

**THE
MACARONI
JOURNAL**

**Volume XIII
Number 1**

May 15, 1931

The Macaroni Journal



Minneapolis, Minn.

May 15, 1931

Vol. XIII No. 1

Scene of 1931 Conference



Black Cat Room

The BLACK CAT ROOM, Edgewater Beach Hotel, Chicago where the Members of the National Macaroni Manufacturers Association will hold their 1931 conference on June 16, 17 and 18. A complete program of special interest to Members has been prepared for the 3-day meet. The seriousness of the problems confronting the trade should insure a record breaking attendance.

A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI

“Mutuality”
 ---and---
“Make Good”

Dies, Presses, Kneaders and Mixers

Egg Noodles and Bologna Machines, Dies



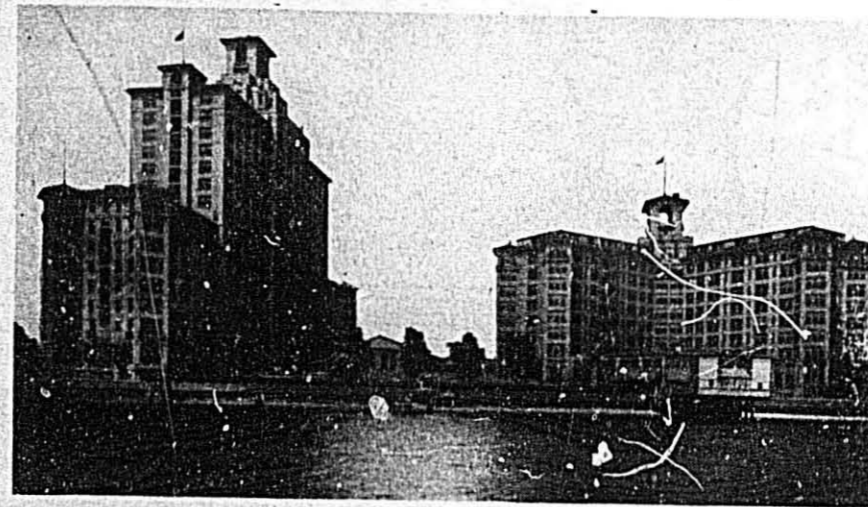
MARIO TANZI & BROS., INC.
 OF BOSTON
 348 Commercial Street
 Cable Address: TANZI BOSTON

Boston, Mass., U. S. A.
 Code: BENTLE

15, 1931

THE MACARONI JOURNAL

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View of Edgewater Beach Hotel and Annex from the lake. Paul Whiteman's famous orchestra will play every evening during the Macaroni Makers Convention, June 16-18, (weather permitting) from the bandstand on the lake.

Program Twenty-eighth Annual Convention
National Macaroni Manufacturers Association
 Edgewater Beach Hotel, Chicago, June 16, 17 and 18, 1931

MONDAY, JUNE 15—5:00 P. M.
 Final Meeting of the 1930-1931 Board of Directors
 President **FRANK L. ZEREGA**, presiding.
INAUGURAL SESSION—TUESDAY, JUNE 16
 Registration—Eight to Ten
 Rollment of Representatives of Member-Firms
 Registrar—**M. J. Donna**, Secretary-Treasurer (Fee \$10 each).
Forenoon Session—Ten to Noon
 Call to Order by President **Frank L. Zerega**.
 Welcome—**Mayor Anton J. Cermak**.
 Roll Call and Introductions.
 Annual Address of the President, **Frank L. Zerega**.
 Annual Report of the Secretary-Treasurer, **M. J. Donna**.
 Appointment of Convention Committees.
Afternoon Session—Two to Six
 Call to Order, President **Frank L. Zerega**.
 Reports of Committees.
Special Sales Session
 Call to Order, **M. Ranck**, Field Secretary, presiding.
 Address—"Selling and Merchandising," **Fred E. Clark**, Professor
 of Marketing, School of Commerce, Northwestern University.
 General discussion of Selling Methods, New Selling Ideas, Etc.
 Adjournment.

GENERAL SESSION—WEDNESDAY, JUNE 17
Forenoon Session—Ten to Noon
 Registration of Representatives of Member-Firms, **M. J. Donna**,
 Registrar.
 Call to Order—President **Frank L. Zerega**.
 Reports of Committees.
Macaroni Advertising Council
 Call to Order, **J. Brown**, Chairman Board of Advertising Trustees, presiding.
 Address—"Making American Housewives Macaroni Conscious,"
 by **Col. L. W. Heron**, publisher and business manager of **Washington Star**, Washington, D. C.
 Presentation of 1931-1932 Macaroni Publicity Program. General
 Discussion.

Afternoon Session—Two to Four
 Call to Order—President **Frank L. Zerega**.
 Reports of Committees.
Special Conference on Cost Accounting
 Call to Order, **C. Hoskins**, Chairman Cost Committee, presiding.
 Address—"Property Accounting and Appraisals," by **F. W. Jackson**,
 American Appraisals Company, Milwaukee, Wis.
 Form Cost System Display—Discussions and Explanations and
 Free Consultations with Cost Experts.
R. V. Thornton of **Wolf & Co.**, Accountants, will be avail-
 able during convention for personal consultation by firms' (accountants.)

ELECTION OF DIRECTORS.
 Adjournment.
Evening Entertainment—Seven to Midnight
 Annual Dinner-Dance.
 Toastmaster—President **Frank L. Zerega**.
 After Dinner Speaker—**Count Ernesto Russo**, Milan, Italy.
 Subject—"America As I Find It."
 Entertainment, directed by Special Entertainment Committee.
 Dancing.
CLOSING SESSION—THURSDAY, JUNE 18
Final Session—Ten to One
 Call to Order—President **Frank L. Zerega**.
 Reports of Committees.
 Announcement of 1931-1932 Officers Elected.
Special Exhibit and Products Analysis
 Dr. **B. R. Jacobs**, Washington Representative, presiding.
 Address—"The Standardization of Macaroni Products," by **Dr.**
W. S. Frisbie, Chairman of the Food Standards Committee,
 U. S. Department of Agriculture.
 Report of the Macaroni Educational Bureau.
 Examination and Study of Products—recommendations and sug-
 gestions for improving quality.
SELECTION OF TIME and PLACE of 1932 CONVENTION.
 General Discussion.
 Final Adjournment.

Afternoon
 First Meeting of 1931-1932 Board of Directors.
SPECIAL ENTERTAINMENT FOR WOMEN
 12:30 P. M.—Wednesday, June 17—Special Luncheon.
 1:30 P. M.—Bridge and Bunco Party—Door and Table Prizes.
 7:00 P. M.—Annual Dinner-Dance and Entertainment.
 Suggested Sightseeing Trips of Interest:
 1933 World Fair Site on Lake Front.
 Shedd Aquarium and the Planetarium.
 Field Museum and Art Institute.
 Edgewater Beach Hotel's recreation grounds always open to
 guests, special music daily by **Paul Whiteman's** renowned or-
 chestra in Marine Dining Room and on Lake Michigan beach.
NOTE:—The usual fee of Ten Dollars will be collected from all
 who register, entitling registrants to:
 (1) Privileges of Convention.
 (2) One Banquet Ticket.
 (3) Tickets for Ladies to Luncheon, Bridge and Bunco
 Party.
 (4) Admission to All Entertainments.
 (Additional tickets for ladies and guests to Annual Dinner-Dance
 may be procured from the Secretary.)



The Semolina That Is Double Checked ★ ★
For Color . . . Strength . . . and Flavor

USERS of Two Star Semolina are doubly protected against loss through variations in color, strength, or flavor in their macaroni—because Two Star Semolina is double checked and tested to make certain its absolute uniformity and high quality are constantly maintained.

Only the best of the year's crop of genuine Amber Durum Wheat goes into the making of Two Star Semolina. No wheat is accepted for use until it has been thoroughly tested in one of the most complete Durum test mills in the country. Our immense storage capacity makes it possible for us to have at all times a perfect, high quality blend of the choicest Durum Wheat.

Every step in the manufacture of Two Star Semolina is under a scientific control system which permits no variations or fluctuations. At regular intervals every day a careful check is made on the Two Star Semolina going through the mill. Granulation, color, and strength are kept uniform. Excellent in color, satisfying in flavor, rich in gluten, Two Star Semolina is dependable every day in the year.

Manufacturers of quality macaroni insist upon Two Star Semolina because they know it's milled right. It is as dependable as the stars.

★ ★ **TWO STAR SEMOLINA**

Milled by
MINNEAPOLIS MILLING CO.
 MINNEAPOLIS, MINNESOTA

**Two Star
 Sales Offices**

Baltimore:
 117 Commerce Street

Boston:
 177 Milk Street

Buffalo:
 Dun Building, 7th Floor

Chicago:
 605 N. Michigan Avenue

Kansas City:
 Elmhurst Building

New Orleans:
 535 St. Ann's Street

New York:
 410 Produce Exchange

Philadelphia:
 418 The Bourse

Pittsburgh:
 568 Aiken Avenue

San Francisco:
 Merchants Exchange Building

THE MACARONI JOURNAL

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KILLING TWO BIRDS

The psychology of the average business man is about as follows: he wishes that everyone with whom he does business will cooperate with him in making easier his way, but he is rather careless of how he treats those who aid him in helping him realize his wish. This he does rather thoughtlessly than intentionally.

Let us analyze the present situation in the macaroni manufacturing industry and determine for ourselves whether or not there is any truth to this idea. The National Macaroni Manufacturers Association composed of nearly 150 of the country's leading manufacturers and allied trades has practically completed the first period of its four year macaroni promotional campaign and there are today probably more low grade macaroni products being offered the trade than ever before. Here are two activities directly antagonistic. On the one hand much good money is being spent and much fine work being done to create easier and greater consumer acceptance of macaroni, spaghetti and egg noodles only to have work made fruitless by offering the prospective new user a product that will hardly be favorably received.

When the durum millers, for instance, were finally induced to pledge their welcomed and liberal contribution to the present macaroni advertising campaign, the argument used by the promoters was that any increase in the consumption of macaroni products would naturally be reflected in the increased sales of semolina and farina. Unfortunately this has not worked out so idealistically. If macaroni sales have increased within the past year, and there are many who question this, the durum millers are agreed that their sales records reflect no such increase. Shipping orders with them have been hard to obtain.

Has the business depression been to blame for this condition? Yes and no. Macaroni is a product that can always be bought economically and one that guarantees a very high dollars and cents value in food calories, so it naturally is favored when times are hard. But unfortunately for all manufacturers and allied trades this natural trend was adversely affected by the low grade products with which the country was flooded at the very time that the best only could have been offered.

Many manufacturers in and out of the National Association wrongly conceived the idea that the launching of the nationwide macaroni advertising campaign would result in immediate and sharp increase in the use of macaroni, spaghetti and egg noodles. They immediately polished up and

put into use their idle machinery, and presses were speeded up to capacity. Soon the markets were loaded with products to meet a demand that did not immediately develop.

The general business depression did not help matters materially. Retrenchment in all buying seemed suddenly to become a national hobby. Manufactured macaroni products moved rather slowly from the grocery to the pantry shelf. Prices were reduced to encourage the movement and when stocks were finally reduced to a point where reordering was necessary, the wholesaler and retailer thought more of price than of quality. Price shading became a national pastime with the resultant quality lowering until today a survey would show a greater proportion of low grade macaroni in the hands of the trade than ever before,—products worse than the infamous macaroni war of nearly fifteen years ago.

But harking back to the durum millers and their liberal contribution to the macaroni promotional campaign. They naturally and quite confidently expected through this collaboration to retain the good will of the industry that they have constantly helped to promote. As one miller states it, "Yes, we probably have their good will and their best wishes, but their orders, well—that's another thing."

The durum millers who have been active in cooperating with the macaroni makers have also been liberal with their time and money; they are also fair and broad minded. They appreciate that good macaroni can be made from either a good semolina or a hard-wheat farina. They have no quarrel with farina users, knowing that they produce a high grade food, but they rightfully contend that when a manufacturer resorts to blending with the low grade flours to produce a piece of goods at a price, he is not fair to himself, his reputation and to those who are helping to promote the present activity to popularize macaroni products, as goods made from low grades neither please the eye, satisfy the user nor gratify his desire for something palatable and nourishing.

Everybody is suffering from this situation, the industry itself perhaps more than any individual or group. Price cutting and quality slashing will soon have to stop—too late, however, for many. Consumer acceptance for macaroni can hardly be enhanced by offering buyers low grade macaroni, spaghetti and egg noodles and the sooner manufacturers realize this, the quicker will the trade emerge from the business depression for which the use of low grade raw materials and unfair business practices are considerably to blame.

Trade Associations and Anti-Trust Laws » Planning Convention Entertainment « «

Excerpts from an address by William D. Mitchell, Attorney General of the United States at University of Minnesota on topic of general concern to business men and trade organizations.

Enforcement of the Antitrust laws has recently presented grave difficulties, said the attorney general. Business has been depressed, thousands of workmen have been out of employment, and it is not an agreeable task to take any action required by law which, however well justified, may have a tendency to unsettle business, prevent reemployment, or delay business recovery.

The attorney general has no authority to declare a moratorium on antitrust laws because business is not prosperous, and no business man should persuade himself that public officials should wink at violations of the antitrust laws because it may be thought that methods condemned by those laws, if temporarily allowed, would more quickly improve conditions. At the same time we have been impressed by the necessity of using peculiar care to make no unwarranted attacks on any business institution and to so regulate the action that we have to take as not to unnecessarily or unduly aggravate distress.

Two aspects of our antitrust enforcement which have stood out during the 23 antitrust cases prosecuted since March 4, 1929 have been first, the activities of trade associations, and second, the problem raised by the existing overproduction in so many industries related to natural resources.

The trade association is a useful institution and great numbers of them are serving a useful purpose. Not infrequently, however, trade associations have been devised and used as a means or pretext for violating the antitrust laws either through the fixing of prices or the suppression of competition. In such cases, the usual method is for some trade association promoter or expert to devise a set of trade association rules, which separately and individually seem to be innocuous, and persuade the business men in a particular industry that the scheme is lawful and that there will be no objection from the public authorities. In practice these rules may be so used and here and there things done that were not provided for, as to bring about conditions violating the law, and which go way beyond anything that the organization in its inception pretended to do. It is with cases of this kind that our greatest difficulties arise.

The department of justice is not unfriendly to trade associations; on the contrary it thoroughly believes in them. Therefore, when you next read or hear statements to the contrary, accept them with a grain of salt.

The principal cause of depressed business conditions has been world wide overproduction. The greatest difficulty in readjustment appears to be that gradual readjustment by individual effort based on self interest is too slow a process to satisfy some in some industries and sug-

gestions are made for concerted action and combinations to reduce production and importation of these commodities. Such combinations and price fixing tactics are generally known to all as violations of our antitrust laws.

The air is full of assertion that the antitrust laws are antiquated and no longer fit modern business conditions; that they should be revised. The antitrust laws have a double purpose. They are to protect the consumer against exorbitant prices and to prevent the oppression of the small business man and insure individual freedom to engage in trade and

commerce. Combinations and agreements covering an entire industry and intended to restrict production have the direct purpose and will have the ultimate effect of raising prices, and if the combinations are to be permitted the public must have something to say about the prices to be charged, and I have never been able to discover, and no one has ever been able to suggest, how combinations of this kind may be permitted without forcing the government into the business of fixing prices or regulating, or at least in some way determining the prices to be charged to the public.

» » Study of Employment Stabilization «

The measurable progress already made by some American corporations toward employment stabilization and the methods which have proved effective in protecting workers against the disturbing effects of industrial fluctuations are reviewed in a comprehensive report made public by the American section of the International Chamber of Commerce.

It is pointed out that more than 200 American concerns are now using permanent employment regularization plans with a large degree of success, while more than several thousand companies are trying temporary measures to meet the present emergency.

"Employment regularization experiments of American employers," the committee believes, "have demonstrated unmistakably that the management of every type of business enterprise can exert some measure of control over the economic forces which produce inter-

Again the "Macaroni"

If the bill introduced in the General Assembly of Maryland is acted upon favorably the state police force will be in a fair way to revive the term "Macaroni," which the New England troops, who were mostly clad in farm clothes, applied derisively or, perhaps, enviously, to the Maryland troops in the early days of the war of independence because of their handsome uniforms.

The dress uniform proposed, with its eight point French chauffeur style cap, its braided brown coat, its olive drab breeches and high laced shoes, would be impressive in the superlative degree, and even the service uniform and summer garb would not be altogether lacking in effectiveness.

However, if the state police, so clad, should give as good an account of themselves as did the Maryland "Macaronis" in the Revolutionary war, the state would have no occasion to take heed of the epithet with its implication of foppishness.—The Baltimore News.

mittent unemployment. These forces vary in intensity in each line of business and industry.

"Few industries are immune either to seasonal changes in the demand for their product or shrinkage in volume of business during precipitous declines in general business activity. Yet there is scarcely a line of industry in which some company operating in the United States has not effected an appreciable reduction in irregularity of employment."

Absolute stability of employment, the committee says, is neither practically obtainable nor economically desirable. Such a condition, it suggests, would connote inflexibility of management and stagnation of company progress.

In its study of the problem the committee found that a striking change in American thought on unemployment is developing.

"Among a substantial group of employers," the committee reports, "the doctrine of laissez faire has been superseded by a realization that unemployment is at least partially preventable. These employers are no longer content passively to accept the social and economic wastes accompanying recurring unemployment crises. No longer do they believe that the vast majority of unemployed workers reach that unfortunate state through personal incapacity or sheer indolence. A new generation of business men frankly accepts a major share of the responsibility for the stability of industrial operations which accounts for a large proportion of intermittent employment."

The committee defines the 3 principal causes of unemployment in our country as seasonal, cyclical and idiosyncratic. Unemployment, it says, exists in the United States, and can be attributed to any single cause, but the country's economic structure. It results rather, the committee goes on to say, from the cumulative effect of innumerable interrelated forces adversely affecting the stability of the entire pattern of American business.

A special committee of Chicago representatives of the National Macaroni Manufacturers association is planning to help those who attend the Chicago convention next month to "drive dull care away." This group of Convention Entertainment Volunteers will make things merry for the officers and guests, particularly on the occasion of the annual dinner-dance the evening of June 17, 1931. H. K. Becker, vice president of Peters Machinery company, is chairman of the volunteers and has for assistants, John Canepa of the John B. Canepa company as dance director, A. Irving Grass of the Grass Noodle company as entertainment manager, and Frank Traficanti of the Traficanti Brothers as treasurer. Secretary-Treasurer M. J. Donna of the National association is cooperating with the volunteers in planning for the comfort and entertainment of the visitors.

In addition to a fine program in connection with the banquet there will be a special entertainment for the ladies

who accompany the manufacturers and guests. The management of the Edgewater Beach hotel is offering its services and the hotel facilities toward making the guests' stay during macaroni convention week as pleasant as possible. Members are asked to bring along their families as everything will be done by the Volunteers and their wives to make them welcome and glad they came.

No "Shake-down"

The committee wisely decided that the entertainment cost this year would be kept within reason so there will be no necessity to "pass the hat" among macaroni manufacturers in the Chicago district or to "shake down" the allied trades elsewhere to provide a big entertainment fund. That would be unfair under present business conditions.

As directed by the board of directors of the National association the usual registration fee of ten dollars will be charged all who register at the conven-

More Intensive Industrial Cooperation «

Business has been drifting because leadership has not been adequate to cope with economic conditions. The time has arrived when trade associations must assume that leadership. This is sorely needed if industrial solidarity is to survive. Industrial individualism if persisted in would drive us further into chaos.

Trade associations must be strengthened and supported by larger memberships. In this time above all others they need a greater moral and financial support. Most of them maintain efficient organizations that should be supported for more aggressive action. Industrial leadership must be mobilized and set itself toward definite objectives.

THE PUBLIC IS DEPENDING ON OUR INDUSTRIAL LEADERS FOR IMPROVEMENT IN BUSINESS. THE UNEMPLOYED ARE ANXIOUSLY AWAITING AN OPPORTUNITY TO RETURN TO WORK.

responsibility rests with trade organizations to promote organized, intelligent leadership. It should be done not for selfish business reasons, but in recognition of the trust imposed in business managements by the public, including the workers.

Under the leadership of trade associations we can expect and depend upon permanent industrial prosperity. It is under such conditions that increased competition and lower prices can be induced. The public, including labor, have times much to gain from their constructive activities.

great weakness during the past 2 years has been the indifference of those who became wholly absorbed with their individual affairs and who refused

assistance in the upbuilding of their industry.

WE MUST RECOGNIZE THE NEED FOR ENLIGHTENED LEADERSHIP OF ORGANIZATIONS AT THIS TIME AND DISCOURAGE ANY DIVISION OF COUNSEL. We must not be unmindful of the fact that there may be a few disgruntled groups of discouraged individuals who prefer to place full reliance upon their own ability and initiative or who believe that economic laws and human nature can be remade.

They fail, however, to place a proper

valuation upon organized cooperative effort as being vastly more effective than their own activities, confined as they are within a small sphere of complete isolation.

If there was ever a time when trade associations should receive united moral and financial support it is during periods of distress. It is then that the combined energies of an industry should be set in motion and move forward aggressively. It is no time to retire or withhold support. It is folly for anyone to believe that individuals can prosper at the expense of their industry. The interests of each are so closely related that one depends upon the other. Those who withhold support are actually the ones who are preventing the progress in which they themselves are most concerned.

No harbor is ever reached by merely drifting. We cannot depend upon success that places reliance upon chance, guesswork or assumptions, and we must not hesitate.

BUSINESS REVIVAL HAS BEEN AWAITING LEADERSHIP. PROBLEMS OF AN ECONOMIC NATURE ARE SO COMPLEX THAT INDUSTRY MUST RECOGNIZE ITS FULL RESPONSIBILITY, CHART THE COURSE AND SUPPLY THE PILOTS.

Files Dissolution Action

Because the firm has not been actively engaged in manufacture of macaroni products for several years and because the management has no intention to resume operations in the near future, officers of the Imperial Paste Manufacturing company of Butte, Mont. have petitioned the district court for dissolution of the firm. Two original directors of the company signed the petition David J. Charles and J. C. Ambrosetti.



COUNT EPNESTO RUSSO

A linguist and world traveler, descendant of one of Europe's oldest royal families, a student of America's economic and commercial conditions for his government. He will be the principal speaker at the Annual Dinner of the N. M. M. A. June 17 in Edgewater Beach Hotel, Chicago. His subject will be: "America As I Find It."

» Macaroni Educational Bureau Section «

By R. B. JACOBS
Washington Representative

At the meeting of the Board of Advertising Trustees in Chicago early last month, it was decided to prosecute vigorously the work of the Educational Bureau as it concerns quality of the raw material used in the manufacture of macaroni products.

After the meeting a letter was sent by this office to all members requesting them to collect samples of macaroni products offered in the market which for any reason they believed were made of low grade materials, and forward them to the laboratory for analysis. They were also requested to send samples of any and all the raw materials used in their own plants. These would be tested and the report sent to them, so that in any case they may know the grade of raw materials they are using.

We have received a large number of samples as a result of this request and are analyzing them to determine their quality. We have already found in various instances manufacturers using very inferior grades of flour, in fact 2 samples of macaroni submitted showed that they were made of a mill product (probably Red Dog) so low in quality that it is not entitled to be sold as a flour, even under the most liberal interpretation placed on the term "flour" by the standard of the U. S. Department of Agriculture.

The sale of macaroni made from this kind of raw material will certainly not increase the consumption of macaroni products. There is no question that untold harm is being done the industry by those manufacturers who persist in using low grade ingredients. We can, however, be thankful that they constitute only a small minority; nevertheless their practices have a most demoralizing effect on the market, as well as on the consumption of macaroni products.

Although we cannot at present get any relief from the government concerning standardization of macaroni products we are making good headway in this direction. We have been most fortunate in being able to work with the Federal Specifications Board on specifications for macaroni products. The board is at present considering, and I believe with very good chances for success, the classification of macaroni products into 4 types, as follows:

"Types and Grades"

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

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

Grade. Shall be of the grade as specified herein under the respective types." The board has made other requirements concerning deliveries of macaroni

products, and has established limits of composition which will more specifically reflect the character of raw materials used in the manufacture of each type of product. These are as follows:

"Material and Workmanship"

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

General Requirements

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

Detail Requirements

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

Type A. Shall be made from sound semolina No. 2, and the ash content of the finished product, exclusive of added salt, shall not be more than sixty-five hundredths per cent (0.65%).

Type B. Shall be made from sound farina No. 2, and the ash content of the finished product, exclusive of added salt, shall not be more than forty-five hundredths per cent (0.45%).

Type C. Shall be made from a mixture of sound semolina No. 2 and sound farina No. 2, and the ash content, exclusive of added salt, shall not be more than fifty-five hundredths per cent (0.55%).

Type D. Shall be made from sound hard wheat flour or sound durum wheat flour of a grade not lower than ninety-five per cent (95%) patent, and the ash content, exclusive of added salt, shall not be more than fifty-two hundredths per cent (0.52%) when a hard wheat flour is used, and shall not be more than sixty-five hundredths per cent (0.65%) when durum wheat flour is used.

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

"Grade"

"Noodles shall be of the kind known

as egg noodles and shall be of but one grade, as specified herein.

Material and Workmanship

Shall be made in a proper manner, under strictly sanitary conditions and in accordance with the best commercial practice, from sound semolina, farina, or hard-wheat flour grading not less than 95% straight flour, or a mixture of any two or all of these, with the addition of eggs or egg yolks, and shall be of American manufacture.

General Requirements

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

Detail Requirements

Shall contain not more than 13% moisture, as determined by the vacuum oven method or other method which the Association of Official Agricultural Chemists may consider as equivalent. Shall contain, upon a moisture free basis, not less than 5.5% by weight, of solids of egg and/or of egg yolk. Shall be free of added coloring other than that due to the egg contents, and free of adulteration. The finished product shall be in strips of uniform width (fine, medium, or broad), or cut in fancy shape as specified in the invitation for bids.

Manufacturers who bid on these products should pay particular attention to the analysis of the raw material that they use in making deliveries under any of these types of products, as the government departments are going to observe strictly the letter, as well as the spirit of these specifications. It will be just too bad if, because of neglect of the precautions, deliveries are rejected.

Personally I believe that these specifications are broad enough to allow sufficient latitude to meet the requirements and yet they are sufficiently tight to prevent substitution of one raw material for another.

The consumption of macaroni products in the Army, Navy, Marine Corps, and other government departments, as well as state and municipal institutions, is very low. This is largely due to the fact that the deliveries of these products have been of a very poor grade. I have before me samples which have been delivered to the Federal government, as well as to state governments, which are made of raw materials so low in character that they are absolutely unfit for consumption on the table, and yet these have been accepted because they complied with the loose requirements (which were hardly requirements at all) of the specifications.

May 15, 1931

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Sweet, Nut-Like Macaroni All The Time

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

Macaroni Color and Strength Also Within Control Now!

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

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

Through the perfection of a new testing method the Gold Medal Millers, world's largest Wheat Flaying and milling concern, are now able to offer you a semolina which is able to assure these results in your own factory the year 'round. It is called "Gold Medal 'press-tested' Semolina" and it comes from the finest quality amber durum wheat. It is milled in a new mill having practically double the number of purifiers found in ordinary mills and is free from specks!

What "Press-tested" Means

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

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

GOLD MEDAL
"Press-tested"
SEMOLINA



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

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

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

BUSINESS TALKS

By FRANK FARRINGTON

Your Fortune Told

Tell me how you spend your spare time and I will tell your fortune and get it pretty nearly right.

Just as a college student must do a certain amount of studying to keep up with his class, so a business man must keep on learning if he is to keep up with others in his field of activity.

But it is not that minimum of learning and added knowledge that measures your future. It is not what you must do just to keep from falling behind. It is what you may do in addition to that.

Plenty of business men tell the truth when they say they haven't time to read the trade journals of their field of affairs, but they are right only because they think of reading business literature only during business hours.

The right use of a man's business hours may enable a man to keep along within sight of the crowd, but he can never get ahead of the crowd unless he uses his spare time for the purpose.

It is no news to you to know that countless great men have made themselves great by the advantageous use of their spare time. Columbus as a sailor studied navigation and geography and astronomy when off duty. Michael Faraday, working in a book bindery, stayed after hours to study the books he was to bind. Elihu Burritt mastered all the important languages of Europe by the time he was 30, simply through study in spare time, day or night, by the light of his forge fire. Such examples may be multiplied indefinitely. Countless great and successful Americans have achieved final success because they used their spare time to the best advantage.

If you will habitually take this very periodical home with you as each issue arrives, and if you will get hold of all the other literature you can find with a bearing on your work and study it during your spare time, you will find yourself getting ahead as you have never thought possible.

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The above specifications are not perfect and they are not supposed to be, nothing is. But they certainly will go a long way to help increase the consumption of macaroni products and, after all, that is what we want.

We are going to put forth every effort to do this, in spite of all the barriers and handicaps that are placed before us by some of our good friends who insist on making inferior goods and giving them away.

At our meeting in June we are going to have some of these "horrible examples" of inferior goods, and we are going to cook them and test them, side by side with other macaroni products and I believe we will be able to convince even the most skeptical of the differences in appearance, cooking, and appetizing quality between macaroni products made of the proper ingredients and those made from unfit raw materials.

Price Fixing Illegal

Price fixing by trade associations is an activity that is condemned by law and the United States Department of Justice has plainly stated that it will active-

ly prosecute all such violations. Despite this there are occasionally found some association members who criticize their organization for failure to utilize its machinery to fix prices, hardly a fair criticism in face of the law and the action by the various government bodies charged with enforcement.

The department of justice recently ordered the dissolution of the Sugar Institute for illegal activities; a Manhattan Federal judge approved a consent decree made by the Bolt, Nut & Rivet Manufacturers association wherein the latter agreed to discontinue price fixing practices, and on April 10 the Federal Trade Commission ordered the Mercerizers Association of America to cease and desist from agreeing among themselves to fix uniform prices, etc. As further proof that price fixing is illegal and that well meaning associations should fight shy of any such practices, a stand taken by the National Macaroni Manufacturers association many years ago, the opinion of the Federal Trade Commission in the latter's case is given here in full. (Release of Federal Trade Commission, Apr. 10, 1931):

Price fixing activities by the Mercerized Association of America, Washing-

ton, D. C. are prohibited by the Federal Trade Commission in an order directed to the association, its officers, and member companies. (Names given).

These respondents are ordered to cease and desist from agreeing among themselves to fix uniform prices, terms, and discounts at which mercerized plying cotton yarns are sold and from fixing uniform extra charges for gassing, bleaching and tinting.

They are further ordered not to operate with each other in enforcing such fixed prices. They are not to discuss through representatives at meetings held under the auspices of the association, methods of stabilizing the price of mercerized plying cotton yarns, or their prices which they received for such yarns as carried in reports submitted to them by the association secretaries. Neither are they to discuss so-called trade abuses such as price cutting, guaranteeing against decline in price for the purpose of, or with the effect of promoting or maintaining such uniform prices, terms, discounts or charges otherwise unreasonably restraining competition among themselves.

The corporate members of the association have an aggregate capacity of approximately 1,200,000 pounds of yarn per week and occupy a dominant position in the mercerizing business in the United States. The commission found that except for their price fixing combination they would naturally be in competition with each other in price and other respects with other individuals and companies engaged in the same business but members of the association.

The commission's order followed signing of a stipulation as to the facts of the case which was taken in lieu of testimony. The record shows that the conspiracy in prices complained of was agreed on between about August 1927 and about August 1929, when it was continued. The system of uniform charges for extra processing such as gassing, bleaching and tinting, was abolished by formal resolution of the association March 1927.

Price Cutting

Extract from an article by Herbert Casson in the Standard Oil Bulletin

Nothing is so easy as to cut prices; nothing is so hard as to get them back when once they have been pulled down. Any child can throw a glass of water on the floor, but all the wisest scientists in the world can't pick that water up.

Who gets the benefit of price cutting? Nobody.

The man who sells makes no net profit and the man who buys soon finds himself getting an inferior article.

No manufacturer can permanently keep up the standard of his goods if his price is persistently cut. Pretty soon he is compelled to use cheaper materials to cut down the wages of his workmen.

The man who cuts prices puts up the sign: "This way to the junk heap!"

Public Sick of Poor Quality "Bargains"

Desirable to the point of being imperative is a textile industries' stabilization program assuring the trade of quality maintenance in the textiles it will use during 1931. This is the opinion of I. A. Wyner, nationally prominent fabric manufacturer.

Mr. Wyner's eminently sane pronouncements are being given serious consideration in official circles where concern has been expressed over the quality cutting which has accompanied the past year's drastic price cutting policies in fashion merchandise.

Speaking in behalf of standard textile qualities, Mr. Wyner said that quality assurance must be given retailers and the public in some such manner as the Textile Association of America is doing with its quality adherence program for superior mercerized yarns. No other textile industry has yet taken this step, but it seems evident to unbiased observers that national industries in the future will be increasingly required by their public to stand behind quality guaranteed, standard output. This will tend to stabilize American business as no other single step may be hoped to do, in the opinion of many students of economics.

Mr. Wyner further said that in 1931, he believes, we will see a definite tendency on the part of the public to demand basic quality in addition to style in fashion merchandise. This will, he points out, include high, medium and low priced garments and fabrics.

"My observation," Mr. Wyner continues, "is that the consumer market is sick and tired of 'bargain advertising, price cutting' policies and like efforts of certain producers and retailers to obtain business through tempting prices based on no slightest assurance of quality. In dress goods and clothing quality begins with the yarns used by the fabric manufacturer. If these are poor, there cannot result a quality product no matter how dextrous the styling. A dress that falls to pieces is not a bargain at any price. Women from coast to coast are learning this to their dismay, but likewise to their future benefit. We cannot as manufacturers nor can the retail stores as purveyors talk quality in textile merchandise unless basic quality is present in the yarns which go into the fabrics we produce and sell the public. That is why many of us have become so enthusiastic over the efforts—I may say the practically unique efforts—of the mercerizing industry to set a quality standard and to merchandise this quality program to the trade and thus to the consumer.

"Quality is something tangible; something salable and distinctive in the midst of the price cutting orgy of the past year."

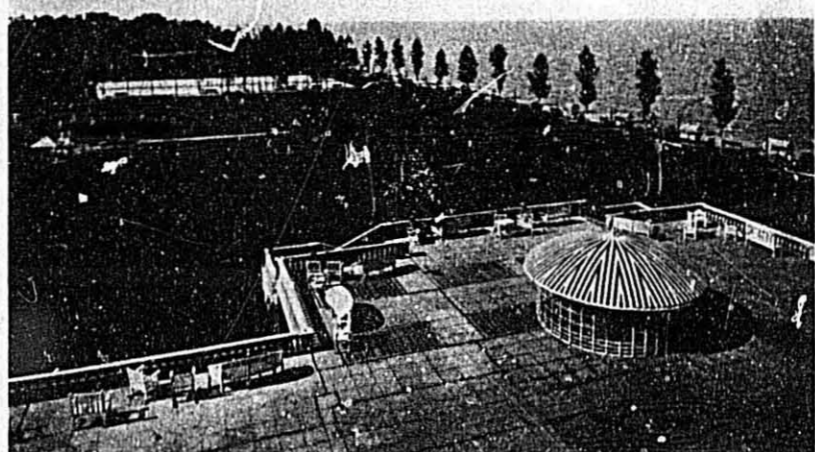
Macaroni Product Potato Substitute

Macaroni products are made of semolina or farina and contain a high percentage of gluten. They furnish in abundance the proteins or repair materials which counteract the wear and tear of work and play, and mineral salts on which depend the quality of the blood, the beat of the heart and the ready response of nerves and muscles to every impulse.

They contain magnesium, phosphorus, potassium, chlorine and sulphur. There's calcium, sodium and iron present as well. And though these impressive names may have little technical meaning to the homemaker their presence or lack of it in the diet of her children may mean the difference between robust and joyous health and that passive state which is neither sickness nor health.

The wheaty goodness of macaroni combines with meats, fish, shellfish, cheese, eggs, nuts, mushrooms or vegetables into "one-dish meals," which provide well balanced menus with the least possible time spent in the kitchen.

Macaroni, spaghetti, elbow macaroni or egg noodles may be used as a change from potatoes, wherever the latter would fit in—creamed, fried, plain with butter or gravy, or in salad. There is literally no end of uses of this adaptable food.



Recreation Grounds adjoining the Edgewater Beach Hotel and fronting the beautiful Lake Michigan. Here the macaroni manufacturers and guests attending the 28th Annual Meeting of the National Macaroni Manufacturers Association, June 16, 17, 18, 1931, may enjoy bathing and outdoor games of all kinds. A fine playground for the women and children. Bring 'em along.

Secrets of Successful Trade Marking

When You Use Your Signature as Your Trade Mark

Written Expressly for the Macaroni Journal
By WALDON FAWCETT

For the macaroni marketer who is in a position to make use of it for branding purposes there is no species of identifying device that has more advantages as a trade mark than the autograph signature. As for putting the facsimile of the penned personal name to trade mark ends, that may be easier than some readers might suppose. Because the autograph lends itself so readily to the function of an extra or supplementary trade mark. Thus if the macaroni seller is already provided with an established trade mark when he has an inspiration to capitalize his autograph, all he has to do is to add the signature as a confirmatory seal of authenticity.

Right here we have plumped upon one of the main reasons why the autograph signature affords not only a unique but an especially effective trade mark. The very form of the mark—the surname, say, of the founder of a business—implies an intimate expression of personal responsibility. Mounting of a personal signature or a reproduction of a signature on a package seems to be the most fitting way of giving bond to the public that the contents are "the genuine"—that the article is "the original" which has won whatever of reputation or prestige the signed name enjoys as a dependable guide to buyers.

So much for autograph signature as a clue to macaroni origin or ownership carrying especial conviction to the purchaser at retail. But, if anything, there is even more to be said for the signature mark from the viewpoint of the marketer. Just because the autograph signature is so essentially personal, individual and distinctive in character it is the most protectable of trade marks. A competitor may duplicate or near duplicate the suggestive nickname of a pioneer's specialty and say that he did it unintentionally and unconsciously. Merely a case of parallel inspiration. But nobody can mimic an individualistic autograph signature and pretend that pure chance guided the pen. In effect, if not in fact, simulation of a trader's autograph signature is downright forgery, not merely trade mark infringement.

Following on in our listing of special or exceptional privileges enjoyed by the autograph trade mark, we find that this type of brand has the minimum risk of failure when registration as a trade mark is sought at the U. S. Patent Office. The very fact that an autograph signature is so manifestly a private possession, which no one but the creator or his agents should use, prompts the Federal trade mark censors to accept such a signature as being distinctive. As readers of the Journal recall, the trade mark laws do

not permit the registration of a surname unless written or displayed in a particular or distinctive manner. But the examiners at Washington have long considered that to reproduce a man's own "fist" was the very acme of distinctive expression. As a challenge proof trade mark the autograph signature is on a par with the personal portrait. And much more acceptable to many traders, who don't relish the idea of blazoning a likeness like that of King Gillette or the Smith Brothers.

While, as has been indicated, the autograph signature is the pattern of trade mark that comes nearest to being trouble proof, there are a few don't and watch-your-step details that may profitably be borne in mind by every macaroni tradesman who is attracted to the idea of "signed merchandise." The prime precaution to be recommended is that the trademarker make sure that what he offers for registration as an exclusive mark is really and truly his normal, natural everyday signature,—the "John Hancock" that he inscribes on checks and business correspondence.

The reason for this demand for an honest-to-goodness signature is that time and again the authorities have balked on the registration of names rendered in what the censors chose to regard as nothing more than "ordinary script." Perhaps if a business man could prove that, under all conditions he wrote a very regular hand in the best Spencerian manner of days gone by, he might be allowed a certificate of registration. But since the average personal signature is odd, unusual, even freakish, the officials are wont to insist that an autograph facsimile should have the personality that makes it rare and different. A second bit of advice to the macaroni marketer is to lose no time in staking his claim if he wants to use his autograph signature as a "handle" for goods. While any brander may take comfort in the knowledge that he has in his personal signature a marking device that is almost immune from duplication there is one circumstance which might make it difficult for him to secure a trade mark monopoly. This fancied circumstance is the situation which would exist if some other macaroni marketer with the same surname had already obtained a trade mark registration.

How even the supposedly sure fire autograph signature may clash with another of its kind has just been graphically illustrated by a test case which is likely to go down in history as a pace setter. Fortunately this bump did not occur in the macaroni field. For half a century and more, one Williams by name, has been using his personal name or his signature as a trade mark for shaving soap

and other specialties. Recently another Williams—no relation and no connection—dealing in the same class of goods undertook to register his signature. Following the tradition that an autograph signature is sacred, the U. S. Commission of Patents was inclined to allow the late comer to have a franchise. But the U. S. Court of Patent Appeals, the reviewing authority which checks the soundness of the rulings at the trade mark clearing house, reversed the commissioner and denied registration.

In explaining the one exception to the rule, the appeals judges pointed out that under ordinary circumstances the infallibility of the autograph signature holds good. But sometimes, in a tight place, is necessary for the federal umpires look beyond the immediate question of autographic individuality to the larger law which prohibits trade mark resemblances that are liable to operate bring about confusion or mistake in the minds of purchasers.

To say that a bona fide trader cannot set up a monopoly of brand use covering his personal autograph signature seems almost equivalent to saying that a man cannot do business under his own name. And that, as we all know, is true. Nevertheless, the Court of Appeals, examining recently this matter of the use of signature facsimiles as trade marks, said, in so many words: "Obviously Congress did not intend to permit a person to register his own name under all circumstances."

The appeals judges sympathized with the theory that in the haste and rout of modern trade customers cannot be expected to compare the script or autographic signatures of 2 branders using penned surnames on the same class goods. Nor could the casual public counted upon always to notice differences in initials when surnames are the same. In short, court pointed a do-it-first move for autographic branders when it said: "We do not think that the mere differentiation in the appearance of a name wrought by individual characteristics of handwriting can eliminate the confusion likely to arise by applying that name or a facsimile thereof to goods the same descriptive properties as that of another person to which the same name has been or is being applied."

Suit for Injury Dismissed

The suit of Hortensia Villegas against Frederico Ponce, doing business as El Paso Macaroni company, El Paso, Tex., was dismissed by the district court. The woman had sued, asking for \$1000 damages for injuries to her hand while working in the El Paso plant.

May 15, 1931

THE MACARONI JOURNAL

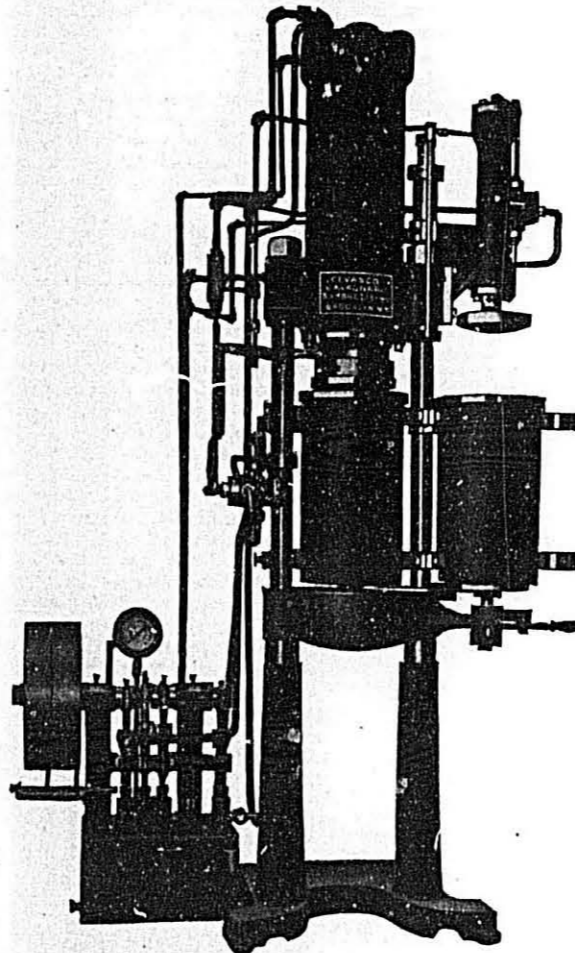
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Consolidated Macaroni Machine Corporation FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.

I. DeFrancisci & Son

Designers and Builders of High Grade Macaroni Machinery



Vertical Hydraulic Press with Stationary Die
12½ and 13½ 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 more 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 13½ inch and two (2) sections for the 12½ inch press. (We originated this system of sub-division of platen, since copied by competitors.)

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

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

CONTROL VALVE. Both the main plunger and the packer plunger are controlled by our improved valve. The movable part of this valve rotates against a flat surface. As there is always a thin film of oil 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

GOVERNMENT FOOD VALUE CHART

Comparing Macaroni Products, Whole Milk and Wheat Bread

The U. S. Department of Agriculture in its Farmers' Bulletin, No. 1383 entitled "Food Values and Body Needs Shown Graphically" presents food facts by diagrams and figures that appeal quickly to the eye, thus easily impressed on the minds of housekeepers and students.

Food Elements	1 lb. Whole Milk	1 lb. Wheat Bread	1 lb. Macaroni
Energy	9%	34%	46%
Protein	15%	42%	61%
Calcium	80%	18%	15%
Phosphorus	32%	32%	49%
Iron	6%	27%	33%

In the above graph, Macaroni Products are compared with Whole Milk and Wheat Bread. It shows the relative amount of each of five essential food substances supplied by a pound of each as compared with the total daily body requirements for that substance.

Assuming that the body requires 3500 calories of energy per day: One pound of Milk would furnish 9% of Energy, MACARONI 46%.

Assuming that body requires $4\frac{1}{2}$ ounces of protein per day: One pound of Milk would furnish 15% of Protein, MACARONI 61%.

In all 5 of the most essential substances, MACARONI PRODUCTS are richer than milk or bread in 4 of them, Calcium being the exception. However, CHEESE is very rich in Calcium, one pound furnishing 56.5% of the body requirements. Therefore MACARONI with Cheese would be richer than Milk or Bread in all 5 essentials.

Install Sprinkler System

An addition costing \$10,000 has been made to the Peter Rossi & Sons plant in Braidwood, Ill. It will house a special sprinkler system giving the plant additional fire protection and assuring it of a goodly supply of tested water. Completion of the installation is expected to be made before June 1.

Private Brands Boom

That private brands are very much on the increase in the grocery trade is so well known that any extensive exposition to prove this fact seems superfluous. That is the opinion expressed by Chain Store Age, a monthly business paper for chain store executives.

A comprehensive survey by the United States Printing and Lithograph company among 1348 wholesale grocery companies shows very forcibly what is happening in that group:

- 1—That 76.8% of the wholesale grocers of this country reported an increased number of private brands.
- 2—That 79.9% of the wholesale grocers reported increased relative sales volume on private brands.

Printers' Ink Monthly, February 1931, says on this subject:

"That voluntary chains are headed toward a more or less aggressive private brand policy as indicated by an analysis recently made by the Food Institute. It is well known that the national groups among the voluntary chains have wide lines of private labels and are promoting them vigorously."

Catelli Corporation Expanding
The Catelli Macaroni Products Corp.,

Ltd. has assumed control of the macaroni department of the Kelly Confection Co., Ltd. at Vancouver, B. C. according to Manager M. Boldric. The firm manufactures several other food articles and preferred to turn its macaroni business to the former company that specializes in the production of that food, now either owning or controlling most of the important macaroni firms in Canada.

Mueller Macaroni Timer

The C. F. Mueller company of Jersey City, N. J. is offering its customers a practical premium in the form of a "Macaroni Timer" that is assured of a permanent place in the kitchen and one that serves as a constant reminder to include macaroni products in the daily menus. Thousands of these useful premiums have already been distributed to housewives in the eastern part of the country.

The "Mueller Macaroni Timer" is merely the adaptation of the hour glass idea, scaled down to a 12 minute basis, with emphasis on the 9 minute line, the time which the C. F. Mueller company deems sufficient for properly cooking its products.

The "Macaroni Timer" glass has 2 compartments, one filled with extremely fine, dry sand. The 2 compartments are connected by an aperture of a size to correctly require 12 minutes for passage of the sand from the upper to the lower compartment. The "Timer" is so pivoted that by reversal end to end the time is successfully measured as often and whenever desired.

The "Timer" is placed on an attractive cardboard suitable for hanging in the kitchen. On it is printed in 4 colors a terse message from the firm about its products, recommending them for general and daily use, particularly "As a Change From Potatoes."

Small Town Spaghetti Eaters

Ninety-seven per cent of small town women serve spaghetti and macaroni regularly to their families, according to a survey of midwest states by The Household Magazine.

Of 1000 questionnaires mailed to small town women, 241, from which preliminary summaries have been made, were returned by the end of the first week. The following states were represented: Kansas, Colorado, Oklahoma, Arkansas, Missouri, Iowa and Nebraska.

Twenty-three per cent served either spaghetti or macaroni twice a week; 29% one a week and 22% twice a month. Others had servings at longer intervals.

Quality Builds Permanent Trade

"Macaroni Products made from the heart of the wheat and properly manufactured contains less starch than flour macaroni and is a product that will repeat and repeat." So states Henry D. Rossi, president of Peter Rossi & Sons, Braidwood, Ill. in a release urging macaroni manufacturers and buyers to make and demand quality goods.

"Years ago coal was sold at so much per ton, regardless of quality. The Coal association got busy and urged buyers to buy coal on quality. Today coal buyers do not look at the price per ton, but the quality they buy. It is our candid opinion that if all macaroni buyers would consider the quality of the macaroni offered them, even though they paid a fraction of a cent a pound more for it, they would gain materially. The better quality would repeat and give the seller a quick turnover, whereas a cheap product can be sold only once and it has a tendency to slow up sales. Thus the entire industry is injured by the manufacturer who places on the market any product of inferior quality."

Plenty of Reason

Two tramps walking along the railroad found a bottle of high powered moonshine. One took a drink and passed it to the other. And so forth, until the bottle was empty.

After a while one puffed out his chest and said, "You know, Bill, tomorrow I'm going to buy this road. I'm going to buy all the railroads in the country, all the automobiles, all the steamboats, all the hotels—everything! What do you think of that?"

Bill looked at his companion disparagingly and replied: "Impossible. Can't do it."

"Why not?"
"I won't sell."

When good macaroni makers get together



The week of June fifteenth will find the most progressive macaroni and noodle manufacturers in the country meeting in convention at Chicago, and among these men will be many users of Commander Superior Semolina.

The makers of Commander Superior Semolina are proud of the fact that they have been successfully serving manufacturers of quality macaroni and macaroni products for many years. We work for your success, and no time or money is spared in order to maintain the dependable uniformity and high quality for which Commander Superior Semolina is so justly famous.

75% of our orders are repeat business—and this fact alone proves that the superior merits of our Semolina are recognized and appreciated.

Free from specks, rich in gluten, Commander Superior Semolina has that clear, bright amber color and satisfying flavor so necessary—and it is *always uniform*.

YOU COMMAND THE BEST WHEN YOU
DEMAND COMMANDER

COMMANDER SUPERIOR SEMOLINA

Commander Milling Company
Minneapolis Minnesota

USE OF EGGS IN MACARONI PLANT

By Charles P. Oliver

Eggs have always been considered an essential ingredient of noodles. In Europe where noodles originated they were made essentially of eggs and flour. Home-made noodles are still made in this country and abroad out of these ingredients.

The macaroni manufacturer, however, cannot economically use shell eggs in the manufacture of his product. The breaking, freezing and storing of eggs or yolks must be done for him. It is a business itself, highly specialized and very exacting. It requires special knowledge, buildings and equipment; otherwise the quality of the product will hardly be fit for use as food.

Eggs because of their high moisture content spoil easily and must be handled rapidly and at low temperatures to insure their keeping qualities. This can be done only by experienced men who have the proper equipment.

The various industries that use eggs have different requirements and the egg that is fit for one industry such as the mayonnaise dressing, is not necessarily fit for another, for example, the noodle industry. The requirements in each case are different; therefore the product furnished each must be different.

In making noodles there are 3 essentials that the egg must fulfill. First, it must have the required amount of egg solids; second, it must have the proper intensity of yellow color; and third, it must be smooth, and will mix uniformly in the dough, and will not leave streaks in the finished product. These requirements can be fulfilled only by taking special precautions in the grading, breaking, separating and final blending of the egg. To do this a firm must have back of it the experience of having satisfied the requirements of the trade.

Eggs or yolks can be purchased with a guaranteed minimum amount of egg solids and also with a guaranteed minimum intensity of yellow, so that the macaroni manufacturer is guaranteed a uniform product which will enable him to make a noodle of uniformly high quality.

Whole eggs contain approximately 25% of egg solids and 75% moisture. Yolks contain, when completely separated from the whites about 50% solids and 50% moisture, while the whites contain only about 13% of solids and 87% of moisture. Fresh hen eggs, regardless of where or when they are laid, have about the same proportion of solids to moisture. However, as the egg ages it naturally dries out in the shell and the shrinkage is due to almost entirely to losses of moisture. Within the egg, if it is stored in the shell, the proportion of solids between the yolks and whites changes. Due to

these various facts and to the great difference in solids between the yolks and whites it is possible to obtain an egg mixture of almost any percentage of egg solids between the maximum and minimum figures given above. However, the nearer we approach the maximum figure of 50% solids contained in pure yolks, the more difficulty we have in separating the whites. In good practice we have found that we can deliver a guaranteed minimum of 45% egg solids in frozen yolk the year round. This is probably the most desirable product that can be utilized by the macaroni manufacturer. There is less danger of spoilage, less bulk to handle, less storage space used, and of course very much better color and smoothness of product.

When using a high grade product of this type formulas can be easily standardized and need not be varied. This

"Pull Together"

Two rabid business competitors, who had tried to "price slash" each other to death, met face-to-face on an ocean-liner, and glared. That night there was a terrible commotion aboard, and piercing shrieks that the ship was sinking!

Jones rushed on deck and collided with his hated enemy, Smith. But ONE life preserver was in sight and the two made a dive for it—only to crash their heads together, and fall unconscious to the deck!

When they opened their eyes they discovered they had been left to their fate on the sinking vessel!

"Good Lord!" shouted Smith, "We—we're lost!"

"Heaven help us!" screamed Jones, "We—we're doomed!"

Scurrying madly about the ship Smith stumbled upon a small lifeboat that had been overlooked, and lowering it to the water leaped into it.

"Hey, there!" shrieked Jones, "You—you're not going to leave me here to drown?"

"Sure thing!" retorted Smith, "You never had any mercy on me in BUSINESS!" Whereupon he attempted to row away but discovered to his dismay that the craft required TWO men to man it!

"Hop in!" he shouted to Jones, "And grab an oar!"

"Go to the devil!" snarled Jones, "I just found a boat of my own!"

He lowered, and leaped into it, but like Smith's craft it required TWO men to keep it afloat.

As the two lashed futilely about with their oars, the two boats collided—and BOTH were drowned! The moral? "PULL TOGETHER!"

is the kind of product that is recommended in the manufacture of high grade egg noodles.

Prolonging Belt Conveyor Life

Users of belt conveyors will materially increase the life of their belt installations if they will but closely observe 5 simple rules of belt care. That is the opinion of W. E. Phillips, engineer of the Link-Belt company, Chicago.

His recommendations are based on the assumption that when the conveyor was originally installed the idlers were lined up square with the belt; that an experienced engineer's advice was taken when determining on the belt design for the material to be handled; and that the belt was lined up correctly with the idlers.

Even though the installation was correctly engineered it requires some attention to get the best results afterwards, just as an automobile does if the utmost satisfaction is desired.

The 5 things to which Mr. Phillips refers are:

1—**Lubrication**—Sufficient greasing with the proper kind of grease, although infrequently needed.

2—**Cleanliness**—Keep the space under the belt clean. Clean the decking when material overflows and threatens to clog the idlers. Clogging increases the friction load, resulting in greater power consumption and wear on the driving mechanism as well as the idlers and belt.

3—**Loading**—Do not overload. Use an idler sufficiently heavy and a belt designed for the service expected. Have material reach the belt in the same direction as the belt is moving and with as little impact as possible. Use feeders when necessary as they create a steady flow of material without shock to the conveyor.

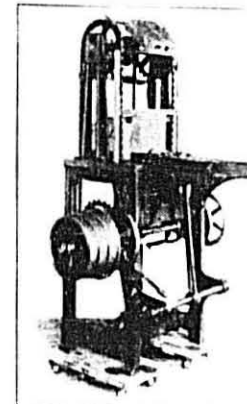
4—**Wear**—There are many reasons for uneven or premature wear on belts and idlers. Belt scraping against the framework, skirtboards or wedged material are the chief causes. Dragging idlers, caused by insufficient lubrication or clogged rolls, cause undue wear on both the belt and idler, and put an extra load on the driving mechanism.

5—**Training the Belt**—Train the belt while empty, then if it runs out of line when loaded it is because of unequal loading. Fix the loading chute or install a feeder. Adjustments cannot be made by taking up the takeups on one side or the other. See that the belt contacts the center roll of the idler because this roll steers the belt. Foundations for the idlers should be firm and secure. Side, or glide idlers, should not be used when training the belt. Do not increase the belt tension as this will injure the belt without obtaining the desired results.

So many capable people are disagreeable.

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

» » Suggests Joint Educational Board « «

The macaroni manufacturing industry is facing financial ruin in some quarters and all the good work being attempted to bring about an increase in the use of our products will come to nil if something is not done immediately by the thinking leaders of the trade to stem the adverse tide. That is the opinion expressed by G. La Marca, president of the Prince Macaroni Mfg. Co., Boston and director of the National Macaroni Manufacturers association. It is based on conditions known to be confronting the trade in the New England states and on reports heard from nearly every section of the country.

"A large, progressive group of manufacturers of macaroni products have seen fit to underwrite a 4 year promotional campaign in hope of increasing the number of regular users of this food. Already some good has resulted but much of the good is being destroyed through unwarranted and unnecessary price slashing to a point where goods are sold considerably below cost of production.

"To those of us who are supporting the campaign it seems incredible that among the contributors there are some who choose to nullify the prime purpose of the movement by offering goods at prices that mean a direct and drastic loss, not only to the firm that gets the order but to the entire industry. True, there are many nonsupporters to the campaign who are equally guilty but the action of neither is justified.

"During the past 60 days the situation in New England has become most acute. Daily there are heard ridiculous quotations from firms that heretofore had steadfastly refused to be stamped,—firms noted for their fair and reasonable price and quality standards. Why? It is quite true that our semolina is costing us a little bit less but the slight reduction in the cost of this basic raw material is nowise comparable to the cut in market quotations with which the trade must compete. No other element which enters into our manufacturing cost, labor, machines, boxes, etc. has been materially lowered in cost,—so why all this confusion, this blind fight for volume, these ruinous price wars that surely help nobody?

"Committed as so many of us are to future obligations pertaining to our national advertising campaign which will undoubtedly build up our business if we will only exercise our usual good business judgment, it is hard to understand the attitude of the greedy price cutters and quality wreckers who are pulling down much faster than the promotional campaign can build up.

"Something, I submit, must be done to save ourselves, and it must be done without quibbling or delay. Just to get things started, here's my suggestion:

"Let's assemble immediately a JOINT EDUCATIONAL BOARD composed of—

Association Officers

Durum Mill Representatives

Officials of Advertising Agency.

"Have them meet and formulate a plan of action, then go to the leading centers for group meetings, personal visits to subscribing members and nonmembers emphasizing the great harm that the present reckless policies are inflicting on the whole trade and urging cooperative action towards improvement which all should welcome. The expense would not be unbearable—the association could use its paid officers, the agency its field secretary and president and the millers as an occasion for calling on the trade.

"I have endeavored to outline briefly the makeup of the suggested Joint Conciliation Board and to broadly suggest how it would function. Its plan of action can be developed as the idea gains support and consideration.

"What all of us must fully realize is that we are facing a most extraordinary condition necessitating very extraordinary action if we are to successfully check the present orgy of price cutting and what is worse still the quality lowering tendency among many to meet competition. We need to preach anew to others and to ourselves the first rule of good business—which is to make a high grade product and to sell it reasonably but profitably if we are long to remain in business.

"Not having heard of a better one, that is my suggested plan of immediate action. Delay is costing us thousands of dollars daily. The plan is practical and could be put into operation within a week or two after its adoption. Let's do something right now to check ourselves before it is too late to save our business from utter ruin."

Editor's Note:
A series of sectional meetings has been arranged for in nearly every section of the country along the lines above suggested. Action was taken on motion made by Director G. Guerrisi who agrees with Director G. La Marca and other association officers that something must be done immediately to offset the ruinous practices being so generally used to keep presses running. Dr. B. R. Jacobs, educational bureau chairman, H. M. Ranck, field secretary and M. J. Donna, association secretary-treasurer, aided by nearby directors will handle the several meetings for this laudable purpose.

Cereal Chemists to Louisville
C. G. Harrel, president of the American Association of Cereal Chemists, and indirectly connected with the macaroni manufacturing industry as chemist in charge of the laboratory of the Commander-Larabee Corp., Minneapolis, Minn., announces a most interesting meeting at Louisville, Ky., May 18 to 21. That will be the 17th annual meeting of the cereal chemists. Not only will there be representatives from every state but

also a large attendance is expected from Canada.

The program will be interesting and educational to all engaged in the manufacture of food products from cereals, and says Dr. Harrel, "We would be very pleased to have people engaged in macaroni manufacture and all similar foods with us at the Louisville meeting to receive the benefit of the presentation of some of the best papers on timely subjects ever presented to a food group."



C. G. Harrel

Arrangements have been made to broadcast some of the outstanding addresses over a radio chain. The subjects to be discussed at the meeting will be unusually interesting to bakery engineers, millers, food manufacturers, industrial chemists, domestic science teachers and academic students of chemistry.

Headquarters and meetings will be at the Brown hotel. It will be purely a business convention with very little in the way of general entertainment except for a trip to Mammoth cave the closing afternoon.

Not in the Upbringing

Major J. B. Martin told a census story at a luncheon in Jacksonville. "A census taker," he said, "was working in the black belt. A young colored woman seated before her cabin door answered his questions while she trotted a baby on her knee, but between the baby's bawling and the young woman's efforts to quiet it, small progress could be made.

"Finally the census taker laughed and said:

"The little chap is spoiled, isn't he?"

"No, sah; oh, no, sah," said the young woman, earnestly. "Dat's de way all little cullud chillun smell."—*Wall Street Journal.*

« « FASHIONS IN FOODS » »

The average American annually consumes 145 lbs. of meat, nearly 20 lbs. of breakfast food, 214 qts. of milk, 177 lbs. of wheat flour and 24 of corn meal, 3¼ lbs. of macaroni, spaghetti and noodles, about 110 sticks of chewing gum, 14 lbs. of lard, 10 lbs. of cottonseed oil, 17½ lbs. of butter, 4 lbs. of cheese, 2½ or more gallons of ice cream, 14 lbs. of evaporated milk, 18 doz. eggs, 20 lbs. of chicken, 3½ lbs. of strawberries, 20 lbs. of oranges, 5½ lbs. of grapefruit, 4¼ of lemons, 22 of bananas, 68 of apples, 16 of peaches, 6 of pears, 21 of grapes, 10 of canned fruits, half a watermelon, 5½ cantaloupes, 6½ heads of lettuce, 10½ lbs. of onions, 3 bu. of potatoes, more than a pound of cauliflower, 4¼ lbs. of celery, 11½ of corn, 2½ of carrots, 9 of dried beans, 2 of fresh beans, 4 of green peas, 2 of spinach, 18 of cabbage, 8 of tomatoes, 37 of sweet potatoes (those are all green vegetables), 28 lbs. of canned vegetables, 2¼ lbs. of canned salmon, 12 oz. of sardines, about 1½ lbs. of smoked, dried, salted and pickled fish, 6½ lbs. of peanuts, 1½ lbs. of walnuts, 1½ lbs. of coffee, less than 1 lb. of tea, 102 lbs. of sugar and 12 lbs. of candy.

Plus many other things, of course, in smaller quantities.

Macaroni Consumption Increasing

Comparative figures on the U. S. consumption of Macaroni Products are lacking because it is only in recent years and at the instigation and demand of the National Macaroni Manufacturers association that this food was differentiated from the general class of cereal foods. When compared with macaroni consumption in other countries the possibilities for more frequent serving of Macaroni Products in American homes are manifest. In Italy the per capita consumption is over 50 lbs. a year and in Europe, including Italy, the yearly average of 38 lbs. per person. Several South American countries surpass the United States in the use of this foodstuff that is growing in popularity everywhere.

Those figures represent what the foodstuffs division of the commerce department, after thorough research, calls the apparent per capita consumption of principal foodstuffs. It has compared the amount of various foods consumed about 30 years ago per capita with the amount in the period of 1922-27 and it finds that:

Cereals (wheat, flour, rice, corn meal, breakfast foods, etc.) have decreased in per capita annual consumption 120 lbs., from 350 to 230.

The average person eats 145 lbs. of meat, an increase of 3 lbs., although it was up to 155 lbs. in 1907 and down to 120 in 1917.

Consumption of fats and oils increased 10 lbs., from 34 to 44.

Dairy products consumption expressed in terms of milk increased from between 800 and 900 lbs. to 1040.

Fruit consumption increased from 169 lbs. per person to 192.

Corn bread and corn meal mush had a terrific decline in popularity, one judges, because whereas the average American consumed 103 lbs. of corn meal in 1899 he only ate 24 lbs. a year from 1923 to 1927.

Beef was the most popular meat in 1899. Now it's pork. The average annual consumption of beef went down from 67.8 lbs to 61.4 and pork eating increased from 64.7 to 70.2. Mutton and lamb dropped from 6.8 to 5.3 and veal went up from 3.5 to 8.

Butter is about 1 lb. per person less popular than in 1899. Ice cream is eaten in about the same proportions as 10 years ago.

Straighter "Macaroni Sticks"

Here's a "pet peeve" of interest to macaroni makers everywhere: "Thinking about foods, we are reminded that we have never seen a macaroni plant in which the drying rods are straight" says Food Industries editorially. It decries the waste cause by bent macaroni sticks and suggests that either a straight rod be invented or that the macaroni and spaghetti strands be cut parallel with the curvature of the rod.

Thus the wet goods hang from a bent—or even swaybacked—rod, but are trimmed across the bottom with meticulous care either by using shears along a straight edge called a trimming bar, or a mechanically operated knife.

Granting that the immediate purpose of trimming is to prevent long ends from dragging on the floor the net result is that strands of varying length are produced. Consequently, at the end of the manufacturing process, where the dried goods are sawed into appropriate lengths, the item of waste appears, for goods of a variable length are cut into strands of uniform length. Always short pieces are

left over, from ½ inch to 3 inches long. These pieces are No. 1 quality macaroni, but unless they are sold as broken goods at a substantial discount such odds and ends must be ground and rerun. Even so, the remanufactured goods must be sold at a lower price in addition to absorbing the remanufacturing expense, because rerun macaroni has a less desirable color than the original goods. Of reasons for this there are plenty. The sad part is that it is largely on account of bent drying rods.

If the macaroni makers would make an intensive cost study of this feature they would find plenty of incentive for corrective measures. However, as is usually the case with practices of long standing, it should be approached from an outside viewpoint. The fact that bent rods have been with us always proves nothing except that somehow we have been able to get along with them. However, with the current difficulties of making a profit, something should be done about it.

An ideal solution would be a rod that will not sag and become permanently deformed. The next best suggestion would be to trim the bottoms of the strands in a curve that parallels the curvature of the rods. In other words a bent trimming bar would be less wasteful than a straight one, if macaroni must dry on bent rods.

Association Dissolved on Order

Charged with activities in restraint of trade under the antitrust laws of the country the Bolt, Nut & Rivet Manufacturers association was ordered dissolved by Federal Judge J. Coleman of Manhattan. Consenting to the decree which put it out of business, the association explained:

"By this disposition of the matter the industry avoids the expense and annoyance of a long litigation. Immediate steps will be taken to organize a new association which will operate as to be free from any criticism."

The fact that all bolts, nuts and rivets are now being made in standard sizes in accordance to the doctrines of President Herbert Hoover while secretary of commerce, calling for elimination of industrial wastes in production by agreeing to make their products to conform to a common gage or pattern or quality, should not be construed as countenancing carrying the idea to the extent of creating a monopoly. The government charged that the idea was carried a step too far, had fixed prices by means of discounts, allowances and a "system of freight equalization for preferred customers." So held the federal judge; merely another decision that price fixing is not a legitimate association activity.

FOOD CONSUMPTION ON FARMS

Are macaroni manufacturers fully awake to the opportunities for increased use of their products among the millions of large and small farmers of this country. It seems to be reasonably argued that the largest food consuming unit in this nation is the farm family.

The average farm family consists of 5 people—3 of them under 16 and one under 6—all hearty eaters due to their active outdoor life. Farm families eat 3 meals a day at home, excepting for some of the school children who take food from home for lunch.

Granting that farmers grow most of the food consumed by their families, variety is now being more and more demanded, and annually many kinds of manufactured foods are enjoyed in the homes of this group that composes nearly 35% of the population. The farm market is worthy of study and greater development by all food manufacturers especially macaroni makers, producers of so fine a wheat food.

Pure Food Law Benefits

"The public will not get the fullest benefit from the enforcement of the national pure food law until it has a fuller understanding of what food and drug labels mean," said W. R. M. Wharton, chief of the eastern district, Federal Food and Drug Administration.

"To understand what labels mean," Mr. Wharton explained, "the consumer must know how to read them—must be aware of the significance of words used to name and describe products—must know definitions and standards. The consumer must know kinds, varieties, and grades of foods and drugs and weights and measures equivalents. The consumer must also know the requirements of regulatory laws as they affect labeling.

"I have been telling consumers that they have a right to know the composition, quality, efficiency, limitations—the whole truth about the products they buy. I have been telling them that if they will insist upon exercising and holding this right, the manufacturers of the country can do nothing less than comply with their demands.

"It is my view that the manufacturer should always play fair and label his products so that the consumer will have a full understanding of their nature, quality, condition, and relative value.

"If a proper conception of the label's purpose is held in mind—and if the manufacturer will look upon the labels on his products as representing his personal representations, his pledged words, his written contract with his customers—then that manufacturer will get what he is rightfully entitled to receive in buyer confidence and increased profits.

"It is also the tradesman's duty to assist the buyer to learn what labels mean. It is likewise his obligation to know how to read labels himself so he may properly interpret them for his customers.

Moreover, in every retail store there should be a ready, truthful, and agreeable response to any question regarding the kind, quality, grade, and relative value of any product on sale. A retail dealer may properly be expected to furnish such essential information to his customers on request."

Macaroni As Low-Cost Diet

Macaroni products are suggested in several of the low cost diets recommended by Hazel K. Stiebeling, senior food economist, bureau of home economics, and Miriam Birdseye, extension nutritionist, office of cooperative extension work, U. S. Department of Agriculture in a new government pamphlet, "Adequate Diets For Families With Limited Incomes."

For many families the problem of providing an adequate diet with limited resources is always present. For others it arises only when for some reason money incomes are reduced or customary home production of food is curtailed. Thus the widespread drought of 1930 and the general business depression combined to force thousands of families to face the problem of getting adequate food with unusually small supplies of homegrown foods and unusually low incomes.

There is evidence, however, that even in prosperous times many families do not have the proper food to insure good health. Retarded growth, soft and malformed teeth, poorly shaped bones, indigestion, constipation, premature aging and a lowered resistance to disease are among the conditions attributable, in part, to unsatisfactory diet.

Tuberculosis finds a foothold most readily among undernourished individuals. Although fully developed cases of

such diet-deficiency diseases as scurvy, beriberi and xerophthalmia are rarely found in this country in normal times, a lowered efficiency may in certain instances be due to insufficient amounts of the vitamins preventing these diseases, and rickets and pellagra are all too frequently encountered. It has been estimated that at least 200,000 persons in our country suffered from pellagra in 1929. This disease, brought about by the lack of a certain vitamin in the food, is largely confined to certain sections of the southern states.

Macaroni products are suggested in several of their recommended menus, in some as the principal dish of the meal and in others as extenders of meat flavors, all with the basic idea that the low-cost diets are within the financial reach of nearly all families and that they are adequate for nutrition in the light of present knowledge of foods and of bodily needs.

"Feed the Brute"

Lecturing at the cookery exhibition recently in London, Doctor Josiah Oldfield uttered a "mouthful" when he declared that the nagging of nervous wives and the raging of irritable husbands are "all a question of diet." If the human animal is properly fed, he or she is likely to be amiable and easy going. Which gets back to the old saying, "a man's heart is reached through his stomach."

While there is nothing new in this theory Doctor Oldfield offers a new and more specific variation applicable to quarreling couples. "If every wife who suffers from her husband's ungovernable anger, could have him put on a 3-month cure, where fasting could be alternated with carrots, salads, cornmeal, porridge and plenty of milk, he would return to her with increased generosity and reduced ferocity." He might have gone further and suggested a 30-day lay off from tea and coffee. With some high class domestic diplomacy added friend husband might emerge with rested nerves and improved digestion and enjoy the experience well enough to try it some more.

A little of the same beverage care added to the doctor's prescription for the wife of 3 months rest and diet of cream, honey and raisins, should, according to Doctor Oldfield, make her docile and angelic. But to keep her human an occasional pickle or tomato would add useful tang to her disposition, just enough to keep him interested. Incidentally she would be adding valuable vitamins and carbohydrates, and promoting her digestion.

Conventions at Sea

As a cure for the chief worries of convention committees that look after the prompt and steady attendance at all sessions of members of a convention, H. P. Borer, general passenger manager for the Cunard line, suggests that convention be held on cruising steamers.

"One of the nicest places in the world

what quality in semolina means:

It means unflinching uniformity,
clear, bright color,
rich, satisfying flavor,
high gluten content.

THESE ARE the things you are always sure of finding in Northland Dependable Semolinas—both in Northland Fancy No. 2 Semolina and Northern Light Semolina. A trial will convince you that it pays to use Northland.

NORTHLAND MILLING COMPANY

Minneapolis, Minnesota

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

QUALITY and COLOR

IN TRANIN'S PURE FROZEN EGGS

The KEY to SUCCESSFUL NOODLE MANUFACTURING

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

Write for further information and quotations.

TRANIN-EGG-PRODUCTS-CO.

500 E. 3RD ST.

KANSAS CITY, MO.

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



Pertinent Sayings by Experts

Henry Ford:

Happiness is usually found by the man who is looking for something else.

Charles G. Dawes:

Diplomacy isn't too hard on the brain; but it's h'll on the feet.

Owen D. Young:

Politics and economics are not the masters of men, but their servants.

John D. Rockefeller:

Every business man ought to have a hobby.

Winston Churchill:

In war a man can be killed only once; in politics many times.

Will Rogers:

One thing many of our youths need is narrower pants and broader ideas.

Arthur Capper:

If Americans are money minded, it's because they need more of it.

Is There Any Pleasure Remaining in Business?

By FRANK WILBUR MAIN

During the past 20 months we have heard very few business executives express keen satisfaction because they were in business during 1930. Instead, most executives with whom we have talked have referred to the difficulties, trials and tribulations of doing business under depressed business conditions and have expressed a keen desire to have 1930, and at least the first half of 1931, behind them. At present the joy of doing business seems to have departed in many quarters.

The writer attended an entertainment not long ago with a friend who had had many trials and vicissitudes during the past 20 months. He has been depressed and worried and at times was practically on the verge of a nervous breakdown. As he listened, however, to a tenor singing an old time song his face lit up and he said to me, "When I hear an old time song like that I am always glad that I am alive; after all, life is worth living."

When a great sorrow enters a home life ceases to be worth living—no hope remains. And yet winter passes and spring comes and there comes a day when we look out on the spring flowers and listen to the birds singing and there comes over us a quickening of the pulse and the joy of life—we ARE glad that we are alive.

At the country club in the shower room we see one man coming from a cold shower shivering and cold; we see another jump out of the shower with his flesh rosy and tingling and his eyes sparkling. A shower of lukewarm or hot water will not send the chills down our back, but on the other hand it will not give the thrill of satisfaction that the icy cold water gives.

For a period of years business lived in the time when the showers were all either lukewarm or hot. We all enjoyed the pleasure of making money easy. The top officials of most large corporations could spend much of their time at golf or abroad and under executives could manage their business so as to bring a greater financial return than was ever before possible. We were living in a day of unending sunshine and everblooming, thornless roses. That day has passed, at least for the present. We are now in a time when the showers are cold, the locker room is chilly and the going is hard.

And yet many men find pleasure in carrying on businesses under difficult, trying conditions. Certainly it is a time to bring out the true character and stamina of the business and professional organization. This writer could name many executives who are carrying on their own affairs more successfully now than ever before and are doing so with greater satisfaction. Business moves in cycles. We are now on the upward trend and it will prob-

ably not be a very long time until prosperity will shine as brightly as ever before. There are satisfactions, however, which can be obtained at the present time which will not be possible in the years of prosperity which will follow. It is a wise business man who seeks his happiness here and now—who finds joy in the winter as well as

» True Capacity vs. Machine Capacity

The success of any manufacturing company depends entirely and primarily upon its ability to estimate accurately its own capacity. The true meaning of "capacity" sales management often is misunderstood.

What is the real capacity of a plant? Is it the maximum quantity that machines can turn out in a day or a month or a year, regardless of where the products go, at what price they are sold, or of what demand there happens to be for them?

Or does plant capacity really mean the average quantity produced in an average day or an average month, taking the entire year as the standard, for which there is a demand and which can be merchandised at a reasonable and legitimate profit?

The latter is the true capacity; the other is merely machine capacity.

The distinction between them might be illustrated by the modern daily newspaper. Its presses are capable, let us say, of turning out 140,000 papers an hour. However, if the paper has a total circulation of only 75,000 there would be no reason for printing 140,000 papers merely because the presses are capable of turning out that many per hour.

When machine capacity is made the criterion upon which production is based certain conditions inevitably result. Orders are taken merely with a view to obtaining volume, without reasonable regard for prices or profits. The only aim is to permit the machines to produce at their maximum in a given time, regardless whether or not there is a demand for the product or whether it can be marketed profitably.

It follows, therefore, that mere volume for the sake of volume does not mean success in any business; that huge contracts which require the maximum effort of men and machines for only limited periods are not good business unless enough of them can be obtained to keep men and machines steadily employed; that large plant investment, with consequent large annual depreciation and interest charges, necessitates large output the year round if plant rentals are not to be exorbitant; and that, on the other

in the summer. May none of us ever lose entirely the joy of living, whatever our difficulties or trials may be.

The point that it is here desired to make is that business men generally must face with courage, intelligence and foresight, difficult as well as easy times. If they will do so, they will find keen pleasure in overcoming obstacles and in accomplishing desired ends during bad times, which is different from anything that is possible when everything is running along smoothly and easily.

hand, unless there is a demand for this large output, at a reasonable profit, it is an actual liability instead of an asset.

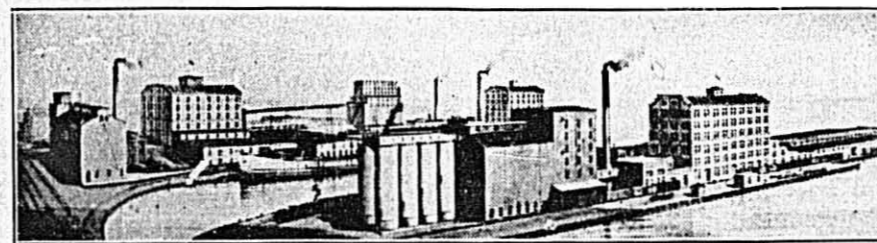
Can it be that there are some in the macaroni manufacturing business who are figuring on machine capacity as against true capacity? It would be a wise decision, indeed, were manufacturers to determine to produce only in proportion to the demand and sell that production profitably. In that way only can they justify their investment, take care of inevitable depreciation charges and keep their plants running profitably rather constantly, but safely.

International Commerce as Trade Stabilizer

"Concerted action is needed to bring about a revival of our export trade," says Frank R. Edridge, executive vice president of the American Manufacturers Export association. "We have been through a world depression and the return to normal must also be world wide. The impetus of a determined movement such as can be started by 900 of the leading American manufacturers engaged in export trade may well prove the beginning of such a world trade revival. We have enormous purchasing power in this country. We consume most of the world's rubber affecting the prosperity of a wide group of prospective purchasers of our products in the far east. We are the chief market for Japanese raw silk, for Brazilian and Colombian coffee, for Chile nitrate, for Bolivian tin, for Cuban sugar and many other products. In fact our purchases of the world's raw materials account for nearly a third of the world's exportable surpluses. As we have only 7% of the population we exercise a dominant influence per capita upon world demand."

"Our manufacturers who are seeking to expand their foreign markets are at the same time, in many instances, the greatest buyers of their potential customers' raw products. When the true character of international commerce is

(Continued on page 24)



HOURGLASS SEMOLINA

For the Discriminating Manufacturer Who Demands

QUALITY

Location Enables Prompt Shipment

Write or Wire for Samples and Prices

DULUTH-SUPERIOR MILLING CO.

Main Office: DULUTH, MINN.

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

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

» » Macaroni Aids Cheese Consumption « «

Cheese production in the United States could be increased more than 500% if the American people liked cheese as well as they do in Switzerland. The annual consumption of cheese for each person in Switzerland is 26.4 lbs., while in the United States it is only 4.2 lbs.

Cheese is good food; served with macaroni products it makes a nearly 100% food. For ordinary consumption it is difficult to find in any part of the world a variety of cheese that surpasses high grade, aged American yellow or white cheddar cheese in purity, cleanliness and care in its manufacture.

Give the American people good quality cheese of a constant good flavor and they will eat more of it. Give it to them in a package containing an amount comparable to the quantity of other foodstuffs they are accustomed to buying, and cheese will find a more ready sale on the market.

Those were the basic ideas behind the origination 15 years ago of one of America's leading cheese companies, and you will admit that prospects for a successful business enterprise looked good.

The fine flavor of its first cheese made a hit with the public. Since then there has been a good demand for the cheese because of its unvarying high quality. The company has gradually expanded its production until now it is enjoying a healthy business in a full line of all regular varieties of cheese.

This company gets its supply of American cheese from Wisconsin cheese makers who use only the whole milk from government inspected herds. This cheese is made at all times of the year, but milk is best for making cheese during the summer months when the herds graze in pastures green with tender grass. So each summer when the grass cheese is being made the company invests huge sums in cheese and puts it in cold storage to ripen until it is from 6 months to a year old. Newly made cheese is flat in flavor, tough and hard to digest, but summer made cheese that has been stored and properly aged cannot be surpassed in flavor and digestibility. The tough casein is entirely transformed by the lactic acid present in all cheese. After the cheese has been properly aged it is made ready for market in little packages and loaves.

Packaging has contributed largely to the success of the business of the company. Perhaps the most popular package is the 5-lb. pasteurized cheese with tin foil around it and packed in a neat, clean, odorless little lock-cornered wooden box. Packed in this way the cheese is protected in shipment and keeps in perfect condition over long periods of time and in practically any climate. Because of its convenient size and shape for slicing this unit of the company's products is in great demand. The cheese does not dry out, and there is no rind. Thus the buyer gets a full 5 pounds of edible cheese with no waste.

The packing of this 5 pound piece of cheese is interesting. When the pasteurization processes are completed the cheese, still hot and soft, passes by gravity to the floor below where it is fed into the hoppers of specially designed packing machines. The little wooden boxes, previously lined with pure tin foil, pass along on an endless conveyor under the hopper and are filled to the top with the hot, soft cheese. The cheese, being soft and heavy, completely fills the inside of the box. Tin foil is folded over the top of the cheese and the top of the wooden box is nailed on by machinery. This packing process takes place almost in less time than it takes to tell it.

In the shipping department 6 of the individual wooden boxes, each containing 5 pounds of cheese, are bound together with two metal bands into a standard bundle. This makes a lot shipment in which damage in transit is practically negligible. An additional advantage is that it places the cheese in the hands of the jobbers in a convenient form for filling the varying orders of retailers. No repacking is required in filling broken lot orders.

The clean wooden boxes with neat advertisements printed on the sides are an attractive form of presenting the merchandise to the consumers. The printing on the sides is impressed deeply into the wood and remains fresh and clear after the boxes are handled in transit and through warehouses. But even more important than that is the fact that the small, light weight wooden boxes protect the cheese and keep it in perfect condition. This cheese bought in Oklahoma, for example, is as fresh and has the same delightfully appetizing aroma and

taste as a box of the same brand purchased in Chicago, right from the factory.

A Helpful Message

Bankers—even presidents of the A. B. A.—can be listened to with profit these days. Here is a quotation from John A. Lonsdale in a recent issue of Banker's Monthly; "Moss-backed traditions have no place in today's business world. Strategy, resourcefulness, keenness, and sureness of decision are the sinews of present day industry. . . . Keep an open mind, read and investigate. Then you will have a chance to keep up with the crowd. There are books and magazines of every description whose pages the business man and the banker should find time to scrutinize for enlightenment. Some individuals protest that they have no time for such things, but to these I say: 'If you haven't time to read, you haven't time to succeed.'"

International Commerce as Trade Stabilizer

(Continued from page 22)

appreciated, therefore, it is realized that only temporary dislocation due to overproduction or inadequate financial machinery for distribution can check normal international trade growth. There is every indication that we have cut down excessive surpluses in many world products. Some still remain but the excesses are declining with a return of normal consumption.

"What is needed now is a concerted movement to sell our goods abroad. This should naturally follow the plans to distribute through long time loans the world's supply of capital now congested and idle in New York and Paris. With capital available for productive enterprises in the principal markets of the world, the demands for our equipment and supplies will multiply. The American Manufacturers Export association is meeting these new world demands for our products by acquainting foreign buyers with the products of its members and bringing buyer and seller together."

Receiver Appointed

John H. Gamaldt of New York city has been named the receiver for the Excelsior Macaroni Company, Inc. 151 Third st., Brooklyn which recently was declared bankrupt. Among the creditors are Forbes Paper company \$285.53; Columbia Box and Veneer company \$2,902; John J. Hayden \$150. The receiver's bond for \$5,000 was approved by the court.

2 Minutes of Your Time May Increase Your Noodle Business 20%

If you are willing to invest two minutes of your time in sending us a note of inquiry, we believe we can prove to you that you can increase your noodle business materially by using Titman's Frozen Egg Yolks.

For Titman's Frozen Egg Yolks have three distinctly important advantages over eggs in any other form—uniformity of color, solid content and smoothness. These three characteristics are directly reflected in the finished product. They assure noodles of quality and appetizing color and texture. Furthermore, they assure your meeting the legal standards for egg solid content.

Write us today for further information. All you can lose is a few minutes of your time in making the inquiry—and you may gain a considerable increase in business. The Titman Egg Corporation, 99 Hudson Street, New York, N. Y.

TITMAN'S FROZEN EGG YOLKS



OUR CHOICE!



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

We sincerely regret that we have been obliged to forfeit valued orders because, following 28 years of experience, we are not able to see our way clear to make a good Die at some competitive prices.

But, since we will continue to make good Dies, we prefer losing some of our customers' orders rather than to lose their confidence.

F. MALDARI & BROS., INC.

178-180 Grand Street

New York, N. Y.

"Makers of Macaroni Dies Since 1903---With Management
Continuously Retained in Same Family"

» » Notes of the Macaroni Industry « «

Increases Macaroni Import Duty

The French government has increased the import duty on semolina and pastes, reports Assistant Trade Commissioner Eugene A. Masuret of Paris. The increase was from 85 to 200 francs per 100 kilos net, the minimum tariff; from 200 to 400 francs per 100 kilos net, the general tariff. The order became effective March 1, 1931.

According to the same authority the imports of macaroni products or Italian pastes from the United States are subject to the minimum rate of duty.

Condemns Storage Favors

Charging that the New York Central railroad had granted special concessions to various consignees of merchandise in violation of laws and discrimination in restraint of trade, a grand jury for the first time returned an indictment under provisions of the interstate commerce law.

The law, it is charged, was violated at the carrier's 60th st. station, Brooklyn, N. Y. where favored receivers of carload shipments were permitted to leave their merchandise without paying the usual storage charges. The ordinary storage charge per car, according to the investigators, ranged from \$439 to \$590 and should have been collected. Among the numerous consignees alleged to have ben-

efited is the Savoia Macaroni company, 1535 63rd st., Brooklyn, together with many bakeries and flour dealers. Several trucking concerns which benefited by obtaining the heavy haulage business because able to get free storage for clients' goods, are also involved. Manufacturers are watching with interest the result of this action, a new departure in government prosecution of violators.

Capital Stock Decreased

The Chicago Macaroni company, Chicago, Ill. has reduced capital stock from \$2,105,000 to \$1,207,200. Its plant is one of the largest bulk producers in the central part of the country, but some attention has also been given to packaging recently.

Racer Loves Macaroni

"Horse sense" is something everybody is always advised to use in business and in everyday life. Here's a horse that has sense.

Elizabeth Bolla, a fine, well known race horse owned by Mrs. Charles Holland of New Orleans, enjoys a dish of "Spaghetti and Meat Balls." She gets it frequently and rewards her owner by winning many races. It is not recorded whether the horse likes spaghetti for its tastiness, its nourishing qualities or the stamina it builds up in its body, but judg-

ing from racing results the horse has shown frequently just the needed stamina to nose out her competitors in many heart-rending races.

Thus once more it is shown that man may learn from the birds in the trees and the beasts of field and forest.

South Africa Interested

The news of the national campaign being waged by the members of the National Macaroni Manufacturers association to make everybody more "macaroni conscious" particularly women and chefs, has reached far beyond the borders of this country. Inquiries have been received from interested readers of The Macaroni Journal, regular subscribers in England, France and Italy. Now comes one from South Africa. C. R. Pask, publicity manager of The Tiger Oats company, Ltd., Maitland, C. P. S. A. asked for facts of the "how" and "why" of the campaign. He was promptly advised as his country is quite a large buyer of American macaroni.

Macaroni Firms Incorporated

Incorporation of 2 macaroni manufacturing firms was reported in April. The Eagle Macaroni company, 238 N. La Salle st., Chicago with capital stock of \$2500, to manufacture, sell and distribute macaroni products. Incorporators are L. J. Mix, Orville Ostewig and Frank J. Kirkhoff. Correspondent is Buchanan, Shields & Co. of 238 N. LaSalle st. The Modern Noodle and Macaroni

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

Use



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KING MIDAS MILL COMPANY

MINNEAPOLIS, MINN.

Write or Wire for Samples and Prices

No. 1 SEMOLINA

SPECIAL SEMOLINA

No. 3 SEMOLINA

DURUM FANCY PATENT

ROSSOTTI LITHOGRAPHING CO. Inc.

121 Varick Street - - - - - New York



OUR MODERN
DESIGNS
ADVERTISE
AND HELP
SELL YOUR
PRODUCTS

ARTISTICALLY
DESIGNED
LABELS,
AND
CARTONS

"SPECIALISTS IN CELLOPHANE WINDOW CARTONS"

Works, Inc., Baltimore, Md. with a capital stock of \$50,000. Incorporators are Frank Balducci, Albert M. Balducci and Frank Pirisano.

"Cream-O-West" in Visible Package

The U. S. Macaroni Manufacturing company of Spokane, Wash. is successfully marketing its new brand "Cream-O-West," according to President V. DeFelice. The product is wrapped in cellophane which makes the contents visible to the food shoppers and displayed in an attractive carton. The package is entirely dust, moisture and air proof.

Los Angeles Co. to Advertise

The Superior Macaroni company of Los Angeles, Cal., has planned an elaborate program of publicity, utilizing newspapers, radio, signboards and business papers as media. The campaign will be conducted through Emil Brisacher and staff, advertising specialists and will reach its height in the early fall.

Culinary Expert Suggests Macaroni

Mrs. Ida M. Chitwood, culinary expert, suggested a savory macaroni dish in opening the 4-days cooking school in Waco, Tex. sponsored by the News-Tribune and Times-Herald. Her recipe for Italian macaroni, won instant approval of the audience because of the ap-

petizing aroma which filled the lecture hall while the recipe was being demonstrated by actual cooking. She recommends the dish as particularly suitable for after-theatre refreshments and for meals for children and grown-ups.

The recipe calls for a simple, easily prepared sauce. Two medium size onions shredded, lightly sprinkled with flour and browned in shortening or olive oil. Add one medium size can of tomatoes, one cup of chopped celery and one green sweet pepper, chopped. Cook all slowly for a half hour and pour over the boiled macaroni, as a sauce. Add grated cheese that best suits your taste, seeing that it is well distributed over the macaroni and through the sauce. It will please all no matter how proud they are of their cooking and satisfy all who partake of the tasty dish.

Patents and Trade Marks

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

Patents granted—none.

TRADE MARKS REGISTERED

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

I Hate To Brag—But

The trade mark of the John B. Canepa

company, Chicago, Ill. was registered for use on macaroni and spaghetti. Application was filed Oct. 29, 1930, published by the patent office Jan. 20, 1931 and in the March 15, 1931 issue of The Macaroni Journal. Owner claims use since Nov. 15, 1928. The trade mark is in black type.

Tony

The private brand trade mark of the Xint Spanish Food Co., Los Angeles, Cal., was registered for use on alimentary pastes and sauces. Application was filed May 31, 1930, published Feb. 10, 1931 by the patent office and in the March 15, 1931 issue of The Macaroni Journal. Owner claims use since May 12, 1930. The trade name is in heavy type.

TRADE MARK REGISTRATIONS RENEWED

The trade mark of the Foulds Milling company, Cincinnati, O. and Chicago, Ill. registered July 4, 1911 was granted renewal privileges in the name of the Foulds Milling company, Libertyville, Ill., April 14, 1931, effective July 4, 1931.

TRADE MARKS APPLIED FOR

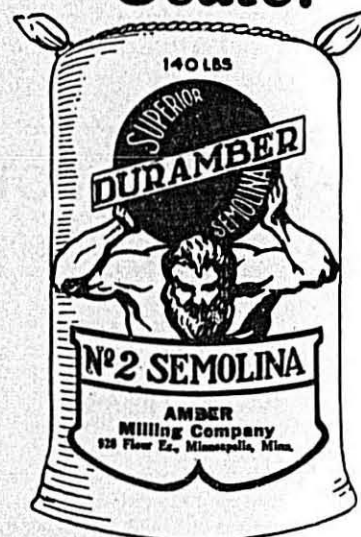
One application for registration of macaroni trade marks was made in April 1931 and published in the Patent Office Gazette to permit objections thereto within 30 days of publication.

Federated

The private brand trade mark of McClintock-Turnkey company, doing business as Federated Stores, Spokane, Wash. for use on macaroni and other groceries. Application was filed Sept. 29, 1930 and published April 28, 1931. Owner claims use since October 1927. The trade name is in heavy type.

PER PASTA PERFETTA

Usate!



"Meglio Semola-Non ce ne"

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



Meet YGU at the Convention!

WHAT is new and better in the industry?

The National Convention of Macaroni Manufacturers on June 16, 17, and 18 will answer this and many other important questions for you.

Let's make this a Banner Meet. Let's resolve to:

STOP!

worrying about business for a few days while we gather at the beautiful Edgewater Beach Hotel—Chicago's finest—and

LOOK!

for our friends and see what they are doing to meet competition and bring back prosperity.

LISTEN!

to the vital messages that the leaders of the industry will bring us, including news of the tremendous strides which modern machinery and equipment have made—especially the CHAMPION line of popular priced equipment.

**CHAMPION
MACHINERY CO.**

Joliet

Illinois

**QUALITY
SEMOLINA**

**Strong, Uniform
and of
Good Color**



WE ARE SUBSCRIBERS

CROOKSTON MILLING CO.
Crookston, Minn.



THE STAR MACARONI DIES MFG. CO.

47 Grand St.

New York City



WE ARE SUBSCRIBERS
TO THE CAMPAIGN

Important Announcement

We Are Receiving Frequently

New Lots

Good Color

**CERTIFIED
GRANULAR EGG YOLK**

Specially Selected For
Noodle Trade

PRICES ARE RIGHT!!!

Write or Wire

Colburn S. Foulds

Manager Noodle Egg Yolk Department
for Details



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

IMPORTS UP---EXPORTS DOWN

Importers of macaroni, vermicelli, egg noodles, etc., were active during February, 1931, according to records compiled by the Bureau of Foreign and Domestic Commerce. For the first time in many months the importation of these products showed an increase, sufficient to be reflected in the totals for the first 2 months of the year.

In February 1931 the imports were 229,512 lbs. valued at \$16,316, as compared with 201,127 lbs. imported in February 1930 at a cost of \$16,786. The per pound value of the 1931 imports was slightly lower than the prevailing price a year ago.

For the first 2 months in 1931 total imports were 445,003 lbs. with a value of \$31,828. The increase is noted when compared with the quantities and value of the imports the first 2 months of 1930 which were 407,748 lbs. worth \$35,388.

Slump in Exports

During February there occurred an unprecedented slump in the export of the various kinds of macaroni products, approximately 60%. The sharp decline was reflected in the totals for the first 2 months of this year.

Only 389,742 lbs. of American made macaroni products were exported in February 1931, bringing \$30,831. In February last year the exports were 829,656 lbs. for which American exporters received \$74,213.

The total exportation the first 2 months in 1931 shows a loss of approximately 45%, totals for January and February being only 944,025 lbs. valued at \$70,469. The first 2 months of 1930 the exports totaled 1,581,400 lbs. which brought to the manufacturers \$142,318.

Exports by Countries

In February Canada was again the heaviest buyer of American made macaroni products; next came the United Kingdom, Panama, Dominican Republic, Cuba and Japan. Government purchases for feeding soldiers, sailors and employes in some of the West Indian countries accounted for a goodly portion of the exports. In the table are shown number of pounds and values in dollars of the exports to the different countries that bought American macaroni products last February. Figures are compiled by the government bureau.

Countries	Pounds	Dollars
Irish Free State.....	6,600	465
Netherlands.....	950	70
United Kingdom.....	56,295	4,365
Canada.....	155,306	11,568
British Honduras.....	1,088	95
Costa Rica.....	517	50
Guatemala.....	1,526	129
Honduras.....	9,857	570
Nicaragua.....	8,934	405
Panama.....	42,309	2,496
Salvador.....	430	57
Mexico.....	7,317	837
Newfoundland & Labrador.....	3,065	427
Stermdas.....	1,343	110
Barbados.....	260	27
Jamaica.....	740	64
Trinidad & Tobago.....	312	51
Other Brit. W. Indies.....	226	26
Cuba.....	17,182	1,215
Dominican Republic.....	33,471	3,396

French West Indies.....	300	83
Haiti, Republic of.....	4,810	236
Virgin Is. of U. S.....	172	16
Venezuela.....	2,656	247
British India.....	2,141	229
British Malaya.....	2,297	261
Ceylon.....	163	21
China.....	1,120	81
Java & Madura.....	390	43

Other Neth. E. Indies.....	1,119	118
Hong Kong.....	3,414	28
Japan.....	16,632	1,518
Persia.....	168	12
Philippine Islands.....	6,598	96
British Oceania.....	425	42
French Oceania.....	870	82
New Zealand.....	176	20
Union of S. Africa.....	1,337	202
Nigeria.....	104	11
Mozambique.....	122	11
Total.....	389,742	\$30,831

GRAIN TRADE AND FOOD NOTES.

New "Sylphrap" Plant

Sylvania Industrial Corp., manufacturer of "Sylphrap," transparent cellulose paper, the only successful competitor of "Cellophane" has started construction of a million dollar addition to the plant at Fredericksburg, Va.

Spring Wheat Planting Retarded

Unfavorable spring wheat seeding conditions that seem to prevail in many of the spring wheat sections of the northwest have considerably delayed durum and hard wheat planting. Moisture is lacking generally in the durum states with the exception of a few strips where heavy rains and snow were received last fall and winter. Rain apparently is needed to start germination of the seed.

The cash market on domestic durum wheat strengthened somewhat in April as a result of adverse planting conditions, though the 1930 crop holdover is sufficient to offset the effects of delayed seeding. No. 1 amber durum was quoted May 1 at Minneapolis at from 72 to 77 c per bu. and at Duluth at from 75 to 77 c. No. 2 mixed durum ranged from 68 to 74 c.

Eat More Pinto Beans

New Mexico is to have a special "bean week" all of its own. The motive behind the movement is to aid the growers of pinto beans one of New Mexico's principal products. March 2 to 7, nationally observed as "Macaroni Week" was in New Mexico observed as "Bean Week."

Housewives were urged to serve beans in their homes during that week, restaurants were asked to recommend pork and pintos and stores implored to feature beans as suitable for every menu served during the week.

Eating Habits of Renowned Artists

Artists are known to be temperamental and the even tenor of their ways easily ruffled. Even in the matter of "eats" they have their queer ideas.

Jan Paderewski, unquestionably the world's leading and best known piano player, was recently asked to a big dinner in his honor before performing in a concert in which he was the headliner.

He excused himself with: "When I play I do not dine; when I dine I do not play."

The late Enrico Caruso, world's leading tenor, was a great eater and quite "choicy" in his foods, but on caroling nights he quaffed only a small glass of orange juice. But at midnight he would face his triple portion of spaghetti a-la-Caruso, tuck a napkin under his chin and "lick the platter clean" helped by liberal portions of liquids that naturally go with good spaghetti.

Comparative Labor Costs

The man who operates the macaroni mixing machines is probably the highest paid employe in a macaroni plant. At least that is the conclusion arrived at after a rather superficial survey of the cost of various operations made by Secretary M. J. Donna of the National Macaroni Manufacturers association. The pressmen rank second highest in point of week wages. The figures given below are not offered as absolutely accurate but are the wages generally prevailing in the districts observed, and are printed solely for comparison. The secretary would be pleased to have comments from those whose wage scale varies materially from the one herewith presented.

Operation	New York Scale a week	Chicago Scale a week
Mixers (3 or more machines).....	\$50	\$40
Kneaders.....	25	25
Pressmen.....	32	30
Dryers.....	25 to 30	Same
Packagers.....	25 to 30	Same

General help ranges from \$20 to \$22 a week for men, with women receiving daily wages of from \$2 to \$2.50.

All figures given are based on a week of 52 hours. Some of the firms work a straight 9 hour day; others have 9 1/4 hours with a half holiday on Saturday. A few work their employes 10 hours daily with a full holiday on Saturday.

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

Complete Equipments

Accumulator Systems

Presses

Kneaders

Mixers

Mould Cleaners

Cutters

Brakes

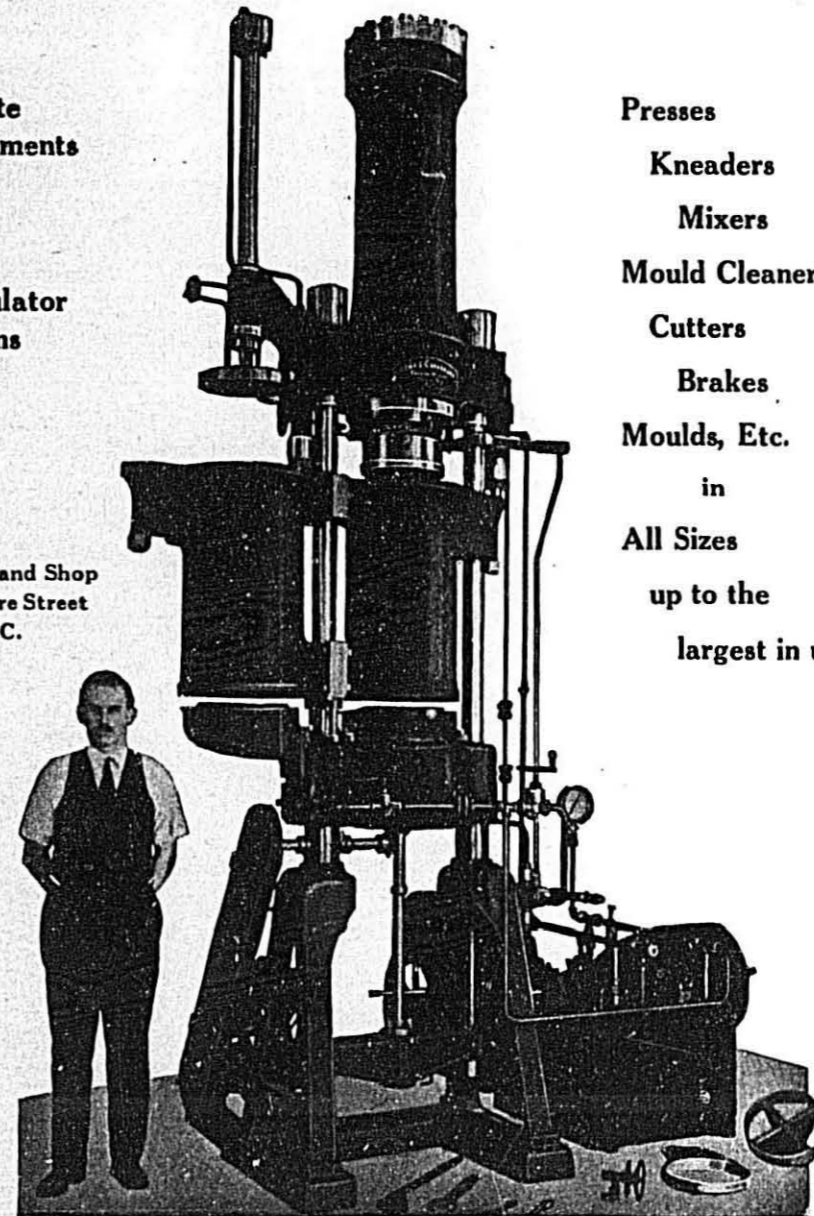
Moulds, Etc.

in

All Sizes

up to the

largest in use.



No. 222 Press Special

Specialty of
MACARONI MACHINERY
Since 1881

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

The MACARONI JOURNAL

Successor to the Old Journal—Founded by Fred Becker of Cleveland, Ohio in 1903
Trade Mark Registered U. S. Patent Office
Founded in 1903

A Publication to Advance the American Macaroni Industry
Published Monthly by the National Macaroni Manufacturers Association as its Official Organ.
Edited by the Secretary-Treasurer, P. O. Drawer No. 1, Braidwood, Ill.

PUBLICATION COMMITTEE
FRANK L. ZEREGA, FRANK J. THARINGER
M. J. DONNA, Editor

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Single Copies . . . 15 Cents
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COMMUNICATIONS:—The Editor solicits news and articles of interest to the Macaroni industry. All matters intended for publication must reach the Editorial Office, Braidwood, Ill., no later than Fifth DAY of Month.

THE MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns.
The publishers of THE MACARONI JOURNAL reserve the right to reject any matter furnished either for the advertising or reading columns.
REMITTANCES:—Make all checks or drafts payable to the order of the National Macaroni Manufacturers Association.

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

Vol. XIII May 15, 1931 No. 1

"Free" Macaroni in Oklahoma

To date the prize for low prices offered for Macaroni products must go to Oklahoma. Quotations from 3 cities indicate that ere long macaroni and spaghetti will be passed out free by retailers to consumers. The only qualification necessary will be that the purchaser ask for the gift.

Last month the St. Louis market was quoted as being the lowest in the country. It still holds the record for macaroni products in bulk with its price of 3½c a pound but to Oklahoma goes the package "honors." A grocery in Hartshorne offers a certain brand of macaroni or spaghetti in packages, 6 packages for 25c. Another firm in Oklahoma City offers an unknown brand at 6 packages for 25c. In numerous cities, among them being McAlester, macaroni in package is freely offered at 5c.

The McAlester Macaroni Factory through its able general manager, Guy M. Russell, has been conducting a one man war against not only quotations, but also inferior quality of the products offered at these ridiculous prices.

As the "Show-Me-State" manufacturers in St. Louis have dared the industry to show authentic quotations more ridiculous than their 3½c per lb. for bulk goods, retail, Oklahoma dares manufacturers anywhere to prove quotations of more disastrous prices than its offer of 6 packages for 25c.

Where will this end?

Going After Radio Advertising

Newspaper publishers and advertising associations have been holding their national conventions in Washington, and their principal song of complaint has been directed against radio advertising. Several publishers of large newspapers state that they have been deleting all commercial names from the programs

that have been published on day to day. They admit that they would cut out programs altogether but that their readers insist that they shall be published. There is no question but what radio advertising interferes with newspaper advertising, according to all these authorities—and they know what they are talking about.

A few voices have been raised to the point of utterance in which they have declared that broadcasting and radio advertising are here to stay. To date there seems to be no way in which the newspapers can take over broadcasting. It is an addition in our social and industrial life which will likely be worked out in the due course of time.

2 Pounds for 6 Cents in Oregon

Since Portland, Oregon, claims to lead the world in all other ways, why not in low and ridiculous macaroni prices, says Mr. S. M. Orso of the Oregon Macaroni Manufacturing company in commenting on the "St. Louis Dares" article that appeared in April. "You will note by the enclosed newspaper advertisement that macaroni is being offered here at 3c per pound and with that fine western gesture, there is no a ton."

In proof of his contention that Portland has it all over St. Louis Mr. Orso sent along a page from the February 13, 1931 issue of the Oregon Daily Journal in which Piggly-Wiggly advertises, among other things—ROSE CITY MACARONI (elbow) 2 lb. package 6c. "Please note that this is a TWO POUND PACKAGE and not bulk goods," continues Mr. Orso. "Out here in the Golden West, we are expectantly awaiting the day when some macaroni manufacturer will pay the merchant to haul his product away from the plant. Perhaps the time will soon come when the manufacturer will be forced to pay the cartage also. Your magazine is very interesting and instructive. We enjoy it very much."

Compared with current semolina and flour prices (May 2, 1931) how can they do it? On that day No. 2 Semolina was quoted at 2½c a pound; No. 3 at 2¼c and Special at 2¼c; Hard Wheat Patent 2c and first clears, soft, at 1½c a pound. There must be a "Good Angel" somewhere in the west whose plant must surely be listed as a charitable institution. Otherwise, how can they do it?

Questions and Answers

1—I believe in advertising, but believe that it should be on the "up and up." There are 3 things I have noticed in recent advertising that do not appear exactly virtuous to me and I wonder if you would give me your slant.—New York.

Advertising Below Cost

a—Is it legal to advertise macaroni products (or any goods) at prices below cost of manufacture? For instance, 6 pkgs. for 25c.

Answer—Manufacturers may even give away their products if they choose, provided however that it is not done with the intent or purpose of restraining trade or cornering a market. Selling below cost is ridiculous and leads to only one end.

Fresh and Frozen Eggs
b—An egg noodle manufacturer illustrates his ads by use of pictures of fresh eggs giving readers the impression that his noodles contain "fresh" eggs while in truth he uses frozen eggs. Is this fair advertising and can he be made to discontinue the practice?

Answer—That's a delicate question. The U. S. Department of Agriculture has ruled that frozen eggs are fresh eggs in the same sense that frozen fruit is fresh fruit. It would be much more ethical to state exactly what kind of ingredients are used and to avoid anything that is in any way misleading.

Comparative Advertisements
c—A chain store frequently quotes comparative prices in its advertising—its brands as compared with national brands in price, quality, etc. Is this permissible under accepted advertising rules?

Answer—There seems to be nothing wrong with this if prices are correctly stated and quality comparisons justified by actual quality tests. Current tire advertising is an example.

Wants Recipe Help
2—Am planning to publish a Macaroni Recipe Book, featuring my brand. Do you know of any publisher that specializes in the preparation and printing of such books?—Pacific Coast.

Answer—As a general rule most firms have some special recipes which they claim as their very own, and supplement these with some general recipes in completing a recipe book containing advice and suggestions for preparing macaroni products. So far as we know there is no "publishing specialist" of the kind you seek.

Convention for Members Only
3—For many years I have been attending the annual conference of our industry. I am not a member of the National association but have often contributed to many of its activities in the past. Note in recent issue of your magazine that attendance at the convention this year is to be restricted to representatives of member firms, manufacturers and allied. Does that mean that you are to shut your convention doors to old friends and well-wishers?—Penna.

Answer—As most matters to be considered at our convention in Chicago June 16 to 18, 1931 are primarily of interest only to those who are financially supporting the association activities, it was wisely decreed to restrict attendance to representatives—any number of them from each firm—of firms composing the organization, manufacturers and allied. Sorry that you must miss this meeting unless in the meantime you affiliate yourself with the group supporting the association and thus becoming directly and personally concerned in its activities.

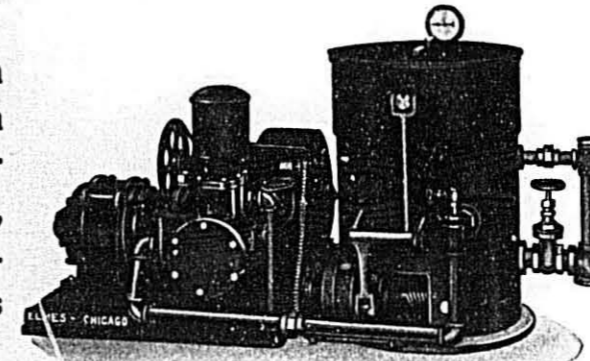
The Elmes "WILL WASH" Die Washer

A Rotating Washer with an Oscillating Spray that Cleans and Rinses Every Hole

SAVES DIES AND PINS---TIME AND MATERIAL

—CLEAN DIES INSURE SMOOTH GOODS—

It will wash
Thick or Thin
Dies soaked or
from the press,
in from 30 minutes
to 2 hours



Provision made
through intake
and discharge to
eliminate sour
dough and prevent
foaming.

Made In Two Sizes

Single Washers for Dies up to 15 In.--Double Washers for 2 Dies up to 13½ In., Inc.

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

THE CAPITAL ENERGY TRIO



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

CAPITAL QUALITY PRODUCTS
CAPITAL FLOUR MILLS

Offices
Corn Exchange Building
MINNEAPOLIS, MINN.

INCORPORATED

Mills
ST. PAUL, MINN.

OUR PURPOSE:

EDUCATE
ELEVATE

ORGANIZE
HARMONIZE

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

OUR MOTTO:

First--
INDUSTRY

Then--
MANUFACTURER

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The President's Column

Now's the Time to Stick

As the time draws near for our Twenty-eighth Annual Convention in Chicago, June 16, 17 and 18, 1931, some members of the National Macaroni Manufacturers Association and many nonmembers are meditating the worthwhileness of membership in any trade organization. Perhaps even more than the usual consideration is being given this question at this time because of the apparent need of curtailing expenses.

Association membership, rightfully capitalized, is an invaluable business investment, more so during times of stress. It is an admitted truth that most of us fail to make the most of the opportunities offered us by our trade organizations. Just a wee bit more personal cooperation with fellow members would be surprisingly beneficial.

Dr. Julius Klein, Secretary of Commerce, recently appealed by radio for closer cooperation between business men and greater loyalty to trade associations. His business experience and his knowledge of present conditions makes him an authoritative speaker on this subject. Here's what he advises:

It has been brought to my attention that some members of business bodies are considering resigning from their trade organizations with the object mainly of supposedly saving money. I can think of nothing more dangerously extravagant than that,—a wasteful squandering of teamwork at the very time when collaboration is most necessary and vital.

Business collaboration is merely *applied common sense*. I cannot emphasize how tremendously valuable such cooperative service can be,—right at this present juncture in our American business life. It forms a potent factor in helping boost us along the path that leads to the plateau of prosperity, out of the distressing path of depression.

That is the tenor of the talk of all our business leaders. There must be something to it,—there is much to it. In the Macaroni Industry now is the time for members to stick together and for nonmembers to collaborate for the industry's progress. It will take a long, hard and steady pull with everyone doing their bit to make the hill. So let's pull together for the common cause, which after all is the cause of each individual manufacturer of macaroni products.

The Secretary's Column

Chicago Is Ideal Convention City

The selection of the City of Chicago for our 1931 convention place was both a wise and happy choice in the opinion of all those who have so far commented on the decision of the Board of Directors.

Macaroni Manufacturers and Allied Tradesmen, remembering hospitality of the business men of Chicago on the occasion of the 1926 and 1928 are looking forward with much pleasurable anticipation to this year's meeting, June 16, 17 and 18.

Chicago's central situation, its easy access by rail and motor from every section of the country, being within twenty-four hours train ride of the big majority of the more populous manufacturing centers, makes it both a convenient and economical convention seat.

Chicago has ample facilities for entertainment, varied to suit even the most fastidious. It has theaters showing the best in the land, spacious parks and ideal links for those preferring out-of-doors recreation, splendid beaches and boating facilities on the placid Lake Michigan. In addition there is the new planetarium, its renowned aquarium, zoological gardens, museums and art galleries. An ideal vacation spot.

Convention headquarters will be in the well known Edgewater Beach Hotel. There the Macaroni Manufacturers and their families will find comfortable accommodations, with modern furnishings and unsurpassed service. The regular summer rates will prevail, a fine room with bath available at \$5. Paul Whiteman's renowned orchestra just opened its summer engagement and will be heard afternoons and evenings by the guests.

Note the fine program in this issue. It will hold the attention of the business minded manufacturers, of the salesmen and star salesmen as well as the accountants, all of whom will be cordially welcome to all sessions, particularly to those especially arranged for their enlightenment.

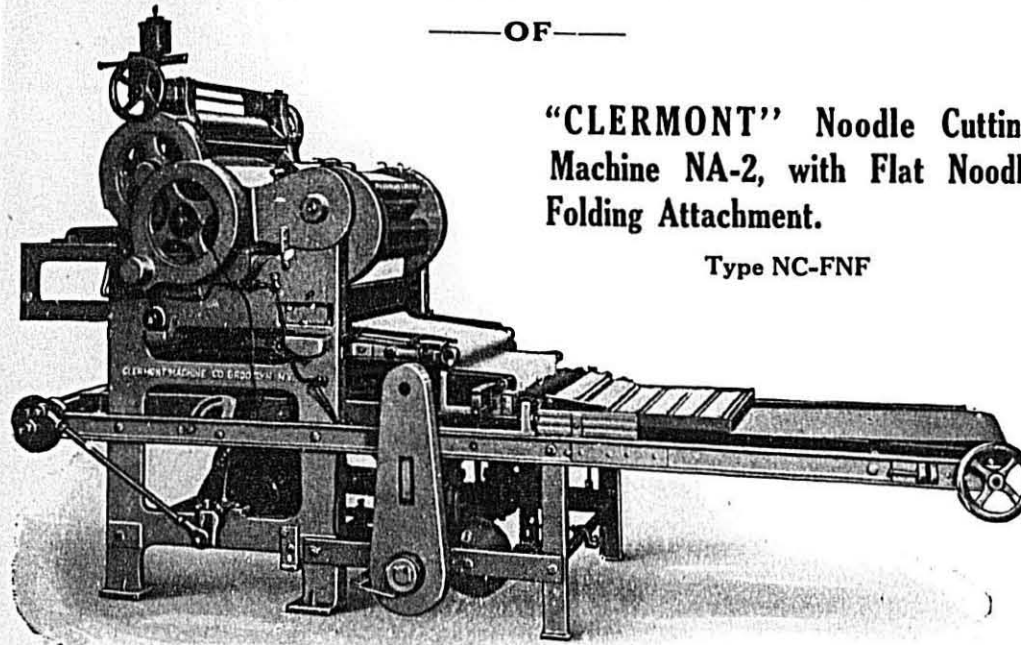
Chicago welcomes the Macaroni Manufacturers June 16 to 18; so does the National Macaroni Manufacturers Association. Everything possible will be done for their comfort. Immediately upon your arrival at the hotel, register with the Secretary and be ready to enjoy three days of friendly conference with appreciative competitors.

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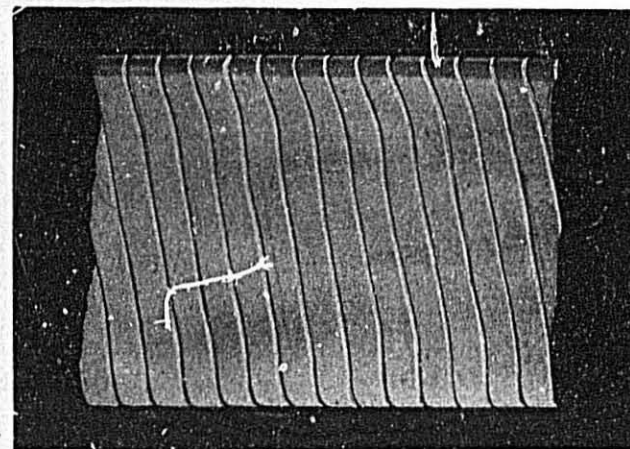


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Announcement

IN accordance with the most progressive thought in the industry, the Pillsbury Flour Mills Company has decided to make several changes in its method of branding durum products. Effective May 15, Pillsbury's Best Semolina No. 1 will be the brand used to designate the finest durum semolina product Pillsbury can produce, using only the most carefully selected amber durum wheat, milled according to the customary Pillsbury standards of unchanging quality.

Pillsbury's Semolina Special will be used to designate the second grade of durum semolina.

Pillsbury's Semolina No. 3 will be used to designate the third grade of durum semolina.

The brand Pillsbury's Best Durum Fancy Patent will be used to designate the finest durum patent Pillsbury can produce, made from the same type of grain used in Pillsbury's Best Semolina No. 1.

PILLSBURY FLOUR MILLS COMPANY
General Offices Minneapolis, Minn.

