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*The*  
**Macaroni Journal**



Minneapolis, Minn.

September 15, 1929

Vol. XI No. 5

## Not How You Buy-- But How You Sell!

**T**HE new durum wheat crop is harvested. Now comes the macaroni men's worries about purchasing their semolina requirements on a satisfactory basis.

The real problem that confronts all is not the cost of the semolina but the price it will bring when properly converted into salable products.

The Macaroni Manufacturer succeeds best who—  
Buys the best semolina available—Converts it into  
highest grade products—Sells at prices that mean  
honest profits.

A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI



## Bent Pins May Be Good For Fishing--But They're Not Good in a Macaroni Die

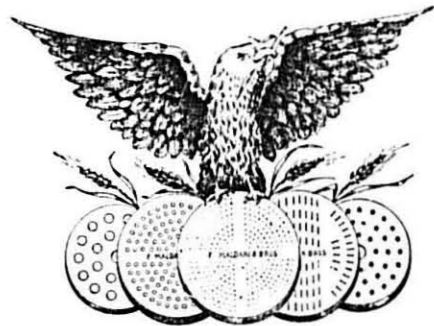
In our August advertisement we explained that a vital part of a good macaroni die is the chamber *outlet hole*. Now there is another vital part—seemingly small and unimportant—but if inferior can cause a lot of trouble and loss to the macaroni manufacturer. We refer to the *pin* in each chamber.

Naturally, when the paste is put through the chamber these pins must be flexible, sufficient to give a little with the flow. Where the pins are constructed of cheap material they sometimes become bent out of shape with the result that more paste constantly passes through on one side. The macaroni thus comes out thicker on one side than on the other, making it more difficult to dry, more brittle in handling, and preventing a uniform flavor because the thin part cooks more quickly.

### Maldari's Insuperable Macaroni Dies

The pin of a Maldari Insuperable Macaroni Die *will spring back*. It will not bend permanently out of shape. Our pins are cut from 12 foot lengths of special process bronze rods and each one must undergo 10 manufacturing process on different machines, besides hand-finishing and inspection, before it is accepted to be inserted in a chamber.

All of which is just another instance of why Maldari Dies are better—and why they are preferred by the discriminating manufacturer. Have you ever used one of our dies? If not, let's get acquainted through the Maldari Book of Macaroni Dies. *We'll send it on request.*



**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"

## Young Engineer Invents "Fasillo" Die

The macaroni "FUSILLO," well known to every macaroni connoisseur, has in the last 3 decades become very popular, although sold at a considerably higher price than other shapes of macaroni due to the fact that the labor involved in this particular shape is more expensive. The FUSILLO has heretofore been made by hand. It is a Perciatello Macaroni, that is a spaghetti with a hole in it. By the old method it is taken as soon as it comes from the press and wound by girls around an iron bar. When set the bar or rod is pulled out leaving the Perciatello like a coiled spring. It is then laid on trays and put in the drying rooms for the usual drying process.

This hand process of manufacturing can never reach even a fair degree of accuracy. The reason is the hand pressure, which will decide the final shape of FUSILLO, is never uniform; therefore, some will be found with the hole all jagged up, some partly plugged and some with the hole open. Neither are the length and thickness uniform. Such imperfections, which are quite important in the product's appearance, are more noticeable in the cooking. As a matter of fact some of the FUSILLO cooks too slow, some does not cook at all, and some cooks too much.

For the reason above stated the necessity arose to make a macaroni die with which the FUSILLO could be manufactured with the same uniformity as the other shapes of macaroni, and not only this but from the hygienic point of view, which can never be insured by the hand process.

Experts in different branches of the macaroni industry have made numerous and expensive experiments but have never obtained a practical result. After such experimenting many pronounced FUSILLO die impossible.

There was a young inventor who never

was not very encouraging. The uniformity was uncertain and the speed too slow to be practical. However, it proved to him that the principle on which the die was built was a correct one and that he was on the right road to success.

The experiments and efforts of Guido Tanzi to improve the die continued unceasingly until he not only improved the uniformity but also increased the speed



Guido Tanzi, Inventor of Fusillo and Yolanda Dies

of the press, reducing the time from one hour to 45 minutes for discharging one complete load. Still he saw chances of improving the die to reduce the tremendous pressure and to increase the speed considerably, so as to insure the manufacturer a nonprohibitive manufacturing cost. In this work he had associated with him his brother Aurelio Tanzi, a mechanical engineer who helped alter the die so that each hole should be contained in a plug, a new principle in die making. The effect was to increase the number of holes in the die considerably with the pressure reduced accordingly.

The new FUSILLO is made with a support either of bronze or steel and has so many perforations, each one contain-

As the dough is pressed out it goes through a specially made perforation which causes a rotary movement of the macaroni. The die is equipped with a specially made rotary knife, hand operated, which has 2 diametrically opposite stops.

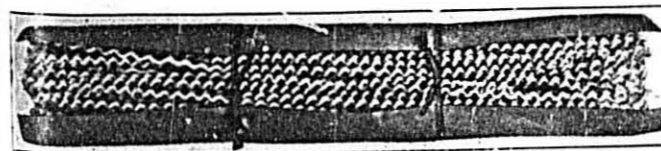
As stated above the introduction of the plug in this die has lessened considerably the pressure in the press, but what is more important, if some unit goes out of order, it can immediately be replaced with another plug from stock.

As soon as the plug was introduced in this die the time for the press to discharge one load was reduced to 25 minutes, giving a very uniform product and very round macaroni with a hole perfectly in the center; and needless to say the cooking of this macaroni is perfectly uniform.

However, after considerable more experimenting, this die was still further improved upon and it can be said that the FUSILLO can now be manufactured with practically the same speed as is spaghetti. As a matter of fact the speed for discharging one load of dough through a FUSILLO DIE on a 9" or 10" press has been reduced to nearly 12 minutes, and probably in the near future, this time will be further reduced. This die is practical in a press of any size. Also, the improvement in the die has accomplished the possibility of laying the FUSILLO on sticks instead of on trays, this process being more economical in a manufacturing plant. It might be added that the macaroni will not be altered in its shape in any way by hanging it on sticks instead of laying it on trays as previously done.

This invention was patented in due time and the proprietors of the rights were the inventor, Guido Tanzi and his associate, Aurelio Tanzi, who recently sold it to Mario Tanzi & Bros. Inc., Boston, Mass.

It might be added that Guido Tanzi, although still young, introduced in the United States the Sea Shell, Mafalda, Lasagna a/un riccio, and many other shapes of macaroni, which at the time of his coming to America were unknown. He also has to his credit the invention of the Yolanda die, which is a twisted trimetta, and the consumer finding it the nearest substitute to the FUSILLO die, called it, but wrongly, the FUSILLO die. The genuine FUSILLO is the one here-with illustrated, which more than any other shape made with the die is a real contribution to the macaroni industry.



One pound package of Fusillo as it is available on the market at the present time.

expressed this opinion of the above mentioned experts, and he, Guido Tanzi, after considerable patient and expensive experimenting succeeded in making one for a 9" vertical press. But, as usual when anything new is made, the result

ing a plug. Each plug is made out of different parts forming, when assembled, not only the pin that forms the hole in the macaroni but also causing the elements to form concentric holes to a certain angle.

**Picture of a Contented Man!**

Why!

Just booked Minneapolis Two Star Semolina.

Looks forward to a good year—no troubles in the factory—satisfaction to the trade.

Why not get that contented feeling!



**BE SURE TO SEE US BEFORE BUYING**

**TWO-STAR IS A GOOD PRODUCER**

**MINNEAPOLIS MILLING COMPANY**

Minneapolis, Minnesota

NEW YORK OFFICE, 410 Produce Exchange

CHICAGO OFFICE, 612 N. Michigan Avenue

# THE MACARONI JOURNAL

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## Good Goods at Good Prices

The war goes merrily on, involving three distinct schools of thought in business as to just what is the most practical and at the same time the most profitable plan of successful business operation. These three schools have a goodly share of supporters in the macaroni manufacturing industry, each earnestly believing that he alone is on the right road.

On the one hand is the group that is convinced that only equality can be the foundation of a successful business. At the other extreme are the fellows who feel that price is the only sure lure for badly needed orders. In between is the third group that tries out first one way and then another, gaining little and not losing much. Is it possible that all three groups are right in their intentions?

The first and most important duty of every food purveyor, including the macaroni manufacturer, is to produce food that is good and wholesome, market it in a form that is attractive and appealing and to supply it to distributors at prices that are profitable both to makers and consumers, yet fair and honest to consumers.

A study of the macaroni manufacturing field reveals the undeniable truth that the man who manufactures a quality product and demands a fair price for it is not only individually successful, but he is the very backbone of the processing industry. His policy gains for him the confidence of his customers and the good will of the consumers. He can be depended upon to use only high grade raw materials and to manufacture them in the most approved methods.

Into this group falls about twenty five per cent of the industry. The books of these manufacturers always show a profit no matter what the general conditions may be. These men know very little about their competitors and concentrate their efforts in improving their goods and bettering their service. They are ever ready to cooperate with others in promoting the general interests of the business and do not spend much money toward that end.

Every year, particularly during the summer months, the industry is disturbed by reports of price cutting and price slashing. When investigated these are found to be at least partially true and usually founded on the false theory that through price cutting competitors may be crowded out of certain markets or overproduction profitably disposed of.

Some one always starts the darn thing, but try and find out the guilty one if you can. The investigator finds himself in the same quandry as was a young lover who was enjoying a railroad journey with his sweetheart. After the train had passed through a long tunnel he said to her: Sweetheart, had I known that the tunnel was so long I

would have kissed you." "Heavens," she exclaimed, "wasn't that you?" Some one quotes a lower price for some good reason. His actions are misinterpreted and others seeking revenge, cut still lower. Thus is the ball set a rolling to the detriment of all.

The industry has really nothing to fear from the group that believes that price alone will get the business, because such firms will not long remain in business. They make a splurge, leave a trail of havoc and despair behind them and then fade out, leaving only unpleasant memories. They are with us this year but gone the next. Others foolishly try to take their place. Thus are the business graveyard capacities being crowded.

The occasional price cutter is almost as harmful as the habitual one. You expect it of the latter and are prepared for his actions. The former will strike here today and there tomorrow, but ever in unnatural territories. He howls loudest when others try the same tactics among his clients. His excuse is that he is offering only his own production at the ridiculous prices complained of and he will not admit that others can also manufacture more goods than they can profitably sell to their regular customers.

Perhaps conditions will never be perfect in the macaroni manufacturing field but at their worst they are still better than in many other lines. Occasional slashing of prices may at times be justified but the manufacturer who cuts for cutting's sake will some day be cut down himself, and his business go the way of all such firms.

Progress in the macaroni manufacturing industry must depend on quality in all the food manufactured, on improvement in manufacturing methods and means of distribution, and finally on consistent publicity, individually or by groups, to promote the use of macaroni, spaghetti, noodles, etc., not in any particular combination favored by Italians, Germans or Chinese, but in every possible combination to which this highly nutritious food will properly and appetizingly lend itself.

The general conclusion of the leaders in this industry and of all the successful men in all business circles is that quality goods or service, fairly priced and properly advertised, is the only safe and sound policy for a new or established firm to adopt and adhere to. The above is a triple acting policy that painstakingly followed will bring sure business success.

Manufacture good goods; pack in good containers guaranteed to deliver in good condition; give good service to distributors; sell at good, honest prices. Doing all of these you will get a good, profitable and satisfactory business.

# Expert Diagnosis of Durum Crop

Views of Durum Millers and Experts--Production Lower, Color Good and Protein High--Durum Premiums to Continue Strong

The macaroni manufacturers are now facing the problem of contracting for their raw materials for fall, winter and spring.

Is semolina to be higher or lower? What about its gluten qualities? Will its color be better than the average?

In the face of decreased production what is the prospect of the general quality of durum wheat available and suitable for semolina making?

These are some of the many questions buyers of semolina are asking daily. The durum millers of the northwest have been watching the crop and closely following the harvest. They naturally know more about the 1929 durum than others. For this reason the macaroni manufacturers will be interested in the views of the leading millers of the country as expressed in short articles supplied The Macaroni Journal, all of which deal with production and quality of this product and the probable trend of the market. The statements given below should be studied with the knowledge that it is rather early to form definite conclusions as to actual production and prices.

## HIGHER DURUM PREMIUMS POSSIBLE

By W. E. Ousdahl, Commander Milling Co.

It is a little early to tell definitely just what the durum wheat situation is on the new crop.

Our laboratory has been working on three shifts, testing samples of durum wheat from the entire northwest durum wheat section. We have had samples sent in to us from practically all of the important stations, and there is a great variance in protein content, running from about 10 1/4% to as high as 18 1/2%.

We are safe in saying, however, that the protein of the durum wheat this year will run considerably higher than a year ago. The crop is an exceptionally strong one on the average.

The moisture content is somewhat lower than a year ago, making it a somewhat difficult crop to get enough water into to mill satisfactorily. It is running from as low as 9% to about 13%.

The quality of the gluten is excellent, and the macaroni manufacturer will be able to make a macaroni that will cook up very satisfactorily.

Last year's durum crop was an exceptionally large one from the standpoint of

volume. The final government figures on the crop were given as 92,770,000 bu. The last government estimate on the new crop durum was 49,000,000 bu. This is quite a decrease in the number of bushels but we are in the hopes this year that the better quality will offset the big decrease in the volume.

Because of the dry weather existing during the growing period of this year's crop, there is some slight weight durum wheat, and we should consequently have lower test weight. This means that it will take more durum wheat this year to make a barrel of semolina.

We have found in our color tests of the new durum wheat that a wheat buyer may easily be deceived. We have seen some very beautiful looking durum wheat that has not proved out as expected in color. It is therefore more important this year than ever that the Wheat Buyer be thoroughly informed on every ear of wheat that he purchases.

We give you herewith the final government figures on the durum wheat crop for the past 4 years:

1925	61,651,000
1926	43,981,000
1927	79,100,000
1928	92,770,000
1929	49,000,000 (last gov't estimate)

An analysis of these figures, when taken into consideration the following conditions existing this year, would indicate to us that we will have quite a demand for the American durum wheat on this crop year for export.

The estimates of the Canadian crop have been running around 225,000,000 bushels. This figure includes the durum wheat that is raised in Canada. Last year's Canadian crop ran 550,000,000 bushels. Canada raises a considerable amount of durum wheat, but there are no available figures on what the quantity runs. However, it is reasonable to assume that their durum crop this year will be not much more than a third of last year's durum crop.

Because of the very short Canadian crop Canada will not be in a position this year to compete with American wheat to any great extent on foreign country requirements. Durum wheat is primarily an export wheat, and because of the Canadian situation, we believe that there will be a greater export demand than ever before for the American durum wheat.

The domestic consumption of durum

wheat runs around 16,000,000 bu. This should run around 17,000,000 bu. on the coming crop year.

None of the foreign countries has a bumper wheat crop; consequently we expect a large export demand for our semolina, because of our comparatively favorable price on the world market.

According to government estimates the wheat crop in Canada and the United States will be about 480,000,000 bu. less than a year ago. The northwest crop is about 129,000,000 bu. less than a year ago, and about 44,000,000 bu. of that decrease is in durum wheat alone.

The farmers of the northwest have been urged by grain commission houses to hold their wheat. They have also been urged by the governors of Minnesota, North and South Dakota, Montana, and by the Federal government, to hold their wheat. Local elevator line houses advise that the farmers all along their lines are holding their wheat for higher prices.

The crop this year was about 10 days earlier than a year ago and many local grain men feel that the heaviest receipts of wheat have already been felt and that there will be no time during the remainder of this crop to be as heavy receipts as any one time as we have already seen this far.

In previous years the heaviest part of the crop movement has come the latter part of September and the first part of October. We feel that the marketing of grain from the northwest this year will be very gradual. Consequently premiums on durum wheat should go considerably higher.

We don't wish to present here our ideas of the future trend of wheat prices. Our only object is to try and give our good friends, the Macaroni Manufacturers, a true picture of conditions as they exist, and we hope that this article will be of some assistance to them in determining when to make their purchases.

We are certain of one thing, and that is that we are going to have a good strong crop of an excellent gluten quality. We feel that it will be fully equal in every respect to last year.

## SMALL CROP CURTAILS SELECTION

By Geo. B. Johnson, Sales Manager Washburn Crosby Co.

A decrease in acreage sown of about 15% plus an almost total lack of rain

September 15, 1929

during the growing season has resulted in a durum wheat production materially less than that of last year. In all probability the threshing returns will show a durum crop of approximately 50 million bushels against a production of upwards of 90 million bushels in 1928.

When one attempts to obtain a clear picture of the present situation by eliminating from these production figures the production of red durum—a hard grain—the result would appear to indicate a production of approximately 35 million bushels of durum suitable for use by the domestic and foreign manufacturer of alimentary pastes—between 55% and 60% of that available a year ago.

An available supply of 45 million bushels signifies to the semolina manufacturer that one carlot of durum out of every three must be utilized for the domestic market. This is a narrow field of selection. How narrow can be shown by the fact that the mills experienced great difficulty on the past crop in maintaining the quality of product demanded by the macaroni manufacturer, and this with a choice of selection of one carlot lines are holding their wheat for higher prices.

Yet despite this curtailment of choice selection there is good ground for believing that the standard of semolina manufactured on this crop will measure up to the standard product of the past few years. For it is quite apparent that the educational campaigns of the past few years directed against the inferior durum varieties are beginning to bear fruit. The receipts of new wheat at the terminals show a distinct and encouraging decrease in the amount of the Mazze and Monad varieties, which are grain from the northwest this year will be very gradual. Consequently premiums on durum wheat should go considerably higher.

Again, as contrasted with the 1928 crop there is apparent to date no frost damage, considerably less scab damage, and apparently very little contamination with ergot. The worst feature of the present run of wheat would seem to be the large number of carlots which are detested because of the admixture of bread wheat; this is particularly true of the South Dakota durum.

As is invariably true in years of deficient moisture in the growing period the average of this crop is high—distinctly higher than that of the past 2 years. But there is, of course, no correlation between high protein and high around quality. That is the durum in which the brightest and clearest semolina results is most certainly not that of the highest protein content, and if the macaroni manufacturer insists on an

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extremely high protein analysis in his product he must be prepared to accept less in color than he would otherwise receive.

## A SMALLER, BETTER DURUM CROP

By B. Stockman, President Duluth-Superior Milling Co.

Based on early returns and confidential reports from investigators in the wheat fields of the northwest, the 1929 durum wheat crop appears to be of a good quality both as to protein and color but somewhat smaller in quantity. Lacking information that should come later in September when harvesting and threshing are completed, this little review of the 1929 durum wheat crop will deal with 2 phases—Quantity and Quality.

QUANTITY: Owing to decrease in acreage because of last year's crop being unsatisfactory, and to weather conditions which were unusually dry, the amount harvested this year will be much less than the amount harvested last year—government figures for last crop 92,000,000 bu.; estimate for this crop 49,000,000. Probably this is an underestimate so we might safely figure on a total of 55,000,000 bu.

Durum is a semi-arid crop. It does not require as much rain as spring or hard winter wheat requires. Therefore the heads are filled better than was expected.

QUALITY: The South Dakota crop suffered very severely from drought, yet the few districts in this state which usually yield good durum wheat have a normal harvest. The early arrivals from Minnesota and North Dakota show excellent quality, better than we have had for several years. Color is good, protein high.

While one cannot overlook the fact that the early arrivals are usually above the average quality of deliveries during the crop year, yet it seems quite probable that we will have no more trouble in getting the quantity of choice durum wheat necessary for domestic requirements than we had in getting the same amount from last year's crop, which was so much larger in bushels.

Except for stocks in the hands of the mills there is no choice durum left over from last year. A much smaller crop is easier to handle and we might have considerably higher prices if there is any export demand.

Durum wheat is selling at a substantial discount under the price of spring wheat or hard winter wheat. With a small crop it is improbable that this discount will

widen, and with any substantial export demand it is sure to narrow.

## SOME PHASES OF THE 1929 DURUM WHEAT SITUATION

By Harry E. Kuehn, King Midas Mill Company

The market for durum wheat, like that for all classes of wheat in the United States, is considerably firmer and on a higher level than the average of recent years. According to the August 1 estimate of the United States Department of Agriculture a crop of 49 million bushels is indicated compared with 93 million bushels harvested in 1928 and a 5 year average, 1923-1927, of 67 million bushels.

Although production of wheat in the 3 principal North African countries, which consists largely of durum, is reported at about 21% above the 1928 crop, and the production in Italy will also be some greater than the previous year's large crop, yet the domestic durum market is considered to be in a rather strong position.

From the 1928 crop lake shipments from Duluth to Buffalo and Canadian points totaled around 50 million bushels. Some of the wheat shipped to Buffalo was undoubtedly used in mixed feed plants and for consumption at interior domestic points, but this quantity is estimated by the trade not to exceed 10 million bushels; so it appears likely that about 40 million bushels of durum wheat was exported from last season's crop, which left about 50 million bushels available for domestic consumption.

Mill grindings of durum wheat during recent years have totaled about 15 million bushels annually, and the amount used for feed purposes is estimated at 18 to 20 million bushels, although last year's low price level undoubtedly increased this amount somewhat. Therefore, considering the amount that will be needed for mill grinding of durum wheat the coming season together with the amount usually used for feed purposes, there will be a much smaller amount than usual to be placed as a surplus on the world's market.

Durum wheat is a drought resisting type and therefore survived the extremely dry growing season remarkably well. A dry season such as we have experienced this year tends to produce a flinty kernel of exceptionally bright, amber color, especially when grown from good amber seed. Although the total durum crop will, perhaps, be only a little more than one half of last year's harvest, the percentage of good milling durum will be far greater. We have been in the durum

business for 17 years, and the general quality of this year's crop is probably the best in our experience.

The present premium which cash durum wheat of good milling quality brings over the option price is placing durum prices considerably higher than the regular spring bread wheats. This condition is unusual because a larger than normal proportion of the durum crop is of such excellent quality. Therefore it appears likely that premiums on durum wheat should decline somewhat unless the holding attitude of the country this year will keep durum receipts sufficiently light so as to maintain present premiums throughout the fall months.

#### WORLD MARKETS TO AFFECT SEMOLINA PRICES

By C. P. Walton, President, Capital Flour Mills, Inc.

Because of new developments that must be considered, we find it more practical to send out weekly or biweekly bulletins to the trade, thus passing along timely information that appears to be practical on the growing wheat crop, its harvesting and marketing. Practically all that can be said on this subject at this time has been stated in the aforementioned bulletins that deal not only with durum but with the general wheat crop.

From the few cars of new durum that arrived on the market during August we may conclude that the 1929 crop will yield a shrunken berry ranging in protein from 13% to 16%, unusually high. By the middle of September or the latter part of that month this wheat will come to market in volume and then the crop can better be judged.

Much of the good milling durum from the north central part of North Dakota where growing and harvesting conditions have not been over favorable. Conditions in Canada where growing durum is becoming more popular have been going from bad to worse and the crop there should be well below the 1928 production.

The durum wheat prices this year, as usual, will be in accord with the world basis, and possibly on account of the Winnipeg market ranging so high durum may range in price relatively higher to the hard bread wheats as quoted in the Chicago markets.

For purposes of comparison we submit these figures: In 1928 the world wheat crop, exclusive of Russia and China, was 3,829,000,000; the old wheat carryover was 421,000,000 making the total year's supply 4,250,000,000. Based on actual

figures and dependable estimates the world wheat crop in 1929 will average about 3,269,000,000 bu. This year's carryover of old wheat was 549,000,000 bu. This would indicate that the world wheat available this year would total 3,818,000,000 bu.

#### EXCELLENT SEMOLINA ASSURED BY 1929 DURUM

By A. J. Fischer  
Pillsbury Flour Mills Co.

Anticipate the new crop of durum wheat will run at least 1% higher in protein content than past year with better color from comparative standpoint.

Peak of receipts of new durum wheat should be reached within next two weeks. Believe premiums are at a low point at this time.

Wheat experts estimate that there will be larger percentage of the new crop fit for milling of domestic semolina as compared with last few years. This will help offset the fact that only 45,000,000 to 50,000,000 bu. will be harvested as against 92,000,000 bu. last year.

We firmly believe that this year will afford macaroni manufacturers a fine opportunity to increase macaroni consumption on account of the desirable amber color and cooking strength of macaroni which they will find easy to make out of this new crop semolina.

#### Milling With Millers

Semolina buying has been quite heavy in different markets on a break in the price that followed a weak durum market. Most of the buying was in the nature of "fill-in" orders.

A. Graif, manager of the durum products department of the King Midas Milling company, Minneapolis, completed a tour of the north central states last month on which he called on most of the semolina buyers in that section. While in Chicago he attended to a change in the management of the branch there due to the recent resignation of A. L. Cernaghen. The new Chicago representative of this mill is George L. Faber, formerly in charge of the Michigan territory.

Manufacturers in New Orleans were in the market for semolina the latter part of July, about 20 carloads being purchased around 4 1/2c per pound.

Alexander Gallerani, formerly in the macaroni manufacturing business in

Pittsburgh, has appealed to the U. S. District Court for a discharge from bankruptcy. The hearing will be the middle of the month.

J. E. Coolbroth of the Minneapolis Milling company called on the eastern trade last month. While in Boston he was introduced on the Exchange by Harry S. Leviston, the New England representative of the flour mill.

Dwight K. Yerxa, manager of the Buffalo division of Pillsbury Flour Mills company, was general chairman of the outing committee that supervised the sixth annual picnic of the Pillsbury Boosters club, employes of the Pillsbury Flour Mills Co. The outing was held in the Automobile Club in Clarence, N. Y.

#### Born--A Durum Salesman

Mr. and Mrs. A. J. Fischer of Minneapolis are the proud parents of an 8 lb. 13 oz. boy that arrived Sunday August 11 to brighten their home. He will be a companion of Marion Hazel and Mildred Aline, elder Fischer children. As manager of the durum department of the Pillsbury Flour Mills Co., Mr. Fischer was the recipient of congratulations from his firm and co-workers as well as from his many friends in the macaroni industry. John is undecided as to what name he will call his eldest son and suggestions from the macaroni men are welcome.

#### Among the Boys

Friends of Robert B. Brown of Fortune-Zerega company, Chicago, Ill., chairman of the Macaroni Publicity Committee of the National association will be sorry to learn of the sudden death of his father in Atlantic City last month where he was summering. Mr. Brown was vacationing in the Canadian woods when advised of his father's serious illness. Rushing by plane and train, he arrived too late. The senior Mr. Brown was for many years a resident of Cincinnati, O.

#### Of Personal Interest

Felix J. Rossi, elder brother of the operators of the Peter Rossi & Sons macaroni factory in Braidwood, Ill., spent his summer vacation motoring through the east with his family. The tour centered around the nation's capital but side trips were made to Philadelphia and New York.

THE NEW DURUM IS NOW  
COMING IN AND IS GIVING  
A STRONG CLEAR SEMOLINA  
PLAYS OUT BEAUTIFULLY  
IN COOKING  
WE ARE YOURS TO  
COMMAND

COMMANDER  
SEMOLINA

## Do We Want a Modern Calendar?

The attitude of the Macaroni Manufacturing Industry toward the proposed change from a 12 month to a 13 month calendar is being sought by the varied interests favoring a change to a more modern means of calculating time. As member of the Chamber of Commerce of the United States the National Macaroni Manufacturers association will be asked to vote in a referendum on the subject and the opinions of the leaders in this industry would be helpful in determining how the association's vote should be cast. If interested, as you no doubt are, write your views on the subject immediately to the Editor.

Businessmen's organizations throughout the country are about to begin voting through a national referendum on recommendations looking toward reform of the calendar. The referendum will be conducted by the Chamber of Commerce of the United States among its more than 1600 member organizations.

The proposals for calendar reform come from a special committee of the Chamber accompanied by a minority report advocating continuance of the present calendar.

The recommendations of the committee are 3, as follows:

That the present calendar should be so changed as to bring about a greater comparability in business records for periods within a year and for periods from year to year.

That the form which changes in the calendar should take should be determined through international conference.

That the government of the United States should participate in an international conference to determine the form of changes to be made in the calendar.

The subject of calendar reform has been agitated for years here and abroad. The League of Nations, the International Chamber of Commerce and the International Astronomical Union are among the organizations which have given it study.

The report of the Chamber's committee emphasizes especially inconveniences in business accounting arising from the fact that months, quarters and halves are of unequal length, quoting at length from a report made to the League of Nations by a special committee.

The committee reporting to the League of Nations went over about 200 plans for changing the calendar and recommended that attention should be centered on 3 fundamental questions:

1. Should the divisions of the year in the present calendar be so changed that there will be greater uniformity in length and consequently better comparability?

2. Should the weeks be fixed in their rela-

tion to the divisions of the year in which they occur?

3. How should the form of the changes be determined?

The committee in proposing calendar reform, itself puts forward no specific plan. In its report it says that a difference of opinion developed among majority members as to what particular divisions of the year should be made equal. Plans of one kind undertake to make the year's quarters of equal length, with the same number of weekdays in each month. The best known plan of the other type contemplates months of equal length with the weeks fixed in each month, with the consequence that the number of weekdays would be the same in all months and a date within the month always would fall upon the same day of the week. Both types of plans provide calendars of 364 days and would utilize a "blank" day to fill out the ordinary year, with 2 "blank" days for leap year.

Majority members of the committee developed individual preferences respecting a 12 month plan and a 13 month plan, with the thirteen month plan receiving most favor.

The problem attending the wide variance year by year in Easter dates received the attention of the committee, which pointed out the inconvenience of the present arrangement.

The committee's minority members frankly oppose any calendar changes. In a separate report it says:

"Generally speaking the civilized world does now possess, or is rapidly coming to possess, a calendar enjoying substantial uniformity. The infliction of

a new calendar having radical departures from the present or attempting to improve it, would mean annoyance to millions of people, would bring great discomfiture to great sects which view the present calendar with religious loyalty, and would offer nothing of substantial value to any single business which that business cannot enjoy now, if it will.

"The daily use of the calendar vitally concerns the intimate habits and views of vast millions of people in this country. The proposal to agitate a reform in the calendar as presented has no popular backing worth mentioning. It comes to this Chamber with the studied support of but few people. A large group has been circularized and, as often happens with catchy ideas, a great many people, many of them of business prominence, are giving this proposal their endorsement, without deep thinking. We have not learned that these people are giving else but lip service toward furtherance of the idea, though apparently a considerable sum of money is being spent to launch it.

"However enthusiastic the proponents of the proposed change may seem to be, general business has little interest. Those who wish to use a system of accounting other than that based upon the present months are now doing so. Business, as such, should be careful not to intrude upon matters peculiarly of private concern as well as being interwoven with custom of long standing, unless a change is of transcending importance to business itself. The Chamber of Commerce can well avoid taking any step to commit itself in this matter."

## The Big ? Is, - -

### Will You Heed the Appeal In The Macaroni Brand Listing Proposal?

To make the list worth the effort, all Macaroni and Noodle Manufacturers in the United States should immediately file a list of their own brands and all known private brands with the Association Secretary.

Read the Secretary's Column Page 38 in this issue and do your duty.

September 15, 1929

THE MACARONI JOURNAL

11

## A Macaroni Die Will Work Right and Last Long IF--

—it is made of our Special Laminated Manganese Bronze of 70,000 pounds Tensile Strength per square inch, **THE STRONGEST SO FAR KNOWN.**

—its perforations are not too many so as to weaken its strength and reduce the pressure in the press at such a low point that it produces macaroni of incompact grain.

—its perforations are not too few to cause an unnecessary pressure in the press, causing an unnecessary and dangerous friction on the macaroni.

—its perforations are well distributed so as to leave a **VERY STRONG DIE** which is the result of many years of experimenting in order to find a chamber that forms a **VERY SMOOTH and COMPACT MACARONI.**

—the Forming Part of each perforation (that gives the final shape to the macaroni) is not **TOO THICK** so as to cause unnecessary and dangerous friction on the macaroni and not **TOO THIN** so as to wear out too quickly.

All these big features are built only into **TANZI'S DIES.**

SAY "TANZI" FOR THE BEST

## Successful Macaroni Maker Enters Bakery Field

Having been active practically all his life, Ralph Raulli, founder and president of the Los Angeles Macaroni company of Los Angeles, Calif., found it very tiresome and practically impossible to loaf.

Last fall a merger of macaroni plants in Los Angeles involved his firm. The merged organization took the name of Los Angeles-Pacific Macaroni Co. For a time Mr. Raulli was "on the shelf" but he did not stay put.

"Loafing is the hardest kind of work. If I am destined to loaf, let me jokingly state a truth that I aim to loaf in attempting to make the very best and tastiest loaf of bread."

In looking around for a business in which to capitalize his training, he saw an opportunity in the baking field and recently constructed one of the most modern and complete baking plants in the central manufacturing district of Los Angeles.

In speaking of his entry into the new field the Central Manufacturing District magazine gives an interesting life story of Mr. Raulli's macaroni career.

"Ralph Raulli was born in Raiano, in the province of Aquila, near Rome, in the year 1877. The Aquila region is noted for good food, even in a land where good food is the rule. At the age of 14 the young man went to work in the macaroni factory of Rostiglione Brothers in Raiano. In a few years he had learned all that the good brothers could teach him of the business of manufacturing macaroni.

"He felt that he must know more. Just because macaroni had been manufactured in a given way over a period of generations meant nothing to him. Other things had improved and he was sure in his own heart that he could improve the manufacturing methods then in use. The local field was exhausted. He went in search of the information for which he thirsted and, typical of him even then, sought out the largest manufacturers in Italy. His persistence and his evident knowledge of his work finally won him a position with the Philip Capolla Macaroni Factory at Fare S. Martino.

"When he had gained all of the knowledge of the macaroni business that he could obtain in the Capolla factory he went on to Isernia, in Napoli.

"By this time young Raulli had arrived at his seventeenth year and he

began to give serious thought to the future. Carefully he weighed the opportunities which Italy offered. He had all of the better class Italian's love for his native land. But he was ambitious and it did not seem to him upon careful analysis that the chances for his ultimate success were as great in Italy as in America.

"He came to the United States, and arriving here came to the conclusion that before he established connections



Ralph Raulli

in his chosen line he would first locate himself in that part of the country which he thought could contribute most to his success.

"Southern California was progressive and southern California was mild and equable in climate much like his home land.

### Crowning Achievement

"When Ralph Raulli started west things began to happen. En route to Salt Lake City he met Bertha Weisener on the train. A few months later she became Mrs. Ralph Raulli. My constant friend, adviser and coworker. If it had not been for her constant inspiration and help, much that has been done might never have been accomplished, the executive said when speaking of her.

"And then the crowning achievement: A \$100,000 factory in the central manufacturing district of Los Angeles, the center of the center. Several minor changes are being made in the building and complete equipment is being installed for the production of more than 50 different products of the company to date.

"When Mr. Raulli speaking of the future for his new plant predicts suc-

cess, it is against a background of actual accomplishment. In 1908, with a capital of but \$1000, his health, his wife's help, and the will-to-do he started the Los Angeles Macaroni company. Twenty years later he sold it for \$150,000."

### Air Conditioning as Manufacturing Aid

Is the air in your plant too "muggy" for the workers in the summer or too chilly in the winter? Does it have the right kind of humidity for your macaroni products in their manufacturing stage and just the right amount of drying qualities in the drying rooms? If not, then call in the air conditioning doctors. They will diagnose your trouble and prescribe the remedy.

Many industries are now producing in their plants the kind of weather most suitable for their manufacturing processes and most healthful for their employees. The process of making your own preferred weather is called air conditioning. Scarcely any manufactured product is not affected by the weather and macaroni products surely need just the right conditions of atmosphere, and for this reason macaroni manufacturers should be interested in the possibilities of making the air suit their plant needs.

Making of suitable weather inside factories is saving millions of dollars annually. This is done by maintaining accurately one or more of these factors.—heating, cleanliness, humidity, velocity and ionization of the air,—also calling for process work. Also by means of refrigeration, healthful, palatable and economical drinking water is provided for employes and for use in food production.

Engineers have developed some new and rather astonishing facts in the new science of air conditioning. Their conclusions are being announced to the interested industries through a technical publication, Heating, Piping and Air Conditioning, by a board of consulting editors who specialize in this work.

### THE FIRST TELEGRAPH

In 1843 Congress voted \$30,000,000 to test the telegraph invented by Samuel F. B. Morse, who was born April 27, 1791 in Charlestown, Mass., and died April 2, 1872. The first telegraph line was between Washington and Baltimore. The first words ever graphed were "What God hath wrought."



## Grins Smiles Chuckles

A Tonic for Business Worries



### Firing 'Em Easily

"Brown," said the manager, "there'll be a vacancy in the office shortly, and I'm thinking of recommending your twin brother for the job."

"My twin brother!" exclaimed Brown. "But — — —"

"I mean the one I saw watching the baseball game yesterday while you were at your aunt's funeral."

"Oh — er — yes," said Brown. "I — I — remember, sir! I — I'll go and fetch him!"

"Good," said the manager. "And don't come back till you've found him!"

### Needed Help

If one is to believe all the statements made by macaroni manufacturers many of the firms in America must belong to the same class as that into which falls the business of a certain husband-trusting wife. Her neighbor said to her one day: "And your husband has a prosperous business, I suppose?"

"Oh, yes," replied the trustful wife, "he is taking in a lot of money. Only last night he told me a receiver had been appointed to assist him."

### "Nose-ing" In

A good, true story comes from Brooklyn where competition among macaroni manufacturers is usually most keen. An institution that formerly bought its macaroni products in bulk recently decided to buy this food in packages and asked bids on its requirements for the new fiscal year. The firm that formerly supplied the institution with bulk goods

quoted a price of 97 1/2c per case for packaged macaroni. Quite naturally it got the business, but when asked to make deliveries the institution was informed that the company manufactured no package goods but quoted the price that it would ask if it did have the package goods wanted.

We are reminded of the clergyman who after preaching a sermon on the fate of the wicked met an old woman well known for her gossiping propensities. To her the preacher said: "I hope my sermon has borne fruit. You heard about the place where I said there shall be wailing and gnashing of teeth?"

"Well, as to that," answered the dame, "if I have anything to say, it is this: 'Let them gnash teeth as has'em; I ain't.'"

### They'll Get Over It

Macaroni buyers seem to be experts in the game of playing one manufacturer against the other to the injury of both. One may be satisfactorily supplying a jobber or institution yet many are scheming to squeeze him out of what is apparently a steady business on an agreeable basis. The entering wedge for the business squeeze is usually "reduced prices." When "the squeeze" is successful, it's a triple loss, even "the squeezer" getting his in his turn.

The situation reminds us of a bashful young couple, evidently much in love, who had just entered a street car.

"Do you think we can squeeze in here?" he asked, looking doubtfully at her blushing face.

"Don't you think, dear, we had better wait until we get home?" was the low, embarrassed reply.

## Contributors to Convention Entertainment Fund

Macaroni products manufacturers and guests who attended the 1929 convention of the National Macaroni Manufacturers association in New York city, June 18, 19 and 20, are still voicing deserved praise for the ample and liberal entertainment arranged by the efficient committee in charge. All realize that entertainment of the calibre presented could be obtained only at considerable expense and many have wondered to whom they were indebted for the wonderful time which all enjoyed. Edgar O. Challenger, chairman of the New York Convention Entertainment Committee, and his associates thereon present the following list of contributors, thus giving public credit to deserving hosts:

Rossotti Lithographing Co., New York	100
Peter Cassinelli Macaroni Co., W. New York	50
Savoia Macaroni Co., Brooklyn	100
Ronzoni Macaroni Co., Inc., Long Island City	100
Roman Macaroni Co., Inc., Long Island City	50
A. Zerega's Sons, Inc., Brooklyn	200
Brooklyn Macaroni Co., Inc., Brooklyn	100
DeMartini Macaroni Co., Brooklyn	100
DuPont Cellophane Co., New York	100
Keystone Macaroni Co., Lebanon	200
Westchester Macaroni Co., Mt. Vernon	50
Independent Macaroni Co., Mt. Vernon	50

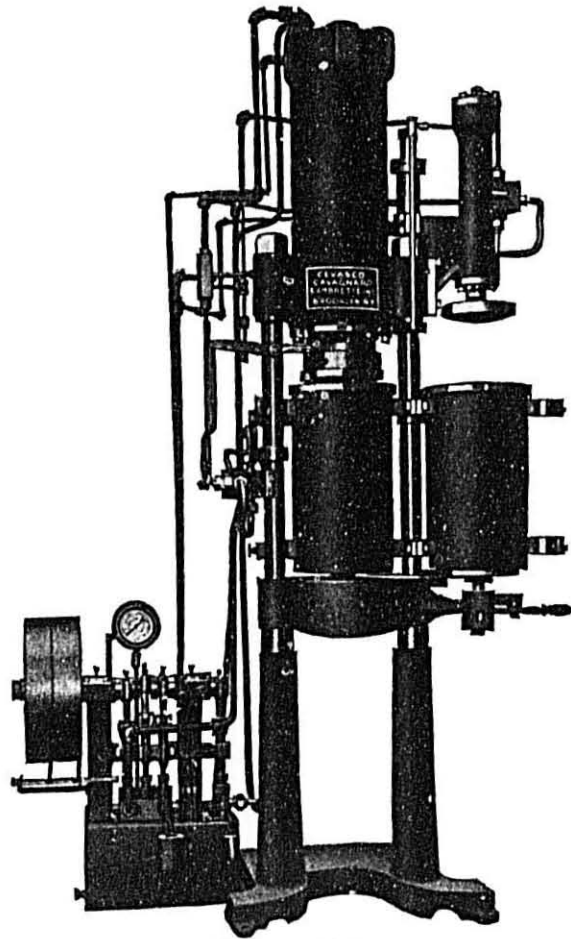
TOTAL CONTRIBUTIONS.....\$2725

(The board of directors in the name of the National Macaroni Manufacturers association and of all its guests offers deserved public thanks and appreciation of the generosity of the contributors—real and true friends of the Macaroni Products Industry of America.)

A. Goodman & Sons, New York	\$200
Stokes & Smith Co., Philadelphia	50
Clermont Machine Co., Brooklyn	100
J. L. Ferguson Co., Joliet	25
Atlantic Macaroni Co., Long Island City	200
Peters Machinery Co., Chicago	100
Chas. F. Elmes Engineering Works, Chicago	100
Consol. Mac. Machinery Corp., Brooklyn	100
Campanella, Favaro & Glaviano Mac. Corp., Jersey City	100
F. Maldari & Bros. Inc., New York	100
I. J. White Co., New York	100
Mario Tanzi Co., Boston	100
A. DiGiovanni, Brooklyn	50
The Star Macaroni Dies Co., New York	50
Barozzi Drying Machine Co., N. Bergen	100
Champion Machinery Co., Joliet	50



**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 13¼ inches

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**DIE PLATEN.** The dies platen or support is divided into three (3) sections for the 13¼ 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.

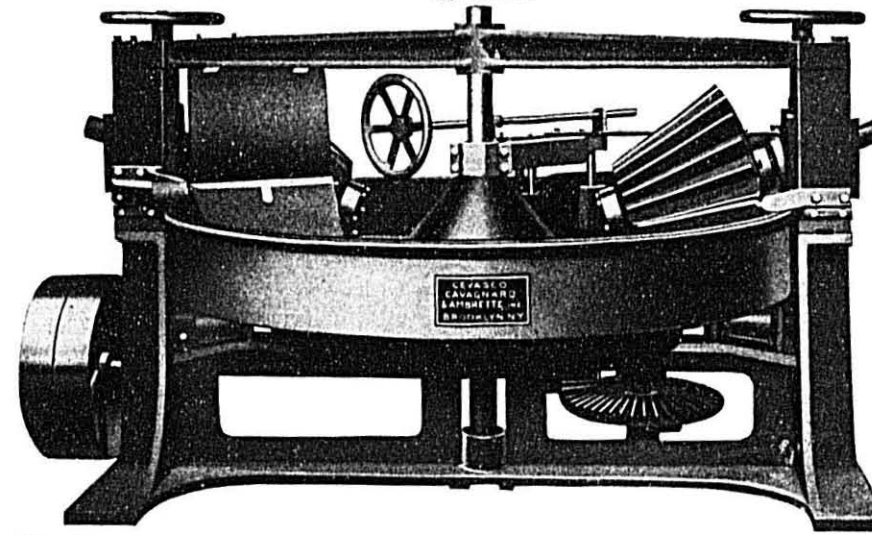
**JACKS—SPRINGS.** No jacks or springs are used to prevent leakage of dough between cylinder and die. Our special system of contact prevents this. Springs will lose their resiliency from continued use and will not function properly.

**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

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

### 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 August 1929 the following were reported by the U. S. Patent Office:

#### PATENTS

##### Alimentary Paste Drier

A patent on an alimentary paste drier was granted to Michele Cantella, Roslindale, Mass., assignor to Prince Macaroni Manufacturing Company, Inc., Boston, Mass., a corporation of Massachusetts. Application was filed Jan. 14, 1928, and was given Serial No. 246,744. The official description as given in the July 30, 1929, issue of the Patent Office Gazette is as follows:

In a rotary drier for alimentary paste products and the like comprising in combination, 2 journaled side frames, a series of oppositely opposed and verticaled disposed rotary drums having hexagonally shaped sides wider at one end than at the other end and attached to horizontally disposed drive shafts, said drive shafts journaled in said side sprocket mechanism, the said side frames being recessed at points adjacent the large end of said drums, said recesses extending down to a point adjacent and above the shaft extending through the small end of one of the said drums located below the said first drum, the large end of the first said drum extending in a longitudinal direction beyond the small end of the said second drum, the large end of the said first drum being provided with openings in its hexagonal sides adjacent said side frame and enclosed within side frame at all points except at the point connecting said lower drum, an inlet chamber located in the top of one of the said side frames communicating with the small end of the topmost drum, an outlet in the other side frame directly below and communicating with the openings in the hexagonal sides of the large end of the lowermost drum located within a recess provided in the said side frame, a normally tight casing separating and supporting said side frames surrounding all of said drums except at such portions as are covered by said side frames and further provided with inlet and outlet openings located on the bottom and top respectively of said air tight casing, substantially as shown and described.

#### TRADE MARKS REGISTERED

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

##### Lindy

The trade mark of United Macaroni Co., Inc., Mount Vernon, N. Y., was registered for use on macaroni and spaghetti. Application was filed Sept. 10, 1928, published by the patent office May 14, 1929, and in The Macaroni Journal June 15, 1929. Owner claims use since Aug. 31, 1928. The trade mark is the trade name in black type.

##### Air Trail

The trade mark of Gragnano Products, Inc., San Francisco, Calif., was registered for use on alimentary pastes and olive oil. Application was filed Apr. 3, 1929, published by the patent office May 21, 1929, and in The Macaroni Journal June 15, 1929. Owner claims use since March 25, 1929. The trade name is in heavy type.

##### M & C

The trade mark of The Emm-An-Cee company, Chicago, was registered for use on macaroni and spaghetti, cooked and uncooked and other groceries. Application was filed Dec. 3,

1928, published by the patent office May 28, 1929, and in The Macaroni Journal June 15, 1929. Owner claims use since Nov. 10, 1926. The trade mark is "M & C" in shaded letters between which appears a braided cord and crown.

##### Megs

The private brand trade mark of The Megs Company, Harrisburg, Pa., was registered for use on alimentary paste products. Application was filed Mar. 22, 1928, published by the patent office May 28, 1929, and in The Macaroni Journal June 15, 1929. Owner claims use since Dec. 11, 1928. The trade mark is the trade name in black outlined letters in a box in the lower right hand corner of which appears a dish of steaming macaroni.

##### Red Cross

The trade mark of The John B. Canepa company, Chicago, Ill., was registered for use on macaroni, spaghetti, vermicelli, noodles and varieties thereof called alimentary paste goods. Application was filed March 30, 1929, published by the patent office June 2, 1929, and in The Macaroni Journal July 15, 1929. Owner claims use since on or about Dec. 13, 1917. The trade mark is the outline of a box on which appears 4 crosses and the words "Red Cross" appearing twice.

##### Rialto

The trade mark of Cumberland Macaron Mfg. Co., Cumberland, Md., was registered for use on macaroni. Application was filed Feb. 8, 1929, published by the patent office June 11, 1929, and in the July 15, 1929, issue of The Macaroni Journal. Owner claims use since Oct. 30, 1928. The trade mark is the trade name written in black letters above a bridge. On the water beneath the bridge a gondola is cruising.

##### Tenderoni

The trade mark of Bayard S. Scotland, Joliet, Ill., was registered for use on macaroni. Application was filed April 25, 1929, published by the patent office June 11, 1929, and in the July 15, 1929, issue of The Macaroni Journal. Owner claims use since March 3, 1928. The trade mark is the trade name in heavy type.

##### Unicorn

The private brand trade mark of Francis H. Leggett & Company, New York, N. Y., was registered for use on canned macaroni and other groceries. Application was filed Apr. 19, 1928, published by the patent office June 15, 1929, and in the July 15, 1929, issue of The Macaroni Journal. Owner claims

**JUST IN!—AND FRESH—**

**ARCO Brand EGG NOODLES**

**Chuck Full of Keen Food Joy**

**FOR DINNER TO-NIGHT**



TRY **ARCO** BRAND

**EGG NOODLES**

**In transparent Cellophane**

*—easier and more retail sales*

Noodles and macaroni, packaged in Cellophane, sell faster. The shopper clearly sees the color and quality of the merchandise... and sells herself.

In Cellophane, too, the product is protected against dust and handling. It is the ideal display package for the dealer... who welcomes business builders of this type.

Our Package Development Department will be glad to work with you. Send us samples of your product and let us wrap them.

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

**DU PONT**  
CELLOPHANE

**\*Cellophane**

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

#### Macaroni Press

A patent on a press for forming ali-

use since Jan. 15, 1928. The trade mark is in heavy black type.

**"Superior"—Pfaffman's Brand**

The Pfaffman Egg Noodle Co., of Cleveland, O., has registered the trade mark "Superior" for macaroni, spaghetti, noodles, seashells, vermicelli and similar paste products, Feb. 5, 1924. This trade mark was adopted and used by this firm and its predecessors since 1873.

**TRADE MARKS REGISTERED WITHOUT OPPOSITION**

**"Of Course" Mallory's**

The private brand trade mark of Pratt-Mallory company, Sioux City, Ia., was registered for use on macaroni, spaghetti, noodles, vermicelli and other groceries. Application was filed May 23, 1928, and published by the patent office Aug. 20, 1929. Owner claims use since March 8, 1926. The trade mark is the trade name in black type.

**TRADE MARKS APPLIED FOR**

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

**18-K**

The private brand trade mark of Winston and Newell company, Minneapolis, Minn., for use on macaroni, noodles, spaghetti and other groceries. Application was filed Aug. 4, 1928, and published Aug. 6, 1929. Owner claims use since Jan. 1, 1916. The trade mark is the trade name in black type.

**Vitamized**

The trade mark of Kansas City Macaroni & Importing Co., Kansas City, Mo., for use on alimentary pastes. Application was filed May 4, 1929, and published Aug. 6, 1929. Owner claims use since March 30, 1929. The trade mark is the trade name in heavy type.

**I G A**

The private brand trade mark of Neighbor Products Co., Chicago, Ill., for use on alimentary pastes. Application was filed Apr. 5, 1927, and published July 30, 1929. Owner claims use since Dec. 21, 1926. The trade name is in heavy type on a white shield carried by an eagle.

**Vitamized**

The trade mark of The Pfaffman Egg Noodle company, Cleveland, O., for use on alimentary paste products, especially noodles, macaroni and spaghetti, in conventional forms and varying designs and shapes. Application was filed June 18, 1929, and published July 30, 1929. Owner claims use since

April 15, 1929. The trade mark is in white italicized letters written on a black ribbon wound around a black outlined ball at one edge of which is a hen and little chicks.

**Roman Macaroni**

The trade mark of Roman Macaroni Co., Inc., Long Island City, N. Y., for use on macaroni. Application was filed Jan. 29, 1929, and published Aug. 13, 1929. Owner claims use since about Dec. 12, 1928. The trade mark is a rectangle on which appears the trade name; also a bull and a few sheaves of wheat.

**La Paloma**

The trade mark of Anthony Macaroni Co., Inc., Los Angeles, Calif., for use on alimentary pastes. Application was filed June 3, 1929, and published Aug. 13, 1929. Owner claims use since Feb. 1, 1928. The trade name is written in heavy type; underneath and to the right of which is a flying dove.

**Knorr**

The private brand trade mark of Knorr Food Products Corp., New York, N. Y., for use on alimentary pastes and other groceries. Application was filed Dec. 7, 1928, and published Aug. 20, 1929. Owner claims use since Oct. 23, 1913. The trade name is written in white on a black ribbon held in the right hand of a baker.

**Magnolia**

The trade mark of V. Lucia Estate, doing business as Magnolia Macaroni Mfg. Co., Houston, Tex., for use on spaghetti, macaroni and noodles in various shapes and designs. Application was filed May 11, 1929, and published Aug. 20, 1929. Owner claims use since 1894. The trade name is written in black letters on a white scroll. In the background appears a sheaf of wheat.

**Mirelle**

The private brand trade mark of Bany & Kuhn, New York, N. Y., for use on alimentary pastes and other groceries. Application was filed June 4, 1929, and published Aug. 20, 1929. Owner claims use since May 28, 1929. The trade mark is the trade name in black type.

**Public Seal**

The private brand trade mark of Crown Wholesale Grocery Co., Inc., Brooklyn, N. Y., for use on alimentary paste products and other groceries. Application was filed March 15, 1929, and published Aug. 27, 1929. Owner claims use since 1918. The trade mark is the trade name in black letters.

**LABELS**

**Milani's**

The title was registered Aug. 1, 1929, by Joe L. Milani, doing business as Milani's Famous Tamale Kitchen, Seattle, Wash., for use on chicken and egg noodles. Application was published Jan. 3, 1929, and given registration number 36,175.

**Ronzoni Macaroni Dainties**

The title was registered Aug. 2, 1929, for use on macaroni by Ronzoni Macaroni Co., Long Island City, N. Y. Application was published June 1, 1929, and given registration number 36,211.

**PRINTS**

**It Tastes So Good**

The title was registered Aug. 2, 1929, by H. J. Heinz Co., Pittsburgh, Pa., for use on cooked spaghetti. Application was published June 29, 1929, and given registration number 12,000.

**Macaroni Tariff Unchanged**

Advance copies of the proposed tariff law to be considered by the Senate show no change directly affecting macaroni products in the rates adopted by the House of Representatives. The present rate of 2c per lb. on all imported macaroni products other than those containing eggs remains the same. Noodles, egg macaroni and other alimentary pastes containing egg are a duty of 3¢ per lb. The House bill features are retained in the proposed Senate bill.

Consumers of macaroni products will be affected indirectly through proposed increase in the tariff on cheese and cheese substitutes, as well as tomatoes and prepared tomato paste. The present duty on cheese is 5¢ per lb and not less than 25% ad valorem. The House bill proposes to raise this to 7¢ per lb specific duty with a minimum of 35% ad valorem. The Senate committee proposes an 8¢ duty and minimum of 35% ad valorem.

Tomato pastes has been paying duty under the old tariff bill of 40% ad valorem. The same rate was retained in the House bill but the Senate committee proposes to raise this to 50% ad valorem.

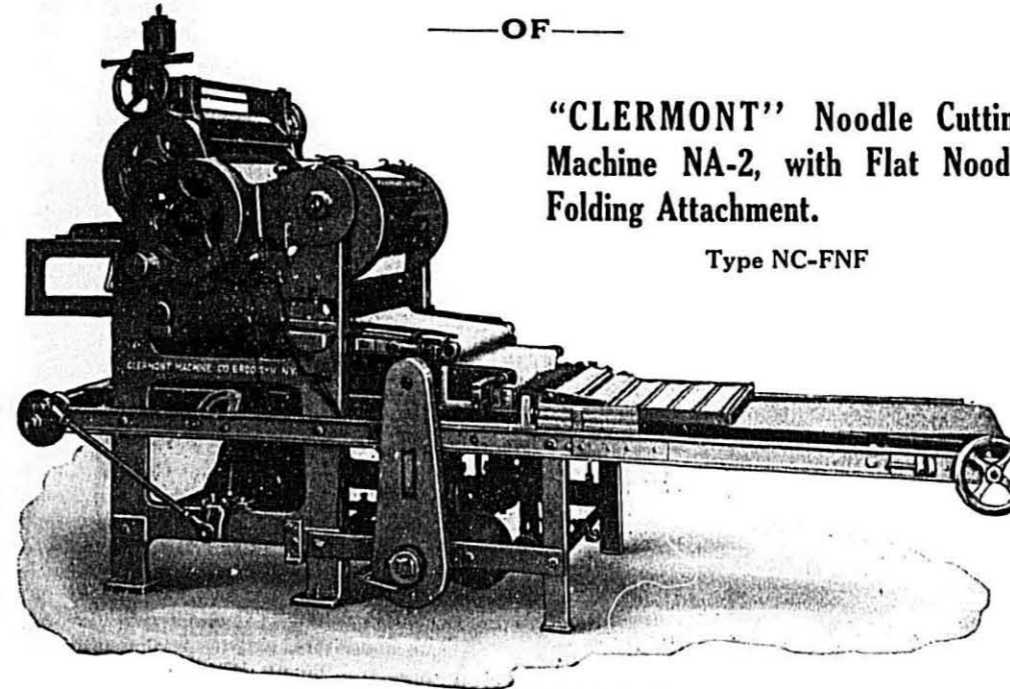
Should the Senate's proposals be adopted by the Senate this fall the conferees of the 2 chambers will later attempt to reach a compromise basis. In any event the final result should be the retention of the present 2c per lb duty on plain macaroni and a probable increase in the duty on imported egg macaroni, noodles, cheese and tomato pastes.

# THE LATEST TYPE

—OF—

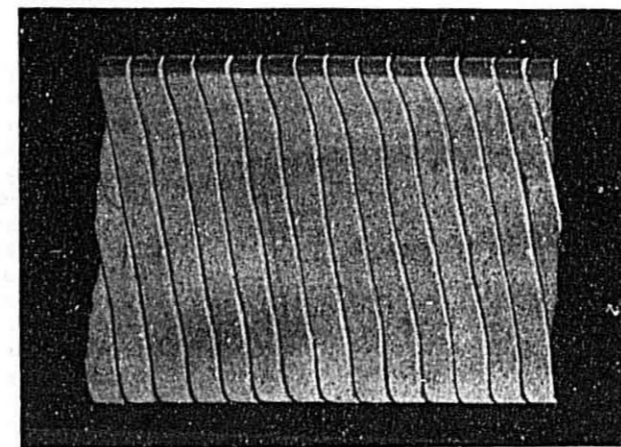
**"CLERMONT" Noodle Cutting Machine NA-2, with Flat Noodle Folding Attachment.**

Type NC-FNF



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

**Suitable  
for  
Bulk  
Trade**



**Suitable  
for  
Package  
Trade**

The finished product of above machine.

**WE ALSO MANUFACTURE:**

**Dough Breakers      Triplex 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 Wallabout St.      Brooklyn, N. Y.

## What Science Is Doing for Foods

By Dr. C. A. Browne, Chief of the Bureau of Chemistry, Washington, D. C.

Great changes have taken place in the customs and methods of preparing the necessities of home life since the time of my boyhood. The greatest of these transitions in my opinion is the supplying of food and other commodities to the consumer in convenient package form.

This expedient has relieved the modern housewife of much of the drudgery with which her mother and grandmother were afflicted. It is difficult to estimate what this relief has meant to overworked mothers in the saving of labor, the lengthening of life and the furnishing of leisure for intellectual and physical recreation.

### The Sealed Package

The sealed closed package is the most effective means available to conscientious manufacturers for protecting the consumer against the adulteration or debasement of their wares during the intermediary channels of traffic; the sealed closed package may also provide a means to the unscrupulous manufacturer for concealing deficiencies in quality or quantity. The consumer is entitled to receive from the manufacturer the benefit of the same soundness and purity of raw material, and same cleanliness in processes of manufacture and the same truthfulness of designation that he would exercise in making the product for himself.

Many of the leaders in your industry had the vision to see from the very first that pure food legislation fairly enforced would be an advantage to all honest manufacturers of food in that it would lessen competition with debased, misbranded products and would help to inspire the confidence of the consuming public in the truthful labeling and the purity of packaged foods. Perhaps there are a few who yet tolerate the Food and Drugs Act as a necessary evil but I am confident that the great majority are behind the United States Government in its efforts to promote the purity and truthful labeling of food products.

The Bureau of Chemistry promotes agriculture and the industries that make use of agricultural products by scientific research in agricultural chemistry and by the application of the results of such research to the solution of the problems involved in the production, preservation and more profitable utilization of farm crops. It conducts biological investigations of food and drug products and of

the physiological effects of such products on the human organism.

### Perishables

One of the problems that confronts every commercial concern handling perishable products, either as raw or finished material, is how to reduce the losses that occur from deterioration and spoilage. For a number of years the Bureau of Chemistry has been studying that problem with the view of finding effective ways for reducing the enormous losses that occur.

The Bureau of Chemistry seeks to develop new and more effective insecticides to check the enormous losses from the destruction of food products by various insects. Recently our specialists developed a substitute for carbon disulfide for destroying weevils in stored grain, which illustrates the practical application of these studies.

Another line of our work is directed toward the more profitable utilization of the crop, by finding new uses for culls or surplus or by creating more diversified uses for the crop as a whole. As an instance of the work to improve the quality of a crop may be mentioned that aimed to increase the protein content of wheat.

The utilization of fruits and vegetables is another line along which progress has been made as a result of research by the Bureau of Chemistry. Certain work of the Bureau of Chemistry is directed toward providing a more diversified utilization of products. At the urgent request of Louisiana cane growers an investigation has been undertaken recently for the purpose of working out an improved process for producing syrup of a better quality in Louisiana.

At the present time when so many food products reach the consumer in original packages, it should be of great importance to members of your industry to know just what types of packages are best suited to preserve the quality and flavor of the packed products. An experiment is now being conducted at the Bureau of Chemistry in which practically all of the different types of packages for tea are being studied.

### A Two Year Experiment

While the experiment relates to tea especially, the results will no doubt be of great value as a guide to the packers of other food products. In this test the bureau is cooperating with tea packers, with tea container manufacturers and with associations of the latter. The test

will last for two years. The object of the test is not only to show the type of packages that best preserves the quality of tea and other food products but to show the life history of a representative tea in all types of commercial packages, so that those interested in packing tea and similar products will be able to adopt the type of package best suited to their needs.

The aim of the Bureau of Chemistry is to serve the agricultural and other food industries of this country by applying in a scientific way the principles of chemistry to the solution of some of the more pressing technological problems involved in reducing losses and in creating new uses and therefore wider markets for food products.

### Reorganize Tri-State Club

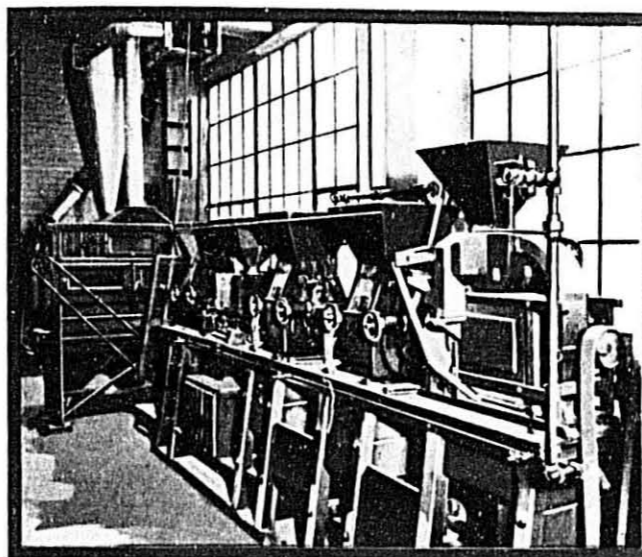
The Tri-State Club consisting of leading manufacturers from Pennsylvania, Ohio, Maryland and West Virginia was reorganized in Pittsburgh on Aug. 14 after the organization had been allowed to lapse for several years. A renewal of the harmful conditions that first prompted the organization of the club brought about the new arrangement.

Sixteen manufacturers joined to protect their common interests in the district involved. Such matters as credits and costs were among the problems that prompted the successful gathering.

Salvatore Viviano of S. Viviano Macaroni Mfg. Co., Carnegie, Pa., was elected president. John Rezzola of the Indiana Macaroni Co., Indiana, Pa., was elected vice president, and Laurence E. Cuneo of the Connellsville Macaroni Co., Connellsville, Pa., was elected secretary-treasurer. All of the officers and most of the member firms are members of the National Macaroni Manufacturers association and it is the purpose of the new combination to cooperate fully with the National body in the work of promoting the interests of the macaroni trade.

A meeting of New York manufacturers was also held last month and to it President Viviano was sent to represent the Tri-State Club. The manufacturers interested in the problems of credits and costs will hold monthly meetings hereafter, that in September at Niagara Falls.

The manufacturers involved are showing the proper spirit and with the good purposes behind the organization it should be an unbounded success, a goal, toward which the officers of the National association pledge their fullest support.



Miniature Semolina mill where we test the durum wheat.

## The proof of the Semolina is in the Macaroni it will make . . . . .

The chart reproduced on the other side of this insert actually hangs in our offices at Minneapolis. The story it tells, of the steps from Durum Wheat to Macaroni products, has proved of interest to many manufacturers whom we have had the pleasure of entertaining here. So we felt that this little reproduction might prove interesting to you.

There is a very logical tie-up between this chart and our miniature complete Durum Semolina mill and Macaroni unit, part of which is illustrated above. The only way in the world that we can tell just what

sort of Macaroni products will be made from a given type of Durum Wheat is to actually mill that wheat and make Macaroni from it.

This we do constantly in our complete little unit at our Minneapolis plant, making sample small scale millings of all Durum Wheats and actually manufacturing Macaroni products from them under commercial conditions.

That is why all Gold Medal Semolinas are "Tested" in advance. That is one reason why they have proved the favorite with the macaroni industry for many years.

## GOLD MEDAL SEMOLINAS

"Tested"

WASHBURN CROSBY COMPANY

General Offices Minneapolis, Minn.

Millers of Gold Medal "Kitchen-tested" Flour



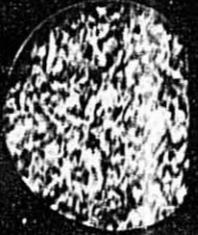
DURUM WHEAT RECEIVED AT MILL



SCREENINGS FROM DURUM WHEAT



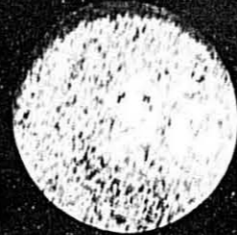
CLEANED DURUM WHEAT READY FOR GRINDING



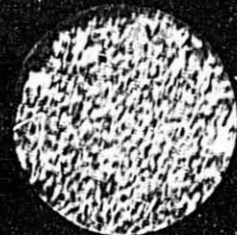
AFTER FIRST GRINDING



BRAN FROM SIFTINGS



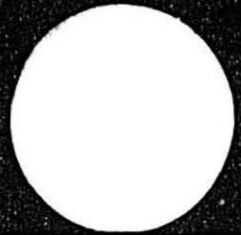
SIFTINGS FROM THE FLOUR GRINDINGS. THESE SIFTINGS ARE ALSO PURIFIED AND THE FLOUR DUST SAVED.



No. 1 OR COARSE SEMOLINA AFTER PURIFYING



No. 3 OR FINE SEMOLINA AFTER PURIFYING



DURUM FANCY PATENT FLOUR

# MACARON PRODUCTS

MADE FROM DURUM WHEAT (SEMOLINAS AND FLOUR)

# Eventually

# G.O.D MEAL SEMOLINA

## Why Not Now?



GOLD MEDAL SEMOLINA No. 2 FROM WHICH THE FINEST MACARONI PRODUCTS ARE MADE



FARFALLE (BOWS--A STYLE OF NOODLE)



SEA SHELLS



STELLINE (STARS)



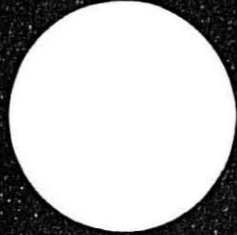
SEME DI MELLONE (MELON SEEDS)



ALPHABET



ELBOW MACARONI



DURUM FIRST CLEAR FLOUR



GOLD MEDAL SEMOLINA No. 2



PLAIN FINE NOODLES



PLAIN WIDE NOODLES



MACARONI

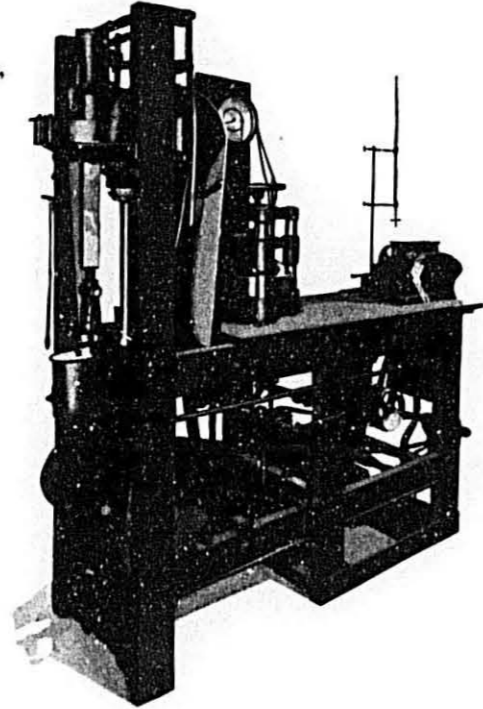


SPAGHETTI



VERMICELLI

Miniature mixer, kneader and press



We prove to ourselves that

# Gold Medal Semolinas will meet your rigid requirements

Years of manufacture of Semolina have taught us that a chemical analysis of the durum wheat is not enough.

The desirable clear amber color which is obtained in making macaroni from durum semolinas is well illustrated on the two preceding pages. These are direct color reproductions of the actual product.

It does not tell us all we should know about the wheat, so we decided to secure the additional information wanted by actually milling samples of the wheat into semolina and then

putting the semolina through the complete process of making macaroni.

These tests have enabled us to eliminate all but perfect durum wheat from which Gold Medal "Tested" Semolinas are made.



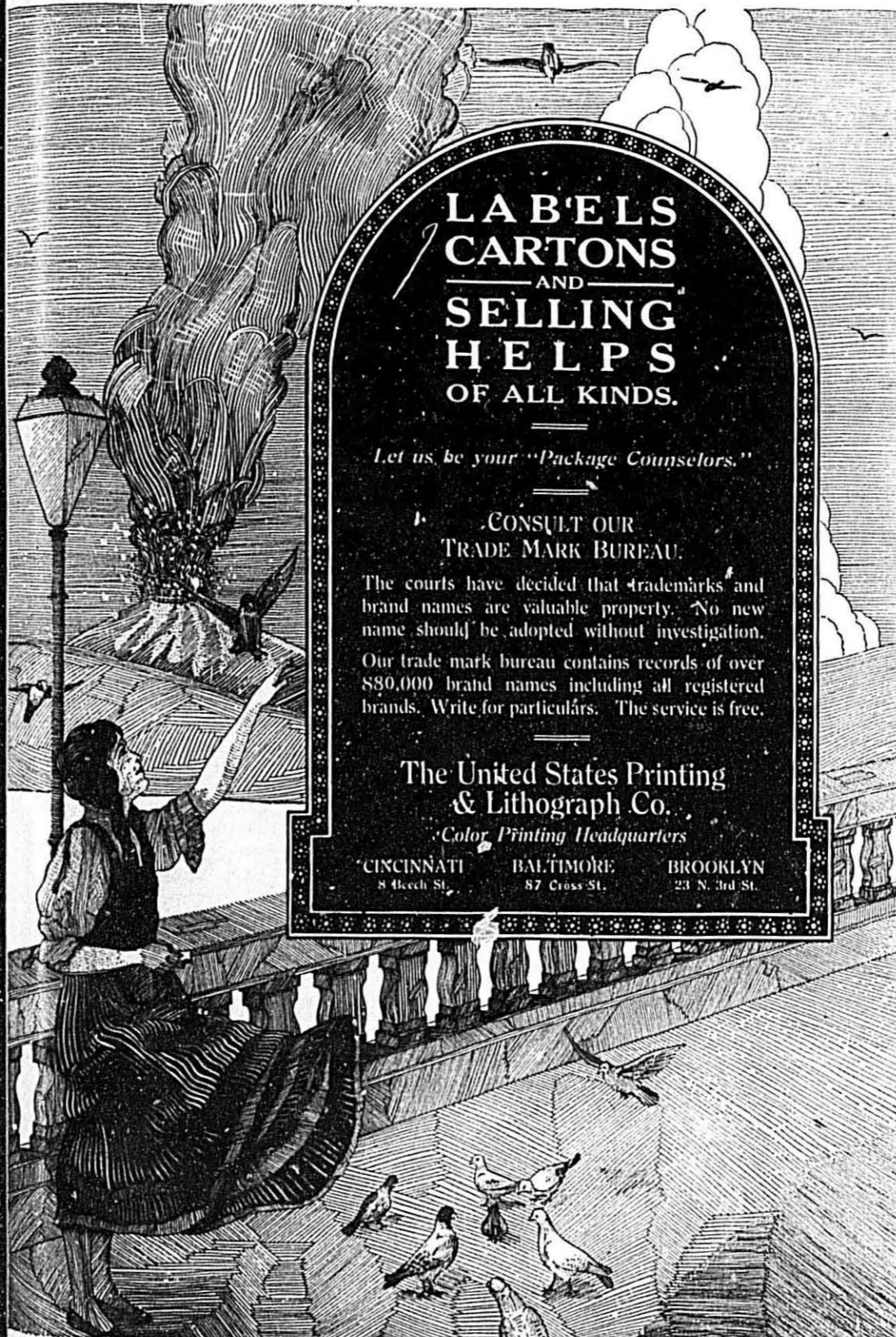
Putting these semolina through what amounts to an actual commercial process of making macaroni has made it possible to meet the demands of manufacturers regarding color, strength, granulation, cleanliness and cooking qualities.

# GOLD MEDAL SEMOLINAS "Tested"

WASHBURN CROSBY COMPANY

General Offices Minneapolis, Minn.

Millers of Gold Medal "Kitchen-tested" Flour



## LABELS CARTONS AND SELLING HELPS OF ALL KINDS.

Let us be your "Package Counselors."

CONSULT OUR TRADE MARK BUREAU.

The courts have decided that trademarks and brand names are valuable property. No new name should be adopted without investigation. Our trade mark bureau contains records of over \$80,000 brand names including all registered brands. Write 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.

## Defective Distribution Our Greatest Business Problem

By Dr. Julius Klein, Assistant Secretary of Commerce

Perhaps the gravest aspect of the nation's business is the urgent need for revitalizing the entire system of merchandise distribution in the United States.

This problem is intimately related to the welfare of every one of us. Its solution involves directly the betterment of every family budget in the country. By establishing greater efficiency and economy in the conduct of domestic trade, we are making the dollar buy more.

The high American standard of living gives you your radios, your motor cars, your comfortable homes, your recreations and amusements. And what is the economic groundwork of that living standard? It has 2 cornerstones. One of these is high wages for those who create the nation's wealth. The other is low prices for consumers.

Your real wages, of course, are measured by the amount of goods that the money in your pay envelope will buy. To achieve national progress in a material sense we must make the dollar buy more merchandise. That necessitates lower prices. And how can prices be lowered? Obviously, by reducing the cost of (1) making the goods and (2) bringing them to you.

In the opinion of trained observers and economists, there is not less than 8 to 10 billion dollars of waste in the conduct of American business every year. And there is ample reason to believe that the highest single percentage of this waste arises in the field of distribution.

That is, I am convinced, the gravest issue now before the industrial and commercial community of the country.

Large sums are needlessly consumed in unsystematic warehousing, in extravagant delivery services, in ill judged advertising, in unwise credit methods. Great wastes exist also in the physical movement of merchandise—in packing, handling and transportation.

The fundamental American philosophy of lowering prices so as to increase consumption, of mass turnover and minimum margin of profit—those principles which have been so conspicuous in the success of many of our industrial undertakings—can be applied with equal effect to distribution.

The Department of Commerce has been making several investigations that may justly be called large scale "clinics" for distribution ailments. Such has been the Louisville Grocery Survey in the Kentucky metropolis—a truly epoch making survey carried out in splendid collaboration between public spirited Louisville business men and this department. We have determined how much it costs to sell groceries, analyzed the eccentricities of us consumers, the reasons why grocers fail—and succeed. Every one of us who buys groceries has a direct interest in those questions. This has been described as the first comprehensive inquiry ever attempted as to actual wholesaler-retailer-consumer relations. The results of this survey have already proved of indisputable value.

Next year it is planned to take a nation wide distribution census in connection with the decennial census of population. This should show just what happens to goods between the time they leave the factory and the time they reach the consumer. It will enable business men to know the total sales of the different types of merchandise and the various types of stores through which they are handled. It will tell us how and where sales are made—in what volume—and the selling methods that are followed.

The government has reduced the amount of paper in the dollar bill but we can increase the power in that remaining fragment by prosecuting vigorously this movement to rout out economic wastes, especially in distribution, and remember that they are wastes which concern all of us, since we are all consumers.

### Macaroni Exports Dropped

Though the total exports of macaroni products for the first 7 months of 1929 show an increase over this business in the same period last year, the exports for July slumped considerably. Only 802,000 lbs. were exported to foreign countries in July as compared with 852,000 lbs. in June and 865,000 lbs. in July last year.

A total of 140,000 lbs. went to the United States possessions. For the 7 month period ending July 31,

1929 the exports totaled 6,327,000 lbs. while for the same period in 1928 the macaroni products shipments totaled only 5,540,000 lbs.

Of the July shipments Canada took 301,029 lbs., United Kingdom 147,740 lbs., Australia 91,317 lbs. To the United States possessions went 72,000 lbs. to Hawaii and 67,000 lbs. to Porto Rico.

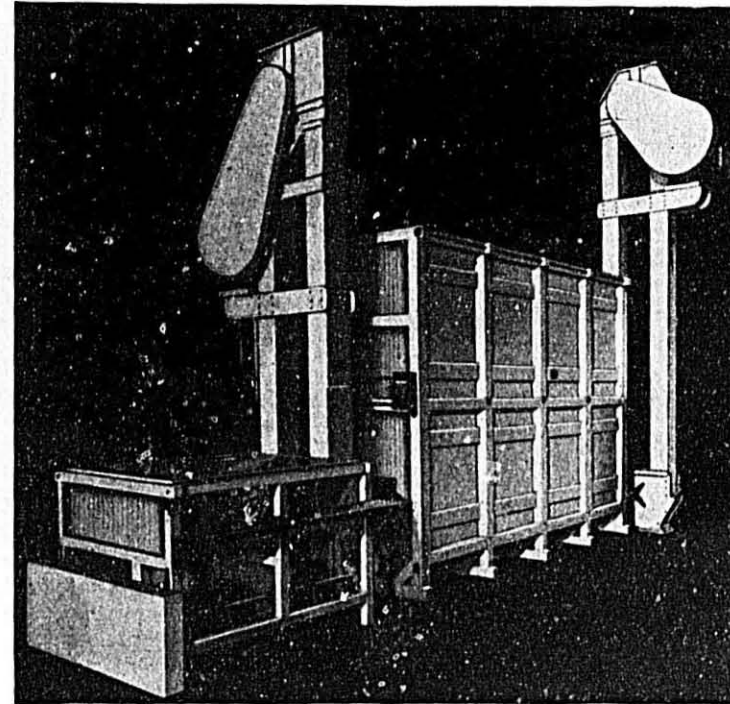
Below is given a list of the countries to which macaroni was exported in July

COUNTRY	Pounds (Thousands)
Germany .....	1
Irish Free State.....	6
United Kingdom .....	148
Canada .....	301
British Honduras .....	2
Costa Rica .....	2
Guatemala .....	1
Honduras .....	12
Nicaragua .....	3
Panama .....	57
Mexico .....	26
Newfoundland .....	3
Trinidad and Tobago.....	1
Other Br. W. Indies.....	1
Cuba .....	35
Dominican Republic.....	26
Dutch West Indies.....	1
Haiti .....	7
Colombia .....	2
Venezuela .....	1
British India.....	3
Straits Settlements .....	1
Ceylon .....	2
China .....	2
Netherlands E. Indies.....	1
Hongkong .....	3
Japan .....	20
Philippines .....	6
Australia .....	91
French Oceania .....	2
New Zealand .....	32
Union of S. Africa.....	2
Total .....	802

### Yield Lower--- Quality Higher

According to H. L. Walster, agronomist of N. D. Agricultural College, Fargo, N. D., the 1929 durum wheat crop as indicated by Sept. 1 condition appears to be of excellent quality quite the best quality raised in the northwest in some time. The durum acreage, however, was very noticeably cut this year so that there probably will not be the total yield heretofore harvested. The total crop in North Dakota is going to be about one half of the 1928 yield.

## Results---in macaroni manufacturing depend largely on the equipment!



**S**TARTING a new plant or improving the old method, is largely a matter of selecting the proper equipment. The quality of the product, profits and operating costs are all most vitally affected by the equipment.

**CHAMPION FLOUR HANDLING EQUIPMENT WILL PRODUCE RESULTS**

TEAR OFF AND MAIL TODAY

**CHAMPION MACHINERY CO., JOLIET, ILL.**

WE ARE INTERESTED IN A FLOUR HANDLING OUTFIT..... BARREL CAPACITY  
 NAME..... STREET.....  
 CITY..... STATE.....

## Grain, Trade and Food Notes

### Preliminary Figures in Louisville Survey

Preliminary figures from the Commerce Department's cooperatively conducted census of food distribution bring out the comparative sales in the Louisville retail area by types of commodities and by types of retail outlets. In this area, including besides Louisville, Ky., New Albany and Jeffersonville, Ind., approximately \$58,000,000 was spent for food and related products in 1928.

This represents an annual per capita expenditure for food of about \$159 or approximately \$0.44 a day. This sum has been broken down to show the percentage of certain classes of food products purchased as follows: meat 17.14%; general groceries 15.91%; dairy and poultry products 11.05%; canned and bottled foods 9.35%; bakery goods 6.87% and meals and lunches 13.35%.

There were 2972 retail food outlets, including specialty food shops, restaurants, refreshment outlets, bakeries, and other related stores, but grocery and delicatessen stores numbering 1398 and representing 43.7% of the total, accounted for \$34,000,000 or 59% of total food sales.

A comprehensive report of this food distribution census is being prepared for publication and will be issued in the fall.

### Uniform Pro Rate Delivery

The National Cannery association is reported to have adopted a pro rate delivery clause for protection of the canner who sells goods to be packed to order. In the event of causes beyond his control preventing him from packing the goods in question, it is provided that he shall pro rate remaining stock. If the seller delivers less than 75% of the quantity called for by the contract the buyer may require him to produce a certificate from the association justifying such delivery, this certificate to release the seller from all future obligations on account of short delivery. If it is found by the Regional Pro Rata Contract Board Committee that short delivery is not justified the association will assess damages which the seller agrees to pay.

### Dunn Honored in Minneapolis

On August 19 Charles Wesley Dunn, general counsel of the National Association of Retail Grocers and of the Associated Grocery Manufacturers as-

sociation, was honored by the former organization at a dinner in the Minneapolis Automobile Country club. James T. Williams, president of the Creamette company, director of the Associated Grocery Manufacturers association and past president of the National Macaroni Manufacturers association, was toastmaster. Among the guests were all of the leading food manufacturers and distributors in the northwest.

### Color of Bags to Distinguish Grades

The British Ministry of Agriculture will put into effect on Oct. 1 regulations which it believes will become popular among all flour consumers. On and after that date all wheat flour will be marketed in bags with colored labels to distinguish its grade. This will be in addition to former regulations which require that the container show the origin of the wheat and contain a guarantee of a definite standard of quality. There will be 3 distinct grades of flour, the first grade to be known as "plain" flour and will be sold under a blue label; all self rising flour will be sold under a red label and the "yoeman" flour under a yellow label.

### Rumania for Seed Improvement

The sum of 500,000,000 lei (\$30,000,000) has been appropriated for agricultural improvement approximately 50% of which will be spent for seed improvement, according to a report from Sproull Fouche, commercial attache at Bucharest. Since the expropriation of the lands of Rumania and their division among the peasants, who have paid very little attention to seed selection, the quality of the production as well as production per acre of all grain have suffered.

The authorities are now fully alive to the benefits to be derived from the use of better seed, and in addition to very considerable expenditures for plant breeding the government expects to spend about 50,000,000 lei (\$3,000,000) for seed cleaning machines which will be resold to the farmers at 75% of cost, payable over 2 years without interest. All sums collected from farmers on this account will be reinvested in other seed cleaners.

### Millers President Resigns

Sydney Anderson, for many years president of the Millers National Federation, has resigned and severed all his connections with the association of

milling interests to accept an executive position with General Mills, Inc., Minneapolis.

Mr. Anderson, former congressman, was the first salaried president who headed the Federation on Sept. 1, 1923, following a reorganization of the flour millers that took place early in the spring. He received a salary of \$20,000 a year from the Federation and devoted his entire time to the promotion of its interests.

Among the activities in which he was vitally interested during his term were development of uniform cost accounting, adoption of manuals on cost accounting for large and small millers, guarding the interests of his clients in all contemplated congressional action and federal rulings. Though Mr. Anderson leaves the association he will continue a member of the milling industry with one of the outstanding millers in the business.

The executive committee of the Millers National Federation has not decided on a successor or whether the salaried position will be continued.

### Nation's Diet Shifts

Wheat bread, which to many nations is a luxury, has held a place of lesser importance in the diet of American people since the World war. Consumption of corn for human food has decreased also, particularly under the influence of a rising standard of living in the south, where the use of wheat, flour and other food by both negroes and whites has increased.

Per capita consumption of the more expensive foods has increased, and of the less expensive has decreased. The nation's diet from 1922 to 1926, says the United States Department of Agriculture, was much more expensive in character than at any previous period since the beginning of the century, and was probably more expensive than in any previous period in the nation's history.

The term "more expensive" in this connection implies a shift from less costly to more costly foods. It does not refer to prices. This more expensive diet has required a larger farm acreage than would otherwise have been necessary.

A reversed trend to less meat and milk and more cereal foods, if produced by a decline in the prosperity of the nonfarm people, would soon be followed by a reduction of the crop acreage.

September 15, 1929

THE MACARONI JOURNAL

25

This year's durum crop is being harvested under ideal weather conditions. The wheat is not being damaged by rain, and as a result the color of the new durum is wonderful. We are now filling our elevators with selected amber Durum wheat to insure exceptionally high quality throughout the year.

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



### Advertising Expenditures Classified

The National Bureau of Economic Research, as a result of its survey for the committee on recent economic changes, estimates that about \$1,502,000,000 was expended on advertising in 1927. It estimates that, of this total, \$500,000,000 went to newspapers, \$400,000,000 to direct advertising, \$200,000,000 to magazines, \$75,000,000 each to business papers and outdoor advertising, \$25,000,000 to premium advertising, programs, and directories, \$20,000,000 to street car cards, and \$7,000,000 to radio advertising.

The rise in the expenditure on advertising between 1921 and 1927 was 50%. 1923 and 1929 having shown the largest increases. It is reported, however, that although the amount expended in advertising increased for a time at nearly double the rate of other increases in sales expenses, this rate has dropped materially since 1921. The industries in which particularly striking increases in advertising expenditures took place in the period covered include auto motive equipment, clocks and watches, electric refrigerators, foods, home equipment, pens and pencils, radio sets, silverware, soaps and

cleansers, and toilet articles."—*Domestic Commerce Bulletin.*

### Foulds in Food Combine

The Foulds Milling company, a leader in the macaroni industry, is one of the 4 food companies included in a gigantic merger completed last month to form the Grocery Store Products, Inc., and which later will absorb some noncompetitive companies. The new corporation, organized under the Delaware laws, will have an authorized funded debt of \$7,500,000 convertible 5% debenture of which \$2,734,000 will be presently outstanding, and an authorized capital of 1,000,000 shares of common stock represented by voting trust certificates, of which approximately 319,730 shares will be issued immediately.

The other specialty food companies concerned, practically all of the stock of which will be held by Grocery Store Products, Inc., are: The Toddy Corporation, manufacturer of a chocolate flavored malt food drink; Kitchen Bouquet, Inc., manufacturer of liquid flavoring products; and Edward H. Jacob, a company which produces the major portion of canned mushrooms produced in the United States.

The purpose of establishing a voting

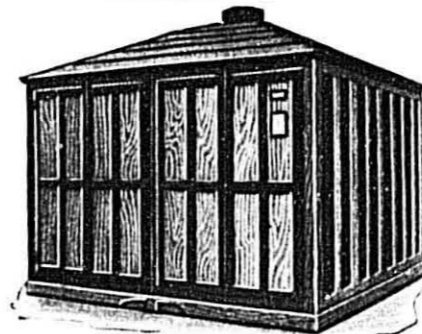
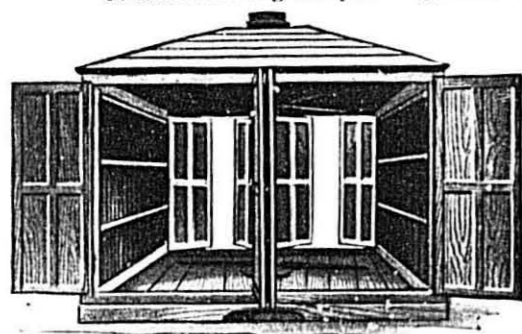
trust for the common stock, it was pointed out, is to assure the management of the company of control of its operations. This management has long been identified with the handling and distribution of food products. Robert M. McMullen is chairman of the board of directors. Among the other directors will be George K. Morrow, chairman of the board of directors of the Gold Dust Corp.; James M. Hills, president of the Foulds company; H. H. Mills, vice president of the Foulds company; Bernard M. Gordon, vice-president of Toddy Corp., and Roswell O. Fish of Beals & Nicholson, attorneys.

Consolidation of these companies under one management is expected to bring about substantial reduction in operating expenses, especially in connection with distribution, always a costly item in the handling of small package goods. The companies included in the combination all have established trade marks well known to consumers throughout the country. All of these companies have shown a steady growth of business during recent years and under Grocery Store Products, Inc., management further rapid development of sales is expected.

There is always room at the top; the elevator doesn't run that high.

## THE SECRET OF PERFECTION IN DRYING

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



Drying Apparatus for Long Macaroni Goods

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

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

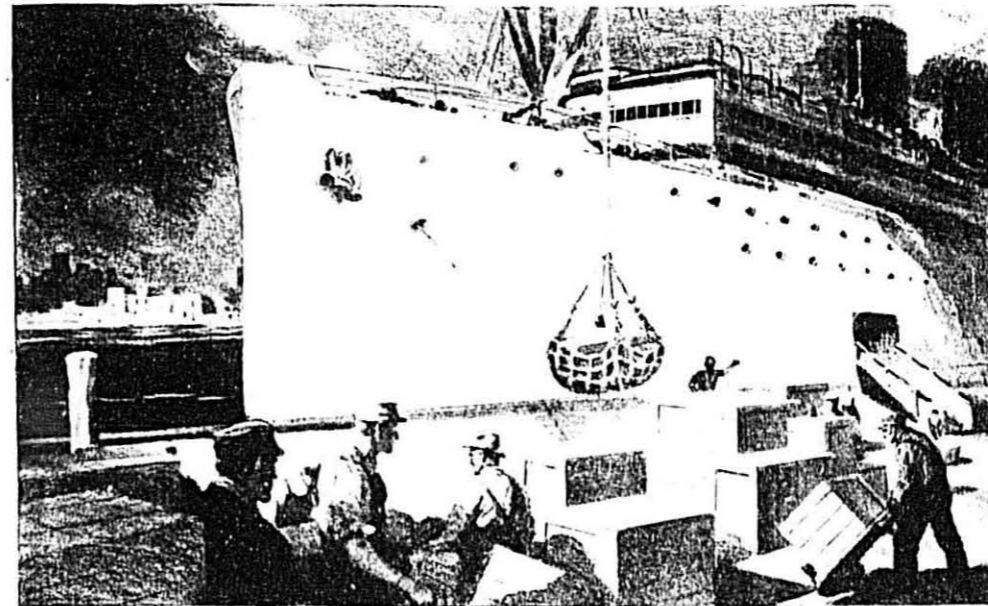
HYDRAULIC PASTE-GOODS PRESSES AND PUMPS. COMPRESSED AIR AND GRAVITY TYPE ACCUMULATORS  
DOUGH BRAKES NOODLE MACHINES DRYERS KNEADERS MIXERS TRIMMERS

Unusual Interest

**E-HYDRAULIC-ELMES**  
SINCE 1851

Unusual Sales

## When Ships are Loading..



## you need Fivefold Protection\*

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

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

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

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

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

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

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

### \*FIVEFOLD PROTECTION

Good Wooden Boxes—safeguard your merchandise against:

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



Wooden Box Bureau  
Dept. 100, 111 West Wacker Drive  
Chicago, Ill.

Get them now! We'll make free... and are interested in... about the advantages of Fivefold Protection\*.



Name \_\_\_\_\_  
Company \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

## WOODEN BOX BUREAU

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

CHICAGO, ILLINOIS

## Notes of the Macaroni Industry

### From Macaroni Maker to Banker

Some time ago the Bank of Italy in San Francisco created 4 assistant vice presidencies and the honor of filling one of them fell to a macaroni manufacturer, W. P. Valsangiacomo, who for many years was manager of the California Macaroni company in San Francisco. As early as 1922 Mr. Valsangiacomo took up banking and made such progress that within 7 years he was raised to one of the highest positions in one of the best known banks in America.

### Celebrates Anniversary

The Ciocco Macaroni Company, Inc., 79 Ashland av., West Orange, N. J., is just a little more than a year old. Last month approximately 150 persons representing officers and members of the firm, leading men of the community and important buyers gathered as guests of the firm at a dinner and entertainment commemorating the anniversary. Ralph E. Giordano was toastmaster and Michael Ciocco, president of the company, was the principal speaker. He thanked his partners, employees and clients for their cooperation which made the first year so successful

a one and predicted even greater achievements in the coming year.

### Plant Buys Adjacent Property

The Terebonne Macaroni Factory which was recently started in Houma, near New Orleans, La., has purchased additional property adjoining the factory site. The plant which is owned by Vincent Degate and Samuel Cata-neze has been successfully operated since its construction and it is in view of future expansion needs that the purchase of additional property was made by these 2 successful manufacturers.

### Exports Nearing Million

The exportation of macaroni products manufactured in American plants has been steadily increasing since the war and indications are that it will pass the million dollar mark in the present year, in value of the foodstuff exported.

According to government figures for the fiscal year ending June 30, 1929, a total of 10,919,000 lbs. of macaroni products was exported in the twelve months bringing to exporters the sum of \$950,000. The gain is shown when

figures are compared with the exports of the previous fiscal year ending June 30, 1928, which were 8,973,000 lbs. worth \$780,000. If the percentage of gain attained last year is maintained during the present year the value of the macaroni exports for the 12 months ending June 30, 1930, will be well above \$1,000,000.

### Two Killed in Brooklyn Plant

An explosion of undetermined origin caused the death of two employees and injured nearly a score of others in the macaroni factory of A. Zerega's Sons Inc., in Brooklyn last month. The first blast which was soon followed by a second explosion set fire to the building and caused more than 250 employees to flee from the flames.

The dead are William Possell, engineer, and James Pinte, fireman. The more seriously injured were rushed to nearby hospitals.

The cause of the explosion is unknown, though it is thought probable that it was due to an overcharged compressor or an overheated furnace that were side by side in the basement.

The explosion which short circuited the electric wiring caused a fire which

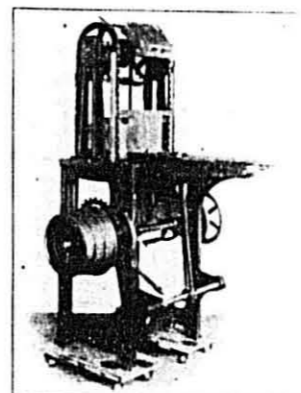
September 15, 1929

THE MACARONI JOURNAL

29

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

## Peters Package Machinery



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

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

## PETERS MACHINERY COMPANY

4700 Ravenswood Avenue

CHICAGO, ILLINOIS

A nationally-known package produced by Stokes & Smith Machine



## STOKES & SMITH

*Machines for Package Filling, Sealing and Wrapping*

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

### A Size and Speed for Every Need

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

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

### SAVE---

Material, Labor, Contents

### IMPROVE---

Display Value, Selling Power, Preservation of Contents

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

## STOKES & SMITH COMPANY

Summerdale Avenue near Roosevelt Boulevard

Philadelphia, U. S. A.

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

badly damaged a portion of the plant. Practically every window in the plant annex at 67 Front st. and in nearby buildings were broken. As the accident happened early in the morning thousands of employes on their way to work gathered there and impeded the firemen.

Officials of the company immediately ordered an investigation. They expressed their deepest regrets over the deaths incurred and injuries inflicted on their employes. The damage to the plant was immediately repaired and operations resumed within a couple of weeks. This was perhaps the worst disaster in the history of macaroni manufacturing in America.

John P. Zerega is president of the firm, which operates this plant established in Brooklyn in 1848 and which is a branch of the parent firm founded in Lyons, France, in 1790. Frank L. Zerega, past president of the National Macaroni Manufacturers association, is vice president and treasurer, and Edward Z. Vermynen is secretary.

#### Germany Increases Macaroni Tariff

As a part of its farm relief program the German government has decreed that effective July 10, 1929, a new tariff rate on alimentary pastes or

macaroni products will be placed against all imports of that food. It will apply to all countries with which that nation now has most-favored-nation treaties, the United States being one of these.

The conventional duty on alimentary pastes (noodles and similar products, not baked, of flour, groats or gluten) was increased from 30 to 31.50 reichmarks per 100 kilos effective July 10, 1929, states the official announcement. The general rate applying to nontreaty countries remains unchanged at 40 reichmarks per 100 kilos.

#### Spaghetti Houses Incorporated

Perhaps no city in the world has as many restaurants specializing in spaghetti as has the city of New York. One of the leading chains of spaghetti houses is Caruso Spaghetti House, Inc. Numerous branches of this chain of restaurants have been established in eastern cities. Last month the firm was incorporated under the state laws of Illinois, the purpose being to open similar restaurants in Chicago. Headquarters were established at 504 S. State st. The capital, which is only nominal, is \$1000, all owned by the incorporators, who reside in New

York, namely Maurice Posenzweig, Fay Lebit, Casper Pinsker.

#### Fire in Baltimore Plant

Fire of undetermined origin caused considerable damage to the plant of the Trinacria Macaroni company at 406 S. Paca st., Baltimore, Md., on Aug. 12. Flames were discovered in the second and third floors and were probably caused by defective wiring in the drying rooms. The loss due to water damage was probably greater than the actual fire damage to the structure. The firm specializes in bulk goods and does retail business in addition to wholesale.

#### Shot in Dispute Over Business Affairs

Casper D'Amico, joint owner with his father Benedict D'Amico, of the D'Amico Macaroni Co., 34-36 Drift st., Newark, N. J., was shot through the neck in the office of his plant on Aug. 21. The wound is not serious. A brother, John D'Amico, is suspected by the police who aver that the shooting was the result of a quarrel over business affairs. John was formerly a member of the firm but had sold his interest to Casper and a question arose over the payments.

Make Your Noodles  
from the finest

EGG YOLK

Rich in Color---  
Fresh and Sweet

Write for Samples  
and Prices

THE LOWE CORPORATION

BROOKLYN, N. Y.  
Terminal Bldg. No. 8

BALTIMORE, MD.  
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LOS ANGELES, CALIF. CHICAGO, ILL.  
Mateo and Sacramento Streets 3617 S. Ashland Ave.

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.

*Dependable Semolinas  
of  
High Quality and Uniformity*

NORTHLAND FANCY No.2

AND

NORTHERN LIGHT

NORTHLAND MILLING CO.  
MINNEAPOLIS, MINNESOTA

New York Office  
Room 1114 Canadian Pacific Building, 343 Madison Avenue

**THE STAR**  
MACARONI DIES MFG. CO.  
47 GRAND ST.  
NEW YORK

*One Word Well Describes Our  
Dies and Repair Work*

**PERFECTION**

**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

## Are You Actually Independent?

Many heads of business today are firmly convinced they are working for themselves when in reality they are as dependent as babes on those who advise them. They pound their desks to emphasize their independence and the next minute are calling up their advertising agency, banker, accountant, or lawyer, asking for advice and the necessary knowledge to meet each problem as it arises. These men are "merged" and don't know it.

For business today is largely a matter of team work. As a banker recently said: "Corporations and combines resulting from mergers, are merely a legal recognition of human team work which is going on all the time." When you break down the system of modern business, you usually find it is that same team work, only in different forms; in fact it is almost humanly impossible to conduct a business without it.

The average business man would not be so emphatic in his ideas of independence and would be more partial to the reasons for mergers if he realized every time he added a new de-

partment to his business he was bringing about a merger. For there are just as many mergers of personnel as of products, and it makes little difference, except legally, whether the functions of a department are performed outside or inside for a certain sense of dependence is attached to each.

There is one large advertising agency which will not take the account of a one man business because the fact that it is a one man business means that the head has not learned the value of cooperation. The agency says it is necessary to merge its interests with the interests of its clients, and if this cannot be done the amount of friction developed is too great to permit profitable returns.

In a survey of 20 medium size companies in all lines of business, it was found on an average 8 concerns were retained by each in an advisory capacity. Each of the 8 had an important function to perform and had more or less direct influence on the business they were retained by—and in some cases were even represented on the board of directors.

The dangers which the so-called independent business man often falls into are that he either lets the experts run his business or else he prevents them from functioning at all. If he lets them run his business he is actually nothing more than a department of the experts' business and is carried on their books as part of their assets. If he ties their hands he is doing nothing more than strangling one of his own departments and paying a high price for the pleasure.

But the manufacturer is not alone in thinking he is independent. Just talk to several small retailers some time. They are violent, in some cases against the chains and deplore the type of man who will sacrifice his individuality to manage a chain store. While you are talking to him a clerk will probably come in and say: "The window dresser of Jones & Company is here. May he have the window?" If you stay still longer you will see the proof of the following day's advertisement laid on his desk. Look closely at the advertisement. It has probably been made up a thousand miles away and the mats shipped to him by a big manufacturer. And that is not all. The man he was just talking to over-


# 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**



## Barozzi Drying System

*Manufacturers of Macaroni Dryers that dry in any kind of weather*

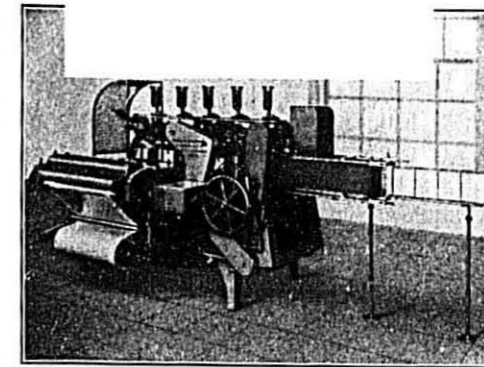
**FAULTLESS AND SIMPLE**

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

*Catalogue and estimate at your request*

**Barozzi Drying Machine Company, Inc.**

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



JOHNSON AUTOMATIC WAX WRAPPER

4 Models Now Available in  
**JOHNSON AUTOMATIC WAX WRAPPERS**

*Your Package Size Determines the Proper Model to Buy*

JOHNSON Automatic Wax Wrappers are now designed and built in four models to wrap your specific package. Each model may be adjusted within reasonable ranges to varying dimensions.

This enables us to furnish a machine with adjustments for various sizes, yet so simple that it operates on any size with the efficiency of a single-purpose machine.

Upon advice of your size of package we will give you complete information, details and price for the specific machine to wrap your package.

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



COUPON

*Mail Today*

JOHNSON AUTOMATIC SEALER CO.,  
Battle Creek, Mich.

Without obligation,  
[ ] Please send experienced Packaging Engineer.  
[ ] Send Catalog. 9-29 M.J.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

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

the telephone arranged for a demonstrator to stand behind one of his counters next week and help his clerks improve their selling ability.

It is wise, therefore, before men pound their desks too hard and assert their independence, to do a little checking up to find out actually where they stand. They should not be too depressed if they find they are merged and don't know it.—*Printer's Ink.*

### Exports Up; Imports Down

The general trend in the foreign trade in macaroni products remains unchanged, with exports on the increase and imports into the United States recording a decline. This is true despite the fact that the imports in June 1929 was considerably in excess of the imports for the same month in 1928. For the first half of 1929,—5,524,821 lbs. of American made macaroni products were shipped to foreign shores bringing \$452,734 to American manufacturers and distributors. For the same period in 1928 the country exported 4,585,170 lbs. valued at \$403,140.

From Jan. 1 to June 30, 1929, this country imported 1,497,646 lbs. of

macaroni products at a cost of \$136,985. This is a decrease of nearly a half million pounds from the imports for the first 6 months of 1928 which totaled 7,907,568 lbs. valued at \$220,387.

### New Salesman Type

Buried beneath the sensational item of financial magnitude involved in recent food mergers is a fact that should supply food for thought as to the economic basis for some consolidations. The cost of distribution is staggering. As the result of the Fleischmann, Royal Baking, Chase & Sanborn, and the General Foods mergers, this cost will be materially reduced. The Fleischmann company's delivery system covers 13,000 towns by direct delivery, 35,000 towns by one day package delivery, serving 30,000 bakers and 275,000 to 300,000 grocers.

Why cannot the truckman distribute baking powder, coffee and other package goods at the same time he is delivering yeast? was the question that practical men asked. Now, with the merger in effect, this will happen. What will be the result? The truckman will distribute fresh food at the saving of at least one day time to the retailer. If the salesmen were first to

be sent to get the order it would take him at least a day, possibly 2, to have the delivery made. It will result in economies of operation by reducing the number of trucks of competing lines, it will cut down the investment in store goods, reduce the overhead and save human energy. The consumer will benefit because it will be possible to service the stores at least twice a week with fresh food.

Under this plan of operation the truckman will be a salesman with all the attributes of one who must know what his customer needs. It is a step toward straight line distribution and elimination of waste.—*Forbes Magazine.*

### BANK NOTES

The oldest bank note in existence is preserved in the Asiatic Museum at St. Petersburg. It dates from the year 1399 B. C. and was issued by the Chinese government. It can be proved from Chinese chroniclers that as early as 1697 B. C. bank notes were current in China under the name of "flying money."

Many things are preserved in alcohol but law and order are not on the list.

## ROSSOTTI LITHOGRAPHING CO., Inc.

121 Varick St.  
NEW YORK CITY

PHONE  
Walker 0917

PHONE  
Walker 0918

*Designers and Manufacturers of*

**LABELS, CARTONS, INSERTS, BANDS AND WRAPPERS**

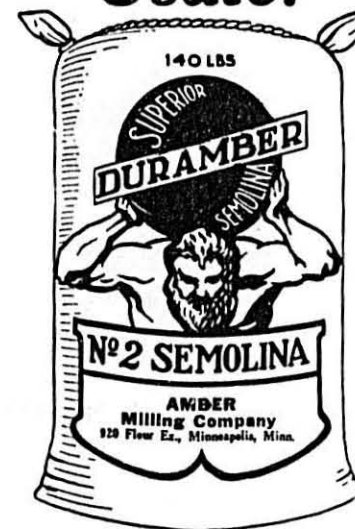
*That Advertise and Sell Your Macaroni Products*

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

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

PER PASTA PERFETTA

Usate!



"Meglio Semola-Non ce ne"

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

WOOD  
BOXES



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

Our years of experience in manufacturing wood boxes, together with our ample facilities and supply of raw material, assure quality.

Our careful attention to each individual order guarantees service.

(From tree to loaded car, it is all of our own property and manufacture.)

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

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.

## 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.

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THE MACARONI JOURNAL assumes no responsibility 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 September 15, 1929 No. 5

### Move for Modification

Petitions were filed in the Supreme Court of the District of Columbia on Aug. 10, urging modification of the Packers Consent Decree. Defendants contend that changes in the economic situation in this country since the entry of the decree, including the large and persistent growth of chain store systems of distribution, have made the decree unnecessary and have created unfair competition between packer competitors who are not affected by the decree and the 4 defendants who are bound by it.

The petition urges the court to modify the decree so that the defendants will not be prevented from owning and operating retail meat markets; from owning stock or other interest in public stockyards or in stockyard terminal railroads; from manufacturing, selling and distributing grocery products; from using and permitting others to use the packers' distributive system and facilities including branch houses, route cards, and motor trucks, in the purchase, sale, transportation and distribution of any of the commodities named in the decree.

These petitions were filed with Associate Justice William Hite of the court, in which court the consent decree was entered on Feb. 28, 1920. No date has been set for hearing but the motions cannot be heard until some time in October, after the summer recess of the court.

The consent decree was entered into in lieu of prosecution or a plea of guilty to certain violations of law then charged against the defendants. It resulted from a charge of monopoly in general food products and destruction of competition.

The large and persistent growth of the chain store system cannot alter or change the presumption of monopolistic tendency of the system which the consent decree prohibits. If the chains approach a monopoly they too must be curbed by law.

It is presumed that public interest dictated the entry of the consent decree. If the decree prohibits a dangerous monopolistic tendency on the part of the packing industry, then the use of another monopoly under some other name is no excuse for releasing the first, says the National Association of Retail Grocers.

It is rather a call to today's distributive factors to hold the decree to effective enforcement and invoke further action against any other monopoly which may appear.

### Macaroni Laboratory Busy

Dr. B. R. Jacobs, manager of the macaroni laboratory in Washington, D. C., which is maintained by the National Macaroni Manufacturers association, reports a very busy season, many manufacturers in the country taking advantage of the services which the macaroni laboratory offers.

As an indication of the help which this association-sponsored laboratory gives perplexed manufacturers, Dr. Jacobs calls attention to some questions and answers that were treated last month.

A manufacturer on the western coast with some doubts concerning moisture in noodles propounded some very interesting questions. What is the experience of other manufacturers with regard to shrinkage in the drying of egg noodles? Several conditions must be taken into consideration in this shrinkage problem. Weather and the location are both factors. Much also depends on the kind of eggs used, whether frozen whole eggs, frozen yolks, or dried eggs. Frozen yolks contain around 60% of moisture; frozen whole eggs about 75% and dried eggs less than 5%. In the high altitudes the shrinkage is greater than 6% products kept in the lower levels.

Flour usually contains between 14% and 15% of moisture while the fin-

ished and dried egg noodles will contain from 8% to 13% of moisture, depending on how long they are drying and the atmospheric conditions under which the process is carried out. Normally egg noodles in the western city considered would contain around 13% moisture.

What per cent of moisture content guarantees the best keeping qualities? The maximum moisture that insures good keeping qualities is 13.5% though the federal law and several state laws place the limit at 13%.

The loss through drying and breakage varies, according to experiments by Dr. Jacobs, have in some cases reached as high as 4%. This depends greatly on the care taken in the drying and handling.

### Navy Wants Spaghetti Bids

United States navy has advertised for bids on its spaghetti requirements at various naval bases, deliveries to be made according to specifications. All bids to be in the hands of the Bureau of Supplies and Accounts, Navy Department, Washington, D. C., not later than 10:00 a. m., Oct. 1, 1929.

Bids are to be made for delivery at 3 points: Navy Supply Depot, Brooklyn, N. Y., 40,000 lbs. spaghetti; Navy Yard, Philadelphia, Pa., 17,000 lbs. Navy Yard, Mare Island, Calif., 60,000 lbs.

The government requires macaroni products to be in accordance with "Specifications 560S-26b" as to quality that the cases be properly marked and suitably packed in wood with metal strapping.

A man may not be too old to learn but to old to realize it.

### WANT ADVERTISEMENTS

Five cents per word each insertion.

MACARONI PROCESS MAN, American, familiar with various types of drying systems and thorough experience in all the fundamentals of the Macaroni Business. Reply giving full details, age, experience and salary desired. Box 22, Macaroni Journal, Braidwood, Ill.

FOR SALE—One 8 ft. Gramola or Kneader and one 22 inch Elmes press. Good bargain. Box 15-PR—Macaroni Journal, Braidwood, Ill.

### FLETCHER - EICHMAN & CO.

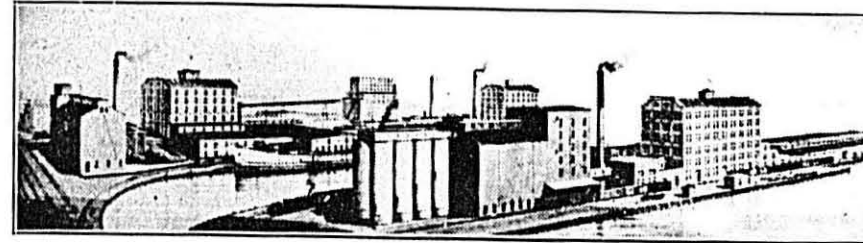
Importers of

"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

## DULUTH-SUPERIOR MILLING CO.

Main Office: DULUTH, MINN.

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

**OUR PURPOSE:**EDUCATE  
ELEVATEORGANIZE  
HARMONIZE**OUR OWN PAGE**  
*National Macaroni Manufacturers  
Association*  
*Local and Sectional Macaroni Clubs***OUR MOTTO:**First--  
INDUSTRYThen--  
MANUFACTURER**OFFICERS 1928-1929**

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**The President's Column****Committee Cooperation**

Practically all of the important committees for the ensuing year have been appointed and a special request is hereby made to assist these committees as much as possible should you receive a request from the Chairman of any Committee for information.

I urge you to cooperate with him to the fullest extent. This is absolutely necessary, if you wish to obtain the fullest benefit from Association work.

At times it might require some of your time or the time of some of the members of your organization, but do not overlook the fact that your time when compared with the time given by the members of these committees, especially the chairman, is very little.

Your committee chairmen can make better and more interesting reports too when every member cooperates, instead of a limited number as has been our experience in the past.

The success of your association depends upon your cooperation. Therefore, when called upon for assistance or information, won't you please cooperate with dispatch?

**Claims and Claims**

Being wise to the bombastic claims made by some macaroni manufacturers about their plant capacity and their production and sales, one of the more conservative men offers the rules recently adopted by the Izaak Walton League at its Chicago convention for "Fishermen Liars" as the basis for similar rules to be adopted for the truth stretchers in this line. It is with some hesitancy that even this slight attention is given the suggestion, but do so feeling that we may have some fishermen in our industry to whom the rules apply. Here they are:

1. Lies may be told at any time or place and to any person excepting a game warden.
2. Enlarging cameras may be used, scales may be "corrected," and elastic rulers may be employed in making measurements.
3. Borrowed, rented or purchased fish may be used whenever there is danger of a lie being disbelieved.
4. Bribery of guides to confirm lies is a legitimate practice.
5. Lies never shall be retracted but all lies may be added to at will.
6. The license of any liar shall be revoked if he lies about his golf score, the weight of his baby, or the age of his whisky.

**The Secretary's Column****Help Wanted—Brand Information**

IF you are planning to register a NEW BRAND NAME for your products, your first concern is whether or not it is being used by a competitor.

IF you have a popular REGISTERED BRAND, your aim is to prevent others from infringing thereon.

Many Macaroni Manufacturers have faced just such problems and frequently have appealed to Macaroni Headquarters for information.

Unfortunately we have no record in this office of Macaroni Brands, and therefore could not be of much help.

We believe that such information should and could be compiled, if we had the help of all the Macaroni Manufacturers.

We are willing to do the work if YOU will supply the information, send us the Brand Names you are using and other Brand Names that you know are being used by Jobbers, Wholesalers and Retailers.

Will you give us your cooperation in compiling this information? Here is your opportunity of helping yourself by helping us compile this valuable information.

What we want to know from you is:—

- 1—Names of all BRANDS used by YOU.
- 2—If registered, Date and Number of Registration.
- 3—Brands known to you being used by Jobbers—Wholesalers, etc.

How many will cooperate and how soon? This is also an opportunity of checking up how many read this column as no manufacturer who reads this appeal will deny us the information that can be so useful to him!

Now you know what we want you to do,—it can be done in a few minutes; you know what we want it for,—for the general benefit of the manufacturers,—so SEND IN THIS INFORMATION IMMEDIATELY, addressing it to the Secretary, M. J. Donna, Braidwood, Illinois.

(Complete list will be published when information is fully compiled.)

**JOHN J. CAVAGNARO**

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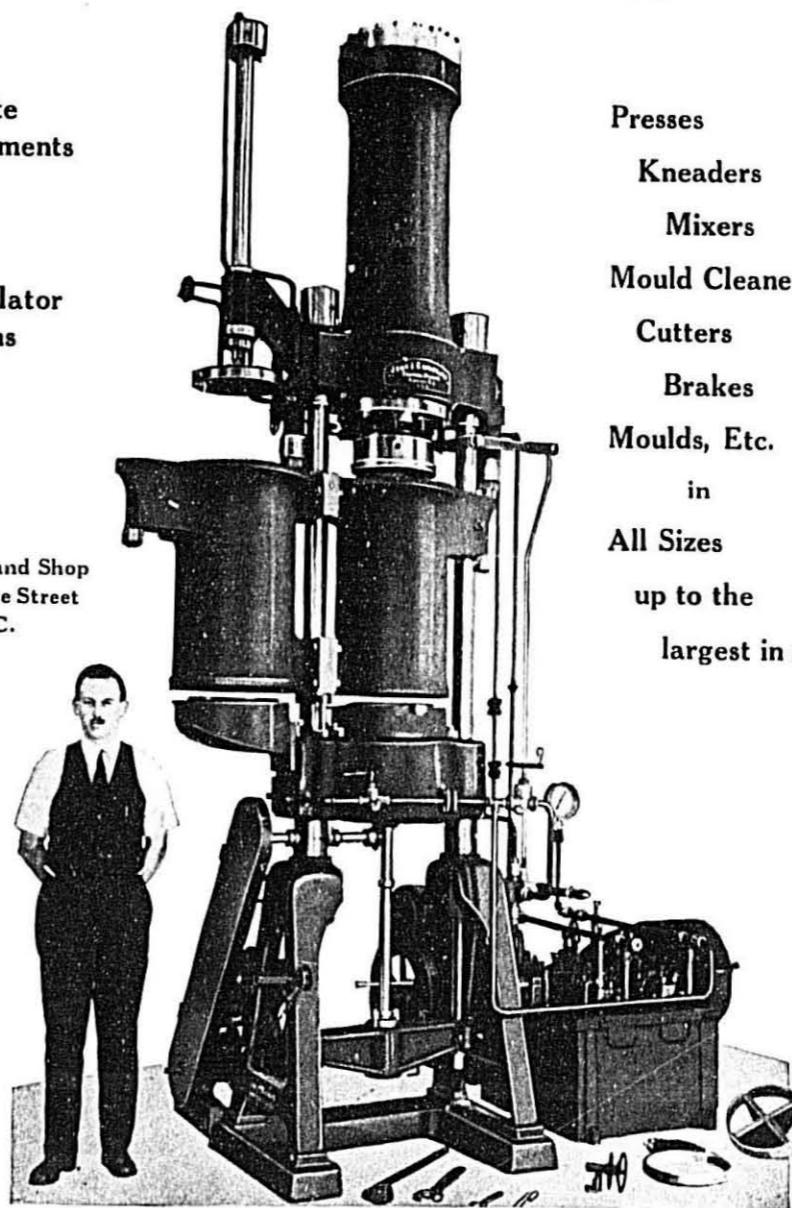
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