

**THE
MACARONI
JOURNAL**

**Volume 12,
Number 10**

**February 15,
1931**

The Macaroni Journal



Minneapolis, Minn.

February 15, 1931

Vol. XII No. 10

Our Rallying Cry

For Lent Macaroni Week

Macaroni Spaghetti
Egg Noodles

THE Macaroni Manufacturing Industry,--especially the Members of the National Macaroni Manufacturers Association are girding themselves for a death battle with Old Man Depression. The fight is now on in earnest and the telling blow will be delivered during Macaroni Week, March 2 to 7, 1931.

Boost this cooperative offensive for better business and fairer profits.

MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI

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



MARIO TANZI & BROS., INC.

OF BOSTON AND NEW YORK

348 Commercial Street

Boston, Mass., U.S.

MACARONI DIES AND MACHINERY

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The Test of a Man

The place to take the true measure of a man is not the forum or the field, not the market place or the men corner, but at his own fireside. There he lays aside his mask and you may judge whether he is imp or angel, king or cur, hero or humbug. I care not what the world says of him; whether it crown him with bay, or pelt him with bad eggs; I care never a copper what his reputation or religion may be; if his babes dread his homecoming and his better half has to swallow her heart every time she has to ask him for a five dollar bill, he's a fraud of the first water, even though he prays night and morn till he's black in the face, and howls Hallelujah till he shakes the eternal hills. But if his children rush to the front gate to greet him, and love's own sunshine illuminates the face of his wife when she hears his foot-fall, you may take it for granted that he is true gold, for his home's a Heaven, and the humbug never gets that near the great white throne of God. I can forgive much in that fellow mortal who would rather make men swear than women weep; who would rather have the hate of the whole he-world than the contempt of his wife; who would rather call anger to the eyes of a king than fear to the face of a child.

—William Cowper Brann.





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The accredited quality of Two Star Semolina is not a new thing. For years Two Star Semolina has been tested to make sure that it will meet every requirement of the manufacturer of high quality products. Users of Two Star know that its high gluten content, its bright, pleasing color, and rich, full-bodied flavor are things which can be depended upon. You are always doubly sure of Two Star Semolina.

TWO STAR SALES OFFICES:

- New York: 410 Produce Exchange
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- Philadelphia: 418 The Bourse
- Buffalo: Dun Building, 7th Floor
- Boston: 177 Milk Street
- San Francisco: Merchants Exchange Bldg.

★★ TWO STAR SEMOLINA

MILLED BY MINNEAPOLIS MILLING COMPANY
MINNEAPOLIS, MINNESOTA

THE MACARONI JOURNAL

Volume XII

FEBRUARY 15, 1931

Number 10

Macaroni Week and Lent

The Lenten Season is the natural harvest season for all manufacturers and distributors of macaroni products. This year Lent opens on Wednesday, February 18 and continues for six weeks to Easter Sunday, April 5. Because of the plans developed by the trade and general conditions favorable to macaroni consumption, the harvest this year should break all records.

In anticipation of the increased demands for Macaroni, spaghetti, Egg Noodles and sister products that millions are especially suited for Lenten consumption, manufacturers, jobbers and retailers have stocked their storerooms with increased quantities of these products, awaiting the heavy consumer demand that becomes satisfactorily brisk every Lenten season.

Interest in Lent this year is keener than ever because of the plans laid by the members of the National Macaroni Manufacturers Association who are sponsoring MACARONI WEEK at the height of the Lenten Season, from March 2 to 7, 1931. As a result of this activity, interest that was formerly confined to the manufacturer is now equally keen among jobbers, wholesalers, chain stores and independent retailers.

Since early in December the plans for the appropriate celebration of Macaroni Week have been clicking satisfactorily. All indications are that it will be successful even beyond the fond hopes of the most enthusiastic sponsors. At one point remains in doubt—will manufacturers continue to produce only a quality product that will give their goods the consumer preference so much to be desired, and make every sale a profitable one during this natural macaroni season when sales come naturally?

Members of the National Association are fully cognizant of every detail of the well-laid plans to "put over" Macaroni Week. So are the jobbers, the chain store operators, independent retailers, restaurants, hotel, railway dining room managers and every known outlet for food products in the United States. Nearly 90,000 grocery stores in the country have already been supplied with material to be used in the observance of the Week.

The spontaneous favorable reaction to Macaroni Week on practically all the retail stores of the country is gratifying. They are cooperating not because of any special liking for the products or love for the manufacturer, but for the purely business reason that the sale of 10 cents worth of macaroni, spaghetti or egg noodles usually means the sale

of from 50 cents to a dollar's worth of related foods used in combination with these products.

Since December the people of the United States have been hearing about Macaroni Week, and about macaroni products. The National Association and individual manufacturers have been advertising it and them in consumer magazines and through news releases. From March 2 to 7 the nationwide publicity campaign will be brought to its peak by a daily broadcast over a chain of more than 27 important radio stations. During each daily broadcast there will be some very appropriate music, announcement of the winners in the Association's \$5000 recipe contest that closed in December, tales of macaroni making with its keen interest features, suggesting appetizing recipes and well balanced menus.

Association members have been asked to feature Macaroni Week in their own radio and newspaper advertising to consumers and in their advertising and merchandising work among jobbers and retailers. They have been supplied with large quantities of posters, window streamers and store cards for direct advertising; also mats for newspaper advertising and electrical reproductions for their radio programs. With this close tie in, the Association members and all who are in any way concerned in the distribution of this food should cash in on increased sales during Macaroni Week.

A campaign of the kind and nature sponsored by the National Association will surely result in special benefit to those directly connected with the sponsoring group; indirectly it will benefit everyone in the business. There is no way in which the benefits of a campaign of this nature could be strictly restricted to members, nor would the sponsors so elect if that could be done. However the sponsoring members are surely in a much better position to benefit than are the outsiders. Their names are made known to the distributors as the ones responsible for the activity and they are supplied with materials and suggestions first hand.

With the special effort to sponsor the general observance of Macaroni Week, the Lenten harvest season by the macaroni manufacturing industry this year should macaroni sales reach the peak of all times. The fact remains however, that sales alone should not be the goal of the manufacturers; make all your sales profitable ones before, during and following this natural harvest season.

Very Successful Midyear Conference

The closely knit, smoothly working National Macaroni Manufacturers association held one of its most successful midyear meetings in the Palmer House, Chicago, Jan. 19 with nearly a half hundred firms having one or more representatives in attendance. The meeting was held the week of the National Canners convention and was one of the first ever restricted exclusively to member firms. President Frank L. Zerega presided at the opening session and explained the extra heavy program outlined for the one day session. His opening remarks to the gathering were as follows:

Unfair Practices Retard Business Improvement

The 2 most important subjects on our program today are advertising and the cost system. Both of these are absolutely essential to the future development of our industry.

The past year has been a very difficult one on account of the general business depression and our advertising campaign has not been running long enough to produce any appreciable relief.

There has developed unethical, unfair competition which has driven prices down below the cost of production with a consequent lowering of quality standards. Complete lack of merchandising ability on the part of the manufacturer is perhaps the principle factor in price cutting. It must



Frank L. Zerega, President

certainly be very discouraging for a manufacturer to feel that his price must be lower than anyone else's before the buyer will give him any business, and any factory operating under this handicap is performing no useful function in our industry. A reduction in quality is the logical outcome of selling at cut, or below cost, prices, and some of the macaroni now being sold is a disgrace to the food business in general.

The "first clears," "second clears" and other objectionable raw materials which are being used in a mad scramble to reduce prices are doing an irreparable injury to the macaroni industry.

The amount of artificially colored macaroni and noodles on the market is almost beyond belief when you consider that such a practice is forbidden by law and noodles deficient in egg are almost too numerous to merit even passing mention.

For your consideration, and if it meets with Dr. Jacobs' approval, I suggest that a letter be sent by our Association to all food

law enforcing officials telling them of our attempt through our advertising campaign to increase the consumption of macaroni products and thereby help the wheat situation and asking for increased activity as far as our products are concerned. We could direct their attention particularly to artificial coloring, improper labeling and deficiency of egg in noodles, and at the same time pledge our Association to give them whatever assistance they may require in this connection.

What Dr. Jacobs has accomplished in helping to keep this situation within bounds I do not think it is possible to overemphasize. His work in this connection has been most important.

I understand from Dr. Jacobs that some of the food law chemists are not sufficiently familiar with the analysis of our products to obtain accurate results and I believe that something should be done to correct this as rapidly as possible.

I mention these things to you today for your consideration only and certainly not because I am at all pessimistic for 1931 as far as our industry is concerned. In fact, 1931 will be exactly what we make it and if we can develop ways and means through the Association to improve matters, and if we cooperate among ourselves those outside our Association, seeing that we benefit, will be anxious to join with us.

The morning session opened with the discussion of general business conditions and how cost knowledge would help to improve them. G. G. Hoskins, vice president of the National Macaroni Manufacturers association and chairman of the Cost Accounting Committee, presided at this session as leader of discussion. In introducing the subject and before presenting the several speakers, he made the following statement:

A Definition---A Dissertation---and Some Resolutions

Webster defines a fool as being "one deficient in judgment; one who acts absurdly or stupidly." Now, I know that the men on the Cost Committee are not fools; I know that the directors of the Association are not fools; and I say with a good deal of conviction that I have never met, within the Association or out of it, a macaroni man that I consider a fool. Yet Webster clearly defines an individual, or group of individuals, who must exist somewhere within our ranks.

We have pledged ourselves to spend

\$1,400,000 in the next 4 years to tell Mrs. American Public that macaroni should appear twice a month on her table. If we convince her of this, we will have solved a lot of our problems. However, it seems to me that right at the outset we are acting "absurdly and stupidly" in aiding and abetting the vicious price war that is now going on all over the country.

My survey of the industry in 1928 proved conclusively that there is macaroni capacity in the United States to produce more than double the macaroni now being consumed and exported. We know that the best way to make macaroni unpopular is to produce an inferior product. We are trying to increase production by cutting the selling price.

Macaroni is already the cheapest item on the grocers' shelves per unit of food value. A few cents difference in the selling price is not going to increase consumption in the slightest. The only thing that will increase it is such advertising and educational methods as are being developed and carried out by the Advertising Committee.

Let us picture what is happening. The American housewife, even though her income has not been reduced, has all at once become extremely economical. She sees



G. G. Hoskins, Vice President

ad in one of the women's magazines, thinks of macaroni as a good food. She is pleasantly surprised at the small cost and mand for macaroni is momentarily stimulated. Enthusiastic manufacturers see prospects of running their plant 100% all time.

Then, due partially to the lower volume of sales caused by reduction of sales of the higher priced items as well as to reduction in the purchasing power of buying public, the retailer becomes harried and is slow in paying his bills. The job is immediately tightened up on credits, smaller deliveries and reduce warehouse stocks. The manufacturers feel that there is a lack in the consumption of macaroni.

The first move is to offer some special inducement to a buyer to get business from a competitor. The competitor in war goes on until there is no profit either one. One or the other substitutes cheap raw materials and further reduces

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Mrs. American Public gets the poor macaroni and stops buying there and then. Who is the "one deficient in judgment"?

We will always have competition but let us be enlightened competition. We as an industry cannot go far wrong if we make a profit on every pound of goods that we sell. Mrs. American Public is not going to buy more macaroni at 9c a pound than she would at 10c a pound, because we have not reached the point where a difference of 1c in the cost of a meal is going to offset the quality of that meal, and we all know that one pound of macaroni will feed the family of even our more prolific citizens.

There is no cure-all for this condition, but I believe the adoption and use of the uniform cost system which was presented to the industry in December will come more rapidly correcting this situation than any other factor.

Let us install this cost system and then solve that—

1. We will make a profit on every pound of macaroni sold.
2. That we will sell 100,000 lbs. of a quality product at a profit rather than 500,000 lbs. just to keep the plant running.

1. We will depend on the advertising campaign and our own initiative to increase consumption.

1. We will not drive our competitors to desperation by price cutting because desperate men are destroyers and we believe in building up this industry.

1. We will let the new cost system give us the intimate details of our business so that we will have that confidence which comes from knowledge, and which will enable us to stand on our own feet instead of being our competitors run our business.

When we carry out these resolutions it can then be truly said of each of us that he is not "one deficient in judgment; one who acts absurdly or stupidly."

T. E. Kendall of Wolf & Company who collaborated with the committee in preparing the Uniform Cost and Accounting System now copyrighted by the National association, explained in detail the system and showed how easily it could be adapted to macaroni and noodle plants of all sizes.

Louis S. Vagnino, director of the National Macaroni Manufacturers Association and member of the Cost Accounting Committee, treated the practical side of the system and pointed to general trade conditions as proof there is need of uniformity in comparing costs, which after all is the proper basis for price quotations.

The dissemination of cost information is something that is practical only when a uniform system has been in use from which facts are to be deduced. It is the hope of the Association that some day a practical fact-finding combination of figures will be set up within the industry, to be used as a measuring

stick to show whether a manufacturer is high or low in any of his processes. Fred Millis, president of the Millis Advertising company, a man of wide experience in the cost work of other trade associations, addressed the audience in part as follows:

Cost Knowledge vs. Guessing Sure Cure for Ruinous Price Cutting

No business makes money in itself. But men make businesses make money for them. There is no substitute for management.

No association can take the place of individual management in business, and you must not expect it to.

But individual management, no matter how good it be, cannot control all of the



Fred Millis, President Advertising Co.

factors which determine the welfare of a macaroni manufacturer. It is estimated that 40% of these factors are subject to direct control by individual management and that almost 60% of the factors require group action.

This calls for the encouraging of competitive conditions which are fair and which give the individual management assurance of just and sound rules for the game. It means for example, talking the same commonly understood language of costs.

Now we have a cost system. To a layman who is not a bookkeeper but who is constantly dealing with statements, it seems to be a good system. It seems to me to be complete enough, yet simple. There is not a manufacturer in this industry who cannot quickly adapt either system A or system B to his business.

But the system itself means nothing. Its adoption means everything. Unless put into general use, we simply wasted some money out of our fund, and some of our good members have donated without results, a great deal of valuable time.

Let us bear in mind that we instituted this cost work for two reasons, both of which are equally important. First:

This system if worked will show each manufacturer what his exact costs are. It will indicate to him what his selling prices should be. If the manufacturer knows his costs he certainly won't make his selling prices below these costs.

One of the greatest evils in the industry is price slashing, with its attendant results of poor quality of product. If there is a man in the macaroni manufacturing industry who is not in business to make money, he does not belong in this industry, or in any other industry.

It is the opinion of many that selling below cost has been caused in most instances because the manufacturer did not know his actual costs. I grant that there are many cases also of retaliation, or meeting competition, where a manufacturer has decided to go below cost but hoped to make his profit out of the great volume of merchandise he sold . . . below cost.

But it is lack of knowledge of costs that causes most of our troubles, and if this cost system will supply that knowledge to our members, the Association will have paid back to the industry its maintenance cost for the last ten years—and you know it, if you know your business. Second:

There is another equally important object of this cost system. It is important to know your costs, but it is equally important for you to know how your costs compare with your competition.

Otherwise how will you know how you stand with the rest of the industry? If Manufacturer "A" knows his costs, but doesn't know how he lines up with the balance of the industry, is he much better off than if he were shooting blindly? The answer of course is that he is some better off, but he does not have all the facts, and, believe me, in this era of lowered prices, decreased demand for all products, increased sales resistance, heightened competition, a man has to have FACTS or he is headed for the rocks.

That is the reason why we are urging every one to install the system as of Jan. 1. That will allow us to start an interchange of cost figures in March, or at the latest in April. Please do not misunderstand. We are not asking you to let us give your figures to another manufacturer. And you won't get from us the individual figures of another. What we will give out are 3 simple things. First, high. Second, low. Third, average. We may find it practical to throw our figures into territorial groups. That is something to be determined once the system starts. For example, we may give a group of figures for west coast, or east coast. But what you will get back is high, low and average. These will show you where you stand. If I were a manufacturer, I would watch for these figures every month, and then see where I stood. Nothing less than low or near low on each and every item would be my aim.

Of course we have to guard against a danger there. Some of you manufacturers will be tempted to take low figures as the basis on which to set your prices. But each time you do this, you drive a nail in your own coffin. This cost system won't change the

quaint old time custom of business that 2 plus 2 always equals 4—and nothing else.

Now this interchange of cost figures won't mean a thing unless you men make up your minds to cooperate with us. Send the figures in when called for. You have not found your confidence violated yet, have you? You have not heard of any officer getting figures on sales volume that were turned in at the start of this program.

I challenge here any man to point to a single misuse of any information that has been furnished by a member. The Association is playing square.

But take this checkup that was made for the last ACTIVITIES. We sent a questionnaire to the 96 members. To date 38 members have sent in the figures. That is 36% efficiency. We can't successfully function on that basis. As soon as we get the cost system in remember that if you wait the benefit of true and accurate figures coming back to you, you have to help by supplying your figures.

Don't take the attitude that our question is something "that fool Millis wants" or "that fool Donna wants" or "that fool Ranek wants". Each of us is trying, to the best of our ability, to carry through along lines that have been determined by this Association. As far as I am concerned, I am busy from morning till night actually 7 days a week and I have no objects in my work other than to help each member of this Association.

Wolf and Company, and Donna and Ranek and Millis can't be like the half witted boy on these figures that we have to have. You know the story goes that when a team of valuable mules strayed away in a small town, and everybody had searched the nearby farm land everywhere for them, and had finally given up in the belief that they had been stolen—up to the village square comes the halfwit leading the mules.

"How in the world did you know where to look for the mules?" was asked the boy. "Well," he said, "I think and think—and decided that if I was going to find the mules, I would have to pretend that I was a mule and think like a mule. So I did, and I thought where I would go if I was a mule and got loose, and I went there and there were the mules."

Now the people mentioned are not half-wits. Fact is they may have no wit whatever, but they can't do like the boy—and think like you do or for you. They can't think out these figures. You have got to give them to us—better than 36% worth.

I know that a lot of you gentlemen have been doing some pretty serious thinking about the manufacturers that we do not have in the Association. You say to yourself, and with a great deal of justice, it won't do much good to educate 75% or 80% of the volume of this industry, and let the other 20% or 25% stand outside and cut us down as fast as we grow up.

Granting that is true, there seems to be only one practical stand to take on that phase and that is, let's get our house in order, let's get our Association working so that it means something, let's get this merchandising and cost system going so that the outsider will want to come in. Face the truth, gentlemen. You men came into the enlarged program of the Association large-

ly on faith. Those who are not in, did not have the vision or the spirit of cooperation to believe that the Association would become a very intensely practical and profit making organization, in which the membership payments were an actual investment.

Now we can't get these outsiders into the fold until we can show them that we are doing all the things well that we set out to do. Of course we don't want all the outsiders in, but there are probably a score or more that we need to have as near to 100% of the industry as we should have. If we keep hitting the ball as we have done in the past six months, we will have something to sell these men in 1931, and the end of this year will show these men over on our side of the line. In other words, we won't be able to function in a 100% fashion until we have about 20 more men in the Association. We can't get these 20 more men in until we get our house in complete order. Therefore I say, let's start moving the furniture around and keep it up until we are ready to sell.

And one of the most important things that each man in this room can do to help along the game is to lay down the law to his bookkeeper that information requests from the Association must be handled immediately and accurately.

Just before the noon recess the second topic of the day was given the attention of the gathering. It refers to the work being done by the Macaroni Educational Bureau, principally under the direct supervision of Dr. B. R. Jacobs, Washington representative of the National association. F. J. Tharinger, past president of the association and the Adviser of the organization, presided. He explained the origin of this activity and how it was at first supported by volunteer contributions on the part of members. As the Educational Bureau's work developed, its need became more pronounced and manufacturers who contributed to the National Advertising Campaign later assented to the use of a small per cent of their contributions for this far-reaching activity. About \$6500 is spent annually for this work, practically all of which is done by Dr. Jacobs, who was introduced to explain the work in detail and to report on results so far attained.

The facts presented by Dr. Jacobs are given in the Macaroni Educational Bureau section on page 16 of this issue.

Luncheon Meeting

Following the noonday luncheon served in the Club of the Palmer House there was held a "Smokers Hour" over which President Frank L. Zeraga presided. After calling on several well known manufacturers for impromptu talks he introduced George Rector, director of cuisine, the Milwaukee road, one of the

famous New York Rectors whose life has been spent in food serving, food study and food preparation. He elected to speak of what he was pleased to classify as one of the outstanding, unique and long-to-be-remembered restaurateurs in Italy. His talk, given in a humorous vein, follows:

Macaroni Makes Alfredo a Cavalier

Macaroni Making in Italy Is Considered Art; in the United States Its a Trade

Like most Americans I once looked upon macaroni as an Italian food, probably due to the impression gained in my travels through that wonderful country where macaroni making is considered more of an art than a trade. But like most of my countrymen I have lately begun to appreciate the enormity of this business in the United States.



George Rector

States, the exceptionally high quality of this product as made in the world's modern plants now situated in this country. The United States will soon surpass all other countries in the production of food, but never will it rob Italy and the Italians of the glory that surrounds preparation and serving.

If you ask an Italian restaurateur the name of the best dish in his Restaurant, the mustachios vibrate in indignation and says "They're all best." He starts right with the superlative and works up to climax. So far as PASTA is concerned he is right, for a good Italian chef can make more with flour, eggs and butter than a sailor can with a rope. He makes it into all kinds of pastes for use in soups, sauces and desserts.

An English or a French chef knows dough is just a cook pummeling the flour. But an Italian chef performing the same operation is a Michael Angelo of the shop. He mixes the ingredients like an alchemist, pats the dough like a doctor forcing a patient, suddenly transforms himself into a sculptor and proceeds to

Now! Uniform Color Macaroni Assured

Perfection of New "Press-testing" Method Now Enables Gold Medal Millers to Supply Semolina Producing Same Color Macaroni 365 Days in the Year

Macaroni Strength and Taste 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 weak macaroni! 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 Gold Medal Millers, world's largest Wheat grinding and milling concern, are now able to supply you a semolina which is able to assure uniform results in your own factory the year 'round. This 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 capacity to produce semolina which practically double the number of purifiers used 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.

There is no chance of Gold Medal "Press-tested" Semolina ever varying in results. You 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.

the mass into a delicate statuary. There are hundreds of varieties of PASTES including macaroni, spaghetti, percatelli, ravioli and tortilini and each chef claims the best recipe.

The best form of pasta is fettuccine and the finest fettuccine is made by Alfredo, Cavaliere della Corona d'Italia, whose ancestral Ristorante is on the Via della Scrofa, Rome. Alfredo doesn't make fettuccine. He doesn't cook fettuccine. HE ACHIEVES IT.

Fettuccine is only flour, egg and water even as the world is only land, sunlight and sea. In the sublimity of our progressive ignorance over here we would call it noodles, which is a terrible name. I never did like that word noodle. It sounds like the muttering of a wet toad. But when you say fettuccine the sound is like the rippling of a clear mountain stream rolling over gold flecked pebbles to the valley below.

Alfredo's place on the Via della Scrofa is just a little joint seating 60 people at the most, proving the old adage about good merchandise comes in small packages. He runs the place himself with the same guttural enjoyment of a bachelor cooking his ham and eggs while his cook is away in the country. Come to think of it a man can have lots of fun around a kitchen. You can't do it in America because your wife would crease your hair with a hot frying pan. I watched Alfredo making fettuccine in his vapory laboratory. I have seen an artist at work.

Fettuccine made Alfredo a Cavaliere of Italy. I do not know whether the King knighted him with the flat of a sword or the round of a spoon. But he has the decoration, nevertheless, and is envied by all the rival chefs in Italy. The seeker after fettuccine must travel devious routes to reach Alfredo's trattoria and it is dangerous work traveling via a Via for the Vias rarely have sidewalks, are narrow, and Italian taxi chauffeurs are just as tough in Rome as they are in Pittsburgh. They are all horn drivers, meaning that the intersection of streets doesn't slow them up at all. They simply step on the gas and sound the horn. I have never heard a collision of horns but it must be a terrible sound. No Italian chauffeur would require 3 trips around the town of Jericho. He could bring the walls down in one short circuit.

I feel deeply grateful to the officers of the National Macaroni Manufacturers association to be invited to this delightful luncheon where I find your products served so attractively and so tasteful—a rare combination in many of the hotels of this country. It is a pleasure to be with this wonderful gathering of business men who produce one of the world's best foods. We probably have yet to learn to serve your food with the pretty ceremonies observed in some of the high class eating places referred to in Italy but with qualities that are unsurpassed and with the modern methods of packing the products for immediate or future use, American made macaroni products backed by the splendid campaign now being sponsored by the National Macaroni Manufacturers Association, should soon become a most popular dish in the American homes.

The afternoon session began at 2:30 p. m. with a discussion of the advertising campaign and its many ramifications. James M. Hills, president of Grocery Stores Products, Inc. and member of the Board of Advertising Trustees presided as the leader of discussion.

The long afternoon session was opened with the presentation of a report by the Board of Advertising Trustees on its activities since the advertising campaign was launched last September and a brief outline of the result of the contest sponsored by the National association and the publicity incident thereto. Chairman R. B. Brown spoke as follows:

Our Industry's Promotional Campaign

Did you ever hear of the Macaroni Club? It was made up of a group of dandies in England about a quarter of a century before the Declaration of Independence was signed here in America. They were young bloods who had traveled extensively on the continent, particularly in Italy, and who brought back many elegancies of manner and food to



R. B. Brown, Chairman Board of Advertising

London. And the purpose of the club was to introduce into England that piece de resistance of the Italian table—Macaroni.

Although thoroughly snobbish in motive, the Macaroni Club's effort to introduce the new dish was probably the first sales campaign macaroni ever had. But it was slow moving, as all word of mouth campaigns are, and as a result macaroni was practically a century getting established as a popular dish outside of Italy.

Our efforts to tell the story of macaroni products have been more in tune with the modern way of doing business. 96 macaroni manufacturers making from 75% to 80% of the volume in this country are joined together in a 4 year expansion program for which \$1,370,827.52 has been subscribed in noncancelable trade acceptance. \$932,367.69 of this came from manufacturers, \$400,000 came from the millers, and \$38,459.83 came from allies.

Up to date \$329,781.73 has been paid into the

trustee bank by the subscribers. And up to the first of January \$220,262.27 had been invested in this program under the direction of the Board of Advertising Trustees.

This board is made up of the following active members: R. J. Brown, chairman, J. M. Hills, C. Guerrisi representing the manufacturers, and A. J. Fischer and Martin Lub representing the millers.

In addition there sit on this board as officio members, advising, guiding and assisting the Board in all its action: Louis V. Perrino, chairman of the Merchandising Committee; Glenn Haskins, chairman of the Committee; Frank Tharinger, association secretary; and of course President Zeroca and Secretary M. J. Donna.

And now here's how the \$220,262.27 up to January 1 has been invested:

Display advertising	\$15,942
Preparation costs	20,218
Contest	43
Recipe books	16,442
Publicity	1,827
Tie-up Expense	5,277
Commission on Trust Fees and Bank Exchange	16
Membership dues	250
Committee Expense	1,738
Telephone & Telegraph	37
Auditing	31
Merchandising	932
Subscriber bulletins	184
Convention Expense	48
Dr. Jacobs' work	138
Cost Accounting Service	1,365
	\$220,262.27

Our funds are being invested in many things other than in advertising space. The policy is sound. Everyone familiar at all with advertising recognizes it as a sales tool. Advertising is an arm of selling. So the Association, as it institutes a program of business expansion, a program to teach the nation to eat more macaroni products, realizes that advertising alone will not do the job.

First our house inside must be put in order. Therefore the cost work is paid from the fund. Then the very excellent educational work done by Dr. Jacobs is paid from the fund. The merchandising work of Field Secretary Ranck, the cost of keeping members informed of all activities, is covered by the comparatively small expense of ACTIVITIES.

The investments of actual cash in the curing of favorable publicity in the newspapers and magazines has been almost \$1,507 but the investment of time and effort by the Association's agency has been tremendous and the results are most gratifying.

We have paid for our contest. It was a good investment. And we are paying for Macaroni Week which will undoubtedly bring us back much more than dollar for dollar on our investment.

The point is that we are not conducting mere advertising campaign. The National Macaroni Manufacturers Association in this sense has become an advertising agency, the adjunct of an advertising agency. Now in its previous history has it been striding forward with such efficient steps in service to its members.

But now for the advertising. It started with a contest, and it has been a most successful contest in that it has engaged the attention of a great many thousand women in the country. More than 35,000 actually so far as to write out recipes and send them in. And they sent in more than 100,000 recipes.

The contest is over and the judging is being held. Telegrams sent to the 388 prize

winner are bringing the photographs in on every day to the Indianapolis office. 24 different newspaper stories have been prepared and sent back to the newspapers in the cities and surrounding towns of each winner with half a cent of the winner. Take it from us, we are more than get the cost of the space, the cost of the prizes, the cost of the judging back to the newspaper publicity we will get when we release simultaneously the story about the winners of the contest.

In addition we have made thousands of people think about macaroni products and have secured for ourselves with space that cost just a little more than \$5000 a great many recipes for macaroni, spaghetti and egg dishes, all of which will be used in future advertising and publicity.

A great many people go somewhat "hay" in thinking about magazine circulation. They are only 2% of the people you say. Let's put this 122,000,000 people into perspective and your national market shrinks to 2,500,000 families. The U. S. Census finds the average family is 4.1 persons. Now a magazine of 2,500,000 circulation reaches not only the entire population but more than 8%.

There are 2 other factors to consider. First magazine does not have the same circulation every month. It swings back and forth over each larger group than 2,500,000. One magazine made a careful check over a year's period and found that in each half year's period, they reached 3,600,000 with one or two issues. The second consideration is that

there is a great secondary circulation for a magazine. They cost too much to be thrown away the day they are received. They are passed from one family to another. For example, Holcomb and Hoke, selling Butter pop corn machines, get coupons clipped from 3, 6 and 7 year old magazines. No one can tell through how many hands the magazines actually passed. At least we know that there is much more than one reader to a copy.

Another way we can approach the problem is to consider that the U. S. Health Bureau estimates 11,500,000 families in the country which there is some adult with an intelligence of 14 years or more. On that score a 2,500,000 circulation magazine would reach 20% of the market. Or put the ruler on the income tax returns. There were 4,065,000 in 1928. See what a 2,500,000 circulation would reach.

The facts are that the magazines we use, with an average circulation of around 13,000,000 must reach about 50% of the homes in the country. There is of course a duplication of circulation. Some people take more than one magazine, but with the women's publications this is not true to a large extent. The circulation is with the good old substantial middle class of people. We don't get the real poor or the rich. We get to our market.

The Association has made it its business to get each subscribing member completely informed as to what is being done in the advertising. Not only have you had the twice-a-month bulletins but the advertising book and the frequent letters. There is therefore no more that can be added to the subject

here except for us to get back to first principles for a minute.

We found the average family used some sort of macaroni once a week. Through our advertising we seek to make the housewife more familiar with macaroni; we want to suggest new ways to use it so that she will serve macaroni products to her family twice a week.

Coupon returns are a yard stick on results, and they show that our media are well chosen, our illustrations click, our text copy convinces. A good job has been done in the advertising.

The report was discussed from 4 different angles by selected speakers. Fred Millis, advertising counselor reported on the result of the popular contest that brought recipes from almost every part of the world and from nearly every hamlet in America. A. J. Fischer of Pillsbury Flour Mills Co., member of the Board of Advertising Trustees told of the hundreds of requests received for the Association Recipe Books. L. M. Skinner of Skinner Manufacturing Co. explained why the national magazines were selected as the advertising media and Miss Jean K. Rich, association coun-



Miss Jean K. Rich, Association Counselor

selor, told why the association elected to use the recipes that are being broadcast to the millions of prospective users of macaroni products in American homes. One of the most interesting features of the meeting was this talk and demonstration by Miss Rich. Before the very eyes of a half hundred, almost incredulous manufacturers she demonstrated that a half pound of macaroni could easily and properly be cooked in a quart of boiling water, without sticking and the fullest retention in the cooked products of all flavors and food elements.

Said Miss Rich: "Convince a man against his will and he remains unconvinced still. In this matter of recipes

and cooking I will content myself to showing you how and telling you why. You must convince yourselves." Miss Rich's talk follows:

Recipe Facts and Cooking Demonstrations

Before the recipes are discussed there should be something else discussed and that is the cooking of the macaroni, spaghetti, or egg noodles. There has been a great deal of talk since the cook book came out, about the fact that the directions call for cooking to be done in 6 cups of water. It had been said that it could not be done without having the product stick to the pan. As a matter of fact, in my own kitchen I use 3 cups and feel that one quart is ample. Seeing is still believing and so we will cook 8 ounces of macaroni in 1 quart of water right here where you can watch it.

As to the boiling water part. It is to be kept at this point, which you know is 212° F. That means that after the water comes to a boil the flame should be turned down. No matter how hard you try you cannot make the boiling temperature higher than 212° unless you apply steam pressure—that is use a steam pressure cooker with the lid fastened on tight. This furious boiling is merely converting the water into escaping steam which does the macaroni no good and only increases the humidity in the kitchen which is plenty without any help from the macaroni pot. The time on this process, which I shall ask you gentlemen to keep, will be 12 minutes and the macaroni will be stirred once during the cooking period.

You people do not want me merely to "yes" you, and so I am going to tell you very frankly that you are about 5 years behind the time in the manner of cooking. The whole trend today is to conserve the food value and flavor of a product by cooking it in a small amount of liquid rather than by drowning all of its flavor, if that is delicate as it is in macaroni products, in large quantities of water that are to be wasted down the drain pipes.

You have carefully clung to the use of the term "Energy Trio" which of course means that you wish to emphasize the fuel or calorie value of your product. All right! Then why tell the consumer to throw out this valuable energy in useless water. To show you that there is flavor in this cooking water it has been suggested that you taste it for yourselves after the macaroni has been taken out.

Another way in which this process is behind the times is that it suggests that the average home has 1 and 1/2 gallon kettles in its kitchen equipment. This was true years ago when the average family was 8 but it is not so today when the average family is 4! Most women have plenty of 2 quart pans but the gallon size is getting to be a curiosity! If a homemaker does have it she does not care to use it because a gallon of water is more than she cares to handle unnecessarily. Probably not more than one woman in 20, to be conservative, follows these old package directions. She has herself found them false

and having found you mistaken in cooking directions she in a fine frame of mind to doubt first the recipe (often a well founded doubt, by the way) and next the product. If she doesn't use your directions and recipes you might better use that space for your name.

While the macaroni is still cooking we'll get back to the place where we started, the choice of the recipes in the cook book. Many of you may have thought that we call for expensive ingredients and that the recipes call for small amounts of the macaroni product in question. Both of these things have been done with a very definite purpose. In the first place, no product has increased its sales through an appeal only from the standpoint of cheapness. People want their food good—not merely cheap, and when compared to some meat dishes and desserts in common use the more expensive recipes are not really out of proportion. In the second place, if you want a wider use of macaroni by women of all classes you must take it out of the wash day class and put it among the party dishes. Women, generally speaking, like to fuss over foods occasionally and have an age old heritage for it just as men naturally like to tinker with mechanical devices. Thirdly, you must remember that the taste for macaroni products is not a national one in this country and in order to have it cultivated, you must create a desire for it first. This cannot be done by recommending huge quantities served as the Italians like it but must be done more as you would teach a child to eat a new food by small amounts tastefully prepared but tastefully according to the American not the foreign standards.

If you introduce your product into a dish that has a background of popularity such as a salad, a casserole dish, or pudding, or a hot bread you begin to break the barrier that has been built against macaroni products and that has grown because the only thing that has been generally known is the huge white mass with cheese and tomatoes. If a woman buys a package and uses one fourth or one half of it preparing a dish that is good and is liked by the family she will try another dish with the remainder of the package, and having found 2 recipes to be flavorful, not too large in quantity for a small family and not too plain, she will be inclined to investigate the recipe collection further. The final result is an interest in the products. On the other hand if she tries a recipe that makes enough for 8 people according to our modern method of serving several foods at a meal, where her family numbers 3 they will be so tired of it before it is gone that she will get orders not to buy any more for 6 months. These are the reasons why we have deemed it wise to choose recipes that will serve 4 or 6, that are varied, and that are made interesting by the presence of familiar and well liked flavors.

Now the macaroni is cooked and you will see that it is not stuck at any place in the pan, the water is clear, the macaroni is thoroughly cooked, and blanching is not necessary to make the pieces individual.

» Mapping Association's Cost Campaign



President Frank L. Zeraga and Field-Secretary H. M. Ranck in conference during midyear meeting in Chicago January 1931. The need of a uniform cost system in the Macaroni Industry, how it can be made valuable to the Association and individual members and plan of campaign to be followed from headquarters to bring about general adoption—these were the matters seriously considered by these 2 officials.

You will see that we get back over a cupful of water that has not been absorbed.

The criticism that one cannot do this with the inferior brands because of unpleasant odors, et cetera, seems to me to be very weak. My understanding of your association is that you are aiming to raise the standards of the industry as a whole. You will never do this by planning your recipes and cooking methods to protect the inferior product. If what you say is true, that these less desirable kinds will not stand up under such treatment the housewife will be quick to find it out. Isn't that what you want in order that she will more quickly follow your admonition not to scrimp on the price but to buy the best? We know that there are cheap meat cuts that must be cooked long and slowly, but we do not, therefore, advocate that such a method be used for tenderloin.

Mr. Rector, Miss Fisher of Good House-keeping Institute, and other leaders in the food field agree that this newer method is not only practical but highly desirable. Gentlemen, you have seen it work this afternoon and I recommend that you modernize your views.

How Macaroni Week Will Help the Industry

"Macaroni Week" and how it will benefit the trade and the subscribers, in particular, occupied the attention of the gathering for more than 2 hours in the late afternoon. As most of the suggestions offered were for the benefit of the subscribing members, no public report was permitted other than to state that "Macaroni Week," so far as the public is concerned, will be observed March 2 to 7 but to the contributors "Macaroni

Week" has been functioning since early in December. The cooperation of the chain stores and independent retailers; the wholesalers and jobbers; the newspapers and magazines; and even known publicity agency has been enlisted to promote the Week from which much is expected. Practically every retail outlet in the country will display window streamers and store cards during "Macaroni Week" and nothing will be left undone to make distributors and consumers fully "macaroni conscious" during those 6 days.

As a special feature, there will be daily broadcast over a chain of 27 listening stations, supplemented by program sponsored by individual manufacturers. H. M. Ranck, field secretary of the National association explained how manufacturers can profitably tie in their selling and promotion work with "Macaroni Week."

Chicago in 1931

The long session, one of the most arduous ever experienced at a midyear meeting was closed by selecting Chicago as the 1931 convention city. Convenient details were left in the hands of Secretary M. J. Donna for completion as the convenience of the hotel and the association warrants. The 1931 conference will be held in the Edgewater Beach hotel the week of June 15 and a program of meetings is already being arranged.

The man who backs up his ideas with consistent work is truly a genius.

Consolidated Macaroni Machine Corporation

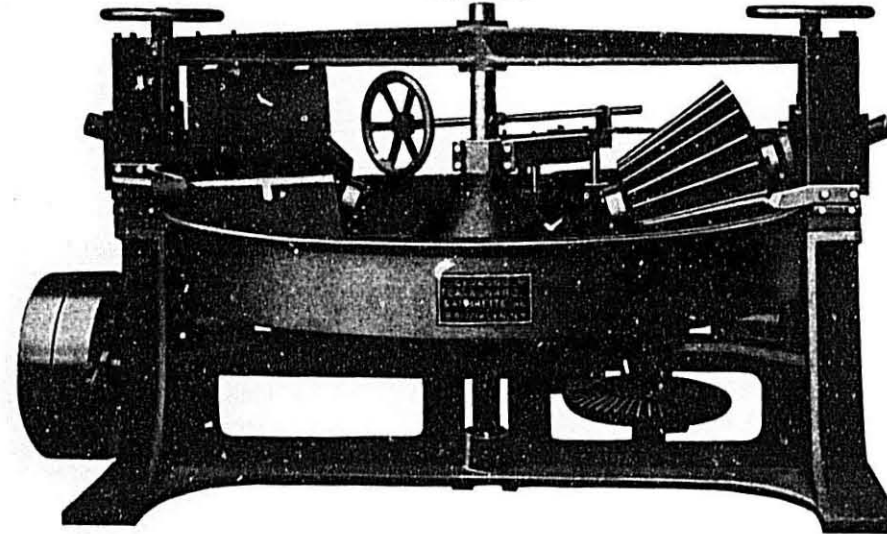
FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.

I. DeFrancisci & Son

Designers and Builders of High Grade Macaroni Machinery

Type K-G-R



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

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

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

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

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

156-166 Sixth Street

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

159-171 Seventh Street

Address all communications to 156 Sixth Street

» Midyear Meeting Enrollment «

Palmer House, Chicago, Jan. 19, 1931

Firm	Representative	City
Atlantic Macaroni Co.	Wm. A. Culman	Long Island City, N. Y.
Birmingham Macaroni Co.	R. G. McCarty	Birmingham
Busalacchi Macaroni Co.	John Busalacchi	Milwaukee
John B. Canepa Co.	John U. Canepa	Chicago
John B. Canepa Co.	James Canepa	Chicago
Checkers Food Products	W. I. Weibrach	St. Louis
Crescent Macaroni & Cracker Co.	C. B. Schmidt	Davenport
Vito Costa Macaroni Co.	Vito Costa	Chicago
Faust Macaroni Co.	L. A. Vagnino	St. Louis
Fortune-Zerega Co.	John L. Fortune	Chicago
Fortune-Zerega Co.	R. B. Brown	Chicago
Fortune-Zerega Co.	J. F. Driscoll	Chicago
Foulds Milling Co.	G. G. Hoskins	Libertyville
Foulds Milling Co.	Will Faurat	Chicago
Grocery Store Products	James M. Hills	New York
Golden Age Corp., Inc.	Henry Kunz	New York
Gooch Food Products Co.	J. H. Diamond	Lincoln
Gooch Food Products Co.	Ed Foster	Lincoln
A. Gioia & Bro.	Alfonso Gioia	Rochester, N. Y.
Klein Noodle Co.	Alen D. Klein	Chicago
Kentucky Macaroni Co.	Joe Viviano	Louisville
Milwaukee Macaroni Co.	Irwin John	Milwaukee
A. I. Grass Noodle Co.	A. Irving Grass	Chicago
Minnesota Macaroni Co.	Walter F. Villame	St. Paul
Minnesota Macaroni Co.	Eugene J. Villame	St. Paul
Minnesota Macaroni Co.	F. J. Janasek	St. Paul
A. Palazzolo & Co.	Peter Palazzolo	Cincinnati
Ravarino & Freschi Imp. & Mfg. Co.	John Ravarino	St. Louis
Peter Rossi & Sons	Henry D. Rossi	Braidwood, Ill.
A. Russo & Co.	N. Russo	Chicago
A. Russo & Co.	J. Kohn	Chicago
Skinner Mfg. Co.	L. M. Skinner	Omaha
Tharinger Macaroni Co.	Frank J. Tharinger	Milwaukee
Traficanti Bros.	Frank Traficanti	Chicago
Traficanti Bros.	Nicholas Traficanti	Chicago
V. Viviano Macaroni Mfg. Co.	G. Viviano	St. Louis
V. Viviano Macaroni Mfg. Co.	Nicholas J. Janson	Cincinnati
A. Zerega's Sons, Inc.	Frank L. Zerega	Brooklyn
A. Zerega's Sons, Inc.	F. Z. Vermylen	Brooklyn
(Unconnected)	Peter Viviano	Chicago

ALLIED

Consolidated Macaroni Mach. Corp.	C. Ambrette	Brooklyn
Commander Milling Co.	W. E. Onsdahl	Minneapolis
Champion Machinery Co.	Frank A. Motta	Joliet
King Midas Milling Co.	Alex A. Graff	Minneapolis
King Midas Milling Co.	G. L. Faber	Chicago
Minneapolis Milling Co.	Martin Luther	Minneapolis
Pillsbury Flour Mills	A. J. Fischer	Minneapolis
Washburn Crosby Co.	R. J. Johnson	Minneapolis
Washburn Crosby Co.	G. E. Del Rossi	Providence
Commander Milling Co.	A. R. McRae	Chicago
Capital Flour Mills	C. P. Walton	Minneapolis
Chicago Carton Co.	E. W. Johnson	Chicago
Chicago Carton Co.	J. C. Roche	Chicago
Chas. F. Elmes Engr. Corp.	O. Tardella	Chicago
Chas. F. Elmes Engr. Corp.	Chas. Johnson	Chicago
Chas. F. Elmes Engr. Corp.	Crandal	Chicago
Wolf & Co.	T. Kendall	Chicago
Wolf & Co.	R. B. Thornton	Chicago
Wolf & Co.	Fred Fairchild	Chicago

ASSOCIATION OFFICERS

Fred Millis	Pres. Adv. Agency (Millis Adv. Co.)	Indianapolis
Hal Ranck	Field Secretary	Indianapolis
Robt. Hall	Vice. Pres. Adv. Agency	Indianapolis
B. R. Jacobs	Washington Representative	Washington
M. J. Donna	Sec'y.-Treas.	Braidwood, Ill.

» BURNT SUGAR IN MACARONI? «

"Can it be possible that within the past few years, let's say since the adoption of the 18th amendment by our country, there has occurred a radical change in the age-old formula for macaroni making?" asks a leading manufacturer in the central states.

"Is it true that this new formula is known only to that portion of our industry that is today contented with general conditions in our trade, a group that heretofore reflected little

or no credit on our business?" "Just when has sugar become so important and necessary an ingredient for macaroni making that it warrants such concentrated and insistent selling tactics on the part of sugar distributors?"

"Is there any foundation to the contention of this group that Mr. American Consumer has developed a pronounced 'sweet tooth' and that even his macaroni must be 'sugar-y' if

the industry is to witness the increased consumption about which so much fuss is being made in many quarters?"

"Since when has 'burnt sugar' become a necessary ingredient as implied in the circulars being sent promiscuously to the trade? Is it added solely for the purpose of imparting to the finished products that pleasing amber coloring so generally desired?"

These and many other similar questions are being asked by the old legitimate manufacturers whose curiosity has been aroused by the "burnt sugar propagandist". One of the latter recently circularized the trade with no apparent discrimination, offering its "acid proof burnt sugar color of high tinctorial power" in barrels at greatly reduced prices,—65c a gallon, cooperage free F.O.B. St. Louis. Its indiscriminate mailing implies that this product has ready demand in the trade.

"When I got the circular," says another manufacturer, "I could not help but feel and believe that these people would not have sent it to all macaroni men unless they have reason to think that a goodly portion of them do use 'burnt sugar color' offered. The circular seems to bear out the fact that some of our business find trade so unprofitable in macaroni that they have turned their attention to another product of which 'burnt sugar coloring' seems most important."

"Too long have we followed 'HUSH' policy. 'Schssh' 'Schssh'—goodness sake don't say anything about this; it will reflect on the whole trade. But, frankly, isn't our industry being ruined by the tactics of these manufacturers who are using their 'burnt-sugar profits to offset their macaroni losses? Should they be longer permitted to pass as macaroni makers when they use trade merely as a blind? Let's stop fooling ourselves and do something to regulate these violators of all laws and ethics to the class where they properly belong. I'm for action; the more drastic the better."

The charges preferred are serious. There is no denying that a few advertise themselves as macaroni makers, but so merely as a cloak to hide a more nefarious trade. How can we go about ferreting the guilty from the innocent and what action can be taken to protect the latter from the former? The innocent suffer loss in profits and greater in prestige; the criminal business conducted by the guilty ones prospers at expense of the law abiding manufacturers. What steps should be taken to relieve the macaroni trade of this situation and its profit-robbing practices?

Comments and suggestions are invited.

Things to remember when ordering Semolina



When a company has spent years in scientific research perfecting its products and improving its methods of manufacture,

When this company buys only the very best Durum Wheat and its storage facilities are large enough to insure absolute uniformity, and

When no amount of money or time is considered too much to spend in maintaining the high quality of its Semolina and in giving its customers the best of service---

Then you know that its products are truly SUPERIOR.

That's why hundreds of manufacturers are insisting on **COMMANDER SUPERIOR SEMOLINA.**

You Command the Best When You Demand Commander.

COMMANDER SUPERIOR SEMOLINA

COMMANDER MILLING COMPANY
Telephone, Atlantic 1521 Minneapolis, Minnesota

» Macaroni Educational Bureau Section

By B. R. JACOBS
Washington Representative

The members of the association who attended the Chicago meeting showed considerable interest in samples of macaroni products being made by some manufacturers and samples of substitutes which are being offered to the macaroni trade. The samples of macaroni products were shown for the purpose of getting those present acquainted with the kind of product that is produced when low grade flours and semolinas are used. It is a very encouraging sign that those who resort to the use of low grade raw materials are considerably in the minority and are also fast disappearing, as their only argument in selling their product is a low price. They can never talk "quality," as this is nonexistent.

More members have taken advantage in January of the offer of the laboratory to test their raw materials free of charge. This work will eventually result in improving the quality of macaroni products. I believe that it is necessary for each member of the Association only to make a cooking test of his product, to smell it and taste it while hot and before adding anything else to it. He will soon discover that macaroni products made from low grade materials are not attractive in appearance and do not have the fine "nutty" flavor of macaroni products made from high grade raw materials.

A great step forward is being taken by the Federal government in excluding macaroni made from low grade materials from its purchasing specifications. These are being framed in such a way that all low grade materials will be eliminated. Hundreds of thousands of pounds of macaroni products are sold annually to the various departments of the Federal, state and municipal governments. Bids usually go to the lowest bidder as there have been no requirements which eliminated low grade products. From now on it is going to be different. The specifications will contain certain limits in chemical composition which will exclude low grade products and which we believe will result in an increased consumption of macaroni products by these government agencies.

Last month one of our members submitted to your laboratory a sample of artificial color which was offered to him on a royalty basis (so much per case for the privilege of using it). In order to give the product a tone of mystery it was not offered for sale outright. The claim was made by the seller of this product that a chemical analysis would not show

the presence of this color, and in fact it would not if one followed the ordinary procedure for identifying added color in macaroni products. The claim was also made that samples of macaroni products which contained this added color had been sent to various chemists who analyzed the product and failed to find the color. In fact samples were sent to this laboratory and we reported negative results. However, by special tests the color can be identified and separated from the natural egg and wheat colors in the macaroni product.

We are at present making experimental, authentic samples of macaroni products with and without eggs to which this color is being added. These samples will be sent to a number of Federal, state, municipal and private laboratories, with general instructions concerning the identification of this added color. We will also call for suggestions from these laboratories which might simplify methods of identification. In this way a number of chemists working together will be able to make the laboratory work easier and the identification of this added color more certain. It looks as if those who would sell the macaroni trade substitutes are keeping just one jump ahead of the laboratory. This would not be possible if all members of the Association would immediately report any new product that is offered to them as being used by the trade. The usual selling argument is that you should use it because others are using it and these others are not saying anything about it because it is to their disadvantage not to do so. As a matter of fact I just want to repeat a statement I made in the last issue of the Journal and that is that it is absolutely not true that any large manufacturer of macaroni products, member or nonmember of the Association is using any artificial color or any substitute of any kind. It is only a few of the smaller manufacturers who are using artificial color and only a few manufacturers who are using inferior grade raw materials and that is principally because these are selling their product on "price."

Our standardizing work on eggs is proceeding most satisfactorily. We are examining about 200 samples of eggs and yolks to determine variations in color, total solids and relations of yolks to albumin in these products. The data that we get will be used in making tentative standards which will be recommended to the Association and to individual

members who may want to use them in the purchase of their egg products supply. We hope to have all this data available by March 1, and to make recommendations to the members of our Association for their exclusive use in contracting for their next year's supply.

We are also working on a new and more accurate method of determining color in our raw materials and will have a scale of colors for use by members so that they can check up the deliveries promptly and without the necessity of any skill in chemistry.

Again I want to emphasize to manufacturers of macaroni products the necessity to keep away from substitutes from artificial color and from low grade raw materials. Don't forget that the cost of milling isn't very different in the different mills, and that practically all members have to pay about the same price for their raw material (wheat). When you are offered flour or semolina at a price that is out of line, the first thing that you should suspect is that the quality of the delivery is going to be "cut".

There are a few bargains in flour or semolina, but don't always believe that you are the lucky one getting them. Deal with reliable concerns, especially those who have stood the test of good times and bad. Pay a legitimate price for your raw material and sell your finished products at a reasonable profit, and you will stay in business, make a little more and survive hard times. You can't do this by cutting corners and underselling your neighbor. And lastly don't forget that you have the means in your own laboratory for testing any and all materials that are offered or sold to you, if for any reason you believe that they do not come up to the mark. You are paying for this service and you had better make use of it.

Guarantee Removed From Lab

"Guaranteed under the food and drugs act, June 30, 1906," at one time appeared on nearly all food products in the United States. It no longer appears, and housewives have asked, "Is the food and drugs act enforced more? Doesn't the government protect us from adulterated and misbranded foods now as it did years ago?" The answer is that the food and drugs act is enforced more efficiently today than ever and the greatest protection possible under present conditions is

January 15, 1931

THE MACARONI JOURNAL

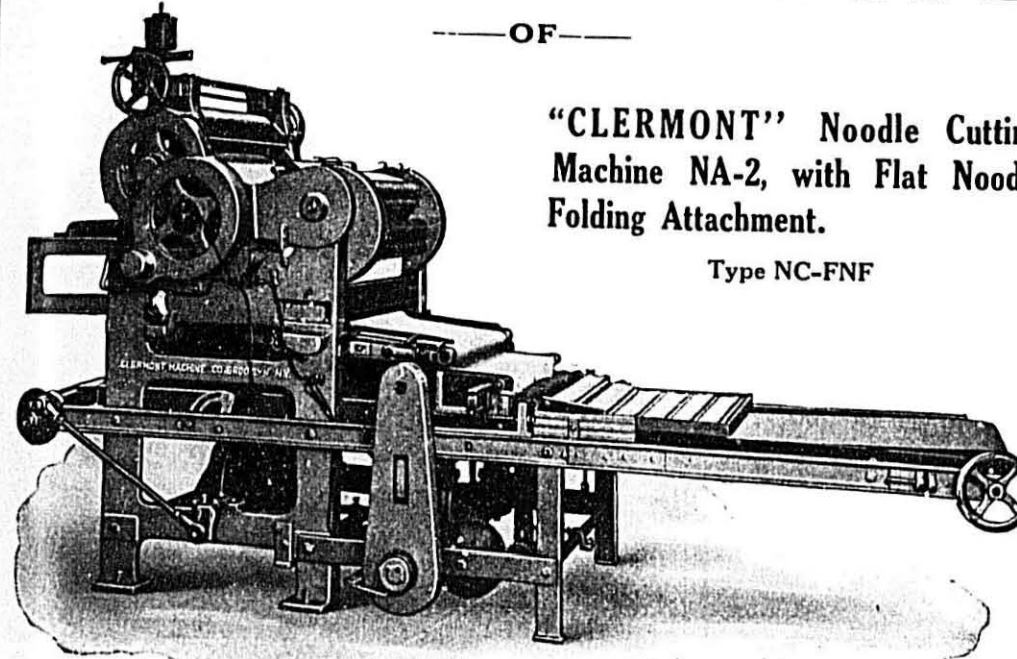
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THE LATEST TYPE

—OF—

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

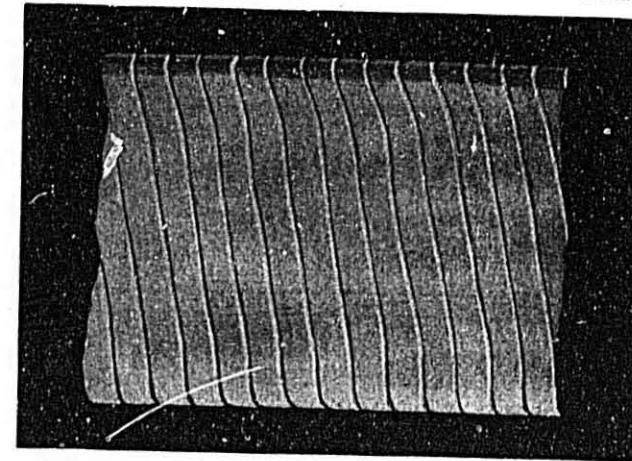
Type NC-FNF



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

Suitable for Bulk Trade

Suitable for Package Trade



The finished product of above machine.

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

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

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

ing assured by the food, drug, and insecticide administration, United States Department of Agriculture.

No longer is the statement, "Guaranteed under the food and drugs act, June 30, 1906," allowed on food products because many housewives believed the guarantee meant that government inspectors had examined every can or package containing that legend and vouched for the purity of the food therein. Letters were received by the department from persons who had found a spoiled package of food bearing the guarantee. Obviously, it was impossible to examine all food sold.

The guarantee merely meant that the manufacturer guaranteed the product to be pure. The officials examined his shipments regularly but could not prevent an occasional spoiled package from reaching the consumer, and did not want the public to think that the government was recommending or guaranteeing any food products sold.

Feeling that the legend was deceptive, the regulations for the enforcement of the food and drugs act were amended in 1914 to do away with the use of the guaranty on the package, so that housewives would exercise all due caution in buying foods and not think that every package was government inspected.

The purpose of the old guaranty legend had been to protect the dealer from liability to prosecution if he was found selling foods or drugs which were in violation of the act. The goods could be seized but the jobber or manufacturer who guaranteed the product and not the dealer would be prosecuted.

With the amending of the regulation the authorities still wanted to provide the dealer with immunity from prosecution, so the regulation was made that the dealer may demand a guaranty in writing from the manufacturer, wholesaler or jobber that the foods and drugs he buys are in compliance with the law.

Develop Damp Proof Tape

The Robert Gair company announces corrugated containers with "Gairtite," a new moisture proof gummed tape which sticks fast and insures a strong tight box under all conditions of humidity.

This tape utilizes the well known reputation of odorless asphalt for moisture resistance by burying an unbroken film of this material between cambric and gummed kraft paper. After nearly a year spent in development the tape has already been used on the vertical "manufacturer's joint" of thousands of corrugated boxes.

These cases have been exposed to every conceivable condition of atmospheric moisture with no failures from softening of the glue—a condition so often encountered when ordinary gummed tape becomes damp.

This development was forced by the recent rapid growth of the frozen food industry and the increased use of refrigeration with its damp atmospheres. Corrugated board, because of its high insulating value, is necessary for such packages. The adoption of moisture proof tape will remove a vexing problem which has faced exporters to the tropics where damp sea air and condensation have often caused boxes to open up at the taped joint.

Adds Another Story

The Kentucky Macaroni Co., Louisville, Ky. has added a story to its plant, installed additional machinery and equipment, involving an investment of \$75,000. A new switch track was also laid to the plant from Southern railway to take care of shipping needs. Joseph Viviano, formerly connected with the Chicago Macaroni Co. as vice president and production manager, is president of the Kentucky Macaroni Co.

Good advice is not always heeded. Remember Eve in the Garden.

BUSINESS TALKS

By FRANK FARRINGTON

Great Men Are Rarely Too Busy

A very remarkable old lady of my acquaintance, when a little girl was taken by her mother to see Abraham Lincoln. It was not on one of the regular visitors days but they were shown into a room where a handful of persons having business with the President, or thinking they had, were waiting.

At last a door was opened by an elderly Irishman who said, "Those of ye who wants to see the Prsident come in now." The group filed past him into the presence of Mr. Lincoln. There was no formality.

First was an elderly spinster with the long side curls of the period. The President recognized her and grasped her hand, exclaiming, "Heavens, madam, aren't you married yet?" Having presented her errand the lady was dismissed with a happy face.

Then came a youngish man with an ax to grind. He was urgent in declaring to the President the imperative need for a certain law obviously designed for the benefit of the applicant. President Lincoln listened to him with courteous dignity, offering no personal opinion but giving him a sufficiently sympathetic hearing and concluding by telling him, tactfully, that the thing for him to do was to see his congressman. This was done so nicely that the applicant felt he was receiving a great favor, and he bowed himself out with words of hearty thanks on his lips.

Next came a father and mother who had brought their young son, a small boy whom they announced at once as a musical prodigy. Without so much as by your leave they stood him up on a table and bade him sing "The Star Spangled Banner." The boy sang it through, verse after verse to the very end, and his singing was little less than terrible. But President Lincoln stood, listening politely. When the song was finished and the boy lifted down, he shook his hand and said to the parents, "He carries a tune very nicely." Perhaps Mr. Lincoln smiled to himself as he paid that left-handed compliment.

"And now what can I do for you?" asked Mr. Lincoln of the little girl and her mother who had merely come to shake his hand and wish him well, and told him so. His manner was calm and unruffled, with people taking his time for insignificant matters, while in the background were a thousand important questions demanding attention.

I cannot help thinking that the men who are so busy they cannot give an instant of attention to anything but important business matters of their own are not really big men. They make themselves seem very busy, but are they as busy as they seem?

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The Golden Touch

King Midas Semolina

will always pass the test of the discriminating manufacturer because selection of the finest types of Amber Durum Wheat through our country elevators located in the best Durum Wheat territory—strict laboratory control—assures rich color, even granulation and wonderful flavor.



King Midas
Mill Co.
MINNEAPOLIS, MINNESOTA

Secrets of Successful Trade Marking

When a Formula Mark Is Also a Trade Mark

By WALDON FAWCETT

The experiences of certain firms, prominent among producers of food specialties, have recently thrown fresh light on the how-when-and-where of one of the most valuable maneuvers in the strategy of branding. Brand transformation,—that is the trick to be turned. Not, mind you, the turning of a commodity name into something else, physically speaking. Nor yet a refashioning of the appearance of a buyword or symbol. But the lifting of a mark of more lowly estate to the dignity of an exclusive and registrable trade mark.

Why should anybody want to do that? may be asked by a macaroni man who has not felt the need in his own business. Well, it is a long story, but perhaps worth a sketch telling, in view of the fact that it is one of the byproducts of the keener competition of the age. The whole subject harks back to the days when trade marking was not so popular as it is now and when trade mark owners did not set such store by their mediums of "consumer recognition". In those days when the trade marks, as we know them today, were little thought of, industries, including the food industries, were already making use of certain other classes of markings for their goods. One of these was the quality mark or composition mark.

"Grade marks" is the term commonly applied to this whole class of character marks in industry. Some of the examples are really and truly grade marks in that they denote steps or standards of quality in a graduated line. But a large proportion of the so-called grade marks might be described more accurately as formula marks, blend marks, variety marks, flavor marks, composition marks, batch marks, or recipe marks. That is to say they signify the presence in the goods of certain qualities or characteristics rather than betoken arbitrary ratings that are usually expressed in proportionate prices. Having obtained this perspective on the grade mark as an institution let us see how this species of merchandise codes makes contact with full-fledged trade marks.

At the earlier stages of commodity identification probably few macaroni marketers, nor anybody else, gave much thought to the relationship between trade

marks and quality marks. Trade marks were not so numerous and grade marks were usually employed solely for purposes of signaling within the trade. Indeed there were instances where systems of grade marks were employed wholly for the guidance of the manufacturers' own employes in warehousing, packing and shipping the product.

All of a sudden ultimate consumers began to take notice of grade marks. As luck would have it the consumers did not recognize the grade marks for what most of them were. Instead, Mr. Common People and his wife looked upon the average grade mark as a brand or trade mark. They began to call for goods at the corner grocery by the formula mark or flavor mark. Sometimes they did this even though the package bore a conventional trade mark along with the grade mark. As "full lines" developed this habit grew on consumers.

It seemed natural to employ the varietal mark to indicate which member of a large family of products was wanted rather than to specify minutely under a line name or family name.

This performance of the public in taking the trade vocabulary into its own hands was totally unexpected by most manufacturers. And it proved awkward enough. Obviously there was only one thing to do and that was to promote the popularized grade marks into sure-enough trade marks carrying certificates from Uncle Sam. But here more trouble was encountered. The rules of the U. S. Trade Mark Registry strictly prohibit the entry of grade marks or quality marks. That is quite in step with the general policy of the administration of the trade mark clearing house. A cardinal principle of the registry office is that no trade mark candidate shall be accepted that consists of words, phrases or pictures descriptive of the goods or the quality of the goods. Now a conscientious working grade mark or formula mark is from very necessity descriptive of the commodity on which it is mounted. That is its primary purpose.

At the go-off, matters look mighty black for a grade mark that wants to turn itself into a trade mark. Gradually though, Uncle Sam has shown that he has a heart in this matter. The out-and-out grade mark, which is a type mark or

class mark and nothing else, remains in the cold. But the Federal trade mark inspectors backed by the U. S. courts have jurisdiction in such matters and have established 2 exceptions to the general rule. First, it is conceded that a mark which started life as a formula mark may later on take on the duties of a trade mark. And, if no other member of the trade has taken up the mark for use as a grade mark, it may be assigned to the exclusive use of the prior user as a trade mark. Second, it is officially acknowledged that under certain circumstances a mark may at one and the same time perform the role of a grade mark and also have the responsibility of a trade mark. And may be granted protection under the later category.

As any reader may imagine it is somewhat ticklish matter to prove to the satisfaction of official Washington that a mark which is open to translation in trade as a key to quality is likewise, in the eyes of the general public, a technical trade mark. Sometimes a real controversy develops on this issue. Because, it not infrequently happens that a competitor within his own trade will protest when any marketer attempts to set up an erstwhile grade mark as a trade mark. Even if the kicker is not actually using the same mark he is allowed to lodge a complaint at Washington if he contends that he will be injured by the contemplated registration. In some lines the time honored grade marks are more jealously guarded against monopoly use by any one party.

But, suppose that a macaroni or noodle marketer is the sole user of a trade name or device that serves as a formula mark or pattern mark or mark and at the same time acts as a trade mark before the eyes of the general public. How should he go about it to establish trade mark status sufficient to satisfy the certifiers at Washington? The longer his foresight the better it is for the patient. From the moment that the manufacturer has any inkling that he desires trade mark rank for his pet he must see to it that the mark behaves like a trade mark and is treated as a trade mark by his own employes. Trouble has been caused more than once for trade mark applicants because evidence was produced which showed the

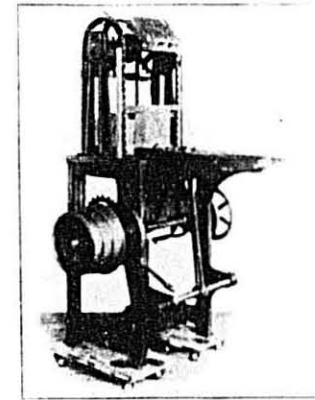
January 15, 1931

THE MACARONI JOURNAL

21

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

Peters Package Machinery



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

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

PETERS MACHINERY COMPANY

4700 Ravenswood Avenue

CHICAGO, ILLINOIS

upon the adoption of a given mark it was treated as a mere factory check. It appeared on internal stock records, etc., but was not, from its inception, in use on outgoing shipments in a manner to attract the attention of the trade nor of ultimate consumers.

Much depends upon the form of a mark which seeks to climb out of the grade mark class. If a varietal mark is an arbitrary, fanciful name with no descriptive or classifying significance it stands the best chance of acceptance at the U. S. Patent Office even if it is leading a double life. Mighty difficult it is to get admission for "A I," or "XXX," or "Special," or any of the familiar expressions that naturally and instinctively convey the idea of quality tabs.

If a macaroni mark has been challenged as a grade mark or formula mark, nothing more, the one best means of

proving that it is also a bonafide trade mark is to summon expert evidence. If the owner's statement of private significance is supported by other manufacturers in the field so much the better. But it will suffice if he can call wholesale and retail merchants who will testify that the suspected grade mark is accepted by the trade and by the consuming public as signifying always and only the product of the one particular producer who has exploited the mark. To clinch matters it is advantageous to obtain depositions from intelligent householders or housewives who are ready to acknowledge that though the familiar mark is regarded subconsciously as a grade mark or formula mark, it is likewise construed as a guaranty that the goods are the product of the manufacturer whose output is commonly associated with that particular inscription.

FOOD TRADE IN BIG CONVENTION

Chicago was the mecca of the food manufacturing and distributing trades the week of Jan. 19, the occasion being the annual convention of the National Canners association. The Stevens hotel was headquarters and during the entire week was a beehive of activity, of meetings, of conferences and social gatherings.

To the assembled canners, wholesalers, food brokers and manufacturers James A. Farrell, president of the United States Steel Corp. delivered a cheering message on the first afternoon when he predicted that the low peak of the depression had passed in December. Business generally, he said, had turned the corner and the steel industry, particularly, has increased business encouragingly. He condemned the tendency to reduce wages, disturb the tariff and cancel foreign debts, all of which have been suggested as remedies for the business depression that naturally follows many years of too rapid progress and development.

Another prominent speaker at the convention was Dr. P. B. Dunbar, assistant chief of the food and drug administration, who explained the aims and purposes of the McNary-Mapes amendment to the food laws. The amendment is not intended to hurt wholesome products. The act merely provides that the Secretary of Agriculture shall promulgate a label to be used on substandard products to distinguish them from the first quality foods. It never was the intention of

the authors or of the bureau to permit a label that would stigmatize a product that might be wholesome and edible, even though not so palatable or attractive as the number one grade. For these reasons the Department of Agriculture has strongly objected to the suggested label containing the words "below U. S. standards" as this would unduly harm the sale of much good food.

Contemporary conventions were held in nearby hotels by members of the National Wholesale Grocers association, National Food Brokers association, National Retail Grocers association and Machine Manufacturers.

The whole week was a round of conferences and meetings that dealt with national problems like the Federal ruling on corn sugar, the proposed phrasing of labels, the question of discounts to chains and volunteer units, the foods' share in the present cost of living, the problem of distribution and the battle of the brands, all receiving the attention of the several thousand delegates that represented practically every state in the union.

In addition to the groups mentioned, there were meetings of the National Retail Grocers Secretaries association, the Mayonnaise Manufacturers, the National Macaroni Manufacturers association, the Pickle Packers, the Fruit Shippers, the National Preservers association and other food groups.

The National Canners association at its 24th annual convention elected the

following officers: President, Frank A. Harding of William Underwood company, Watertown, Mass.; 1st vice president, M. C. Hutchinson, National Fruit Canners, Inc., Fennville, Mich.; 2nd vice president, Leonard E. Wood, California Packing Corp., San Francisco, Cal.; secretary-treasurer, Frank E. Gorrell, Washington, D. C. The officers will be aided by a staff of directors representing practically every state.

Among the delegates there seems to be quite a definite opinion that the 1931 convention should be held on the Atlantic seaboard and Philadelphia has been strongly recommended.

A Good Prescription

Mario Tanzi, well known dietician in Boston offers the macaroni manufacturers a sure cure prescription for their business ailments. We recommend liberal doses daily, frequent applications where most needed and a regular course of treatment beneficial to the whole system.

When the next GLOOM SPREADER comes to you WEEPING and CRYING about BAD BUSINESS, speak soothingly but firmly about an unfailing treatment—BOOSTING BUSINESS.

Ask him to retire to some quiet spot and to think things over calmly and conscientiously. He'll recover.

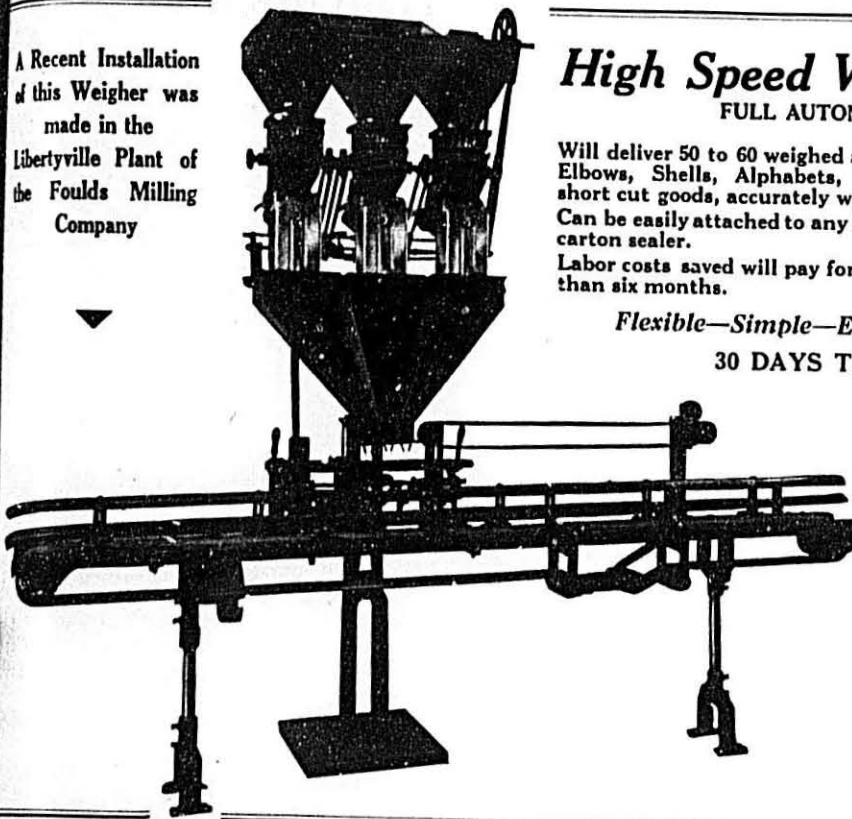
Business is as good as we make it. Let's get busy helping ourselves instead of looking for sympathy. Let's think a little further ahead—work a little harder—buy carefully what is needed—make and sell only a product that will reflect credit on your firm and the industry and then SELL IT PROFITABLY.

In addition to this play a little—be above all put your house in readiness for the biggest event in the Macaroni History—MACARONI WEEK, MARCH 10 to 7, 1931.

Death Overtakes Mueller Superintendent

Frank W. Ward, superintendent of the C. F. Mueller company, Jersey City, N. J. died suddenly following a stroke while attending a basketball game. For several years he had been an employe in the macaroni plant and was highly regarded by the workers under his supervision and by his employer. Previously he was superintendent of the Franco-American Food company plant. He was 54 years of age and is survived by his wife Mary Ward, 2 daughters and a son.

A Recent Installation of this Weigher was made in the Libertyville Plant of the Foulds Milling Company



High Speed Weighing— FULL AUTOMATIC

Will deliver 50 to 60 weighed and filled packages of Elbows, Shells, Alphabets, Spaghetti and other short cut goods, accurately weighed. Can be easily attached to any high-speed automatic carton sealer. Labor costs saved will pay for this machine in less than six months.

Flexible—Simple—Easy to Adjust
30 DAYS TRIAL

TRIANGLE
PACKAGE
MACHINERY CO.

912 No. Spaulding Ave.
CHICAGO
NEW YORK LOS ANGELES

Manufacturers
CARTON SEALERS
WEIGHERS
FILLERS
WAX WRAPPERS,
ETC.

QUALITY and COLOR
IN TRANIN'S PURE FROZEN EGGS
The KEY to SUCCESSFUL NOODLE MANUFACTURING

We specialize in producing frozen egg yolks that are high in solids and have a deep golden color. TRANIN'S PURE FROZEN YOLKS are used by some of the leading noodle manufacturers of the country. We are now accepting contracts for 1931 requirements.

Write for further information and quotations.

TRANIN-EGG-PRODUCTS-CO.
500 E. 3RD ST. KANSAS CITY, MO.

New York Representative—Colbourn S. Foulds—370 Seventh Ave., New York City



Notes of the Macaroni Industry

Grass Association Conscious

Macaroni manufacturer members of the National Macaroni Manufacturers association are becoming more and more appreciative of the value of organized effort for the betterment of selves and of the industry but A. I. Grass of the Grass Noodle company, Chicago is an outstanding enthusiast. Here's what he says about the midyear meeting and the coming convention:

My personal opinion of the midyear meeting held Jan. 19, 1931 in Chicago is that it was one of the finest one day sessions ever sponsored by any association. All who attended got a lot of good things out of the meeting.

Was glad to have Chicago designated as our 1931 convention city and that it will be open only to member firms. We should surely be able to "talk turkey" at that meeting and accomplish much. You can call on me for any help necessary to put this convention over in a way that will redound to the everlasting benefit of the Association and the industry.

Endorse Chamber Director

The National Macaroni Manufacturers association taking advantage of its prerogative as a member of the Chamber of Commerce of the United States has endorsed the nomination of Matthew S. Sloan, president of the Brooklyn Edison Co., the New York Edison company and Associated Companies as director for reelection. The nominee is well known to many of the eastern officers and members of the association as one well qualified to serve on the board of managers of the country's leading group of business men. Election will take place at the annual meeting of the chamber April 29 to May 1, 1931 in Atlantic City.

San Giorgio Recipe Contest

The maker of San Giorgio macaroni, spaghetti, egg noodles and pot pie bowls is conducting a recipe contest through the Philadelphia newspapers for an ideal recipe utilizing any one of the several macaroni products. To enlist the aid of the housewives of Philadelphia and the vicinity the firm is offering \$600 in gold, \$250 first prize going to the winner of the contest with 13 other smaller prizes.

The maker places no restriction on the source or the number and kinds of recipes. They may be obtained from any cook book or be taken from among any old family secret recipes. Everyone who enters the contest will be en-

titled to a free package of San Giorgio products.

Mrs. Mable Love, who conducts the women's page of the Philadelphia News will serve as a judge. Commenting on the quality and value of macaroni products as a food, she says:

Many health institutions and hospitals prefer to serve macaroni and noodles because they can be successfully combined in meals of all sorts. Macaroni is a delightful dish when served with cheese. Here we find the combination of every healthful element. Tempting dishes of this food whet jaded appetites. The latter is one of the reasons why dietitians are so anxious to prove the health contents of these products.

The San Giorgio brand was recently sold only in bulk. It is now being marketed in package form by the Keystone Macaroni Manufacturing Co. of Lebanon, Pa., the manufacturer.

Southern Manufacturers Hear Ranck

At Dallas, Texas on Jan. 26 the southwestern manufacturers fully approved of the whole program of the National Macaroni Manufacturers association and especially the plans for Macaroni Week explained by Field Secretary H. M. Ranck, the association's special representative at this group meeting.

Already plans are in operation for every possible tie in with the campaign. Southwestern manufacturers, like macaroni men everywhere, are confronted with ridiculous price quotations and ruinous quality competition. It was the general opinion of the group that the price cutters and quality robbers were digging their own graves and that if manufacturers would forget entirely the competitors resorting to these practices they would not only have greater peace of mind but would profit by the reaction that must set in among consumers when they realize that price does not mean everything.

Mr. Ranck reports keen interest in the actions taken at the midyear meeting in Chicago last month, which should result in a full delegation to the national convention in June from every member firm in the southwest.

Californians in Line

A group meeting conducted along the same lines as the midyear meeting last month in Chicago was held at Los Angeles, Cal. on Feb. 4 with Field Secretary H. M. Ranck presiding. A full

report on the midyear meeting was made to the member firms who are fully alive to the possibilities of the advertising campaign and to the special drive being made for Macaroni Week March 2 to 7.

The southern California firms are doing some fine work in tying in the local advertising with the national program. Demonstration work, billboard, radio and newspaper advertising are the means being used in teaching the prospective consumers the real food value of high grade macaroni products.

The trade, chains, wholesalers, retailers and all who are in any way concerned with the macaroni production sale and consumption are well versed with the efforts being made by the National association to increase the use of this food in American homes. One of our chandising representative of a large organization in Los Angeles reported to Mr. Ranck that he was confident that his firm had already felt some results from the national program.

The southern California member firms are planning to send a full delegation to the annual convention of the National association to be held in Chicago during the week of June 15.

Small Plant Opens in Rochester

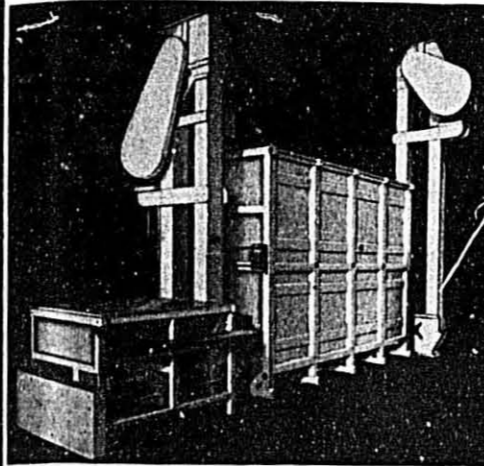
F. C. Panepinto is planning to open a macaroni plant in Rochester, N. Y. at 80 Hebbard st., and will specialize in bulk products. Machinery and equipment have been installed and production is expected to start this month.

Blames Price Slashers

P. George Nicolari, manager of the New Haven Macaroni company whose plant is at 41 Franklin st., New Haven, Conn. confirms the report that his firm is having serious financial difficulties and places the blame on macaroni manufacturers in other states who insist on selling cheap goods for less than the actual cost of manufacture. This is a serious charge, more so because it is true. Inferior macaroni will harm every one in the trade, and cut prices on a food that is naturally very reasonable threatens ruin to all involved.

Mr. Nicolari has tried to meet this trade wrecking competition by sticking to quality goods but that naturally re-

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

- | | |
|--|--|
| Superior Macaroni Co.,
Los Angeles, Calif. | Fesser Macaroni Co.,
Harrisburg, Pa. |
| Fortune Zerega Co.,
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 |
| Golden Macaroni & Paste Co.,
San Francisco, Calif. | The Zerega Co.,
Brooklyn, N. Y. |
| Joliet Macaroni Co.,
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.



stricts his market to the quality buyers who are apparently growing fewer in number. He is a firm believer in the movement to help all manufacturers to know their manufacturing and selling costs and hopes that the uniform cost and accounting system developed by the National association will be adopted or a like system put into immediate use in every plant as the only means for overcoming the perilous situation into which the whole industry has been plunged by the tactics of those who should know better.

Macaroni Week Publicity

Promotion material in behalf of Macaroni Week, March 2-7, is being sent by the National Macaroni Manufacturers association to about 280,000 food dispensing units of the country.

Six hundred thousand window and store display posters, 600,000 window streamers and 20,000 poster "snipes" are being distributed to the retail food outlets, by the association direct and through manufacturer members. This material announces "Macaroni Week—for Lent."

The 280,000 retail outlets consist of about 37,500 selected independent grocers; heads of grocery chains repre-

senting about 200,000 stores; 22,000 restaurants and cafes; tea and coffee wagon distributors with 18,000 wagons; dining car superintendents representing about 6000 cars, and more than 7000 jobbers.

Macaroni as Drouth Relief

V. Viviano & Bros. Macaroni Mfg. Co. of St. Louis, Mo. wired President Herbert Hoover last month an offer to manufacture free of cost any quantity of macaroni up to 100,000 lbs. for use in relieving the needy in the drouth stricken areas. According to the accompanying explanation the manufacture of 100,000 lbs. of alimentary pastes would cost the firm approximately \$200,000 and a limit was placed on the amount to be manufactured only because the busy season is on. The telegram sent to President Hoover by Secretary S. D'Alessandro, on Jan. 27 reads:

Reading of the Senate resolution approving distribution by the Federal farm relief board of some wheat to those of the drouth stricken region, we are offering our free service to the noble cause to manufacture alimentary paste provided the raw material semolina is furnished to us milled by some reliable mill up to a quantity of 100,000 lbs. for relief of the immediate vicinity compris-

ing Illinois, Missouri, Kansas, Oklahoma and Arkansas.

The finished product will be turned over to the local district of the American Red Cross for distribution in the stated localities as the need may call.

Protest Semolina Classification

Charging that semolina has been improperly classified with the preparing cereals instead of a food flour, representatives of the leading durum millers of the northwest attended an Interstate Commerce commission hearing in Chicago last month praying relief.

It is proposed by west rn carriers a group grain and grain products in plan whereby semolina would pay freight rates on the basis of 112% of the flat grain rate. The semolina rate would be the same as applying to breakfast foods, self rising and pancake flours, an unnatural classification because it is milled the same as is ordinary bread flour, has the same state and should have the same freight classification.

No action has as yet been reported on the durum millers' protest which seems to be justified from every angle.

Anxiety to appear clever frequently frustrates real cleverness.

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.
4. Speeds production . . . 18 to 60 hours.
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.

Gallerani Drying Machine Co.

Harrisburg, Penna.

Alexander Gallerani, President

ROSSOTTI LITHOGRAPHING CO. Inc.

121 Varick Street - - - - - New York



OUR MODERN
DESIGNS
ADVERTISE
AND HELP
SELL YOUR
PRODUCTS

ARTISTICALLY
DESIGNED
LABELS
AND
CARTONS

"SPECIALISTS IN CELLOPHANE WINDOW CARTONS"

Grain Trade and Food Notes

Women's Buying Habits Analysis

Married women with growing children are the greatest buyers of household merchandise, according to a countrywide survey made by the Arnold Research Service for The Parents Magazine.

This survey based upon investigations in 5358 homes in 83 different communities shows that married women with growing children make 57.8% of home purchases and home enlargements, while married women without children make 33.7%; married women with grown children 6.1%, and unmarried women 2.7%.

The data obtained from consumers were supplemented by personal interviews with 100 department store executives and by mail questionnaires to 1200 country home demonstration agents. The survey dealt specially with home equipment and with foods incidentally.

Tea Consumption in U. S. Low

The United Kingdom is the leading consumer of tea among the non-producing countries of the world with a

per capita consumption of 9.15 lbs. annually. In New Zealand the per capita consumption is approximately 8 lbs. and in Australia 7 lbs., followed by Canada with 4 lbs.

Only 2 of the important countries of the world consumed less per capita than the United States. France is at the bottom of the list with a per capita consumption of 0.08 lbs. annually, Germany next with 0.19 and the United States third from the bottom with approximately 0.75 lbs. per capita annually, according to figures of the Department of Commerce.

The per capita consumption in the United Kingdom and in most of its dependencies is on the upgrade while in the United States the figure for the last 5 years has shown an almost uniformly slow decline.

Bran Faddist Dead

Alfred W. McCann, writer of many books and newspaper articles on food topics died suddenly on Jan. 19, 1931, aged 52 years. He was one of the most militant of the food faddists of the country and in releases to the daily papers of the metropolis campaigned

against stale foods, white bread. Time and again he predicted that anyone who confined himself to white bread for his bread needs was on his way to an early death.

"Branny" McCann as he was nicknamed early in life, because of his fight for bran foods and because he never ate anything but the coarsest of whole wheat breads, was a graduate of Dequense, Fordham and Chicago universities. Among some of his books are "The Science of Keeping Young" and "The Science of Eating." Besides his books and newspaper work he conducted a regular radio broadcast of foods.

Liabilities Plenty

Petition in bankruptcy was filed by Concetta Barbaria, macaroni manufacturer of Brooklyn, in the Federal court of New York. The macaroni plant involved is at 138 Grattan st., Brooklyn, N. Y. According to the petition the firm has liabilities of \$5,348.50 and assets of only \$100. Liabilities are for raw materials, containers and machinery.

January 15, 1931

THE MACARONI JOURNAL

29

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

Every Order is Given the Personal
Attention of Die Experts.

F. MONACO & CO.

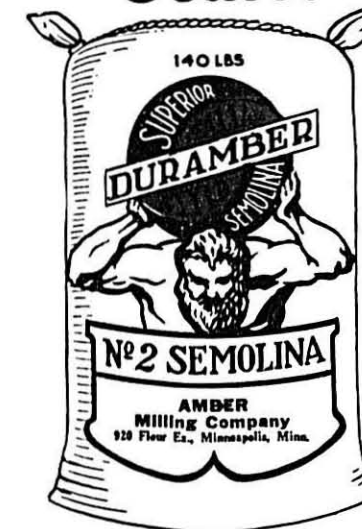
1604 Dekalb Ave.

BROOKLYN

NEW YORK

PER PASTA PERFETTA

Usate!



"Meglio Semola-Non ce ne"

Guaranteed by the

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

**CROOKSTON-
SEMOLINA**

Strong, Uniform

and of

Good Color

For Quality Trade



CROOKSTON MILLING Co.
Crookston, Minn.

Important Announcements

We Are Receiving Frequently

New Lots

Good Color

**CERTIFIED
GRANULAR EGG YOLK**

Specially Selected For
Noodle Trade

PRICES ARE RIGHT!!!

Write or Wire

Colburn S. Foulds

Manager Noodle Egg Yolk Department
for Details

JOE LOWE CORPORATION

Bush Terminal Bldg. No. 8

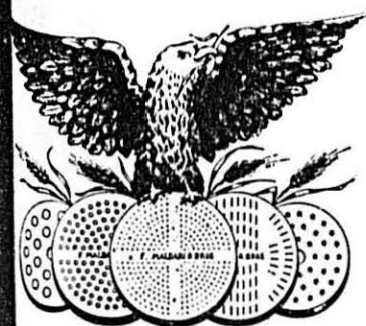
Brooklyn, New York

CHICAGO

BALTIMORE

LOS ANGELES

TORONTO



THINK IT OVER!

THINK of the increase in your line of business and the keen competition which will result from the National Macaroni Manufacturer's Advertising Campaign!

You have, no doubt, experienced that your sales depend almost entirely on the appearance of your product.—The appearance of your product, in turn, depends entirely on the Dies you are using.

THINK IT OVER!

You need Dies! Good Dies!—Maldari Bros. have been making them SINCE 1903, WITH MANAGEMENT CONTINUOUSLY RETAINED IN SAME FAMILY.

SEND FOR FREE CATALOGUE

F. MALDARI & BROS., INC.

180 Grand Street

New York, N. Y.



Subscriber
N. M. M. A. NO. 55

» DIRECTORS CONFER IN CHICAGO «

At the Palmer House Chicago on Jan. 19, 1931, 8 of the 12 members and officers composing the board of directors of the National Macaroni Manufacturers association conferred on Association matters and ruled on matters pertinent to the organization's program. Those who attended the meeting are: Frank L. Zerega, president, Brooklyn; G. G. Hoskins, vice president, Libertyville, Ill.; Directors Alfonso Gioia of Rochester, N. Y.; William A. Culman of Long Island City, N. Y.; L. S. Vagnino of St. Louis, Mo.; Henry D. Rossi of Braidwood, Ill.; C. B. Schmidt of Davenport, Iowa and John Ravarino of St. Louis, Mo. Among others in attendance were Frank J. Tharinger of Milwaukee, association adviser; Dr. B. R. Jacobs, Washington representative; R. B. Brown of Chicago, chairman of the Board of Advertising Trustees and M. J. Donna, of Braidwood, secretary-treasurer.

A study was made of the proposed revision in the government specifications for macaroni products as used in purchasing that foodstuff and through Dr. Jacobs will offer suggestions for making the federal specifications more favorable to the better grade products.

The matter of definitions and standards for macaroni products, prompted

by the immense quantities of lowgrade macaroni that is flooding most markets, was considered at length but action was deferred till the annual convention. Same action was taken with reference to the conflicting laws on what constitutes a slack filled package in the several states. The macaroni industry will profit by uniformity in state laws on this point.

By an overwhelming majority the city of Chicago was selected as the 1931 convention place and the Edgewater Beach hotel will be the gathering place for the annual meeting to be held during the week of June 15.

Under the laws now governing the membership of the National Macaroni Manufacturers association membership is restricted to firms in complete accord with the whole program of activities and action by the Directors clarified the conditions on which new members will be accepted and limited strictly to members in good standing the use of the uniform cost system adopted last month.

The next meeting of the board of directors will be held the evening before the 1931 convention unless in the meantime there is urgent necessity for calling a special meeting, a matter of which President Zerega will be the judge.

Advertising Trustees Approve "Macaroni Week" Plans

Plans for a concerted campaign that will guarantee the success of the first "national week" ever sponsored by the macaroni manufacturing industry were unanimously approved at the January meeting of the Board of Advertising Trustees held Jan. 18, 1931 in Chicago. The week will be observed March 2 to 7 and every known medium for publicity will be resorted to. Practically every avenue of distribution for macaroni products will be made use of and from all sides have come pledges of cooperation and support.

Featuring the Week will be the daily broadcast of a macaroni message over a chain of nearly 30 radio stations in every section of the country. There will be some entrancing music, interesting recipes and beneficial suggestions in connection with the announce-

ment of the several hundred winners of the \$5000 in prizes offered last fall. Macaroni manufacturers and distributors will extend the broadcast by including in their individual radio messages some of the entertainment and enlightenment prepared by the advertising agency for the week.

To identify representatives of supporting firms, the Advertising Trustees have adopted a distinct and neat lapel button which will be distributed only to those who have contributed to the campaign. These buttons were to be ready for distribution early in February and firms are urged to insist that their salesmen display this button to all prospective buyers.

Arrangements will also be made for a special Egg Noodles recipe booklet provided that firms who specialize in this form of products are willing to

have such a book printed. In it will appear all of the good noodle recipes now carried in the Clean Rich Cookbook together with some new ones covered in the prize contest.

Field Secretary H. M. Ranck gave a report in detail of his many visits to member firms and outlined a campaign that would put him into contact with every manufacturer and distributor during February and March. He has taken interest in Macaroni Week throughout the trade and expects to be the high point of the present program of macaroni promotion.

The Trustees seriously consider the alarming conditions created by price wars in various sections and consequent production of inferior grades to meet prices. The opinion generally prevailed that the industry should strongly support government action that would define this food such a way as to entirely eliminate low grade straights and clears in macaroni making. This will be up for discussion at the annual convention Chicago the week of June 15.

Among those who attended the meeting were Chairman R. B. Brown of Chicago, James M. Hills of New York, Martin Luther and A. J. Fischer of Minneapolis, Frank L. Zerega of Brooklyn, Frank J. Tharinger of Milwaukee, Dr. B. R. Jacobs of Washington, D. C., L. S. Vagnino of St. Louis, G. G. Hoskins of Libertyville, E. Vermyley of Brooklyn, Fred Millis of Indianapolis, Robert of the agency, Indianapolis, M. Ranck, field secretary and M. J. Donna, secretary-treasurer.

Condemns 30 Cases of Noodle

The Secretary of Agriculture, Washington, D. C. on Dec. 19, 1930, gave public notice of a judgment under the Food and Drugs Act involving an interstate shipment of so-called egg noodles that were found both adulterated and misbranded. Because of the vigilance of government officials and the general tendency in the trade to keep their products within legal requirements, seizures of macaroni and egg noodles have been quite rare of late. The case reported here is the first prosecution in months. It shows the futility of trying to "get by" the authorities who are always concerned about the consumers check closely on food manufacture.

The decision as it appears in the January 1931 official notice of acts is in full herewith:
17177. Adulteration and misbranding of noodles. U. S. v. 30 Cases of (Continued on Page 32)

★
ASK FOR THE BEST
STAR PERFECTION-DIES

THE STAR MACARONI DIES MFG. CO.

17 Grand St.

New York City



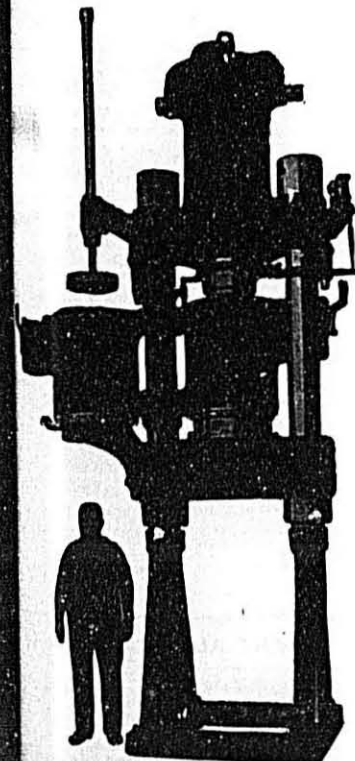
the same yesterday
today and
tomorrow

NORTHLAND SEMOLINAS are always uniform. They are made from scientifically selected Durum Wheat and every step of their production is under a most rigid control system. When you use either Northland Fancy No. 2 Semolina or Northland Light Semolina, you are insured against variations in color and flavor. For dependable uniformity--use Northland.

NORTHLAND MILLING COMPANY

MINNEAPOLIS, MINNESOTA

New York Sales Office: 1114 Canadian Pacific Building,
342 Madison Avenue



John J. Cavagnaro

Engineer and Machinist

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

Specialty of

MACARONI MACHINERY

Since 1881

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



"We are Subscribers
To The Campaign"

The MACARONI JOURNAL

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

Trade Mark Registered U. S. Patent Office
 Founded in 1903
 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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COMMUNICATIONS—The Editor solicits news and articles of interest to the Macaroni Industry. All matters intended for publication must reach the Editorial Office, Braidwood, Ill., no later than FIFTH DAY of Month.
 THE MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns.
 The publishers of THE MACARONI JOURNAL reserve the right to reject any matter furnished either for advertising or reading columns.
REMITTANCES—Make all checks or drafts payable to the order of the National Macaroni Manufacturers Association.

ADVERTISING RATES
 Display Advertising Rates on Application
 Want Ads 50 Cents Per Line

Vol. XII February 15, 1931 No. 10

Business Found Brighter

The board of directors of the Chamber of Commerce of the United States in Washington last month announced that the prevailing opinion among members was that the depression had hit bottom and that the business trend would be steadily upward. President William Butterworth authorized the following cheerful statement:

Upon the basis of reports from constituent member organizations the board of directors of the Chamber of Commerce of the United States reaches the conclusion that the reinforcement of public confidence is at present the most essential factor in the resumption of normal business activity.

These reports justify the hope that the dead center of the depression is past. A majority indicate a slight increase in business activity and improvement in the employment situation.

Whether or not there will be an upward trend in business in which all communities and business fields will share obviously depends upon the individual business man as well as the public agencies which have a relation to business.

Confident planning on the part of business management, however, will depend in large measure upon the degree of certainty with which it will be able to forecast conditions which it must meet.

The reports from all parts of the country express overwhelmingly the conviction that Congress will strengthen the country's industrial employment and economic position by completing, before the end of the present session, appropriations essential to the services of the government and to the carrying forward of justifiable projects of public improvement which will also add to employment.

Within the present session Congress can likewise act upon any measures which it

considers will need attention before the next regular session and thus avoid any reason for an extra session and the uncertainties which would inevitably follow.

Death Takes John Tharinger

John S. Tharinger, age 53 years, secretary-treasurer of the Tharinger Macaroni company, Milwaukee, Wis., died Tuesday morning, Feb. 3 at Misericordia hospital of pneumonia after an illness of about a week. While attending to his duties as usual in the plant where he has served as production manager since 1912, he complained about a cold which was later diagnosed



John S. Tharinger

as influenza. He was taken to the hospital for treatment but gradually grew weaker until pneumonia set in that caused his death.

Mr. Tharinger was born at Racine, Wis. and went to Milwaukee as a youth. He was one of the partners in the Tharinger Brothers company, grocer in that city for many years and in that connection became interested in macaroni products and their selling possibilities.

The Lorenz Macaroni company had been operating in Milwaukee for some years. In 1912 the three brothers, William, John and Charles purchased the Lorenz Macaroni company plant and organized the present Tharinger Macaroni Co. It soon outgrew the plant and in 1916 a modern factory was erected at 1466 Holton st. An elder brother, Wm. A. Tharinger represented the firm in the National Macaroni Manufacturers association affairs and he served many years as an officer of the association, being its president during the term 1916-17. He preceded his brother John in death on Nov. 19, 1926. Charles, another of the original members of the firm remains to carry on, with Frank J. Tharinger, a younger brother who became president of the

firm in 1926, and who later served years as the Association president. He is now adviser of the organization.

John Tharinger was a thoroughgoing factory man and knew macaroni production from semolina to packaging. He has not been active in Association affairs in recent years.

He is survived by his aged mother, Mrs. Louisa Schrank Tharinger; sister, Mrs. Raymond Dalton, and brothers, Charles Henry, Frank J. and Edward L. The funeral took place Thursday, Feb. 5 under the auspices of the Knights of Columbus of which the deceased was long an active member. Services were in the St. Sebastian church at 9:30 a. m. with interment Calvary cemetery.

Condemns 30 Cases of Noodles

(Continued from Page 30)
 Noodles. Default decree of condemnation, forfeiture, and destruction. (F. & D. No. 23789. I. S. No. 07278. S. No. 2007.)

On June 27, 1929, the United States attorney for the District of Arizona, acting upon a report by the Secretary of Agriculture, filed the District Court of the United States said district a libel praying seizure and condemnation of 30 cases of egg noodles, remaining in the original unbroken packages, Phoenix, Ariz., alleging that the article had been shipped by Haas Baruch & Co., from Los Angeles, Cal., in various consignments on or about Jan. 15, Jan. 31, and March (14), 1929, respectively, and transported from the State of California into the State of Arizona, and charging adulteration and misbranding in violation of the food and drugs act. The article was labeled in part: (Cases) "Mr. Weber's Egg Noodles Los Angeles Calif. Fine (or "Wide" or "Assorted"); (carton) "Mr. Weber's Trade Mark Fine (or "Wide") Egg Noodles * * * Mrs. J. H. Weber * * * Los Angeles, Cal."

It was alleged in the libel that the article was adulterated in that a valuable constituent, namely, egg solids, had been wholly or in part abstracted, and in that the article was colored in a manner whereby damage or inferiority was concealed.

Misbranding was alleged for the reason that the statement, "Egg Noodles," was false and misleading and deceived and misled the purchaser, and for the further reason that the article was offered for sale under the distinctive name of another article.

On July 31, 1929, no claimant having appeared for the property, judgment of condemnation and forfeiture was entered, and was ordered by the court that the product destroyed by the United States marshal.

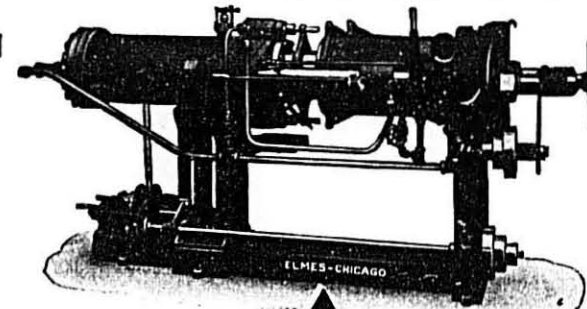
ARTHUR M. HYDE,
 Secretary of Agriculture

WANT ADVERTISEMENTS

FOR SALE—1 8-ft. Grindola or Knödel, in excellent condition; also 1 Elmes Hydraulic Press, 250 lbs. capacity. Box No. 15, care Macaroni Journal, Braidwood, Ill.
 FOR SALE—1½ bbl. Werner-Pfeiderer Macaroni Mixer, and 2½ bbl. Elmes Macaroni Mixer. Both machines belt drive and practically new. Will sell very reasonably. Box No. 3, c/o Macaroni Journal, Braidwood, Ill.

A SHORT CUT TO SUCCESS
 A Subscription to the National Macaroni Manufacturers Association
AND AN ELMES' SHORT CUT PRESS

PRODUCTION
 4½ TO 5
BARRELS
OF FLOUR
PER
HOUR



BRASS
LINED
HYDRAULIC
CYLINDERS
STATIONARY
DIE

Presses
 Long & Short Goods Driers
 Fancy Stamping Machines
 Preliminary Driers
 Mostaccioli Cutters
 Die Washers--Dies
 Egg Barley Machines
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Mixers--Kneaders
 Noodle Cutting and Folding Machines
 "Tortellini" (Stuffed Paste) Machines
 Calibrating Rolls
 Dough Breakers
 Trimmers
 Pressure Pumps
 Fittings--Valves

THE CHARLES F.
 213 N. Morgan St.

ELMES
 CHICAGO

ENGINEERING WORKS
 Chicago, U. S. A.

THE CAPITAL ENERGY TRIO



The above brands represent our best effort in milling skill and judgment in selecting Amber Durum Wheat.

CAPITAL QUALITY PRODUCTS
CAPITAL FLOUR MILLS

Offices
 Corn Exchange Building
MINNEAPOLIS, MINN.

Mills
ST. PAUL, MINN.

OUR PURPOSE:

EDUCATE
ELEVATE

ORGANIZE
HARMONIZE

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

OUR MOTTO:

First--
INDUSTRY

Then--
MANUFACTURER

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The President's Column

Keen Interest Shown in Association

There is one very accurate gage of the value of the activities of our Association and that is the *interest in* and the *push behind* by the supporting members of our organization.

Evidence of this *interest* and *push* in the form of the large attendance at our midyear meeting in Chicago last month is most encouraging. Nearly half of our member firms sent representatives. Not so bad when you think of a membership that reaches from coast to coast and from border to border. The expense of sending a representative to a one day meet is almost prohibitive in many instances.

From early morning to early evening more than 60 anxious representatives listened carefully to reports, studied minutely suggested plans and approved of a campaign that will help pull the industry out of the slough of depression into which we have been drawn in company with all lines of business.

The new activities of the National association as now composed is divulging to its members new and important information that one could hardly get along without. They are laying the basis for improved trade conditions that mean not only a saving of money in manufacturing and selling but building for the member firms and the association a trade reputation for progressiveness and fairness.

Association membership in this up and doing organization is a good investment. Again we invite all progressive, well meaning nonmember firms to join. The larger our membership, the greater our opportunity to serve, the sooner can we expect the fullest returns from our activities.

The Secretary's Column

Let's Reason This Out

At the time that the Macaroni Industry should be putting its best foot forward to create for itself a dignified, profitable business, there seems to have developed to a higher degree than ever before two very harmful trade practices,—unnecessary price slashing and pernicious quality degradation.

From the many reports received from all sections of the country, affecting alike bulk and package products, a survey of the macaroni markets of the country would undoubtedly show a greater proportion of low grade products than usual and with price quotations in keeping with the quality of goods offered.

Funny thing about trade wars,—the other fellow is always to blame. When sifted down to its final analysis there is not a darned thing done if ever any good reason for quality and price cutting, done knowingly or unknowingly to the detriment of all.

This recalls the story of a railroad worker who for a quarter of a century religiously and dutifully had tapped the wheels of every railroad coach that passed through the junction where he was employed. On one occasion the railroad president, anxious to see how faithfully his employees served the company stopped to ask this "wheel tapper" about his work. "Just why do you tap each wheel?" he asked. "Danged if I know, boss," was the reply.

Oh, if only all macaroni manufacturers would satisfy themselves with *GOOD REASONS WHY* how soon would conditions be righted! Surely the old standby excuses of,—price was cut to meet a competitor's quotation, or "The quality was lowered (and incidently the reputation of the firm) to meet competitive prices, surely these would not withstand the scrutiny of *GOOD REASON* for trying or continuing the profit-robbing and reputation-wrecking practices.

Let's all reason this out for ourselves and be not afraid to be fair to ourselves. Have a good, substantial reason for every act.

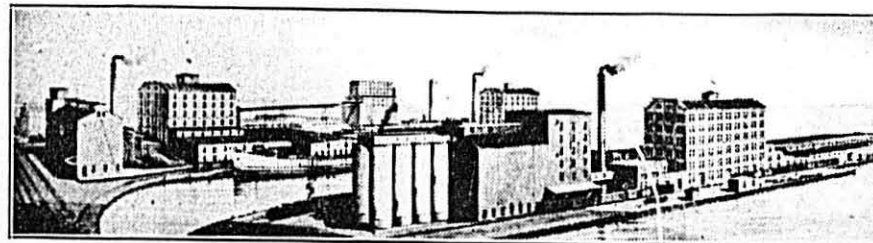
GOOD COST PHILOSOPHY

The only cure for price cutting which is at all effective, is a detailed knowledge of costs, says William Feather in a copyrighted article in the Public Ledger of Philadelphia.

The man who knows his costs and who knows where his business stands from month to month is not tempted to sell his product below the cost of production, or below the cost of production plus a fair profit.

To ask more than a fair profit, just because you think you can get it, is not a matter of nerve; it is a matter of highway robbery.

On the other hand, to tell the buyer who wants goods at less than the cost of production to take the air is not a matter of nerve, either; it is a matter of common horse sense.



HOURGLASS SEMOLINA

For the Discriminating Manufacturer Who Demands

QUALITY

**Location Enables Prompt Shipment
Write or Wire for Samples and Prices**

DULUTH-SUPERIOR MILLING CO.

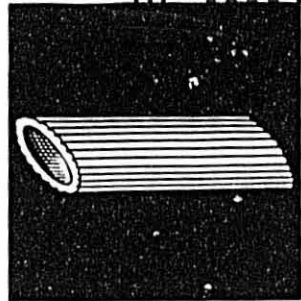
Main Office: DULUTH, MINN.

NEW YORK OFFICE: F6 Produce Exchange
PHILADELPHIA OFFICE: 458 Bourse Bldg.

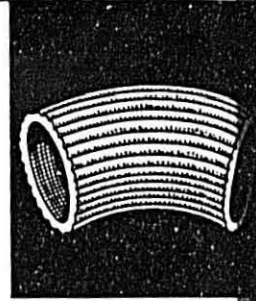
BOSTON OFFICE: 88 Broad Street
CHICAGO OFFICE: 14 E. Jackson Blvd.



The BETTER
they like it
the MORE
they'll eat



ADVERTISING can influence people to try a product. But the product must do the rest of the job—*must keep them using it.*



Advertising is teaching women new uses of macaroni, and urging them to serve it more often. The manufacturers of macaroni, and those who supply them with materials, must make sure that the macaroni women buy is so delicious that they will adopt it as part of their regular menu.

Every day Pillsbury works to do its part of this job. Pillsbury's Semolina and Durum Fancy Patent is made from the finest durum wheat available at any price. It is tested at every stage of milling. As a final test, it is actually made into macaroni, with commercial equipment. Pillsbury's Semolina and Durum Fancy Patent will make the finest macaroni, perfect in flavor and color. And because of its strength and uniformity, it cuts your costs at every step in your manufacturing process.

Pillsbury Flour Mills Company
General Offices, Minneapolis, Minn.

Pillsbury's
Semolina