

**THE
MACARONI
JOURNAL**

**Volume XIII
Number 4**

August 15, 1931

The
Macaroni Journal

The logo is a circular emblem with the words "NATIONAL" at the top and "ASSOCIATION" at the bottom, surrounding a central dark circle.

Minneapolis, Minn.

August 15, 1931

Vol. XIII No. 4

Time To Put On Brakes

What with ruinous price quotations, ridiculous lowering of qualities and unwarranted dumping, the macaroni industry finds itself in a bad mess.

What can the National Association do about it? Well, it can and has advised, warned and cautioned, but apparently with little effect in some quarters.

If before resorting to such tactics, manufacturers would consider their future and determine to play fair to themselves and the industry, it would never be necessary for them later on to apologize for the quality of their goods, make excuses for their unfair prices and refute dumping tactics.

Now is the time *to put on the brakes*. Continue to manufacture and to sell, but do it wisely. That and that only is the way out of the mess.

MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI

There is hardly anything in the world that some one cannot make a little worse and sell a little cheaper; and the people who consider price only are this man's lawful prey

Dies, Presses, Kneaders and Mixers



Egg Noodles and Bologna Machines, Dies



MARIO TANZI & BROS., INC.

OF BOSTON

348 Commercial Street

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Boston, Mass., U. S.

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August 15, 1931

THE MACARONI JOURNAL

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. . . Little Things . . .

ALL great things are but accumulations of little things.—

Rays of light make up the warmth of the sun; drops of water become rivers; grains of wheat push up their shoots; and all of these work silently, almost imperceptibly, until a bounteous harvest is reaped.

Letters are arranged into words; words are formed into thoughts; thoughts are spread on the pages of books; in libraries and in universities intellect develops; and by the might of the intellect, oceans and the sky are spanned, continents are linked and man is master of the elements.

A sneer of scorn, a smile of encouragement, a kindness or a wrong—from such little things is character molded. Upon the characters of individuals are built the ethics of communities, industries and people, and empires rise and fall.

There is no act so light, no task so trifling, but fills an important niche in the boundless scheme of little things. And in their accumulated accomplishment each man and group and common wealth and nation and planet moves in the vastness that is the universe.

—Daniel Rand.





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YOU can always count on Two Star No. 1 Semolina to give you satisfactory results. Its greater uniformity helps increase your profits. It protects you against fluctuations in color, flavor, or strength.

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MILLED BY MINNEAPOLIS MILLING COMPANY
MINNEAPOLIS, MINNESOTA

THE MACARONI JOURNAL

Volume XIII

AUGUST 15, 1931

Number 4

PREPARING FOR THE HARVEST

"As Ye Sow, So Shall Ye Reap." Here's an eternal truth known in every civilized country and stated in all known languages. Announced many centuries ago by some unknown and unhonored student of men and of the world who possessed of the spiritual or religious fervor of that age, the saying has taken on an equally important business significance that cannot profitably be overlooked.

In business as well as in private life one also reaps as he sows. From the business seeds one plants and cultivates there will spring up either good will or suspicion, depending on the nature of the seed and the cultivation. The test comes in such trying times as these that we are experiencing. If one is to judge the macaroni manufacturing industry by rumors, reports and actual happenings, there are many in this trade, altogether too many, who have sown a business seed from which they harvested only cares and worries.

Unmindful of the general conditions that have brought to the whole world the present business depression from which all suffer, nature is at this very moment preparing for annual harvest. Some of the crops are still in the growing stage; others are ready for harvesting. The natural laws appear to have their usual prospect; as to the macaroni crops, the yield will depend, first on the weather conditions encountered during the growing stages, but more on the care with which the would-be harvester selected seed and cultivated the crop.

During the late war and for many years after its close the business interests the world over went on a harvesting spree. People were care free and bought with utter abandon. Liberalism and high living were the order of the day. They met the lavish demands and the extreme whims of that reckless age, business expanded unduly until it produced an excess of demand for goods and services. Trade soon came to a standstill; in some lines there is seen quite a noticeable backward trend.

To repeat, a macaroni manufacturer also reaps as he sows. A business built on quality and service stands on a

permanent foundation; that which caters to extremes and is continually undergoing changes in policies to meet artificially created conditions, that business stands on shifting sands and will not be able to withstand the rigors of dull times and depressions.

The manufacturer who has built for himself a business from carefully selected seeds of upright policies, good quality products, plus attentive and willing service to distributors and consumers, he enjoys a position that his competitors envy. Though his business is, perhaps, not so prosperous as it was in the boom days of the not long ago, still he is in a position to take advantage of every favorable trend in the business, grasp all promising opportunities and make the best of existing conditions, certain that he has the good will and the support of a satisfied, friendly clientele. He has harvested for himself a business friendliness that he can conscientiously capitalize whenever signs for trade betterment appear.

Unfortunately there are many in the macaroni manufacturing field who feel that because business is depressed and demand for their products greatly decreased, a change to a lower quality of goods and a consequent lowering of the price will lure additional orders. They have learned or will soon learn to their sorrow that they were wrong in their conclusion, too late, perhaps, to save themselves from business ruin.

Macaroni products at the very highest possible price at which they could be offered, are comparatively cheap. Pound for pound they excel practically all of the more popular foods in caloric elements supplied. Lowering prices on foods already within reach of the most humble purse will in no way stimulate its sale or enhance its popularity. Quality alone will do it; fair business practices will insure it. Manufacture only a high grade product and sell it at a fair price. Give the trade the best possible service and your harvest will be rich and satisfying. You will reap as you sow.

New Executive Committee Organized

Heads of the Departmentized Association Busy With Organization Affairs Between Directors' Meetings --- Plan Quality Legislation, Educational Work, Statistical and Publicity Movements

The National Macaroni Manufacturers association at the June convention sought fit to amend its by-laws to provide for a departmentization of its activities into 4 major ones, namely—association welfare, publicity, statistical and educational; also provided for an Executive Committee to have charge of the association's affairs between conventions and meetings of the board of directors. Action will thus be facilitated over the possibilities of the more unwieldy board, many of whose members find it both inconvenient and expensive to attend frequent meetings.

It was the general sense of the convention that so far as practical the chairmen of the 4 departments or active committees together with the association president should constitute the executive committee. So construing the convention action, President Zerega appointed the following directors on this important committee: L. S. Vagnino, chairman of Association Welfare committee; G. G. Hoskins, chairman of Statistical committee; F. J. Tharinger, chairman of Educational committee, and R. B. Brown of Advertising committee.

The first meeting of the new executive committee was held in Chicago on July 30 with every member present, also Washington Representative B. R. Jacobs and Secretary-Treasurer M. J. Donna. Practically the entire day was spent in reviewing the convention action and planning to put into effect the several activities recommended by resolutions therein adopted.

It was first agreed to have the body known officially as the Executive Committee and that accurate minutes be kept of all minutes for submittal to board of directors in order to keep these officers in close touch with the work of the new committee.

The personnel of the 4 standing committees as finally appointed by President Zerega for 1931-1932 is as follows:

Association Welfare—L. S. Vagnino, W. F. Villaume and H. E. Menard.
Statistical—G. G. Hoskins, John L. Fortune and John V. Canepa.

Educational—Frank J. Tharinger, E. Z. Vermynen and A. I. Grass.

Advertising—R. B. Brown, G. Guerri and Jas. M. Hills.

Among the official acts of the body taken at its first meeting were:

The California Situation—Complaint that some members were dumping macaroni products into California markets at ruinous prices. Referred to Welfare

Committee with authority to act. (Matter has been amicably settled since the meeting with all parties satisfied.)

Proposed Legislation—Resolved that committee chairmen submit to board of directors for approval all proposed legislation to any legislative body, state or national.

Transfer of funds for Educational Committee work from Indianapolis to the association headquarters at Braidwood. (Balance transferred amounting to \$1710.50 with \$3000 expected after Dec. 5, 1931.)

Providing for payment of retainer fee to Dr. B. R. Jacobs in advance as was formerly done by the Board of Advertising Trustees.

That ways and means be found for properly financing the work of the special Quality Committee.

That additional expenses of Dr. Jacobs incurred in preparing data and information for use of Quality Committee be financed as far as possible from the money now available in the Educational Committee fund.

That \$350 be paid out of the old publicity fund to Wolf & Co. for installation of a system of accounting, and that the balance in said old publicity fund be transferred to the general fund.

A sum not to exceed \$1000 was appropriated for use of the Statistical Committee in further developing the uniform cost system and compiling cost figures.

A schedule of regional meetings to be held according to mandates of the convention was presented by Secretary Donna and adopted. It calls for 3 trial meetings in September, the first in Milwaukee, the second in St. Louis and the third in Pittsburgh.

On the proposal that macaroni manufacturers consider the advantages of pool car shipments, it was decided that this was a matter for individual manufacturers and not an organization affair.

The resignation of William Culman of the Atlantic Macaroni Co., Long Island City as director of the association was read and accepted. President Zerega nominated R. B. Brown to fill the vacancy, his action being approved by the necessary majority of the directors. Director Brown will serve until the next regular convention of the association.

To properly safeguard the surplus funds of the association Adviser F. J. Tharinger recommended purchase of 2 certificates of deposit in the Continental Illinois Bank and Trust Co., Chicago,

one for \$3000 and one for \$2000. Recommendation approved and purchases made.

That a meeting of the Board of Directors be held in the fall in connection with the annual convention of the American Grocery Manufacturers association.

The Board of Advertising Trustees will in the future be requested to submit to the Educational Committee for its approval all recipe books before publication.

Referred to the Educational Committee the proposal made by former President C. G. Harrell of the American Cereal Chemists association for a motion picture or photographic display of the macaroni manufacturing process in furthering the interest of the general public in macaroni products. Further resolved that the association overlook no practical opportunity to popularize macaroni products and that members learning of such opportunities should immediately make them known to the association officers.

Secretary-Treasurer Donna submitted a financial statement showing the amount of money available in the several funds for general and special association work.

Definite date for the next meeting was not set but it was generally agreed that meeting should be held every 6 or 8 weeks until the several activities are functioning smoothly.

On the Level

It's an easy subject to be cynical about but the fact remains that there is a general impression in this country that business is honest.

Take advertising for example. We are of excellent quality, millions take his word. He ships the goods all over the country to small dealers on the trust assumption that they will pay. He gets his money on the same assumption. So it goes all up and down the line.

Competitors get together with articles parked outside and agree to cut out certain practices which hurt all and benefit none. They take one another's word for it. These agreements will be kept.

This common faith that business is honest had to be earned. It was ON THE LEVEL had to be earned. It was destroyed or weakened, ruined a business at a profit would be harder than it is now. Most business men wouldn't know just how to operate if no one believed in them.

Yet it is a grim fact that most of

A TRIO OF NEW DIRECTORS «

Robert B. Brown



Robert B. Brown, Fortune-Zerega Macaroni Co., Chicago, Ill., who was appointed to fill a vacancy caused by the resignation of William Culman of The Atlantic Macaroni Co., Inc. Long Island City, N. Y. A splendid executive and the successful chairman of the Board of Advertising Trustees supervising the national advertising campaign to popularize macaroni products.

Walter F. Villaume



Walter F. Villaume of Minnesota Macaroni Company, St. Paul, Minn. He is the youngest of the 1931-1932 Board of Directors having been elected for a term of 3 years at the recent convention of the National Macaroni Manufacturers Association. Young, full of "pep"—the able son of a macaroni pioneer.

R. V. Golden



R. V. Golden, West Virginia Macaroni Co., Clarksburg, W. Va., one of the new Directors of the National Macaroni Manufacturers Association elected in June for a 3 year term. A progressive manufacturer with a dozen years of experience in the trade whose executive ability will be beneficial to the organization.

the past year, have been jammed up against stark realities in a way that has made it easy to consider the expediency of compromising a bit on the more ideal phases of square dealing. Nothing is dishonest, of course, but a sort of general attitude toward any device which might ease the strain.

When the sales curve buckles at the knees there is a desperate urge to do something about it. Someone gets hysterical. "To hell with our standards," he screams. "The boat is sinking. Grab the goods. Toss a few salesmen overboard. Hire Amos and Andy. Get a new advertising agent who knows how to bamboozle the public. Do SOMETHING." THAT IS PANIC.

Suppose business went in for sharp practice in a big way. Wouldn't it be much better, wouldn't it? Employees would be dishonest, of course. Materials would rarely be up to specifications. You wouldn't trust anyone. Quality would be a mere veneer to conceal cheapening. Advertising would be mostly lies and would lose its power.

Don't misunderstand us—we are not going to moralize. That isn't our job. Our corporate existence is dependent on helping business to make money—we have a healthy intention to keep it on functioning in that capacity.

But the method of making money which looks good to us consists of climbing above the rank and file, not slipping back into the gutter and dragging your competitor with you. That is the trouble, you see—the thing is contagious and progressive.

When your rival puts over a fast one, taking advantage of the fact that you were both supposed to play the game on the level, there is a strong temptation to grab a broken bottle and fight it out his way.

If one manufacturer gets impatient at the sluggish response of the public and peps up his advertising with a little "hocus pocus," his competitors go him one better; and before they know it advertising in that particular industry has drifted so far from the truth it's just silly. Then they all have to spend 5 times as much to get any response at all.

Business today is decent and honorable. It may even be good before long. We do not know personally individual business men who would have it any other way. But one can sense in the air a slight tendency to slip. So far, it's the other fellow who is doing all the slipping. But retaliations are being considered. All that is very bad.

It's been a tough fight. Some of us have taken it on the jaw. But after all a good fight is better than shadow boxing. We are still in there, swinging. Before long things will again be normal. Then we'll be sorry for every decision made in panic. We'll regret the market which slipped away because our grip weakened. Cheapened goods will come back to haunt us. We'll wish we had kept the advertising agent who had served us so faithfully and wisely, and who was not responsible for the temporary loss of business. Every gash in our standards of rightness will be an unhealed wound.

We have threshed this matter out among ourselves and have decided upon a simple rule which we mean to stick to, even if things get a bit scratchy. On any important policy move we are going to ask ourselves—

"Is this something we wouldn't have done in the prosperous year 1929, or which we might be ashamed of in the prosperous year 1932?"

If it is, IT'S OUT!
(Permission of The Wedge, house organ of Batten, Barton, Durstine & Osborn.)

Gair Company Enters Canada

With the election of E. Victor Donaldson, president and general manager of the Robert Gair company, to the board of Maritime Paper Products, Ltd. of Halifax, N. S., it becomes known that the Gair company has extended its activities to Canada and holds a substantial interest in the Halifax concern.

Maritime Paper Products, Ltd. was organized recently for manufacture and sale of corrugated paper boxes and containers. The company has just completed and put into production at Halifax a plant with an area of 30,000 square feet completely equipped with modern box making machinery.

Robert Gair company is one of the oldest manufacturers of paper board and paper board products in the United States. It operates mills at Piermont and Tonawanda, N. Y., New London and Shelton, Conn., Haverhill and Boston, Mass., and Quincy, Ill. Executive offices are at 420 Lexington av., New York city.

Macaroni Educational Committee Section

By R. B. JACOBS
Washington Representative

The Washington laboratory has analyzed 442 samples of macaroni products from May 1, 1930 to July 1, 1931. A large number of these samples were analyzed for determining whether or not they complied with the Federal pure food law, as well as the food laws of the states and various municipalities where these macaroni products were made.

The largest number of artificially colored egg noodles and egg macaroni products, deficient in egg solids, were found in the metropolitan area of New York city. Here more than 150 samples obtained from retailers, jobbers and manufacturers were found to be artificially colored, deficient in egg solids and sold as egg noodles. The price at which these products were sold at retail varied from 14c to 22c per lb. It appears, therefore, that these inferior, adulterated and misbranded macaroni products were selling in direct competition with pure egg noodles that complied with the government standard of a minimum of 5.5% of egg solids.

Practically all of the retailers within the 5 borders of New York city where samples were collected were either summoned to court or were brought before the trial board of the Board of Health of New York city, on charges of selling adulterated and misbranded macaroni products.

New York city inspectors, as well as some of those federal inspectors stationed there, made at least one call on practically every macaroni plant within its jurisdiction. All this has had a very good moral effect on keeping down the manufacture and the sale of artificially colored macaroni products.

But practically all of these goods referred to were made by 2 or 3 manufacturers outside of the jurisdiction of New York city. I do not know any manufacturers in New York city who are at present making artificially colored macaroni products and selling them for domestic consumption. All of the former users of artificial color have stopped using the ordinary coal tar colors that were so common. Those who have until recently used artificial color have done so, so far as we have any information, because they believed and were assured that the artificial color they were using could not be detected chemically.

The June issue of The Macaroni Journal contains an article referring to the history of the use of this artificial color which was supposed to be nondetectable.

The federal government has just ordered this seizure condemned, forfeited and destroyed. In another part of this Journal may be seen a photograph of these condemned noodles being destroyed.

The manufacturer referred to used this color for several months, and when he got going pretty well and his jobbers had established a pretty good business,

the federal government as well as the food authorities of New York city pounced on him, seized all of his products that they could find, and haled a good many of his customers before the trial board, so that over night this business that had grown like a mushroom was swept away. Thus closes a very important chapter in history of the use of artificial color in our industry.

There are still, however, others offering the macaroni manufacturer ways of imitating an egg noodle without actually going to the expense of buying eggs. There is soya bean lecithin, there is poppy oil and various other substances containing colored vegetable oils which are being offered to the macaroni manufacturer, not only as being good egg substitutes but being better than eggs.

I want to assure you that although there are some points of similarity between these products and eggs, they are also very different from eggs in many respects, and that, therefore, they can be identified with sufficient certainty to prosecute any cases where these articles are used in noodles, and the resulting product is sold as an egg noodle.

Another phase of the work of the Educational Bureau has been the work of the Committee on Quality. Martin Luther's report in the June issue of the Journal covers this part of this work in detail.

At the convention I showed samples of macaroni products made from very inferior raw materials. Practically all

of these samples were taken from purchases made by either federal, state, municipal purchasing departments. These samples showed better than anything else could have done the effect of buying strictly on a price competitive basis, without regard to quality. In order to avoid this as much as possible we have appeared before the federal specifications board and have recommended certain definitions and standards to be used as guides in the future purchases of macaroni products.

The federal specifications board is a body consisting of representatives of the purchasing agencies of the federal government departments. The Army, the Navy, the Marine Corps, the Department of Interior, purchasing in national parks, Indian Reservations, etc., the Veterans Bureau and the Department of Justice, purchasing in federal penal institutions. All these agencies have accepted the recommendations that we have made regarding the raw materials that shall be used in the manufacture of macaroni products delivered to them. I want to take the opportunity to warn every manufacturer who contemplates submitting bids that his deliveries must comply with the specifications. These have been broad enough to cover all emergencies. But they are also tight enough to prevent the use of any of this inferior, unfit raw material that has been used before. I anticipate a great improvement in the quality of macaroni products

ADULTERATED PRODUCTS DESTROYED



Having declared the stuff unfit for human consumption the federal authorities who seized the 300 or more cases of artificially colored and misbranded products at the plant of the Fulton Macaroni company in the New York metropolitan area, ordered them destroyed. The cut shows the end of such goods, burning in the government incinerator.

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What Gold Medal Is Doing to Aid Manufacturers of Macaroni Products

“PRESS-TESTED” Method of Producing Semolina Assures Uniform
Color, Strength, And Taste 365 Days In Year

*Semolina Sales and Service Department
Has Assisted More Than 40 Organizations in
Correcting Manufacturing Difficulties*

As further assurance of absolute uniformity of color, strength, and taste in Semolina, Gold Medal Millers test every batch of Semolina under regular commercial conditions. This added protection is what the term “Press-tested” assures.

To aid Semolina manufacturers in overcoming technical manufacturing problems, Gold Medal Millers have provided the free services of highly experienced experts. These men will work with you in your factory, or answer any enquiries you wish to direct to them. All such enquiries will be kept in strictest confidence. For full particulars concerning Gold Medal “Press-tested” Semolina or the services of the Gold Medal Semolina Service Department, write to George B. Johnson, Semolina Sales Service Department, General Mills, Inc., Minneapolis, Minn.



GOLD MEDAL “PRESS-TESTED” SEMOLINA

MILLED BY WASHBURN CROSBY CO., INC., OF GENERAL MILLS, INC.

sold the government, and I hope that there will result an increased consumption of our products.

The macaroni products as outlined in the specifications have been divided into four types, as follows:

Types

"Macaroni, Spaghetti, and Vermicelli shall be of the following types, as specified in the invitations for bids:

- Type A. Semolina
- Type B. Farina
- Type C. Farina and Semolina
- Type D. Hard Wheat Flour or Durum Wheat Flour

Grade. Shall be of the grade as specified herein under the respective types."

The Board has made other requirements concerning deliveries of macaroni products, and has established limits of composition which will more specifically reflect the character of raw materials used in the manufacture of each type of product. These are as follows:

Material and Workmanship

"Shall be made in a proper manner, under strictly sanitary conditions, and shall be of American manufacture. Shall be either solid or tubular stem, and, unless otherwise specified in the invitations for bids, shall be approximately 11 inches in length. The product shall have been well dried by modern methods (open-air methods of drying shall not be used).

General Requirements

All deliveries shall conform, in every respect, to the provisions of the Federal Food and Drugs Act of June 30, 1906, and amendments thereto, and to subsequent decisions of the U. S. Department of Agriculture, all as in effect on date of invitation for bids.

Detail Requirements

Shall contain not more than 12% moisture, as determined by the vacuum oven method or other method which the Association of Official Agricultural Chemists may consider as equivalent, and not less than 11% of protein (N x 5.7) calculated on 12% moisture basis.

Type A. Shall be made from sound semolina No. 1, and the ash content of the finished product, exclusive of added salt, shall not be more than sixty-five hundredths per cent (0.65%).

Type B. Shall be made from sound farina No. 1, and the ash content of the finished product, exclusive of added salt, shall not be more than forty-five hundredths per cent (0.45%).

Type C. Shall be made from a mixture of sound semolina No. 1 and sound farina No. 1, and the ash content, exclusive of salt, shall not be more than fifty-five hundredths per cent (0.55%).

Type D. Shall be made from sound hard wheat flour or sound durum wheat flour of a grade not lower than ninety-five per cent (95%) patent, and the ash content, exclusive of added salt, shall not be more than fifty-two hundredths per cent (0.52%) when a

BUSINESS TALKS

By FRANK FARRINGTON

Preposterous! - - Absurd!

Preposterous and absurd are adjectives often used by wisecracks in commenting on new inventions and discoveries.

All the way from Columbus down to the Wright Brothers, those who have evolved new ideas have been laughed at by the radicals without brains and the conservatives with brains.

Robert Fulton went to France and sought to interest Napoleon Bonaparte in a steam propelled vessel and in a proposed submarine to discharge bombs at enemy vessels. Napoleon knew land warfare completely, but on the water he was all at sea! He listened to the Fulton idea and to him it was preposterous. He said, "The man is a charlatan." And that at a time when France was anxiously seeking means to meet England's aggressiveness.

Fulton finally found support in America for his idea for a steamboat, but his other great idea for a submarine did not receive serious attention in his day.

How many men have lived to regret having turned down the opportunity to get in on the ground floor with some thing new that ultimately succeeded? Men have turned away from propositions varying all the way from chemical formula to Ford cars. Men who have had the way to fortune opened before them have turned their backs with such exclamations as "Preposterous!" "Absurd!"

We think we would be too wise to turn down anything with great possibilities. But, would we be? And are we too clever to turn down almost daily propositions that, though not offering great fortunes, do offer smaller valuable opportunities?

Let us look a little deeper, consider a little longer, feel a little less sure, when impelled to turn away from the man who comes with an idea that is new. He may see further than we. If we think his idea is foolish, not he, but we, may be the fools.

(All rights reserved)

hard wheat flour is used, and shall not be more than sixty-five hundredths per cent (0.65%) when durum wheat flour is used."

The specifications for egg noodles purchased by the various government departments have also materially changed. It will prevent the use of low grade flours, as well as permit the use of whole eggs and egg yolks, as under the federal standards.

There are also specifications for noodles and these follow the federal standards except that there is a limit on the grade flour which may be used and this shall not be below a 95% straight.

Another line of work that we have been carrying on in the Washington laboratory is an investigation into the quality and color of eggs used by our members. I have visited egg breaking establishments in New York city and the middle west. I have examined more than 150 samples of yolks for egg solids and intensity of yellow color in frozen, fresh and dried yolks. I find that there is a fine opportunity to establish minimum standards for egg solids and intensity of yellow color in these products. There is no doubt that these egg breaking houses can select

their products for the macaroni manufacturer who wants high solids and high color, provided he in turn is willing to cooperate with him by meeting the small extra expense attached to this procedure. We have gotten to the point where we can establish at least tentative minimum figures for both egg solids and color, which can easily be lived up to. In the matter of dried egg products we have also analyzed more than 50 samples representing full 20 lb cases of product and from this data I think we are able to establish maximum moisture content and minimum intensity of yellow color. This material will appear in a later issue of the Journal.

An old Negro woman in attendance upon the Monday morning police court was slumped in her chair, her head resting dejectedly upon one hand.

"Well, Mammy," suggested a compassionate lawyer observing her, "have you been fighting again?"

"No, sah," promptly came her indignant denial. "No sah, I ain't been fightin'. I been fit."—Life.

Secrets of Successful Trade Marking

Choose a Trade Mark That Can Raise a Family

By WALDON FAWCETT

The one line of advice that, above all others, is constantly dinned in the ears of trade-markers-to-be, harps on the idea of perpetuity. The beginner in branding and the expansionist who is taking on a new trade mark are alike admonished and double warned to do their christening for eternity, or the next thing to it. Sermons without end are always being preached on the theme that advertising is transient or fleeting but that one necessarily takes a trade mark for better or worse for the all span of a business life.

In considerable measure this emphasis on the presumptive lengthy tenure of a trade mark is jolly well justified. It all goes well in business a trade mark is placed to stay and to command respect and gather prestige in proportion to its age. There is, however, one fault in the solicitude for trade mark longevity. All the anxiety is manifest in the necessity or temptation to change a trade mark be encountered as time goes on. There is not appropriate and equivalent precaution to start business with a trade mark qualified to gather a more or less numerous household of junior or subordinate marks.

This second consideration is important, especially important in a line such as macaroni which has, or may easily establish, blood relationship with other food specialties. That a primary trade mark should be potentially paternal has been desirable from the earliest days of food branding. But it is doubly so, now that so many food marketers are ambitious to put their sales and distributive resources to the almost employment via the handling of "full lines" or families of products. In denying that a marketer may successfully put out a group of related or unrelated products, each going its independent way under a distinctive or individual trade mark. But obviously it misses some of the opportunities for team play and mass attack which are afforded when allied specialties, so called, or follow the leadership of an established veteran, whose coat-of-arms they share.

All this is not saying that the children and grandchildren of succeeding commodity generations should not have, each, its varietal or "personal" name just as in a human family the sons and daughters of the founder of the house are distinguished by christening or given names. But given proper exploitation in trade, it is the family name which carries force alike with old friends and new acquaintances who have been attracted by reputation. The

family name is, indeed, particularly valuable in supplying out of hand for the youngest child, consumer faith and public confidence that, in the case of an isolated specialty would require years to develop.

We humans, more's the pity, have no choice, usually, in the matter of family names. The average citizen is doomed to make the best of the clan cognomen which fate has handed him. But with macaroni candidates it is different; or should be if forethought be exercised. The founder of a macaroni dynasty may, if his sponsor is farsighted, be started in commercial life with such a name as may be conveniently and effectively transmitted to commodity offspring when the family tree begins to branch. Nor does the anticipation of full-line service narrow uncomfortably the choice of a basic name. Fancy and the suggestive faculty may be indulged at will in coining a nickname for the pioneer product if only there be due regard for the requisites of plural use.

It is difficult to prescribe hard and fast rules for a model, stretchable trade mark name. But the best-warranted Don't warns against a name that smacks too narrowly and intensively of the individual product that starts a line. The reason for this is plain. A designation that is bound up with and suited to only one single product lacks the elasticity for the ideal family-of-products name, even if the several members of the family are more or less alike in composition and in food function. With this pitfall to be dodged the indicated course is to base an expandable name upon the identity of a manufacturer or a seat of production rather than upon the specific physical characteristics of the initial specialty.

How wise it is to strive for the inclusive is well illustrated by the lack of trade mark creakings in the expansion of the house of Heinz. Even before the slogan of "57 Varieties" was thought of the Pittsburgh institution was lengthening its packaged menu under the name of the founder of the house. It is a fair guess that no such diverse assortment as now musters under the triangular banner would have been possible had the initial specialty made its bow to the public under an item-name suited only to the lone starter.

If a prospective marketer of a full line does not take kindly to sole dependence upon a surname it is always possible to call in the hyphen and parade the surname jointly with the several product names. Not only will

the nimble full line builder avoid burdening his trail-blazer with a nickname of narrow application but he will likewise dodge, as he would the plague, a food name that is restricted to one class or group of foodstuffs. Even if the macaroni captain is convinced, when he picks his buyword, that he will never want to handle anything outside the pale of macaroni, noodles, etc., it is just as well for him to play safe by finding a "family" name that will not cramp his style should he later change his mind. The "combination" and "hook up" idea is running so strong in many sections of the food field today that it is impossible to say what dissimilar products may not be marketed in conjunction. Competition may force macaroni men to undertake the distribution of little strangers in order to insure a welcome for their own staples. And when unrelated specialties join hands to smash consumer indifference it is the member with the most comprehensive name that usually spreads its identity over the coalition.

Oddly enough, one of the quarters in which a macaroni marketer needs to watch his step if he is ever to "branch out" is in the use in branding of the technique commonly known as the "health appeal." We say, oddly, because in recent years the health appeal theme has been the one most popular pivot on which to hang food labels and food advertising. There are 2 serious objections to a health hinting trade mark name as the nucleus for a full line. The first objection arises from the uncertainty of the character of some of the products that may sooner or later be added to the line. The initial product, we suppose, has genuine dietetic value to justify a name in keeping. But with the passing years the marketer may want to add supplementary products that may be flavory and appetizing but that cannot consistently sail under the banner of a corrective, remedial or tonic food specialty.

The second good and sufficient reason for being wary of health appeal marks for a lengthening full line is the element of timeliness or current application which is present in the average suggestion maker of this kind. Reflect on the conspicuous examples of the era and you will realize that most of the health appeal catch words are based on fads or fashions of the period. The "reducing" diets, the "balanced" menus, all this talk of vitamins and calories, are more or less hobbies of the hour. Capable of tremendously effective capitalization, no doubt, in stimulation of immediate sales. But scarcely the

sort of standard classics among human emotions on which to hang full line captions that are to encompass a widening circle of products, today, tomorrow and the day after tomorrow.

Finally, is a policy of conservatism in line mark selection to be urged where there is a chance that the family of products will not only increase numerically, but, likewise, spread out geographically. To start, say, with a blanket trade mark that is local in flavor or has a regional or sectional appeal, is to rue the day of selection when, if ever, opportunity is offered to invade the further territory where the provincial brand is meaningless, and, maybe, downright inappropriate.

Macaroni Trade Mark Bureau

A free search and study of brands and their registrations supplied by the National Macaroni Manufacturers Association collaborating with the National Trade Mark Company.

(1) "Napoli" and "La Napoli" Brands

A careful examination of the trade mark registrations of the patent office shows several registrations for these trade marks.

"Napoli," "La Napoli" and "La Napolitana" have all been previously registered for macaroni and spaghetti and are the properties of the firms first registering and using these brand names.

(2) "De Luxe" Brand

The trade mark "de Luxe" has been registered for a great many food products and while the records show no specific registration of this brand for alimentary pastes, the courts and the patent office have always considered a registration as applying to all food products of the same descriptive properties.

NOTE—Macaroni and noodle manufacturers contemplating the registration of new brands should consult the Macaroni Trade Mark Bureau, addressing all letters to the secretary at Braidwood, Ill. In addition to helping manufacturers, the National association seeks to avoid any complications that arise out of duplications, infringements, etc. A helpful service that should be made the greatest use of.

Let Label Tell Story

Joseph Freschi of Mound City Macaroni Co., St. Louis, Mo. is author of the resolution adopted by the national convention in June authorizing appointment of a special committee to fight for new legislation on macaroni labeling. He long has been an active leader in the macaroni association and believes that many of the industry's troubles can be cured by fair legislation. (See quality committee report for full text of resolution.)

To substantiate his position and contention he quoted from a syndicated article by Calvin Coolidge, former president,

pleading for greater fairness in business and more thoughtfulness for all who are in any way connected with the industry as producers and users:

"It is a very sound business principle to let the other fellow make a profit. That was the essence of the slogan we heard a few years ago about passing prosperity around. The same thought is involved in paying good wages and fair prices. Cutting prices call for cutting wages in the end.

"This is often the basis of the complaint against large concerns. When they control a large percentage of production they control the prices of the



Jos. Freschi

raw and unfinished materials used in that trade. They become almost the whole market for them. Under this condition there is a strong tendency in the name of efficiency and good management to squeeze out the small concerns furnishing these materials. But it is not usually good business.

"We are all so much a part of a common system of life that the business world is not healthy unless we all have a chance. A profit made by squeezing some one else out of a livelihood will almost surely turn up later as a loss. The great asset in trade is GOOD WILL. The best producer of good will is the profit which others make."

—Calvin Coolidge, Northampton, Mass. June 17, 1931.

Why Good Times Are Coming

It takes no gift of prophecy to foresee that in the long run the economic hardships of the present year will prove to have been among the most fertile in American history. In diverse ways the country is making a fresh examination of itself, its problems and its aspirations. People are substituting work and thrift for speculation.

"We are beginning to look at common problems from the other man's point of view," says William L. Cheney, editor of Collier's Weekly, in a summary of the lessons of adversity. "Not because we are more virtuous or unselfish than before but because we realize that in no other way can we arrive at rational solutions."

The Smoot-Hawley act has thus compelled Americans to think about the tariff with minds less prejudiced than ever. Because times have been hard they have learned that foreign trade is a two way street, and that if a nation won't buy it can't sell.

"As a nation we have comprehended more of the essential facts of world trade in the last 12 months than in any previous decade of our national existence," declares Mr. Cheney. "We shall do well to act upon what we have learned. We have drifted long enough. Never has leadership had a better chance. As our problems are grave, so too is our opportunity great for an advance from all directions."

In many ways the necessities of the times seem to be driving Americans to confront conditions and to think about policies which they preferred to ignore or to accept without question so long as conditions were easy. Andrew Mellon is quoted by Collier's as saying: "We still have much to learn in the maintenance of production on an even keel and the achievement of a process of orderly and broad distribution of products and services."

Apparently it is just becoming evident that the United States cannot have orderly distribution and economic anarchy at the same time. People must learn to cooperate if they are to prosper.

One Thousand Luncheon Talks

The subject of food is always with us. At the present time, wheat and the food products manufactured from this grain are receiving the attention of our state and federal governments and the public in general. For years the members of the American Association of Cereal Chemists have been engaged in the scientific control of the milling, baking and macaroni industries. They are thoroughly familiar with the subject of wheat and the products manufactured from the cereal. Members of the association are situated in almost every large city in the United States. Luncheon clubs, such as the Lions, Kiwanis, Rotary, Torch and others are frequently in need of speakers. Recognizing this opportunity, the publicity committee is scheduling appointments with these luncheon clubs for talks to be given under the auspices of the A. A. C. C. These talks will prove of common benefit to members of these clubs, the cereal chemists, wheat growers, also the milling, baking and macaroni industries.

Should anyone desire further information regarding these activities, write to the chairman of the Publicity Committee, C. C. Harrel, Commander-Larabee Corp., Minneapolis, Minn.

Dr. Harrel proposed at the recent convention of the National Macaroni Manufacturers association that the industry take advantage of this opportunity. At the first meeting of the Executive Committee July 30, it was voted to cooperate in every way with the program outlined by the Cereal Chemists association.

Consolidated Macaroni Machine Corporation

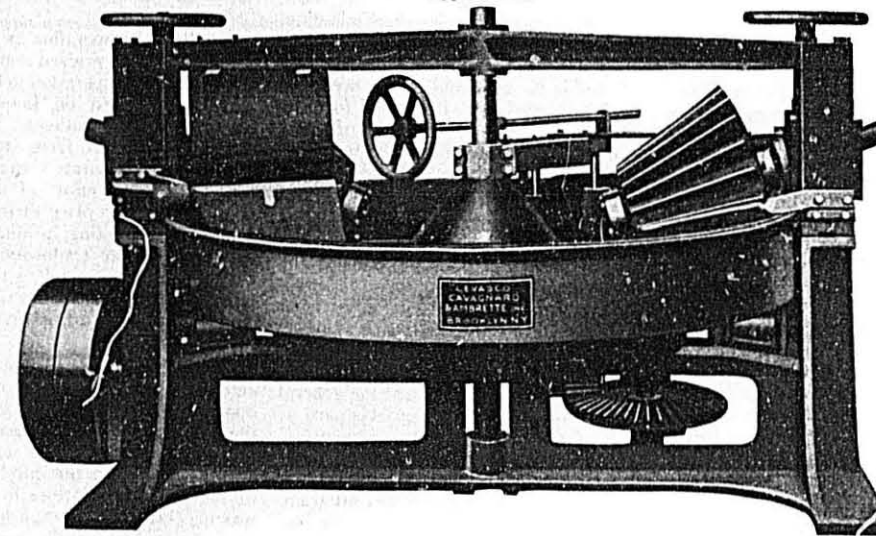
FORMERLY

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

» Macaroni Manufacturers as Pioneers in Business Cooperation

By JULIAN ARMSTRONG
Of Armstrong Bureau of Related Industries

The foresight and aggressiveness displayed by the macaroni manufacturers in their present cooperative advertising campaign through the National Macaroni Manufacturers association recalls an earlier effort on the part of a small group of this industry which contributed an important chapter in the making of cooperative business history.

Back in the winter of 1919-20 a few "pioneers" in the macaroni industry were organized under the direction of the Armstrong Bureau of Related Industries as the "Macaroni Manufacturers Industrial Council." The charter members of the group included Birmingham Macaroni company, Briggs Cereal Products Co., The Cleveland Macaroni Co., Foulds Milling company, Gooch Food Products Co., The Huron Milling company, F. A. Martoccio Macaroni Co., and Southern Macaroni Co., with Tharinger Macaroni company coming in after the movement was under way, and Cleveland withdrawing in the early stages when they found the change from cutthroat to ethical business operations too great a strain on their existing system.

The objective of this pioneer cooperative organization was twofold: first, to eliminate through joint counsel and determination destructive practices and unfair methods in the marketing of macaroni; and second, to increase the consumption of the product.

The process of improving merchandising methods, constituting the first objective, covered the operations and activities of all the factors concerned with the distribution of the product, and each of these 6 units was clearly defined:

1. Branch houses
2. Commission agent or broker
3. Jobber
4. Retail dealer
5. Chain store
6. Consumer

Merchandising policies and trade abuses—including standards of package size, slack filled packages, so-called "free deals," subsidizing jobbers' salesmen, rebating, guarantees against decline, false and misleading labels, etc., etc.—were analyzed and subsequently used as a basis for a trade practice conference, when the majority of the industry (both members and nonmembers of the Macaroni Manufacturers Industrial Council) responded to a call from the Federal Trade Commission, at the instigation of the Armstrong Bureau and the Macaroni Council, and assembled in Washington on June 25, 1920.

Here, again, the macaroni manufacturers pioneered, among the very first of all industries which have since held trade

practice conferences before the Federal Trade Commission.

Phases of unfair competition were there clearly defined, and outstanding among the abuses ruled against by the Federal Trade Commission were slack filled packages and price discrimination. The definitions of these 2 evils, as drafted by the Armstrong Bureau and adopted in the macaroni conference, have since been used in their original form by other industries, the records of later trade practice conferences thus reflecting the influence of these early pioneers.

The second objective of the Macaroni Council—increasing the consumption of their product—which is duplicated in the present more ambitious program of the National Macaroni Manufacturers association, also embraced an advertising campaign in daily newspapers of 9 metropolitan cities. The \$3000 appropriation then subscribed represented an unselfish contribution toward the general welfare of the industry on the part of each of the participating manufacturers far in excess of the amount of his check.

As a ground work for these objectives, and with the launching of this program, the Macaroni Council instituted an exchange of statistical information through the Armstrong Bureau whereby each participant was kept systematically informed concerning the past operations of his competitors, of deviations from recommended merchandising practices, and of pertinent information concerning the market for macaroni, all of which made for more intelligent conduct of his business along lawful, ethical lines.

It is interesting to note that the methods and manner of this statistical exchange, as it was then conducted, have since been approved by the United States Supreme Court (in the Cement and Maple Flooring cases) and endorsed by the Department of Commerce.

The competitive situation today is similar in many respects to the problems that confronted the macaroni manufacturers in 1919. World wide market and business conditions make intelligent competition and sound, practical cooperation vital to the future of individual businesses and to the progress and development of industries.

Increase in the use of macaroni has been negligible in the past decade. During the war period the consumption in the United States dropped from 6 to 4 lbs. per capita, while France and Italy consumed 45 and 70 pounds, respectively, per unit of population. The Bureau of Agricultural Economics estimates the 1929-30 per capita of all products made from seminola and durum wheat to be only 4.67 lbs.—a per capita increase of

less than 1% in 10 years. This emphasizes the need for the advertising campaign in which the industry is at present engaged, and its success is dependent no small degree upon the measure of cooperation which each of the contributing factors gives to it.

Intelligent cooperation is vital to the success of any organized market development effort. Cooperation to be intelligent must be founded on knowledge; knowledge to be authentic and dependable must be gained from facts grounded upon live and accurate statistics. Therefore the present effort of the macaroni manufacturers to place their business on a permanent footing, profitable alike to the industry, the trade and the public will accomplish its end, with a tangible profit to every unit of the industry, if it is built upon such a firm and well rooted foundation.

It may be safely said that we are now entering upon a new phase of the development of cooperation in business. In the past, manufacturers have proceeded with the association idea under the fallacious belief that the enrollment of the producing factors in an industry was necessary to accomplish results.

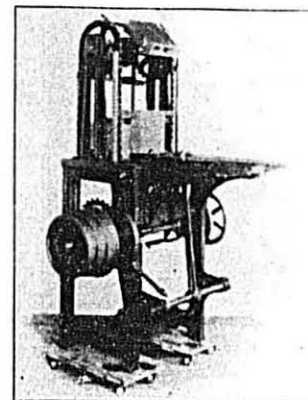
Under the changing trend it is becoming more evident that a slight majority of the manufacturers in an industry can profitably coordinate sales efforts and jointly combat operations of an undesirable minority representing, in most cases, the type of producer who is clearly "misfit" in the industry from the standpoint of equipment, integrity and ethics but who, under our present demoralizing business system, is unfortunately permitted to set the pace for his competitors in selling practices, prices, terms and conditions, resulting in the present picture of industrial chaos with which we are all too familiar today.

There is no more concrete proof of business history of the law of the "survival of the fittest" ("fittest" in its literal sense of healthiest, from the standpoint of honesty, integrity and fairness to trade and competitors) than the instances of the non-cooperators in the last decade of the macaroni industry. If the roll were called, and the "demises" checked according to their fitness, the black border that encircles their names would be found to emanate from the black marks against them in the days of their selfish and unethical operation.

The little group of 1919-20 pioneers, however, with other constructive workers of their day, made cooperative history and established methods and precedents which are widely used and followed today.

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

Peters Package Machinery



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

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

PETERS MACHINERY COMPANY

4700 Ravenswood Avenue

CHICAGO, ILLINOIS

» » The Quality Committee Work «

By B. R. JACOBS, Secretary

The convention issue of the Macaroni Journal contains 2 very important articles anent the quality of our products. The first of these is Martin Luther's report of the Quality Committee, and the second is the address of Dr. W. S. Frisbie, chairman of the Food Standards committee, U. S. Department of Agriculture.

Mr. Luther in his report has shown the grade of raw materials that are being used by some of our manufacturers and the efforts that have been made from within the industry to eliminate the use of inferior grade raw materials. He has also shown that even with all the publicity that this practice has received, it has not been cured, and there is evidence to show that it is actually on the increase.

Mr. Luther also showed that it is going to be necessary to have some sort of legislation that will absolutely prohibit the use of inferior grades of raw material in the manufacture of macaroni products, unless the fact is made plainly known to the consumer.

Dr. Frisbie gave a review of the efforts of the Department of Agriculture to establish standards and definitions for macaroni products since 1914, when the department issued its first definition of macaroni products. The history of these efforts plainly shows that practically nothing can be accomplished by regulation, and that it is necessary to have legislation which will define and standardize our products before all the manufacturers will comply.

The industry as a whole is conscious of this fact and for this reason: On the last day of the convention after this matter of quality had been thoroughly discussed, Joseph Freschi of St. Louis offered a resolution, which was unanimously adopted. The resolution follows:

RESOLVED, That the report of the Quality Committee of this association submitted at this meeting be and is hereby accepted and approved, and further

RESOLVED, That in the interest of the consumer and of the industry as a whole, existing legislation be amended similar in principle as to the quality standards in the provisions of the Mapes bill recently enacted by Congress, shall be enacted and enforced with reference to macaroni products, including egg noodles and further

RESOLVED, That a committee of 5 members of this association be forthwith elected whose duty it shall be to urge and secure legislation conformable to the Mapes bill as applicable to macaroni products, including egg noodles; such committee to have and exercise such further duties incident to the foregoing as shall be in its judgment necessary and needful in the premises. Adopted unanimously with representatives of every firm in attendance arising and recorded as voting in favor of the resolution.

The committee referred to was elected and met that same day to organize itself and begin its work. The committee is as follows:

Martin Luther, Chairman; Messrs. Gioia, Freschi, Manager and Canepa. The committee appointed me secretary, since a great deal of the work will be done at Washington.

To carry out the wishes of this committee, I have called for a large number of samples of macaroni products and the raw materials used in their manufacture. These will be analyzed and tested in



Dr. B. R. Jacobs

other ways to determine how nearly it is possible to correlate the "quality" of the raw material with that of the finished product. It is hoped that enough data will be obtained from this work to enable us to recommend limits of composition in the standards that may be adopted by the Department of Agriculture.

I urge every manufacturer who is interested in having proper standards for his products to read the two above referred to articles in the June issue of this Journal, and to forward his views either to me or to Mr. Martin Luther, care Minneapolis Milling Company, Minneapolis, Minn., so that the committee can give them consideration and to help the committee make the kind of standards that will more nearly represent the desires and interests of the industry.

Why Back to Normal?

By ROBERT R. JOHNSTON, Advertising Executive, New York City

Almost every article, speech and even conversation sooner or later seems to get around to some such expression as "When things get back to normal, such and such should happen."

What is this thing called "normal"? And how do we know when it existed and when we may expect to reach it again?

Average, yes, we can figure averages over the 5 years 1924 to 1929, or any

other arbitrary period, or we can use "prewars" as a basis for discussion—what good does that do now? And what harm?

Would it be sane to call '28 or '30 normal? Manifestly not. Or '30? God forbid! Well, if these are abnormal or subnormal, what license is there to take any period of years and call it by this meaningless name of normal?

Isn't it just barely possible that every year, every period, yes every month, normal for that particular time and condition of the public mind?

From '23 to '29 the normal state of mind of Americans and most of the world was to believe that tomorrow would be better than today and consequently to discount the future—to plan new things to do—new enterprises, greater expansion—wider markets. Now the public mind is scared stiff. Tomorrow we spent a dollar with faith we'd have another and maybe 2, tomorrow. Now we hang on to nickels for fear they'll come pennies.

But why isn't this condition normal? Europeans, particularly the Scotch and French, have had to practice frugality for years. How do we know America has not reached the stage of development where prodigal spending is a thing of the past?

We cut down our forests—and spent them. We opened new land—and spent it. We found gold, silver, iron and copper—and spent them. We developed new industries to take up the saving in man power by machines—and spent and spent.

Better farming—jobs in the mines. Better machines—jobs in automobile factories. Straight line production—jobs for garage men, chauffeurs. Radio absorbed its share of man power.

But what next? Hasn't man power to be absorbed back into existing industries?

So why not think of the present situation as normal? Why not stir the public mind to ambitious projects with existing industries. Why shouldn't men find the courage to go into business for themselves, promote for all they're worth, take men in with them?

Have men stopped thinking about what they'd like to do? Is ambition dead in this country of ours? Can't we take ordinary business risks any more? Haven't we any "guts"?

Of course the future is a curtain difficult to penetrate. But progress lies in the desire to penetrate it—individual courage to brave hazards—fight for rewards.

Normal? Today is normal for tomorrow may just as well be abnormal as subnormal compared with today. It will not be better unless every man here of us wants to make it better, tries to do more and has faith and courage of his desires.

August 15, 1931

THE MACARONI JOURNAL

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Controlled Milling

Guarantees the Uniformity of

COMMANDER SUPERIOR SEMOLINA

THE reason for the unfailing uniformity of Commander Superior No. 1 Semolina is our system of controlled milling.

Before the Amber Durum Wheat used in Commander Superior No. 1 Semolina is accepted at our elevators exhaustive tests are made to determine its exact protein content and its color. Our storage facilities are so large that first quality Durum Wheat is available at all times. Then during the entire milling process—at every stage—continuous granulation, color, and protein tests are conducted.

The guaranteed uniformity of Commander Superior No. 1 Semolina explains why 75% of our orders are repeat business. It will pay you to join the ranks of satisfied users of Commander Superior Semolina.

YOU COMMAND THE BEST WHEN YOU DEMAND COMMANDER

COMMANDER SUPERIOR SEMOLINA

Commander Milling Company
Minneapolis, Minnesota



Spaghetti Recipe Winner Over Twenty Foods

One of the most interesting items reported at the advertising session of the macaroni manufacturers convention last June was the victory of spaghetti in a contest with 19 other food products staged by the Nation-Wide Service Grocers of St. Louis and reported by Harry W. Wibracht, president of Checker Food Products Co. When the final award was made at the close of a contest that lasted 20 weeks the spaghetti recipe submitted by Mrs. A. Dietrich of 4525 Tennessee av., St. Louis was awarded first honors.

Having in mind the suggestion that macaroni manufacturers could best capitalize the national advertising campaign by staging a publicity campaign for their own brands in any one of hundreds of ways open to such publicity, Mr. Wibracht agreed to affiliate with 19 other food manufacturers to put on a recipe contest. Each week the publicity would center around one of the foods and customers of the Nation-Wide Service Grocers were invited to submit recipes wherein that particular food was the principal ingredient. A weekly prize of \$35 was awarded the winners and at the conclusion of the contest grand prizes were distributed.

The campaign was a great success according to Mr. Wibracht, macaroni products getting a well deserved share of the publicity each week and first honors in the grand award. Something like 1400 macaroni recipes were submitted during the 20 weeks, surpassing in number many of the foods that are generally recognized as the most popular in retail stores.

The first or grand prize of \$500 went to Mrs. A. Dietrich for her spaghetti recipe, "not because it's the best spaghetti recipe that we have ever received or tested," said the award judges, "but because macaroni products are becoming more and more popular."

The prize winning recipe follows:
Checker Spaghetti

1 lb. Checker Spaghetti
1 tablespoon salt
1 small can Spanish tomato sauce
2 medium sized onions
2 small pods garlic
3/4 teaspoon pepper
1 large can tomatoes
1/2 lb. butter
1/2 teaspoon paprika
1 lb. ground meat
3 bay leaves
1 small can mushrooms

Divide butter and place in 2 separate kettles. Brown finely chopped onions in one and the meat in the other. Place browned meat and onions in one kettle. Add can of tomatoes (strained), tomato sauce, bay leaves, garlic (chopped fine), paprika, salt and pepper. Cook 1/2 hour, stirring frequently. Add mushrooms and cook another half hour.

Cook spaghetti till tender. Drain, but do not blanch. Place spaghetti on large platter and pour over it the Checker Spaghetti Sauce. Sprinkle with grated cheese and garnish with sliced hard boiled eggs.

The second prize during macaroni week was awarded to Mrs. L. B. Buchheimer of 2815 Utah st., St. Louis for a splendid and appetizing spaghetti salad,

and third prize to Mrs. L. J. Seick of 2000 Benton st., St. Louis for her tasty macaroni loaf recipe.

Opportunities for popularizing macaroni products are endless and the wide-awake manufacturers and distributors should take advantage of the popular interest in this foodstuff to emphasize its true food values and appetite appealing qualities to the receptive housewives of the world who anxiously await suggestions that will help solve their meal getting problems.

Was This a Trick?

I want to say a word in this article about one phase of fire insurance which is very often neglected. Judging by the reported cases, more suits arise out of this than out of almost any other provision of the policy.

All fire insurance policies provide that in case of fire, notice and proofs of loss shall be delivered to the company in the way provided by the policy. Very often this isn't done, and in many cases it isn't done because the insured gets in touch with his local agent, who either promises to handle it but fails to do it, or by his attitude in the matter puts the insured off his guard so he doesn't do it. It is no exaggeration to say that hundreds of thousands of insurance money has been lost in this way.

Remember what I have so often said before—that most fire insurance companies will take advantage of even the smallest lapse on the part of the insured along this line.

A few weeks ago a case like this arose between a merchant named Cocceolle and the Westchester Fire Insurance Co. Cocceolle had some stock which he had stored in a rented building. There was a fire which completely destroyed both building and contents. Cocceolle notified the company at once of the fire and sent it a list of the articles destroyed. All this was delivered to the local agent, who instead of notifying Cocceolle that the proofs were not in the form required by the policy, sent the papers in to the company's main office. Somebody there sent them back to Cocceolle with a letter reading: "The enclosed list was forwarded to this office by McMillen and Killnes (the local agents) and we are returning same direct to you and demand that you comply with the policy contract. Signed John L. Lester, manager."

Now the way in which this letter of

Lester's is worded seems to me to be highly significant. It would have been extremely easy for Lester to tell Cocceolle—by his name I judge he is a foreigner—precisely what he had to do to "comply with the policy contract," but no, Cocceolle was left to grope it out by himself. Whether the insurance company did this with the hope that he would bungle it and thus give the company a defense is a matter of opinion.

Well, at any rate, Cocceolle furnished no further proofs of loss. He did write Lester an illiterate letter which can be tortured into a suggestion that Lester tell him what he was supposed to do, but Lester never replied.

The company refused to pay, and Cocceolle sued. The company defended on the ground that proofs of loss had not been furnished as provided by the policy. The jury in the lower court gave Cocceolle a verdict for the full amount of his claim and the appeal court affirmed. The latter court said:

The question before us now is whether a waiver of the proof of loss on the part of the company? There is no doubt that there was notice of loss sent to the local agent and that the company was apprised of the fact and also received a list of the articles destroyed. The purpose of this list, no doubt, was to give the company information as to the articles destroyed and might be considered by the jury as an attempt to do what the insured thought was required of him under the terms of the policy. When this list was returned to him by the so-called manager of the company, there was evident reluctance on his part to give the exact information as to what was wrong with the list. The demand that the insured should comply with the policy contract conveyed no particular information to the insured, who was a man of limited education, as to what was required of him and his reply requested an answer which was never forthcoming. Fair dealing would require that the information which the plaintiff sought should have been furnished. Upon receiving proofs of a loss, furnished by the insured, as an attempt to comply with the requirements of his policy, it is the duty of an insurance company to examine them, and if they be found objectionable, to return them, pointing out the particular defects therein.

The court therefore held that the insurance company, by its conduct, had lost the right to demand any further proofs, or to defend on the ground that they had not been furnished. And Cocceolle got his money or what was left of it after he had paid expenses. And another insurance company scheme failed, but they don't always fail.

*A. R. 9-19-30, P. 360
By ELTON J. BUCKLEY, Counselor-at-Law, 1415
Real Estate Trust building, Philadelphia, Pa.

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

Use



QUALITY

SERVICE

KING MIDAS MILL COMPANY

MINNEAPOLIS, MINN.

Write or Wire for Samples and Prices

No. 1 SEMOLINA

SPECIAL SEMOLINA

No. 3 SEMOLINA

DURUM FANCY PATENT

CAPITALIZING THE CAMPAIGN

How the American Beauty Macaroni Company Tied Up With the National Macaroni Publicity Campaign

By LOUIS S. VAGNINO

When our association undertook the 4-year program of national advertising, it was our problem to secure local tie-up which would associate our company as a participant with the national campaign. Our success in the national campaign depended on results of our tie-up advertising in the territory in which we operate.

The association started the ball rolling with a \$5000 recipe contest in its program, to teach millions to eat more macaroni. This contest for housewives was announced in the leading women's magazines with full-color advertisements, excellent in appetite appeal and offering a free recipe book of selected macaroni dishes.

We could not hope to equal this elaborate national campaign, but believing that the housewives would be attracted by the Recipe Contest in our territory, we decided to augment it with a contest for children. This decision was reached after studying the results attained by many food manufacturers in appealing to youngsters.

Fortunately, the mark of identification selected by the National association carried 3 humorous figures, called the "Energy Trio." We took these 3 and personalized them as "Macaroni Mac," "Spaghetti Joe," and "Egg Noodle Nell." They were used in our territory to announce in the newspapers a \$500 letter contest for boys and girls 12 years or younger. All that was required in the contest was a simple letter

ter telling how macaroni helped their mothers save on the food bill. Introduced in the newspapers, with advertising of comic strip nature, as Macaroni Mac's Energy Trio, the 3 cavorted through amusing adventures in school, visiting sick children, reading contest letters, and helping Mother—always

stressing the health and economic features of macaroni foods.

In conjunction with the prize offered for letters, funny Macaroni Mac doll, that stands on his head, was featured. This doll, all ready to stuff, could be obtained by a boy or girl sending a contest letter and 10 cents. As the fame of the Macaroni Mac doll spread through the schools and neighborhoods, children requested parents and grocers for help in getting a doll, too.

To strengthen the newspaper presentation of Macaroni Mac, Energy Trio various radio broadcasts were contracted for to explain the American Beauty Macaroni \$500 letter contest and in dramatizing Macaroni Mac as a tangible personality over the air. One juvenile program by 2 well known characters included Macaroni Mac as visiting artist.

All contest letters and the receipt of 10 cents for the Macaroni Mac doll were acknowledged with a personal letter from our company, accompanied with a pencil carrying the company's signature.

Believing that children's interest could be gained in a brief period, we limited the contest to 2 months. The influence that children may have on the daily menu is often overlooked, but this campaign directed to children and carrying a free Recipe Book for Mother has proved a point in favor of the consideration of children as a potential market.

Jobbers and dealers alike were eas-

MACARONI MAC SAYS GROW STRONG ON American Beauty MACARONI 3 Packages for

SPAGHETTI JOE SAYS—I MAKE EYES SPARKLE American Beauty SPAGHETTI 3 Packages for

EGG NOODLE NELL SAYS—FOR PINK CHEEKS American Beauty EGG NOODLES 3 Packages for

August 15, 1931

interested in this unusual juvenile contest idea. Our salesmen found that the advance proof sheets of the newspaper advertising was a new wedge for interesting dealers. As one salesman puts it, "This Macaroni Mac campaign is one that grocers will really read." The outstanding regional trade papers of the midwest territory carried space telling of Macaroni Mac and the sales-building antics of the Energy Trio. Novel window displays and counter cards were offered to help the grocer cash in on the letter contest, as well as on the National Macaroni Recipe Contest by the association. Colorful dodgers supplied to the grocers for house to house distribution created active interest in the letter contest.

These comical figures will live through a year, at least, in the publicity of our company—endearing themselves to children, while mothers will be cultivating the macaroni habit, actively urged on by the national campaign in the larger space and the larger prizes that are possible with this national group effort.

Libeling Competitors Risky

Of course, no really up-to-date business concern would permit its employees to slander or even speak ill of its competitors, but now and then some overzealous salesman is led astray in this direction, and perhaps without thinking of the consequences of his action, starts rumors about a competitive concern. A case of this kind was recently decided in

court, and the firm which had permitted its representatives to start slanderous, and to make it worse, absolutely unfounded rumors about a company in the same line of business, learned to its sorrow and financial setback that these things cannot be done with impunity. The defendant firm, when the case first came to trial, was mulcted \$500,000, which sum was, however, reduced to one half by the court of last appeal. The case in question is all the more interesting since the plaintiff had no evidence to present that he had actually sustained financial loss through the libeling by his competitor, but the court nevertheless found that the plaintiff had been put to great expense in counteracting the propaganda started against him and reassuring his dealers and customers of the exact standing and reliability of his firm. It is a well known fact that all rumors based on bad news travel like the proverbial snowball down hill, and thus considerable mischief may be done by an unthinking salesman who perhaps has no other object in mind than to get additional business for his own firm, little dreaming of the wrong and injustice he is doing the competitor.—*Bakers Weekly*

Salesmen as Gloom Mongers

E. Markel runs a wholesale flour, sugar and allied products business at Mt. Vernon, N. Y. In passing it may be explained that Mt. Vernon borders on the city of New York—it is not a little

village stuck away in an Adirondack fastness but a thriving community directly across the big city line.

It is all the more amazing, therefore, to hear Mr. Markel tell, as he did one morning last week, about the ponderously heavy and dark comments concerning business conditions dropped by men who are supposed to be salesmen and who are calling on Mr. Markel to sell certain grocery sundries—not in dozen lots but in cartons.

There is scarcely one gloomy fact about the present business outlook that these salesmen overlook. Every dire story, every failure, every case of poor credit is not merely stored away in their heads but is right on the tips of their tongues all ready to pour out in an unbroken flow at the slightest provocation, and very often with no provocation at all.

Do they expect that a recital of business catastrophe is going to stir a business man into a buying fury? Is it their notion that the way to get a man to buy is to scare him into a conviction that the business world is coming to an end?

There are too many salesmen out calling today who succeed in doing nothing else other than leave a trail of despair in their wake. They accomplish no good; on the contrary they do positive harm. *Excerpt from Printers' Ink*

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.

PLAN REGIONAL MEETINGS

The macaroni manufacturers in attendance at the Chicago convention last June went unanimously on record for frequent Regional Meetings to keep the local manufacturers and association officers in closer and more friendly contact.

At the first meeting of the Executive Committee July 30 in Chicago a schedule of 3 test regional meetings was submitted by Secretary M. J. Donna and adopted, tentatively set as follows:

First, in Milwaukee, Sept. 10 with Vice President G. G. Hoskins and Association Adviser F. J. Tharinger jointly presiding.

Second, in St. Louis, Sept. 14 with Directors John Ravarino and L. S. Vagnino jointly presiding.

Third, in Pittsburgh, Sept. 17 with

Directors G. Guerrisi and R. V. Golden jointly presiding.

The program calls for a morning session and an afternoon meeting. These test meetings will be for members only. Later meetings will be arranged to which representatives of local nonmember firms will be invited.

Besides the directors in charge, the association will have as spokesmen Merchandising Manager H. M. Ranck and Dr. B. R. Jacobs, Washington representative. Secretary M. J. Donna will make the arrangements.

The association officers and especially the members of the executive committee are anxiously awaiting to learn the attitude of the member firms in the several districts toward the meetings proposed and on their interest will depend the arrangement of future similar group gatherings.

28 Ways to Lose Fire Insurance

By ELTON J. BUCKLEY, Counselor-at-Law,
1650 Real Estate Trust Building,
Philadelphia, Pa.

In the past I have devoted quite a few articles to discussing fire insurance policies—the extent to which they are not understood, or to which their provisions, through ignorance of their existence, are ignored, or to which policy requirements as to what, shall be done after a fire, are not kept.

The point is that unless the conditions of the policy, not only while the risk is being carried, but after a fire, are strictly observed, the insurance may be lost. And remember that the insurance company which is carrying your insurance knows and understands every line in the policy, and will jump at the chance to seize on some sin of omission or commission on your part.

Not long ago a group of insurance auditors decided to check over a lot of policies on which the insurance had been lost by some inadvertence on the part of the insured. Their examination covered a considerable period, and was finally summarized in the following list, which certainly ought to be widely printed.

Remember here are twenty-eight types of negligence which cost and are still costing policy holders the full value of their insurance:—

1.—Policies do not correctly state name

of insured—individual, co-partnership, trade name or corporation. Not properly revised when changes in firm status are made.

2.—Policies covering chattel mortgaged stocks of merchandise and lacking chattel mortgage clauses.

3.—Where policyholder thinks he has fixtures insured but policies cover only stock or vice versa.

4.—Policies which have not been renewed; i.e., policies which are not in effect, but which the owner thought had been properly renewed.

5.—Policies written with non-concurrent forms. All policies on the same piece of property should read alike.

6.—Policies not permitting other insur-

7.—Over-insurance. Policies totaling in

8.—Policies intended to cover merchandise stored or located in building attached to or adjoining the main building, but which do not, on account of the attached or adjoining building being of different construction.

9.—Policies covering property where fire-works are handled without proper permit.

10.—Several policies covering the same property, some of which carried a co-insurance clause and others did not.

11.—Policies containing co-insurance clauses which policyholders did not know were in the policies.

12.—Policies containing co-insurance clause where the amount of insurance was not in proportion to the value of the property.

13.—Policies containing co-insurance clause, but proper credit in the rate not given.

14.—Policies on property where a reduction amount more than the value of the property.

ance on property, but other insurance being carried.

tion or increase in rate had been made, but proper credit or charge had not gone through.

15.—Policyholders who fail to check up the amount of insurance carried.

16.—Errors in location. Policies covering on the same property, some written at wrong location.

17.—Policies which were improperly signed or not signed at all.

18.—Policyholders who think furniture and fixture insurance covers a gasoline pump located on the curb and other equipment outside the store not specifically mentioned.

19.—Policies covering or duplication of other policies covering on all merchandise or all fixtures.

20.—Policies written on annual basis that could be written on a three-year basis at considerable saving to policyholders.

21.—Policies that contain freak or unusual forms, detrimental to the best interests of the insured.

22.—Errors in describing construction. Concrete or tile buildings described as brick; brick veneer described as brick; shingle roofs described as composition, and vice versa.

23.—Policies written covering the same property at different rates.

24.—Iron Safe Clause attached to policies and its provisions poorly understood.

25.—Gasoline being handled without gasoline permit.

26.—Foundations included in building values, when they might safely and economically be excluded.

27.—Slight alterations and improvements of property and risk which would permit of rate reductions.

28.—No rate reduction account insured failing to notify companies of the removal of exposing hazards.

Among the readers of these articles there will be a few—a very few—who will know that their fire insurance situation is free from all of the above. The great mass won't know anything about it. My advice to them is to call in their insurance agent, and have him check up on the whole 28 ways in which they can lose their insurance.

THE CHEERFUL MAN

Thank God for the man who is cheerful
In spite of life's troubles, I say;
Who sings of a brighter tomorrow,
Because of the clouds of today.
His life is a beautiful sermon,
And this is the lesson to me—
Meet trials with smiles and they vanish
Face cares with a song and they flee.
—The Meccan.

He who gets there first with the best goods and the best talk will land the best business.

S. A. B. I. E. M. Bologna, Italy

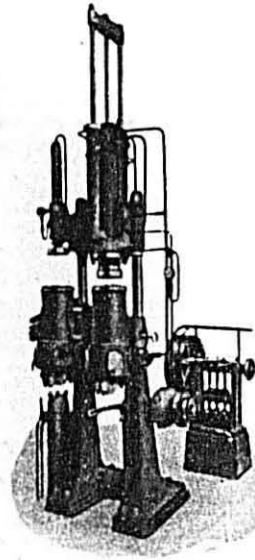
Italy, the land of savory macaroni manufacturing, offers for your consideration its latest patterns of perfect-ed macaroni and noodle machinery.

Please apply for Catalogues to Export Managers:

Meneghini & Moriondo
Via Monte Napoleone (26)
Milano, Italy

Wanted: Sole Agents for U. S. A. markets in New York, Chicago, San Francisco, New Orleans; also for Canada.

Demonstration and Show Rooms Desirable.



Day in and Day Out Dependability

NORTHLAND Semolinas have won for themselves the distinction of being absolutely dependable. They will produce quality macaroni for you every day in the year—macaroni that will have the color, flavor, and strength you desire.

Northland Fancy No. 1 and Northern Light Semolinas are both recommended for their uniformity and unusual quality. Use them once and you will know why manufacturers who want a dependable producer say—Northland.

NORTHLAND MILLING COMPANY

MINNEAPOLIS, MINNESOTA

New York Sales Office: 4106 Chrysler Bldg.

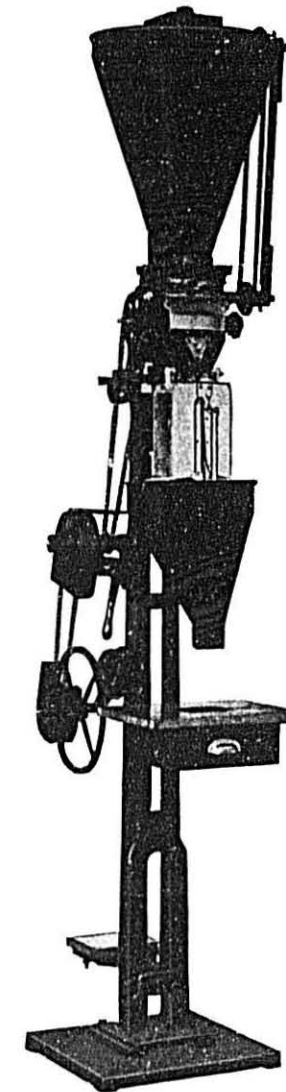
TRIANGLE

Automatic Macaroni Weigher

Incomparable in accuracy and operation for the handling of elbow and short cut Macaroni and Spaghetti; Shell, Alphabet, Etc.

Low in Cost--High in Efficiency

ASK ONE OF THE MANY USERS



May we give you complete information?

Triangle Package Machinery Co.

912 N. Spaulding Ave., Chicago

30 Church St., New York 316 Clay St., San Francisco

» » MACARONI PRICE SPREAD « «

According to figures compiled by the bureau of labor statistics U. S. Department of Commerce and reported in its April 15 release, macaroni products show an unusual wide spread between its highest average price and the lowest average price for which this product was sold at retail during the preceding month.

While the comparative data on 42 food products listed in the report show an average spread between high and low of 75.76%, the spread in macaroni prices is 150%.

Fall River, Mass., reports the highest price, which is 22.1c a pound while New Orleans reports the lowest of 9.1c.

In the table below is listed the food products consisted in the report. The list shows the highest average price and city; the lowest average price and city and the per cent of difference between the 2. The spread in macaroni is greater than any other product reported, excepting on cabbage and onions.

Item	Unit	Highest	Lowest	Average	Per Cent Difference
Corn Flakes	8 oz.	10.1	8.4	9.25	20
Wheat Cereal	28 oz.	27.9	22.4	25.15	24
Milk, Evaporated	16 oz.	10.5	8.4	9.45	24
Salmon, Canned	lb.	38.2	30.1	34.15	27
Raisins	lb.	12.8	10.0	11.4	28
Rollod Oats	lb.	9.9	7.0	8.45	33
Pork Chops	lb.	34.8	25.6	30.2	36
Butter	lb.	41.7	30.0	35.85	39
Corn, Canned	No. 2 can	17.4	12.3	14.85	41
Ham, Sliced	lb.	56.9	39.2	48.05	45
Beans, Navy	lb.	10.6	7.1	8.85	49
Oleomargarine	lb.	25.9	17.3	21.6	50
Bread	lb.	9.4	6.2	7.8	51
Sugar	lb.	7.4	4.9	6.15	51
Chuck Roast	lb.	27.9	18.2	23.05	54
Peas, Canned	No. 2 can	18.2	11.8	15.0	54
Lard	lb.	18.4	11.8	15.1	56
Rib Roast	lb.	36.8	23.4	30.1	57
Hens	lb.	40.4	25.1	32.75	61
Coffee	lb.	43.8	26.7	35.25	64
Round Steak	lb.	47.9	28.9	38.4	66
Rice	lb.	10.3	6.1	8.2	68
Tea	lb.	99.3	58.8	79.05	68
Pork and Beans	No. 2 can	13.5	8.0	10.75	69
Cheese	lb.	37.9	22.4	30.15	70
Lamb, Leg of	lb.	38.0	22.2	30.1	71
Tomatoes	No. 2 can	14.5	8.4	11.45	73
Plate Beef	lb.	20.1	11.3	15.7	78
Eggs	doz.	38.0	21.5	29.75	80
Flour	lb.	4.9	2.7	3.8	81
Prunes	lb.	15.2	8.3	11.75	83
Bacon, Sliced	lb.	49.8	26.6	38.2	87
Oranges	doz.	41.4	21.2	31.3	95
Milk, Fresh	qt.	18.0	9.1	13.55	98
Veg., Lard Subs.	lb.	29.8	14.3	22.05	108
Corn Meal	lb.	6.7	3.2	4.95	109
Sirloin Steak	lb.	66.0	30.8	48.4	114
Potatoes	lb.	3.7	1.6	2.65	131
Bananas	doz.	36.0	15.0	25.5	146
Macaroni	lb.	22.1	9.1	15.6	150
Cabbage	lb.	6.8	2.3	4.55	196
Onions	lb.	5.4	1.7	3.55	276

*Star denotes more than one city at same figure.

Average spread.....75.76

Simplified Practice Clicking

Industry Develops 20 New Simplified Practice Recommendations During Fiscal Year; Recommendations Covering 117 Commodities Accepted to Date

Twenty new simplified practice recommendations were developed by general conferences during the fiscal year June 30, 1931 according to Edwin W. Ely, chief of the division of simplified practice of the National Bureau of Standards, in a report to Dr. G. K. Burgess, director of the bureau.

"These additions," Mr. Ely stated, "raised the total of general conferences to 149, exclusive of one regional recommendation and one limitation of variety recommendation."

"The various industries to date have approved and accepted recommendations covering 117 commodities, while others are in process of acceptance."

"Fifteen simplified practice recommendations were issued as printed pamphlets during the year. The total number of printed recommendations now is 115."

"Thirty-seven existing recommendations were reviewed by their respective standing committees during the 12 months. Thirty-one of these were reaffirmed without change for additional periods, and 6 were revised."

"Surveys of production, distribution and use were made of adherence to 13 simplified practice recommendations. The accepters reporting indicated that on the average approximately 90% of their volume conformed with the recommendations. Similar surveys during the preceding year revealed that the percentage

of adherence for 25 commodities averaged 87%."

Telephone Advertising Experiment

A new type of advertising medium, semi-automatic telephone publicity, is reported in Retail Ledger to be meeting with success in a large southern city.

When telephone subscribers call the operator to inquire the correct time they are informed of an unusual sale being conducted that day by a department store, an arrival of the latest style merchandise at another establishment, a special attraction at a local theater for the week, or some similar type of advertising, in addition to being given the correct time and the usual polite thank you.

These announcements are reported to be paid for by the advertisers on a flat rate basis and charged periodically.

August 15, 1931

THE MACARONI JOURNAL

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International Macaroni Trade Declining

Figures on macaroni trade between the United States and foreign countries compiled by the U. S. Bureau of Foreign and Domestic Commerce for May, 1931 show continuation of the decline in macaroni exports and imports that started over a year ago. This business is not more than 65% of what it was a year ago according to the compilation.

Exports Smaller

Only 487,735 lbs. of macaroni, spaghetti and egg noodles were exported in May 1931 at a value of \$36,547 as compared with a total of 808,653 lbs. worth \$3,746, the exports for May 1930. For the first 6 months this year the exports totaled 2,398,664 lbs. worth \$182,021 as against a total of 4,142,397 lbs. valued at \$51,259, the exports for the period in 1930.

Imports Off

A decrease of nearly 35% is noted in the imports for May 1931 when only 83,055 lbs. of macaroni, vermicelli, noodles, etc. arrived at the various ports, costing Americans \$13,817, compared with 255,270 lbs. worth \$21,870 in May 1930. The decline has been consistent

through the first 5 months of 1931 when only 906,612 lbs. worth \$72,624 were scheduled compared with 1,175,482 lbs. the same period of 1930 for which we paid \$101,367.

May 1931 Exports by Countries

Countries	Pounds	Dollars
Irish Free State	5,400	390
United Kingdom	80,758	6,356
Canada	171,228	13,937
British Honduras	1,044	76
Costa Rica	1,164	98
Guatemala	1,327	88
Honduras	14,899	816
Nicaragua	2,730	147
Panama	70,028	3,805
Salvador	442	71
Mexico	13,912	623
Newfoundland & Labrador	2,557	252
Bermudas	1,958	152
Barbados	270	53
Jamaica	3,724	297
Other British W. Indies	423	41
Cuba	33,407	1,758
Dominican Republic	31,393	2,151
Netherlands West Indies	1,449	125
Haiti, Republic of	7,293	366
Virgin Islands of U. S.	1,058	82
Ecuador	690	71
Surinam	27	4
Peru	218	30
Venezuela	564	86
British India	262	32
British Malaya	4,338	505
Ceylon	630	79
China	559	77
Java & Madura	3,214	337
Other Netherlands E. Ind.	1,300	101
Hong Kong	461	53

Japan	6,846	912
Philippine Islands	6,908	924
Siam	99	11
British Oceania	306	34
French Oceania	460	38
New Zealand	2,180	125
British East Africa	469	55
Union of So. Africa	11,326	1,366
Gold Coast	165	16
Nigeria	46	6
Other British W. Africa	23	4
Mozambique	154	24
Other Portuguese Africa	23	3
Hawaii	59,204	4,549
Porto Rico	30,720	2,801
Total	577,659	\$43,897

"Bistack"

"Now, waiter, I want an extra nice porterhouse, cut thick. Give my regards to the chef. Tell him to put a little piece of fat on top when he grills it, and to sear it quickly on the outside so it will be juicy. I don't want it burned up nor should it be undone—just right, a little rare in the middle, you know, and plenty of gravy. Now you tell the chef exactly what I require."

"Yes, sir," said the waiter, "certainly, sir."

Then he shuffled to the rear, whistled down the speaking tube and shouted: "Hey, Joe, bistack!"

And most prospects pay just about as much attention to a lot of "applesauce" about the article a salesman is trying to sell, as this waiter did to the request of the diner.

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"

» **STUDYING MACARONI COSTS** «

The cost of the several operations in macaroni and noodle making must be figured on widely differing bases if price quotations are a criterion. Believing that a voluntary exchange of cost facts and figures through a disinterested agency will be most beneficial to all concerned, the National Macaroni Manufacturers association has arranged for such a service starting with the figures for July. The information will be cleared through the office of Wolf & Co., the association's accountants. All figures submitted will be held in strict confidence. Balance sheets and operating statements will be sent voluntarily to the headquarters of the association at Braidwood, Ill. in envelopes provided for that purpose, and as replies are received they will be sent unopened to the accountants for study and compilation.

To the firms supplying monthly figures

and other information will be sent a complete compilation of all the figures, showing the prevailing averages. Comparisons with one's own figures will show how each firm's figures compare with the average.

Much is expected of the new association service. Naturally the more firms supplying figures the more helpful will be the averages computed. It is pertinent that firms affiliated with the National association set the pace in this new venture. The start is the big thing in an activity of this sort, and the Statistical Committee is hopeful that at least 25 to 50 firms collaborate in it from the very beginning. This will be a test as to just how seriously the macaroni manufacturers really are in this case.

The membership list in our association is growing monthly as the live ones come

in. They have faith in our aim and contribute to our success, thus making the chances for success all the more certain.

DON'T QUIT

When things go wrong, as they sometimes will,
When the road you're trudging seems all uphill,
When the funds are low and the debts are high,
And you want to smile but you have to sigh,
When care is pressing you down a bit,
Rest, if you must—but don't you quit!

Life is queer with its twists and turns,
As every one of us sometimes learns,
And many a failure turns about,
When he might have won had he stuck it out;
Don't give up, though the pace seems slow,
You may succeed with another blow!

Often the goal is nearer than
It seems to a faint and faltering man,
Often a chap has given up
When he might have captured the victor's cup,
And he learned too late, when the night slipped down,
How close he was to the golden crown.

Success is failure turned inside out—
The silver tint of the clouds of doubt,
And you never can tell how close you are
It may be near when it seems afar;
So stick to the fight when you're hardest hit—
It's when things seem worst that you mustn't quit!

YOU and T'other Fellow

"The darkest time of the 24 hours is the 30 minutes before sun-up.

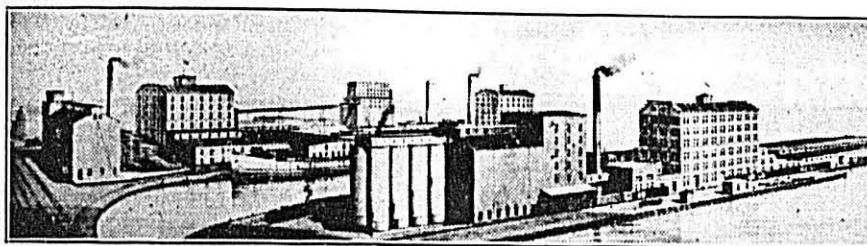
"The Macaroni Industry is right at the dawn.

"Some backbones stiffened on the price situation here and there and our business would be out of the woods. . . . Until that happens we are still in chaos."—Activities.

The present is the psychological moment for joining the National association. Reinforcements are welcome to help with our battle for fair play and proper recognition for the industry.

"Count that day lost
Whose low descending sun
Sees prices shot to bits
And business done for fun."

Macaroni makers will have to pay more for semolina this fall; durum crop appears smaller than usual and durum wheat will sell at a premium.



HOURGLASS SEMOLINA

For the Discriminating Manufacturer Who Demands

QUALITY

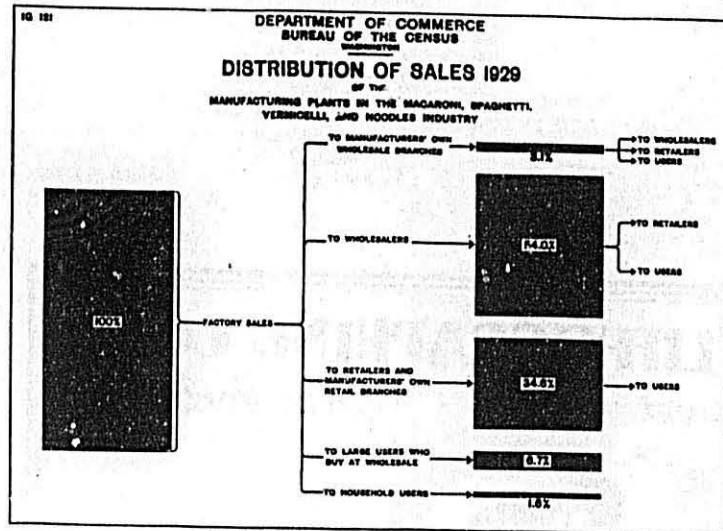
**Location Enables Prompt Shipment
Write or Wire for Samples and Prices**

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.



Department of Commerce
Bureau of the Census
Washington

DISTRIBUTION OF SALES 1929

of the Manufacturing Plants in the Macaroni, Spaghetti, Vermicelli, and Noodles Industry
Sales to wholesale dealers make up more than half the sales by manufacturing plants engaged primarily in making macaroni, spaghetti, vermicelli and/or noodles. Data collected by the Census of Distribution show that of the total sales of such plants in 1929 amounting to \$46,916,000, 54%, or \$25,359,000, was sold in this way.

Manufacturing plants sold 31%, or \$14,333,000 worth of goods to their own wholesale branches for distribution by these branches to wholesale and retail dealers, and/or to users.

Other sales channels used were: to retail dealers, including manufacturers' own retail branches, 34.6% or \$16,228,000; to household users, 1.6%, or \$740,000; and large users who buy from the factory at wholesale, 6.7%, or \$3,156,000.

More than one-sixth (\$8,411,000) of the above sales were made through manufacturers' agents, selling agents, brokers or commission houses. Fifty-three of the manufacturing plants in the industry sold through such agencies. These figures do not include sales made in this way by manufacturers' own branches.

The 353 manufacturing plants included in this report are engaged primarily in making macaroni, spaghetti, vermicelli, egg noodles and plain or water noodles; and/or ravioli.

Information concerning the relative quantity and value of the above commodities, together with other information on the industry, may be found in the preliminary report issued by the Census of Manufactures, Sept. 2, 1930. A copy of that report will be furnished free upon request to the Census Bureau.

Summary—Sales, 1929, by Manufacturing Plants in the Macaroni, Spaghetti, Vermicelli and Noodles Industry

	Selling Value F.O.B. Factory	Percentage of Sales	Number of Plants
Total	\$46,916,000	100 %	353*
Sales to manufacturers' own wholesale branches ¹	14,333,000	31%	19
Wholesale	25,359,000	54.0%	196
Retail, including manufacturers' own retail branches ²	16,228,000	34.6%	204
Sales to large users who buy at wholesale	3,156,000	6.7%	47
Sales to household users	740,000	1.6%	78

*The total number of establishments engaged primarily in the manufacture of macaroni, spaghetti, vermicelli and noodles is 353. Inasmuch as some establishments sell to more than one type of customer, this figure is less than the total of the figures shown below it.

¹This report does not cover the sales by manufacturers' own wholesale branches to wholesale and retail dealers, and/or to users.

²Combined to avoid disclosure of individual operations.

Notes of the Macaroni Industry

Tharinger Salesmen Meet

The semiannual sales meeting of the Tharinger Macaroni company officers and salesmen was held July 10-11 in the company's office, Milwaukee, Wis. Sales representatives from the wide territory served by this old, well established firm took part in the daily business sessions and a dinner in honor of the salesmen was given in the Athletic club on Friday evening by the firm members.

In opening the conference President Frank J. Tharinger of the company stated: "The sales of macaroni products have been quite satisfactory during the recent months despite unfavorable business conditions that prevailed. This can be attributed in a large measure to the public's acceptance of the health value of this food." Other speakers were J. L. Luchring, salesmanager and Harry Hoffman of the firm's advertising agency.

Slight Change in Retail Price

Despite slashed quotations and undue price cutting the retail prices on macaroni products vary little from those of a year ago. So says the U. S. Department of Commerce in its retail price comparison report for May 1931. The retail price for these products on the Pacific coast, says the report, averaged 17c per lb. that month as compared with 17.5c in May 1930, while Chicagoans and New Yorkers could purchase this international foodstuff at 16.7c and 16.8c per lb. respectively.

Most other foods showed a much greater decline in price. Senora Los Angeles got her stew ingredients about a fifth cheaper than did Madame Chicago or Signora New York. Meats, eggs, potatoes, beans, tea and coffee were all cheaper, the average for the 52 cities compared in the report being a decline of approximately 12% during the year.

Macaroni Maker on Commission

The friends of James T. Williams, president of The Creamette company, Minneapolis feel that Governor Floyd B. Olson has made a wise selection in naming this ardent hunter and sportsman as member of the Minnesota Conservation Commission. The new body was created by the recent legislature to supervise conservation of the natural resources, animals, game and natural beauty of its beautiful lakes, wonderful forests and abundant wild game and fish that find the forests and waters natural habitats.

"The appointment is a significant honor to a man whose capabilities are so generally recognized," says the Grocers Commercial Bulletin of St. Paul. "Mr. Williams has been continuously interested in game and fish protection and an active supporter of all reasonable conservation and regulatory policies. In his work on the new commission he will be

in a position to give the state of Minnesota the benefit of his organizing ability and business judgment." The term is for 2 years.

Detroit Firm Active

The Vivison Macaroni Co., Inc. of 2431-37 Orleans st., Detroit, Mich. is the largest manufacturer of macaroni, spaghetti and fancy egg noodles in the "Motor City." Like the many other Viviano plants scattered throughout the central states this firm specializes in bulk goods, but is planning a vigorous campaign to establish its brands in the package markets.

Carl V. Viviano is president, Grace Viviano is vice president, Peter Viviano is secretary and treasurer and Sam Viviano is the chairman of the board of directors.

Entertains Prize Winner

The Oregon Macaroni Mfg. Co. of Portland, Ore. gained some favorable publicity by entertaining Miss Jennie Cassiday of Astoria, winner of the \$500 prize awarded in the recent contest conducted by the National association. Miss Cassiday's spaghetti recipe was given first honor and the Oregon newspapers made much of her victory.

The principal officers of the macaroni concern, S. Orso and R. DeMartini, treated the guest, the plant employes and numerous other friends to a dish of Jennie's Spaghetti Special and all agreed that the judges made no mistake in giving her recipe first place among the contestants.

Macaroni Salesman Injured

Frank Halahan, Chicago representative of Peter Rossi & Sons, Braidwood, Ill. was quite seriously injured last month when the automobile in which he was riding blew out a tire causing the car to turn a somersault. His wife who was driving and his daughter and another passenger in the back seat escaped with only minor injuries, but Mr. Halahan suffered bruises and cuts about the face and body besides an injured back that caused temporary paralysis of the limbs. He was taken to a hospital in Lincoln, Neb. for treatment and after 2 weeks was able to resume his trip to the Colorado mountains where he is recuperating.

Louis Deal Dead

Louis Deal, leading macaroni manufacturer of Maryland and owner of the plant operated under the firm name of David Kerr, died last June in the Maryland University hospital, Baltimore from a brain hemorrhage following an illness of several months. He is survived by his wife, who was formerly Martha Belle

Kerr, one daughter Miss Mary Elizabeth Deal, one sister and 3 brothers.

Mr. Deal was born in Baltimore July 5, 1877 and was educated in the schools of that city. His first business venture was as proprietor of a potato chip factory in which he was very successful. In 1914 he added macaroni products, specializing in egg noodles. In addition to his manufacturing interests he was associated with the National Credit Corporation of Maryland and director of several financial organizations. He was the macaroni manufacturer in Maryland to continue his membership in the National Macaroni Manufacturers association when that organization launched its present satisfactory advertising campaign.

Macaroni Firm Insolvent

Holding that the Fulton Macaroni Company, Inc. of Bright st., Jersey City, N. J. is insolvent, Vice Chancellor V. M. Lewis recently appointed Abraham Lieberman receiver to seize, recover, marshal and conserve the assets for the benefit of creditors. Goods produced by this firm were recently seized by the federal authorities who charged that they were manufactured and sold illegally, having been artificially colored and misbranded.

Sensibly Eaten, Not Fattening

Women who are carried away by the "slender craze" should be guided in their eats by facts rather than by fads. This is the view expressed by Joseph W. Shire, president of Standard Brands, Inc. in discussing the erroneous notion that bread is fattening. He said:

"I wish it were possible for me to give a message to the millions of women and girls in this country between 15 and 30 who will not eat bread because they are afraid it will make them fat, and bring to their attention the seriousness of such unwise discrimination against this fundamental part of every meal."

"I know," he went on, "that much of the craze for the slender boyish figure has died out but some of its misguided beliefs still linger in the minds of the women. One of these is the idea that bread will make them fat."

"I'd like to point out to them that bread will not make them fat; that the kind of food they eat isn't important; it's the amount they eat—the number of calories they use up in work, and play and keeping alive. If they eat more than they use, they get fat; if they use more than they eat they get thin; when the 2 are equal they neither lose nor gain."

The same is true of macaroni products. Eaten judiciously they will improve the general health of the people, make the consumer happier and the country more prosperous.

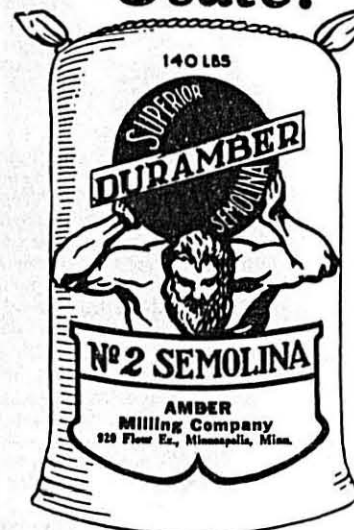
August 15, 1931

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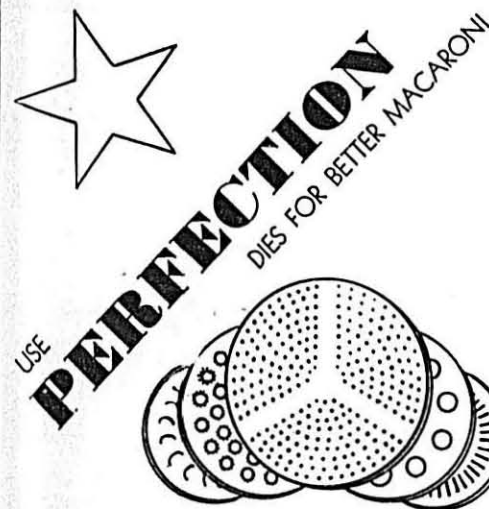
PER PASTA PERFETTA

Usate!



"Meglio Semola-Non ce ne"

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



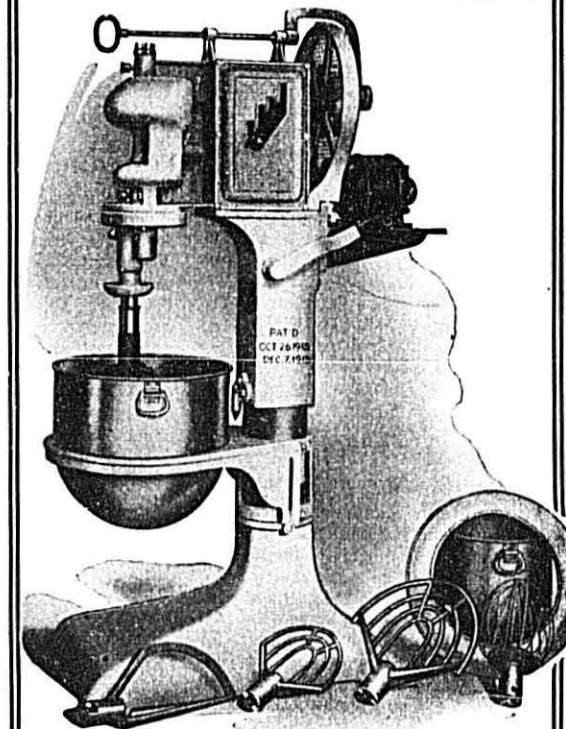
THE STAR MACARONI DIES MFG. CO.

47 Grand St.

New York City



If You Make Noodles
This Machine Saves Time
--Does Better Job



Just now we have a small number of
Champion Four Speed Egg Yolk Beaters
in stock--formerly used in bakeries.

The machines have been rebuilt and are
practically as good as new and to close
them out, we offer them at unusually at-
tractive prices.

FURNISHED WITH 36 and 80
QUART BOWLS--1 H. P. motor.

If you are interested, we will be glad
to give you the names of noodle manu-
facturers who are using these machines,
and detailed information, prices, etc.

Write Us Today!

CHAMPION MACHINERY CO.
Joliet, Illinois

Grain Trade and Food Notes

Studying "Free Deals"

To study current grocery merchandising, particularly the "free deal" and similar selling devices, food manufacturers and distributors during the Milwaukee convention of the National Association of Retail Grocers appointed special committees. Appointments were made by President Clarence Francis of the Associated Grocery Manufacturers association and President Carl H. Schlapp of the National Wholesale Grocers association. After a lengthy discussion of the subject it was decided to retain the committee in continuing conference so that all possible data on the subject may be gathered and studied before a final decision is reached. As expressed in the resolution establishing the conference, the ultimate ambition of the study is "to reduce wastes so that both manufacturers and wholesalers may operate more efficiently and serve the consumer at the lowest cost."

Walter Tyer Grocers' President

Walter Tyer of Sacramento was elected president of the National Association of Retail Grocers at the 34th annual convention in Milwaukee the second week of July. He succeeds E. S. Berthiaume of Superior, Wis. who had served the past 2 years and who was not a candidate for re-election. H. C. Peterson of East Chicago, Ind. was chosen vice president and G. A. Baterl of Council Bluffs, Ia., treasurer. St. Louis was selected as 1932 convention city.

Sweeter Postage Stamps

The United States government spends several million dollars a year in buying a low grade of starch obtained from the

cassava plant grown in Java and Cuba. It is the same plant that yields tapioca and other foods. This starch is used to make the "licking" for postage stamps and envelopes. Experiments are being conducted on behalf of the government in an effort to make use of sweet potatoes as a source from which to obtain a tasteless dextrin to take the place of the starch heretofore used on stamps.

Dry, Hot Weather in Russia

Russian grain crop prospects are being reduced by hot, dry weather, according to a cable from Agricultural Attache L. V. Steers to the foreign agricultural service, Bureau of Agricultural Economics, U. S. Department of Agriculture. Yields per acre decidedly below last year are indicated, especially for late sown spring crops. So far as wheat is concerned the prospective lower yields will be somewhat offset by the increase of about 7% in acreage this year over last.

Hot weather has hastened the ripening of crops and is said to be making harvesting difficult because of the early maturity of the spring crops along with the winter crops. Loss from untimely harvest and inefficient field work is reported. Slow developments of harvest in north Caucasus where previous rains delayed work and caused lodging are complained of in the soviet press and also confirmed by private reports. The central, eastern and southeastern sections of Russia appear to be having very hot weather.

Food Distributors Plan Convention

The National Food Distributors association, formerly the Wagon Men's Distributing association will hold its 4th annual convention at the McAlpin hotel,

New York city, Aug. 18 to 20. Macaroni manufacturers are interested in the progress shown by this organization formed 4 years ago by one long associated with the formation and development of the macaroni men's organization, the late Fred Becker of Pfaffmann Egg Noodle company, Cleveland.

The members of the National Food Distributors association comprise the better "Serve As You Sell" distributors of perishable and semiperishable foods, such as macaroni, noodles, cheese, mayonnaise, potato chips, etc. A special feature of the convention will be the numerous exhibits of products by some of the leading food manufacturers of the country.

President L. J. Schumaker of the organization will preside at all sessions. Vice Presidents E. W. Rosenheim, H. B. Blauvelt and C. H. Behle will deliver addresses, also H. Freeman, merchandising councilor of the organization. In the evening there will be the usual entertaining features, the New York Distributors acting as hosts. Election of officers will be held the final day.

Food Officials to West Baden

The annual convention of the Association of Foods Officials will be held at the West Baden Springs hotel, West Baden, Ind., Sept. 1 to 4 inclusive according to official announcement. Besides officials of the dairy, food and drug interest leaders in the food trades have been invited to attend.

W. M. Allen has resigned as president owing to the state of his health and Vice President H. E. Wiedemann has been elevated to the presidency and will preside at the 1931 convention. Food officials from practically every state will attend.

and small, capable of producing a comparatively small quantity of semolina. Test has not been reported on the color and gluten of the 1931 durum crop.

Last year the macaroni manufacturers were fortunate having to choose their raw materials from one of the best durum crops in years. The color was very satisfactory and the gluten content high. In all probability they will have been satisfied with a shorter crop this year of slightly less high quality.

The macaroni industry annually converts approximately 20,000,000 bu. of durum into macaroni products. Owing to competitive conditions in the trade the past year, blending was resorted to more than ordinarily and as a result there fortunately a good carryover of good 1930 durum to supplement the short 1931 prospects. Despite the generally depressed wheat prices durum is expected to sell at quite a premium, particularly the choice grades that will be much sought after by the millers of high grade semolina. Figures on the 1931 crop are anxiously awaited.

Durum Wheat Crop Fair

The grain men of the Northwest agree with federal officials that the 1931 durum wheat crop will be exceptionally small as compared to the record breaking 1930 yield in the natural durum wheat areas. The yield when harvest is completed late in August will fall even below the government estimate of 32,220,000 bu., it is feared.

From the very few samples that were tested by the semolina millers up to Aug. 10 and from reports heard in the durum wheat areas, the crop will hardly exceed one half of the total yield of 1930 when a crop of 55,665,000 bu. of durum was recorded.

The fear that the actual yield will be below the government estimate for July is based on the apparent injury caused by the extremely hot weather that prevailed the latter part of last month and the first half of August when the wheat berry was in its final stage of development. From the few samples tested from the South Dakota farms, the berry was found to be thin

August 15, 1931

THE MACARONI JOURNAL

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QUALITY SEMOLINA

Strong, Uniform
and of
Good Color



WE ARE SUBSCRIBERS

CROOKSTON MILLING Co.
Crookston, Minn.

Important Announcement

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



THE LOWE CORPORATION
Columbus Terminal Bldg. No. 8 Brooklyn, New York
CHICAGO BALTIMORE LOS ANGELES TORONTO



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

ECONOMY REQUIRES SERIOUS THINKING!

Heedless manufacturers sacrifice economy in pursuit of low price which they believe a true test of what constitutes real economy, while their judicious competitors economize because they consider quality products, services and dependability.

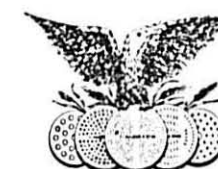
Maldari's Insuperable Macaroni Dies are made for serious thinking manufacturers.

F. MALDARI & BROS., Inc.

178-180 Grand Street New York, N. Y.

MAKERS OF INSUPERABLE MACARONI DIES
SINCE 1903

With Management Continuously Retained
in Same Family



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 FRANK J. THARINGER
 M. J. DONNA, Editor

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 The publishers of THE MACARONI JOURNAL reserve the right to reject any matter furnished either for the advertising or reading columns.
 REMITTANCES—Make all checks or drafts payable to the order of the National Macaroni Manufacturers Association.

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

Vol. XIII August 15, 1931 No. 4

Small Beginnings Lead to Millions

A one man—one horse industry in Chicago has just celebrated its 25th birthday. A quarter of a century ago its total capital was \$65. Its assets were a spavined, plugging horse, Paddy; the determination of a young Canadian, J. L. Kraft, and an idea.

Today it is the largest cheese business in the world with its sales volume approximately 80 million dollars in 1930. Its plants extend into more than 30 states, into Canada, Australia, Cuba and England.

Just another example of how America pays tribute to a new idea. The young Canadian introduced the pasteurization of cheese and its marketing in sanitary and convenient form to preserve its uniformity and flavor. He took cheese out of the hunk class and put it into packages. It was an idea which increased our national per capita consumption of

cheese from 3 lbs. 10 years ago to almost 5 lbs. last year.

To celebrate this 25th anniversary Kraft employs throughout this country and abroad presented him with a bronze plaque showing the homely but determined outlines of the old cheese horse, Paddy, with the cheese wagon which 25 years ago Mr. Kraft was driving around Chicago streets. The plaque was sculptured by a famous English artist, Diana Thorne.

Recalling the early days of the cheese business in Chicago, Mr. Kraft said, "Two rolls and coffee for my own breakfast and a bag of oats for Paddy were all I had left to show for my original \$65 outlay the second morning I was in Chicago. At the end of the first year we were \$3000 in debt in spite of all the trotting Paddy did and all the sales I could make.

"Bad luck certainly followed Paddy and me around for that first year or two. Attempting to increase our sales by the addition of another horse and wagon to the original outlay I borrowed some money. The second horse died. Paddy fell and broke his leg and misfortune seemed about to terminate the 'biggest cheese business in the world' at the end of the year.

"But about that time our luck changed. Determination, lots of work, and the faithful ministrations of Paddy enabled us to carry on."

In the Kraft organization it is more than a horse and wagon—it is a symbol. And it's a national symbol as well. An \$80,000,000 horse! And an idea!

US FOR HIM!

Give me the every day sort of a man,
 The feller who laughs when he is glad;
 Give me the open faced, big hearted man,
 The feller who weeps when he is sad.

Give me the man who says what he thinks,
 The feller whose word is pure gold;
 Give me the man who can always be found,

The feller who's not bought and sold.
 Give me the man who stands up to the rack,
 The feller whose spirit never bends;

Give me the man who is there with the goods,
 The feller who stands by his friends.

Patents and Trade Marks

A monthly review of patents granted on macaroni machinery, of application for and registrations of trade marks applying to macaroni products. In July 1931 the following were reported by the U. S. Patent Office:

Patents granted—none.
TRADE MARKS REGISTERED WITHOUT OPPOSITION

Russo
 The trade mark of A. Russo & Company, Chicago, Ill., was registered without opposition for use on macaroni. Application was filed Oct. 6, 1930 and published by the patent office July 21, 1931. Owner claims use since June 1, 1930. The trade name is in heavy type.

TRADE MARKS APPLIED FOR
 The following trade mark applications have been published by the U. S. Patent Office and are in line for early registration unless objection is filed within 30 days of date of publication.

Nation-Wide
 The private brand trade mark of E. C. Hall company, doing business as Nation-Wide Service Grocers and Nation-Wide Stores Co., Brockton and Hyannis, Mass and Augusta, Me. for use on macaroni, spaghetti, noodles and other groceries. Application was filed Dec. 2, 1930 and published July 14, 1931. The trade name is in black type.

Perfect's
 The private brand trade mark of A. H. Perfect & Co., Fort Wayne, Ind. for use on Macaroni, spaghetti and egg noodles as well as other groceries. Application was filed May 26, 1930 and published July 21, 1931. Owner claims use since 1904. The trade name is in heavy type.

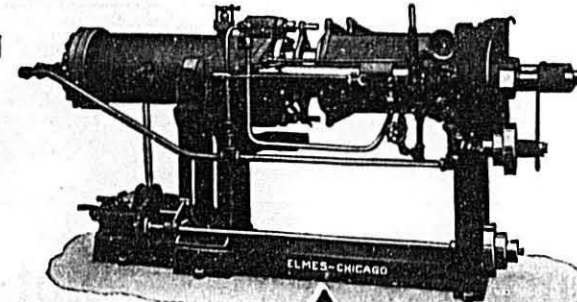
Eagle
 The trade mark of Eagle Macaroni company, Chicago, Ill., for use on alimentary pastes including macaroni, spaghetti in different sizes and shapes, vermicelli and egg noodles. Application was filed June 4, 1931 and published July 21, 1931. Owner claims use since April 1, 1931. The trade mark is a large eagle.

LABELS
King
 The title "King Macaroni" was registered July 28, 1931 by Kurtz Brothers Corp., Philadelphia, Pa. for use on macaroni. Application was published Jan. 21, 1931 and given registration number 39460.

Now that vacation days are over let every manufacturer hit the business trail.

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
Accumulators



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.

HYDRAULIC MACHINERY
ELMES ENGINEERING WORKS
 SINCE 1851
 CHICAGO 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.

» PRICE CUTTING CONDEMNED «

"The sooner price cutting is ended, and the sooner business gets back on a stable foundation of established values, the better it will be for the country and for all industrial interests. We purchasing agents know that goods are constantly being offered us at prices below the cost of production. In our judgment, this is not a desirable state of affairs, from the standpoint of the firm or the nation.

"Our desire is to see conditions prevail where prices are based on production costs, plus a fair and reasonable profit. We are looking forward to the time when prices for articles we buy will stiffen and are satisfied this will do more than anything else to establish solid prosperity for the country." Joseph H. Mills, President, National Association of Purchasing Agents.

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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		H. M. RANCK, Merchandising Manager	Indianapolis, Ind.	

President and Secretary's Joint Message

Our Industry Needs---Greater Faith, More Quality Sales and Less Price Talk

C. P. McCormick, vice president of McCormick & Co., Baltimore must have had the macaroni manufacturing industry in mind as well as the tea, extracts and chemical business in which his firm specializes when he released the following statement which we submit as fully covering the situation covering our trade:

"What this country needs today is real faith, more quality sales talk and less price talk. The price minded buyer is a quality killer.

"During my recent trip through the middle west I was amazed at the utter disregard of quality acceptance, considering the high standard of living which is supposed to exist in this country.

"It is possible that the pendulum is on its backward swing now and importers, manufacturers or distributors of quality production may well stress 'quality,' forgetting 'price.' The attitude of today's average buyer is 'what price have you?' During normal times the average buyer asks 'what is the best quality you have at a price?' In other words, the better the times the more the buyer's mind is turned toward quality merchandise, and the more depressing the times the more 'price minded' he becomes.

"My opinion is that there is too much 'sharpshooting' in the buying game today. Mr. Manufacturer is asked to quote a price on quality merchandise at the request of Mr. Buyer. Mr. Buyer then turns to a 'nonquality' producing firm and

asks for further prices and these prices are used against the quality man as competition. The quality manufacturer therefore has been forced to play the part of Dr. Jekyll and Mr. Hyde, and because of the insistent demand for price—price—price, most buyers are placing their business with the lower man, and disregarding little by little quality appeal.

"To build faith one must unquestionably secure goods of character, as price goods do not build character or reputation. If every salesman that sells quality merchandise would immediately start to talk quality, preach quality, dream quality many buyers would buy quality, but the lack of foresight on the part of most salesmen during times of depression has forced them to talk price, force price, and lose profits for their firm steadily.

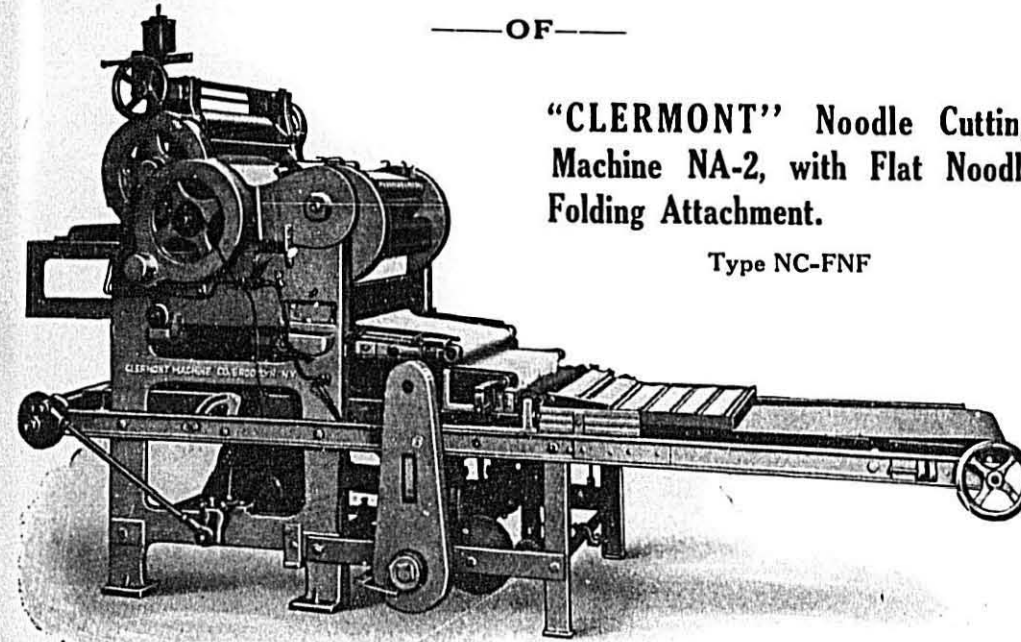
"Profit cannot be made when 2 people are bidding against each other and are willing to lose money in order to stay in the running and to keep up their volume. Today many manufacturers for the sake of staying in are paying the heavy penalty of big losses.

"Would not the housewife sooner or later get the reaction from the pendulum swinging backwards from price to quality and would she not soon feel that better foods, better seasonings, better flavors keep her in better spirits and create better times? A profit must be made and quality products can be the only solution to this problem. Either be a Dr. Jekyll or Mr. Hyde, for you cannot carry water on both shoulders."



THE LATEST TYPE

—OF—

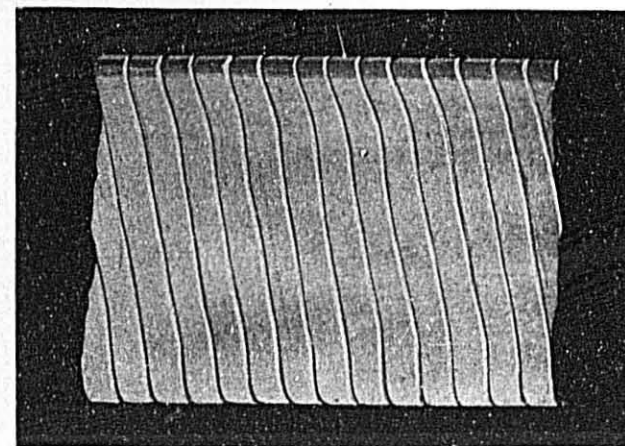


"CLERMONT" Noodle Cutting Machine NA-2, with Flat Noodle Folding Attachment.

Type NC-FNF

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

Suitable for Bulk Trade



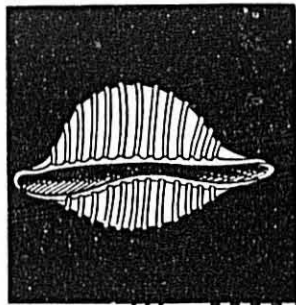
Suitable for Package Trade

The finished product of above machine.

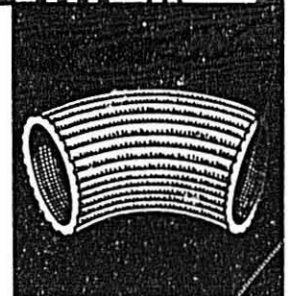
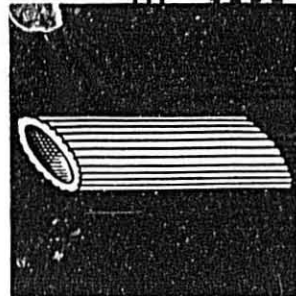
WE ALSO MANUFACTURE:
Dough Breakers
Noodle Cutting Machines
Mostoccioli Cutters
Egg-Barley Machines
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Combination Outfits for Smaller Noodle Manufacturers

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.



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