch W. Indies.....	2	50									9
Haiti.....		1								1	1
Virgin Islands.....		x									3
Colombia.....	2										2
Venezuela.....	1										1
Straits Settlements.....	x				x						2
Ceylon.....	1				19						20
China.....											2
Java and Madura.....											2
Other Neth. & Indies.....											1
Hong Kong.....											8
Japan.....											5
Philippines.....										1	1
Soviet Russia.....										x	55
Australia.....											1
French Oceania.....											39
New Zealand.....											3
Union of S. Africa.....											3
Total.....											852
Hawaii.....											62
Porto Rico.....											44
Grand Total.....											958
x Less than 500.											

Macaroni Good Profit Article But Must Be Pushed

With the exception, perhaps, of the necessary staples no grocery product sells itself, even such articles as macaroni and spaghetti. Macaroni and spaghetti can be sold in paying quantities but the sales of them must be pushed actively and intelligently. This is brought out by a salesmanager as follows:

"We have known all along that we were doing nothing in the way of sales on macaroni and spaghetti. However, we did not know just how little we were doing in comparison to the sales of other jobbers until we found out that a two-by-four jobber located in our territory sold during 1928 better than 5000 cases of macaroni and spaghetti. Too bad, he beat us by just about 4500 cases, and he hasn't enough territory to travel 2 men.

"Now the reason this jobber got all this business is he went after it. He worked it up at the expense of his competitors. The sale of 5 cases of macaroni from a volume standpoint is less than \$9. Very few salesmen feel disposed to talk up a product where the volume is so small. This makes it all the easier for the salesman who knows salesmanship and appreciates the profit end of his efforts to go out and walk

away with the big end of the business to be had on the larger profit bearing items. There is not an excuse to be offered for the smallness of our sales on such a staple profit item as macaroni and spaghetti.

"You can't say that the writer is at fault for not having directed your attention to macaroni and spaghetti. Your records will indicate that your attention has been called to this commodity on numerous occasions, but we are unable and have been for months to arouse your interest. Now if you need any further proof than the comparison of your sales with this little jobber's to convince you that the small business we have done and are now doing is not chargeable to you, then there is not a thing in the world we could say or do to arouse your enthusiasm and interest.

"We can sell in this territory at least 5000 cases of macaroni and spaghetti a year, and it won't be any trick at all to do it. It is up to you men to get the business and you will get it once you make up your mind for there is profit to be made from a sale from a volume standpoint amounting to less than \$10."

—From "Facts & Figures," National Wholesale Grocers Association.

You may think that you are loved by your neighbors but don't you bet on it.

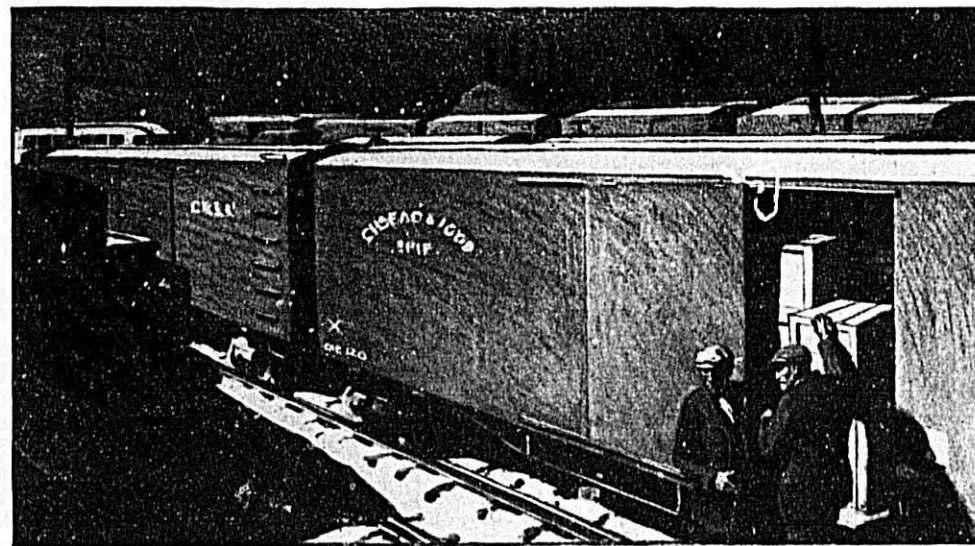
Enormous World Trade in Wheat

International wheat prices remained at the lowest level since 1923-24, between December 1928 and April 1929, according to a study by the food research institute of Stanford University, Cal. The prevailing wide margin between exportable wheat surpluses and import requirements changed only a little. Nevertheless there were fairly wide fluctuations in prices. An extraordinarily cold winter throughout the northern hemisphere seemed likely at the time to have damaged winter wheat sowing, and this situation led to an increase of prices from early January to mid-February. The advance was considerably greater in Chicago and Winnipeg than in Liverpool and Buenos Aires. After mid-February a sharp decline occurred and continued through the first third of May. It was nearly as great in Liverpool as in Chicago but was smaller in Winnipeg. The decline seems to have been due not to a change in conditions of demand and supply for the present crop year but rather to an accumulation of evidence tending to show that winter wheat had not suffered unusual damage from the cold winter. Other factors were important in the decline; the most noteworthy of these was the pressure of extraordinarily heavy stocks in exporting countries. This pressure began to be felt especially when the new Argentine crop began to move in large volume in late February.

International trade in wheat and flour was of record volume, as it had been in earlier months. Prevailing low prices encouraged importation and consumption, especially in ex-European countries. These imported much more wheat and flour than ever before. But in spite of the record shipments the accumulation of stocks in exporting countries remained extraordinarily large. The prices of representative wheats in the United States were relatively too high to permit exportation in a volume consistent with the available supplies, and here the accumulation of stocks in commercial channels was particularly striking.

The volume of world trade for the crop year now seems likely to prove by far the largest in history. Net exports will probably approximate 950 million bushels, around 100 million bushels more than ever before. Year end stocks also seem likely to be of record size, with the greatest accumulation in the major exporting countries.

When Thieves are Prowling



you need Fivefold Protection\*

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

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

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

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

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

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

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

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

\* FIVEFOLD PROTECTION

Good Wooden Boxes to safeguard you against,

1. Rough Handling in Transit
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3. Pilferage
4. Bad Weather
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Gentlemen: We are interested in Fivefold Protection\* and would like to have one of your engineers arrange to call.

Name .....

Company .....

Street .....

City ..... State .....



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



## World Wheat Crop and Market Prospects

The world's carryover of wheat appears to be about 100 to 125 million bushels in excess of the carryover on July 1 last year, says the bureau of agricultural economics, U. S. Department of Agriculture. But weather and crop condition reports to July 12 indicate that the world's wheat crop may be about 325 million bushels less than last year, and the world's supply therefore about 200 million bushels less than last year. Allowing for an increase of 70 million bushels annually in the world's demand for wheat, normally this reduction in supply would have the effect of raising world prices about 25c per bushel. Considering the large carryover of wheat in the United States, the market price for export wheat might not be increased by so much as 25c per bushel. It appears, however, that an increase of 15 to 25c per bushel over the average for the past season might be expected.

### World's Carryover

The world's carryover of wheat on July 1, the beginning of the new marketing season for the United States, will probably be about 100 to 125 million bushels accounted for as of July 1, 1928. Most of the increase in carryover is in

the United States. The stocks on farms are reported to be 45 million bushels as compared with 24 millions last year, and the commercial visible supply 96 millions as compared with 42 millions last year, an increase of 75 million bushels in these two positions. Some increase in country mills and elevators and in merchant mills is also to be expected. The Canadian visible supply including stocks in the United States, according to Bradstreet, is 19 million bushels in excess of last year. Consul Messersmith of Buenos Aires reports that estimates of the exportable surplus in Argentina range from 73 to 85 million bushels, which is to be compared with a computed exportable surplus of 78 million bushels as of July 1 last year. Consul General Garrels of Australia reports that stocks in Australia are 53 million bushels, compared with a computed figure of 56 millions last year. The United Kingdom port stocks and afloat are only one million bushels in excess of the corresponding date last year. Summarizing, it appears that the carryover in the United States on July 1 will be found to be about 90 to 100 million bushels, to which is to be added an increase of about 20 millions in the Canadian supply.

## Exports Up and Imports Down

During May 1929 the relative standing of the importation and exportation of macaroni products remained unchanged with the exportation of domestic macaroni products showing a sharp increase as against a decline in the importation of foreign pastes.

During May 1929 there was imported 272,713 lbs. of macaroni products valued at \$24,732 according to figures compiled by the bureau of foreign and domestic commerce. The trend is noted when compared with the imports for May last year which totaled 334,003 lbs. valued at \$37,340.

For the first 5 months of 1929 the total imports were 1,236,575 lbs. valued at \$113,792 as compared with 1,702,707 lbs. worth \$199,799, the imports for the first 5 months of 1928.

### Exports Increasing

Again producers and exporters sold to

foreign countries 793,757 lbs. of macaroni products for \$69,361 in May 1929, as compared with only 710,162 lbs. valued at \$61,531 in May 1928.

The exportation increased approximately 5% per month during the first 5 months of 1929 when the total of 4,673,257 lbs. was reached, bringing to the exporters \$382,358. For the same period, Jan. 1, 1928 to May 31, 1928, the exports were 3,837,913 lbs. valued at \$333,736.

Canada was again the best customer in May buying a total of 216,000 lbs. The United Kingdom purchased 170,000 lbs. in the same month. Next came Mexico with 98,000 lbs., Australia with 67,000 lbs. and Panama with 55,000 lbs.

Of the United States possessions Porto Rico purchased 67,000 lbs. and Hawaii 53,000 lbs.

New York was the leading port of shipment, 260,000 lbs. being billed from

there in May. New Orleans was second with 142,000 lbs.

### MAY 1929 MACARONI EXPORTS BY COUNTRIES

Country	Pounds	Dollar
Irish Free State.....	4,800	37
United Kingdom.....	169,979	15,20
Canada .....	215,570	21,24
B. Honduras .....	1,034	9
Costa Rica .....	422	3
Guatemala .....	5,344	33
Honduras .....	15,685	86
Nicaragua .....	3,134	28
Panama .....	54,409	2,71
Salvador .....	499	7
Mexico .....	98,886	5,95
Newfoundland and Labrador .....	3,943	36
Bermudas .....	1,404	8
Barbados .....	300	1
Jamaica .....	1,588	14
Trinidad & Tob.....	447	3
Other B. W. Indies.....	538	6
Cuba .....	46,604	2,55
Dom. Republic .....	17,644	1,27
Neth. W. Indies.....	5,855	56
Haiti, Rep. of.....	16,159	84
Virgin Is. of U. S.....	865	7
Colombia .....	2,092	25
Ecuador .....	260	2
Peru .....	287	0
Venezuela .....	1,035	11
B. India .....	414	5
B. Malaya .....	1,030	11
Ceylon .....	822	11
China .....	4,809	57
Java & Mad.....	5,849	61
Other Neth. E. Indies....	370	3
Hong Kong .....	1,455	9
Japan .....	10,900	1,70
Philippine Is. ....	6,795	1,00
Siam .....	114	1
Australia .....	66,976	8,38
B. Oceania .....	90	1
F. Oceania .....	1,229	11
New Zealand .....	14,975	1,60
B. E. Africa.....	164	1
Union of So. Africa....	8,982	9

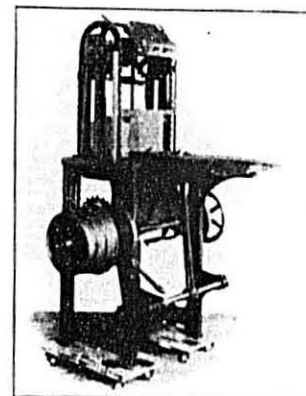
### THE FIRST AIRBRAKE

While in Central Bridge, N. Y. where he was born Oct. 6, 1830, George Westinghouse noticed the slowness and jerkiness of the train. The idea of the airbrake came to him and in 1869 patented it. It made modern railroading with its great speed and safety possible. Westinghouse died in New York city March 12, 1914.

Be sure that you are right, but be sure that everybody else is wrong

*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

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CHICAGO, ILLINOIS



## Notes of the Macaroni Industry

### Coordination Program Approved

President H. L. Drackett of the American Grocery Manufacturers association, in its July News Service, outlines a program of service to members that will make the association an instrument for the coordination of leadership among those engaged in the manufacture of grocery products by means of the departmental plan of operation adopted by the organization.

Executives of member organizations will meet to study broad problems of the industry and through cooperative thinking and effort, its actual effect saved in the expense on manufacture, increase operating facilities and reduce the present cost of distribution in the grocery industry.

Among the active firms in the macaroni manufacturing business which are members of this leading organization are:

American Beauty Mac. Co., Kansas City Mo.

Beech-Nut Packing Co., Canajoharie, N. Y.

Birmingham Macaroni Co., Birmingham, Ala.

John B. Canepa Company, Chicago, Ill.

The Creamette Company, Minneapolis, Minn.

Fortune-Zerega Company, Chicago, Ill.

The Foulds Milling Co., New York City, N. Y.

Joliet Macaroni Co., Joliet, Ill.

Keystone Macaroni Mfg. Co., Lebanon, Pa.

Minnesota Macaroni Co., St. Paul, Minn.

C. F. Mueller Company, Jersey City, N. J.

Quaker Oats Company, Chicago, Ill.

Peter Rossi & Sons, Braidwood, Ill.

Skinner Manufacturing Co., Omaha, Neb.

Tharinger Macaroni Co., Milwaukee, Wis.

A. Zerega's Sons, Inc., Brooklyn, N. Y.

James T. Williams of the Creamette Company, Minneapolis, is a member of the board of directors and also of the membership committee of the organization.

### Removal Notice

Th. H. Kappeler, M.E., for many years the sole distributor of the Buhler machinery used in manufacture of macaroni and other foods and made in

Switzerland, announces that his office is now at 25 Church st., New York, N. Y., but the testing and store room for spare parts will remain at the old address, 39-40 Front st., Brooklyn, N. Y.

### D'Amico Incorporates

Articles of incorporation were filed with the state officials last month by the D'Amico Macaroni Company, Inc., of 32 Drift st., Newark, N. J. The incorporators are Gaspar D'Amico, Anthony Paterno, Vincent Giadano, Filippo Mistretta. The company has a capitalization of \$25,000, the stock being closely held by the incorporators. Gaspar D'Amico, the active officer, was for many years engaged in macaroni making for himself.

### Receivership for Noodle Company

Counselor David M. Pindar of Hoboken, N. J. was named custodial receiver of the Hy-Grade Macaroni & Egg Noodle company, 215 Neptune av., Jersey City, N. J., at a hearing last month following the filing of bankruptcy petition by the bankrupt firm. One of the principal creditors is the Second Bank & Trust company of Hoboken which holds a claim for \$19,657.39. In addition the company's real estate is encumbered by mortgages totaling \$27,750.

### Importers Protest Tariff Increase

Speaking for the Food Merchants Protective Association of New York, Louis J. Scaremelli protested against the general increase in the tariff on all cheese from 25 to 35% ad valorem as proposed in the tariff bill passed by the House of Representatives and now being considered by the Senate. He appeared before the hearing of the Senate finance subcommittee on the agricultural schedule in June making the uncontested assertion that the proposed increase would cause direct injury to an Italian industry without compensating benefits to American producers.

He expressed the opinions that the proposed increase in the tariff on cheese was intended as a protection of the American cheese manufacturers but he could see no reason why this increase should apply on the hard cured cheese that is used only for grating as a condiment on macaroni, spaghetti and soups. The cheese referred to is made from sheep's and goat's milk. As American farmers do not milk their sheep and goats and therefore do not make cheese of this kind Mr. Scaremelli rightfully contends higher rates will force millions

in this country to forego this fine condiment in their foods.

Mr. Scaremelli also protested against the proposed increase on imported tomatoes and tomato pastes but evidently did not make the same impression on the committee as he did by his arguments against the increase on hard cured cheeses.

### Savoia Company Builds Annex

The Savoia Macaroni Mfg. company at 63rd st. and 15th av., Brooklyn, N. Y., is planning an extension to its present large plant. The structure will be 3 stories and will cost approximately \$100,000. The Savoia Macaroni Mfg. company is one of the largest plants in Long Island, specializing principally in bulk goods which it sells throughout the middle Atlantic and New England states.

### New York Is Center of Macaroni Industry

New York state with its several hundred large and small macaroni manufacturing plants leads the country in the production of macaroni products. Pennsylvania and Illinois are contesting keenly for second place, the Chicago district having a slight lead over the Philadelphia territory. Missouri and California are running a neck and neck race, with Connecticut holding tenth rank among the states in this country that are recognized producers of this food product which is rapidly gaining favor among consumers of all classes. Over two thirds of the states in the union have macaroni producing plants that make up the total of 353 such establishments that were in operation when the bureau of census made its census of manufacture in 1927. Approximately 4587 persons were employed in producing macaroni products that were sold for \$45,353,200 in that year. They received in wages over 5 million dollars.

### Rice in Macaroni?

The U. S. bureau of plant industry is supervising a research to discover to what extent, if any, rice is used in America as an ingredient in the manufacture of macaroni products. The research will extend to the macaroni factories in Italy. An inquiry on the subject was made to the National Macaroni Manufacturers association but the latter had to acknowledge that it had no facts to submit on the subject matter. In fact the officials were surprised to learn that even a suspicion existed that rice was used in

August 15, 1929

THE MACARONI JOURNAL

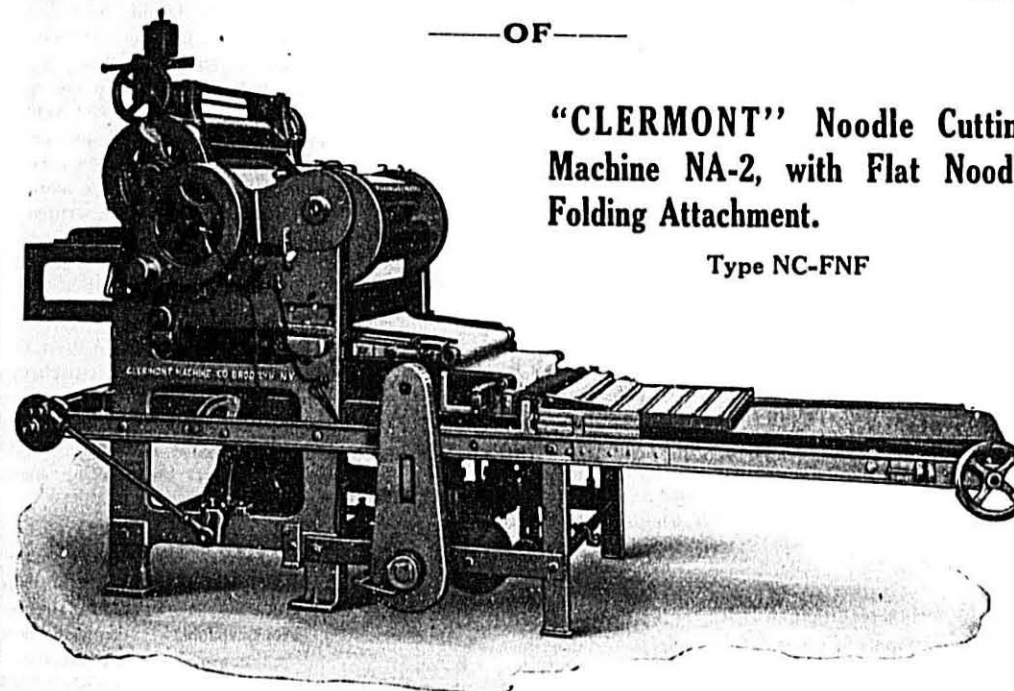
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## THE LATEST TYPE

—OF—

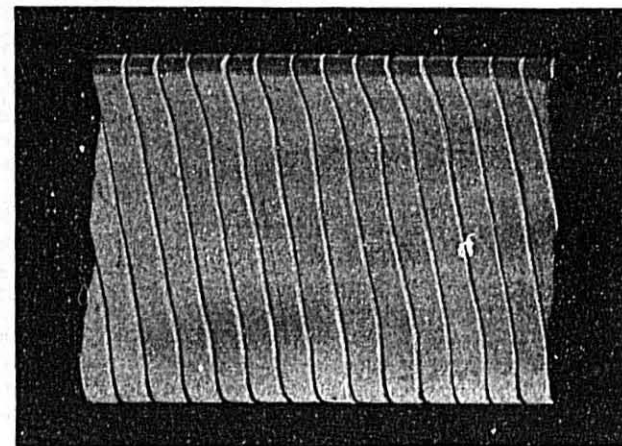
"CLERMONT" Noodle Cutting Machine NA-2, with Flat Noodle Folding Attachment.

Type NC-FNF



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

Suitable for Bulk Trade



Suitable for Package Trade

The finished product of above machine.

WE ALSO MANUFACTURE:

Dough Breakers Triplicx Calibrating Dough Breakers  
Noodle Cutting Machines Fancy Stamping for Bologna Style  
Mostoccioli Cutters Square Noodle Flake Machines  
Egg-Barley 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 Waliabout St. Brooklyn, N. Y.



manufacturing this food either here or in Italy, though it is known that noodles are sometimes made from rice flour in the orient. From the macaroni headquarters went the statement, "It is our contention that rice flour does not contain the qualities—gluten, protein, etc.—necessary in the proper manufacture of our products." American macaroni makers will be interested in the findings of the bureau on this subject.

#### "Spaghetti"

"Why," inquired a curious diner, "do we call it spaghetti?"

This is a rather unusual request.

Most of us, under almost any and all circumstances, are content simply either to cut it up or roll it up and eat it up. But not so our inquiring reader who wants to know the why of it.

And as in so many other instances the reason is at once interesting and enlightening, not to say curious.

For the word "spaghetti" comes to us directly from the Italian. It is the plural form of "spaghetto" which means "a small rope!"

#### Chinese Egg Products Situation

The pack of frozen eggs in China for the spring season just closed was about the same as a year ago. A slight decrease in production in the Shanghai region is believed to have been offset by the operation of one additional plant in Handow and another at Tsingtao. Europe has been the principal outlet for the freezing plants this year but more business has been done with the United States than was expected early in the season. American demand for dry yolk has been exceptionally good with supplies inadequate. Total Chinese exports of dry yolk for the period January-June 1929 reached 3,314,000 lbs. against 1,754,000 lbs. for the corresponding 1928 period.

#### June Exports Up

During June 1929 American manufacturers and distributors exported a total of 851,564 lbs. of macaroni products as compared with 794,000 lbs. in May this year and with 747,000 lbs. in June a year ago. To Canada went 291,302 lbs., United Kingdom 152,557 lbs., Panama 65,700 lbs. Shipments to Porto Rico and Hawaii for the month were 44,000 and 62,000 lbs. respectively, which are not included in the total given above. For the first half of 1929 the exportation of American made macaroni products totaled 5,525,000 lbs. as against 4,585,000 lbs. the first 6 months in 1928.

For the fiscal year July 1, 1928 to June 30, 1929 the quantity exported reached the high figure of 10,919,000 lbs. as against only 8,971,000 lbs. exported during the 12 months July 1, 1927 to June 30, 1928. For the past 10 years this business has shown a steady and conservative increase.

#### 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 July 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:

##### Gilt Edge

The trade mark of Traficanti Brothers, Chicago, Ill., was registered for use on alimentary paste products. Application was filed Feb. 25, 1929, published by the patent office April 16, 1929 and in The Macaroni Journal May 15, 1929. Owner claims use since about January 1928. The trade mark is the trade name in black outlined letters.

##### La Contadina

The trade mark of the West Virginia Macaroni Co., Clarksburg, W. Va., was registered for use on macaroni and spaghetti. Application was filed April 24, 1928, published by the patent office July 31, 1928 and in The Macaroni Journal Aug. 15, 1928. Owner claims use since Jan. 7, 1921. Trade mark is the trade name in heavy type.

#### TRADE MARKS REGISTERED WITHOUT OPPOSITION

##### Suwance

The private brand trade mark of C. W. Zaring & Co., Jacksonville, Fla., was registered for use on macaroni and other groceries. Application was filed July 6, 1927 and published by the patent office July 9, 1929. Owner claims use since June 1926. The trade mark is the trade name in heavy type.

#### TRADE MARKS APPLIED FOR

Five applications for registration of macaroni trade marks were made in July 1919 and published in the Patent Office Gazette to permit objections thereto within 30 days of publication.

##### Old Glory

The trade mark of Kansas City Macaroni & Importing Co., Kansas City, Mo., for use on alimentary pastes. Applica-

tion was filed May 4, 1929 and published July 2, 1929. Owner claims use since March 30, 1929. The trade mark is the trade name in heavy type.

##### Service Boy

The private brand trade mark of Service Grocer Co., Inc., Detroit, Mich., for use on canned spaghetti, dry macaroni and spaghetti, plain and egg noodles and other groceries. Application was filed July 11, 1927 and published July 9, 1929. Owner claims use since September 1925. The trade mark is the trade name in heavy type written above a bell boy carrying a small tray on which is a package of the article to be sold.

##### E-Jay

The private brand trade mark of The E. J. Evans Company, Van Wert, O., for use on noodles, macaroni, spaghetti and other groceries. Application was filed May 5, 1928 and published July 9, 1929. Owner claims use since Oct. 15, 1926. The trade mark is the trade name in heavy black type.

##### Djer Kiss

The private brand trade mark of Alfred H. Smith Co., doing business as Kerkoff, New York, N. Y., for use on macaroni, spaghetti, vermicelli, noodles and other groceries. Application was filed May 2, 1928 and published July 23, 1929. Owner claims use since April 25, 1928. The trade mark is an oval shaped design of flowers in the center of which appears the trade name in outlined letters.

##### La Pace

The trade mark of Sanacori & Company, Brooklyn, N. Y., for use on macaroni. Application was filed June 5, 1929 and published July 23, 1929. Owner claims use since Nov. 1, 1923. The trade mark consists of the trade name in outlined letters.

#### LABELS

##### Fiore D'Italia

The title was registered July 16, 1929 by A. Russo & Co., Inc., Chicago, Ill., for use on macaroni. Application was published May 15, 1929 and given registration number 36,072.

##### Superior Macaroni

The title was registered July 16, 1929 by A. Russo & Co., Inc., Chicago, Ill., for use on macaroni. Application was published May 15, 1929 and given registration number 36,073.

Some men have a regular Sunday morning attack of homesickness when the church bells ring.

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



## STOKES & SMITH

*Machines for Package Filling, Sealing and Wrapping*

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

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.

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-

## STOKES & SMITH COMPANY

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

# CROOKSTON-SEMOLINA

From

## Amber Durum Wheat

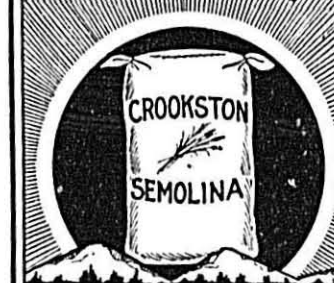
STRONG and UNIFORM  
and of a WONDERFUL  
COLOR

For Quality Trade

## Crookston Milling Company

CROOKSTON, MINNESOTA

for  
QUALITY  
TRADE





## Grain, Trade and Food Notes

### Merger of Food Companies

Following the example set by other industries, food manufacturers have found it convenient to merge for various reasons. The mergers may be built around the great, well established distribution system of one of the member companies, but may be influenced by the patent and other rights enjoyed by a firm, generally with the objective of consolidating the operating departments for reducing overhead and fighting competition.

### Yeast and Baking Powder

The biggest merger of the season is one negotiated last month by J. P. Morgan & Company of Wall street, New York city, involving such food producers as The Fleischmann company and Royal Baking Powder company of this country and E. W. Gillette company, Ltd., of Canada. The latter is the largest producer and distributor of baking powder in Canada. The new corporation takes the name of Standard Brands, Inc.

It is hinted that other related "food products" concerns will be brought into the merger that centers around The Fleischmann company which is recognized for its efficient distributing organ-

### NEWS ON NEW DURUM CROP

According to the Bureau of Agriculture Economics, U. S. Department of Agriculture, the first cars of the new durum crop from South Dakota showed high protein content with a few cars testing 18.5% protein. However, they were graded down to No. 3 or No. 4 on account of their weight, and the color was only fair to good. No. 1 Amber Durum or No. 1 Mixed was quoted on the Minneapolis market nominally at \$1.32 to \$1.35 per bu.

ization and equipment, an invaluable sales asset. The 3 companies involved in the merger have a present market value of nearly \$430,000,000 divided into 12,500 shares. The outstanding officers of the merged companies will be the officers of the new organization as yet unnamed.

### Merger in Pies

Four of the largest manufacturers and wholesalers of pies in Chicago recently merged into what is known as the Case-Moody Pie company which has properties valued at \$6,000,000. The firms included in the deal are Case & Martin

company, Moody & Water company, Patterson Pure Food Pie company and the Peller Pie company. Last year these companies made and sold 26,000,000 pies to the people of Chicago and vicinity.

In addition to the properties involved in the merger, the gigantic pie concern will have 150 motorized pie routes in Chicago and surrounding territory within 100 miles. Elmer Case is president. Chas. H. Moody and Jas. Pellar are vice presidents of the new concern.

### Dressing and Mayonnaise Survey

At the request of the Mayonnaise Products Manufacturers association, the foodstuffs division of the Department of Commerce has undertaken a survey of the salad dressing, mayonnaise, and sandwich spread industry. This industry has grown very rapidly within the last 10 years, owing in part to improved production and distribution methods and in part to the increasing use of salads and similar foods which has brought about a greater demand for these products.

Questionnaires are being sent out to several hundred manufacturers of mayonnaise and kindred products. Plans

August 15, 1929

THE MACARONI JOURNAL

31

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.

# WOOD BOXES



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

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

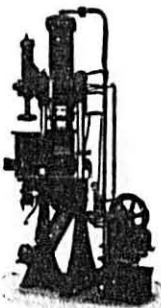
**ANDERSON-TULLY CO.**  
MEMPHIS, TENNESSEE  
Good Wood Boxes



Outside Packed Short-cut Press and Pump.



Die Waster



Inside Packed Vertical Press.

## ELMES

### HYDRAULIC MACARONI MACHINERY

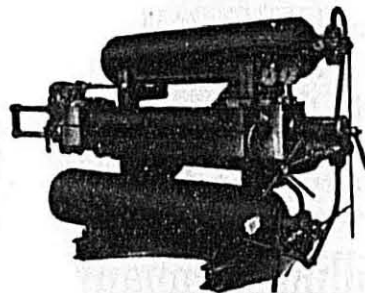
THE LATEST DEVELOPMENT

For Hydraulic Pressure Service

The Horizontal design of Compressed Air Ballasted Accumulator gives greatest accessibility to all working parts.

Not  
too  
High

Not  
too  
Heavy



No  
found-  
ations

No  
Heavy  
Ballast

The greatly improved and absolute uniformity of product has been an agreeable surprise to the most skeptical.  
IT MEANS SMOOTHER GOODS

SOLD WITH THE ELMES' GUARANTEE---FIRST CLASS MATERIAL AND WORKMANSHIP

CHARLES F. ELMES ENGINEERING WORKS, 213 N. Morgan St., Chicago, U. S. A.

MACARONI PLANTS

should be fumigated with

# H·C·N

"H·C·N" is Hydrocyanic Acid Gas, which come to the job in liquid form, in cylinders. Your plant is sealed Saturday night, hose lines are laid to each floor, and the gas is fed into the building from outside by expert operators. The gas permeates flour bins and even the very most remote nook of the plant, instantly killing all weevils, moths, rodents and other forms of life. Then the premises are aired out and manufacturing is resumed Monday morning as usual in a deally clean plant.

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FUMIGATORS' SUPPLY COMPANY  
535 Fifth Avenue New York



include the gathering of statistics on production by types of product and the proportion of the output sold in various sizes of containers. A study of the methods of distribution to the trade will be included. Strict confidence will, of course, be observed as to the names and other identifying statements, but a complete summary of the results of the survey will be made public after its completion.

#### "Snowflake" Shooks

Harry R. Owen for more than 25 years connected with the Chicago Mill & Lumber Corp. and other macaroni shooks companies with headquarters in New York city announces organization of The Macaroni Manufacturers Shook Service company which will specialize in "Snowflake" white gumwood shooks. The new firm has very good milling connections with some of the best lumber interests in the south. In his long experience in supplying the macaroni manufacturing trade Mr. Owen, the manager of the firm, knows the needs of the industry and claims to be in a position to supply shooks of material that will nail up nicely without splitting, due to scientific seasoning of the gumwoods. The Macaroni Manufacturers Shook Service

company will specialize in carload shipments direct from the forest to the plant. Headquarters have been established at 3526 Riverdale av., New York city.

#### German International Cooking Exhibition

The International Association of Cooks with headquarters in Frankfurt-am-Main, Germany, is to hold an International Cooking Exhibition at Frankfurt, Oct. 12-23, 1929, according to information from American Consul R. W. Heingartner. For this purpose there has been reserved the 2 largest buildings of the Frankfurt Fair, covering about 20,000 square meters of space.

The International Cooking Exhibition is held every 4 or 5 years and it is claimed that this fair is to be the largest and most important of its kind. The latest exhibition was held in October 1925, when it is stated there were 150,000 visitors including 30,000 persons directly connected with the catering trade. The organizers of the exhibition (Messrs. Frankfurt-am-Main) hope that the United States will be represented among the various foreign exhibitors. The price per square meter of exhibiting space for foreign exhibitors will be 30

marks (\$7.14). German exhibitors will be charged from 50 to 80 marks per square meter.

The exhibition will include the following groups of exhibits:

Cooked foods  
Bakery and pastry products  
Table settings in homes, hotels and restaurants  
Model kitchens in operation  
Modern restaurants in operation  
Raw materials and prepared products.

There is a permanent culinary museum in Frankfurt which was founded just 20 years ago by the International Association of Cooks.

The purpose of this museum is to promote the art of cooking. In addition to the library and exhibits the museum operates a kitchen for perfecting the practical knowledge of cooks who wish to seek employment in hotels and restaurants.

In the library there are over 4 thousand books on gastronomic subjects. One of the most interesting displays is the unique collection of menus, bills of fare, table cards, etc. This is said to be the most complete collection of its kind in existence.

The museum was opened in 1909 in

## Make Your Noodles from the finest EGG YOLK

Rich in Color---  
Fresh and Sweet

Write for Samples  
and Prices

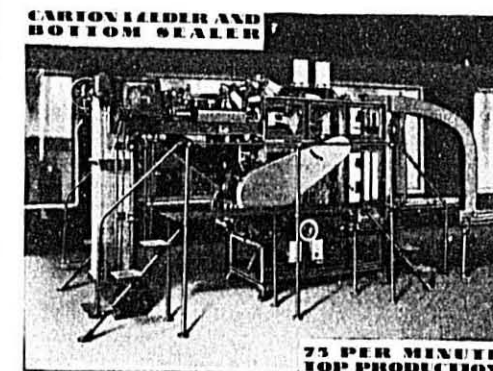
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75 PER MINUTE  
TOP PRODUCTION

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JOHNSON Greater-Capacity Automatic PACKAGING MACHINES insure efficiency, reduced overhead, increased and quickened production, waste elimination and improved package appearance.

Let our technical adviser check your packaging costs with you—and submit his recommendation. Your own judgment will tell you that it is poor economy to install any packaging equipment unless it is the best.

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*Dependable Semolinas  
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High Quality and Uniformity*

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AND

### NORTHERN LIGHT

NORTHLAND MILLING CO.  
MINNEAPOLIS, MINNESOTA

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

## Barozzi Drying System

Manufacturers of Macaroni  
Dryers that dry in any kind  
of weather

### FAULTLESS AND SIMPLE

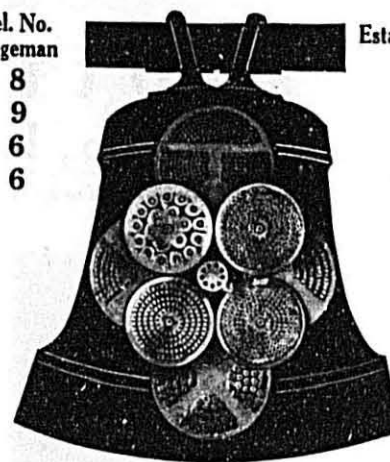
Result guaranteed  
For this industry we design and  
manufacture all kinds of  
labor saving devices

Catalogue and estimate at  
your request

## Barozzi Drying Machine Company, Inc.

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NEW YORK DISTRICT

Tel. No.	Established
Hegeman	
8	1
9	8
6	9
6	8



OUR  
FAULTLESS MACARONI MOULDS  
Are Always Satisfactory.

Every Order is Given the Personal  
Attention of Die Experts.

## F. MONACO & CO.

1604 Dekalb Ave.  
BROOKLYN NEW YORK



large building belonging to the International Association of Cooks. It is open daily and is visited by many tourists.

#### Predict Higher Durum Prices

Durum wheat prices during the past year have been very low but will be strengthened by the prospective increase in prices of all wheat. Curtailment in the crop of the United States and possibly in Canada will undoubtedly strengthen prices. Larger crops in North Africa, and possibly in southern Italy on the other hand, will curtail the demand for this wheat. July 1 conditions indicate a crop of about the same size as that of 1924 but the North African crops apparently are a little larger than in 1924. It seems, therefore, that the price of durum wheat is likely to be increased materially but not so much as the price of hard red spring wheat.

#### Postum Co. Changes Name

Seeking a name more in keeping with its greatly extended field of operation in the food industry the stockholders of Postum Company, Inc., recently voted to change the firm name to General Foods Corporation. The new name is broad enough to cover the varied line of foods now being dealt in by the company,

among them being such noncompetitive products as flour, coffee, cereals, chocolate, cocoa, mayonnaise, salt, syrups, jello and other delicacies. Colby M. Chester, Jr., president of the company, explained that the name "Postum" was given the firm because of the first product placed on the market by C. W. Post, its founder, to emphasize that product.

#### Coffee Growers Point Way

The policy of taxing the raw material at the source for the purpose of creating an advertising and publicity fund has often been supported by many leaders in the macaroni manufacturing trade but for some reason it has failed to receive the support of those most directly interested. This is not the case with the coffee growers who are now conducting a nation wide campaign to popularize Brazilian coffee.

The coffee campaign referred to is under the supervision of the Brazilian-American Coffee Promotion Committee and is made possible by the offer of the coffee growers who are members of the Sao Paulo Coffee Institute to cooperate with the coffee interests in United States by devoting 200 reis of the present tax

per bag of coffee shipped from Santos, Brazil used in the United States. This insures the committee many thousands of dollars to be expended through advertising over the radio, by means of motion pictures and in newspapers and magazines. In addition there is a well defined educational campaign to tell the public through feature stories the real value of coffee, its proper preparation and new ways of serving it.

Though thousands of growers in Brazil contribute the coffee crop which is thus taxed for general publicity purposes there was not the slightest quibbling about the fairness or the right to tax buyers with or without their will. They merely agree on a tax on every bag of Brazilian coffee shipped to the United States and declare that a certain proportion of this tax must be devoted to advertising purposes. N. W. Ayer & Son, Inc., will handle the advertising that seeks the general purpose of promoting coffee good will and increasing consumption. Headquarters for the Brazilian-American Coffee Promotion Committee have been established in connection with the offices of the National Coffee Roasters association, 64 Water st. New York, N. Y., with Frank C. Russell, committee chairman, in charge.

"Announcing!!

**STAR  
Perfection  
Macaroni Dies**



**O**UR Motto and one-word moral business code is "PERFECTION."

**O**UR many satisfied customers appreciate the fact that THE STAR PERFECTION DIES give their macaroni products that CLEAN, WHOLESOME, APPETIZING appearance so desirable.

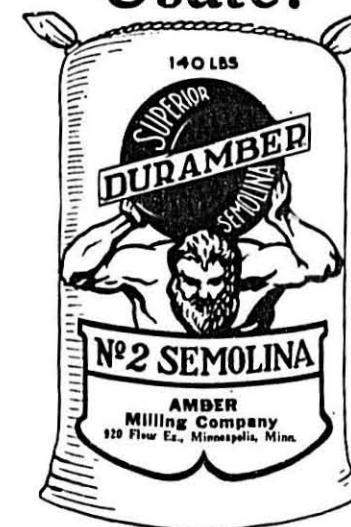
**O**UR guarantee with each and every DIE.



Star  
Macaroni Die Mfg. Co.  
47 Grand St.  
New York City

PER PASTA PERFETTA

Usate!



"Meglio Semola-Non ce ne  
Guaranteed by the  
Most Modern Durum Mills in America  
MILLS AT RUSH CITY, MINN.

**Cheraw Box Company, Inc.**

Seventh and Byrd Streets  
Richmond, Virginia

**SATISFACTORY**

**Wooden Macaroni Box-Shooks**

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

**Rossotti  
Lithographing Co., Inc.**

121 Varick Street New York, N. Y.

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**LABELS**

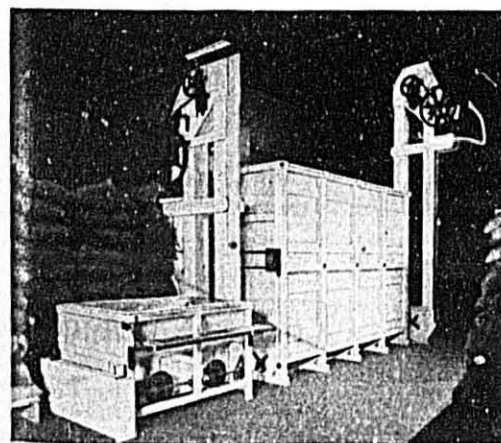
AND

**CARTONS**

Our Lithographed Cartons Have Special  
Features: Write for Samples

**Semolina + Champion = Macaroni**

Champion Flour Bin, Elevator, Conveyor, Sifter and Blender does the one and most important part in Macaroni and Spaghetti manufacturing—  
**GIVES THE MIXTURE.**



Drop us a line, we will submit  
prices and sketch of lay-out

Do it before you forget

**Champion Machinery Co.**  
Joliet, Ill., U. S. A.

"WE HAVE TERMS THAT WILL SUIT YOU"



## The Macaroni Journal

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

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

SUBSCRIPTION RATES . . . . .  
 United States and Canada - \$1.50 per year  
 in advance.  
 Foreign Countries - \$3.00 per year, in advance  
 Single Copies - 15 Cents  
 Back Copies - 25 Cents

### SPECIAL NOTICE

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

### ADVERTISING RATES

Display Advertising - Rates on Application  
 Want Ads - Five Cents Per Word

Vol. XI August 15, 1929 No. 4

### A Useless Effort

If the statement made by one of the  
 largest manufacturers and distributors  
 of artificial coloring materials is correct,  
 much of the attractiveness of the "Na-  
 ples and Bologna" styles of macaroni  
 products made in Italy is due to the use  
 of their coloring matter. May that not  
 be one of the reasons for the decline in  
 Italy's macaroni export business?

The firm referred to has thoroughly  
 circularized the trade in this country of-  
 fering its "wonderful" "Antas" as an  
 added ingredient sure to add "special

### BIG FELLOWS—UNSELFISH LEADERS

"THAT Trade Association is most  
 successful and is doing the best work  
 for its industry and for the nation  
 in which the BIG MEMBERS are  
 paying their proper share of the  
 budget and devoting the proper share  
 of time and thought to its activities.

In such Associations the BIG  
 MEMBERS are real leaders—lead-  
 ers, not bullies. They do not try to  
 twist the work of the Association to  
 their own particular ends. They do  
 not use the Association for pulling  
 chestnuts out of the fire."

(Excerpt from address by O. H.  
 Cheney, vice president, Irving Trust  
 Company, New York, entitled "Ever  
 the Big Can't Stand Alone," in July  
 issue of Nation's Business.)

brightness to the macaronies." "If you  
 want to have macaronies, as we have  
 them at Naples and Gragnano, you must  
 use our 'Antas'."

The secretary of the National Maca-  
 roni Manufacturers association took the  
 trouble to call the foreign distributor's  
 attention to the laws of this country  
 which absolutely prohibit the use of ad-  
 ded artificial coloring material in the ma-  
 nufacture of alimentary pastes as they  
 are known in Italy, or in MACARONI  
 PRODUCTS as this food is preferred  
 to be called in this country. Both trou-  
 ble and expense would be saved by cur-  
 tailing its attempts to sell unlawful ma-  
 terials in America.

Attention was also called to the action  
 of the U. S. government in prohibiting  
 the importation of artificially colored  
 macaroni and noodles on the ground that  
 such products were adulterated and mis-  
 branded. Macaroni manufacturers can  
 best discourage the distribution of such  
 circulars by totally ignoring the propa-  
 ganda which they seek to spread.

### Personal Notes

#### Canadians on World Tour

While dad remains at home to manage  
 the macaroni factory which he recently  
 sold to the Catelli Macaroni Products  
 Corp., Jean and Lucien Constant and  
 their sister Miss Madeline are on a mo-  
 tor tour that will take them through 2  
 continents. They left their St. Boniface,  
 Man., home the middle of July and vis-  
 ited the Villaumes of the Minnesota  
 Macaroni Co., St. Paul, Minn., the  
 Tharingers of the Tharinger Macaroni  
 company, Milwaukee, the Donnas of the  
 headquarters of the National Macaroni  
 Manufacturers association, Braidwood,  
 Ill., thence went to Montreal, Que.,  
 where they boarded the S. S. Megantic  
 of the British-Canadian Line for France,  
 taking their car with them. Several  
 months will be spent with their grand-  
 parents near Nice and Marseilles,  
 France, after which they will tour Italy,  
 Switzerland and Germany, returning by  
 way of Spain early in November.

#### To Reorganize Tri-State

The old Tri-State Macaroni Makers  
 club in western Pennsylvania, eastern  
 Ohio and northern West Virginia that  
 did such valiant work in bringing about  
 understanding where chaos prevailed  
 several years ago, is about to be reestab-  
 lished through the efforts of Lawrence  
 B. Cuneo of Connellsville, Pa., and until

recently a director of the National Maca-  
 roni Manufacturers association. Much  
 effective work can be done locally by  
 such organizations, the prime one being  
 to promote closer acquaintance and  
 greater sociability. From this it is but  
 a short step to understanding. Let's  
 have more such clubs.

#### Off to Europe

Mr. and Mrs. Henry Mueller and  
 daughters, Ruth and Myrtle, left in July  
 on the new S. S. Bremen for an ex-  
 tended tour of Germany and France.  
 The parents will return in the early fall  
 while the girls remain to attend school  
 to study French and art work.

#### On Hunting Expedition

G. G. Hoskins, vice president of the  
 Foulds Milling company, enjoyed a  
 pleasant vacation in the wilds of Canada.  
 He just thrives on the outdoor life and  
 longs for the time when he can afford a  
 full year at fishing and hunting, just  
 living naturally as Glen puts it.

#### Rossi's Vacationing

Henri D. Rossi of Peter Rossi and  
 Sons, Braidwood, Ill., spent 6 weeks va-  
 cationing with relatives in southern Cal-  
 ifornia. His family accompanied him.  
 Does Henry love California? Ask him.  
 His brother, Felix J. Rossi, and family  
 are touring the east via Washington, At-  
 lantic City and New York.

#### Will It Be Toronto?

The popular Irvin John, president of  
 the Milwaukee Macaroni Co., visited in  
 Canada last month. On a postal card  
 to Secretary M. J. Donna of the National  
 association he writes: "Dear Mr. Donna  
 —Greetings from Royal York hotel, To-  
 ronto, Ontario, Can., 1930 convention  
 headquarters." Not a bad suggestion.  
 Toronto has surely been keen for the  
 1930 meet.

#### WANT ADVERTISEMENTS

Five cents per word each insertion.

WANTED—Complete line of rebuilt machinery for  
 macaroni manufacturing. Send illustrations, de-  
 scriptions and prices to: Sisco Bros. Cash  
 Co., 217 Tilden Ave., Chicago.

#### FLETCHER - EICHMAN & CO'

Importers of

"Zolty Brand" Egg Products

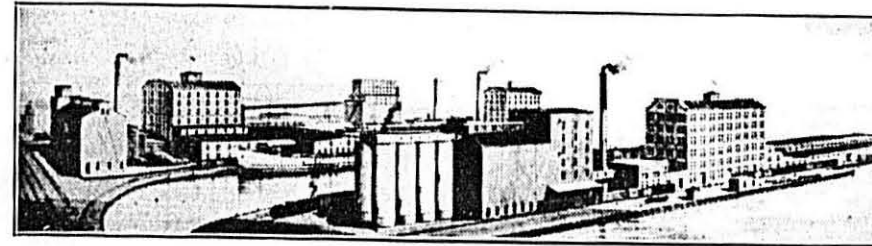
Pure Chicken Egg Yolk

Especially selected for Noodles

PURITY—COLOR—SOLUBILITY

Let us figure on your egg requirements

1435 W. 37th St. CHICAGO



King of them all . . .

## Hourglass Brand Semolina

Quality Beyond Comparison

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

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

LOCATION ENABLES PROMPT SHIPMENT  
 WRITE or WIRE for SAMPLES and PRICES

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 CHICAGO OFFICE: 14 E. Jackson Blvd.



**OUR PURPOSE:**  
**EDUCATE**  
**ELEVATE**  
 —  
**ORGANIZE**  
**HARMONIZE**

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

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

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*The President's Column*

**Needed—More Journal Cooperation**

There are many ways of obtaining information—ONE IS BY READING.

Do you read the Macaroni Journal? It contains much information vital to our Industry.

I am prompted to write on this subject because of the numerous requests the Officers of your Association receive from time to time for information on subjects that have previously appeared in the Macaroni Journal.

Much time is given to the preparation of articles that appear in the Journal and as it takes but a few minutes to read the Journal each month I urge every member to give this time to his Association for his own benefit as well as the benefit of the Association.

The last issue of the Macaroni Journal contained much Convention News. This issue also touches on many subjects discussed at the Convention.

If you were not at the Convention it is of course of considerable importance that you read the July issue of the Journal. If you were at the Convention, it will help you recall the discussions that took place, and place you in a position to offer suggestions during the coming year to promote the interests of our Association, which is absolutely necessary if we wish to reap the greatest benefit of the Association work.

The more we know about our business the greater the success we will all meet with and the greater assistance we can be to each other in overcoming our difficulties.

Read the Journal and let us know if you are in accord with the principles being promoted, and if any of the articles suggest any additional thoughts to you, write them to the Secretary.

We have always had a good Journal. Let us try and make it a better and more useful one by your cooperation.

*The Secretary's Column*

**Likes It and Says So**

Frequently during the recent convention held in New York we heard favorable comments on both the program and general conduct of the 1929 conference; many times throughout the year we are told how satisfactorily The Macaroni Journal is edited; but seldom has appreciation of our efforts been so nicely and pleasingly expressed as was the compliment paid by that genial and popular president of The Foulds Company of New York, James M. Hills.

It has been my privilege to attend only comparatively few of the conventions which your Association holds annually, but none of those stands out in my mind as being so helpful and inspiring as the one held in Hotel Hamilton, New York City last June.

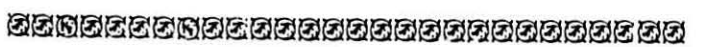
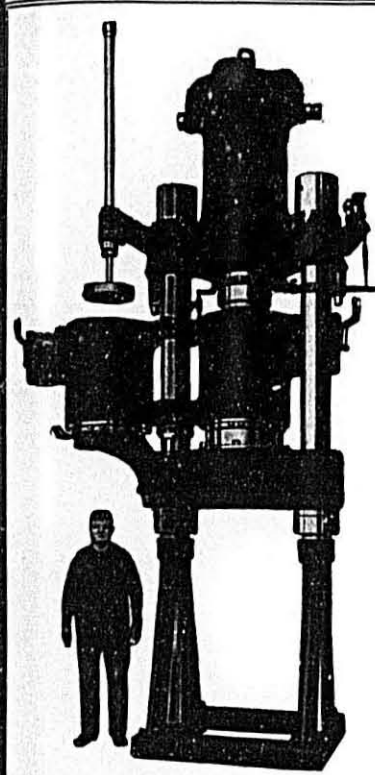
Indeed, sometimes we feel that we are not getting as much help as we should from these various trade association conventions, but if they were all as well conducted and if they all offered as helpful a program as the one arranged from this year's meeting we must consider the conventions of the National Macaroni Manufacturers Association as indispensable factors in the building up of business understanding and good will.

The July issue of The Macaroni Journal that perpetuates some of the talks and papers that we listened to at the convention, is one that I count very valuable and am happy that it got through to me, because without receiving this magazine regularly, NO MACARONI MANUFACTURER CAN BE HAPPY.

Very nicely put, Mr. Hills. We hope that many others feel about the same way but perhaps do not take the trouble to say it.

As for the convention program, most of the credit is due those who so ably and willingly delivered talks and led discussions; and as to the editorial policy of this trade magazine that is always molded to the wishes and beliefs of the leaders and the apparent needs of the industry.

More frequent contributions of articles and stories (even news items) from manufacturers and allied tradesmen would serve to add that intimate touch that a trade magazine has when those whom it seeks to aid overlook this important duty. Some have assisted often with little news articles. Why more? Remember, it is ALWAYS YOUR TURN NEXT

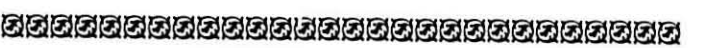


**John J. Cavagnaro**  
*Engineer and Machinist*

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

Specialty of  
**MACARONI MACHINERY**  
 Since 1881

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



**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





As the oldest millers of durum wheat, we have had the longest experience in supplying products for macaroni making. This experience is reflected in the exceptional quality of Pillsbury's Semolina No. 2 and Pillsbury's Durum Fancy Patent.

**Pillsbury Flour Mills Company**  
 "Oldest Millers of Durum Wheat"

Minneapolis, U. S. A.

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