

**THE
MACARONI
JOURNAL**

**Volume 12,
Number 9**

**January 15,
1931**

The Macaroni Journal



Minneapolis, Minn.

January 15, 1930

Vol. XII No. 9

Something To Tie To

In the Boatman's Language something to tie to means a rock or a tree solid enough to secure boat against windstorm and current.

Under existing conditions Macaroni Manufacturers will find it especially profitable to tie to their National Macaroni Manufacturers Association.

Get the protection and the encouragement that comes through earnest cooperation with competitors in promoting its well planned promotional and helpful program.

IT IS for us to go straight on with the duty of the hour, and the way opens as we push ahead. Simply the reason of it is that experience is teaching something every day that we never thought of before.



CREATOR AND MAKER OF FINE DIE

Mario Tanzi & Bros.,
of
Boston & New York
348 Commercial Street
Boston, Mass., U. S. A.

January 15, 1931

THE MACARONI JOURNAL

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IT CAN BE DONE

By Harry Newman Tolles

The fellow who says it can't be done is usually interrupted by someone doing it—IT CAN BE DONE.

The reason some men accomplish more than others is because they approach the difficult task differently. They begin by saying, "IT CAN BE DONE."

Three golfers started to drive across a water hazard. Two of the fellows dug out old balls, so if they failed to clear the water they would not lose a valuable ball. They had their thoughts on losing, AND LOST.

The other player picked his very best ball and fixed his objective away beyond the water and thought only of winning, and WON. He stacked his very best on IT CAN BE DONE.

Hazards are manufactured in golf to make the game more difficult, hence more interesting. Business would lose all its joys if the difficult hazards were removed. The real business man goes at it in the spirit of—IT CAN BE DONE.

There could be no salesmanship if there were no objections to overcome. It would be simply order-taking. The first person to whom a salesman must sell his proposition is to himself; second he must sell himself to his prospective purchaser.

Now when the salesman believes in his "goods" and the prospect believes in him, it is an easy matter to get the prospect to believe what the salesman believes. In that way sales are made. The salesman must believe—IT CAN BE DONE.

Every business man today has his problems. They are vastly different from those of yesterday. He can and will win only as he approaches them in the spirit of—IT CAN BE DONE.





absolutely uniform ★ ★

There is no "guess work" about the milling of Two Star Semolina. Its production is so accurately controlled that color, flavor, and gluten strength can always be depended upon. Our remarkable storage facilities and the fact that Two Star Semolina is made from only the choicest Durum Wheat, selected by experts, make its uniformity doubly certain.

Be sure and see us before placing your order.

Two Star Sales Offices

New York: 410 Produce Exchange

Philadelphia: 418 The Bourse

Chicago: 605 N. Michigan

Buffalo: Dun Building, 7th Floor

Boston: 177 Milk Street

San Francisco: Merchants Exchange Building

★ ★
TWO STAR SEMOLINA

Milled by
MINNEAPOLIS MILLING CO.
MINNEAPOLIS, MINNESOTA

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What Says Your Annual Report?

The Year of 1930 is now a matter of history. In business it will be listed as a period of depression and repression. The Macaroni Manufacturing Industry executives are studying the annual reports of their respective firms. The message that each report bears be cheerful or gloomy? What are the prophecies for the New Year?

One of the earliest to comment on his experience during the past year is the leading official of one of the Industry's most successful outstanding firms. His conclusions, tersely expressed are: "Business might have been worse, but not prices."

Judging from comments frequently heard in the recent past a manufacturer's views of the 1930 macaroni business is presently in full accord with the general prevailing opinion. What is the lesson to be learned from this unsatisfactory condition of our own making?

The production of macaroni products during the past year has been about normal in tonnage but considerably less profitable.

This statement is not based on facts and figures which are unfortunately unavailable, but on opinions of executives of the larger, more progressive firms—men who "know their macaroni."

From the same reliable fountainhead of information comes a serious charge that altogether too many manufacturers and distributors were inclined to sacrifice quality to meet fallacious demands and reduced profits.

A more cheerful story emanates from some sections of the industry which report sizable increases in sales during 1930 over the business of even the peak year of 1929. Manufacturers attribute this increase to the growing impression that macaroni products offer what is undeniably the greatest dollar value in food. Times have not been the best and millions have been forced to practice economy to a greater extent than in the past. Macaroni products replaced more expensive, less nutritious foods in millions of homes.

The 1930 annual report, or any business report for that matter, means little to many firms because they have not the trouble to provide themselves with efficient and prac-

tical records that reproduce true and reliable "figure-pictures" of what is doing in their business. As for these, well it's just too bad unless they see the light and immediately put their houses in order!

Periods of depression have often proved boons to the more common foods. Food luxuries have been the greatest sufferers; the cheaper more economical foods the most benefited. If macaroni products have come in for a just share of this change in living conditions why is it that so many are still complaining?

Indiscriminate price cutting is probably to blame for the greatest portion of the 1930 losses and for practically all of the worries of the manufacturers. Wheat is plentiful and the market dull. Semolina prices are the lowest in years. But machinery is costly, labor remains on the same high scale. Nothing but a spiteful determination to commit business suicide and to pull others down with them, justifies some of the ridiculous quotations reported.

If it is true that profitless price slashing is chargeable solely to a lack of proper bookkeeping in plants that show quickly and plainly the trend in business and the cost of doing it, then the sooner a firm adopts and uses a good cost and accounting system the sooner will it "get out of the red" and gain an enviable reputation for square dealing.

Fortunately for the members of the reorganized National Macaroni Manufacturers Association a simple, practical system of accounting is now available for plants of any size. The cost of installation is insignificant when compared with the good that it will do for any manufacturer who is not in the business merely to trade dollars.

Study your annual report and try to find the leaks; then prepare to stop them. Only by improving on what we did last year can this year be made bigger and better. Remember always, that the true story of your business success is to be read in your annual reports. It is up to the executives to determine for themselves whether the story is to be a cheerful one or not. Start immediately to write a cheerful business story for the New Year.

Early Upturn In Macaroni Trade

1930 BUSINESS GOOD—BETTER
IN 1931

By J. H. Diamond, secretary, Gooch Food Products Co., Lincoln, Neb.

Our production during 1930 exceeded that of 1929. Our dollar sales also surpassed those of last year with the exception of October and December. Taking it all around, last year's business was the best ever to date.

Regarding the New Year, it is starting off in good shape. We have more orders on file for January shipment than we had a year ago, so if the present is any guide for the future we should have a very good year.

With so many people watching their food budget very closely this year, we believe there should be an increase in the sale of macaroni products. We are telling our salesmen that there is no food on the market whose food value is greater and costs less than Macaroni.

Whether or not 1931 will be a profitable year will be entirely up to the manufacturers. The opportunity is here and if we do not lose our heads, we'll take proper advantage of it.

COST KNOWLEDGE TO HELP PROFITS

By A. Irving Grass, manager I. J. Grass Noodle Co., Chicago

As seen by our staff, 1931 should show a steady improvement over 1930. Our sales during the year just ended increased nearly 25% but profits were not there accordingly.

Betterment will come only through strict adherence to business; making every minute count, every sale profitable. Price quotations have been ridiculous in many instances, a condition that can be relieved only by proper coordination with the national macaroni advertising campaign and the installation of the practical uniform cost and accounting system now offered the industry.

1931 will reward supporters of the Association's activities.

FUTURE IS IN OUR HANDS

By Frank J. Tharinger, association's adviser and president of Tharinger Macaroni Co., Wilwaukee

The macaroni manufacturing business is going to be just as good in 1931 as the industry as a whole is willing to make it.

As I see it, 2 things are necessary to bring about the improvement we are all hoping for:

1—Quality must be bettered by many manufacturers.

2—Prices must be reasonable to manufacturer and consumer.

Our business has been good. With competition on a higher plane by means of better macaroni at fairer prices, 1931 should be much larger in volume and surely greater in profits.

SEEK HIDING PLACE OF MR. PROSPERITY

By S. E. Mountain, secretary-treasurer Fontana Food Products Co., San Francisco

Yea, Mr. Prosperity has been in hiding. Answering some of the folks who keep telling you that Mr. Prosperity "is just around the corner," and they really believe it, will say that we too believe it but we are not just sure that he is heading in our direction.

Therefore we are going around the corner to look him up. You better do the same. Don't wait for him as he may have fallen through a manhole and be waiting for your help.

Hard work and strict attention to business is what is needed most right now and we fully believe that honest intelligent effort will reward us in this new year.

WORK TOGETHER FOR SOMETHING WORTH WHILE

By Frank L. Zerega, President N. M. M. A.

From time to time, I have clearly expressed my views on present business and future prospects. Always and ever foremost in my mind is the belief that we can reach our goal only by working and pulling together.

Just now I am most concerned over our midyear conference. As the time for it approaches I am wondering if each and every officer and member appreciates the importance of this conference and the need of full attendance thereto.

The amount of money being spent and the effort being put into the several activities that have been started and which are rolling along so nicely merits your presence in Chicago on Jan. 19, 1931. The business to be transacted is the business of each and every member of the National Macaroni Manufacturers association.

The few "sore spots" in our industry can be remedied only by joint and considerate action on your part, and I don't think that I am asking too much of you when I say—lay aside anything and

everything—join with us in an endeavor to do something worth while that in the end will be of benefit to each of us individually and to the industry general.

Please do not fail. Let's start right and there will be no doubt of what it has in store for us.

A PROLOGUE TO BETTER TIMES

By Mario Tanzi, President M. Tanzi & Bros., Boston

The past is frequently a prologue to the present,—an introduction to things that are to follow.

In the game which we are playing Year of 1930 just passed may be termed a "terrible year," but it could have been worse.

So far as our particular business concerned our volume of sales higher in 1930 than in the previous year. Although 1930 gave us plenty of battles we had the opportunity to have ourselves for whatever 1931 may be and to face the future with increased courage.

In our belief, business is moving slowly into a better atmosphere. We are confident that the pickup will be in speed and that soon will be that longed-for goal—better business through individual and cooperative action.

ORDERS AND INQUIRIES COURAGING

By Frank A. Motta, Secretary, Champion Machinery Co., Chicago

In our business we cater to 24 what competitive industries baking macaroni making. Business in this line has been exceptionally good creating general conditions. We closed year 1930 with business within 25% of that of 1929. Not so bad.

Though our biggest trade has been with the baking industry, our business in the macaroni line during 1930 increased more than 50% over that of the previous year and we enter the new year with several very nice orders and many inquiries. Should the latter materialize into orders, 1931 should be an exceptionally good year.

With the advertising campaign started by the National Macaroni Manufacturers association, the result should be a nice increase in business for macaroni manufacturers and allied trades the years to come.

(Continued on Page 11)

Macaroni Industry of the United States

From La Revista Commerciale Italo-Americana Weekly Bulletin of the Italian Chamber of Commerce in New York

According to the census of 1929 the number of factories manufacturing alimentary pastes in the United States was 377 against 353 in 1927 with an increase of 6.7%. Said factories employ chiefly of Italian origin since many of the employers themselves are of that nationality. The number of workingmen employed was 5250 against 4557 in 1927. The production of these factories valued at \$47,931,408 against \$29,544 at the previous census, with an increase of 8.2% in comparison to 1927. Quantitatively the production was valued in 1929 to about 505,069,608 lbs. of paste of the usual type valued at \$37,919, and to about 49,831,155 lbs. of egg paste. To the above figures should be added 1,230 lbs. valued at \$240,198 of specialties valued at \$1,687.

As it is well known the American macaroni industry, already notable before the war, owes its great development to Italy during the war was compelled to stop the yearly exportation of 6,000,000 boxes (of 22 lbs. each) of this furnished the American industry with the desired opportunity and the possibility of permanently replacing the exports which had been suspended. After the war the stringent conditions of the supply continued for several years; and the export trade in this commodity, depending for the most part on supply of American and Canadian paste, was maintained under limitation, was therefore unable to show any signs of recovery. In the meantime American manufacturing had reached such a standard of quality that, if not surpassed, the imported paste, except of course for some well known specialties, such as small soup

etc. The present (1929) importation of alimentary pastes into the United States is confined to the insignificant amount of about 2,506,378 lbs. against 10,000,000 lbs. of prewar times. In other words, it doesn't amount to 3% of supply of that time and has not the possibility of recovering any amount, on account of the higher cost of imported paste as well as of other specialties. Italian macaroni imports are represented today only by a few specialties such as the small glutinated soup, fusillis, etc., or by some occasional small parcels shipped to every

limited number of customers who buy these goods solely, so to speak, for sentimental reasons and attachment to their native country. There is no longer the slightest possibility of any importations on a commercial scale, and this is proved among other facts, by the acquiescence of the American manufacturers when the revision of the tariff came into discussion not to ask for any higher duty on this commodity and leave the old duty of 2c per lb. unchanged. The only rate of duty increased has been that of egg paste, which was raised from 2c to 3c per lb. The Italian Chamber of Commerce in New York did its best to get consent of the American manufacturers to leave the tariff on ordinary paste unchanged. The American macaroni production is, on the other hand, an industry in which Italo-American interests prevail, as it has been established not by manufacturers coming from Italy to found here branches of their industry but by Italo-American manufacturers who are the outcome of the school of self experience, which has always been the best of all schools, and whose success tells in a very flattering manner of the industrial ability of citizens of our community of Italian origin, even if they rose, as they did sometimes in this case, from the more efficient class of factory help. A fact which is all the more to their credit.

There is, it might be said, no specialty

in the field of alimentary pastes which is not today successfully manufactured by the American macaroni industry. The small soup pastes, the capellini, the maltagliati, the shells, etc., are produced today to a perfection by the American factory, which provides moreover a fractional package enabling the producer to reach even the consumer of small means, a packing made in such a neat and perfect manner as to satisfy all the requirements of the most exacting cleanliness and hygiene.

Even the cappelletti, this specialty of the Italian culinary art, are today successfully produced by the American factory, which will undoubtedly succeed in reaching perfection as it has already done with ravioli, which can be obtained canned in a condition ready for consumption. From the time when Filippo Massei, who had come from Tuscany to Virginia in 1773 to attempt to establish there the silkworm industry, and who was a neighbor of Thomas Jefferson at Monticello, whom he had initiated into the charm of ravioli, this savory specialty has always been a favorite with American "gourmets" and it now seems that its consumption is extending to a wide number of patrons in the same way as the consumption of ordinary alimentary pastes has, in the usual process of their popularization extended to the masses, adding to the resources of the American daily fare.

In conclusion it may be safely stated that the macaroni industry represents probably the most important industrial contribution of Italian immigration to the United States. Not only a number of manufacturers have specialized in this production but several important Italian mechanical workshops have developed for the manufacture and supply of the machinery required by this industry, which is available today of American make of such size and efficiency as to fear no competition. No illusions should be entertained or would be justified, after what has been stated about this commodity formerly typical of the Italian export trade to this country, that its exportation to the U. S. will ever resume its activities in the future, since American industry has reached in this line of production such a development, such an organization and such a perfection, that it equals and sometimes surpasses that of the same industry in Italy itself.

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BUSINESS TALKS

By FRANK FARRINGTON

Too Many Mickles

Benjamin Franklin in his autobiography tells of an old Philadelphia croaker, Samuel Mickle, possessed of a wise look and a solemn manner of speech.

Mickle went out of his way to call on Franklin and warn him that his new printing house would fail because Philadelphia was a "sinking place, the people already half bankrupts, or near to being so, all appearances to the contrary."

According to old Mickle the erection of new buildings, the rise in rentals and other indications of prosperity were mere fallacies.

Despite Franklin's knowledge of affairs and recognition of the man for what he was, he was left "half melancholy." As he says, "Had I known him before I engaged in this business, I should never have done it."

Franklin comments, "This man continued to live in this decaying place and to declaim in the same strain, refusing for many years to buy a house there, because all was going to destruction; and at last I had the pleasure of seeing him give five times as much for one as he might have bought it for when he first began croaking."

Just as some people have a morbid curiosity about other people's troubles and about deaths and funerals, so some take a morbid pleasure in prognosticating disaster and ruin and failure. They get more kick out of a panic than out of normal, peaceful prosperity.

A business slump is always abetted by the presence of too many Mickles, ready to seize upon the first word of approaching disaster and magnify it for the pleasure they get out of sensational prophecies and "I-told-you-so's." And, as the Scotch have it, "Mony mickles mak' a muckle."

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« International Macaroni Trade Decreases »

Trade in macaroni products between United States and foreign countries is gradually decreasing both in imports and exports, according to figures by the bureau of foreign and domestic commerce covering the transactions during October, 1930, and for the first 10 months of the past year. Sales were quite generally made at prices much lower than those that prevailed a year previous.

Imports Confined to Specialties

Judging from the figures covering the imports for October, 1930, American importers are restricting their purchases to special forms and grades of foreign made products and imports are decreasing both in quantity and value. During October, 1930, the importation of macaroni, vermicelli and egg noodles totaled only 235,209 pounds for which importers paid \$17,701. The trend is

clearly shown when compared with the October 1929, figures, which were 260,488 pounds for \$23,000.

The general trend has been downward throughout the year as shown by figures covering imports for the first 10 months. In that period last year there was imported 2,192,864 pounds for \$183,109, as compared with 2,239,462 pounds for \$207,028 during the same 10 months in 1929.

Exports Also Dwindling

The macaroni market for American made products offered for sale in other countries remains inactive. During October, 1930, the total quantity of macaroni products exported fell off to 673,725 pounds, valued at \$50,133. The decline is noted when compared with the October, 1929, exports, which totaled 735,659 pounds worth \$66,433. During the first 10 months of 1930 ex-

ports declined nearly 1,000,000 pounds quantity and about \$115,000 in value. The total exports from January to October 31, 1930, equalled 7,711,411 pounds worth \$630,547. During the same period in 1929 our exports were 8,746,311 pounds for which American exporters received \$743,174. Below is given table compiled by the Department of Commerce showing buyers of American made products and quantities purchased during October, 1930.

Countries	Pounds
Irish Free State	4,800
United Kingdom	161,629
Canada	231,892
British Honduras	1,294
Costa Rica	795
Guatemala	1,908
Honduras	16,623
Nicaragua	3,400
Panama	64,598
Salvador	210
Mexico	12,928
Newfoundland-Labrador	3,741
Bermudas	2,178
Barbados	425
Jamaica	5,961
Trinidad and Tobago	1,122
Other B. West Indies	478
Cuba	23,339
Dominican Republic	45,921
Netherland W. Indies	833
French W. Indies	1,260
Haiti, Republic of	15,855
Virgin Islands of U. S.	2,381
Brazil	38
Colombia	302
Peru	248
Venezuela	4,038
British India	2,030
British Malaya	251
Ceylon	253
China	21,493
Java and Madura	725
Other Netherland E. I.	4,184
Hong Kong	10,162
Japan	6,455
Philippine Islands	10,855
Syria	138
Australia	1,129
British Oceania	301
French Oceania	589
New Zealand	201
British East Africa	160
Union of S. Africa	3,541
Gold Coast	61
Hawaii	84,968
Porto Rico	32,283
Total	700,976

New Year Greeting

The year 1930 with its problems and worries is history now. We feel the New Year will open an era of prosperity to our own and all nations. This prosperity may attend you in macaroni, milling and allied industrial activities is the sincere desire of AMERICAN ASSOCIATION CEREAL CHEMISTS. C. G. Harrel, President

Sweet, Nut-Like Macaroni All The Time

Developed A New "Press-Testing" Method of Making Semolina by the Gold Medal Millers Which Now Enables Manufacturers to Produce Macaroni Having Uniform Flavor Every Day in the Year

Macaroni Color and Strength Also Within Control Now!

Recently Formed Gold Medal Macaroni Service Department Makes Available, for the First Time, Relief to Manufacturers Unable to Control Production Consistently Due To Local Climatic Conditions.

NOW comes a development that overcomes production difficulties and sales losses ordinarily incurred with macaroni off in taste! A development that results in the production of macaroni having uniform color, strength and taste 365 days in the year!

Through the perfection of a new testing method the Gold Medal Millers, world's largest Wheat buying and milling concern, are now able to offer you a semolina which is able to assure these results in your own factory the year 'round.

It is called "Gold Medal 'press-tested' Semolina" and it comes from the finest quality amber durum wheat. It is milled in a new mill having practically double the number of purifiers found in ordinary mills and is free from specks!

What "Press-tested" Means

Gold Medal "Press-tested" Semolina is a semolina that has been tested in a commercial press under normal working conditions for uniformity of color, strength and taste in the finished macaroni. Every batch is tested under the same conditions to produce a semolina that gives the same results day in and day out.

Thus, there is no chance of Gold Medal "Press-tested" Semolina ever varying in results. You always get macaroni having absolute uniformity

GOLD MEDAL
"Press-tested"
SEMOLINA



in color, strength, taste and freedom of specks every day in the year. Production is simplified greatly. No money lost having to sell otherwise first grade macaroni at second grade prices.

Full particulars can be obtained by writing to George B. Johnson, Manager, Semolina Sales and Service Department, General Mills, Inc., Minneapolis, Minn.

WASHBURN CROSBY CO., INC.
of
GENERAL MILLS, INC.

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IN 1931

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By A. Irving Grass, manager I. J.
Grass Noodle Co., Chicago

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Tanzi & Bros., Boston

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ORDERS AND INQUIRIES COURAGING

By Frank A. Motta, Secretary,
Pion Machinery Co., Chicago

In our business we cater to 25 other what competitive industries. Making macaroni making. Business in this line has been exceptionally good on a general conditions. We closed the year 1930 with business within 25% of that of 1929. Not so bad.

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As it is well known the American macaroni industry, already notable before the war, owes its great development to Italy during the war was compelled to stop the yearly exportation of 6,000,000 boxes (of 22 lbs. each) which furnished the American industry with the desired opportunity and the possibility of permanently replacing the exports which had been suspended. After the war the stringent conditions of the supply continued for several years; and the export trade in this commodity, depending for the most part on the supply of American and Canadian products, was maintained under limitation, and was therefore unable to show any signs of recovery. In the meantime American manufacturing had established such a standard of quality that, if not surpassed, the imported goods, except of course for some well known specialties, such as small soup pastes, etc.

The present (1929) importation of alimentary pastes into the United States is confined to the insignificant amount of about 2,506,378 lbs. against 10,000,000 lbs. of prewar times. In fact, it doesn't amount to 3% of the supply of that time and has not the best possibility of recovering any amount, on account of the higher cost of imported paste as well as of other Italian macaroni imports are represented today only by a few specialties such as the small glutinated soup pastes, fusillis, etc., or by some occasional small parcels shipped to every

limited number of customers who buy these goods solely, so to speak, for sentimental reasons and attachment to their native country. There is no longer the slightest possibility of any importations on a commercial scale, and this is proved among other facts, by the acquiescence of the American manufacturers when the revision of the tariff came into discussion not to ask for any higher duty on this commodity and leave the old duty of 2c per lb. unchanged. The only rate of duty increased has been that of egg paste, which was raised from 2c to 3c per lb. The Italian Chamber of Commerce in New York did its best to get consent of the American manufacturers to leave the tariff on ordinary paste unchanged. The American macaroni production is, on the other hand, an industry in which Italo-American interests prevail, as it has been established not by manufacturers coming from Italy to found here branches of their industry but by Italo-American manufacturers who are the outcome of the school of self experience, which has always been the best of all schools, and whose success tells in a very flattering manner of the industrial ability of citizens of our community of Italian origin, even if they rose, as they did sometimes in this case, from the more efficient class of factory help. A fact which is all the more to their credit.

With the propaganda started by the American Macaroni Manufacturers association to promote the consumption of this commodity in the United States, an advertising plan for which several million dollars have been contributed collectively by the manufacturers, the manufacture of macaroni in this country is well under way to become one of the most conspicuous industries of America. This is efficiently made possible by American methods of penetration and constant improvement of the product and of its packing. Besides advertising, of these methods special mention should be made of the production of canned spaghetti, namely in a condition that it is ready for consumption simply by warming before serving. This industry finds most powerful allies in the manufacture of tomato preserves and in the importation of Italian varieties of cheese such as Parmesan and Roman, whose interests are identified with those of American manufacturers of alimentary pastes.

There is, it might be said, no specialty

in the field of alimentary pastes which is not today successfully manufactured by the American macaroni industry. The small soup pastes, the capellini, the maltagliati, the shells, etc., are produced today to a perfection by the American factory, which provides moreover a fractional package enabling the producer to reach even the consumer of small means, a packing made in such a neat and perfect manner as to satisfy all the requirements of the most exacting cleanliness and hygiene.

Even the cappelletti, this specialty of the Italian culinary art, are today successfully produced by the American factory, which will undoubtedly succeed in reaching perfection as it has already done with ravioli, which can be obtained canned in a condition ready for consumption. From the time when Filippo Massei, who had come from Tuscany to Virginia in 1773 to attempt to establish there the silkworm industry, and who was a neighbor of Thomas Jefferson at Monticello, whom he had initiated into the charm of ravioli, this savory specialty has always been a favorite with American "gourmets" and it now seems that its consumption is extending to a wide number of patrons in the same way as the consumption of ordinary alimentary pastes has, in the usual process of their popularization extended to the masses, adding to the resources of the American daily fare.

In conclusion it may be safely stated that the macaroni industry represents probably the most important industrial contribution of Italian immigration to the United States. Not only a number of manufacturers have specialized in this production but several important Italian mechanical workshops have developed for the manufacture and supply of the machinery required by this industry, which is available today of American make of such size and efficiency as to fear no competition. No illusions should be entertained or would be justified, after what has been stated about this commodity formerly typical of the Italian export trade to this country, that its exportation to the U. S. will ever resume its activities in the future, since American industry has reached in this line of production such a development, such an organization and such a perfection, that it equals and sometimes surpasses that of the same industry in Italy itself.

BUSINESS TALKS

By FRANK FARRINGTON

Too Many Mickles

Benjamin Franklin in his autobiography tells of an old Philadelphia croaker, Samuel Mickle, possessed of a wise look and a solemn manner of speech.

Mickle went out of his way to call on Franklin and warn him that his new printing house would fail because Philadelphia was a "sinking place, the people already half bankrupts, or near to being so, all appearances to the contrary."

According to old Mickle the erection of new buildings, the rise in rentals and other indications of prosperity were mere fallacies.

Despite Franklin's knowledge of affairs and recognition of the man for what he was, he was left "half melancholy." As he says, "Had I known him before I engaged in this business, I should never have done it."

Franklin comments, "This man continued to live in this decaying place and to declaim in the same strain, refusing for many years to buy a house there, because all was going to destruction; and at last I had the pleasure of seeing him give five times as much for one as he might have bought it for when he first began croaking."

Just as some people have a morbid curiosity about other people's troubles and about deaths and funerals, so some take a morbid pleasure in prognosticating disaster and ruin and failure. They get more kick out of a panic than out of normal, peaceful prosperity.

A business slump is always abetted by the presence of too many Mickles, ready to seize upon the first word of approaching disaster and magnify it for the pleasure they get out of sensational prophecies and "I-told-you-so's." And, as the Scotch have it, "Mony mickles mak' a muckle."

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International Macaroni Trade Decreases

Trade in macaroni products between United States and foreign countries is gradually decreasing both in imports and exports, according to figures by the bureau of foreign and domestic commerce covering the transactions during October, 1930, and for the first 10 months of the past year. Sales were quite generally made at prices much lower than those that prevailed a year previous.

Imports Confined to Specialties

Judging from the figures covering the imports for October, 1930, American importers are restricting their purchases to special forms and grades of foreign made products and imports are decreasing both in quantity and value. During October, 1930, the importation of macaroni, vermicelli and egg noodles totaled only 235,209 pounds for which importers paid \$17,701. The trend is

clearly shown when compared with the October 1929, figures, which were 260,488 pounds for \$23,000.

The general trend has been downward throughout the year as shown by figures covering imports for the first 10 months. In that period last year there was imported 2,192,864 pounds for \$183,109, as compared with 2,239,462 pounds for \$207,028 during the same 10 months in 1929.

Exports Also Dwindling

The macaroni market for American made products offered for sale in other countries remains inactive. During October, 1930, the total quantity of macaroni products exported fell off to 673,725 pounds, valued at \$50,133. The decline is noted when compared with the October, 1929, exports, which totaled 735,659 pounds worth \$66,433.

During the first 10 months of 1930 ex-

ports declined nearly 1,000,000 pounds in quantity and about \$115,000 in value. The total exports from January to October 31, 1930, equalled 7,711,411 pounds worth \$630,547. During the same period in 1929 our exports were 8,746,000 pounds for which American exporters received \$743,174. Below is given a table compiled by the Department of Commerce showing buyers of American made products and quantities purchased during October, 1930.

Countries	Pounds
Irish Free State.....	4,800
United Kingdom.....	161,029
Canada.....	231,892
British Honduras.....	1,294
Costa Rica.....	795
Guatemala.....	1,908
Honduras.....	16,623
Nicaragua.....	3,400
Panama.....	64,598
Salvador.....	210
Mexico.....	12,928
Newfnd'l-Labrador.....	3,741
Bermudas.....	2,178
Barbados.....	425
Jamaica.....	5,961
Trinidad and Tobago.....	1,122
Other B. West Indies.....	478
Cuba.....	23,339
Dominican Republic.....	45,921
Netherland W. Indies.....	833
French W. Indies.....	1,200
Haiti, Republic of.....	15,855
Virgin Islands of U. S.....	2,381
Brazil.....	38
Colombia.....	302
Peru.....	248
Venezuela.....	4,038
British India.....	2,030
British Malaya.....	251
Ceylon.....	253
China.....	21,493
Java and Madura.....	725
Other Netherland E. I.....	4,184
Hong Kong.....	10,162
Japan.....	6,455
Philippine Islands.....	10,855
Syria.....	138
Australia.....	1,129
British Oceania.....	301
French Oceania.....	589
New Zealand.....	201
British East Africa.....	160
Union of S. Africa.....	3,541
Gold Coast.....	61
Hawaii.....	84,968
Porto Rico.....	12,283
Total.....	790,970

New Year Greeting

The year 1930 with its problems and worries is history now. We feel the New Year will open an era of prosperity to our own and all nations. This prosperity may attend you in macaroni, milling and allied industries is the sincere desire of the AMERICAN ASSOCIATION OF CEREAL CHEMISTS.

C. G. Harrel, President

Sweet, Nut-Like Macaroni All The Time

Developed . . . A New "Press-Testing" Method of Making Semolina by the Gold Medal Millers Which Now Enables Manufacturers to Produce Macaroni Having Uniform Flavor Every Day in the Year

Macaroni Color and Strength Also Within Control Now!

Recently Formed Gold Medal Macaroni Service Department Makes Available, for the First Time, Relief to Manufacturers Unable to Control Production Consistently Due To Local Climatic Conditions.

NOW comes a development that overcomes production difficulties and sales losses ordinarily incurred with macaroni off in taste! A development that results in the production of macaroni having uniform color, strength and taste 365 days in the year!

Through the perfection of a new testing method the Gold Medal Millers, world's largest Wheat buying and milling concern, are now able to offer you a semolina which is able to assure these results in your own factory the year 'round.

It is called "Gold Medal 'press-tested' Semolina" and it comes from the finest quality amber durum wheat. It is milled in a new mill having practically double the number of purifiers found in ordinary mills and is free from specks!

What "Press-tested" Means

Gold Medal "Press-tested" Semolina is a semolina that has been tested in a commercial press under normal working conditions for uniformity of color, strength and taste in the finished macaroni. Every batch is tested under the same conditions to produce a semolina that gives the same results day in and day out.

Thus, there is no chance of Gold Medal "Press-tested" Semolina ever varying in results. You always get macaroni having absolute uniformity

GOLD MEDAL "Press-tested" SEMOLINA



in color, strength, taste and freedom of specks every day in the year. Production is simplified greatly. No money lost having to sell otherwise first grade macaroni at second grade prices.

Full particulars can be obtained by writing to George B. Johnson, Manager, Semolina Sales and Service Department, General Mills, Inc., Minneapolis, Minn.

WASHBURN CROSBY CO., INC.
of
GENERAL MILLS, INC.

» Macaroni Educational Bureau Section

By B. R. JACOBS
Washington Representative

The month of December brought a large number of samples of flour, semolina, farina and eggs to the laboratory of the association for analyses. Some of these showed that some of our members are using inferior grades of flour and semolina in the manufacture of their macaroni products. These, however, are in the minority and with the assistance that we are giving them in analyzing their products, we hope that they will soon learn that there is no profit in such practices. It is impossible to make good macaroni from low grade flour. The desired flavor, color and cooking qualities are just "not there" and cannot be "put there" by any known process of manufacture.

Besides the work on raw materials for members of the association, your laboratory has carried on an investigation into the variations existing in the chemical composition and color of desiccated eggs. For this purpose we collected 27 samples of granular yolk which are sold to the trade as "Deep Yellow Yolk." All of these samples were analyzed but the table showing the individual analysis is so large that it will not be published. However, average, maximum and minimum results will be shown as follows:

ANALYSES OF DRIED YOLK

	On Moisture-Free Bases			
	Moisture %	Color %	Yolk %	Albumin %
Average (27 samples).....	5.43	62.50	95.70	4.51
Maximum	6.20	82.00	98.71	7.43
Minimum	5.08	39.00	92.57	1.29

It will be noted that although there are some variations in the relation of yolk to albumin and a slight variation in the moisture content of these samples, the greatest variation is found in the intensity of yellow color of the products.

The figures given under COLOR are the intensity of yellow as determined by using a standard color solution for comparison. This solution has an intensity of yellow equal to that of an unbleached Patent Spring Wheat Flour. So that the average figure given in the above table 62.50 shows that the average granular egg yolk sold as "Deep Yellow" has an intensity of yellow 62.50 times that of the standard.

On this basis it will be noted that there is a wide variation in the value of granular egg yolk to the macaroni manufacturer as the minimum color is only 39.00, while the maximum color is 82.00, a variation of more than 100%.

Numerous other analyses made in your laboratory show about the same variations in color but these were not included in this table because the grade for which they were purchased was not known. This work is being repeated for other classes of dried, as well as frozen egg products. It is our belief that minimum standards of intensity of yellow can be established, on which members of the association may make their egg purchases, which will be satisfactory to them as well as to those who sell these egg products. No manufacturer can keep a uniform quality in his product if he, even with the best of intentions, contracting for the highest grade egg products, is delivered products showing the variations in color noted above.

Regarding the law enforcement end of our work, we have reported a number of violations (about 30) of the anticoloring and egg ruling to various state and city officials. In Ohio, Massachusetts and New York, the food law enforcement officials have been very active collecting samples preparatory to making prosecutions. It is regrettable that these violations are not confined solely to manufacturers, nonmembers of the association. Some of these violations are by members of long standing who really know better and who can have no excuse whatever for indulging in such practices.

The trade is again circularized by those who would sell it coaltar colors and other egg substitutes. A representative of a New York city importing concern who sells spices, extracts and colors has been calling on macaroni manufacturers for the purpose of selling them artificial color. The regular line he gives them, when he is told that it is not being used is that practically all the large manufacturers are using it, even though in the open they appear to be against its use. This statement is to say the least absolutely not true, as there are only a few of the smaller manufacturers who are using artificial color. THERE IS NO LARGE MANUFACTURER USING ARTIFICIAL COLOR. In fact practically every analysis of product made by a large manufacturer is not only not artificially colored but more than complies with the standards for egg solids. It is despicable for any salesman to try to get illegitimate business by making statements regarding the use of his product which cannot be supported by the facts.

The smaller manufacturer who uses artificial color or sells so-called egg noodles deficient in egg solids does not enter into interstate commerce. On the other hand the larger manufacturer and therefore does not have them much under his control until they are consumed. This may, to some degree account for the fact that artificially colored macaroni products and egg noodles deficient in egg solids are found to be made only among the smaller manufacturers.

Another concern is offering a product with a trade name similar to Yolk which it claims can be used as an egg substitute in the proportions of 1/2 lb. of the product to 100 lbs of flour to replace 5 1/2 lbs. of egg yolk. Claims are made that the product contains the essential of egg yolk. This is true only to a limited degree and certainly not to the extent stated above or anywhere near it. It would be necessary to use at least 5 lbs. of this product to substitute 5 1/2 lbs. of yolks. The substitution would be only a partial one, as the product does not contain all the constituents of egg yolk. This product sells for around \$1.00 a pound, and it is inferred by the seller for the benefit of those macaroni manufacturers who may be induced to use these egg substitutes that, first of all the product cannot legally be used as an egg substitute. Second, if it is used in macaroni products, its presence must be declared on the label. Third, if the product is used, the finished article cannot be called a "Noodle" or an "Egg Noodle" but must be called a "Plain Noodle" or a "Water Noodle" with the necessary statement showing the presence of the constituent or egg substitute has a dark brown color similar to some varieties of malt syrup. It could not possibly impart an egg color, as we know it, to any macaroni product in which it may be used.

The wisest thing that macaroni manufacturers can do, especially at this time when they are spending their good money in promoting increased consumption of their products, is to stay absolutely clear of all these materials that are offered them as being "just as good" but cheaper than their standard ingredients. Let us all stick to good flour, good

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and farina, good eggs and a clean up. The consumption of no article of food has ever been permanently increased by the use of fake substitutes whose only appeal is a lower price.

Upturn in Macaroni Trade (Continued from Page 6) 1931

B. Schmidt, V. P., Crescent Macaroni and Cracker Co., Davenport Constant continuous reduction of production costs—converting good semolina into good Macaroni Products—is a natural and necessary process, but these must include advertising and a fair profit to keep the macaroni industry on a par with other industries, or we other industries our portion of the consumer dollar regardless of our price him. A dollar spent on macaroni will go further than if spent on other food including bread, consequently still lower prices will not get us where. It is our responsibility to let consumer know that Macaroni Products are the finest, most healthful and economical foods in the world, and the consumer will be happy to pay a fair price to find that out.

Our battle is against other food industries, and advertising represents the strategy to win the battle, and a house divided against itself cannot win. Let us use our new cost system and our 4 advertising campaign to this end to compete, not with each other but with other food industries. Our prices are low enough or too low now. The cost system and the advertising campaign are our tools. Will 1931 show that we are using them or misusing them?

INDUSTRY WILL REACH GOAL IN 1931

R. B. Brown of Fortune-Zerega Co., Chicago, Ill. 1930 saw the beginning of an industry which many of us had dreamed of for a great many years. The new and enlarged program of the Association includes national cooperative advertising, merchandising, unified costs and more intensive educational and vigilance work, in addition to all of the older association activities, is in full swing. 1930 will, I believe, go down in Association history as a turning point,—the beginning of a new era.

What we shall all look for during 1931, and later, is the results which we expect for and confidently expect from our increased expenditure of time and money. Those results will be achieved through greater consumer demand for

our products as the direct effect of our advertising to the consumer and through our own greater effort as manufacturers.

In my opinion there is no possible question as to whether or not the goal will be reached. It will be! The question is, who of us will be in at the finish? And it seems very clear to me that those manufacturers, and only those, will be there who (1) make a uniformly high quality; (2) keep accurate, honest books, and know what their products cost them,—to make, sell and deliver; (3) insist on a reasonable profit, having the courage to turn down business, however large and otherwise attractive, which is not profitable; (4) confine their sales to a reasonably restricted area, in which their business can be economically and intelligently conducted; and (5) use the Association program to the fullest extent to back up their own hard work.

1931 CHALLENGES!

O. F. Benz, Director of Sales, Du Pont Cellophane Co., Inc.

1931 will apparently be a challenge year—a challenge to every company to make its product more attractive to the buying public.

That the macaroni industry is already planning to do this with its splendid advertising program, its plans for better packaging and display of its products is conclusive evidence that sales for the coming year will show a gratifying response.

LET'S BE FIGHTERS—FAIR FIGHTERS

By Walter F. Villaume, V.P., Minnesota Macaroni Co., St. Paul

The logical outcome of a year following the inflated activity of 1929 was a general business depression,—accompanied by the mad desire to retain volume AT ANY PRICE.

We all know and must now realize if never before, that business can never exist without a FAIR PROFIT. Let's not KID OURSELVES—the security of our industry, the security of our individual enterprises rests entirely upon our furthering amongst all members of this great industry the ideals of fair competition and the rendering collectively and individually of the highest kind of service to the public.

In addition to our splendid effort to popularize macaroni products by our cooperative campaign let's all pledge for 1931 the inauguration of the Uniform Cost and Accounting System recommended by our Association,—or its equivalent if it can be found. Then we'll be able to determine the value of a sale,—price based on sound economic

principles,—total cost, plus a reasonable and fair profit.

The prosperity of our industry, the success of our cooperative advertising campaign and the success of our individual efforts, all hinge on our willingness to PLAY BALL with one another in a spirit of fairness,—better quality and better prices—aided constructively by cooperative effort.

LET'S NOT BE FAILURES—LET'S BE FIGHTERS. LET'S QUIT HARPING ON DEPRESSION AND HARD TIMES—LET'S TALK BETTER TIMES. For those who do this and then work harder than ever to put their thoughts into action, business will be good in 1931.

SEE IMPROVEMENT IN BETTER PRICES

By F. A. Ghiglione of A. F. Ghiglione & Sons, Seattle, Wash.

Business in 1930 was less than in 1929, both in volume and in sales. Export business was dull owing to worldwide unsettled business conditions.

In our own country we were confronted with extensive and ruinous price cutting, both in package goods and bulk macaroni. It is hard to be cheerful facing such quotations as a case of 24 packages of 8 oz. of macaroni selling to the retail trade as low as 90c per case. Elbow macaroni in sacks at 31c per lb.

From our northwest angle we can see no improvement in the macaroni manufacturing trade until prices are advanced. Our national advertising campaign and our educational drive toward better cost information should be a signal for general tightening up on our sales policies.

1931—A RECORD-SMASHING YEAR

By Miss D. Lee Huey of Mrs. C. H. Smith Noodle Co., Ellwood City, Pa.

For our firm, 1930 was the most profitable and most prosperous year in our history.

In spite of the general depression in business circles our sales have greatly exceeded the sales of the previous years. We feel that this is due to our unflinching policy to keep our quality up and to give our customers the best possible service in the way of deliveries, treatment and courtesies.

We are very optimistic for 1931 and every indication points to a record smashing year in the noodle business. More and more are the housewives being educated to the numerous uses and value of egg noodles and macaroni products as a food. Indeed, we see only a great future ahead of us.

Macaroni---"A Change From Potatoes"

Among the many things to which has been attributed the progressiveness of Americans may be mentioned their eating habits. Perhaps no other nation on the globe consumes so great a variety of foods.

To cater to the varying appetites of our people the modern grocer must be an expert, practically a dietitian. He must have a thorough knowledge of the different foods, know the likes and preferences of his customers and ingeniously mold his knowledge and their wants in a way to best serve them while promoting his own business.

To the modern grocer may be attributed much of the greatness of Americans that grows out of their consumption of the great variety of foods above referred to. Oftentimes a mere suggestion on his part causes a housewife to serve an entirely different meal from that which she originally planned. Because of this advantage which grocers possess, manufacturers and food growers seek the cooperation of grocers to create a favorable atmosphere.

Oftentimes crop conditions have a dominant influence over food consumption. The past year is an excellent example. The potato crop shortage due to drought and the consequent high prices for this very common vegetable caused many housewives to change their schedule of meals. Grocers were appealed to for suggested changes. As a result Americans are consuming an even greater variety of foods than is usually the case.

One food that stood out prominently as an excellent substitute for, and "as a change from potatoes" is macaroni products in their many forms. The term "Macaroni Products" is used here to cover the many forms and shapes of what Europeans prefer to call "Alimentary Pastes," such as macaroni, spaghetti, vermicelli, short cuts, noodles, rings, alphabets, etc.

Macaroni products are dried pastes made from a coarse granulation of hard wheat. This coarse granulation resembles Cream of Wheat and is known as semolina. Durum wheats and other hard spring varieties are used in the manufacture of semolina from which the highest grade of macaroni products are made. This classifies this food as a vegetable product.

Almost everybody eats potatoes. However, one tires of eating them too regularly. Macaroni products can be

served as a pleasing and satisfactory change. Grocers should not hesitate to recommend macaroni because it possesses wonderful food values and permits of so great a variety in preparation as to suit almost every taste. For the grocer macaroni products are not only easier handled but they bring much better profits. Whether in bulk or in package form macaroni products occupy less space in one's store, create no mess and do not deteriorate. This food has been known to keep for years under proper conditions.

Macaroni products compare favorably with potatoes in food value. This is a talking point which grocers should use in recommending this food as an occasional substitute for potatoes to households desiring a variety. From the Farmers Bulletin No. 142, prepared by the U. S. Department of Agriculture in 1910, we glean the following facts when comparing a pound of potatoes with a pound of macaroni in any of its many shapes:

Element	Macaroni	Potatoes
Water	10.3	62.6
Protein	13.4	1.8
Fat	.9	.1
Carbohydrates	74.1	14.7
Ash	1.3	.8
Calories per pound	1,645	295

It may be pointed out that macaroni products more than double in volume in cooking while potatoes decrease. Macaroni is "All Food—No Waste," while there is a big loss in potato volume due to peeling and deteriorated spots.

It is estimated that there is a loss of 20% in weight through peeling, etc., and an almost unestimable loss in the food value because many of the valuable ingredients of potatoes are found next to the skin.

Macaroni when accompanied by tomatoes and cheese as required in most recipes is almost a perfect food. The addition of milk adds greatly to its value.

As macaroni products are more easily handled in the store, so are they in the home. A week's supply may easily be carried on the pantry shelf. There is more cleanliness in handling and exceedingly less labor in preparation for the table. Because of the common interests which grocers and housewives have in this matter there should be a greater cooperation in bringing about the more frequent serving of macaroni products as a change.

Along this line can be made the following suggestions:

For Breakfast.—Fried Noodles for breakfast are pleasing to those who like a rather substantial morning meal. In many sections of the country there are daily consumed large quantities of noodles and prunes for a lighter breakfast.

For Luncheon.—Creamed Macaroni is a delightful change from creamed potatoes. For the children there may be macaroni, spaghetti, or noodles with milk; alphabets or short cut macaroni in soups.

For Dinner.—Macaroni au Gratin is a delightful substitute for potato gratin. As a change recommend Macaroni and Tomatoes, Macaroni and Cheese or one of the many popular salads with macaroni as a base.

Macaroni salads are daily growing in popularity. There are so many combinations possible that almost any salad can be combined with macaroni. A salad that will be attractive, palatable and nourishing. Dietitians are recommending macaroni salads for children and grownups.

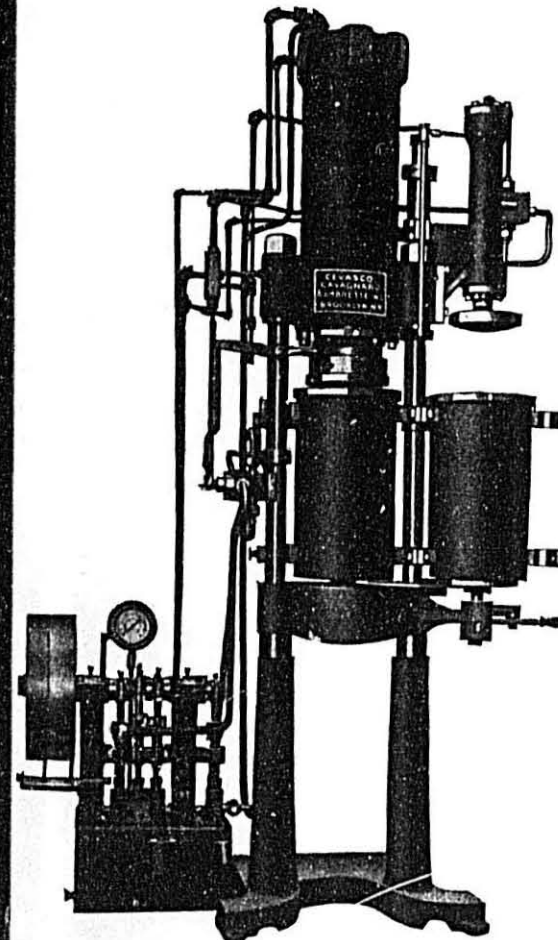
Mr. Grocer, have you considered macaroni in the light of a profitable trade producer? Has it occurred to you that when you sell macaroni, you sell many necessary accompanying foods? What does this mean to you in dollars and cents?

When a housewife decides to serve macaroni, spaghetti or any other form of this product, you sell her tomatoes, cheese, butter and other ingredients. In addition to the profits on macaroni there is the profits on these ingredients. Thus macaroni becomes a sales agent that you cannot very well afford to ignore. Every time you recommend macaroni you open the way for sale of other commodities necessary to its preparation.

The chain stores have not been slow in recognizing this advantage. Many of the progressive independent grocers also have instructed their clerks to suggest macaroni to the hesitant purchaser. All grocers would be promoting their own business if they would push the sale of macaroni not only as a substitute for potatoes and other foods but as a welcome change in the daily diet of those whom they called upon to feed.

January 15, 1931

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



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

AT LAST! The Press Without a Fault.

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

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

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

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

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

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

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

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

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

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

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

CONTROL VALVE. Both the main plunger and the packer plunger are controlled by our improved valve. The movable part of this valve rotates against a flat surface. As there is always a thin film of oil between the two faces, there can be practically no wear on this part. Very little power required to set same as the movement is concentric.

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

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

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

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

156-166 Sixth Street

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

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Address all communications to 156 Sixth Street

All Set for Midyear Conference

The midyear meeting of the members of the National Macaroni Manufacturers association set for Monday, Jan. 19, 1931, in The Palmer House, Chicago, promises to be the biggest and most progressive get-together of the industry between annual conventions, if the program prepared for the occasion is any measure of its importance.

Manufacturers from many states have already advised of their coming and many reservations made at the hotel. Since the meeting occurs during the annual convention of the National Cannery association and other food trades, many would naturally be in Chicago that date and will gladly take advantage of attending a meeting of their own trade while there.

Quite naturally interest centers around and in the promotion program of the association,—especially in Macaroni Week and the new system of cost accounting developed for use in macaroni plants. According to the program the meeting will open promptly at 9:30 a. m. with President Frank L. Zerega briefly explaining the purposes of the special gathering. G. G. Hoskins, chairman of the Macaroni Cost Club will be asked to make his report and then the meeting will be turned over to him and his committee to explain and study the new system, its adaptability and the value of information to be obtained therefrom for interchange with cost club members.

In the late forenoon with Association Adviser Frank J. Tharinger presiding, the work of the Macaroni Educational Bureau will be reviewed and information given as to ways and means of better utilizing this service. Dr. B. R. Jacobs will lead the discussion.

After the luncheon recess the meeting will reconvene at 2:15 p. m. with James M. Hills, member of the Board of Advertising Trustees as leader. The advertising campaign will be discussed in detail. Announcement of the winners of the prize recipe contest will be made by Fred Millis of the agency; A. G. Fischer, member of the Board of Advertising Trustees will report on the numerous requests for recipe booklets received up to date, more than 73,000 women have already requested and received it; L. M. Skinner will tell why national magazines were selected as the message bearers of our macaroni

story and Miss Jean K. Rich, the Association's recipe counselor, will tell of the developments of the recipe program for the spring campaign.

In the late afternoon President Fred Millis of the Advertising Agency will explain the purposes of Macaroni Week (March 2 to 7, 1931) and divulge plans for its proper observance, telling how manufacturers may help in its promotion as a money making move. The grocery stores of the country have already been advised of the nation wide merchandising efforts of the industry in the promotion of Macaroni Week. The majority of the independent and chain grocery stores have already promised to feature macaroni products in some way during that period, by the exhibit of window posters and streamers supplied by the member firms; by special displays of the products and in their daily advertising. The manufacturers themselves will promote the week in their newspaper and radio advertising, and the Association through national magazine advertising and daily broadcasting of interesting stories and talks over a chain of 27 radio stations during the week.

The final feature of this program that is crammed full of good things for the industry, will be the discussion of the time and place for the 1931 conference of the macaroni manufacturing industry. As meetings in 1929 and 1930 have been held in the east, the prevailing view is that some central or western city be named for the meeting this year. West Baden, Ind., and Denver, Col., have been mentioned and have strong support. The convenience of the reorganized association will be a big factor in the final determination of the 1931 convention city.

Fights False Advertising

The Federal Trade Commission is continuing its fight against all false and unfair advertising, according to its most recent report.

Order No. 1819 was recently entered against a ginger ale manufacturer, requiring it to cease advertising that its ginger ale has been aged 6 months. In April 1929 the company, fearing such a decision, discontinued its practice of representing that its ginger ale had been aged 6 months and adopted as a substitute therefore the phrase "Aged

six months in the making," which continued to employ. However, a commission found that such ginger ale product is made, has been aged months in storage tanks. After concentrate has been so aged it mixed with other ingredients of product, but is in weight about a fifth of 1% of the product.

It is held by the commission that representation regarding the age of beverage tended to deceive the public and divert trade of competitors by leading customers into believing the drink is 6 months old when offered for sale.

Packers Consent Decree Modified

Win big fight to change an old agreement to permit packers to go direct to the consumer. Big five ready to battle competitors.

The Supreme Court of the District of Columbia on Jan. 5 decided favorably the petition of the packers to modify consent decree of 1920 so that henceforth the giant meat packing companies will be permitted to handle at whole various unrelated food items which the decree had barred them from handling.

The decision was handed down by Justice Jennings Baily after a hearing that lasted many months and in which practically all the food interests of the country were heard for or against the petition to modify the understanding which grew out of a government charge in 1920 against Swift, Armour, Cudahy, Morris and Wilson companies of attempting to monopolize the meat trade.

The petition for modification was granted in its entirety. The packers are allowed to trade in groceries, fruits and vegetables and to use their transportation and branch warehouse facilities for this purpose but are still forbidden to retail their own products.

The case has attracted national attention. The packers sought a modification of the consent decree on the ground that because of recent changes in the selling, some of the chains have entered the packing industry with illegals denied the packers because of the decree entered into when conditions were quite different from those now existing in this trade. Retail and wholesale trades objected to radical changes, packers are naturally elated over the decision, feeling that the decision was beneficial to both producer and consumer.

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You
command
the best
when you
demand
Commander

In Commander Superior Semolina you find those qualities so essential to the manufacture of the best macaroni. Commander Semolina is rich in gluten, giving your dough the consistency you need. Its warm, golden color, and satisfying flavor are always uniform, always dependable.

Increased sales have proved to hundreds of manufacturers that their choice of Commander Superior Semolina was both wise and profitable.



COMMANDER
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SEMOLINA

COMMANDER MILLING COMPANY
MINNEAPOLIS, MINNESOTA

Secrets of Successful Trade Marking

How to Deal With Violations

By WALDON FAWCETT

How does one best deal with invasion of trade mark rights? The question has always been in order with members of every trade community,—the macaroni group no less than the rest. It is a conundrum that is lately more than ever to the fore, as the business population of the country increases and competition in every line grows keener. Old-established, familiar brands find themselves crowded on all sides by more or less similar marks. Literally it is coming to pass that eternal vigilance is the price of trade mark privacy, or isolation, or whatever you choose to call it.

"It all depends." That is the first answer that must be made to the riddle with which we opened. Maybe the reply sounds evasive. In reality it isn't. Merely the inevitable qualification that is necessary because there cannot be any single, short comprehensive answer to the problem of how to deal with poachers upon macaroni marks.

First of all the selection and employment of relief measures will depend upon whether or not the trade mark trespass is intentional or unintentional. There are wicked, selfish misappropriations of established trade marks and there are innocent duplications or near duplications.

For the camp follower who willfully and maliciously copies a valuable trade mark the pioneer macaroni brander will naturally feel little sympathy. He may be tempted to the harshest measures. For the ignorant, merely blundering perpetrator of a brand double the prior user may feel no real rancor, even if he thinks that the unwitting violator should have known better,—should have looked about him before he made a blind choice of nickname or device. Something of the same spirit of leniency or latitude should be shown when there is considerable doubt whether a shadowing trade mark is so close a mimic as to be convicted as a counterfeit.

If there is no possibility of a feeling of charity and the outraged macaroni marketer wants to go after a trade mark pirate hammer and tongs, his course will yet depend on several influencing circumstances. For one thing it makes a difference whether the infringement is

countrywide in scope,—involving interstate commerce—or is local, being confined to a single state. It depends, again, on whether the injured party can bring evidence of substitution and "passing off" of goods, or whether the grievance is strictly one of echoing an established buy-word. Finally the succor to be sought by a trader whose trade mark has been despoiled depends on whether he is content to merely halt the violation or whether he is out for revenge and redress, demanding, maybe, money damages as well as injunctive relief.

Supposing that each trade mark owner has resolved these determining factors according to his own lights, let us see what practical ways and means are open to him for riddance of a trade mark nuisance. First and foremost we will put the polite demand for voluntary withdrawal,—the notification by letter that the earlier comer in the field claims superior trade mark rights and wants to be left alone to enjoy them. This procedure usually disposes forthwith of all unintentional and unconscious infringers. Also it scares away some others who are not too conscientious but who are not looking for trouble. The "Please-go-quietly" formula has the distinct advantage that it operates quickly and at an expense that is insignificant compared with lawyer's fees. Some of the largest concerns in the country compose more than half of all their trade mark clashes by politely but firmly putting interlopers "on notice" that the particular trade mark preserve is posted and that the invader proceeds at his peril.

Next to the correspondence method of nipping trade mark infringement in the bud is the plan of systematically blocking imitations as they essay entrance to the U. S. Trade Mark Register. The procedure is this: The macaroni brander with a valuable indicia to cherish maintains constantly a close watch upon all trade marks in his line offered for registration at the U. S. Patent Office. Whenever he detects a candidate that transgresses his rights he files an "Opposition." A Federal umpire thereupon sits in judgment and if the objection is warranted the ditto mark is turned back.

The only fault to be found with the sentry scheme is that a certain proportion of macaroni marks are never presented for registration. To get around this difficulty, manufacturers in other commodity lines have set up their respective trade association headquarters, private trade mark registration bureaus which undertake to assemble purposes of search and confirmation complete files of all the unregistered as well as the registered marks in the particular line served. Even so, in the case of an infringing non-registered mark there is no possibility of federal action at the early stage. But the trade association officials may take the place of Uncle Sam in persuading a trader not to follow too closely a senior mark of the given pattern.

The third recourse in the face of trade mark infringement,—an expedient of resort, usually—is to go to law. In the case of a macaroni mark used in interstate commerce and registered at the U. S. Patent Office, the owner may bring suit in Federal courts for infringement. Or he may enter an equity suit and demand not only the banishment of the offending imitative mark but balm in the form of a money settlement to recompense for the good will damage and lost business which he has sustained in consequence of the presence of a masquerading brand and the confusion in trade that has been entailed.

Instead of seeking a mandate from the courts the owner of a coveted macaroni mark may, under certain circumstances of unfair competition, seek intervention of the Federal Trade Commission. The "supreme court of business" does not always find in a case of trade mark interests such violation of the principles of fair trading as warrants the commission in applying its code of ethics. But if the trade body can be persuaded to intervene in behalf of an abused trade mark owner the latter spared the expense of suits in court, is also likely to obtain much quicker relief than can be expected from the tedious processes of the courts.

If the macaroni brander is bothered by infringements at the hands of for-

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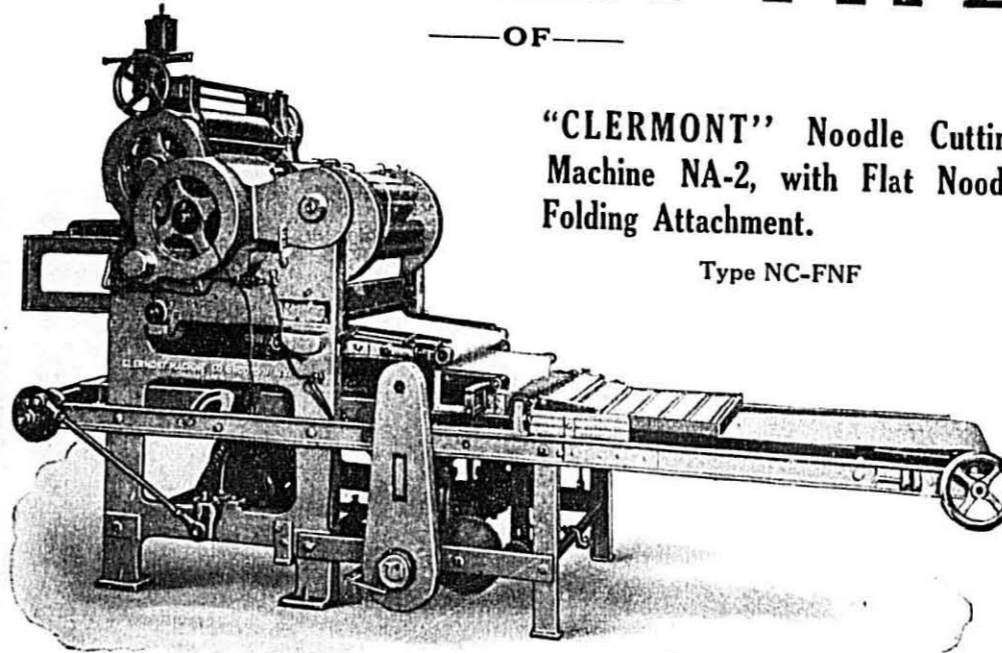
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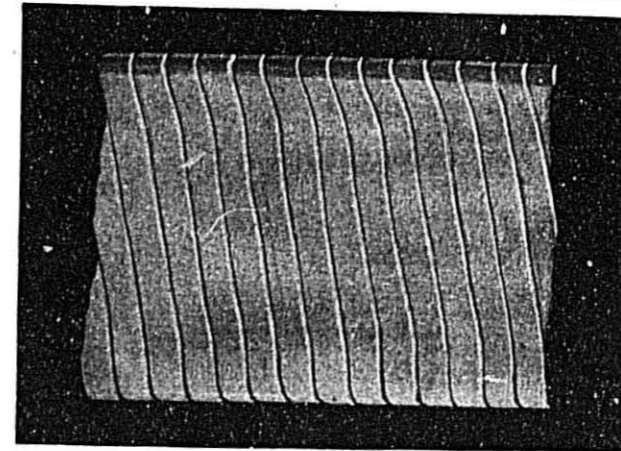


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rivals who ship their wares into the United States there is yet another form of redress or rather, protection, which he may invoke at virtually no expense to himself. By filing at Washington copies of incorporation papers, specimens of the trade mark to be protected, etc., the trade mark owner in effect raises an insurmountable wall against injurious trade mark immigration. At the instance of the trade mark owner the U. S. Treasury Department will issue an order directing the customs officials at all U. S. ports to refuse admission to all merchandise bearing the reserved trade mark unless the rightful trade mark owner gives his consent in writing to such importation.

Now or again the owner of a macaroni brand, which stands for reputation and sales momentum, may have to employ all

these different weapons to defend and enforce respect for his trade mark. It means taking pains, of course, but it is worth while. There is tremendous ultimate advantage to the trade mark owner in being known to the trade at large and to public officials as a trader who is jealous of his trade mark rights and who will go to war whenever need be to vindicate and safeguard his good will assets. Rivals hesitate to provoke a ready and prepared antagonist. And federal arbiters will often give the benefit of the doubt to a trade mark owner who is obviously and notoriously doing everything in his power to warn away infringers and to expel them if they sneak in. Vigilance against trespass attests that the owner of a trade mark feels that he has a valuable good will to protect.

Uncle Sam Buys Food for His Official Family

An important function of the executive branch of the Federal government is the selection and purchase of food for a large number of people who by the nature of their employment or condition receive subsistence from the government.

The government buys this food with a sharp eye to its future use.

"The khaki clad doughboy who shoulders a rifle could not function on a ration chosen for a disabled war veteran stretched on a hospital cot," says the circular, "nor could the man whose work keeps him in the frozen fields of the far north thrive on a diet suited to one stationed on an Indian reservation in the semitropical regions of the southwest."

To see that the millions of dollars spent for food by the government each year are used judiciously and with maximum value received requires care and skill. All food must meet certain tests for quality and wholesomeness before the government's agents will buy it.

When Uncle Sam counts noses, or rather stomachs, he is apt to start with large organizations like the army or navy. During 1929 the army bought food for 118,000 enlisted men as well as for 6,000 Philippine scouts, general prisoners, employes on cable ships, mine planters, the vessels of the army transport service, and other branches of the military. The navy provided food for 72,000 men, and the United States Marine Corps for 15,200.

The Department of Justice has 24,000 prisoners to feed and the Department

of Commerce has under its jurisdiction employes of the vessel service of the navigation and lighthouse branches, coast and geodetic survey, fisheries, mines, and other charges.

Another group demands special care. This is composed of survivors of the World war and is under the direct supervision of the United States Veterans Bureau. There are 18,000 veterans in 50 hospitals in as many towns, and food bought for them must be chosen to nourish and strengthen as well as to satisfy the vagaries of the sick.

Other members of the government's official family are forest rangers who patrol the national forests, reserves, and parks, the inmates of Indian schools, of prisons and reformatories, and institutions for the mentally deficient and the physically incapacitated.

In his role of official provider for this huge family, Uncle Sam buys with care, wisdom and economy. Before a single shipment of food is purchased by the government, it must meet rigid test requirements under the federal food and drugs act.

Corporation Information Book

Macaroni and noodle manufacturing firms doing business as corporations will be interested in the new book, "Corporate Meetings, Minutes and Resolutions" just published by Prentice-Hall, Inc. of New York.

Can your directors answer these questions?

A director wishes to resign. May his resignation be accepted in order to be effective?

Your board of directors meets to consider the compensation of officers. How shall the vote be conducted?

Your company is approached by a charitable organization for a contribution. May the directors vote a donation?

Your company declared a dividend. Before the dividend is paid your directors decide that the dividend should not be paid. May they revoke the dividend?

One of your general managers leaves office space for your company without authority from the board of directors. Is your company bound by the lease?

You discover that the time fixed by the bylaws for holding the annual meeting of stockholders has passed. What should your officers do?

The Mac-Noodle company consolidates with your corporation into a new corporation. What is the effect of consolidation upon the creditors of the old companies?

You have unissued stock which you propose to issue. A period of several years has elapsed since the last issue of stock was issued. Must you call old stockholders the right to subscribe to the stock you are about to sell?

At an election at which 5 directors are to be elected, there are 6 candidates, and 1350 votes are cast. The directors receive 300 votes each, and three 150 votes. What is the result?

Problems of this nature illustrate a few of the practical and technical questions answered in the new book. More than 650 resolutions, minutes, notices, and other forms are reproduced. All are adaptable to your business. This manual clarifies legal principles and covers every phase of corporate action.

In it you will find why corporate meetings are necessary, how they may be called, where they may be held, how they must be conducted, what business may be transacted, and whose votes are required. The book will be a great help, since it deals with corporate procedure as required by law. Many of the suggestions made will enable you to avoid costly litigation or personal liability.

Remember that life is our most precious possession—and, next to life, time.

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

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KING MIDAS MILL COMPANY

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« WORLD WHEAT PROSPECTS »

Wheat prices have reached a low level and some improvement is likely as business conditions become more stable, but a continuation of large shipments from Russia with harvesting of new crops in the southern hemisphere will tend to prevent any marked advance in prices in world markets.

The favorable factors in the outlook were the reduction in visible supplies in the United States, general indications of the feeding of large amounts of wheat, the prospect of checking the Canadian movement by the freezing up of the Great Lakes, a small amount of old wheat remaining in Argentina, the poor quality and smaller supply of wheat in Europe outside of Russia, and the fact that the declining phase of the general, world wide financial and business depression has already continued about as long as is usual for such major depressions.

On the other hand the prospect of continuing exports from Russia and large supplies of new wheat to be harvested within the next few weeks in the southern hemisphere, together with the depressed conditions that are likely to continue for some time in many countries will tend to check any marked advances in prices in world markets.

Reports as to demand and supply conditions late in the fall did not seem to require any change in the conclusion of a month ago that the world's production outside of Russia and China would amount to about 3,650,000,000 bushels, about 4.6% larger than in the past season; and that the world's consumption probably would exceed production and thus make some further reduction in the carryover of wheat at the end of the season. The shipments of wheat from surplus producing countries continued at a greater rate than in the past season. The raising of tariff duties and milling requirements in Europe accompanying the marketing of the domestic crop tended to check the imports and consumption of foreign wheat in October. The result was some increase in port stocks. Large Russian shipments contributed largely to the increase in continental port stocks. Domestic supplies were being used up more rapidly than in the past season and the result will be a stronger demand in the deficit countries for imports during the latter half of the sea-

son. Conditions were also favorable for heavier imports in the Orient.

During the first four months of the season the United States exported more wheat and flour than in the corresponding months of the previous season, and also imported more wheat from Canada. The exports of wheat as grain amounted to nearly 50 million bushels compared with 43 millions in the corresponding period a year ago, but the increase in imports reduced the net to an increase of only about 3 million bushels. Recently the relation of prices in the United States to foreign markets had a tendency to check exports. Conditions, however, continue to encourage the feeding of large amounts of wheat within the United States.

A large carryover and favorable harvest conditions built up a large visible supply which reached its peak late in September. Since that peak was reached, the visible supply in November had been reduced about 13 million bushels. While the feeding of wheat has been largely on the farms producing, undoubtedly considerable quantities of wheat have been shipped from central markets to be fed and have thus contributed to a reduction in the visible supply.

SPAGHETTI ITALIENNE

By Jane Eddington
Nationally Known Woman's Page
Editor

The American interpretation or adaptation of spaghetti Italienne is a cooked spaghetti well turned over in some butter, sometimes sprinkled with Parmesan cheese and then served with a measure of either plain or highly seasoned tomato sauce. With real Italian service this would be accompanied with a dish of grated Parmesan cheese. Instead of butter the Italians would use a high grade of white olive oil, and when this is used with discretion it does give quite a different dish from spaghetti seasoned with butter.

As to the cooking of spaghetti, there is no end of ideas, and if the one cooking it has no ideas of her own she can always follow the directions on the box,

which in most cases are exactly contrary to my idea of the correct way of cooking spaghetti. No matter how the spaghetti is cooked or even macaroni, if they are well turned over in a little delicious butter and salted lightly they are eaten with no further addition. A great many people, in adding the tomato sauce, try to put the spaghetti in it and turn it over and over until it is all red. But it is more truly Italian, probably, to serve the sauce on top of the well seasoned spaghetti and let the eater do his own turning.

Join Up and Cheer Up

Just a word or two about the Uniform Cost and Accounting System developed by the cost committee for use by members of the National Manufacturers Association. Frankly I think that this is one of the best things that the Association has ever put over, and we are adopting it immediately in our plant.

This system will enable us to compare our costs with the average cost of all other reporting members so that all of us will benefit by it. You and I think we have efficient plants but in comparison I'll bet that all of us will be that we are plenty of weak somewhere. Some of us will find that another plant has us beaten on packing efficiency, other in moisture loss, another in shipping room expense, etc. By making comparisons each one will be able to see where he is weak and take steps to correct this.

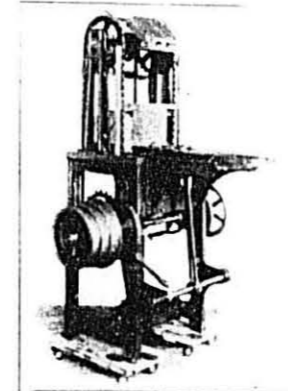
Our bakery division has been in an organization like this for a long time. It costs us \$1200 a year and it's worth several times its cost. I understand that C. B. Schmidt of the Crescent Cracker and Macaroni Co., Davenport, Iowa, is hooked up with a similar proposition in his cracker department and, like us, his manager would induce him to give it up. It will prove invaluable to the macaroni industry and all of us should get in on the ground floor.

Chairman G. G. Hoskins and his committee have contributed unselfishly time and thought in putting this system into it. We should show our appreciation by joining into it. Join up now and I promise you that in a year from this date you wouldn't give up your uniform cost system and information exchange for anything.

J. H. Diamond, Secretary
Gooch Food Products
Lincoln, Neb.

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.

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CHICAGO, ILLINOIS

Should Competitors Run Your Business?

By GORDON C. CORBALEY
President The American Institute of Food Distribution, Inc.

Is it not time for each of us to consider the fact that our competitors are today largely determining the way that we run the business which we are accustomed to think of as our own?

In calling attention to this I am sure that you do not let your competitors handle the details attached to hiring your employes or the routine job of operating your factory. Neither do your competitors deliver your shipments to the railroads, write checks or keep books.

But when you reach problems so vital that you must decide them correctly if your business is to continue as a going concern, how often do you make a decision not based upon something that your competitors have done or that you believe they intend to do unless you beat them to it?

In determining what you pay for raw materials or for merchandise you expect to sell, are you able to consider only the sound price which you should pay or must your first consideration be to seeing that you pay a price high enough to secure them from your competitor and a price low enough so that you are not under a handicap when you sell in competition?

Are the wages you pay a sound expression of a level you decide for yourself or are they determined by the necessity of keeping your more capable employes from being taken by your competitors?

And most serious of all is the price you receive for your product the one that you should have or is it something largely determined by the prices which you think your competitors are making?

It is our experience that our business decisions are based upon what we think that our competitors are doing, also that most of us are operating under conditions where we decide these points with no accurate information as to what our competitors actually are doing. We ordinarily accept the word of some interested person who is trying to get us to do something that he wants done, and supports his request by intimations or statements that our competitors will do as well or better than the thing that he wants.

In the exchange of commodities today no executive runs his own business. We operate in such intimate contact with each other that practically every move we make is largely determined by a move made by one or more of our competitors.

The fact that these moves are made

because someone does something is especially destructive, since it means that the thoughtful conservatives in our business groups are not the important factors influencing our decisions.

A man is conservative because he does something when he is sure he is right. The impetuous shifts in each industry are largely by those who are on the outside trying to get in and nine times out of ten are by the less intelligent executives of the industry.

The functioning of this law of human nature means that the competitive standards of the average industry are today largely determined by those operating on the thinnest margins—by the group out of whose ranks come most of these bankruptcies.

If this law of human nature is correctly stated, the first move will be to clear the twilight zone between the reports which you receive as to what your competitors are doing and the truth as to what they actually are doing.

Your individual prosperity depends largely upon the average condition in

your industry. Therefore, the most important executive problem you have in your industry now is to improve the methods of competitors.

Once the leaders in your industry realize that the welfare of their business depends upon the average intelligence with which the industry operates—you will be aroused to a point where you will spend time and money to raise your average intelligence.

Your troubles may be attributed to greediness by individual units or executives. We have overproduction because we are not willing to exercise individual restraint. We must always have competition in business. It is an expression of the ambition which causes us to go forward. Without competition we stand and prepare to decay.

But unintelligent competition, greedy competition, is a survival from the barbaric impulses of mankind and is to the advantage of no one. The solution of our serious competitive problems is in our hands. We must start with ourselves.

« Cautions Buyers of Macaroni Products

"Know your Macaroni." "Sell only the high grade product in order to gain permanent good will of customers."

That is the double message broadcast to the hundreds of independent dealers and chain stores this month by President Frank L. Zerega and Advertising Director Robert B. Brown of the National Macaroni Manufacturers association. So much low grade macaroni has been offered buyers in general that the chief purpose of the advertising campaign and of Macaroni week, March 2 to 7 would be frustrated if this poor grade found its way into many stores in the weeks preceding the drive. He said:

"We in the Macaroni Industry are making an earnest effort to put our house in order. We are spending a million and a half dollars during the 4 years which started last September to acquaint consumers with Macaroni, Spaghetti and Egg Noodles; to teach them how to cook these foods and to supply them with many attractive recipes. We are doing this by practically all means at the command of the national advertiser, and the effect in consumer acceptance and demand is sure to be great.

"But unfortunately the industry num-

bers among its members some who are more interested in keeping their factory wheels turning than in producing a product of high quality which will be the final test of the consumer. Our association Laboratory at Washington daily receiving samples of so-called macaroni products, some of them bearing names of good reliable distributors who are far below standard—some made from flour of the second clear grade and much of it artificially colored. We find these products look fairly good in the dry state they are unpalatable when cooked, to say the least.

"All buyers are cautioned to scrutinize the macaroni products with the utmost care before buying. Make sure that they are made from semolina or farina hard wheat and by all means submit them to the cooking test before purchasing or accepting shipments. In this way you will be sure to satisfy your customers and at the same time help in the concentrated effort of the large majority of the macaroni manufacturers in this country to establish a satisfactory demand for their products and to get products of a satisfactory quality."

February 15, 1931

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JOHN J. CAVAGNARO Engineers and Machinists Harrison, N. J. U. S. A.

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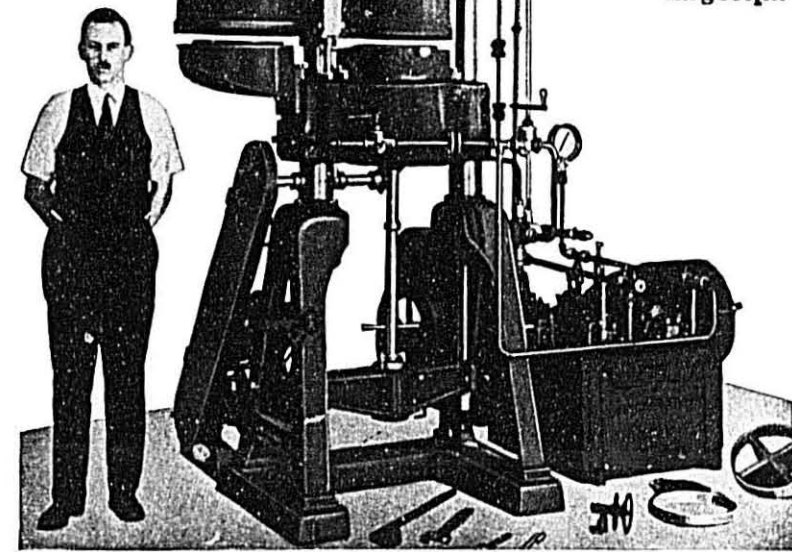
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All Sizes

up to the

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No. 222 Press Special

Specialty of
MACARONI MACHINERY

Since 1881

N. Y. Office and Shop
255-57 Centre Street
N. Y. C.

»» OFFICIAL RECIPES »»

BY
BOARD OF ADVERTISING TRUSTEES
National Macaroni Advertising Campaign

Our Macaroni, Spaghetti and Egg Noodles Prize Recipe Contest is now a matter of history. Thirty-two thousand women in this country sent in 129,198 entries for the \$5000 in prizes offered by the National Macaroni Manufacturers association for the best recipes for the use of these 3 leading forms of macaroni products.

During the period of this contest 73,000 other women sent in requests for copies of the Association recipe booklet.

The contest disclosed 2 things in particular:

First—That women are interested in this sort of thing. The figures alone prove that.

Second—That with all their interest comparatively few of them know many ways of using macaroni products in innumerable combinations they are capable of. The same old combinations were repeated with disheartening regularity thousands and thousands of entries.

All of this merely emphasizes the need of suggesting new and tested recipes to old consumers and prospective new users. Here are a few which macaroni and noodle manufacturers may profitably utilize in their educational program as tested and approved by the National Macaroni Manufacturers association:

HOLIDAY STEAK

- ½ lb. spaghetti
- 1 large flank steak
- ½ cup melted butter
- ¼ cup celery, chopped
- 1 onion chopped
- 1 teaspoon thyme
- ½ teaspoon salt
- 1 lemon
- 2 strips bacon

1. Cook spaghetti until tender. 2. Mix spaghetti, butter, onion, thyme, celery and salt. 3. Have a pocket cut in the flank steak and fill this with dressing. 4. Rub meat with salt and pepper, and lard with small pieces of bacon and lemon rind. 5. Brown, add 1 cup water, and bake in a moderate oven (325 degrees) for about one to one and a half hours.

SPAGHETTI PLATE

- ½ lb. spaghetti
- 2 cups cold chopped meat
- ¼ cup minced carrot
- ¼ cup minced celery
- 2 tablespoons flour
- 1 cup milk
- 1 tablespoon lemon juice
- 1 tablespoon chili sauce

1. Cook spaghetti until tender. Drain. 2. Mix cold meat, carrot and celery. Add flour and milk and cook slowly until well heated. 3. Add lemon juice and chili sauce. 4. Arrange spaghetti around a platter, filling the center with meat. Garnish with a sprinkling of chopped green pepper or parsley.

MACARONI ALABAMA

- ½ lb. macaroni, short preferred
- 2 cups milk
- ½ cup peanut butter
- 1 teaspoon salt
- ¼ cup buttered crumbs
- ¼ cup chopped salted peanuts

1. Cook macaroni until tender. Drain.

2. Stir milk slowly into peanut butter, making a creamy sauce. Add salt. 3. Mix macaroni and sauce and bake in a moderate oven (325 degrees) for half an hour. 4. Sprinkle with buttered crumbs mixed with chopped peanuts. Brown under broiler or in oven.

SPAGHETTI CARUSO

- ½ lb. spaghetti
- ½ lb. fresh mushrooms
- ¼ cup butter or ½ cup olive oil
- ½ teaspoon salt
- 1 cup chicken stock
- ½ cup cooked chicken livers
- Parmesan Cheese

1. Cook spaghetti until tender. Drain. 2. Peel mushrooms and cut them into fairly small pieces. Cook in the fat for about ten minutes. 3. Add salt and chicken stock and cook gently for ten minutes more. 4. Add spaghetti and chopped cooked chicken livers and return to fire just long enough to heat spaghetti thoroughly. 5. Serve with plenty of grated cheese.

MACARONI FRITTERS

- 2½ oz. macaroni rings
- 1½ cups canned corn, drained
- ½ cup milk
- 1 teaspoon salt
- ½ cup flour
- 4 teaspoons baking powder

1. Cook macaroni rings until tender. Drain. 2. Mix rings, corn, slightly beaten egg yolk and milk. 3. Add to dry ingredients which have been sifted together. 4. Add egg white beaten stiff. 5. Fry in deep fat or on a griddle.

EGG NOODLE HAM SALAD

- 5 oz. broad egg noodles
- 1 cup chopped celery
- 2 tablespoons chopped olives
- 1 cup chopped boiled ham
- ½ cup string beans
- Salt to taste
- Mayonnaise or cooked dressing
- Lettuce

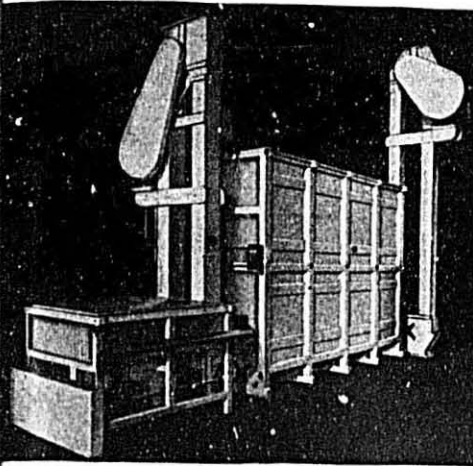
1. Cook egg noodles, broken into small pieces, until tender. Drain and chill. 2. Add remaining ingredients and season to taste. 3. Serve on lettuce with mayonnaise cooked salad dressing.

EGG NOODLE CUSTARD

- Given by Carl, Chef of S. S. "America"
- Will serve 4.
- 5 oz. egg noodles
- 2 cups milk
- 1 cup sugar
- 1 teaspoon salt
- 4 eggs
- ½ teaspoon lemon extract

1. Cook egg noodles until tender. Drain. 2. Add milk and let stand 15 minutes. 3. Add half of the sugar, all the salt, vanilla and 4 slightly beaten egg yolks. 4. Beat whites very stiff; beat in remaining sugar and fold into above mixture. 5. Pour into buttered mold and bake in moderate oven (325 degrees) for one hour. 6. Serve immediately with Yankee Doodle Sauce. For the Yankee Doodle Sauce follow this recipe: Chop cup candied ginger fine; add an equal quantity of finely ground orange rind (use only one part of rind). Blend in ¼ cup ground nutmeg and add ¼ teaspoon cinnamon if desired. For desserts.

For many years....a great number of



macaroni manufacturers have been using
**Champion flour outfits--reversible brakes
and macaroni mixers**

**A FEW CHAMPION USERS
ARE LISTED BELOW**

- | | |
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| Superior Macaroni Co.,
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Chicago, Ill. | Mother Pure Egg Noodle Co.,
Mishawaka, Ind. |
| Sun Gold Noodle Co.,
St. Louis, Mo. | Kentucky Macaroni Co., Inc.,
Louisville, Ky. |
| Ronzoni Macaroni Co., Inc.,
Long Island City, N. Y. | Westchester Macaroni Co.,
Mt. Vernon, N. Y. |
| Roman Macaroni Co.,
Long Island City, N. Y. | Antonio Palazzolo & Co.,
Cincinnati, Ohio |
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Brooklyn, N. Y. |
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Joliet, Ill. | G. D'Amico Macaroni Co.,
Steger, Ill. |
| Connellsville Macaroni Co.,
Connellsville, Pa. | Andrea Russo & Co.,
Chicago, Ill. |
| F. L. Klein Noodle Co.,
Chicago, Ill. | S. Viviano Macaroni Mfg. Co.,
Carnegie, Pa. |
| Kansas City Macaroni & Imp. Co.,
Kansas City, Mo. | Traficanti Brothers
Chicago, Ill. |
| Magnolia Macaroni Mfg. Co.,
Houston, Texas | National Macaroni Co.
Dallas, Texas |
| Peter D. Rossi & Sons,
Braidwood, Ill. | Western Macaroni Mfg. Co.,
Salt Lake City, Utah |
| International Macaroni Mfg. Co.,
Houston, Texas | Minnesota Macaroni Co.,
St. Paul, Minn. |
| Milwaukee Macaroni Co.,
Milwaukee, Wis. | Italo French Produce Co.,
Pittsburgh, Pa. |
| The John B. Canepa Co.,
Chicago, Ill. | I. J. Grass Noodle Co.,
Chicago, Ill. |

If you are considering any new plans or new equipment for 1931, we would like to offer you our services. Simply write us, there will be no obligation.

CHAMPION MACHINERY CO.
JOLIET ILLINOIS U. S. A.



GRAIN TRADE AND FOOD NOTES

General Foods Big Year

The year 1930 may be just another period of 12 months to many people but to the General Foods company it was an outstanding year. So says President Colby M. Chester in a report showing an increase of many millions in business. The results he attributes to aggressive advertising despite the world wide depression, and to good management. The best feature of the news is that no workers have been discharged and no wages reduced.

Government Rules on Corn Sugar

Pure, refined corn sugar may now be used in food packing without a declaration that it is used as an ingredient. So ruled Arthur M. Hyde, secretary of the Department of Agriculture on Dec. 26, 1930.

The new ruling reads,—“Corn sugar (Dextrose) when sold in packages, must be labeled as such; when sold in bulk must be declared as such; but the use of

pure refined corn sugar as an ingredient in the packing, preparation or processing of any article of food in which sugar is a recognized element need not be declared upon the label of any such product.”

This ruling removes a discrimination against the use of sugar which has too long been permitted. The requirement heretofore that the presence of corn sugar as an ingredient in prepared foods be declared on the matter was not a matter of law, avers the secretary of agriculture, but was a matter of administrative interpretation of the law. This ruling therefore involves no change in the Federal Food and Drugs Act; nor does it change the rules with reference to labeling of harmful or injurious ingredients. Labeling of such ingredients still is required.

When this act was passed 23 years ago, corn sugar was a muddy, brown product less than 50% sweet. Under conditions existing then a prejudice existed against it. In the last 10 years great progress has been made in refining corn sugar. It is now clear, clean, white granulated sugar. It is a wholesome and healthful food, about 75% as sweet as cane sugar and contains some properties

even more valuable. The reason for the old departmental ruling has disappeared, hence the new ruling effective last month.

Cheese Consumption Increasing

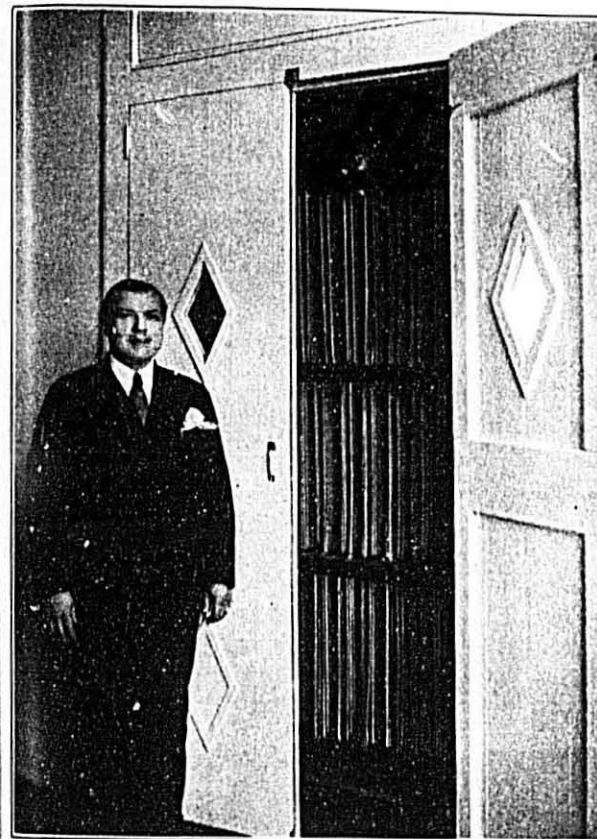
Figures obtained from a national survey, just concluded, show that the American cheese eaters consumed over 60,000,000 more pounds of all brands, domestic and imported during the past year. American-made cheese gets a good share of this increase. How much of this increase is attributable to macaroni products, one of the best known of cheese combining foods?

Grocer Secretary Killed

George M. Peterson, Duluth, secretary of the Minnesota Retail Grocers and General Merchants association for many years was accidentally killed on Dec. 17 by the discharge of his gun while hunting. The accident took place near Oquet dam, Minnesota. The charge entered his head and caused instant death.

Mr. Peterson was well known to the grocery trade and to many macaroni manufacturers who are grieved over his sudden death. He leaves his wife and 2 daughters. Funeral services took place in Duluth on Dec. 17.

CUTS DRYING COST 70%



1. No preliminary drying . . . a great saving in power, labor and floor space. Will dry any style of macaroni or noodles.
2. No high price labor . . . any inexperienced help can operate.
3. Saves costly trucking and re-handling.
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5. Greater strength . . . no breakage, checked or cracked goods . . . no waste.
6. Prevents sour or mouldy goods.
7. Preserves the natural bright golden color of semolina products.
8. Better flavor and taste.
9. Modern cost . . . saving will pay for installation in from one to two years.
10. Dependable . . . Sturdy . . . SURE always.

YOUR DRYING PROBLEM SOLVED

Successful and economical drying of macaroni products can only result where theory and practice have worked together a sufficiently long time to prove the soundness of both.

Mr. Gallerani, a technical engineer has the benefit of over 30 years' experience in macaroni drying problems. This experience goes into every dryer built and every recommendation made. Regardless of what type of drying you now use, it will pay you to have us prove to you the saving possible with a Gallerani Dryer . . . without obligation of course.

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Alexander Gallerani, President

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PRODUCTS

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“SPECIALISTS IN CELLOPHANE WINDOW CARTONS”

Patents and Trade Marks

A monthly review of patents granted on macaroni machinery, of application for and registrations of trade marks applying to macaroni products. In December 1930 the following were reported by the U. S. Patent Office:

Patents granted—none.

TRADE MARKS REGISTERED

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

Yankee Doodle

The trade mark of the Kansas City Macaroni & Importing Co., Kansas City, Mo. was registered for use on alimentary pastes. Application was filed March 9, 1929, published by the patent office Sept. 16, 1930 and in the Oct. 15, 1930 issue of The Macaroni Journal. Owner claims use since Dec. 1, 1928. The trade name is in outlined letters written in a semicircle.

Superior

The trade mark of the Superior Macaroni Co., Los Angeles, Cal. was registered for use on alimentary pastes—namely macaroni, spaghetti and noodles. Application was filed Dec. 3, 1929, published Oct. 7, 1930 by the pat-

ent office and in the Nov. 15, 1930 issue of The Macaroni Journal. Owner claims use since July 1, 1920. The trade mark is a picture of a chef uncovering a dish of one of the above mentioned products.

TRADE MARKS APPLIED FOR

Five applications for registration of macaroni trade marks were made in December 1930 and published in the Patent Office Gazette to permit objections thereto within 30 days of publication.

Egg Foodies

The trade mark of The Frank Pepe Macaroni Co., Inc., Waterbury, Conn. for use on egg noodles. Application was filed Oct. 9, 1930 and published Dec. 9, 1930. Owner claims use since January 1929. The trade name is in heavy type.

Rossi'

The trade mark of Peter Rossi & Sons, Braidwood, Ill. for use on alimentary pastes. Application was filed October 3, 1930 and published Dec. 9, 1930. Owner claims use since Sept. 28, 1929. The trade mark shows a dish of steaming paste setting on the table.

Abruzzese

The trade mark of the Excelsior Macaroni Company, Inc., Brooklyn, N. Y. for use on macaroni. Applica-

tion was filed Feb. 18, 1930 and published Dec. 16, 1930. Owner claims use since Sept. 1, 1929. The trade name is in outlined letters.

Animoodles

The private brand trade mark of Francis LeMoyné Page, Carnegie, Pa. for use on alimentary pastes—namely noodle dough products. Application was filed May 14, 1930 and published Dec. 16, 1930. Owner claims use since Dec. 1, 1929. The trade name is in black type.

Elena

The trade mark of The Frank Pepe Macaroni Co., Waterbury, Conn. for use on macaroni. Application was filed Oct. 18, 1930 and published Dec. 16, 1930. Owner claims use since Jan. 16, 1929. The trade mark is a square to the left of which is an oval showing the picture of a girl. Above the blades of wheat branch to the right of the frame, above which is written in black type the trade name.

LABELS

Cirillo

The title "Cirillo" was registered Dec. 30, 1930 by The Italian Import Co. of New York, New York, N. Y. for use on macaroni. Application published Jan. 15, 1910 and given registration Number 38448.

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6

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1898



OUR FAULTLESS MACARONI MOULDS
Are Always Satisfactory.
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"Meglio Semola-Non ce ne"
Guaranteed by the
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MILLS AT RUSH CITY, MINN.

CROOKSTON-SEMOLINA

Strong, Uniform

and of

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"We are Subscribers To The Campaign"

CROOKSTON MILLING Co.
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Now Arriving---New Shipments

DEEP YELLOW COLOR

CERTIFIED SPRAY AND GRANULAR EGG YOLK

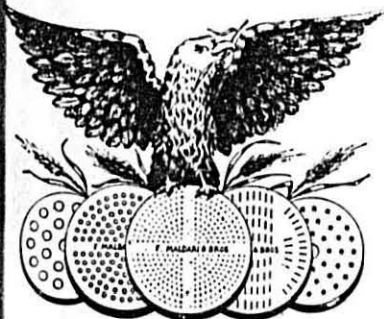
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ARE YOU PREPARED FOR BETTER BUSINESS?

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ARE YOU PREPARED FOR BETTER BUSINESS?

Better Dies are essential for better macaroni at lower cost

HAVE YOUR DIES READY BEFORE THE RUSH!

Order new Dies or have your old ones renewed Now! by expert mechanics at the HOUSE OF QUALITY SINCE 1903, with management continuously retained in same family.

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Notes of the Macaroni Industry

Has Right American Spirit

Friends of A. Irving Grass, popular head of I. J. Grass Noodle company, Chicago will feel for him as a convalescent in a Chicago hospital from an operation for a fractured knee cap sustained in an automobile accident. But they admire the association spirit voiced in his letter of Dec. 16 to Secretary M. T. Donna acknowledging sympathies extended:

"I am looking forward to the midyear Meeting in Chicago Jan. 19. Will make every effort to be there even if it be on crutches or on a stretcher.
"There will be some fine discussions and as you already know I'm very much interested in the Association. Hope to see all boosters there."

Ranck in Braidwood

Field Secretary Ranck of the National Macaroni Manufacturers association was a guest at the organization's headquarters in Braidwood on Jan. 2 and while there conferred with the officials of Peter Rossi & Sons, charter members of the National association. This firm has retained continuous membership in the association since the organization in 1904.

Field Secretary Ranck and Secretary-Treasurer Donna discussed their respective plans and duties in connection with the promotional program being sponsored by the National association. Mr. Ranck then left on a trip which will cover the territory from Philadelphia and Baltimore on the east to Atlanta and Birmingham on the south before returning to Chicago for the midyear meeting on Jan. 19, 1931.

Adds Package Department

The Ravarino and Freschi Importing and Manufacturing company of St. Louis, Mo. has completed erection of a story to the spacious plant at Shaw av. and Kingshighway blvd. at a cost of more than \$25,000. In it has been placed new packaging machines valued at nearly \$15,000. The addition will provide space for the firm's new package department and soon after the first of the year, according to President John Ravarino, a new macaroni package will make its appearance in the retail markets. The Ravarino and Freschi Importing and Manufacturing company is one of the principal units of the Mound City Macaroni

company that operates several plants in St. Louis. The other units will follow with their packaged products, packed in the same plant, as the need develops.

The Swiss Macaroni Industry

Switzerland boasts of 65 macaroni manufacturing plants employing 1200 people, reports Assistant Trade Commissioner Stebbins, stationed at Berne, Switzerland to the U. S. Department of Commerce. The production of macaroni products in this little republic has increased from 250,000 tons in 1905 to more than half a million tons in 1930. The industry is capitalized at more than 9,000,000 francs.

The report further states that while home consumption formerly took care of all the production, in the last few years considerable export business has been developed.

Improvements in St. Paul Plant

To acquaint its sales staff and the leading distributors of its products in the northwest with its plans for "Macaroni Week" (March 2-7, 1931) and with plant improvements to meet increased demands expected, the Minnesota Macaroni company of St. Paul sponsored a meeting and luncheon in its plant on W. Fairfield av., St. Paul on Dec. 29, 1930. Fifty guests were in attendance including the firm's salesmen in the northwest territory and 30 of the leading jobbers in the twin cities.

At the morning meeting H. M. Ranck of Indianapolis, field secretary of the National Macaroni Manufacturers association was the principal speaker. He outlined the trade promotion program being sponsored by the National association giving emphases to "Macaroni Week" and the opportunity it affords member firms for profitable capitalization thereof.

Luncheon was served at noon to the guests and officers in the spacious plant. The firm's products were served in practically all of the courses including noodles in soup, a hot spaghetti dish with its tasty trimmings, and a Macaroni Salad. Then followed a tour of the plant and the inspection of the equipment recently installed by the firm at a cost estimated at \$25,000. Improvements were made in the press room and in the drying apparatus.

During the afternoon session salesmen and the jobbers discussed ways and means for profiting from the increased demands for macaroni products that should result from the National Advertising Campaign now in progress and the special "Macaroni Week" activity. Eugene T. Villume, president of the Tharinger Macaroni company, and Walter F. Villume, vice president in charge of the meeting and luncheon, both were well satisfied with the attitude of the salesmen and the interest of the jobbers.

Ranck Addresses Tharinger Salesmen

A meeting of the salesmen of the Tharinger Macaroni company, Milwaukee was held in the plant on Tuesday Dec. 30 and was addressed by Field Secretary H. M. Ranck. He emphasized the importance of "Macaroni Week" to manufacturers and distributors and pointed out ways and means where salesmen may profit from the concentrated drive to be made by the industry on March 2 to 7 to popularize macaroni products.

At noon President Frank J. Tharinger and other officers of the firm treated salesmen and guests to a luncheon at the Wisconsin Athletic club.

Quaker Oats Official Dies

James H. Douglas, chairman of the executive committee of the Quaker Oats company, aged 70 years, died at his home in Lake Forest, Ill. on Dec. 20, 1930. More than 50 years ago Mr. Douglas came first identified with the business that later was absorbed by the Quaker Oats company, time 1895. Ten years later he became vice president and then has been one of the Quaker Oats company's leading officials. Mr. Douglas survived by his wife and 2 sons, James H. Junior and Donald B. Douglas.

New Firm in Providence

The Choice Macaroni company has been organized in Providence, R. I. for the manufacture and distribution of macaroni products, principally macaroni, spaghetti and egg noodles. The stock of the new firm is closely owned by the incorporators who consist of Joseph Micca of 197 Atwells av., Providence, Don Ruggiero and Mary J. O'Connor.

January 15, 1931

THE MACARONI JOURNAL

31

★
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STAR PERFECTION-DIES

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The success of our business as well as that of our customers depends upon the quality of our Semolinas. That is why you can be sure Northland Semolinas are milled from the very finest Durum Wheat and that every step in their production is under rigid control.

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Case Sealing
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They grip tightly and permanently until the dealer rips the containers open. They work perfectly not only by hand, but also in every type of Case-Sealing machine, firmly sealing the most difficult stock.

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The MACARONI JOURNAL

Successor to the Old Journal—Founded by Fred Becker of Cleveland, Ohio in 1903

Trade Mark Registered U. S. Patent Office

A Publication to Advance the American Macaroni Industry

Published Monthly by the National Macaroni Manufacturers Association as its Official Organ.

Edited by the Secretary-Treasurer, P. O. Drawer No. 1, Braidwood, Ill.

PUBLICATION COMMITTEE FRANK L. ZEREGA, JAMES T. WILLIAMS, M. J. DONNA, Editor

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ADVERTISING RATES Display Advertising . . . Rates on Application

Want Ads . . . 50 Cents Per Line

Vol. XII January 15, 1931 No. 9

Greetings Appreciated

The National Macaroni Manufacturers association with headquarters in Braidwood, Ill. and its secretary-treasurer, M. J. Donna shared personally in the beautiful custom of exchanging greetings during the past Christmas season.

Gifts

- Bruce Publishing Co. (Publisher of The Macaroni Journal), Box of Oriental Dainties, St. Paul, Capital Flour Mills, Yearbook, Minneapolis, Commander Milling Co., Yearbook, Minneapolis, Consolidated Macaroni Machinery Co., Pen-Pencil, Brooklyn, Crookston Milling Co., Calendar refill, Crookston, I. J. Grass Noodle Co., Lighter, Chicago, Minneapolis Milling Co., Smoker's Set, Minneapolis,

- Pillsbury Flour Mills Co., Valuable Papers Folder, Minneapolis, J. E. Smith, Gladness Fruit Cake, Minneapolis, Washburn Crosby Co., Brush in leather case, Minneapolis.

Calendars

- Amber Milling Co., Minneapolis, F. Maldari & Bros., New York city.

Cards and Messages

- A. Goodman & Sons, Inc., New York, Maravigna Macaroni Mfg. Co., Boston, West Virginia Co., Clarksburg, (R. V. Golden), American Beauty Mac. Co., Denver, (A. S. Vagnino), Catelli Mac. Products Corp., Winnipeg, (H. Constant), V. Viviano and Bros. Mac. Mfg. Co., St. Louis, Peter Rossi & Sons, Braidwood, Kentucky Macaroni Co., Louisville, McAlester Mac. Factory, McAlester, (G. M. Russell), Champion Machinery Co., Joliet, Capital Flour Mills, Inc., Minneapolis, Crookston Milling Co., Crookston, Lambooy Label & Wrapper Co., Kalamazoo, Thos. M. Bowers Advertising Agency, Chicago, National Assn. of Wooden Box Mfrs., Chicago, Cuneo Brothers, Connellsville, Pa., (Jos. J. Cuneo), Mr. and Mrs. A. W. Quiggle, Minneapolis, Mr. and Mrs. Joseph Maravigna, Boston, Mr. and Mrs. Lawrence E. Cuneo, Connellsville, Mr. and Mrs. Felix J. Rossi, Braidwood, Mr. and Mrs. John Ravarino, St. Louis, Mr. and Mrs. Joseph Freschi, St. Louis, Mr. and Mrs. Jas. T. Williams, Minneapolis, Mr. and Mrs. Frank J. Tharinger, Milwaukee, Mr. and Mrs. Henry Mueller, Jersey City, Mr. and Mrs. Henry D. Rossi, Braidwood, Mr. and Mrs. Frank A. Motta, Joliet, Mr. and Mrs. H. M. Ranck, Chicago, Mr. and Mrs. Chas. L. Miller, Chicago, Louis S. Vagnino, St. Louis.

Anent Cost Accounting

For the use of member firms of National Macaroni Manufacturers association a uniform Cost and Accounting system has been adopted. Some firms have already put the system into operation. Peter Rossi & Sons, Braidwood, Ill., one of the oldest macaroni manufacturing firms in the central west, was first member to report to headquarters complete installation of the new system. One of the leaders in the macaroni manufacturing business in recommending the general use of a uniform and standard cost system made this statement: "It is my judgment and the judgment of all in the industry who are unselfishly concerned in the trade's welfare and business standing that accurate knowledge of cost is indispensable to intelligent fair competition; that the general adoption of accurate and uniform methods of cost finding and estimating as a means of correcting the various unfair practices pertinent to our trade, is strongly recommended. "No one will sell good goods below the cost of production. Let buyers bear this fact."

Dumping Condemned

One of the most harmful practices known to the macaroni manufacturing business is the one carried on by other manufacturers and sellers who ship quantities of macaroni products into territories outside their normal selling range, and then sell such merchandise below the general market which prevails in such other territories into which shipments are made. This practice seriously tends to demoralize the market within the territories into which these unnecessary shipments are made and disrupts normal competitive conditions throughout the entire industry. All good businessmen condemn this as an unfair and unethical trade practice.

WANT AD

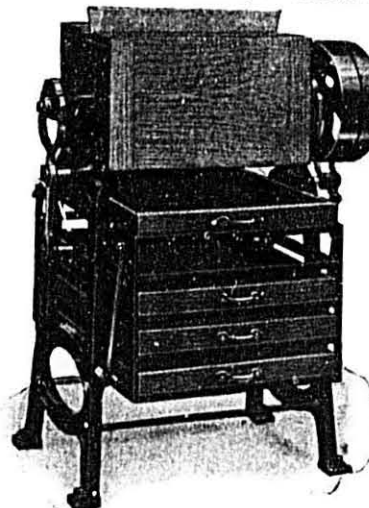
FOR SALE—1 8-ft. Grimola or Kuebler, in excellent condition; also 1 Elmes Hydraulic Press, Box No. 15, care Macaroni Journal, Braidwood, Ill.

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Offices Corn Exchange Building MINNEAPOLIS, MINN.

Mills ST. PAUL, MINN.

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HARMONIZE**OUR OWN PAGE**
*National Macaroni Manufacturers
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« The New Year Brings Good CheerFRANK L. ZEREGA
President National Macaroni Manufacturers Association

Business leaders are quite generally hopeful that conditions have taken a change for the better and that the quarter of the New Year will see business well on its way to complete recovery.

Recalling the many optimistic predictions made just a year ago and the oversteering of pessimism during the last months, I hesitate to predict what may be in store for us in 1931.

In the past we have talked a great deal about this and about that, but what our business needed most was not talk but action; a greater courage and determination expressed in deeds and actions.

For the Macaroni Manufacturing Industry the Year 1930, just brought to a close, has been one not altogether without profit. It is true that business has been dull, orders scarce and competition hardly on the high plane that it should be but have we not accomplished a few good things from which lasting benefits will result?

As proof was it not in 1930 that our Industry first manifested a determination to express in deeds what for years had been expressing in words? During the year just finished we saw the inauguration of our nation wide drive to make the American public truly macaroni conscious. The move could not have been made at a more opportune time.

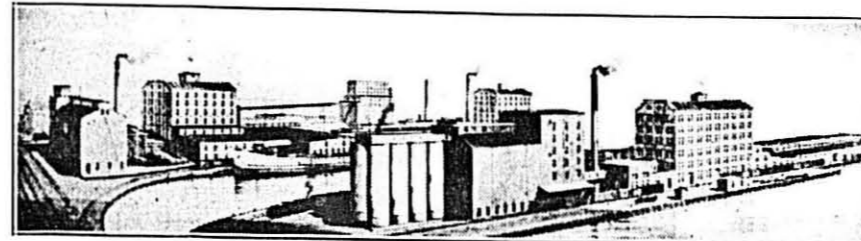
During the latter part of 1930 there was developed and released to the member firms of our Association a New Uniform System of Cost and Accounting for use in all classes of plants. It is justly hoped that all will readily see the benefit of uniformity in this phase of their business and arrange to install the new system in order that the whole industry may think more uniformly in matters of production costs and business profits.

It is cheering to picture the great good that will result from the activities now being supported by our Industry. As the economic forces of our country are surely and steadily increasing the purchasing value of our Dollars, let us intensify but cautiously in these cooperative endeavors to elevate our trade and improve our business.

I take this opportunity as President of the National Macaroni Manufacturers Association to wish one and all in the business a PROSPEROUS AND A PROFITABLE NEW YEAR.

To attain this will cost all of us some effort and it is hoped that it will be wisely expended in cooperative action making the greatest possible use of the facilities of the National Association,—that unselfish organization that will cheerfully lead the trade into brighter and better times.

The NEW YEAR provides the opportunity. Let's grasp it cheerfully and act unitedly and determinedly to bring about a better feeling between members, closer harmony and a clearer understanding of the rights of all.

**HOLIDAY GREETINGS**

AND

SINCERE WISHES

FOR A

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This is one of the reasons macaroni manufacturers have learned to depend on Pillsbury's Semolina and Durum Fancy Patent to produce macaroni of uniform high quality, and at the same time to cut production costs to the minimum.

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