

**THE  
MACARONI  
JOURNAL**

**Volume 12,  
Number 7**

**November 15,  
1930**

# The Macaroni Journal



Minneapolis, Minn.

November 15, 1930

Vol. XII No. 7

## For Sound Business

BUSINESS TO BE "GOOD"  
MUST BE "SOUND"

To help put the Macaroni Manufacturing business of this country on a truly sound basis, the National Macaroni Manufacturers Association is sponsoring three promising activities:---

1. Uniform Cost System,--to banish uninformed price cutting.
2. Educational Bureau,--to punish insistent violators of food laws and trade ethics.
3. National Macaroni Advertising Campaign,--to create new consumers and enlarged markets.

In carrying out this program, the cooperation of all progressive manufacturers is invited.

MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI



# MALDARI'S INSUPERABLE MACARONI DIES



OUR plant produces dies in a wide range of shapes and sizes.

Illustrated opposite, are dies for some of these shapes. Stars, Alphabets, Sea Seals, Curled Edge Noodles, Diamonds, Hearts, Spades and Clubs, Plain Macaroni, Spaghetti, and Vermicelli—and these are only a few.

We are exclusive manufacturers of dies for long and short "Yolanda"—that fancy spiral shaped macaroni that is proving such a popular trade builder.

Also, we can make special dies for special requirements of manufacturers of paste products.

Our orders for re-finishing dies and die repair work, come from manufacturers in all sections of the country.



Subscriber  
N. M. M. A.—No. 55

Send us your inquiries. Estimates cheerfully made—and always on the first grade of materials, and workmanship.

*Illustrated catalog sent on request*

**F. MALDARI & BROS., Inc.**  
170-180 Grand Street, NEW YORK CITY  
"America's Leading Die Makers for Over 28 Years with  
Management Continuously Retained in Same Family"

ember 15, 1930

THE MACARONI JOURNAL

3

## COMPENSATION

By ELSIE JANIS  
in *Cosmopolitan*

*When my luck seems all out  
And I'm down at the mout,  
When I'm stuck in the North,  
And I want to go South;  
When the world seems a blank  
And there's no one I love,  
And it seems even God's  
Not in Heaven above,  
I've a cure for my grouch  
And it works like a shot—  
I just think of the things that I'm glad I am not:  
A bird in a cage,  
A fish in a bowl,  
A pig in a pen,  
A fox in a hole,  
A bear in a pit,  
A wolf in a trap,  
A foal on a spit,  
A rug on a lap,  
A horse in a stable,  
A cow in a shed,  
A plate on a table,  
The sheet on a bed,  
The case on a pillow,  
A bell on a door,  
A branch on a willow,  
A mat on the floor.  
When I think of the hundreds of things I might be,  
I get down on my knees and thank God that I'm me,  
Then my blues disappear, when I think what I've got,  
And quite soon I've forgotten that things I have not*

QUALITY  
QUALITY  
QUALITY

QUALITY



We can't say "Quality"  
too often because "Qual-  
ity" is our constant  
watchword in the man-  
ufacture of "Two Star"

Semolina. Results  
prove it.



BE SURE  
TO SEE US  
BEFORE BUYING

TWO-STAR  
IS A GOOD  
PRODUCER

MINNEAPOLIS MILLING COMPANY  
Minneapolis, Minnesota

New York Office,  
410 Produce Exchange  
Philadelphia Office,  
418 The Bourse

Chicago Office,  
605 N. Michigan Ave.  
Buffalo Office,  
Dun Bldg., 7th Floor

Boston Office,  
177 Milk Street  
San Francisco Office,  
Merchants Exch. Bldg.

# THE MACARONI JOURNAL

Volume XII

NOVEMBER 15, 1930

Number 7

## Let's Be Thankful

The President of these United States, Mr. Herbert Hoover has just proclaimed that on Thursday, November 27, 1930 the people of the country should in their own way and at their own convenience, give thanks for whatever blessings may have come their way during the past year. Action is in keeping with custom observed throughout the years since our country was first settled.

Over three hundred years ago the governor of the little colony of brave men and women that founded the first settlement at Plymouth, Massachusetts, decreed that a day be set apart during which general thanks be offered for a plentiful harvest following their first winter of want and privation. The idea was well thought of and year after year the pioneers gave thanks for whatever befell them. That is the origin of Thanksgiving Day.

In 1930, what has Business to be thankful for? Well, were those early colonists thankful? A comparison of conditions may help make it clear.

The little colony of Pilgrims in Plymouth celebrated the day of thanksgiving after a year of discouragement and privation, a year of continual deadly fear of the Indian tomahawk, of despair and uncertainty in a strange land, a hard cold winter to which they were unaccustomed by their former mode of living and unprepared in the matter of clothing, fuel and food.

During the sunny days of spring and the warmer ones of the first New England summer, with vigor and determination they tilled the virgin soil and so plentiful was the harvest that all were ready and willing to give thanks for the blessings that had befallen them. If these colonists found something to be thankful for in their state of affairs, surely we may also.

It is true that business has greatly suffered during the past year. Money was tight, production below normal, things hard to make, profits gone, crops killed by drought, everything apparently topsy-turvy. But for the past few months "fair and better" business bulletins have been appearing. Bankers, manufacturers, growers and distributors all seem to see a brighter future. Everything points to an early improvement, a steady march forward to the

good times to which we are apparently accustomed. Should not this, then, make us all happy and ready to be thankful?

As for the macaroni manufacturing industry in this country, times have been dull and many firms have suffered in common with all other lines of business during the period of depression from which we are slowly, but surely, emerging. But as a general rule most of the manufacturers have succeeded in keeping things going, presses running and goods moving to consumers, though at some point sacrifice.

When the depression was first felt last fall many of the leading firms chose "to trim their sails to the prevailing winds" with the result that these are now in a better position to retain or regain their natural markets than are the few who unwisely selected the unnatural course during the stormy days of the past year. Firms in the first group can rightfully be happy and thankful.

The macaroni manufacturing industry should also be thankful for having within its ranks a goodly share of far-seeing, deep-thinking, careful and prudent leaders acting co-operatively in the National Macaroni Manufacturers' Association to advise and guide, to study and plan. When things looked darkest these leaders conceived the idea of planning for the better days to come and as a result the whole country is now being made acquainted with the real merits of macaroni products as a food, through a well planned and smoothly functioning national advertising campaign. For this we all are thankful.

During periods of depression the successful men become filled with a spirit of aggression. This spirit has been manifested well and wisely by over one hundred leading macaroni men who joined in launching the present "eat more macaroni drive" about which the industry has talked for many years. None will deny that it will have a good effect on the whole trade and that it will aid materially in making Americans "macaroni conscious."

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All of this merely emphasizes the truth that all of us have much to be thankful for this year. Let's appropriately celebrate Thanksgiving Day on Thursday, November 27, 1930 not only because our President has decreed that we should but because we really and truly have good reasons, business and otherwise, for so doing.



# Midyear Meeting to Restore Confidence and Promote Prosperity

## Trustees Review Advertising Work

Confronted by a period of declining activity in our industry, a condition that exists in all lines of business the Board of Directors at a meeting Oct. 20, 1930 in Atlantic City laid plans to restore confidence in the macaroni business and to create prosperity through the proper capitalization of opportunities presented by the advertising campaign now in progress. These are the motives behind the call soon to be issued for a midyear meeting to be held in Chicago on Jan. 19, 1931. The session will be in the Palmer House during the week of the convention of canners.

The meeting will be a one day affair with 2 outstanding subjects for consideration—First, how best to realize on moneys invested in the present publicity campaign with particular reference to the possibilities of "Macaroni Week," set for March 2 to 7, 1931; second, to put the industry on a more stable basis by enabling all firms to know their costs and to figure them on some uniform, generally accepted basis.

The meeting at which this action was taken, President Frank L. Zerega in the chair, was attended by Directors Henry Mueller, G. Guerrisi, A. Gioia, G. G. Hoskins, G. La Marca, L. S. Vagnino, Wm. Culman; also F. J. Tharinger, advisory officer; B. R. Jacobs, educational director, and M. J. Donna, secretary-treasurer. It was the second meeting of the 1930-1931 directorate.

Secretary Donna presented a report on receipts and expenditures of the Niagara Falls convention last June. Receipts totaled \$1414, expenditures \$1417.60, a deficit of \$3.60.

The resignation of Henry Mueller as director was accepted after it was ascertained that he could not possibly serve and Henry D. Rossi, of Peter Rossi & Sons, Braidwood, Ill., was named to fill the vacancy.

As to the suggestion presented at the last convention by F. Patrono of the Independent Macaroni Co., Mount Vernon, N. Y. and referred to the directors, that a manager be employed to do group buying for the association members, it was voted that the functions of the association employees could not be extended to cover this service.

For many years the association has refrained from publishing the names of manufacturers prosecuted for the sale of adulterated or misbranded goods. Feel-

ing that violations would be discouraged if the names were published, the directors went on record as favoring the fullest possible publicity for all such cases after court action had been taken. Hereafter the Macaroni Educational Bureau will publish names of violators and the punishment meted out to them.

Because of his part in promoting the primary arrangements for the present Macaroni Publicity Campaign, an outstanding accomplishment during his last term as president, Frank J. Tharinger was named ex officio member of the Board of Advertising Trustees. His advice will be invaluable to that body.

The question of the time and place for the 1931 convention of the association and industry was given but slight consideration because the board preferred to leave this choice in the hands of the members who will gather at the midyear session in January.

Directors John Ravarino, C. B. Schmidt, F. S. Bonno and F. A. Ghiglione were unable to attend this session of the board.

### "MACARONI WEEK"

For a special feature of the nation wide drive now under way to popularize macaroni products as a daily rather than an occasional food, the industry will stage a "Macaroni Week" during the coming Lenten season. At a meeting of the Board of Directors and the Board of Advertising Trustees held in Atlantic City last month, the week of March 2 to 7 was so designated.

Those in charge of the advertising campaign now being sponsored by the members of the National Macaroni Manufacturers association will arrange the publicity schedule to reach its peak just prior to the week of March 2-7. One feature of "Macaroni Week" will be announcement through the press and over the radio of the winners of the several hundred prizes now being offered in the association's recipe contest, prizes totaling \$5000. Said announcements will be made by Miss Jean K. Rick, recipe counselor of the association.

The various details are being planned by the Board of Advertising Trustees. Members will be supplied with a great

many suggestions on merchandising plans laid whereby each will be able to capitalize on his investment. The co-creative advertising campaign and the special week planned for concentrated macaroni publicity will in themselves promote macaroni consumption but only by concerted individual and group action the greatest good be obtained from the campaign. Subscribing firms will their share only if they go after it determinedly, making the best use of material and suggestions supplied those in charge of the activity.

Get all set now for "Macaroni Week" March 2 to 7, 1931.

### Nation's Food Bill High

The food bill of the American people approximates \$24,000,000,000 a year, which \$3,000,000,000 is consumed at the foodstuffs are raised, while the passes through retail channels, according to Professor Paul Nystrom of Columbia university, who was a witness in the District of Columbia supreme court at the hearing on the packers' plea for modification of the consent decree signed in 1920.

Professor Nystrom declared studies revealed that between 3,000,000 and 4,000,000 American families are forced to exist below the standards for a rational minimum and that the families at present prices could have meat on y once or twice a week.

He pointed out that shortening of route to market would make it possible for these people to have meat more often without depriving other commodities of their market.

Professor Nystrom also stated that his opinion a monopoly in the food business is impossible because of the large number engaged in production and the fact that relatively little capital is required to engage in the business.

Edward A. Cudahy, Jr., president of the Cudahy Packing company, described operations of his company and declared that under changed marketing conditions the small packer is in a more advantageous position than the large packer.

### NEARING SUCCESS

Negligence in concentration in marketing, or in anything else, has brought many men near enough to success to nothing but failures.

The Board of Advertising Trustees met in the Traymore hotel, Atlantic City, Pa., on Oct. 20 to review the results of the macaroni advertising campaign has planned to date, and to plan for its future development. Among the trustees present were: R. B. Brown, chairman; G. Guerrisi, Jas. M. Hills, and A. J. Tharinger. In attendance also were the executive members: Frank L. Zerega, Frank Tharinger and M. J. Donna; representatives of the agency, Fred Millis, R. E. C. J. Pettinger; G. G. Hoskins, chairman Merchandising Committee; Educational Director B. R. Jacobs; Field Secretary H. M. Ranck.

### Field Secretary Reports

Mr. Ranck made a very complete report of conditions in the industry as reported by the manufacturers of the country while on a tour that extended from the Pacific coast to the Atlantic shore, from Texas to the Canadian border. All enthusiastic over the prospects of the publicity campaign now underway and of other activities in the Association program. The one very general comment heard by Mr. Ranck was against discriminate price cutting in many sections that made the business unprofitable. He found the manufacturers in a position to accept anything of a progressive nature that would eliminate unfair competition and profitless distribution.

### Macaroni Week

At the recommendation of the agency the board unanimously voted to make a special publicity drive during the week of March 2 to 7, 1931 which will be designated as "Macaroni Week" unless a better name for this period is found. During that week there will be special advertising in newspaper, trade paper and radio advertisements to popularize macaroni products especially to recommend them as appropriate Lenten foods. Interest during the week will be maintained by radio announcements of the prize winners in the much talked of \$5000 macaroni recipe contest. These announcements will be made over a chain of radio stations, a nation wide hookup, by Jean K. Rich, the Association Recording Secretary. Complete details of the publicity for the "Macaroni Week" will be made known to the subscribing

members at the midyear meeting of the National association to be held Jan. 19, 1931 in Chicago at the Palmer House.

### Two Special Drives

Following the promotion of "Macaroni Week," March 2 to 7, it is proposed by the Trustees that the association push two inner-industry drives to help put over other features of the complete program. The first is a drive on Cost Accounting to be made during May and June. By that time the Cost Accounting Committee will have completed its systems, a simple one for smaller plants and a more detailed one for those wishing it; second, a plant Clean-Up Drive will be staged during June and July, the purpose being weevil eradication in sections affected, and establishment of more sanitary conditions among the smaller plants in the larger cities.

### Recipe Booklet Changes

When the National Macaroni Manufacturers association finally publishes its own cook book this will contain only such recipes as will have the general approval of the trade. Great care will be exercised in selection of recipes that will make up the final edition. Every criticism will be considered on its merit and all recipes must meet these 3 basic re-

### Talk Macaroni--Eat Macaroni

In honor of Guy M. Russell, general manager of the McAlester Macaroni Factory, McAlester, Okla., principal speaker at the noonday luncheon of the McAlester Rotary club, Oct. 28, 1930 John H. Pierce, chef of the Aldridge hotel served a complete meal of macaroni products. The menu was a revelation to the business men of that progressive city who were not aware of the many different tasty ways in which macaroni products may be served.

First came chicken broth with macaroni stars. Then came macaroni papoose with pineapple sauce, some spaghetti muffins and by way of dessert some apricots in a noodle nest.

Mr. Russell's talk touched 2 important phases of the macaroni business, the manufacture of the product and the great prospect for its becoming a very popular American food. He stressed the fact that a recent survey shows very infrequent serving of this product in one or two ways only that were known to the

housewife. His talk made a fine impression on the Rotarians and he recommends this plan of getting the public acquainted with macaroni products.

### Planning Cost System

Chairman G. G. Hoskins of the Cost Accounting Committee reported that fine progress is being made in seeking a uniform cost system applicable to all classes of firms in the industry. Plans, though not complete, have progressed to the point where he can announce the intentions of his committee. A simple system for use in the smaller plants has been outlined. Such a system may be handled by any bookkeeper and by almost any stenographer when familiarized with it. A more detailed system is for the larger plants that desire closer cost figures or the various manufacturing and distributing operations.

The general plan met the approval of the trustees and directors sitting in the joint session to hear this report. After receiving the suggestions of these officers the committee reported it would continue its work and have plans completed for the midyear meeting next January in Chicago.

### Small Dealers' Value

The Advertising Age of Chicago in discussing the puzzling question as to the place occupied by the small independent dealers in distribution quotes Eugene Skinner, advertising manager of the Skinner Manufacturing Co., Omaha, Neb., as saying that his company covers all the retail outlets as soon as it can organize the sales work to do so:

"We start in a territory by covering all the stores we can, and our aim is to complete the job as rapidly as possible.

"We feel that were we to lose the small retailer we would jeopardize our business with the larger outlet. The distribution in the 88% of the stores which do 12% of the business, enables us to sell the 12% of the stores which do 88% of the business."



» General Business Conditions Unchanged «  
Depression Scraping Bottom

The business situation has shown no clear indication of decisive change during the past month, says the November monthly news letter of the National City Bank of New York.

Some signs of improvement can be found, and several are quite encouraging, but none of them is yet important enough to give definite assurance that the turn has taken place.

Since business men had been counting on some sort of a recovery this autumn it is natural that this failure of their hopes to materialize should have had a depressing effect. As usual, this disappointment has found reflection in the stock market, where prices which had been holding up on expectations of an early recovery in corporation earnings have given way to new low levels more in keeping with the revised ideas as to the outlook for corporation profits. And as the market has declined, business sentiment, always influenced largely by the market, has had another sinking spell that has tended to put a damper on recovery.

There is no denying that industry and trade have had a great deal to contend with during the past month. Besides the falling stock market and other indications of unsatisfactory economic conditions at home, the political turmoil existing in so many important areas abroad has tended to keep business in a state of uncertainty.

Just at the time when the world most needs peace and order and the wholehearted cooperation of all peoples and classes, we read of contending armies, turbulent parliaments, tariff wars, and similar symptoms of social unrest and mutual suspicion. All of which would be disheartening indeed were it to be forgotten that such conditions are to a certain extent the usual accompaniment of economic depression.

Let those who assert that the present world confusion is unprecedented only remember back to 1921—Europe exhausted by war and in serious danger of revolution; currencies collapsing; South America and Australia, then as now, acutely affected by the heavy fall

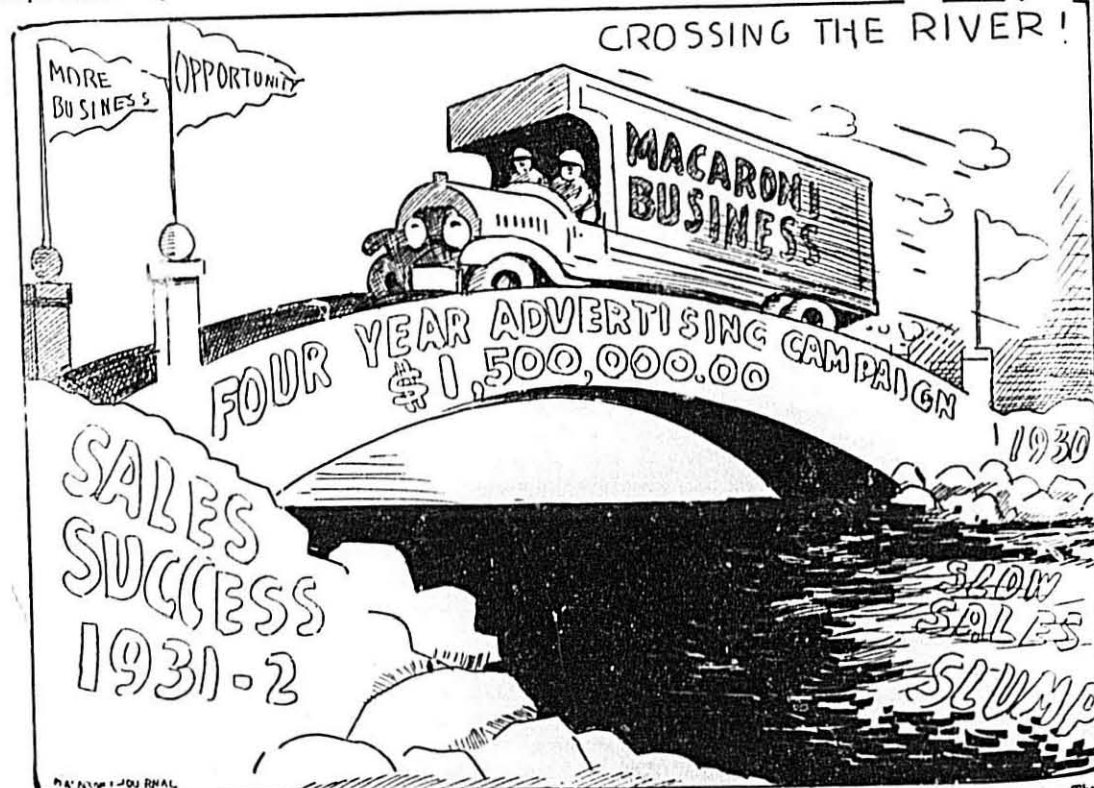
in raw material prices; docks and warehouses the world over filled to overflowing with undeliverable American merchandise; banks burdened with protested foreign exchange items; Cuba in moratorium; and in the Far East Japan suffering from the after-effects of a panic which proved to be the first warning of the coming storm.

Yet such conditions, desperate as they appeared at the time, did not prevent recovery, once started, from proceeding at a rate which confounded the pessimists.

If it be true that the problems now pressing for solution, involving as they do such questions as international debts, tariffs, destinies of empire, and readjustment of industry and agriculture everywhere to a new scale of values, are more complex than those of 1921—and here it would be well to make allowance for the human tendency always to regard current difficulties as the most perplexing ever experienced—we still see no reason for failing to face the future with confidence.

Obviously the full measure of prosperity for all depends upon the satisfactory solution of these problems, but we do not believe that the world needs

(Continued on page 10)



General business is improving according to the opinions freely expressed by students of business trends and conditions. The macaroni manufacturing business will be materially helped on its upward and forward movement by the cooperative advertising campaign being sponsored by 100 or more far-seeing and experienced macaroni and noodle manufacturers.

No More Off Color Macaroni!

Now, by the Perfection of a New Method of Testing, Semolina, made by the Gold Medal Millers, insures Uniform Color in Macaroni 365 days in the year!

Special Relief for Manufacturers Unable to Control Color Due to Local Climatic Conditions also Made Available for the first time by the Recent formation of the Gold Medal Macaroni Service Department

THROUGH this development you can get the same color macaroni 365 days of the year! This simplifies production remarkably and results in substantial savings!

The millers of Gold Medal Semolina can assure these results through the perfection of a new testing method.

Gold Medal Semolina has always been known as the standard of Semolina excellence. It has been made from the finest quality amber durum Wheat, carefully selected by the largest wheat buying organization in the world and milled under the best possible conditions in the most modern Semolina mills. Now, through this new step, which gives an added assurance of uniform results, this product has been named GOLD MEDAL "Press-tested" SEMOLINA.

What "Press-tested" Means

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

Thus, there is no chance of this Semolina

GOLD MEDAL  
"Press-tested"  
SEMOLINA



"Press-testing" Insures Uniformity of Color

ever varying in results. You always get the same color macaroni every day in the year. No chance of losing money by having to sell otherwise first grade macaroni at second grade prices.

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

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



## » Macaroni Educational Bureau Section

By B. R. JACOBS  
Washington Representative

At the recent meeting of the Board of Directors, it was decided to give the Washington Office space in the Journal, so that its work might have wider circulation. Some of the work of the Washington office is of interest not only to subscribers and members of the Association but to those who have not yet subscribed.

It is particularly desirable that every member of the industry should be kept advised on the progress made in the industry in technical matters and particularly in law enforcement.

Our educational work has been largely of a police nature but it is beginning to assume a constructive form in that we are beginning to deal with problems of manufacture and the purchase of raw materials, which are of interest to all.

We are starting an investigation of the quality of eggs and for this work we have obtained the support of practically every firm that sells eggs to the macaroni manufacturer. The results of this investigation will be published in this Journal together with recommendations for the purchase of eggs.

From time to time there will be published analyses of semolina, farina, and flour used by the macaroni manufacturers

together with comments on these analyses. In this way manufacturers may be able to correlate analytical data with the quality of raw material that was used. Semolina, farina, and flour of the new crop are showing up better than they did last year. It is too early yet to make comparisons but analyses of these products submitted show a trend toward a higher protein, a lower moisture, and a somewhat improved color.

It has been found desirable to publish in this section the names of firms that are convicted of violating the food laws—federal, state, or municipal, particularly as to misbranding, and adulteration of macaroni products.

For the past two years we have been making an effort to have the Louise Manufacturing company of Cleveland, O., now doing business as the Louise Noodle company of the same city, discontinue the use of artificial color in their egg noodles. Recently they were prosecuted by the state and fined \$25, but they are still continuing its use. Their product labeled "egg noodles" is deficient in egg solids. We will continue to make efforts to make the food law officials keep after them until they discontinue the practice which is a violation of the food law of Ohio.

### General Business Conditions Unchanged

(Continued from page 8)

stand still in the meantime. Trade throughout practically all countries has been so depressed that an increase would seem necessary before long if only to take care of the barest needs of consumption.

Considering the months of reaction now behind us, as well as the depths to which the decline has gone, there can be little doubt but that the depression in this country is scraping bottom.

Whether the mathematical low point has been reached may be open to question, but we do not believe business is likely to go much lower and we think the next important movement will be upwards. How soon that will take place cannot, of course, be foretold with certainty, as that depends in large part on the degree of help or hindrance

accorded the economic forces working to restore the balance.

Usually, however, our industrial depressions of a severity comparable to this one have taken the form of a U-shape curve—that is, business after passing through the declining phase has generally moved sidewise for a few months before commencing the climb back to normal.

It will be recognized also that the coming months are not months in which decisive upward movements are likely to be initiated. During the winter, building construction and outdoor work are naturally slowed down, and traffic and trade over large sections of the country are hampered by the weather. Hence, with large numbers of workers already out of jobs, unemployment seems likely to get worse before it gets better, both by reason of the slack season and the tendency for industry everywhere to reduce costs

Recently the New York city Board of Health called a conference of New York manufacturers for the purpose of discussing with them the sale of artificially colored macaroni products in New York city. All but one of the manufacturers present were opposed to the sale of artificially colored products.

The Board of Health, through Max Herzog, has advised me it has gone on record to the effect that it considers a violation of the Sanitary Code to sell or offer for sale in the city of New York any macaroni product that is artificially colored whether or not the presence of color is declared on the label.

The manufacturer who favored the use of color has been notified of this decision by the Board of Health, and has been advised that he must discontinue immediately the manufacture of such artificially colored products. He had been allowed a reasonable time in which to dispose of any artificially colored product that he had distributed in the New York market.

This action by the New York city Board of Health will have a most salutary effect on conditions in New York city, as the above mentioned manufacturer had a very large trade in Bologna style artificially colored macaroni products.

through greater use of labor saving devices and methods. Such conditions while calling for wholehearted public support of unemployment relief measures, should not lead to a distorted view of the business situation. If the falling off in activity proves to be greater than usual for the winter season, business can be counted as having made a gain.

### Fair Warning

A visitor calling on a man who had the credit of being a lively heckler at political meetings said: "What's the Mike, that you have in the glass case?" "Oh, that's the brick I got again head at the last election." "And what's that little flower on top of it for?" "That's a flower from the grave of a man who threw it."

September 15, 1930

THE MACARONI JOURNAL

11

## Better Dried Macaroni Products At Lower Cost

### Announcing

A Newly Patented  
Artificial Drying  
System for All  
Forms of Macaroni  
Products by the

Gallerani Drying Machine Company  
OF HARRISBURG, PA.



From the OLD

The Old, Open Uncontrolled Method

To the NEW

The New Sanitary and Guaranteed Way



Speed  
Economy  
Efficiency

The New GALLERANI DRYING SYSTEM guarantees not only to speed up the drying process, but to more properly cure all macaroni products at a lower cost per pound and with the smallest possible waste.

A practical, tested system worthy of the consideration of all progressive macaroni and noodle makers who seek to produce quality goods.

The New Gallerani Drying System insures uniformly dried products under all weather conditions. Inquiries invited. Suggestions freely given. Estimates made without cost.

Gallerani Drying Machine Company

Harrisburg, Pennsylvania

Alexander Gallerani, President.



# Secrets of Successful Trade Marking

## Bow to the Read-the-Label Movement

By WALDON FAWCETT

The job of inscribing and identifying a given make of macaroni or kindred product isn't quite so completely a matter for personal indulgence as some members of the trade have fancied it. Not, at least in this age, when ultimate consumers have come to have an uncanny curiosity regarding food packages and a bent for analyzing the designations and specifications on the package. A new necessity has grown up just within the past few years for catering to everyday customers in the language on the package.

This may come as a bit of a jolt to the macaroni tradesman who has fondly cuddled the idea that his personal taste, and his alone, was the only factor to be considered in choice of a trade name or the preparation of package "copy." Possibly even today an independent spirited macaroni brander may indulge his whims in choice of a trade mark and get away with it. But it were the better part of valor if he has an eye to the impulses and habits of the public, even in this quarter. And certainly he had better bow to public opinion when it comes to laying out his label as a whole.

For several years past the conviction has been growing with marketing experts that participants in package competition were due to adopt package dress that would satisfy as completely as possible the buyer of packages. Not merely appeal to his sensitiveness to color, nor simply catch his eye by bold type, but tell him what he wants to know about the product in terms he can comprehend. To the older reasons for humoring the consumer in this matter of package placards there has now been added a new and more powerful incentive, viz., the spread of the Read-the-Label movement.

What is the Read-the-Label movement? And why? To answer the first question, it may be said that the nature of this popular drive is pretty clearly indicated by its title. It is an agitation or educational campaign designed to induce the purchasers of commodities, and particularly purchasers of foodstuffs, to read from start to finish the inscriptions on the goods. In other words, here is a propaganda plotted to persuade housewives

and household purchasing agents not to be content with a hasty glance at the trade mark or trade name on an article but to make careful note of everything that the producer or marketer of an article has said in the space at his disposal. In short, behold studied missionary work to get the public into the habit of reading the notations in small type as well as the nicknames in large type.

And why? Why is the Federal government so all-fired interested? For it is no secret that the U. S. Department of Agriculture is back of the Read-the-Label program. Well, it is with Uncle Sam simply a matter of serving what Washington conceives to be the public interest. When the Federal Food and Drugs Act was enacted years ago some of the "pure food" crusaders joyously assumed that henceforth all would be lovely. The public was supposedly protected against its own innocence, ignorance, and heedlessness. Gradually, though, it has been borne in upon the Federal officials that the great lay public is "exposed" to adequate knowledge regarding eatables but that usually it does not "take." Hence, the hatching of the Read-the-Label movement as at least a partial solution.

Several reasons in one impel the preachments from Washington for deliberate perusal of every last word and figure on a food package. For one thing, friction will be reduced and consumer satisfaction increased if purchasers will look before they leap to the extent of checking the inscriptions on the package. The cause of health will be promoted if consumers will learn all they can regarding the products offered to satisfy their appetites.

And from the viewpoint of the food industries not the least of the good consequences of focusing attention upon the labels is found in the discouragement of intentional or unintentional substitution, and the restraint of unfair competition. Seldom can goods be "passed off" on a painstaking label reader. Nor is the consumer who has closely scanned the label liable to the delusion that he has purchased a larger volume or heavier weight of a food

specialty than he is entitled to under the package denomination.

That the Read-the-Label campaign being brought close to home for readers of the Macaroni Journal is indicated by an "illustration" used by an official of the U. S. Food and Drugs Administration in one of his recent appeals to the public. Said he: *Suppose you ask your grocer for a package of noodles and he passes you a package labeled plain noodles. Do you get what you want, did you have in mind buying egg noodles? Egg noodles contain 5 1/2% weight of the solids of whole sound egg or egg yolks. Plain noodles contain egg products. If you are sold plain noodles when you expected to buy egg noodles you have defrauded yourself not asking for egg noodles.*

Granted that this and similar alarms will result in closer study by the public of the whole story on the package, who is the macaroni brander to do about it? Doesn't Uncle Sam prescribe the sort of statements to be used on labels, as, for example, the declarations regarding artificial color, or artificial flavor, the products contain either. Yes and No is the answer. The government does make certain hard and fast demands on the macaroni labeler. He has choice but to comply. But there are certain other responsibilities in connection with foodstuffs identification as to which official Washington has little to say. The latter is left to the initiative of the brander. All the same, these details that are outside the strict Federal prescriptions are worthy of more careful attention. We are going to have the public analyzing, dissecting, and translating in its own way every statement made on the label wrapper.

First of all, the new and sharper situation may influence to some extent the selection of the trade mark itself. The government will not allow a macaroni tradesman to adopt a descriptive macaroni mark, if it is to be registered under the basic trade mark law. even in the choice of suggestive words which are allowable, the brander must watch his step lest he create a wrong impression in the minds of some consumers who take meanings too literally. So too, the conservative nicknames

September 15, 1930

THE MACARONI JOURNAL

13

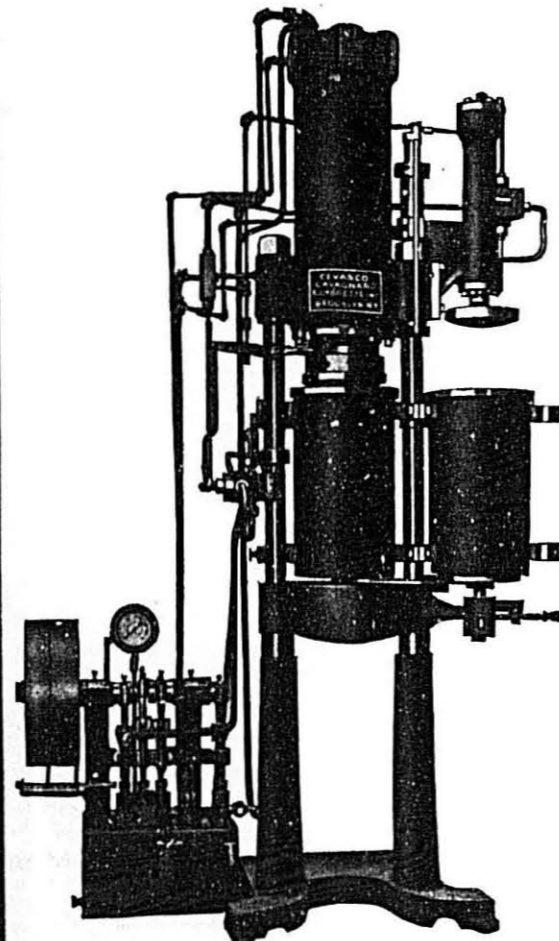
## Consolidated Macaroni Machine Corporation

FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.

I. DeFrancisci & Son

Designers and Builders of High Grade Macaroni Machinery



Vertical Hydraulic Press with Stationary Die  
12 1/4 and 13 1/4 inches

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**DIE PLATEN.** The dies platen or support is divided into three (3) sections for the 13 1/4 inch and two (2) sections for the 12 1/4 inch press. (We originated this system of sub-division of platen, since copied by competitors.)

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

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

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

156-166 Sixth Street BROOKLYN, N. Y., U.S.A. 159-171 Seventh Street

Address all communications to 156 Sixth Street



want to steer clear of any macaroni brand that the public in its new consciousness of markings would be likely to draft into everyday use as a grade mark, or indicia of flavor, size, or variety.

Assuming that the planner of the trouble-proof label has dodged the pitfalls that surround the trade mark proper, there remain other dangers, now that the public has sharpened its scrutiny of labels. Lest the public make its own choice of a buyword there is need that the packagers have a care to present the various elements of package display in the order of their importance. The corporate title of the manufacturer should not be allowed to overshadow the trade mark name. A slogan needs must be subordinated to the trade name it glorifies. And in this day when mergers and consolidations and full line marketing are operating to bring to market many products, each bearing two or more different trade marks, it is all important that the label readers recognize the relationship and the respective responsibilities of house-marks or tying marks on the one hand and product-marks on the other hand.

With every day citizens schooled to

take a more intelligent interest in label recitals it also behooves the macaroni or noodle seller to exercise extra discretion in all statements as to quantity of packaged contents. The food and drugs act requires every product package to carry a plain and conspicuous statement of the quantity of contents. So much for the statement of net weight. But there are other quantitative terms to be kept straight. In this era when the 10-cent food package has attained new vogue and when macaroni subpackage units are being extensively included in "assortments" and "combination" offers, there is an added urge upon the frank and conscientious marketer to set the label reader right as to the stature of the portion that is offered him, if the offering is a "Sample," "Trial Size," "Full Dinner" unit, or any other helping short of the regulation standard package. Just in closing and as a valuable tip to every macaroni marketer who is giving thought to this general subject of labeling strategy, it may be whispered that the U. S. food administration is likely to launch, ere long, warfare on the "subunit package," just as Uncle Sam is already hounding "slack pack" containers in the food field.

Let Us Give Thanks

A Timely Editorial—Author Unknown

In 1620 our Pilgrim fathers celebrated the first Thanksgiving on the rocky shores of our New England coast. This is 1930, exactly 310 years later.

Let us compare situations:

The Pilgrims celebrated after a year in which nearly half of their little band had died of disease and exposure. Today there are plenty of warm houses and plenty of coal for fuel. Medical science has so far advanced that the death rate is only a very small fraction of what it was in 1620. Point number one for which to be thankful.

In 1620 there were Indians who rather enjoyed having a scalping party now and then. Today we have gangsters and bootleggers who shoot each other down with machine guns. But there is a difference; today decent and law abiding people are not molested, while in 1620 life was not safe for even the most devout.

In 1620 the few white people on our shores were victims of tyranny and political oppression. Today there is no tyranny, and if we are oppressed by taxation it is because we have failed to be as interested in "politics" as we should

be. We are our own rulers in the United States, in the most powerful commonwealth of the world. Again we should be thankful.

Point by point let us compare. The bed we sleep on—mattress, springs, covers and all—the food we eat, the building we work in, the clothes we wear, the books we have to read, the schools we have for our children. Onit luxuries if you wish. Compare only necessities. By any method of comparison we have a thousand more reasons for being thankful than those first Americans who gave thanks in the harvest season. And this is not taking into consideration the things that cannot be compared, the steam engine, the automobile, the airplane, the telephone and telegraph, radio, television, electric light and so on. We have these; our pioneer forefathers knew them not.

What! You say you cannot compare these times with those of 300 years ago—that life is more complex, that we are governed by economics, etc. Why bless you, of course that is true. But if you don't feel thankful for things as they are, just ask yourself this: Would you really like to trade your present mode of life for that followed by our Pilgrim fathers?

If your answer is in the affirmative then perhaps you can be excused if you grumble a bit. Personally, I like 1930 in which the only scalping that is done is on theatre tickets and not on the crown of my head. I say, let us be thankful. We have much to be grateful for.

America's Most Priceless Asset

What would you call America's most priceless asset? asks B. C. Forbes "Forbes Magazine." Surely not its limitless natural resources, not its matchless national wealth, not its unequalled store of gold, not its giant factories, not its surpassing railroads, not its unprecedented volume of cheap power. Is it its most priceless asset the character of its people, with their inexhaustible energy, their boundless courage, their indomitable self confidence, their transcendent vision, their sleepless initiative and perhaps, above all, their inherent irrepressible optimism?

The British are famed for their bulldog tenacity, their grim fixity of purpose, their stoicism under adversity. But Americans meet adversity, not with dour determination but with lightheartedness, with a smile on the face and a joke on the tongue. "Tomorrow will be a better day." "You can't hold a good man down." "Be a bull on America. That's our national spirit. Gloom may last for a night but optimism returns the morning. Nothing is so good but can be made better. We gaily, resolutely attempt the new; we cheerfully discard the old. Thus doth our innate optimism wedded to our other qualities, raise to higher and still higher heights achievement.

Appointed Southern Manager

T. F. McWaters has been appointed district manager of the Skinner Manufacturing Co. with headquarters at Atlanta, Ga. Official announcement of the appointment was made by President Lloyd M. Skinner of the macaroni concern early this month. The Skinner Manufacturing Co. has always enjoyed a good business in the southern states where its macaroni, spaghetti, noodles and raisin bran are popular. McWaters was formerly identified prominently in the roofing business in the south. He is a native Atlantan with a wide circle of friends in the southern territory of which Atlanta is the ideal distributing center.

Only WOOD can take it!

WHETHER you ship to the next town or Cape Town, your merchandise receives a thousand and one jolts before it reaches its destination. Shipping rooms, trucks, loading platforms—every time the shipment is handled it is bumped . . . jarred . . . tossed about. Only well-packaged goods are received in perfect condition by the purchaser.

Rough handling cannot be avoided. But the results can be minimized by using wooden boxes. Only wood can take the destructive handling of everyday transportation and remain undamaged.

Damaged shipments damage your business . . . cause disgruntled customers . . . injure your reputation . . . encourage red tape. You owe it to yourself to see that your merchandise is packed to stand the jolts and jars it will receive before it is safe on the customer's shelves

Fivefold Protection\*—Good Wooden Boxes—assures delivery of your merchandise in the best possible condition.

The Wooden Box Bureau maintains a competent staff of packing engineers and designers to assist manufacturers with their shipping room problems. Their services cost you nothing—place you under no obligation. If you are confronted with any problem related to the packing and shipping of your goods, one of these men will be glad to call on you and explain the advantages of Fivefold Protection.\* Send the coupon today. It may mean thousands of dollars saved.



\*FIVEFOLD PROTECTION

Good Wooden Boxes—safeguard your merchandise against:

- 1. Rough Handling in Transit
2. Hidden Damage (crushed contents, torn labels, etc.)
3. Pilferage
4. Bad Weather
5. Disgruntled Customers



WOODEN BOX BUREAU
111 West Washington St., Dept. 2911
Chicago, Ill.
Gentlemen: We manufacture... and are interested in learning more about the advantages of Fivefold Protection.\*

Name.....
Company.....
Street.....
City..... State.....

WOODEN BOX BUREAU

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

CHICAGO, ILLINOIS





## » » A RADIO TIE-IN « «

By MARY HOPE NORRIS  
 Founder of Mothers' Radio Round Table Club

To the manufacturers seeking practical and profitable tie-ins with the national advertising campaign of macaroni products now appearing in the leading women's magazines and trade papers, the radio is recommended. In proper coordination with the general publicity it will be found most helpful in popularizing a particular brand.

Mention of the term macaroni or macaroni products brings to the average American housewife's mind a picture of a dish that she serves only occasionally—macaroni and cheese. Across the street her Italian-American neighbor may know of a score of ways of serving macaroni, spaghetti, vermicelli, and other products. The German-American a few doors beyond likewise knows of many appetizing ways of serving this splendid and economical food, particularly egg noodles.

In recognition of this situation a direct sales radio advertising campaign should be planned to reach the average homemaker. Its object is two fold; education in the many uses of macaroni products in the menu, and their value in the diet. The latitude of a radio campaign permits the development of such a program to the fullest. Thus the new knowledge is carried to the woman who is largely unacquainted with macaroni products; the housewife who is accustomed to using them in planning her meals receives fresh stimulation through the new ideas that come to her through her radio.

Assuming that the homemaker knows very little about macaroni products, what is the first thing she wants to know? Any homemaker—any human being who is confronted with a given product—immediately wants to know why she should buy it. Is it superior to any other?

Next come the questions of food value, use, and—in the case of macaroni products—economy. Even when convinced of their food value many an otherwise modern housewife does not utilize them often because she knows of only one or a very few ways of serving them. Thus handicapped, she prepares macaroni dishes only at long intervals. She does not form the habit of keeping macaroni products on her supply shelf all the time. On the

other hand, if she can be educated to their many uses in menu building she turns to macaroni products as a delicious and nutritious food, as well as a dollar stretcher. When using them more frequently—and they are almost universally popular in every family—macaroni products come to have a regular place as a staple food in the pantry, and they occupy a position in the family menu almost as impregnable as bread.

In bringing out all these points, radio advertising has an advantage in the introduction of the personal element. First of all, listeners accept the radio artist's voice as that of a friend. They know and recognize that voice; they listen from one broadcast to another. Figuratively, they receive the radio artist into their homes week after week.

What is more natural, then, that one after another, listeners become interested in a program—and in direct selling radio work that means the product? Their enthusiasm mounts to the point of writing letters—not merely request letters, nor "fan letters," but friendly letters, homely letters written from one friend to another.

For example, one mother wrote that she has "five little ads" for the particular brand of macaroni products being advertised over Station WJZ of the National Broadcasting company last spring. Then she explained in the next sentence that these are 5 very lively little sons who would eat macaroni at every meal if she would serve it that often.

On this particular program another mother wrote that her little son was very enthusiastic over spaghetti, whereas he would not touch bread. Many a housewife sent her own favorite recipe, or outlined a successful experiment she had tried with a recipe given over the air. Time and time again busy housewives wrote how delicious the dishes made by the radio recipes were, and how amazed they were to learn of the many, many ways of serving macaroni products. Combination meat dishes—such as meat balls and macaroni or spaghetti, meat loafs, escalloped meat, and macaroni dishes—macaroni salad, and macaroni products used in puddings, were immensely popular.

A 15 minute radio program, which is the shortest period sold on some of the larger stations, permits the delivery of about 1300 words by the radio artist, exclusive of the opening and closing talks by the station announcer. This means that in each talk the speaker can give a worthwhile discussion of the products from the point of view of their food value and uses, besides a number of practical points and recipes.

The artist's voice, reaching the housewife in the intimacy of her home while she bathes the baby, washes the dishes, irons, or carries out other daily tasks in the home, makes the program personal. She occupies her mind with the message as she works—there is none of the risk of waiting until she has a few leisure moments to read. Whenever she hears a recipe or some suggestion that appeals to her, she drops her household work for a few moments to copy the recipe. Nearly every housewife makes a point of keeping a notebook and pencil near her radio for this very purpose. Every homemaker always keeps a weather eye out for a new recipe.

This is evidenced over and over again when letters come in with beginnings as: "I was ironing the baby and listening to your talk . . . I heard your radio talk this morning when I was washing the breakfast dishes . . ."; "When I was putting baby to sleep . . .", and so on.

It is an accepted truism, of course, that the human voice is the most valuable of all instruments of expression. Little wonder then that its possibilities in radio advertising are so great.

Take the answering of the first question that the average housewife would ask about a given brand of macaroni or macaroni products—why buy a particular kind? Is it superior to any other? With the radio artist speaking guide the listeners can be taken on an imaginary journey to a modern sanitary, sunlit factory where the given products are made. The talk on such an occasion deals with the sort of inspection that any discerning homemaker would make.

This means that emphasis is laid on the quality of materials, the cleanliness of the factory, the air and sunlight within its walls, and the general reputation surrounding the whole pro-

ber 15, 1930

THE MACARONI JOURNAL

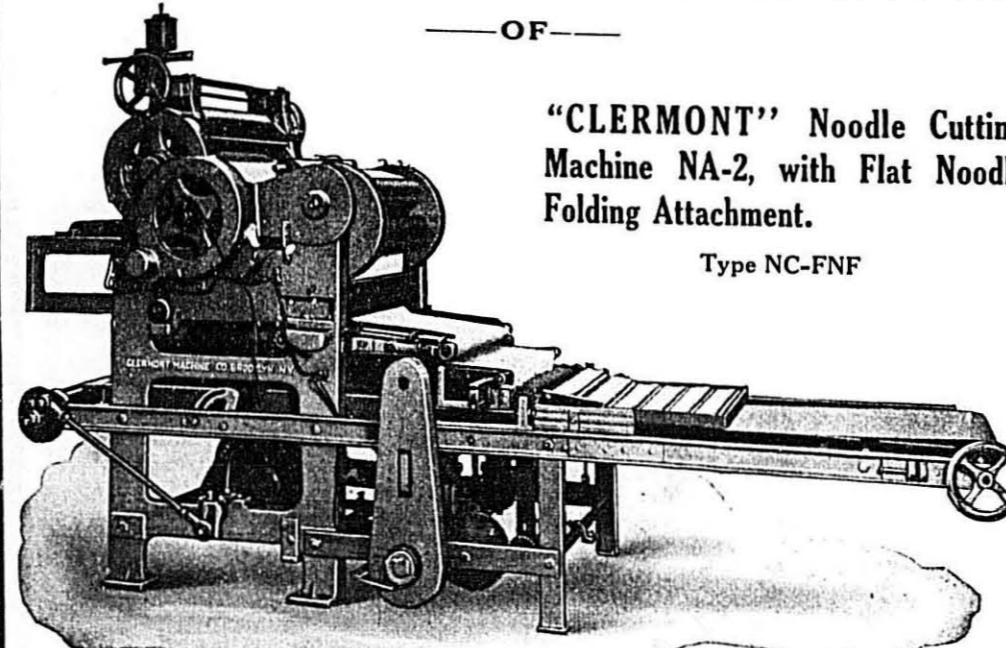
17

## THE LATEST TYPE

—OF—

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

Type NC-FNF

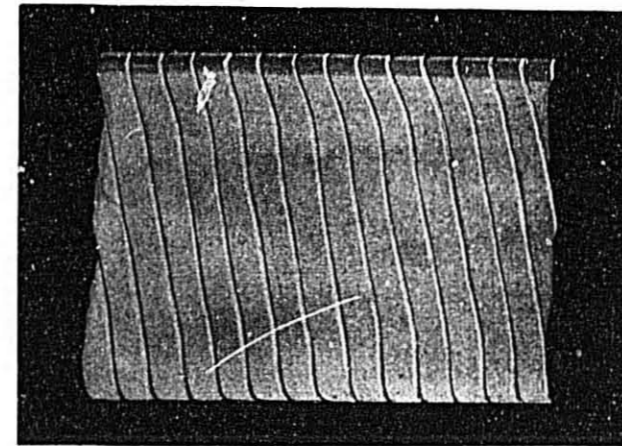


THE MACHINE WHICH PAYS DIVIDENDS

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  
 Triplex Calibrating Dough Breakers  
 Fancy Stamping for Bologna Style  
 Square Noodle Flake Machines  
 Combination Outfits for Smaller Noodle Manufacturers

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

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



of manufacture. The style of this talk is chatty and straightforward—that conversational style that can be achieved only with the spoken word.

The careful homemaker has little interest in the mechanical side of a factory. But her housewifely eyes note at once whether the workmen are dressed in clean white uniforms, whether they wear caps, whether they look healthy, and whether their fingernails are short and clean. All these telltale details answer the question of cleanliness. If they pass muster the housewife is sold on that brand. Since few homemakers have visited a macaroni factory, just enough of the process of manufacture should be given to give them an understanding of the food.

Such an introductory imaginary journey in the recent program over Station WJZ brought many letters from women. They declared that they had always wondered how macaroni was manufactured and about the sanitation of the factories. They also wrote that they felt as though they had taken the trip in person.

This same magic of the voice over the radio was used by the speaking artist, Mary Hope Norris, founder of the Mothers Radio Round Table Club, to whisk the listeners into Italy, for instance, to get ideas for macaroni recipes. A visit would be made to some city or village famous for certain macaroni or spaghetti dishes. Letters invariably mentioned the magic trip. One young Italian mother wrote with all the fire and vim of her race about the good points of a certain recipe. "Oh, boy," she concluded, "I come from Napoli and I know."

In this particular program the succeeding talks after the introduction dealt with food value and uses of macaroni, taken up from many practical angles. The diet needs of the entire family, from grandmother to the year old toddler, were discussed briefly and simply. The range of recipes using macaroni products literally ranged from soup to dessert.

In each instance the recipes and suggestions given were appropriate to the topic under discussion during each one of the 15 minute weekly broadcasts. In addition, a recipe from some famous chef in New York city was broadcast each time. Strangely enough each chef chose a spaghetti dish with a sauce—but therein lies the tale. Each sauce recipe was individual and widely different from the other. The oral description of this dish, its taste, ap-

pearance, and savory odor, made the listeners long for it. In fact, "you made my mouth water" became a stock phrase. Perhaps the fact that the broadcast period was shortly before noon had something to do with it!—and this is another point in favor of radio direct sales advertising, the time of the broadcast can be used effectively in the copy.

Still another favorable factor is the use of listeners' letters. Many of these are really clever, with a glint of humor that gives a friendly, human relationship. Listeners like the informality of having their letters read, and often valuable points can be developed from them. An exchange of recipes or practical suggestions, always arouses interest.

### Vegetables Native to U. S.

When you eat sweet corn, potatoes, sweet potatoes and tomatoes, you are dining upon typical American dishes for all of these vegetables were originally natives to North and South America. The most typical is sweet corn which has been popular in America for years and is still something of a novelty in European countries, particularly in England where vegetable growing is much more highly developed than in the United States.

The summers are hot enough to make sweet corn a practical common garden crop.

Although found in America by the early explorers, the exact origin of corn is not known. Originally it was known as maize, a term that endures in England where the term corn is applied to wheat. Indian corn was the first move toward the common name corn.

It is believed by botanists that corn is a development of a coarse grass native to the southern states known as teosint.

The potato came from South America, the temperate regions of the Andes, and from this same region came the tomato, at first grown only for ornament. The botanical name, Lycopersicon, means literally "wolf peach," referring probably to the poisonous qualities originally attributed to it.

It was originally known as "love apple" and this name is still found in catalogs of English seed houses although long since obsolete in the United States. The original form of the tomato was small, fruited in either yellow or red.

The present huge types and the various shapes such as the cherry and pear tomatoes are what are known as culti-

gens, varieties that have arisen in cultivation from the original species brought from South America. The original tomato could hardly recognize its descendants. The sweet potato botanically is brother of the morning glory and originated in the American tropics.

### Bad Debt Losses in 1930 Compared With 1927

Bad debt losses in the first 6 months 1930, figured as percentages of installment and open credit sales respectively were over 3 times as great on installment as on open credit sales, according to reports from 7 types of stores in connection with the semiannual retail credit survey of the Department of Commerce or 1.9 as compared with 0.6%. The corresponding figures for the same group of stores in 1927 were 1.4 and 0.5%.

The much larger proportion of open credit than of installment sales by the 7 types of stores (department, furniture, jewelry, men's clothing, shoe, women's specialty, and electrical appliance) equalized the loss percentage on the 2 types of credit sales, figured on the basis of total sales. On this basis the average loss percentage on credit accounts both types for all stores reporting January to June 1930, was 0.3%, which compares with corresponding losses of 0.2% on both types of credit sales the stores in these groups which reported for 1927.

### EFFICIENCY

Efficiency isn't so much doing a thing in the shortest possible time, as it is doing that thing when it is supposed to be done.

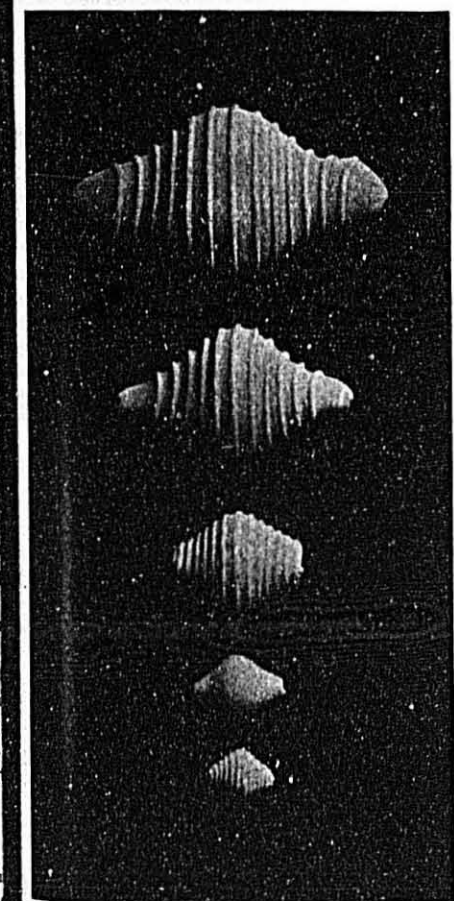
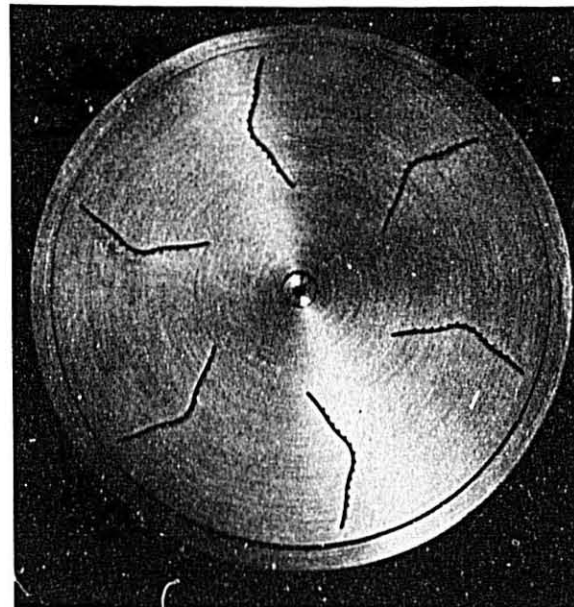
## MARIO TANZI & BROS., Inc.

Presents

# The "FAULTLESS" SEA--SHELL--DIE

A Distinct Achievement in Macaroni-Die-Making

Equally Suitable for PRODUCTION and QUALITY



All Types--All Sizes--For All Purposes--ASK FOR SAMPLES

## FEATURES

- UNFAILING AT FAST DISCHARGED LOADS.
- SELF-CONTROLLED FOR AVOIDING "SPLIT" AND "CENTER-WAVED" SEA SHELLS.
- DEPENDABLE FOR CONTINUOUS OPERATION.

See what some of the most prominent macaroni manufacturers say about this die.

Chicago Macaroni Company of Chicago, Illinois, writes: "We are glad to inform you that to us it looks like a mysterious piece of machinery, and the product obtained from the Die is so wonderful that we have put same on the market under the name of RADIO MACARONI."

A. Zerega's Sons, Inc., of Brooklyn, New York, writes: "It is giving very good results, and we are well satisfied with it."

Brooklyn Macaroni Co., Inc. of Brooklyn, New York, writes: "We find your "Sea Shell" special the finest macaroni die which we have had so far in our plant; both as to ingenuity and workmanship."

The Quality of TANZI'S Dies is Our Most Valuable Asset, the Clearest Tribute to the Honor of Our Fast Growing Organization.

## MARIO TANZI & BROS., Inc.

348 Commercial St. | 1274 78th Street  
BOSTON, MASS. | BROOKLYN, N. Y.

CREATOR and MAKER OF FINE DIES



# Macaroni Stuffing for Thanksgiving Bird

"Stuffing the turkey for Thanksgiving dinner is both an old-fashioned and a new fashioned custom," says Alberta M. Goudiss, founder of the Forecast Radio School of Cookery and editor of The Forecast Magazine, in the issue for November. As "a tasty stuffing for the holiday bird" Mrs. Goudiss very appropriately recommends macaroni because of its flavor-absorbing qualities, its digestibility and the perfect blending of the various ingredients.

"The culinary event we are now busy anticipating is the stuffing of the holiday bird. In my childhood this was an occasion. Thanksgiving was always spent at Grandmother's, and we children used to gather around in silent awe, to watch her put savory cupful after savory cupful into Mr. Turkey's yawning inside. It was thrilling to watch him grow plumper and plumper before our astonished eyes, and I'm afraid we sometimes quarreled among ourselves over the honor of threading the needle with which he was sewed up.

"I remember also, that grandmother had a little trick of filling an extra pan with stuffing. This she would bake until it was all crusty and golden brown, and then save it to reheat and serve with the cold sliced turkey a few days later.

"Although cooking practices have changed in many respects beyond recognition since Grandmother's day, the method of stuffing the turkey remains the same and it is still one of the most engrossing events of holiday meal preparation.

"To many modern cooks, however, stuffing is stuffing. No distinction is made as to kind, and no attempt is made to select a dressing which will give the most



perfect harmony of flavors with the particular fowl to be served. This is not the best of cooking technique. We should vary our stuffings to suit the bird, not only in order to create this perfect blend of flavors but also to give the correct nutritional balance.

"For that Thanksgiving turkey, I'm going to give you one you'll love. It's macaroni stuffing. To make it takes only a few minutes, for the cooking of macaroni is nearly completed at the factory. In fact all you have to do to make it tender, thoroughly cooked and easily digested, is to drop it in boiling salted water for 9 to 12 minutes. Actually, in making the stuffing I don't boil the macaroni even that long, for some cooking takes place while the bird is roasting in the oven.

"Here is exactly how it is made:

- 1/2-pound macaroni
- 4 tablespoons shortening
- 2 eggs
- 4 or 6 small onions, chopped fine
- 2 teaspoons paprika
- 2 teaspoons salt
- 2 teaspoons poultry seasoning.

"Cook the macaroni in boiling, salted water for 6 to 8 minutes. (I use 4 quarts

of water and one tablespoon of salt, also usually add one tablespoon of shortening for additional flavor.) Drain the macaroni thoroughly, and add 4 tablespoons of melted shortening. Then add the eggs, the finely chopped onion, and the seasonings. This recipe makes 3 quarts; for a 12 lb. turkey you will need 3 quarts, and more for a larger one.

"When stuffing the turkey put the dressing in loosely, rather than packing it in tightly, as we do a bread stuffing. If you make such a stuffing for this year's Thanksgiving dinner you will find that it will become a favorite in your household. It is so unusual and tempting that all the family will relish it. And, as for our own opinion, we homemakers don't mind the fact that it is so easily made.

"This stuffing is not compact and heavy, as most stuffings are, but instead has a very desirable lightness and texture. It is most easily digested also, as macaroni is almost predigested during the process of manufacture. This ease of digestion is aided by the fact that, although exceptionally rich in nutrition, macaroni is not a heavy food. It supplies a great deal of carbohydrate, a large amount of mineral matter and some valuable protein, without being too heavy in the latter. And as a flavor food, when blend with the turkey and cranberries you'll find macaroni stuffing delightful.

Mrs. Goudiss is recognized as one of the country's leading authorities on food. Thousands upon thousands of housewives attend her radio school broadcasts regularly at 11:00 a. m. E. S. T. on Tuesdays, Wednesdays and Thursdays on the Blue Network of the National Broadcasting company.

## We Eat With Our Eyes

The above heading is a fact, not just a trite saying. When food attractive in color is set before us, the sight of it stimulates and increases the flow of the appetite gastric juice and increases its quantity, in preparation to receive and digest the food we are about to eat. Hence the expression: "It makes my mouth water." No less an authority than W. R. M. Wharton of the food and drug administration of the United States Department of Agriculture made this statement recently in a radio talk.

"Nature," he said, "has tinted our natural foods with all the colors of the rainbow, and we have formed the habit

through the ages of associating various flavors with the colors of products. Take for example blackberries as we see them on the bush. If they are black, we know without tasting them that they are ripe and luscious. If they are red, we know that they are unripe and sour. These things we know by experience, and this experience is infallible. You probably have never seen peas colored blue, nor macaroni colored red."

That is the reason why macaroni manufacturers have successfully fought the artificial coloring practices of old. Egg noodles are now "egg" color because of the eggs they contain. For the same reason these manufacturers are now more insistent than ever to get semolina

or farina of good coloring to insure finished product with just the right color that the connoisseurs of this food have learned to recognize and appreciate.

A great many well meaning folk talk about the value of saving; that's jawbone. Some folks wish they had saved or were saving; that's wishbone. A few people resolve to begin saving now and do it; that's backbone.—*Silent Partner*

Envy has done more to detract from success in business than lack of capital or want of experience.

November 15, 1930

THE MACARONI JOURNAL

21

LOSE  
NO  
SLEEP!

WHY NOT FORGET ALL THIS WORRY OF MAINTAINING THE QUALITY OF YOUR MACARONI EVERY TIME YOU BUY A NEW LOT OF SEMOLINA. COMMANDER SEMOLINA BRINGS PEACE OF MIND BECAUSE OF ITS HIGH UNIFORMITY.

YOURS TO COMMAND.

COMMANDER.





## » » THE TIE-IN COUNTS « «

The campaign being sponsored by the members of the National Macaroni Manufacturers association to bring about a bigger and more steady consumption of macaroni products will undoubtedly benefit all manufacturers and distributors. But to get the greatest possible good out of this nation wide educational activity, the individual firms will have to tie-in properly their individual, promotional campaigns with the national movement.

The Board of Advertising Trustees is encouraging proper tie-in campaigns, and efforts are beginning to meet with wonderful success. Many firms throughout the country are making good use of reprints of the various ads and thousands of the approved recipe booklets are being placed in the hands of dietitians, food experts and housewives through the cooperation of the contributors and their sales staffs. However, there are several outstanding tie-ins that are pointed out as excellent examples of how best to capitalize the campaign at this time.

The C. F. Mueller company of Jersey City, N. J., is enlarging on the prize recipe contest and offering additional, special prizes to consumers whose recipes are found to be best by competent and disinterested judges. Being an extensive advertiser on billboards, in street cars, magazines and newspapers, the Mueller company contest is receiving considerable attention from the editors of the many publicity mediums with the result that many thousands of recipes from new sources are being received from interested users of macaroni products.

The American Beauty Macaroni company in the central west has a tie-in with the recipe contest that is unique in that it appeals to the children in the home. This firm also has a prize contest wherein 58 cash prizes will be distributed to boys and girls who write the best short article on the 3 humorous figures appearing in The Energy Trio. These have been nicknamed "The Macaroni Mac," "Spaghetti Joe" and "Egg Noodle Nell." In addition to the 58 cash prizes totaling \$500, the firm broadcast the fact that every contestant may win a doll made in the image of the 3 alimentary paste idols,—namely, "Macaroni Mac Doll," "Spaghetti Joe Doll" and "Egg Noodle Nell Doll," unusual and entertaining as are their names.

The company believes that one of

these dolls in the hands of the child in the many homes served in its territory will be a constant reminder of its products. Macaroni products are known to be favorites with children and if mothers can be encouraged to appease their macaroni appetites consumption of this food should greatly increase.

The Superior Macaroni company of Los Angeles, Cal. will rely on radio programs to bear the main burden of its tie-in campaign with the national program though space in the newspapers of secondary cities is being bought to supplement its radio messages.

The radio program is a well bal-

anced one, blending music with instructive messages, making the broadcast appreciatively entertaining. The radio end of this firm's publicity tie-in is handled by Vallan-Whitehall, broadcast advertising counselors while the newspaper campaign is under the direction of Edwin Bird Wilson, Inc.

There are numerous other tie-ins that might favorably be commented upon but the 3 above mentioned will serve to point out the opportunities which the campaign offers to any contributing manufacturer who seeks to obtain the greatest return on his contributions, which thus become profitable investments.

### GLEANINGS FROM "ACTIVITIES"

"Activities" is the official bulletin of the Board of Advertising Trustees that goes semimonthly to campaign supporters.

#### A Fine Start

60,000 recipe booklet requests were received at advertising headquarters within the first 6 weeks of the macaroni advertising campaign.

9000 entries recorded in the National Macaroni Recipe Contest for the 354 prizes totaling \$5000.

Some response, eh?

#### Business To Go Getters

The Cooperative Advertising Campaign will create interest in macaroni products and thousands of new consumer prospects. That does not mean that every firm will profit from it unless it gets after the new business scientifically and wholeheartedly.

#### Midyear Meeting In Chicago

On January 19, 1931 the association will hold a one day gettogether in Chicago. It will be in the Palmer House. There is no good reason why any subscribing member should fail to send a representative to this meeting. Complete program will be announced later.

#### Question For Open Discussion

Isn't there some way to open up new territories excepting by cutting more than the profit out of the goods? We

maintain that this practice is the result of "two-plus-two-plus-Heaven-will-help-us-equal-seven" style of thinking. The Officers and Advertising Trustees would be interested in a free discussion of the problem presented.

#### Why We Must Advertise

Food and beverage manufacturers—competitors of macaroni producers—increased their national advertising expenditure \$5,553,427 in the first 9 months of 1930 as against the same period of 1929, according to a survey by De France, Sullivan & Co., New York. The total for the first three quarters of 1930 in national magazine space, national farm journals and radio, was \$26,338,849, as against \$20,805,422 in the corresponding period of 1929. This was a gain of about 26% . . . This does not take into account expenditures for newspaper space, billboards and other forms of advertising . . . It is conclusive proof that no matter what other business may be doing, makers of food-stuffs and beverages are going right out after business. We'd better do the same, if we want to keep up in the race.

#### BE SURE, THEN PLUG

Meditate before you undertake. Then when you start, reinforce your plans and purposes with the hardest kind of work.

November 15, 1930

THE MACARONI JOURNAL

23

## JOHN J. CAVAGNARO

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

Complete Equipments

Accumulator Systems

Presses

Kneaders

Mixers

Mould Cleaners

Cutters

Brakes

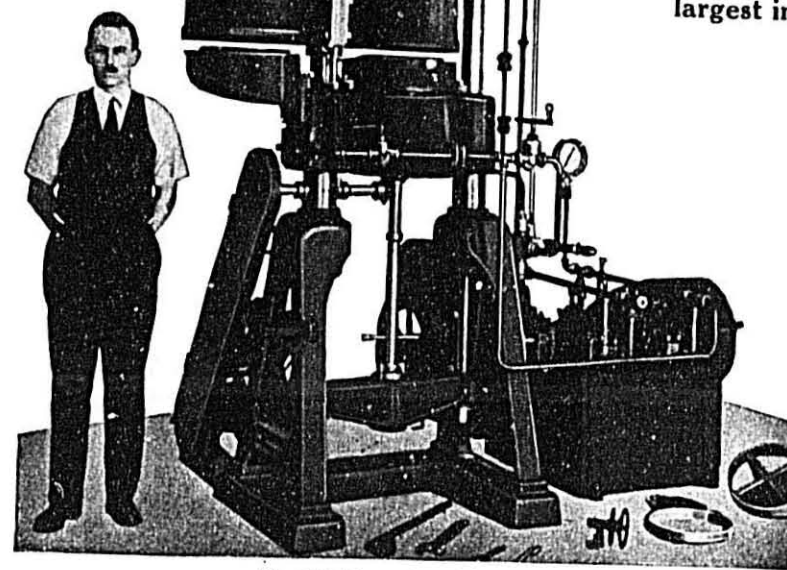
Moulds, Etc.

in

All Sizes

up to the largest in use.

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



No. 222 Press Special

Specialty of  
**MACARONI MACHINERY**  
Since 1881



# North China Market for Macaroni Products

By LOUIS C. VENATOR

Assistant Trade Commissioner, United States Department of Commerce

Tientsin, China, Sept. 18—The North China market for macaroni products is at present limited to resident foreigners and to a comparatively small number of Chinese of the upper class who have adopted some foreign food habits. In the whole of the district the consumption of foreign style macaroni is estimated as about equal to the consumption in an average American city of from 50,000 to 100,000 population.

American, Italian and Shanghai macaroni and spaghetti are found on the market in Tientsin, the main consumption center of the district. American brands are often in packaged form, the other 2 brands as a rule are imported in bulk. The American brands have a certain appeal on account of the cleanliness of the packaged goods. The packages also appeal to certain of the wealthier Chinese who feel that the quality of such articles is better. However, the higher cost of these grades affects their consumption among those of lower spending power.

Customs returns group macaroni and vermicelli under one heading and show imports only of the products in bulk. The latest available figures showing imports of these 2 commodities into Tientsin are as follows:

Piculs	1926	Haikwan Taels
416		7,643
Piculs	1927	Haikwan Taels
372		9,213
Piculs	1928	Haikwan Taels
532		10,823

(Note: The picul is equal to 133½ lbs. The Haikwan tael in 1926 was equal to U. S. \$0.76, in 1927 to U. S. \$0.69 and in 1928 to U. S. \$0.71.)

Figures showing the portion of these imports coming from America are not available. However, it is probable that less than one third is of American origin. Neither are figures available showing the quantities of macaroni imported in packages. It is probable that only a few thousand pounds are imported in any one year.

Since such limited quantities of this product find a market here, general importers, indent houses and manufacturers representatives are not anxious to take on agencies for these lines. The majority of the present business is done through individual dealers who combine the functions of importers, wholesalers and retailers. They establish connections

with manufacturers, order on their own account and expand their distributing business as smaller dealers and the public becomes familiar with the line. Some of these, in addition to maintaining combined wholesale and retail establishments in Tientsin maintain salesmen who call on the trade. Some also establish exclusive agency relations with manufacturers but as a rule they do not insist on this and it is just as well for manufacturers to deal with more than one firm, at least until the product is known on the local market and acquaintance has indicated the best or most successful one to handle the line exclusively.

Most of these local dealers are prepared to establish letters of credit through local branches of foreign banks. Drafts are drawn 60-120 days sight. D/P and D/A terms are both used but D/P terms are most usual.

The name of a brand means considerable on this market as the Chinese are inclined to favor any article with which they have become familiar. Chinese characters on a package, indicating a trade name or some lucky symbol, will often prove an aid in marketing. Any dealer

will be able to make suggestions along this line.

Imports of American macaroni, according to local dealers, probably show a decrease during 1929 and 1930, although customs figures are not yet available to verify this. These decreases are the result of the lower value of local silver currency. The tael in 1928 averaged approximately U. S. \$0.64 and in 1930 dropped as low as U. S. \$0.53. This naturally increased the cost of imported goods and resulted in some preference being shown the lower priced Italian and Shanghai product.

The duty on macaroni in packages is 17½%. On bulk macaroni it is Taels 5.3 per picul.

As of possible interest is appended the sales record of one of the principal dealers of Tientsin. This record shows the volume of trade in this store in macaroni, spaghetti and vermicelli during 1928, 1929 and 8 months of 1930. It shows average cost prices and sales prices. The bulk macaroni is mostly Italian and Shanghai, with a minority of American products, the packaged brands are largely American.

		1928		1929		1930	
		Cost price	Selling price	Cost price	Selling price	Cost price	Selling price
Macaroni in bulk	50 cases (ea. 20 lbs.)	M\$0.32	M\$0.35 lb.	.35 lb.	.40 lb.	.38 lb.	.45 lb.
Spaghetti in bulk	150 cases (ea. 20 lbs.)	.32	.35 lb.	.35 lb.	.40 lb.	.38 lb.	.45 lb.
Vermicelli in bulk	5 cases (ea. 20 lbs.)	.32	.35 lb.	.35 lb.	.40 lb.	.38 lb.	.45 lb.
Macaroni in packages	95 cases (ea. 24, 8 oz. pcks.)	22¼ pkg.	25 pkg.	.28 pkg. 30c	.32 pkg.	.35 pkg. 35c	.38 pkg.
Spaghetti in packages	55 cases (ea. 24, 8 oz. pcks.)	22¼ pkg.	25 pkg.	.28 pkg. 30c	.32 pkg.	.35 pkg. 35c	.38 pkg.
Vermicelli in packages	25 cases (ea. 24, 8 oz. pcks.)	22¼ pkg.	25 pkg.	.28 pkg. 30c	.32 pkg.	.35 pkg. 35c	.38 pkg.
Macaroni in bulk	80 cases (ea. 20 lbs.)	.35 lb.	.40 lb.	.38 lb.	.45 lb.	.38 lb.	.45 lb.
Spaghetti in bulk	25 cases (ea. 20 lbs.)	.35 lb.	.40 lb.	.38 lb.	.45 lb.	.38 lb.	.45 lb.
Vermicelli in bulk	10 cases (ea. 20 lbs.)	.35 lb.	.40 lb.	.38 lb.	.45 lb.	.38 lb.	.45 lb.
Macaroni in bulk	35 cases (ea. 24, 8 oz. pcks.)	.28 pkg. 30c	.32 pkg.	.35 pkg. 35c	.38 pkg.	.35 pkg. 35c	.38 pkg.
Spaghetti in bulk	20 cases (ea. 24, 8 oz. pcks.)	.28 pkg. 30c	.32 pkg.	.35 pkg. 35c	.38 pkg.	.35 pkg. 35c	.38 pkg.
Vermicelli in bulk	8 cases (ea. 24, 8 oz. pcks.)	.28 pkg. 30c	.32 pkg.	.35 pkg. 35c	.38 pkg.	.35 pkg. 35c	.38 pkg.
Macaroni in packages	130 cases (ea. 20 lbs.)	.38 lb.	.45 lb.	.38 lb.	.45 lb.	.38 lb.	.45 lb.
Spaghetti in packages	60 cases (ea. 20 lbs.)	.38 lb.	.45 lb.	.38 lb.	.45 lb.	.38 lb.	.45 lb.
Vermicelli in packages	10 cases (ea. 20 lbs.)	.38 lb.	.45 lb.	.38 lb.	.45 lb.	.38 lb.	.45 lb.
Macaroni in packages	25 cases (ea. 24, 8 oz. pcks.)	.35 pkg. 35c	.38 pkg.	.35 pkg. 35c	.38 pkg.	.35 pkg. 35c	.38 pkg.
Spaghetti in packages	10 cases (ea. 24, 8 oz. pcks.)	.35 pkg. 35c	.38 pkg.	.35 pkg. 35c	.38 pkg.	.35 pkg. 35c	.38 pkg.
Vermicelli in packages	5 cases (ea. 24, 8 oz. pcks.)	.35 pkg. 35c	.38 pkg.	.35 pkg. 35c	.38 pkg.	.35 pkg. 35c	.38 pkg.

(Note: This record was furnished by the manager of the store, Tien Yu Shun & Co.; but no responsibility can be taken by this office as to the accuracy or correctness of the figures. Other information which

was furnished by this party was checked in other sources and found correct, thereupon being embodied in the report.)

Persevere. Learn something constructive from each of your own experiences and those of others. Adopt it into your own life. The stakes are high—the result will be worth while.

Analyze the successful men and you'll

find that courage was depended upon oftener than cleverness.

A man is like a watch—of value so long as he keeps on going.

Calm seas never made a good mariner.

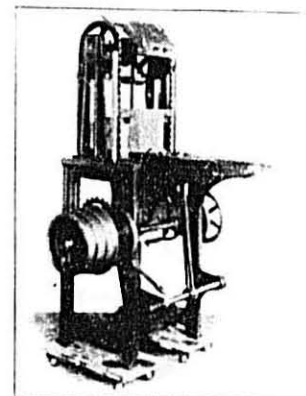
November 15, 1930

THE MACARONI JOURNAL

25

*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



## Francis Heads Grocery Manufacturers Group

Clarence Francis, vice president of the General Foods Corp. was elected president of the Associated Grocery Manufacturers of America at the 22nd annual convention of the organization held Oct. 21-22 in Atlantic City, N. J. He succeeds George D. Olds, Jr., who retired after a year as the head of this important food organization.

The members believe the selection of Mr. Francis to lead the association in its plan to revamp and broaden its program to be a most logical one. He has long been popular in the food trades and holds the respect of all the groups therein.

In a speech of acceptance the newly elected president Francis, commenting on the decision of the convention to broaden the association activities, stated:

"The association was formed originally to combat abuses in the sale of grocery specialties. Those problems have simply disappeared from the field.

"Times have changed. The food industry, its methods and organization have changed. The entire economic structure of the country has undergone profound changes.

"Because of these fundamental changes the problems of the food industry have changed. An association designed and organized to meet the conditions of other days could not fulfill the functions we feel it should perform today. We therefore believe that we must make such changes as are necessary to bring the association into line with present day conditions.

"The response from the members here at the convention was most gratifying. In effect, the board of directors has been given carte blanche to study the situation carefully, decide what are the most desirable elements of a present day program for the association and to propose such changes in both organization and function as are deemed necessary. The requisite financial and moral support of the membership has been promised.

"The details of the program to be worked out must be left to the directors. It is safe to say, however, that the problems which must be met are those not only of the food manufacturers as one element in the food industry, but also those of the food industry as a whole in its relations with consumers and with other industries."

The convention this year was limited to 2 days instead of 3 and was exactly what its sponsors desired it to be—a business convention. The first day,

Tuesday, was given over entirely to closed meetings with no set speeches but with a very definite program.

At Wednesday breakfast the score or more of macaroni manufacturers took a lively part in the meeting of the cereal section. Problems concerning distribution and warehousing of cereal products were the subjects of discussion.

The general session on that day was an open one, many addresses being made by leaders in the manufacturing and distributing trades, following the report of outgoing President Geo. D. Olds, Jr. The theme of the convention, "Manufacturer-Distributor Relationships—their Opportunities and Obligations," was discussed by the following speakers, among others: Wm. R. Orr, president of the National Food Brokers association; R. H. Rowe, secretary of the American Wholesale Grocers association, and Louis C. Shave, president of the Nation Wide Stores Co.

During the luncheon Dr. Frank M. Surface, assistant director of the Bureau of Foreign and Domestic Commerce, summarized the work being done by his bureau to provide information for efficient distribution of foods. During the afternoon Attorney Chas. Wesley Dunn spoke at length on the Capper-Kelly price maintenance bill. He was followed by 2 well known economists, Frederick C. Mills, professor of statistics at Columbia university and W. C. Weidler, dean of the College of Commerce and Business Administration of Ohio State university, both dealing with the commodity price trends.

The annual banquet on Wednesday brought to a close the very enthusiastic 2 day convention. The speaker was Col. C. O. Sherrill, vice president of the Kroger Grocery & Baking company, who discussed some of the problems involved in the relationship of manufacturers and chain stores. The date and place of the 1931 convention was left to the decision of the executive board.

Among the macaroni manufacturers seen at the 1930 conference of the food industries were: Frank L. Zerega and E. Z. Vermyle of A. Zerega's Sons, Inc.; Frank J. Tharinger of Tharinger Macaroni Co., James M. Hills, G. G. Hoskins and Webb Farrot of Foulds Milling Co., G. Guerrisi and Daniel Kreider of Keystone Macaroni Mfg. Co., John L. Fortune and R. B. Brown of Fortune-Zerega Co., L. S. Vagnino of Faust Macaroni Co., Henry Mueller and H. E. Minard of C. F. Mueller Co.,

Henry D. Rossi of Peter Rossi & Sons, William Culman of Atlantic Macaroni Co., Alphonso Gioia of A. Gioia & Sons, G. La Marca of Prince Macaroni Mfg. Co., David Cowen of A. Goodman Sons, Inc., James T. Williams and A. Quiggle of The Creamette company and F. E. Barbour and W. C. Arkell of Beech-Nut Packing Co.

Among the nonmanufacturers connected with the association movement present were: M. J. Donna, secretary and treasurer; H. M. Ranck, field secretary; Dr. B. R. Jacobs, Washington representative; A. J. Fischer, member Board of Advertising Trustees; C. Ambrette of Consolidated Macaroni Machinery Corp. and Fred Millis, C. J. Pettinger and E. Hall of Millis Advertising Co.

The pluck and sense to stick are just as important to win as is your intelligence and industry.

### 1932 Convention in Washington

In connection with the celebration to be held throughout the country in 1932 the directors of the George Washington Bicentennial commission will invite every trade association that holds conventions annually to meet that year in the national capitol. The celebration will be in honor of the 200th anniversary of George Washington's birth, the country's first president and leading patriot.

Already invitations have been sent to hundreds of leading organizations with the suggestion that the subcommittee of the commission be consulted as to specific dates, in order to avoid conflict with any of the celebrations and conventions of other organizations.

The National Macaroni Manufacturers association has been invited to consider Washington, D. C. as the 1932 convention city. Should another city be chosen it is recommended that wherever the meeting is held part of the program be devoted to George Washington. It is well argued that for meetings in Washington pilgrimages to scenes of Washington activities,—his home at Mount Vernon, the Washington monument, the winter headquarters at Valley Forge and other points of interest.

### ADMIT YOUR ERROR

To admit error candidly, to begin over again courageously, to accept advice thankfully, to act only after careful thinking, to make mistakes pay, to apologize when found wrong—these are painful duties we owe ourselves—that pay when put into practice.

*Dependable Somolinas  
of  
High Quality and Uniformity*

## NORTHLAND FANCY No.2

AND

## NORTHERN LIGHT

NORTHLAND MILLING CO.  
MINNEAPOLIS, MINNESOTA

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



All That The Name Implies

In  
**STAR PERFECTION DIES**

---MOTTO--- QUALITY ---ECONOMY  
EFFICIENCY

**THE STAR MACARONI DIES MFG. CO.**

17 Grand St.

New York



AN ADHESIVE FOR EVERY  
MACHINE OR HAND OPERATION

## Trifling But Important!

Sounds contradictory, but  
nevertheless accurately de-  
scribes the position of glues  
and pastes in your plant.  
The first cost is *Trifling*  
but the results are all  
*Important!*



are scientifically designed  
and therefore function un-  
interruptedly, accurately  
and economically. Further-  
more, their price is most  
reasonable. Trial quanti-  
ties of those adhesives suit-  
able for your particular con-  
ditions will be gladly sub-  
mitted on approval.

**NATIONAL  
ADHESIVES  
CORPORATION**

Executive Offices: NEW YORK

WORLD'S LARGEST PRODUCER  
OF ADHESIVES



## Notes of the Macaroni Industry

### Advertising With Spaghetti

A progressive restaurateur in western Pennsylvania has conceived the novel idea of popularizing his eating place by offering free spaghetti with all the delicious, tasty trimmings to all customers who attend the opening of his autumn and winter season. There was absolutely no catch in the offer. He was preparing to serve several hundred free spaghetti dinners and in addition to stage several contests in the popular night club. Spaghetti has been advertised but rarely is spaghetti the advertiser.

### Steal Macaroni Dies

Following the fire which damaged the macaroni plant at 1611 Plum st., Erie, Pa. early last month, thieves entered the wrecked building and stole 15 macaroni molds valued at about \$1000. Many other articles of value were removed from the premises before the proprietor, R. Di Francisco discovered the losses. No trace of the thieves has been found.

### Spaghetti Divorce

Mrs. Jeanette Gagliardo of New York city blames spaghetti for the rift in what has otherwise been nuptial bliss. Her husband just loves spaghetti; she likes it but wants an occasional change. This difference in food preference led to quarrels that finally landed husband and wife in the court of domestic relations where the judge tried a divorce case in which spaghetti appetites played a prominent part.

### Foulds With Lowe Corporation

Colburn S. Foulds, for many years associated with the Foulds Milling company and of which he was until recently the president, has joined the Joe Lowe Corp. of New York city as manager of its noodle egg yolk department. Mr. Foulds is well known in the macaroni manufacturing industry and 2 years ago was chairman of the macaroni publicity committee which did the preliminary work that resulted in the present advertising campaign. His many friends in the industry wish him well in his new connection.

### Kidnap Son of Macaroni Manufacturer

Ignazio Arena, the 5 year old son of a wealthy Norristown, Pa. macaroni manufacturer was kidnaped on his way home from school the afternoon of Oct. 15. After being held captive throughout the night he was released and was found

wandering in a Philadelphia railroad station. The authorities are satisfied that they have apprehended some of the kidnapers, one of whom confessed the crime and named his confederates. The crime was plotted and executed because all of those involved were out of work and needed money. Another motive was revenge on the boy's grandfather from whose employ one of the kidnapers had been discharged after an argument. When the seriousness of the crime was realized the kidnapers decided to release the child rather than to hold him for ransom, as primarily intended.

The child unharmed is safe in the arms of his parents.

### Long Journey for Noodles

When 5 year old Egon Hoenle finished his long and lonesome trip from Bremen, Germany to Chicago he was greeted by his mother and dad, neither of whom could he remember, and a supper of chicken noodle soup.

The noodle soup was a special request made in advance. Fearing that the little traveler would be unhappy in the unfamiliar environs of his parents' home the grandmother in Germany who cared for him the past 2 years asked that his first meal include his favorite food.

Egg noodles in many combinations is a popular food among German children. Today they have strong rivals among the American boys and girls who are learning to appreciate the tastiness of this nutritious foodstuff.

### Houston Plant Remodeled

The Houston Macaroni company's plant at 114 Preston av., Houston, Texas is being remodeled at a cost of \$15000. A new front is being installed and an addition erected at the rear of the present factory. In the new front the sales department will be installed while the new section at the rear will provide much needed manufacturing and drying space.

### Kansas Plant Burglarized

On Saturday night Oct. 11, burglars for the second time in a few weeks entered the plant of the Italian Macaroni & Importing Co., at 320 N. Broadway, Pittsburgh, Kan., and removed a large quantity of merchandise. The door on the north side of the building was forced open. Though the police were notified as soon as the burglary was discovered they have no clue to the robbers. The place was burglarized several weeks be-

fore and it is thought that the same persons committed both burglaries.

### New Firm Incorporated

The Modern Noodle & Macaroni Works, Inc., a Maryland organization has been incorporated under the corporate laws of Delaware with a capital stock of \$100,000 made up of 100,000 shares of common stock.

The new firm has leased a 2 story warehouse at 242-244 N. Paterson av., Baltimore, Md. and after making extensive improvements will install modern machines for macaroni and noodle making.

### String of Spaghetti Evidence in Divorce

A message from Rome states that a string of spaghetti is offered as evidence in a divorce suit started by Olga Hempel, wealthy Austrian merchant against his wife. He charges her with inconstancy.

The suit that Hempel has instituted has a romantic Venetian background. A Venetian restaurant famed for spaghetti. The occasion was a lesson in spaghetti eating volunteered by Giorgio Costa, handsome and young Italian whom the Hempels met en route to Venice on a pleasure trip.

To the restaurant went the Hempel and Costa, Mrs. Hempel eager for first experience with spaghetti which this restaurant Costa assured her, the best spaghetti with tomato sauce in all Venice.

Costa began his famous spaghetti lesson. At that moment, Hempel fell between Giovanni and the waiter, lights went out momentarily. When came on again, the merchant charged found his wife's lips joined to those of the Italian youth by the string of spaghetti. Hempel tore the string of spaghetti from their lips, put it carefully in a piece of paper and took it back to Vienna as evidence.

### Romans Heavy Spaghetti Consumers

The average Roman family, according to Italian statisticians, are among the world's greatest eaters of spaghetti. A survey of scores of homes in Rome shows that the families average about 20 lb. box every 2 or 3 weeks. That makes over 40 lbs. each month or 480 lbs. a year. They may be termed spaghetti gourmards but they aid mat-

October 15, 1930

THE MACARONI JOURNAL

29

*The Golden Touch*

# King Midas Semolina

is an inspiration to the macaroni manufacturer who is building his trade on a quality foundation. Macaroni is becoming more and more a factor of daily consumption and the macaroni manufacturer who realizes that this is his opportunity, is the one who will lead his competitors in the race for supremacy. KING MIDAS SEMOLINA makes a quality macaroni that wins appreciative patrons.

Note the rich, yellow color and even granulation of KING MIDAS SEMOLINA.



**King Midas Mill Co.**  
MINNEAPOLIS, MINNESOTA



in establishing the high per capita average of 50 lbs. per year which is the boast of the Italians.

**"American Miller" in New Hands**

The Market Place Publishing company of Chicago, publisher of the National Miller, has purchased the American Miller. Thus the business built by Arthur J. Mitchell, pioneer journalist of the flour trades had been dissolved. Mr. Mitchell passed away Sept. 25, 1930. The American Miller has been published continuously since 1873, first at Ottawa then in Chicago.

**Germany Lowers Durum Tariff**

Effective Nov. 5 the duty on all durum wheat imported into Germany will be reduced from \$1.20 a bushel to .73. The purpose is to encourage the home production of macaroni products. On the other hand the decree calls for an increased duty on bread wheats from \$1.20 to the extraordinary figure of \$1.62 a bushel.

**New Firm Chartered**

Renna Brothers & Co., Inc., a new Schenectady enterprise, for manufacture and sale of macaroni products has been granted a charter of incorporation by the secretary of state of New York. The firm will also conduct a business of wholesale and retail grocers and a grain and milling business. The principal stockholders are Frank A. Renna, Nicola Renna and Carman Iovino. The plans of the company have not been made known.

**Navy Asks Spaghetti Bids**

The Bureau of Supplies & Accounts, Navy Department, Washington, D. C. has advertised for bids on its spaghetti requirements at 2 of its naval supply depots. All bids are to be at hand before 10:00 a. m. Dec. 2, 1930, and must be on a delivered price basis.

For the navy supply depot at Brooklyn, N. Y. 35,000 lbs of spaghetti will be required and for the naval operating base at Hampton Roads, Va., an additional 35,000 lbs. of spaghetti will be contracted for. The manufacturers interested in bidding for this business may obtain official contract forms direct from the Navy Department at Washington, D. C.

**Catelli Adds New Line**

Keeping step with what it recognizes as a trend in the macaroni products business the Catelli Macaroni Products Corporation, Ltd. of Canada announces opening of a canned spaghetti unit in

which will be packed a portion of its spaghetti products with tomato sauce and cheese. This new line represents a further rounding out of the firm's plants which include several paste products, commanding an extensive market.

Announcement was made from the headquarters at Montreal. This firm is now carrying on its operation in 5 plants placed at strategic positions throughout Canada—two in Montreal, one in Winnipeg, one in Lethbridge and one in Vancouver. The units at Toronto, St. Catharines and Three Rivers were closed several months ago. The plants at Winnipeg and Lethbridge are newly constructed units.

**Noodle Man Marries**

Nickolas Traficanti, joint owner with his brother Frank Traficanti of the Traficanti Brothers macaroni and

noodle plant in Chicago, at 3 p. m. Sunday, Nov. 9 married Miss Rose Lucille Colantonio, daughter of Anthony Colantonio of Chicago. Following the marriage ceremony in the Columbkille church at 1648 W. Grand av. the bridal couple was given a reception in the K. of C. grand hall at 4715 W. Madison st. at 5:30 p. m. Mr. and Mrs. Nickolas Traficanti will be at home to their friends after Nov. 22 at 1810 Emerson av., Chicago.

The groom has been in the macaroni manufacturing business practically his life and has attended several of conventions and sectional meetings of the macaroni industry, though brother Frank takes a more active part in association work. Fellow members in the industry, particularly in the national association, join in wishing and Mrs. Traficanti many years wedded bliss.

**International Macaroni Trade Dull**

While the export of domestic macaroni products took a spurt during August 1930, trade in this foodstuff is dull according to the figures compiled by the Bureau of Foreign and Domestic Commerce. Both the importation and exportation of this foodstuff during the present year shows a sharp decline over the 1929 trading.

**Exports Improving**

During August 1930 a total of 787,947 lbs. of macaroni products was shipped to 45 other countries bringing to the American firms a total of \$62,059. This was a slight increase in quantity but a decrease in value as compared with the 758,169 lbs. worth \$65,011, the exports for August 1929.

For the first 8 months of 1930 the exports show a sharp decline. During this period there was exported a total of 6,155,946 lbs. worth \$510,194. During the same months in 1929 the exports totaled 7,084,987 lbs. valued at \$589,494.

**Imports Also Decline**

The importation of foreign made macaroni products fell off during August 1930 to 149,284 lbs. valued at \$11,328 from the August 1929 imports of 173,612 lbs. worth \$15,883.

The decline in importation of macaroni products has been steady throughout the year. For the first 8 months of 1929 the imports totaled 1,838,550 lbs.; in the same period in 1930 this busi-

ness had declined to 1,793,391 lbs. a from a \$169,704, the value of the imports, to \$149,597, the cost of 1930 importations.

Of the foreign countries Canada, United Kingdom, Mexico and New Zealand were the greatest purchasers of American macaroni products and the order mentioned. Of the United States possessions Hawaii was the heaviest buyer. The table attached shows the quantity and value of the exports by countries as prepared by the bureau.

Countries	Pounds	Value
Netherlands	11,211	13
United Kingdom	152,085	20
Canada	234,225	28
British Honduras	2,333	2
Gautemala	2,240	2
Honduras	16,751	2
Nicaragua	5,128	2
Panama	53,644	2
Salvador	246	2
Mexico	122,475	2
Newf'nd and Lab.	2,054	2
Bermudas	1,709	2
Barbados	145	2
Jamaica	917	2
Trinidad and Tob.	52	2
Other B. W. Indies	252	2
Cuba	39,464	2
Dominion Republic	35,870	2
Nether'd W. Ind.	2,222	2
Haiti, Rep. of	4,753	2
Virgin Islands	96	2

(Continued on page 31)

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**CROOKSTON-SEMOLINA**

Strong, Uniform  
and of  
Good Color

For Quality Trade



**CROOKSTON MILLING CO.**  
Crookston, Minn.



## Grain, Trade and Food Notes

### Death of Campbell Co. Head

Dr. J. T. Dorrance, president of the Campbell Soup company, died suddenly in Cinnaminson, N. J. the latter part of September as result of a heart attack. Thus at the age of 57 died one of the outstanding successes in the food manufacturing business.

Dr. Dorrance was born in Tristol, Pa., and after attending the common schools in his home town, the Rugby Academy in Philadelphia, the Massachusetts Institute of Technology, he graduated in 1897 from the University of Gottingen, Germany.

His first job was as a chemist in the plant of Joseph Campbell Preserve company, Camden, N. J. at a salary of \$7.50 a week. His chemical training caused him to carry on many experiments especially with meats and broths, till finally he succeeded in producing a tasty soup essence. He sold the idea to his employer and as a result that firm was soon on the way to success.

The public had to be taught the value of condensed soup in cans. Dr. Dorrance was assigned the task of educating the public. His campaign of education made him one of the country's foremost exponents of advertising. His firm now spends \$3,000,000 a year on advertising.

The first canned condensed soup, vegetable and tomato, was sold in 1899. The business of the firm has since then been restricted to canned beans, soup and spaghetti. The idea of canned condensed soup brought to his firm profits estimated at more than \$22,000,000.

Dr. Dorrance became general manager of the Campbell Soup company in 1910 and its president in 1914.

### Wheat Duty Exceeds Estimate

It has been announced that the yield of the duty on wheat imported into Italy in July and August of the fiscal year 1930-1931, amounted to 154,593,354 lire (\$29,836,000) or 573,854 lire (\$8,410,000) above the estimate of 111,017,500 lire (\$21,426,000) to be gained from that source, the Department of Commerce is informed in a report from A. A. Osborne, acting commercial attache in Paris. The announcement indirectly points to almost 40% heavier imports of grain last summer than was expected.

The Italian duty on wheat was reimposed in July 1925, after it had been suspended almost 10½ years, ever since February 1915, or 2 months before Italy entered the war. Since then it has been advanced several times until it is now

payable at the rate of 16.50 gold lire per metric quintal equivalent to around 1.44c per lb. or 86.4c per bu. of 60 lbs.

### Russian Wheat Factor in French Market

According to reliable trade reports imports of Russian wheat into France during September 1930 constitute a depressing factor in the current situation, which conflicts with the government policy of market regulation and the maintenance of domestic wheat prices at remunerative levels, the Department of Commerce is informed in a report from Geo. W. Berkalew, assistant trade commissioner in Paris.

The quality of Russian wheat imported is reputed to be excellent, corresponding to American hard winter wheat, and it is offered at prices appreciably below current quotations on shipments from the United States. However, in view of regulations of force limiting the proportion of foreign wheat used in the manufacture of domestic flour to 10%, imports from Russia cannot be expected to attain important proportions.

### Patent on "Push-rail" Held Valid

Cafeteria customers in the United States who are accustomed to pushing trays around the long rail from soup to pie are probably pushing dollars into the pockets of 2 Denver chain store employees, according to a decision by the Federal court of Alabama.

Back in 1909 Albert M. Weston opened a little restaurant in a basement in Boston. He conceived the idea of self service by means of trays propelled along a handy rail. It proved so popular that he applied for a patent. At first the patent examiner turned it down but the patent appeal board reversed the examiner and ordered Weston's patent issued. The actual patent was not issued till 1916 and does not expire till 1933.

The Denver men who hope to reap millions from the patent are C. Ernest Rorrer and Albert R. Mitterer. Inventor Weston sold his patent outright to his Boston attorney, E. E. Kent for \$1 and other consideration. The latter then sold it to Rorrer and Mitterer who used the rail idea to distribute groceries to customers. They planned a grocery store in which customers passed along a counter, pushing trays and baskets and helping themselves to canned foods, vegetables and other food products enroute.

On learning that their patent was being used in cafeterias or "push and

carry" eating houses from Bangor, to San Diego, Cal., the proprietors warned that they were infringing patent rights. Among others who renized the claims of the inventors of the Britling Cafeteria company of Alabama which arranged with the owners for control of the patents in Alabama and Mississippi. The Britling Cafeteria company brought suit against the Cadillac Cafeteria company, a competitor in Birmingham. Federal Judge G. of Birmingham has just decided in favor of the Britling Cafeteria company, ruling that the patent is valid and enforceable. Hence the belief that each of the 20 or more eating houses in the country now infringing on this valid patent will be made to pay practically their entire profits for the last 6 years to the inventors.

### Apple Week

"Have you had your daily apple?" That was the popular greeting during the week ending Nov. 6, designated "Apple Week" by the sponsors, the International Apple Growers association and the Southern Pacific railroad.

The 1930 apple crop was both abundant and of high quality. More than a million bushels were harvested and marketed at prices that are said to be reasonable when cost of production and distribution is taken into account.

Apple eating for health's sake is recommended by the sponsors, renowned physicians and food dietitians. Apples for dessert and as between meals "bits" were prescribed, and by all known methods of advertising the public was informed of the many ways in which this abundant, pleasing and palatable fruit can be prepared for daily consumption by the millions who "just eat apples."

### Trends in Consumption of Cereals

The decline of more than 50% in capita consumption of cereal products in less than 30 years, or from about 230 lbs. per capita in 1889 to about 230 lbs. in 1927, has occurred chiefly in the case of wheat flour and corn meal. The similar downward trends are noted in rye flour and buckwheat flour, which are, however, of relatively minor importance in the country's cereal diet.

The new types of cereal derivatives which have developed rapidly during the past 25 years represent what is probably a new cereal industry for the production of breakfast foods, the

October 15, 1930

THE MACARONI JOURNAL

33

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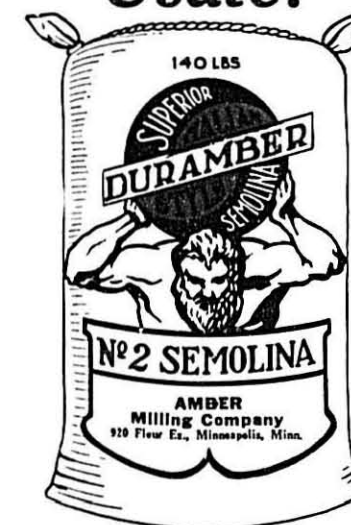
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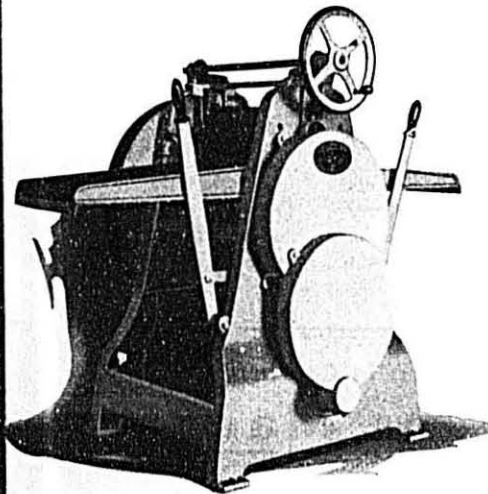


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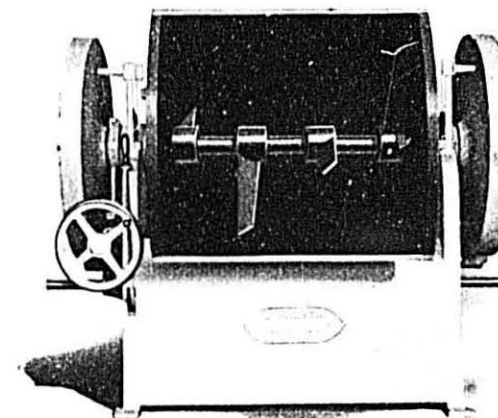
Most Modern Durum Mills in America MILLS AT RUSH CITY, MINN.

### CHAMPION REVERSIBLE BRAKE



Champion reversible brakes play a very important part in the manufacture of noodles; here is where COLOR and GRAIN are greatly improved. This is a sturdy, dependable and safe machine to operate.

### CHAMPION MACARONI-NOODLE MIXER



Macaroni, Spaghetti and Noodles are all made in practically the same way and their color and quality can be greatly changed by the manufacturers in their method of handling the dough in the mixer.

There is a very definite, high standard for color, firmness and pencil strength with right cooking quality. The Champion mixer is particularly and solely adapted to the manufacture of high-grade products.

Write for full information on these units for your plant.

CHAMPION MACHINERY COMPANY, Joliet, Ill.



sumption of a wide variety of which amounts today to approximately 12 lbs. per capita.

The old style buckwheat flour appears to have been replaced largely by a variety of prepared and self rising flours, the present per capita consumption of which is approximately 7.5 lbs.

The rise of the commercial baking industry in the last 30 years is another major development in connection with cereal consumption. The value of bakery products per capita has risen from about \$2.33 in 1900 to about \$11 at present, the actual quantity increase, however, being less than the comparative values indicate, due to the increase in price of bread and other bakery products during the period.

**Durum Price Down**

By the end of October durum wheat prices had reached the low level of 68c per bu. to 73c, depending on the grades taken. During the last week of October and the first week of November the market was exceedingly weak at both Duluth and Minneapolis, the Duluth December future declining 4 1/2c per bu.

The export demand was unimportant and American mills did very little buying of cash durum. Inquiries from European buyers were principally for the lower priced Canadian offerings.

Germany has lowered its import duty on durum wheats and manufacturers of semolina in that country so should soon be in the market for North American durums.

**Sues For Million**

The Great Atlantic & Pacific Tea company is suing Ernest L. Swanson and Carl E. Gustaveson, grocers in Ottumwa, Ia., for alleged infringement of the "Eight O'clock" coffee trade mark asking for a \$1,000,000 judgment and

a restricting order. The bill of complaint was signed by David Bofinger, vice president of the A. & P., charging that the defendants have been packing and selling a coffee under the brand of "8 A. M." which the plaintiff alleges is infringement of its trade-marked brand.

The plaintiff claims that the brand was adopted originally by George F. Gilman, founder of the present chain of grocery stores, using it first as a brand name for coffee in 1869 and that he registered it in the United States patent office Dec. 23, 1890.

The A. & P. claims sole right to the name because subsequent patents include the figure "8" superimposed on the word "o'clock" and the use of a clock with the hands pointing to 8 o'clock.

The company further claims that it spent \$175,000 in advertising the product last year during which 83,000,000 lbs. of that brand of coffee were sold. In addition to asking for an accounting on the coffee sales made in infringement, and payment to them of profits thereon, the A. & P. requests a court order to restrict the defendant from further packing or selling this brand.

**Imported Cheese**

The United States imports about 75,000,000 lbs. of cheese a year, according to the United States Department of Agriculture. O. E. Reed, chief of the bureau of dairy industry, says "if this cheese were made in this country it would make a market for the product of about 150,000 good American dairy cows." The dairy specialists in the bureau laboratories are now engaged in research which is expected to help the American dairy industry produce foreign type cheese that will compete successfully with the imported product.

**International Macaroni Trade Dull**

(Continued from page 30)

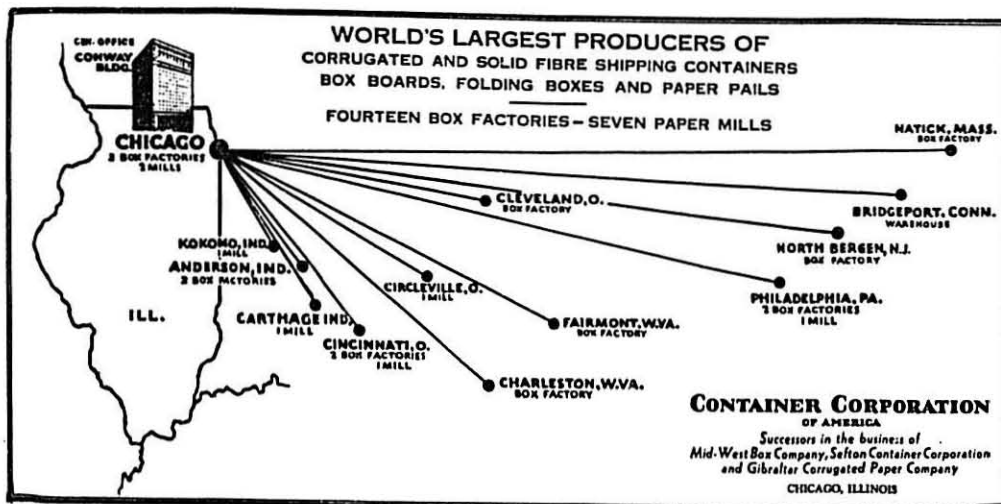
Brazil .....	164
Chile .....	135
Colombia .....	61
Ecuador .....	155
British Guiana.....	200
Peru .....	456
Venezuela .....	3,018
British India.....	1,957
British Malaya.....	805
Ceylon .....	860
China .....	14,030
Java and Mad.....	3,036
Other Neth. E. Ind.	2,938
Hong Kong.....	300
Japan .....	1,250
Philippine Ids.....	4,248
Australia .....	13,169
British Oceania.....	268
French Oceania.....	775
New Zealand.....	42,438
Union of S. Africa..	8,232
Other B. S. Africa..	123
Nigeria .....	288
Other B. W. Africa	169
Hawaii .....	73,141
Total .....	894,295 \$70

The man who flees from the burden of responsibility is simply running away from success.

**IN THE LATEST MANNER**

"A lot you know about animals. Why you don't even know what a lioness is!"  
"Hum, you can't catch me!"  
"Lioness is no animal. Lioness is person!"

Two kinds of people are necessary to make a strong committee—some to make speeches and some to do the work.



**Our Progress is the Gain of Our Customers**

The growth of the Container Corporation of America is a notable one in these times of stress. Its progress is a tribute to sound management and dependable, high quality products which have secured the confidence and support of many of the Nation's biggest buyers and shippers as well as a host of manufacturers with smaller, but nevertheless important, requirements.

With the acquisition of Sefton Container Corporation in the early part of the year, our line of quality Corrugated and Solid Fibre Shipping Containers and Box Boards was supplemented by a fine line of Folding Boxes and Paper Pails, well known and popular with the trade. Recently another plant, the Gibraltar Corrugated Paper Company, was secured resulting in an unequalled manufacturing setup of mills and box factories in strategic locations which insures superior service to customers.

Again, our new contribution to the corrugated field—MYRACOL—which enables buyers to secure corrugated boxes in all the colors of the rainbow, at a very slight increase in cost, further indicates progress in research that is outstanding in the field. We are happy to be able to fill the long felt want of shippers for a package in colors that not only gives their goods big publicity but also brings home the name and trademark of the maker to the consumer. Here's your big chance to come before the public with a real advertising package.



Safeguard your shipments by using quality fibreboard boxes

Write us for complete information on your requirements for any one of our many products. On request our box engineers will call to help solve some intricate packing problem. No obligation. In regard to MYRACOL colored boxes—write in direct care of General Sales, Chicago.

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Seven Mills - Fifteen Factories  
Capacity - 1300 Tons Per Day



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**Fill and Seal Your Macaroni Products in Cartons with Simplified Packaging Machinery**

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A great number of the Largest Macaroni Manufacturers are users of TRIANGLE CARTON SEALERS AND AUTOMATIC WEIGHERS

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 A Publication to Advance the American Macaroni Industry  
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Vol. XII November 15, 1930 No. 7

**Mueller Out--Rossi In**

Henry Mueller, past president of the National Macaroni Manufacturers association who was elected a director at the June, 1930 convention while he was on a European tour, told the Board of Directors at the Atlantic City meeting that he wishes to be free for awhile. He is planning several extensive tours which will take him to Europe, Africa, and perhaps around the world. Mr. Mueller offered to continue acting as chairman of the Finance Committee handling the advertising campaign subscriptions but preferred his resignation as director. After failing in repeated attempts to have him reconsider his action, the directors reluctantly accepted the resignation and immediately proceeded to fill the vacancy by electing Henry D. Rossi of Peter Rossi & Sons, Braidwood, Ill.

Henry D. Rossi is well known to the macaroni manufacturing industry, his firm being one of the few remaining charter members of the National Macaroni Manufacturers association. Twenty-six years ago he represented his firm at the organization meeting of the National Macaroni Manufacturers association in Pittsburgh, April 19, 1904. Though still a young man he has had a quarter of a century of active interest in trade association work and will be a valuable addition to the board.

**Pneumonia Takes William Pietz**

William Pietz, European correspondent of Link-Belt company and a brother of

Chairman Charles Piez of the company, died at Brussels, Belgium, on Nov. 2 after a week's illness. William Pietz, previous to his association with Link-Belt company, was district manager of the concrete Steel company, Chicago. Since 1928 he lived in Paris, France, where he functioned as European correspondent of Link-Belt company. He was born in 1878 at Newark, N. J.

**Patents and Trade Marks**

A monthly review of patents granted on macaroni machinery, of applications for and registrations of trade marks applying to macaroni products. In October 1930 the following were reported by the U. S. patent office:

**PATENTS**

**Macaroni Machine**

A patent on macaroni machine was granted to Raffaele Baccellieri, Philadelphia and Augusto De Rentiis, Collingdale, Pa.; said De Rentiis assignor to Baccellieri Bros., Philadelphia, Pa. Application was filed March 8, 1928 and was given Serial No. 259949. The official description given in the Oct. 28, 1930 issue of the Patent Office Gazette is as follows:

"In a machine having a single cutting roll carrying a series of spaced cutters for cutting dough into strips, means for separating the strips including a presser bar for forcing the strips between the cutters, and a scraper for forcing the strips out from between the cutters."

**TRADE MARKS REGISTERED**

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

**Company Dinner**

The trade mark of Kentucky Macaroni Co., doing business as Company Dinner Macaroni Co., Louisville, Ky. was registered for use on alimentary pastes—namely, macaroni, noodles and spaghetti. Application was filed April 9, 1930, published by the patent office July 29, 1930 and in the Aug. 15, 1930 issue of The Macaroni Journal. Owner claims use since Jan. 1, 1930. The trade name is in outlined type.

**TRADE MARKS APPLIED FOR**

Four applications for registration of macaroni trade marks were made in October 1930 and published in the Patent Office Gazette to permit objections there-to within 30 days of publication.

**Superior**

The trade mark of Superior Macaroni Co., Los Angeles, Cal. for use on alimentary pastes, namely macaroni, spaghetti and noodles, grated cheese and ravioli. Application was filed Dec. 3, 1929 and published Oct. 7, 1930. Owner claims use since July 1, 1920. The trade mark is a picture of a chief uncovering a pot of one of the above named products.

**St. James**

The trade mark of Niagara Macaroni Mfg. Co., Inc., Buffalo, N. Y. for use on macaroni. Application was filed May 16, 1930 and published Oct. 14, 1930. Owner claims use since about July 1929. The trade name is in heavy type.

**Black Bird**

The private brand trade mark of P. Lau Co., Lincoln, Neb. for use on egg noodles, spaghetti and other groceries. Application was filed May 2, 1930 and published Oct. 28, 1930. Owner claims use since 1903. The trade name is in black type.

**Albor**

The private brand trade mark of Psaki Bros., doing business as Albor Distributing company, Philadelphia, Pa. for use on macaroni and other groceries. Application was filed May 2, 1930 and published Oct. 28, 1930. Owner claims use since March 8, 1930. The trade mark is in heavy type.

**PRINTS**

**Heinz Spaghetti**

The titles "So Many Intriguing Ways For Serving This Most Appetizing Dish" and "Mothers Know That This Is A Sustaining Nourishing Quality About Heinz Cooked Spaghetti" were registered Oct. 7, 1930 by H. J. Heinz company, Pittsburgh, Pa. for use on cooked spaghetti in Tomato Sauce with Cheese. Application was published Sept. 1, 1930 and given registration numbers 12735 and 12736 respectively.

**BE ONE OF THE CREW**

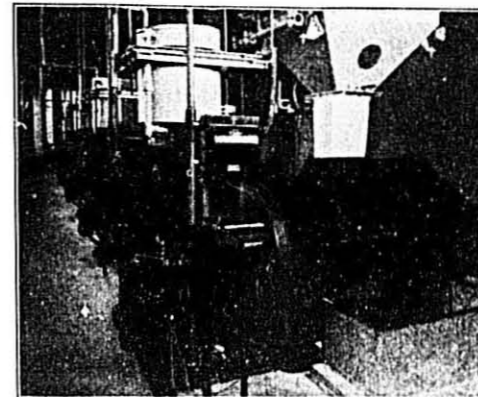
When you find it hard to work or associate with other people, remember they probably find it hard to along with you. The power to help yourself, and then be just one of the crew is a great power that gives pleasing personality.

**WANT ADVERTISEMENTS**

Plant Manager Wanted: Excellent opportunity capable, experienced macaroni manufacturer, executive ability. The Russo Macaroni Co., more, Md.

**A Good Mixer Makes Good Dough**

**Preliminary Driers  
 Mostaccioli Cutters  
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 Accumulators**



An Installation of Elmes' 2 1/2 Bbl. Mixers

**Calibrating Rolls  
 Dough Breakers  
 Trimmers  
 Pressure Pumps  
 Fittings--Valves**



**MIXERS**



**KNEADERS**

**Noodle Cutting and Folding Machines  
 "Tortellini" (Stuffed Paste) Machines**



**Long & Short Goods Driers  
 Fancy Stamping Machines**

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Offices  
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 MINNEAPOLIS, MINN.

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

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

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First--  
**INDUSTRY**  
—  
Then--  
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FRANK A. GHIGLIONE (31), Seattle, Wash.	G. GUERRISI (31), Lebanon, Pa.	M. J. DONNA, Sec'y-Treas., Braidwood, Ill.

«» **A Message From the President** «»  
**Getting a Profitable Share**

As underwriters of the interest-arousing national macaroni advertising campaign, now well under way on a four year basis, we have every reason to believe that the consumption of macaroni products of all kinds will increase materially. Experienced nonsubscribers reason likewise.

Granting that we have succeeded in starting something that will create new outlets for our products, what next? From reports most current in the trade, the profit records of many of our plants during the past few years have been anything but encouraging. Of course there are a few exceptions, but nevertheless there are altogether too many who have been disposing of their output at or below cost of manufacture. Our biggest problem then seems to be that of profitable selling.

Of what value are increased sales and greater per capita consumption if the manufacturer cannot or will not sell profitably? Unprofitable selling does injure not only the seller but his industry. Here's the way one authority puts it:

Goods sold at a loss represent just so much capital thrown away. Such sales inevitably result in a curtailment of industrial activity, in unemployment. When industry is profitable, labor is profitable and these profits are spent for more goods. When industry is unprofitable, labor is thrown out of employment and consumption is reduced, thus causing a vicious circle.

How then can macaroni manufacturers get a profitable share of the increased business that our advertising will surely create?

First, by knowing our costs and quoting reasonable profitable prices. Second, by becoming the sellers; in fact doing away entirely with the harmful practice that has recently crept into the trade wherein the buyer is also the seller, naming his own price.

Finally we should ever remember that an honest policy honestly adhered to is still the straight way to success. This is called a Scotch story that is much to the point:

A wise Scotchman to a son who was about to leave the fireside to make his own way in the world, gave this parting advice: "Jimmie, ma laddie, ye should aye mind that honesty is the best policy." When the son looked at him with some doubt in mind, the father hastily added, "Weel I ken it, Jamie, I hae tried baith."

There is profitable business for all of us if we want it. The Board of Advertising Trustees has many suggestions to offer for getting it. Those who don't realize a profitable share of the promised increased business will have only themselves to blame.

«» **A Message From the Secretary** «»  
**Now for Midyear Meeting**

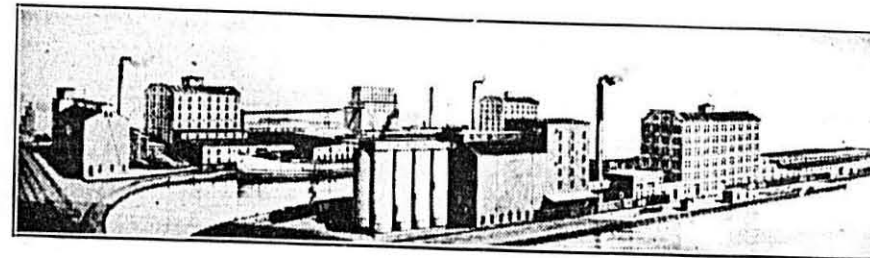
In recent years it has become quite customary to hold a midyear gathering wherein are discussed timely matters of concern to the members of the National Macaroni Manufacturers Association.

In keeping with that custom, the Board of Directors has gone on record as favoring such a meeting, setting the date and place for it—Palmer House, Chicago, Monday January 19, 1931.

The meeting will be of such importance as to warrant the attendance of every member of the Association. Chicago is centrally situated. The convention date is within the week of the Canners Convention and meetings of all the leading food distributing trades.

And what a program! Some of the subjects are: 1—How can a subscriber to the macaroni advertising campaign get his money back in the way of increased sales? 2—How can he best capitalize "Macaroni Week"? 3—The profit-making possibilities of a uniform cost accounting system.

You are given seven weeks advance notice. Plan your work and your trips to be in Chicago for this important meeting on Monday, January 19, 1931.



**HOURGLASS SEMOLINA**

*Embodies Those Requisites*

**Strength, Color and Flavor**

*So Essential for the Production of a Highly Nutritious and Palatable Macaroni*

**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.**





## YOU SPEND A DOLLAR. WILL YOU MAKE IT PAY?

**Y**OU invest a dollar in advertising. You want it to do one thing for you. You want it to help make women use more macaroni, day after day, month after month, year after year.

Advertising can give women a start toward this. But full success depends on one thing—do the women like the macaroni they buy? The better they like it, the more they'll eat. *We must be sure that every package of macaroni sold is just as good as we can make it.* This is the only way we can protect our advertising investment—make it pay us a profit.

Pillsbury is doing its best to contribute its share of this essential high quality. Pillsbury's Semolina and Durum Fancy Patent is made from the finest durum wheat available at any price. It is tested at every stage in milling. Finally it is given the most severe test of all—it is actually made into macaroni, with commercial equipment, in testing laboratories. It will make the finest macaroni—*and because of its strength and uniformity it will make it at a lower cost per pound.*

PILLSBURY FLOUR MILLS COMPANY  
General Offices, Minneapolis, Minn.

# Pillsbury's Semolina