

**THE
MACARONI
JOURNAL**

**Volume XIII
Number 2**

June 15, 1931

The Macaroni Journal



Minneapolis, Minn.

June 15, 1931

Vol. XIII No. 2

Understanding Restores Confidence

The big problem that confronts the members of the National Macaroni Manufacturers Association at its convention in Chicago this month is the restoration of confidence in the industry so badly shaken by the prevailing business depression.

Every manufacturer and friend of the industry eligible to attend should be there ready and willing to approve of some plan of regularization of our future business policies to meet changing conditions affecting our trade.

Only through understanding and stricter adherence to approved policies can confidence be fully restored and the industry resume the even tenor of its way to success.

We would rather not
make a sale than make
one for the buyer
to regret

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: BENTLEY

June 15, 1931

THE MACARONI JOURNAL

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President Praises Trade Association

In a message presented during a dinner sponsored by the American Trade Association Executives in Washington last month held in connection with the annual convention of the Chamber of Commerce of the United States, President Herbert Hoover praised trade associations as essentials to sound business economics.

President Hoover said:

"As Secretary of Commerce, I wrote the foreword to a bulletin on trade association activities, in which I said:

WHILE OUR INDUSTRY AND COMMERCE MUST BE BASED UPON INCENTIVE TO THE INDIVIDUAL, YET THE NATIONAL INTERESTS REQUIRE A CERTAIN DEGREE OF COOPERATION BETWEEN INDIVIDUALS IN ORDER THAT WE MAY REDUCE AND ELIMINATE WASTE, LAY THE FOUNDATION FOR CONSTANT DECREASE IN PRODUCTION COSTS, AND THEREBY OBTAIN THE FUNDAMENTAL INCREASE IN WAGES AND STANDARDS OF LIVING.

TRADE ASSOCIATIONS, LIKE MANY OTHER THINGS, MAY BE ABUSED BUT THE INVESTIGATION OF THE DEPARTMENT OF COMMERCE SHOWS THAT SUCH ABUSES HAVE BECOME RARE EXCEPTIONS. WITHIN THE LAST FEW YEARS TRADE ASSOCIATIONS HAVE RAPIDLY DEVELOPED INTO LEGITIMATE AND CONSTRUCTIVE FIELDS OF THE UTMOST PUBLIC INTEREST AND HAVE MARKED A FUNDAMENTAL STEP IN THE GRADUAL EVOLUTION OF OUR WHOLE ECONOMIC LIFE.

"No facts have come to my attention that would cause me to change the opinions expressed at that time. Rather every development of industry renders trade associations more essential to sound development of our economic system.

"The development of the American trade association movement has been and will continue to be a very significant influence in the direction of greater business stability."





Double Protection ★ ★

WHEN you use Two Star Semolina, you are assured of double protection every day in the year from losses through fluctuations in color, flavor, or strength in your macaroni.

Two Star Semolina is milled under a double check system which assures perfect uniformity.

First, the Durum Wheat is tested in our experimental mill—one of the most complete Durum test mills in the country. No wheat is used that does not measure up to our rigid standards of color and strength. Our great storage elevators protect the quality of our Durum—so that only the best of the year's crop goes into the making of Two Star Semolina.

Second, throughout the entire milling process the most exacting control system is exercised. At regular intervals each day the Two Star Semolina going through our mills is tested for granulation, color, and protein strength. The bright, clear amber color, pleasing flavor, and exceptional strength of Two Star Semolina is kept uniform at all times.

A uniform producer of quality macaroni, Two Star Semolina is as dependable as the stars. See us before ordering.

TWO STAR SALES OFFICES

Baltimore: 117 Commerce Street	Chicago: 612 N. Michigan Ave.	Philadelphia: 418 The Bourse
Boston: 177 Milk Street	Kansas City: Elmhurst Building	Pittsburgh: 568 Aiken Ave.
Buffalo: Dun Building, 7th Floor	New Orleans: 535 St. Ann's Street	San Francisco: Merchants Exch. Bldg.
	New York: 410 Produce Exchange	

★ ★ TWO STAR SEMOLINA

Milled By

MINNEAPOLIS MILLING COMPANY

Minneapolis, Minnesota

THE MACARONI JOURNAL

Volume XIII

JUNE 15, 1931

Number 2

A Practical Business Convention

Coolidge Says

Former President Calvin Coolidge in his daily syndicated article May 2, 1931 had this to say about trade associations:

NEITHER THE STATE NOR THE FEDERAL GOVERNMENT CAN SUPPLY THE INFORMATION AND WISDOM NECESSARY TO DIRECT THE BUSINESS ACTIVITIES OF THE NATION. ABOUT ALL THAT CAN WISELY BE DONE IN THIS DIRECTION IS PROVIDED BY TRADE ASSOCIATIONS. ADDITIONS TO THE SYSTEM PROMISE MOST IF THEY BE VOLUNTARY AND PROVIDE A BETTER COORDINATION OF ACTIVITIES.

This week Chicago becomes the capital of the macaroni manufacturing industry of the United States. To that great city on the shores of Lake Michigan representatives of member-firms of the National Macaroni Manufacturers Association are wending their way, to what many agree is probably the most important conference of the industry ever held.

Suffering from ills that have affected business generally and seeking ways and means for relief that may come too late for some, macaroni and noodle makers from every important manufacturing center in the country will confer with but one aim and purpose in view,—to help improve the business through fair and equitable cooperation. Leaders from the Pacific coast will be there working shoulder to shoulder with competitors from the Atlantic seaboard; from the northern manufacturing cities will come many to greet manufacturers from south of the Mason-Dixon Line.

All are congregating to learn something new about the business and to impart their bit to this practical business convention of the trade. The convention program committee anticipated the general interest in the meeting that is attracting representatives from all parts and has prepared a program of great merit for the event.

The program deals with the four cardinal points of the macaroni business as at present constituted, namely: "The importance of Quality as a Builder of Good Will", "The need of better Knowledge of Costs to insure Profits", "The approval of new, businesslike sales methods and the condemnation of all illegal practices" and "Needed macaroni publicity, properly applied". This is a big order for one meeting but the sponsors appear ready to deliver.

Bombastic speeches by theorists will be entirely absent at the Chicago conference June 16, 17 and 18. It will be a convention in which the manufacturers will be asked to do most

of the talking, giving their experiences and suggesting remedies in plain, everyday, easily understood language. Not flowery oratory but fine ideas, proper suggestions and timely recommendations are the need of the hour. Who know better than the manufacturers themselves exactly what the industry needs most in these trying times!

To prevent it becoming monotonous and to start discussions along approved lines, a leader has been selected to present the outsider's viewpoint; one only for each of the four major sessions which comprise the 1931 convention program. Thus will the conferees get some fruitful thoughts from those far enough removed to see our faults and failings.

To arouse greater interest in the meeting this year and to make its work more far-reaching, executives of member-firms have been asked and urged to bring along to the convention city their sales managers and accountants; the former to take a leading part in the session dealing with proper and better sales and the latter to tackle the cost problems of the industry from their varied experiences in the actual handling of accounts.

The economic upset of the past 20 months has seriously affected all lines of business. Times are hard and money tight, but the work of trade associations must go on if the particular business which each sponsors is to gain its goal and retain its position. That is why you will find at the Chicago conference this week most of the leaders in the trade, the progressive manufacturers who know and appreciate the value of real, honest-to-goodness cooperation in times of stress, much more than when business is normal.

THE INDUSTRY'S EYES ARE ON THE CHICAGO MEETING. MAY THEY NOTE ACTIONS BY UNDERSTANDING FOR SPEEDY RECOVERY FROM OUR ILLS!

Keynote Speakers at Chicago Meeting

Macaroni manufacturers, speaking from actual experience, are expected to feature the several discussions scheduled for the several sessions of the 28th annual convention of the National Macaroni Manufacturers association in the Edgewater Beach hotel, Chicago, June 16, 17 and 18, 1931.

Just to add variety and to bring to the manufacturers the views of recognized authorities outside the industry, it has been arranged to have one set speech during each of the special sessions and the program committee has made a happy choice of keynote speakers to start the several discussions. Each is a recognized leader in his field and should lay the ground for much interesting and profitable discussion.

Here are the headliners for the several outstanding topics scheduled for the 1931 conference:

Keynote Selling Message

Featuring the opening day program is the very important "Sales Session," a recognized authority in the person of Prof. Fred E. Clark of Northwestern University, Evanston, Ill. has been chosen to lead the discussion. He has frequently addressed various conventions on the subject with which he is fully conversant and macaroni manufacturers should be on hand early to hear him and to get from him some fine selling pointers.



Dr. Fred E. Clark, Professor of Economics and Marketing, Northwestern University

A.B., Albion college, 1912; A.M., University of Illinois, 1913; Ph.D., 1916; Instructor, University of Arizona, 1914-15; Teaching Fellow, University of Illinois, 1915-16; Instructor, University of Michigan, 1916-17; Assistant Professor, University of Delaware, 1917-18; Assistant Professor, University of Michigan, 1918-19; Associate Professor, Northwestern University, 1919-23; Professor, from 1923; Marketing Consultant since 1920; Author of "Principles of Marketing" and "Reading in Marketing" and numerous articles in trade and scientific journals.

Capitalizing Your Advertising

If the macaroni manufacturers who are sponsoring the 4-year advertising campaign to popularize macaroni products are to realize adequate returns from the activity, they must learn to capitalize the movement to its fullest extent. To visualize its possibilities a special "Macaroni Advertising Council" is scheduled for the forenoon of Wednesday, June 17, with Col. L. W. Herron sounding the keynote of the session in a specially prepared talk entitled "Making the American Housewife Macaroni Conscious."

He is an authority on newspaper advertising, the media selected by the Board of Advertising Trustees for the 1931-32

campaign. As publisher of one of the leading papers in the National capital he is in constant touch with government



Harris & Ewing, Washington, D. C.
Col. L. W. Herron, Publisher and Business Manager, Washington Star, Washington, D. C.

agencies and will have a very interesting and helpful story to relate.

Property Accounting and Plant Appraisals

Irrespective of what system a firm uses in figuring its costs, some heed must be given to appraisements of the plant properties. This feature of proper accounting will be discussed by an authority who has made a special study of the subject practically his entire business career, assistant vice president of one of the country's leading firms that specializes in plant valuation work.

F. W. Jackson, vice president of the American Appraisals company, Milwaukee, Wis., is a graduate (1910) of Worcester Polytechnic Institute. For 9 years he was associated in various capacities with the American Telephone and Telegraph company. In 1919 he joined the American Appraisals company specializing particularly in various features of property records and property accounting incident to the use of appraisals and with particular references to appraisals and their usage made to meet the problems of Federal income taxation.

His talk will feature the special conference on cost accounting scheduled for the afternoon of the second day.

Standardization from an Official Angle

Conditions that exist in the macaroni manufacturing industry make the question of macaroni standards one of the

utmost interest. To lead the discussion that will feature the special "Exhibit and Products Analysis" the closing day of the convention, one of the best known authorities associated with the food and drugs administration of the U. S. Department of Agriculture has accepted the assignment.

For years Dr. Frisbie has been engaged in governmental work and often has conferred with macaroni manufacturers in connection with laws, rules and regulations governing the definitions and



Dr. W. S. Frisbie, Chairman, Food Standards Committee, U. S. Department of Agriculture, Washington, D. C.

standards of macaroni products. He will discuss food laws and their proper enforcement and may present a solution to many of the industry's serious problems.

Keeping Step with Changes

No organization is in closer touch with general business conditions than is the Chamber of Commerce of the United States. Recently it staged a 4-day convention at Atlantic City attended by representative businessmen from every section of the country, reflecting the interest of every branch of industry.

As the after dinner speaker the evening of the annual banquet of the National association, the manager of the Northern Central Division of the organization will deliver a cheery message with the compliments of the business leaders. John Van der Vries will speak on "Present Day Business Trends." Active in trade association work and closely connected with the Chamber of Commerce movement Mr. Van der Vries is in daily contact with recognized leaders of thought in business. He is closely

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associated with the Trade Secretaries School at Northwestern University where he frequently conducts classes on trade association activities. He is well quali-



John Van der Vries, Manager, North Central Division, Chamber of Commerce of the United States, Chicago, Ill.

fied to speak of the trade associations ability and need to cope with the present day problems that have come with changing industry and the potential opportunities of the National Macaroni Manufacturers association.

Through Foreign Eyes

It has been said that one can get so close to his own business that he fails to see it in its proper light. Now comes a man from across the sea, a close student of the alimentary paste manufacturing business in his own country and one who has been delving into the progress of the trade in America to satisfy himself and his promoters as to basic reasons for its wonderful strides. He will divulge his findings at the annual dinner of the association.



Count Ernesto Russo, Milan, Italy

Count Russo comes from one of the oldest royal families in Europe. He is a linguist, a world traveler, a diplomat who has mingled with the heads of all the big governments. He is here on a special mission studying the economic and commercial conditions for his Premier Mussolini. See the American Macaroni Industry through this foreigner's eyes in his presentation of "America As I Find It."

Relief Through Legal Cooperation

By G. LaMARCA, President, Prince Macaroni Mfg. Co.
Boston, Mass.

While I am in entire accord with the association's long established policy of strict obedience to all laws governing trade associations, I feel that there is still much that we can do in a legal way that remains undone. Never before has there been need of closer cooperation between manufacturers if we are to escape utter ruin.

The government has decreed that it is unlawful to dictate prices as a combination in restraint of trade but common sense also decrees that it is unfair to countenance unfair cutthroat prices. Both practices are unfair and equally ruinous, especially when their objective is to put the other fellow out of business.

On this point I recall a statement appearing on page 242 of the May 9 issue of Sales Management which reads: The Federal Trade Commission has ordered the Noma Electric Corporation, New York, manufacturer of electrical goods to "REFRAIN FROM SELLING EXTENSION OR NONEXTENSION CHRISTMAS TREE LIGHTING OUTFITS EQUIPPED WITH MAZDA OR ANY KIND OF LAMPS AT PRICES WHICH ARE LESS THAN IT COSTS TO MANUFACTURE SUCH OUTFITS, WHEN THIS IS DONE WITH THE INTENT TO SUPPRESS COMPETITION."

In the situation confronting our industry at this very moment there must be a legal loophole for action within the law that will gain for us some measure of relief. If others can be restrained from selling their products below cost of manufacture why cannot the same results be obtained by our industry? Surely, things cannot long continue as they are! A few may survive but many will become business bankrupts unless our association does something to save us by taking legal steps to protect the innocent from the illegal tactics of the reckless fellows who care little for laws or ethics.

While we realize our industry's ills and have our individual notions as to remedies to be applied, might not some unbiased and disinterested "business engineer" be gainfully employed in making a fair survey of our troubles and possible remedies? I have just read with interest a fine booklet prepared by The Thompson & Lichtner Co., Inc. of Chicago entitled "Profits vs. Price Cutting" which I recommend as profitable reading matter for all macaroni manufacturers. Copies may be obtained by merely requesting it from the firm.

The booklet is an analysis of a report made on a business survey made at the request of the National Association of

Manufacturers. To encourage reading of the report in full and the consideration of its suggestions at the coming convention of the National Macaroni Manufacturers association I quote some of its high spots.

"Many manufacturers are aware that competition is becoming increasingly keen year by year in their own fields of activity. Industries engaged in long-established trades and handling the more staple lines of products, find themselves facing a situation today characterized by sales prices at or below cost and by the persistence of vigorous price cutting. To eliminate them has become one of the industry's most important problems.

"Competition in any industry progresses along several definite stages.

First stage—wherein organized industry overcomes environmental limitations, such as lack of materials, machinery or equipment; lack of capital, skilled labor or transportation facilities. Skill in overcoming these handicaps gave the enterprising manufacturer the opportunity to cultivate virgin fields unhampered by competition.

Second stage—Having overcome environmental limitations the next step was a monopoly of the product itself. The most common form of product monopoly is based on patents, secret processes or exceptional skill in production.

Third stage—With the gradual disappearance of the second stage of competition, diminishing profits and the threat of failure has brought on the third stage, characterized as the ERA OF SCIENTIFIC MANAGEMENT, in reality the application of scientific management to business.

Fourth stage—High pressure merchandising and super advertising. It is a very modern development in competitive tactics which have appeared in considerable proportions only since the war.

Fifth stage—The price cutting stage represented by a virtual equalization of all real competitive advantages. Reasons commonly assigned for price cutting difficulties are 'Over-Production,' 'Over-Capacity,' 'Cost Ignorance,' 'The Law of Supply and Demand,' etc."

Our industry is evidently in the fifth stage of competition. What can we do to gain permanent relief from present conditions? I strongly recommend that we give this serious consideration at our coming conference in order that we may arrive at some concerted plan of action from which the individual and the industry will benefit.

« **In the Convention Spotlight** »



FRANK L. ZEREGA, President
The Grand Old Man of the Macaroni Industry who will preside over all the general sessions at the Chicago Convention



GLEN G. HOSKINS, Vice President
The "Cost-minded" executive who will assist the President in convention procedure



ROBERT B. BROWN, Chairman
Board of Advertising Trustees
The Industry's publicity manager



H. M. RANCK, Field Secretary
Industry's contact man who will have charge of the Sales Session



DR. B. R. JACOBS,
Washington Representative
Will analyze products and tell what's what about them



MARTIN LUTHER,
Chairman Quality Committee
He will advise what can and can't be done in quality regulation



FRANK J. THARINGER,
Advisory Officer and Past President
The President's right hand "bower"



M. J. DONNA, Secretary-Treasurer
Will be quite busy with convention details and entertainment of manufacturers and their ladies



LLOYD M. SKINNER, Toastmaster
Will direct the Festivities during the Association's Annual Dinner Party

Now! Uniform Color Macaroni Assured

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

Macaroni Strength and Taste Also Within Control Now!

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

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

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

What "Press-tested" Means

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

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



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.

GOLD MEDAL
"Press-tested"
SEMOLINA

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

All Sessions in the Lincoln Room—Chicago Daylight Saving Time
 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
 (Daylight Saving Time)

Registration—Eight to Ten
 Enrollment of Representatives.
 Registrar—M. J. Donna, Secretary-Treasurer.
 Forenoon Session—Ten to Noon
 Call to Order by President Frank L. Zerega.
 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:
 H. M. Ranck, Field Secretary, presiding.
 Address—"Selling and Merchandising," Dr. Fred E. Clark, Head
 of the Department of Marketing and Management, North-
 western School of Commerce.
 General discussion of Selling Methods, New Selling Ideas, Etc.
 Adjournment.

GENERAL SESSION—WEDNESDAY, JUNE 17

Forenoon Session—Ten to Noon
 Registration of Representatives—M. J. Donna, Registrar.
 Call to Order—President Frank L. Zerega.
 Reports of Committees.

Macaroni Advertising Council
 R. B. Brown, Chairman Board of Advertising Trustees, presiding.
 Address—"Making American Housewives Macaroni Conscious,"
 by Col. L. W. Herron, publisher and business manager of Wash-
 ington 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
 G. G. Hoskins, Chairman Cost Committee, presiding.
 Address—"Property Accounting and Appraisals," by Hon. F. W.
 Jackson, American Appraisals Company, Milwaukee, Wis.

Uniform Cost System Display—Discussions and Explanations.
 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—Hon. Lloyd M. Skinner.
 After Dinner Speaker—Hon. John Van der Vries, Manager North-
 ern Central Division, United States Chamber of Commerce.
 Subject—"Present Day Business Trends."
 Address—"America As I Find It," by Count Ernesto Russo, Milan,
 Italy.
 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 Quality Committee, by Chairman Martin Luther of
 Minneapolis Milling Co.

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

11:00 A. M.—Tuesday, June 16—Ladies Beach Party and Luncheon.
 1:00 P. M.—Sight Seeing Trip to 1933 World Fair site, Planeta-
 rium and Shedd Aquarium in motor coaches donated by
 Edgewater Beach Hotel.

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.

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 Luncheons, Bridge and Bunco
 Party, Beach Party and Sight Seeing Trip.
- (4) Admission to All Entertainments.

(Additional tickets for ladies and guests to Annual Dinner-Dance
 may be procured from the Secretary).

« « **Interesting Convention Publicity** » »

Weekly from the headquarters of the National Macaroni Manufacturers association in Braidwood, Ill. there has been broadcast to the member-firms a series of messages dealing with the importance of the 1931 conference to be held in the Edgewater Beach hotel, Chicago, June 16, 17 and 18. The messages were in telegraphic form under the interest-arresting title of "MAC-o-GRAM," each dealing with some specific phase of the program prepared for the conference.

Conference ^ 28th ANNUAL MEETING ^ Edgewater Beach Hotel Chicago	MAC-O-GRAM National Macaroni Manufacturers Association Association Headquarters, Braidwood, Illinois	Dates ^ JUNE 16, 17, 18 1931
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MEMBERS N. M. M. A.—

(No. 1—May 5)
 Representatives of nearly 150 Member-firms will meet in friendly conference in Edgewater Beach Hotel, Chicago, on June 16, 17, 18, 1931.

Never has there been greater need for better understanding between members. Grasp this welcome opportunity to confer with competitors on the industry's troublesome present-day problems.

Special Convention Features of Timely Interest:
 (1) A Sales Conference
 (2) Advertising Council
 (3) Uniform Cost System
 (4) National Exhibit and Analysis of Products
 Not more than ONE SET SPEECH any one session. Discus-
 sions from the floor encouraged by those in daily contact
 with actual conditions.

Mark these dates in your Engagement Book and be with us in Chicago. We'll both benefit.

National Macaroni Manufacturers Association
 M. F. Donna, Secretary-Treasurer

(No. 2—May 12)
 In Industry—ORGANIZATION IS POWER—power com-
 mercially, socially and economically.

For 3 days over 100 Member-firms composing our Trade Association will confer on saner business methods and fairer competition.

SPECIAL FEATURE No. One—Opening Day—June 16, 1931.

From 2 to 5 p. m. a full session devoted to Selling Prac-
 tices and Selling Suggestions.

Address—"Selling and Merchandising," by Dr. Fred E. Clark, head of Department of Marketing and Management, Northwestern University School of Commerce.

All are strongly urged to bring along Sales Managers and Leading Salesmen to take part in the discussions and to make suggestions. A worth-while convention feature.

Other convention high spots:
 Second Day—Forenoon—Advertising Council.
 Afternoon—Cost Study and Conference.

Third Day—Forenoon—Exhibit and Analysis of Products.
 The Twenty-eighth Annual Congress of Macaroni and Noodle Manufacturers awaits your presence, needs your co-operation.

National Macaroni Manufacturers Association
 M. F. Donna, Secretary-Treasurer

(No. 3—May 19)
 With the country's leading Macaroni-Noodle Manufacturers banded together in this organization for unselfish trade promotion, success must crown our efforts.

You are especially urged to send representatives to this

year's conference in Chicago at Edgewater Beach Hotel. The dates are June 16, 17 and 18.

SPECIAL FEATURE NO. 2—Forenoon of Second Day—MACARONI PRODUCTS ADVERTISING COUNCIL.

Keynote Speaker—Col. L. W. Herron, Publisher of Wash-
 ington (D. C.), Star.

Plans for 1931-1932 newspaper advertising campaign ex-
 plained and helpful suggestions for proper tie-in by individual
 manufacturers will be made by our Board of Advertising
 Trustees.

Other Matters of Special Interest:
SALES SESSION—Afternoon June 16.
COST SESSION—Afternoon June 17.

PRODUCTS EXHIBIT AND ANALYSIS—Forenoon June 18.

(Entertainment for Ladies.) Annual Dinner-Dance—Even-
 ing June 17.

Reserve these dates for industry's most important trade
 conference of the year.

National Macaroni Manufacturers Association
 M. F. Donna, Secretary-Treasurer

(No. 4—May 26)
JUST ANOTHER REMINDER!!!
 Our 28th Annual Conference at Edgewater Beach Hotel,
 Chicago, June 16, 17 and 18, 1931.

SPECIAL FEATURE No. 3—(Afternoon Second Day)—"THE VALUE AND NEED OF UNIFORM COST ACCOUNTING."

Full explanation and discussion of Association's copyrighted
 System.

Expert Accountants on ground for free consultation. Make
 appointments in advance.

Bring along your accountant or bookkeeper for first-hand
 information and free discussion.

Other Convention Features: Sales Session; Advertising
 Council; Macaroni and Noodles Exhibit; Annual Dinner
 Party.

**EXECUTIVES, ACCOUNTANTS and SALES MAN-
 AGERS—Here's your opportunity. A Conference, a School
 for self-help!**

National Macaroni Manufacturers Association
 M. F. Donna, Secretary-Treasurer

(No. 5—June 2)
"THE SURVIVAL OF THE FITTEST."

An appropriate title for the business battle which Macaroni
 Manufacturers are waging.

Even in such a battle, **QUALITY** is a DETERMINING,
DECISIVE FACTOR.

Have you *maintained, bettered or lowered* your Quality?
**SPECIAL FEATURE NO. 4—Forenoon of third day—
 "EXHIBIT of Products nationally collected." "ANALYSIS**

(Continued on Page 21)

Secrets of Successful Trade Marking

Keep the Trade Mark Faith If You Remodel Your Package

• By WALDON FAWCETT

These are the restless days of competition when, it is a safe guess, the average marketer of macaroni or kindred specialties is turning over in his mind the question whether the time has not come to redesign his package. Perhaps he has already taken the plunge of package modernization. Hundreds of packers of all manner of food specialties, or grocery specialties so-called, have lately made over their retail package units. Packages that have done duty for decades are being scrapped for new style receptacles, or new wrappers.

No fault is to be found with the mania for package redesign. It is probably true that many of the packages now going into the discard are obsolete and unsuited to present conditions of merchandising in which self selling and self service by retail customers play so large a part. Verily, fashions change in packaging as in everything else and the packer must be up-to-date. Doubtless there is warrant for the claim that a new package dress will do much to kindle interest in a standard product and stimulate sales. In short, package rejuvenation is all but imperative if the seller of grocery specialties is to capitalize the current craze for color and take advantage of the superior visibility of the new, order of bold typography.

But while saying "amen" to the general principle of periodical or semioccasional package redesign many of the nation's shrewdest experts on marketing are adding a caution and a reservation. They are for change, variety and novelty in package setup if and provided this ringing of changes in package ensemble does not disturb nor derange the display of the trade mark which is, after all, the heart and keynote of any attempts to individualize a package. Change the container background if you will: conjure a new package "atmosphere"; but spare the time-tried, traditional trade mark, so that it may be readily recognized in the new package environment by the old friends to whom it has long signaled "the kind they have always bought". This is the warning of the sharps on Uncle Sam's staff who have made a study of the advantages and disadvantages of progressive packaging.

Even if they accept the advice of the conservative counselors, some macaroni men may be for the moment a bit peeved that they cannot revise their trade marks along with their packages. Perhaps a trade mark owner feels that his trade mark is outmoded. Maybe he would choose a trade mark of a wholly different

pattern if he had it to do over again. So he is lured by the idea that he might "do over" his veteran mark at the same time that he dolls up his package.

If he is dissuaded from tampering with his brand name-plate he may live to bless the restraint. The fact is that a large proportion of buyers at retail make their selections at the counter or specify their wants by their recognition or recollection of the appearance of the commodity unit. It is just this reaction on the part of consumers that has caused many a macaroni manufacturer to believe that his package in its entirety is regarded by the public as a trade mark and has made the producer reluctant to disturb the package garb, even in response to the strong urge for package redesign. This last degree of ruttiness is perhaps a case of overdoing a good policy.

Investigation shows that in the great majority of instances a package is recognized by the trade mark rather than by the trade mark setting. Even the consumers who are in the habit of saying that they check up on their choice by familiarity with the package setup will confess, under cross examination, that it is the trade mark, specifically, rather than the package as a complete entity which gives the clue. If not consciously, then subconsciously the purchaser focuses on the trade mark even though he incidentally reacts to some or all the other features of the package dress. If that doctrine is accepted it necessarily follows that the trade mark must be handled with care when transforming a package.

There is another and equally good reason why the time honored macaroni mark should be left undisturbed if a manufacturer joins the packaging revolution. If a trade mark is registered at the U. S. Patent Office or at the registration bureaus of any of the several states which afford protection to trade names, it is officially entered or recorded in a certain form, and samples or specimens of the initial version are deposited in the official files for purposes of reference in the event that other members of the trade subsequently adopt or seek registration for marks which duplicate or show dangerous similarity to the mark which had first call. It follows, therefore, that such federal or state protection as is afforded is for a specific form of trade mark. There is, indeed, no provision in the official machinery for amending or modifying the recorded expression of a trade mark idea.

Facing the inflexible arrangements for trade mark certification, it is easy to see how the macaroni manufacturer is put-

ting himself in a precarious position if, incident to remodeling his package, he adds to or takes from the recorded form of his trade mark. At that, it is rarely that a "dolling up" of a package entails downright discard of a hard working trade mark. What the trade mark owner is more apt to do, in all innocence, is to junk certain features of the mark which appear old fashioned, clinging to other features and assuming that any part of the trade mark is as good as the whole.

Or taking another slant, the packager may desire to try his hand at simplification of the getup of his goods. As part of his program of more elemental and bolder display he would fain reduce the complications or excess ornamentation of a composite trade mark design that was adopted in days when frills and flourishes were all the go. In theory it is all very nice to reduce an established trade mark to essentials,—improving its visibility the while. In practice it is dangerous. If it comes about that a macaroni manufacturer is actually using on his redesigned package a trade mark that is not at all the mark he registered, he may have to meet the charge of a covetous rival that he has "abandoned" the old mark and that it is therefore open to appropriation by any person who sees fit to reclaim it.

A macaroni packer who desires to redesign his package without jeopardizing his trade mark has 2 courses or 2 methods open to his choice. One solution of his problem is to definitely abandon his old trade mark and register the new or modified mark that he feels is more in keeping with his regarbed package. The other safe way to indulge in a change of heart with respect to a trade mark is to retain the original mark in a subordinate capacity and adopt a new mark for the heavy work of the revamped package. There is, of course, no official or legal objection to the use of two or more trade marks on one package. A favorite technique in this pattern is to place the new trade mark conspicuously on the face of the modernized package and to relegate the old mark to the reverse of the package where it will continue to hold the allegiance of old friends.

Some of the best minds in the field of package engineering hold that it is quite unnecessary and a serious mistake to take any liberties with the trade mark when making over a package. They say that if a package background is brought down to date in appearance it will encompass the trade mark of an earlier generation without any suggestion of a jarring note. Some of the experts advise the lifting from the old package environment to the new of not only the trade

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THE MACARONI JOURNAL

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Consolidated Macaroni Machine Corporation

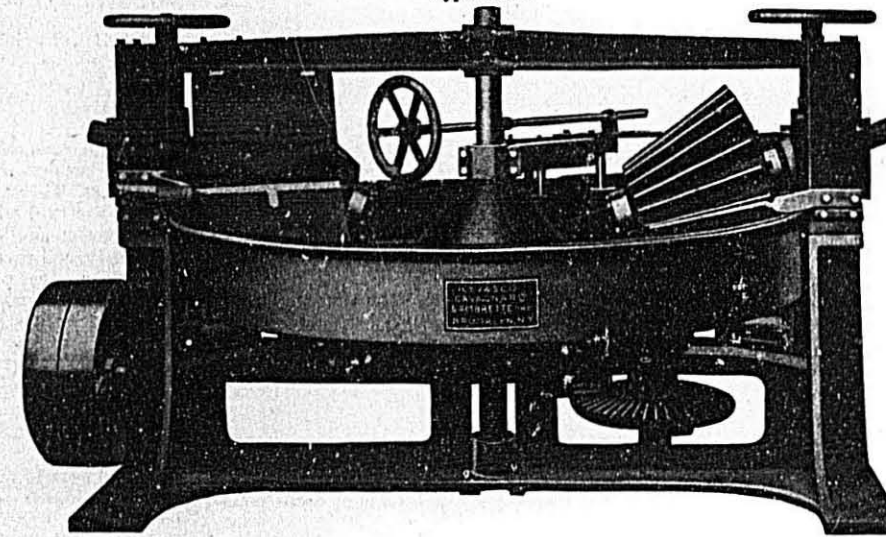
FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.

I. DeFrancisci & Son

Designers and Builders of High Grade Macaroni Machinery

Type K-G-R



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

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

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

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

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

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

Address all communications to 156 Sixth Street

mark but the entire original label. If a macaroni packer has reason to feel that his ancestral trade mark is not precisely in the key of a package which has been redesigned in accordance with modern taste he has only to add a line to his package copy pointing out that for the sake of auld lang syne the original brand name-plate is incorporated in the lay out of the rejuvenated package, where it may be recognized by all old friends and by some of the new ones to whom the honor mark has the prestige of a tradition. An old trade mark on a new package is an ideal means of attesting that contents are "the genuine" or "the original".

Body Needs Large Fuel Supply

Carbohydrates, Proteins and Fats Supply It, Latter Having Highest Value

By Dr. G. A. Lowenstein,
B.S., M.A., Ph.D.

Formerly member of the faculty of biological and physiological chemistry at the College of Physicians and Surgeons, Columbia University; Food and Drug Research Chemist, Bureau of Chemistry, U. S. Department of Agriculture.

Just as the automobile needs fuel in order to function, so the human body must get a plentiful supply of fuel before it will be in a position to attend to its daily needs.

There are only three classes of food substances which supply fuel in any appreciable quantities to the human body. The chemist refers to the substances as carbohydrates, proteins and fats. Of these three, the fats have by far the highest fuel value.

Food rich in carbohydrates are: Wheat, corn, barley, rye, oats, rice, macaroni products, breakfast cereals, potatoes, tapioca, dried prunes, syrups, molasses, sugar, cakes and confections.

Foods rich in fat are: Cream, butter, egg yolk, fat meats, lard, oil, nuts, chocolate, beef or chicken fat.

Foods rich in proteins are: Milk, egg noodles, cheese, eggs (especially the white of eggs), meats and all kinds of fish, nuts and most grains.

The fuel value of foods is measured in terms of a unit called the calory. The number of calories required by any individual will depend upon his weight, height, degree of activity and to some extent upon his age.

A person weighing about 155 lbs., whose activities are moderate, will require about 2600 calories per day. A person weighing 180 lbs. will need more in proportion.

A more active individual would, of course, require many more calories, and

Are You Alive?

It seems a silly question, but are you really alive?

Are you alive to what is going on in your field of business? Are you alive to all the progress taking place around you? Are you alive and sensitive to the ideas and opinions of others who are thinking or acting along lines parallel to your own?

Irving Bacheller says, "Probably not half the people in the world are alive."

Unfortunately, a good many people are without aim or object or ambition, save to get through the day and get business off from their minds.

Some do not have their business on their minds even during the day, but are drifting along, thinking nothing is happening, hoping nothing will happen. They remind one of the French countess who wrote her absent husband:

Dear Husband:—Not knowing what else to do, I will write to you. Not knowing what to say, I will now close.

Wearily yours,

Countess de R.

We do not really expect to find people like that in the business world, but they are there just the same. There are people in business who cannot think of a single thing to do to better their business. They are commercially inanimate and mentally inadequate. They are as dead as the dodo. They continue to go daily to and from a certain location they call a place of business, but it is more like a financial funeral parlor.

If you are not alive, it doesn't matter. If you are alive, prove it. Make it so obvious that no one can question that you are one of the active, aggressive factors in your field. Do something. Show activity. Keep up enough motion to show that you are at least marching on, not left asleep by the wayside.

in some extreme cases a man might need as many as 6000 calories a day or more.

Government statistics show that macaroni and spaghetti supply about 1650 calories of energy per lb. or approximately 46% of the energy a man needs daily. This same food also furnishes about 61% of the protein daily required.

Alfredo, Noted Roman Chef

His Specialty Is Mixing Noodles for His Guests

Among the famous chefs of Europe is Alfredo, in whose restaurant in Rome celebrities from all over the world have been wined and dined. An American on returning recently from the Eternal City, brings back an anecdote indicating that the art of Alfredo is not lost on one of America's best known movie stars.

"Alfreda's specialty is noodles," he reports. "The noodles are made by his wife each day—cut into long, thin strips, and hung on a line to dry. To me that seems strange because in America we can buy the highest quality Noodles, ready-made, in any of the food stores. Every evening she cooks the noodles for about 20 minutes. Then they are brought into the dining room on a siz-

zling hot platter. Alfredo himself officiates at their preparation for each party.

"For a party of 4, say, he will have a good sized platter of the food before him. A boy brings him in a half pound of sweet, unsalted butter, and about a double handful of Parmesan cheese. He takes a dip of the butter and drops it into the platter, then scatters some of the cheese over the top. Then with a big spoon in one hand and a fork in the other, which he draws from the breast pocket of his white coat, Alfredo attacks that platter.

"Alternately he adds more butter and more cheese, and in 10 minutes of energetic mixing you have a dish fit for a king."

Hell Bent

The deceased macaroni maker knocked on the gates of hell and asked entrance.

"Why do you come here?" demanded Satan.

"I want to collect some old accounts from a couple of my former customers who died before me."

"How do you know they are here?"

"Well, every time I tried to collect this is the place they recommended me to."

Uniform Quality Is Never An Accident

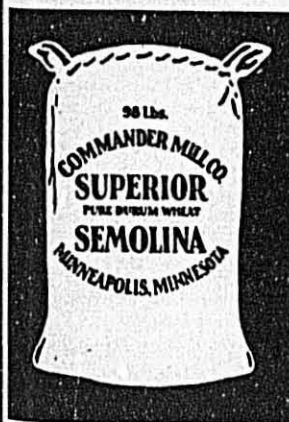
THE high quality which you are always so sure of finding in Commander Superior Semolina does not "just happen." It is the direct result of careful, scientific milling. Only the finest Durum Wheat is selected—and then it is carefully tested to make sure of its absolute uniformity before being accepted for use. Painsstaking attention is given to every process in the milling of Commander Superior Semolina from the time the choice Durum Wheat enters our new, improved mills until the Semolina is sacked for shipment. No labor is spared. No detail is overlooked. The dependable uniformity—the excellent color—and the high gluten content for which Commander Superior Semolina is famous are rigidly maintained through our accurate control system.

This explains why so many macaroni manufacturers are prepared to swear by the quality of Commander Superior Semolina!

YOU COMMAND THE BEST WHEN YOU
DEMAND COMMANDER

COMMANDER SUPERIOR SEMOLINA

Commander Milling Company
Minneapolis, Minnesota



» Macaroni Educational Bureau Section «

By R. B. JACOBS
Washington Representative

The Federal Food and Drugs Act of 1906, better and more popularly known as the Pure Food Law, was passed to prohibit manufacture and sale within any state of foods or drugs that are adulterated or misbranded. The Act also prohibited the shipment from foreign countries into the United States, or from the United States into foreign countries, of foods and drugs which are adulterated or misbranded within the meaning of the act except that foods and drugs need not conform to the act when shipped to foreign countries according to the specifications or directions of the foreign purchaser, and that the product shipped is not in conflict with the laws of the foreign country to which it is to be shipped.

Under the provisions of the Pure Food Law macaroni products are not permitted to be colored to simulate the presence of eggs. This interpretation has been given wide publicity in the past 3 or 4 years

by the government, numerous state authorities, as well as the National Macaroni Manufacturers association. There is, therefore, very little excuse for any manufacturer in the business to continue to use artificial color in the manufacture of these products.

About 4 months ago I received information which led me to believe that the Fulton Macaroni Co. of Jersey City, N. J. was using artificial color in the manufacture of at least a part of its noodles. I called them on the phone and asked whether or not they were using added color. They assured me they were not and offered to send me samples of their product. I accepted their offer, received and analyzed the samples and found that they did not contain added artificial color and that they had the required amount of egg solids. I reported these facts to them.

Soon afterward I was advised by another manufacturer in New York

that an agent of an importing firm had offered to sell them a new artificial color which could not be detected after it had been put into a macaroni product. The agent stated to the manufacturer that he was selling this product to the Fulton Macaroni Co., as well as to others, and guaranteed that the presence of the color could not be detected, as it had been tested by numerous chemists without success.

Examination of the sample of color showed that it consisted of turmeric dissolved in alcohol. Experiments were made, using the prescribed amount of turmeric in the dough. Noodles were made and tested for turmeric where it was easily detected. Then samples of noodles purporting to come from the plant of the Fulton Macaroni Co. were tested, and the presence of turmeric established. These facts were all presented to the New York city authorities, as well as to the Federal government.

The Department of Agriculture traced a shipment of alimentary pastes from the Fulton Macaroni Co. plant in Jersey City to the Tasty Egg Noodle & Spaghetti Co. of Brooklyn, N. Y. Samples of this shipment were taken and analyzed and the presence of turmeric confirmed. The Government also found the product to be deficient in egg solids. Through the Department of Justice the U. S. Marshal was ordered to seize this shipment, which consisted of 298 cases. This product is now in the custody of the U. S. Marshal in Brooklyn. The Government alleges that this shipment was made in violation of the Food and Drugs Act, which prohibits the interstate shipment of adulterated or misbranded foods. It claims that this product is adulterated and misbranded within the meaning of the Act in that it is colored to simulate egg solids and is deficient in egg solids.

The New York city health authorities have also placed an embargo against these goods, as under the sanitary code it is a violation to sell artificially colored macaroni products in the city of New York. This latter case, however, is not against the Fulton Macaroni Co. but against the Tasty Egg Noodle & Spaghetti Co. of Brooklyn.

The Fulton Macaroni Co. now has an opportunity to have its day in court. It is my opinion, however, that since the presence of artificial color has been established by at least 3 chemists and the deficiency in egg solids has been established by 2 chemists, all working independently, the result cannot be very much in doubt.

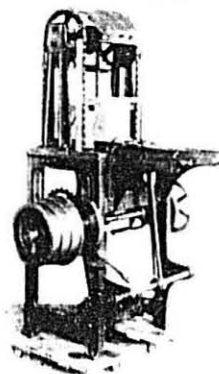
On the other hand, the New York city health authorities have not only placed an embargo on the above 298 cases of macaroni products, but they too can summon the Tasty Egg Noodle & Spaghetti Co., as well as about 60 retailers who



Inspector Jacob Haas of the New York district of United States Food Inspection Bureau inspecting one of the government's biggest seizures of alleged illegal macaroni products. Manufacturer, jobber and approximately 100 retailers will have an opportunity in court to answer serious government charges. "Artificially colored macaroni and egg noodles must go"—is the terse meaning of the latest government action.

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

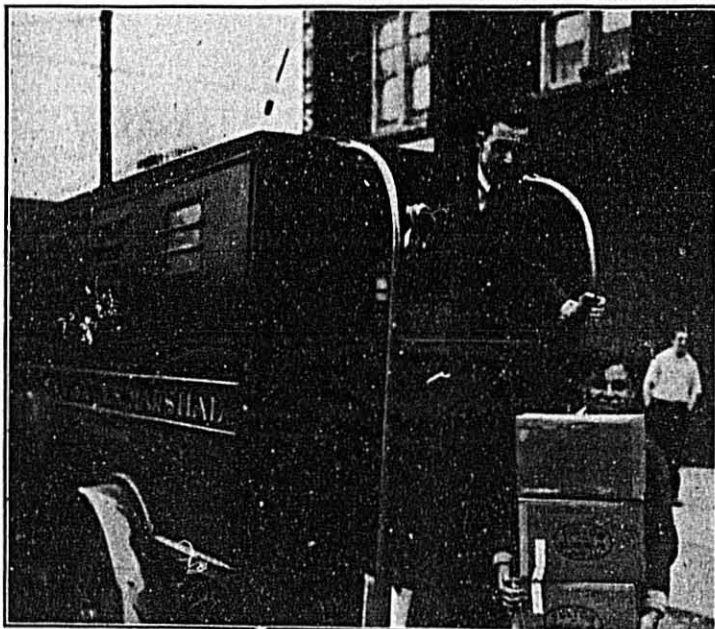
have been found to handle these goods in New York city.

Thus closes a chapter in the alleged use of color in macaroni products.

Certain interesting side lights have developed in connection with the use of turmeric. First, it was alleged that the presence of this color could not be detected in the finished noodle. It was offered for sale to several manufacturers

to make an impression on any market, means will be found to detect it. This is most natural, as sellers of these products are not usually satisfied with just one customer but must sell to others, and in this way the information is passed on to us, so that their efforts will be short lived.

In one of the photographs shown herewith, Deputy U. S. Marshal Jacob Haas



Federal Food Inspector takes for "a ride" 298 cases of macaroni products alleged to be deficient in egg products and artificially colored. Seizure made at the warehouse of Tasty Egg Noodle & Spaghetti Co., Brooklyn, N. Y.

in the metropolitan area of New York city with the positive assurance that they could use it, because of the inability of anyone to detect it. It was safe. In this alleged guarantee that the law could be violated without detection, there are certain elements which may constitute conspiracy, and if it can be proved in any case that the seller and the user of this artificial color conspired to violate the law, we may be able to get one or two indictments, from which someone may have difficulty in extricating himself.

The agent who has admitted selling this artificial color to the Fulton Macaroni Co. and to others, is now canvassing the industry in New York city, trying to sell them some egg substitute which he also claims cannot be differentiated from eggs.

Claims are made that macaroni manufacturers are making the substitution so fast that the rest of them better get in on the ground floor and buy before it is too late. The most that can be said for this line is that it is "selling conversation." They have not as yet been able to convince any manufacturer of the advisability of using their product. But if they do, I want to say that they and the user of these substitutes are riding for a fall, as just as soon as any substitute begins

may be seen making the seizure at the warehouse of the Tasty Egg Noodle & Spaghetti Co. in Brooklyn. The other photograph shows the loading of the product in the Marshal's van, to be stored under his seal and custody.

Railroads Face Crisis

It is just 100 years ago this year that the DeWitt Clinton, the first regularly commissioned steam locomotive, was put into service on a railroad in this country. One might suppose this centennial year would be one of joyous commemoration. But the railroad presidents are celebrating it by getting together in a body, opening up their tear ducts and lifting their voices in a chorus of lamentation.

There is something the matter, declares John T. Flynn, who has been commissioned by Collier's Weekly to study the situation and find out what can be done to remedy it. Probably most people in America from congressmen and senators to the humblest voters and taxpayers, will agree with Mr. Flynn that railroads are essential to the convenience and welfare of the country, and that the nation cannot afford to see them financially crippled.

"The problem before the nation," says Mr. Flynn, "is the saving of the railroads. It is a problem which affects the investments of a million people, the jobs of 1,500,000 men and women, and the servicing of countless industries which cannot exist without the railroads."

The loss of passengers and freight which the railroads have suffered in the past few years is staggering. Out of every 10 persons who travel in this crazy age, only one travels in a railway train, Mr. Flynn declares.

Buses, private motor cars, trucks, steamship lines, barges and pipe lines and the competitors which have sapped the revenues until the roads last year earned less than 3 1/2% on their property investment.

In an effort to stem the tide of diminishing returns the roads during the past 5 years have made the most determined, ruthless and intelligent drive on efficiency and waste ever witnessed in the history of any American industry. But now the railroad operating managers say operating expenses cannot be cut any more. Further savings can be effected only at the expense of service.

"The situation," says Mr. Flynn, "is a difficult one. It will require the serious attention of congress and legislatures. The legislative program suggested by the railroads is nothing more than a collection of remedies for dealing with a problem. You may refuse to accept the remedies. But you will have to admit that the problem is there, a question of major national importance."

Ends Borax-Wash Monopoly

The public at large and the American fruit grower, packer, and shipper in particular, have reason to be grateful for a decision just handed down by Justice McReynolds of the U. S. Supreme Court. For more than 5 years the American Fruit Growers Inc. has been contesting the validity of the Brogdex patent for washing fruit and vegetables with borax. The opinion of Justice McReynolds that the patent is invalid relieves the fruit trade of the possibility of paying royalties on a process that has been in general use over 20 years.

Reversing 2 lower courts, the opinion sustained the contention of the American Fruit Growers Inc. that it would be in the nature of a calamity affecting the fruit grower, shipper, and public alike if a substance so well known and so commonly used as borax could be withdrawn from the free use of the fruit industry, or any other industry.

Since the fundamental principles were involved affecting a wide range of interests, the Department of Agriculture, the state of Florida, and 6 other states submitted memorandums citing the burden that would be imposed on the farmer and grower if the use of this disinfectant and preservative were denied them in preparing their products for market.

Testimony taken in the lower courts showed that the citrus industry in Florida and California had been accustomed to

wash fruit in this mild and harmless preservative many years before the Brogdex patent was obtained. The purpose of the borax wash, like many other chemicals used, is to sterilize the skin and rind of fruit to give it greater resistance against decay and mold.

Under the previous decisions the fruit trade was already experiencing embarrassment due to restriction in the use of borax. The lower courts had not only sustained the patent on the process of using borax or boric acid, but had held that any fruits or vegetables carrying borax in the rind or skin were patented articles so that the dealer became liable to the Brogdex company for damages and accounting. Thus thousands of growers, packers, and shippers, particularly of citrus fruits, were being restricted in marketing necessary food to the American public.

The relief which is thus afforded the consumer as well as the grower can be attributed to a public spirited fight on the part of the American Fruit Growers and a broad application of the law by a tribunal that endeavors to administer justice despite a maze of technicalities hampering procedure in our courts.

Noted Speaker for Banquet

John N. Van der Vries who will address the National Macaroni Manufacturers association on Wednesday, June 17 is manager of the Northern Central Division of the Chamber of Commerce of the United States. He has been identified with the National Chamber since the early part of the world war. At that time he was closely connected with the work of the National Chamber in organizing the industries in the central west as part of the plan carried out by the National Chamber at the request of the War Industries Board.

He has charge of the activities and interests of the National Chamber in the midwest and as such comes into contact with every phase of business in this section of the country.

He is a member of the Rotary club of Chicago, the oldest and largest Rotary club in the world. From 1926-28 he was president of this organization with a membership of nearly 600 Chicago business leaders.

He was also member of the committee of 8 selected to build the \$15,000,000 Civic Auditorium and Exhibition Hall in Chicago 2 years ago, being chairman of the subcommittee to determine arrangements and requirements of this colossal structure.

Due to his many contacts he has a wealth of experience in dealing with business men and business organizations. This has placed him in a position where he can discuss the national problems affecting business in an intelligent fashion.

Grass Combats Depression

The I. J. Grass Noodle Company Inc., Chicago has made extensive improvements in its plant at 6021-27 Wentworth av. according to an announcement by General Manager A. Irving Grass. A laboratory has been installed for making tests of raw materials and finished products and to experiment on improvements in quality, in charge of Sidney Diamond, graduate of the University of Chicago.

Approximately \$10,000 has been expended in machinery purchased from the Clermont Machine company of Brooklyn and now in operation. The installation consists of a new Rolling Machine, a Triplex Calibrator and a Double Calibrator Cutting Machine.

The drying department has been remodeled at a cost of \$4000 with the installation of what the manager believes to be the first electrically heated curing room in the noodle manufacturing business in this country.

"Even if there is a depression raging over the entire country," says Irving Grass, "our firm has sufficient confidence in the business and in the quality of our merchandise to make extensive improvements in our plant in anticipation of the better times that are slowly but surely coming. Our confidence in the future of our industry remains unshaken despite unbusinesslike practices complained of. We are backing our judgment to the extent of many thousands of dollars in improvements and an extensive advertising campaign using radio and newspapers, to start early in the fall."

Convention Exhibits

Arrangements are being made by 2 supply firms for extensive exhibits at the Edgewater Beach hotel, Chicago during the 28th annual convention of the National association. The Du Pont Cellophane company will exhibit the several hundred brands of macaroni and egg noodles in cellophane wrapped packages to impress the manufacturers with the "eye appeal" of the visible package. The exhibit will be under the supervision of L. B. Steele, assistant director of sales.

The Rossotti Lithographing company will have an exhibit of its cellophane

faceted window cartons and general line of packages suitable for all products. This exhibit will be under the direction of Salesmanager Charles Rossotti, Jr.

Visits Headquarters

Among the distant visitors to the Braidwood headquarters of the National Macaroni Manufacturers association last month were C. G. Rossotti, president of the Rossotti Lithographing company, New York city and Frank Traficanti of Traficanti Brothers, Chicago. Mr. Rossotti is on an extensive tour of the macaroni manufacturing plants to the Pacific coast by way of Seattle and return via Los Angeles and New Orleans.

What Price Glory?

On all sides we hear discussed general conditions—commodity prices, depressions, deflation and international relations. While most recommendations for improvement carry no reward but glory and, naturally, lose their appeal at this time because "self-preservation" is the first law of nature the National Adhesives corporation makes a most substantial offer that should encourage more and heavier buying an immediate business relief:

"Our contribution to the many plans and suggestions, sponsored by President Hoover and our business leaders, is to employ our capital by offering 4 months' dating to all of our customers who will buy now and accept for delivery 4 months' supplies. This increased volume will permit us to run all of our plants at full capacity, giving additional employment not alone in our own plants, but in those plants upon which we depend for supplies. Many will say—And what of the volume 4 months hence? While theoretically the same demand cannot be satisfied twice, nevertheless we feel certain that if all companies would adopt this policy, the impetus of this increased and immediate demand would change the viewpoint of the people of this great country, from one of unwarranted pessimism to one of justified optimism, which optimism is so necessary to start the upward swing of the next business cycle.

"The executives and employees of this organization are ready to carry out any constructive and concerted plan of definite relief for the unemployed and pledge themselves to contribute a percentage of their salaries and wages up to 3%."



OFFICIAL MEMBERSHIP LIST

National Macaroni Manufacturers Association

June 1, 1931

FIRM	OFFICIAL	LOCATION	FIRM	OFFICIAL	LOCATION
American Noodle & Macaroni Co.	E. P. Dominici	Chicago, Ill.	Liberty Macaroni Mfg. Co.	Peter DeFay	Rockford, Ill.
Anthony Macaroni Company	Geo. N. Marshall	Los Angeles, Cal.	Lo Due Brothers	G. Lo Due	Jersey City, N. J.
Atlantic Macaroni Company	William Culman	Long Isl. Cy, N. Y.	L. A. Pacific Macaroni Co.	S. Nunziato	Los Angeles, Cal.
Beech-Nut Packing Co.	F. E. Barbour	Canajoharie, N. Y.	Magnolia Macaroni Mfg. Co.	S. J. Lucia	Houston, Tex.
Birmingham Macaroni Co.	R. G. McCarty	Birmingham, Ala.	The Mies Company	C. W. Wolfe	Harrisburg, Pa.
W. Boehm Company	W. Boehm	Pittsburgh, Pa.	Milwaukee Macaroni Co.	Erwin John	Milwaukee, Wis.
Boston Spaghetti Mfg. Co.	M. La Marca	Boston, Mass.	Minnesota Macaroni Co.	E. J. Villame	St. Paul, Minn.
Busalacchi Bros. Macaroni Co.	John Busalacchi	Milwaukee, Wis.	Mound City Macaroni Co.	Jos. Freschi	St. Louis, Mo.
California Paste Company	F. Garibaldi	San Jose, Cal.	Mercurio Bros. Spag. Mfg. Co.	J. Mercurio	St. Louis, Mo.
Campanella, Favaro, Glaviano			Ravarino & Freschi I. & M. Co.	John Ravarino	St. Louis, Mo.
Macaroni Corp.	John Campanella	Jersey City, N. J.	Viviano Grocery & Mfg. Co.		St. Louis, Mo.
Falton Macaroni Co.	A. Bonamico	Jersey City, N. J.	C. F. Mueller Co.	Henry Mueller	Jersey City, N. J.
John B. Canepa	John V. Canepa	Chicago, Ill.	McAlester Macaroni Co.	G. M. Russell	McAlester, Okla.
Checker Food Products Co.	H. W. Wibracht	St. Louis, Mo.	National Food Products, Inc.	L. G. Tujague	New Orleans, La.
Colosseum Macaroni Co.	N. Salari	Sacramento, Cal.	Federico Macaroni Mfg. Co.	F. Federico	New Orleans, La.
Connecticut Macaroni Factory	G. Muro	New Haven, Conn.	National Macaroni Co.	F. S. Bonno	Dallas, Tex.
Vito Costa & Sons	N. J. Costa	Chicago, Ill.	New Haven Macaroni Co.	P. Geo. Nicolari	New Haven, Conn.
Crescent Macaroni & Cracker Co.	C. B. Schmidt	Davenport, Iowa	Oregon Macaroni Mfg. Co.	Salvino Orso	Portland, Ore.
D'Amico Macaroni Co.	C. D'Amico	Newark, N. J.	A. Palazzolo & Co.	A. Palazzolo	Cincinnati, O.
Frank Dantoni & Co.	Frank Dantoni	New Orleans, La.	F. Pepe Macaroni Co.	R. G. Pepe	Waterbury, Conn.
G. D. Del Rossi Co.	G. E. Del Rossi	Providence, R. I.	Pompei Macaroni Co.	A. Bertucci	San Francisco, Cal.
De Martini Macaroni Co.	V. Giatti	Brooklyn, N. Y.	Porter-Scarpelli Macaroni Co.	A. F. Scarpelli	Portland, Ore.
Domino Macaroni Co.	Chas. R. Jones	Springfield, Mo.	Prince Macaroni Mfg. Co.	G. La Marca	Boston, Mass.
Dunkirk Macaroni & Supply Co.	F. C. Henning	Dunkirk, N. Y.	Procinco-Rossi Corp.	Alfredo Rossi	Auburn, N. Y.
Elka Noodle Corporation	Ignatz Kobza	Maspeh, N. Y.	Quaker Maid Co., Inc.	R. E. Goulding	New York, N. Y.
Flower City Macaroni Co.	J. C. Meisenzahl	Rochester, N. Y.	Quaker Maid Co., Inc.	E. J. Dent	Brooklyn, N. Y.
Fontana Food Products Co.	S. E. Mountain	San Francisco, Cal.	Quaker Oats Company	D. B. Lourie	Chicago, Ill.
Fortune-Zerega Co.	John L. Fortune	Chicago, Ill.	Quality Macaroni Co.	D. Piscitello	Rochester, N. Y.
Fort Worth Macaroni Co.	L. J. Laneri	Fort Worth, Tex.	Roma Macaroni Factory	A. DeMartini	San Francisco, Cal.
Foulds Milling Co.	G. G. Hoskins	Libertyville, Ill.	Ronzoni Macaroni Co.	E. Ronzoni	Long Isl. Cy, N. Y.
Grocery Store Products, Inc.	Jas. M. Hills	New York, N. Y.	Peter Rossi & Sons	H. D. Rossi	Braidwood, Ill.
Genoa Macaroni Factory	F. B. Brinzo	San Francisco, Cal.	A. Russo & Company	N. Russo	Chicago, Ill.
A. F. Ghiglione & Sons	A. Ghiglione	Seattle, Wash.	San Diego Macaroni Mfg. Co.	E. DeRocco	San Diego, Cal.
A. Gioia & Brother	Alfonso Gioia	Rochester, N. Y.	San Jose-Ravenna Paste Co.	A. Raggio	San Jose, Calif.
Globe Grain & Milling Co.	C. C. Hine	Los Angeles, Cal.	Santa Rosa Macaroni Co.	R. Bertolucci	Santa Rosa, Cal.
Golden Age Corporation	C. F. Greenwood	Libertyville, Ill.	Schneider's Home Made Egg		
Golden Crown Macaroni Co.	P. M. Tarabino	Trinidad, Col.	Semolina Macaroni Co.	R. Jonke	Brooklyn, N. Y.
Golden Gate Macaroni Co.	G. Obuien	San Francisco, Cal.	Skinner Manufacturing Co.	F. Rossi	Providence, R. I.
Gooch Food Products Co.	J. H. Diamond	Lincoln, Neb.	S. C. H. Smith Noodle Co.	L. M. Skinner	Omaha, Neb.
A. Goodman & Sons, Inc.	David Cowen	N. Y. City, N. Y.	Superior Macaroni Co.	Mrs. C. H. Smith	Ellwood City, Pa.
Gragano Products, Inc.	G. Ferrigno	San Francisco, Cal.	Tharinger Macaroni Co.	F. J. Tharinger	Los Angeles, Cal.
I. J. Grass Noodle Co.	A. I. Grass	Chicago, Ill.	Trificanti Brothers	Frank Trificanti	Chicago, Ill.
Independent Macaroni Co.	F. Patrono	Mt. Vernon, N. Y.	Union Macaroni Co.	C. Lombardo	Beaumont, Tex.
Italia Macaroni Co.	A. A. Bianchi	Worcester, Mass.	S. Viviano Macaroni Mfg. Co.	S. Viviano	Carnegie, Pa.
Italian-American Paste Co.	Peter Bacigalupi	San Francisco, Cal.	V. Viviano & Bros. Mac. Mfg. Co.		
Italo-French Produce Co.	G. Teysier	Pittsburgh, Pa.			
Jefferson Macaroni Co.	E. W. Hunter	Reynoldsville, Pa.			
Kansas City Mac. & Imp. Co.	P. F. Vagnino	Kansas City, Mo.			
American Beauty Mac. Co.	A. S. Vagnino	Denver, Col.			
Faust Macaroni Co.	L. S. Vagnino	St. Louis, Mo.			
Kentucky Macaroni Co.	Jos. Viviano	Louisville, Ky.			
David Kerr	Louis Deal	Baltimore, Md.			
Keystone Macaroni Mfg. Co.	G. Guerrisi	Lebanon, Pa.			
F. L. Klein Noodle Co.	A. S. Klein	Chicago, Ill.			

ALLIEDS

Atlas Box Company	W. G. Goodwillie	Chicago, Ill.	Franklin Folding Paper Box Co.	E. G. Lipps	Chicago, Ill.
Barozzi Drying Machine Co.	G. E. Barozzi	No. Bergen, N. J.	H. H. King Flour Mills Co.	J. M. Quilty	Minneapolis, Minn.
Capital Flour Mills, Inc.	C. P. Walton	Minneapolis, Minn.	King Midas Mill Co.	W. M. Steinke	Minneapolis, Minn.
John J. Cavagnaro	A. C. Cavagnaro	Harrison, N. J.	Lanzit Corrugated Box Co.	M. Gidwitz	Chicago, Ill.
Champion Machinery Co.	W. E. Fay	Joliet, Ill.	Joe Lowe Corporation		Brooklyn, N. Y.
Chicago Carton Company	R. R. Richardson	Chicago, Ill.	F. Maldari & Bros.	D. Maldari	New York, N. Y.
Chicago Label & Box Co.	C. J. Norris	Chicago, Ill.	Minneapolis Milling Co.	Martin Luther	Minneapolis, Minn.
Clermont Machine Co.	C. Surico	Brooklyn, N. Y.	Package Machinery Co.	P. L. Putnam	Springfield, Mass.
Commander Milling Co.	W. E. Ousdahl	Minneapolis, Minn.	Peters Machinery Co.	H. K. Becker	Chicago, Ill.
Consolidated Mac. Machine Corp.	C. Ambrette	Brooklyn, N. Y.	Pillsbury Flour Mills Co.	A. J. Fischer	Minneapolis, Minn.
Crookston Milling Co.	J. J. Padden	Crookston, Minn.	Rossotti Lithographing Co.	G. G. Rossotti	New York, N. Y.
Crown Mills	A. G. Mills	Portland, Ore.	Rothenberg & Schneider Bros.	H. Rothenberg	Chicago, Ill.
Duluth-Superior Milling Co.	B. Stockman	Duluth, Minn.	Star Macaroni Dies Mfg. Co.	F. LaBombardo	New York, N. Y.
Du Pont Cellulose	L. B. Steele	New York, N. Y.	Stein-Hall Mfg. Co.	C. E. Dickinson	New York, N. Y.
Eggers-O'Flynn	W. O. Lane	Omaha, Neb.	Superba Packing Co.	P. Murio	San Francisco, Cal.
Chas. F. Elmes Engineering Wks.	W. K. K. Smith	Chicago, Ill.	Swift & Company	A. W. Doell	Chicago, Ill.
Empire Box Corp.	S. J. Klein	Chicago, Ill.	Mario Tanzi & Bros., Inc.	Mario Tanzi	Boston, Mass.
Forbes Paper Co.	J. W. Berger	New York, N. Y.	Washburn Crosby Co., Inc.	H. R. McLaughlin	Minneapolis, Minn.

June 15, 1931

Interesting Convention Publicity

(Continued from Page 11)

of the Country's Leading Brands." "Points favorable and otherwise about each."

Something novel and instructive. An eye-opener. May help solve the price question.

Other Convention Features—Sales Session, first afternoon; Advertising Council, morning of second day; Cost Study and Analysis, afternoon third day. Wednesday evening, June 17, Satisfying and Entertaining Dinner Party.

None can afford to miss any one of these important features. Plan now to attend. Yes, it will cost a little but it will prove paying investment.

National Macaroni Manufacturers Association
M. F. Donna, Secretary-Treasurer

No. 6—June 8)

FINAL CALL to 1931 CONFERENCE!

The OLD OWL wisely declares:

"The most expensive luxury a man can indulge with is the thought that he knows it all."

The 1931 Convention of the Macaroni Industry will be a big gathering of "WILLING-TO-LEARN" Members. All will be there to acquire knowledge of their trade with its modern business ramifications and to impart knowledge gained through actual experience in the trade.

The Convention FEAST is ready. You are the guests invited to partake of it. Yes, it's in the Edgewater Beach Hotel, Chicago, June 16, 17 and 18, 1931.

Quit Guessing! Come and Get the Facts.

National Macaroni Manufacturers Association
M. J. Donna, Secretary-Treasurer

looking for a dependable semolina?
then you want Northland

Northland Dependable Semolinas are known for their quality and uniformity. They are milled from the very finest Durum Wheat which is carefully tested and analyzed before being used.

Northland Fancy No. 2 and Northern Light are Semolinas that offer you those things which are necessary for the manufacture of good macaroni: even granulation, bright, yellow color, pleasing flavor, and high gluten content. For day in and day out dependability,—use Northland.

NORTHLAND MILLING COMPANY

MINNEAPOLIS, MINNESOTA

New York Sales Office: 1114 Canadian Pacific Bldg., 342 Madison Ave.

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



SPAGHETTI—A Noble Dish

What a noble food is spaghetti, that exquisite, appetizing gift from Italy! So exclaims Frank Cipriani in the Chicago Tribune.

But alas, laments your true epicure, there is a profusion of what is popularly called spaghetti, and the varieties and flavors of this patrician dish are no less numerous than all the lunchrooms in the U. S. A. Be it said without prejudice that in many instances their culinary output labeled spaghetti is, to a cuisine connoisseur, no more the genuine article than is an awkward arboreal growth not far from here which is identified jocularly as the spaghetti tree by virtue of its esculent-like strands which hang downward like so much lose, raw spaghetti.

Let Tony Tell How

Real spaghetti, of which there are several kinds, is not a prohibitive nor yet inexpensive food; nor is it a hasty jumble of pliable doughy threads, covered with tomato sauce and grated cheese. Neither is it made in a few minutes.

Let those of us curious enough inquire into the intricacies and possibilities of this palatable dish by taking unto our hungry confidence a visiting son of Italy who knows his spaghetti. Let us call him Tony, which is an obvious name under the circumstances. Tony is an expert on spaghetti.

How It's Made

And when he describes that rounded mound of yellowy stuff, spread with deep red gravy, and white capped with pungent Parmesan till it looks like a snow topped mountain, one visualizes more than spaghetti. One breathes an Italian atmosphere, sees verdant vistas and sylvan bowers from the vantage of an ivied Tuscan villa. There is a mental image of a turquoise tinted sky covering the distant Appenines like a canopy. All this is pictured as Tony talks, and tells of his home, which is really pretentious, and how mother visits the kitchen occasionally to see that *il cuoco* and his wife, *la cuoca*, do right by King Spaghetti.

"The old folk are so particular about their spaghetti, you know," observes Tony. That, then is the only secret in the preparation of this tasty dish. First determine what you want to accomplish and then make sure you know how to do it. If in doubt ask any of the experienced cooks, even the many millions whose praises are unsung outside of their own homes. They'll glad-

ly show you because they really know how. In that way only can Americans learn how to properly prepare this noble food, Spaghetti—in all its goodness, a real food for choice-y folks.

Schools in Diet Campaign

School children of the present and future throughout the country will be healthy and wise even if they fail to attain the wealth provided in the old adage, if school executives throughout the country succeed in keeping their program of education of careful diet in permanent running order.

Within the past few years school authorities, particularly in the health and homemaking departments, have been in a determined drive to develop sane health and dietary habits among the children. Practically unanimous has been the ban against serving tea and coffee in school lunchrooms. For as Doctor Charles B. Lewis, director of the department of health and physical education in the Providence public schools puts it: "What children need nowadays is not a stimulant but a stimulus. Exercise and sleep, proper nourishment and a balanced diet, only these can provide the stimulus. The stimulant acts like a whip. It drives."

In Cleveland and Milwaukee, in the middle and the far west and down south, the movement for sane diet both in education and the actual serving of foods and drinks in school lunchrooms has become more and more sweeping and complete. Educational authorities in the public schools of New York have been particularly drastic. Superintendent of Schools William J. O'Shea has ordered coffee, tea and pie from the lunchrooms of New York public schools, the former on the ground that young students should not have stimulants and pastry because he said it required too much energy to digest.

Candies and certain sweets have been retained in the luncheon list of the New York schools, particularly puddings and some kinds of cakes. Custards and the flavored gelatin type of puddings are in favor both from the standpoint of digestibility and balance for dishes made with or without cream.

All sweets, however, are sold at the end of the cafeteria line and cannot be purchased unless the student has selected at least one nourishing dish from among the other foods. Eatables may be brought from home to the school lunchroom but in a general way must pass muster as a suitable type of nourishing food.

Where Do We Go From Here?

Open season for loose talk and loose thinking on what is oracularly called "The Business Situation" is right now in full swing.

The homely fact is, business is neither as bad as the croakers say, nor as good as the hoppers would like to believe.

Every hard bitten realist who today sits closeted with his worries in the Front Office knows that sales are tough to get, but *can* be had.

Also he knows that general prosperity, like a major football victory, is not to be won solely by the vocal pep of the cheering section.

No sane man expects boom business in America to return in parade formation all on a given date, like an infantry outfit reporting for duty.

There never has been a time in this or any other country when all businesses were prospering, or all businesses were not.

Right now, there are bright particular stars shining profitably in the commercial twilight—in every line of merchandise that you could name.

Melon cutting will be generally in order when enough other firms emulate their stalwart example, and *compel* the record sales they now desire.

If you want to hasten that day in your case, now is a fine time to supplant the idle question "How's business?" with "Where's business?"

Better than that, take a good, unwishful, morning-after look at your product, your sales plans, yourself.

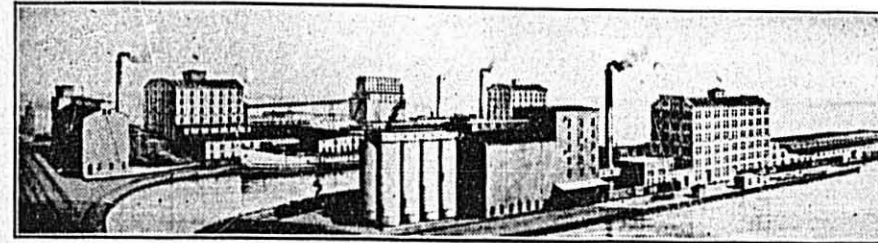
Is the commodity you make and hope to sell, styled, finished, priced to present needs—if your market knew the facts about it would it sell itself?

Is your selling energy out full-limit, are your sales and advertising plans extraordinarily gaged to extraordinary resistances—or are you cutting the power just as you are trying to make the hill?

About yourself, and this is more important than you might think: along with experience, imagination, judgment—*have you a plenitude of plain old-fashioned Nerve?*

IF YOUR BUSINESS YIELDS THE RIGHT ANSWER TO THESE 3 SIMPLE AND ELEMENTAL QUESTIONS, BET ON AMERICA AND DON'T WORRY ABOUT WHERE YOU ARE GOING FROM HERE!

Excerpts from advertisement by Saturday Evening Post in Printers' Ink

**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.

Those "GOOD OLD GROCERY" Days

One of the exhibits planned for the Century of Progress to be held in Chicago in 1933 is to show development of the grocery store during the past hundred years. That project carries with it the possibilities of telling the story of foods in a more forceful manner than most of us realize. To the younger people not engaged in handling foods it may be made as dramatic as the story of transportation from the ox cart to the airplane. The developments in the preparation, preservation and marketing of foods have taken place so gradually and with such little publicity that we have scarcely any conception of the advancement that has been made.

The enactment of the Federal pure food law is the only date to which we can refer as in any sense revolutionary and that was only in the direction of eliminating adulteration and fraudulent practices. It is one bright spot that stands out and yet the progressive improvements in the manufacture and handling of foods developed within the several lines of the industries due to the application of science, are of much more importance and striking in character.

We can conceive of no better method of showing this progress than by taking a typical exhibit of the small grocery in Chicago or that vicinity in 1830. The daybook records available indicate that there were from 30 to 35 articles carried in stock and all were in bulk. The sugar was of the moist brown variety for common use and a better grade for other occasions. Dark, thick molasses also came in barrels. Maple sugar was common. There was little wheat flour and that was coarse; nor was it well bolted. It was handled exclusively in barrels. Macaroni products were practically unknown to early Americans, though introduced in bulk form toward the latter part of the 19th century.

Corn flour and corn meal which had to be sifted by hand at home, was the staple household article. There were dried and smoked meats, and salt pork and beef in barrels or kegs. Tallow was important but for making candles. Butter and eggs were articles of exchange. Green coffee came in bags but not any was roasted. Tea, pepper, ginger, cloves, cinnamon and nutmeg were available and coarse salt in barrels was one of the very important items.

The dried foods consisted of rounds of pumpkin, apples, and as a delicacy, peaches. Beans were staple at all times. Tobacco and whiskey were the profitable adjuncts to the business. No canned foods, no packaged foods, nor protective measures were employed. The steelyard was the important weighing device. These conditions in the food industry are certainly primitive but in complete harmony with the

building equipment and the total lack of conveniences.

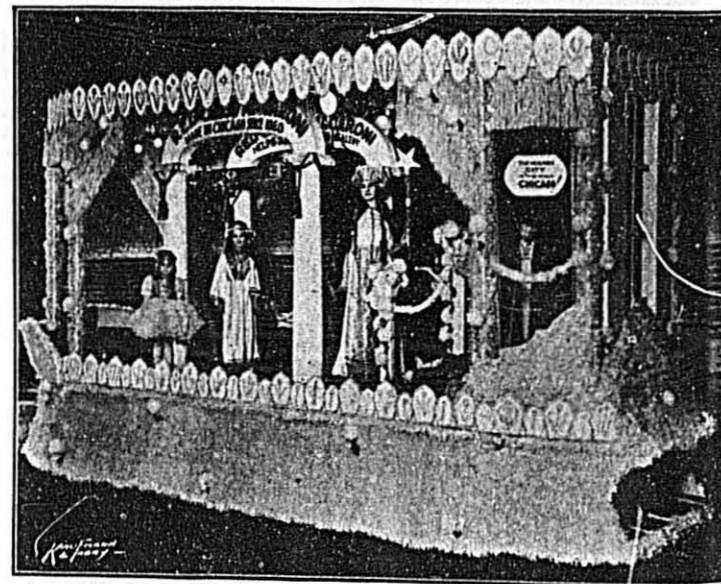
Some may raise the question that the foregoing represent the poorest condition which might be found, but on the contrary, it is equal to the average in the pioneer times of the section of the country.

Do not think for a moment that anyone could look over such an exhibit and surroundings and then at others of the period of 1876, 1893 and finally at the up-to-the-minute display of 1933 and not get a new conception of the trend in foods, the safeguarding in manufacture and distribution, merchandising, and better understanding by the public. Science has wrought wonders in a quiet, unostentatious manner and made our world a better one in which to live. It provides our answer when harking back to "the good old days".

Macaroni On Parade

In May the City of Chicago proudly celebrated its Centennial Jubilee with parades, demonstrations and public gatherings that attracted the attention of the world to the rapid rise and development of "The Windy City" at the foot of Lake Michigan.

As one of Chicago's business pioneers



The John B. Canepa company manufacturer of the well known "Red Cross Macaroni Products," took a prominent part in the celebrations that featured the 10 days Jubilee.

It was represented in the several parades by a beautiful float typifying the progress that the city and the firm made and entered primarily to boost Chicago. Red Cross macaroni was presented to

Cereal Chemists Meet

At the 17th annual convention of the American Association of Cereal Chemists, R. K. Durham of the Rodney Milling Co., Kansas City, Mo. was elected as president to succeed C. G. Harrell, of the Commander-Larabee Corp., Minneapolis.

The convention was in Louisville, Ky., the week of May 18. The attendance approximated 200 and included nearly all of the leading flour chemists of the country.

L. D. Whiting of Ballard & Ballard, Louisville, was elected vice president in appreciation of his wonderful work as chairman of the committee on convention arrangements. M. D. Mize, Omaha Grain Exchange, Omaha, Neb., for many years wheel horse of the association as secretary and treasurer was reelected. Dr. D. A. Coleman, Washington, D. C. was elected editor of the trade organ, Cereal Chemistry, to succeed C. H. Bailey of the University of Minnesota.

the public in its present form way back in 1860 when Chicago was a small country town. The manufacturers grew with the city and flatter themselves as being among the first to market package macaroni in that part of the country.

The float featured a large figure labeled "Long-Mac," an exaggerated package of macaroni animated by an un-

Here's news that is news for every noodle manufacturer

There would be no news in our suggesting a way to improve your product if that way involved increased manufacturing costs. But when we can show you how to improve the quality and appearance of your noodle products with no increase in cost—that is real news.

Titman's Frozen Egg Yolks have three distinctly important advantages over yolks in other forms—uniformity of color, smoothness and solid content. These qualities are directly reflected in the finished product. They guarantee quality noodles of appetizing color and texture. Furthermore, they remove any uncertainty of meeting government standards for egg solid content.

You will be well repaid by investigating the superiority of Titman's Frozen Egg Yolks. A letter today will bring you, without obligation, complete information. The Titman Egg Corporation, 99 Hudson Street, New York, N. Y.

TITMAN'S FROZEN EGG YOLKS



SPORTSMANSHIP

.....AND.....

GENERALSHIP

Biggest event in business history!

QUALITY AND SERVICE

vs.

LOW PRICES

We are picking, betting and standing by QUALITY and SERVICE to win, and we are confident that the majority of sportsmen are with us.

F. MALDARI & BROS., INC.

178-180 Grand Street

New York, N. Y.

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



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

» » Notes of the Macaroni Industry « «

Buys Los Angeles Plant

The Florence Macaroni company, 1913 E. Florence av., Los Angeles, Cal. was purchased last month by Camillo De Rocco from the former owner Mrs. Stella DeLellis. The consideration is said to exceed \$20,000.

The buyer who also owns a similar plant in San Diego, Cal. is planning an expansion of the plant by addition of new equipment that will insure greatly increased production.

Tharinger Invites Manufacturers

Macaroni manufacturers and representatives who may attend the annual convention of the National Association of Retail Grocers, July 6-9 in Milwaukee, are cordially invited to inspect the modern plant of the Tharinger Macaroni company. An open invitation has been extended through President Frank J. Tharinger, advisory officer of the National association. Visitors will see one of the country's model plants when visiting the "White Pearl" factory.

The convention committee of the retail grocers has prepared an elaborate program aiming to teach the retailer how to improve his service to the public, how to hold public favor and how most effectively to meet competition of newer form of distribution.

The convention will be held in Plankinton hall, Milwaukee auditorium. In addition to the regular convention program there is featured the Grocery Trade Exposition and the Milwaukee Modern Food Market in the exposition hall. Several thousand grocers are expected to attend the convention.

De Rocco Buys New Plant

To better supply his regular trade in Los Angeles county, E. De Rocco, president and general manager of the San Diego Macaroni Manufacturing Co., San Diego, Cal. announces purchase of the former Florence Macaroni Co. plant at 1913 E. Florence av., Los Angeles. His brother Camillo, long associated with him in macaroni manufacturing in the San Diego plant, will be in charge of the new unit. Extensive alterations are planned to modernize the new plant which will continue in active production meanwhile.

Again—The Origin Question

"Does anybody know anything about the origin of macaroni? We refer to the word and not the delicious pastry that so tickles the palates of many epicureans. For years macaroni has been considered purely a Neapolitan dish. Now it is claimed that it was used in Sardinia long before its advent in Naples. A Sardinian newspaper recently published a poem by

a Neapolitan poet of 1646 in which there is reference to "maccarune de Cagliara". The explanation is that it was imported from Sardinia to Naples, but such a thought is abhorrent to any true-blooded son of Naples. We don't mind. Let's have a dish of spaghetti, a la Marinara.

Foulds a Crookston Salesman

The Crookston Milling company of Crookston, Minn. announces appointment of Colburn S. Foulds as general salesmanager with headquarters at Room F24, Produce Exchange, New York city. Mr. Foulds for many years connected with the Foulds Milling company is well known to the macaroni manufacturing trade. According to the announcement made by President J. J. Padden of the Crookston company, Mr. Foulds has already assumed his many duties specializing in the sale of semolina products in the eastern section of the country.

Skinner as Toastmaster

President Frank L. Zerega, of the National Macaroni Manufacturers association has prevailed upon Lloyd M. Skinner, president of the Skinner Manufacturing company to act as toastmaster at the annual dinner of the National association in the Edgewater Beach hotel, Chicago, the evening of June 17. Mr. Skinner is well qualified to act in that capacity and his able witty presentation of the speakers and banquet features will aid materially to the entertainment on that occasion.

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

Use



QUALITY

SERVICE

KING MIDAS MILL COMPANY

MINNEAPOLIS, MINN.

Write or Wire for Samples and Prices

No. 1 SEMOLINA

SPECIAL SEMOLINA

No. 3 SEMOLINA

DURUM FANCY PATENT

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"

Imports Rising; Exports Falling

Any recent change in the export and import trend is not shown in figures released by the Bureau of Foreign and Domestic Commerce covering March 1931. Imports are on the increase while domestic manufacturers report a great falling off in orders from foreign countries.

Imports Up

During March 1931 imports totaled 227,679 lbs., costing importers \$17,622. In March 1930 the imports were 196,912 lbs., valued at \$18,821. Though the imports have increased in tonnage the products have a much lower per pound value.

For the first 3 months of 1931 the imports reached 672,682 lbs, worth \$49,450. The same period last year the imports were 604,660 lbs, worth \$54,209. The per pound value for the first quarter of 1931 has decreased to approximately 7 1/4c.

Exports Decrease 50%

The exportation of domestic macaroni products decreased almost 50% in March 1931 as compared with the exports of a year ago. The per pound value also was somewhat lower. In March 1931 we exported 450,719 lbs. for which we re-

ceived \$34,813. In March 1930 our exports totaled 864,098 lbs. valued at \$73,577.

The same trend existed through the first 3 months of the year, the exports for January, February and March 1931 totaling 1,394,744 lbs. with a value of \$105,282. During the same quarter of 1930 our exports totaled 2,445,498 lbs., valued at \$215,895.

The table below shows the countries to

Pertinent Sayings by Experts

Edwin Markham:

We have committed the Golden Rule to memory; let us now commit it to life.

Charles M. Schwab:

There are more jobs for forceful men than there are forceful men to fill them.

Robert N. Casson:

When a horse balks the balk is in his head, not in his knees.

Will Rogers:

If writers would read their own stuff they'd quit.

Calvin Coolidge:

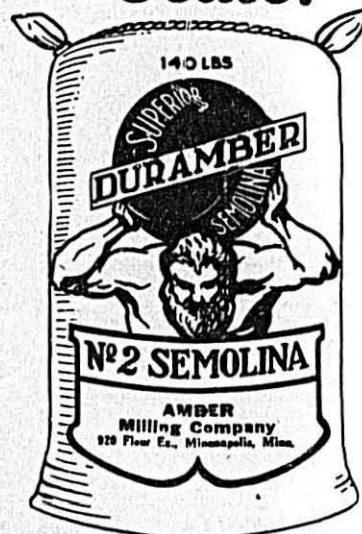
The younger generation is always disturbing old fellows.

which American macaroni was exported in March and the quantities purchased

Countries	Pounds	Dollars
Irish Free State.....	2,400	10
United Kingdom.....	95,800	692
Canada.....	124,204	1062
British Honduras.....	1,003	7
Costa Rica.....	830	7
Guatemala.....	2,849	11
Honduras.....	8,681	60
Nicaragua.....	6,372	36
Panama.....	64,327	352
Salvador.....	121	2
Mexico.....	12,653	157
Newfoundland and Labrador.....	4,600	30
Bermudas.....	2,176	15
Jamaica.....	1,421	12
Other British W. Indies.....	477	4
Cuba.....	40,215	222
Dominican Republic.....	12,146	84
Netherland W. Indies.....	500	3
Haiti, Republic of.....	4,878	34
Colombia.....	416	3
Ecuador.....	94	1
British Guiana.....	100	1
Peru.....	449	4
Venezuela.....	1,536	23
British India.....	1,705	19
British Malaya.....	5,256	61
Ceylon.....	585	5
China.....	8,486	53
Java and Madura.....	760	8
Other Netherland E. Indies.....	478	3
Hong Kong.....	3,600	24
Japan.....	18,440	137
Philippine Islands.....	9,820	112
Australia.....	3,665	41
British Oceania.....	85	1
French Oceania.....	600	5
New Zealand.....	2,570	15
Union of S. Africa.....	5,889	71
Other British S. Africa.....	115	1
Gold Coast.....	72	1
Other British W. Africa.....	252	2
Total.....	450,719	\$34,813

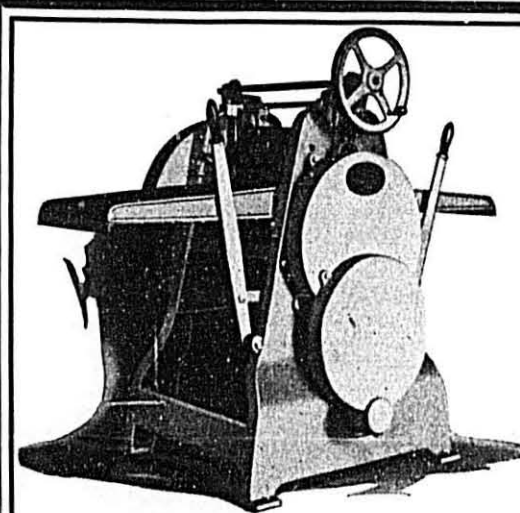
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43 Years

Its velvety power will speed up your production remarkably and enable you to turn out a remarkably fine quality of brake dough. And, best of all, you can install a Champion Reversible Brake in your plant at low cost—on an easy time payment plan.

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CHAMPION MACHINERY CO.,
JOLIET, ILL.

Without obligation send details about the CHAMPION REVERSIBLE BRAKE and the easy time payment plan to me.

Name.....
Street Address.....
City and State.....

**QUALITY
SEMOLINA**

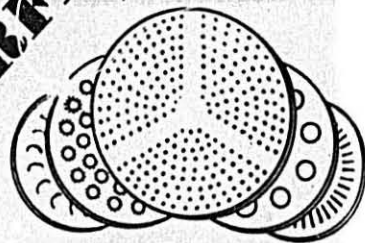
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Noodle Egg Department

JOE LOWE CORPORATION
Bush Terminal Bldg, Brooklyn, N. Y.

GRAIN TRADE AND FOOD NOTES

Survey of Wheat Situation

International wheat prices declined sharply in December 1930, but remained strikingly stable at an extremely low level in January-March 1931. The decline in December was occasioned largely by a shrinkage in European demand following a heavy accumulation of stocks. Although available wheat supplies in the exporting countries continued extraordinarily large in January-March and European demand remained inactive, the international market was not subjected to severe selling pressure. Ex-European countries imported relatively large quantities; exports from Russia fell off sharply; sales were not pressed from the Southern Hemisphere and Canada; the price of wheat was pegged (under a valorizing rather than a stabilizing operation) by the Grain Stabilization Corporation in the United States, so that exports from the United States were strikingly small.

The outlook for developments in April-July 1931, as outlined in the Survey of the Wheat Situation from December 1930 to March 1931 and published by the Food Research Institute, is full of uncertainties. Under ordinary weather conditions—which, of course, may not prevail—the Northern Hemisphere and world wheat crops of 1931 seem likely to fall below those of 1930. If so, international wheat prices may reasonably be expected to rise, the more so because European demand may become more active while selling pressure on the international market may be no heavier than it was in January-March. The volume of international trade in April-July may exceed that of December-March; and world net exports in 1930-31 may approximate 805 million bushels. Year-end stocks in the 4 major exporting countries, in Europe ex-Russia, and afloat to Europe seem likely in the aggregate to exceed the heavy stocks of Aug. 1, 1930, but to fall below those of 1929. Relatively the heaviest stocks may be held in the United States, Canada, and Australia; relatively the lightest, in the European importing countries as a group.

Slight Decrease in Paper Containers

A survey of the manufacturers of corrugated and solid fibre shipping containers shows that in 1930 there was registered a slight decline in the use of these products. For 10 years the trend in the use of these containers has shown an annual increase of 10%, the years 1921 and 1930 being noticeable exceptions. The trend is attributed to the price depression that affected the industry and which necessitated a heavy liquidation of high price retail stock. Inventories are now showing merchandise in stock at prices that will net a profit when sold to consumers and that should be reflected in the sales by container manufacturers.

Prices of boxboard are below the average cost of the industry and containers are now selling at prices lower than ever before in the 25 years since the first fibre shipping cases were used.

Knabb Heads Box Makers

F. S. Knabb of the Omaha Box company, Omaha, Neb. was elected president of the National Association of Wooden Box Manufacturers at the 32nd annual meeting of the Association held in Chicago and he succeeds Mr. J. H. Dunning of New York city, the retiring president.

Manufacturers from all parts of the country attended the meeting and manifested a spirit of optimism that augurs well for the future welfare of the industry.

Has New Representative

The Commander Milling company of Minneapolis, Minn. has announced that J. G. Webster has been appointed as New York representative in full charge of the sale of Commander Semolina in that city and state.

Mr. Webster is a man of high business ability, well acquainted with the trade, having been in the flour business for many years. His office is at 904-905, N. 11 Broadway, New York city.

World Wheat Acreage

A reduction in world wheat acreage outside Russia and China for the 1931-32 season is definitely in prospect, according to the bureau of agricultural economics, U. S. Department of Agriculture.

Indicated wheat acreage in 19 countries, including the intended spring wheat acreage of the United States and Canada, is 181,865,000 acres for the 1931-32 season compared with 185,278,000 acres last year. These countries represent about three fourths of the world wheat area outside Russia and China. Acreage reductions in Argentina and Australia, not included in these figures, are expected. These reductions are apparently owing to the generally low wheat prices of the past 2 years.

World crop prospects are reported less favorable than at this time a year ago. The condition of winter wheat in the United States is rated as "excellent," but that of spring in the United States and Canada as "less favorable." The condition of wheat in Europe is reported as "apparently poorer than a year ago." Russian sowings are reported to be much delayed as compared with last year's.

Strengthening of world wheat prices during April and the first half of May is attributed largely to reduction of wheat stocks to a low level in many European countries, some relaxation of importing and milling restrictions in cer-

tain of these countries, and somewhat unfavorable crop prospects in some parts of Europe and in the spring wheat regions of the United States and Canada.

Simplified Practice Recommendation

The division of simplified practice of the National Bureau of Standards has mailed to all interests for their consideration and written approval, a copy of summary report of the general conference which recently approved a simplified practice recommendation covering the sizes of glassine paper bags.

This simplification program establishes uniform sizes for both flat and square bags for specific purposes, such as the packaging of bread, pies and cakes; and the sizes of general purpose bags of capacities from 1 to 2 pounds, as used in the confectionery trade. The reduction in variety effected by the establishment of this recommendation will be from 13 sizes to 26, or approximately 79%.

The program is to become effective one month after approval.

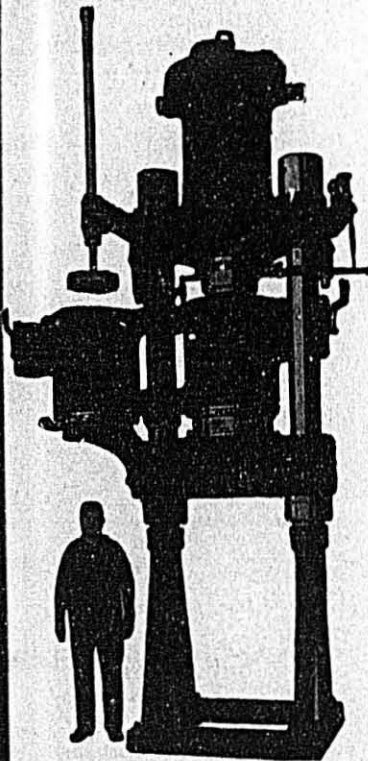
World Wheat Demand Expected to Improve

A good demand from wheat importing countries the next 2 or 3 months is in prospect, says the bureau of agricultural economics, U. S. Department of Agriculture, in its monthly survey, predicated upon increases in the quota of foreign wheat which may be milled in France, relaxation of German restrictions, and evidences of reduced stocks in Continental European countries. Supplies available in exporting countries to meet the increased demand are reported as being more than ample, but the bureau sees evidence of unwillingness of certain exporters to sell on decline.

"Exports from North America," says the bureau, "have recently been at a relatively low level of about 4 million bushels weekly, whereas Australian exports have been high for that country, at between 4 and 5 million bushels weekly. In general, Australia and Argentina appear to be the weakest of the sellers, and Canada and the United States the strongest."

"The situation for the Danubian countries and for Russia remains somewhat uncertain, but with the failure of Russian exports to show any marked increase with the opening of spring, there appears to be little likelihood of heavy shipments from that source."

"Crop prospects continue to be generally favorable. Conditions in Europe, although somewhat spotted, appear to be on the whole not so good as last year, but somewhat better than average. The winter wheat acreages of countries the far reported are approximately the same as last year but there are indications of smaller spring wheat acreages in both the United States and Canada. It is also likely that wheat areas in Argentina and Australia will be smaller this year."



John J. Cavagnaro
Engineer and Machinist

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

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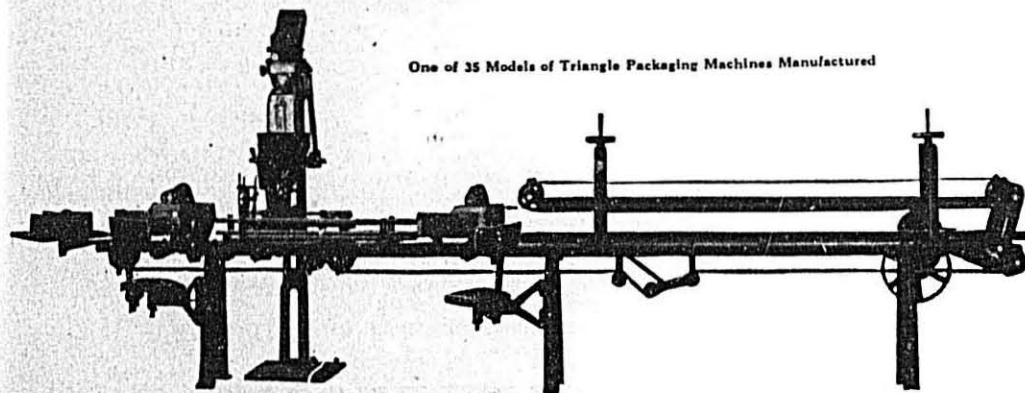
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LOS ANGELES

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.

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M. J. DONNA, Editor

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COMMUNICATIONS—The Editor solicits news and articles of interest to the Macaroni Industry. All matters intended for publication must reach the Editorial Office, Braidwood, Ill., no later than Fifth DAY of Month.
THE MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns.
The publishers of **THE MACARONI JOURNAL** reserve the right to reject any matter furnished either for 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 30 Cents Per Line

Vol. XIII June 15, 1931 No. 2

Fine Safety Showing

America's industrial establishments, which at the beginning of the century were veritable human slaughterhouses, claimed fewer accidental deaths and injuries than any other single classification last year, according to the National Safety Council.

"Accident Facts," a booklet published annually containing the first accurate findings about accidents for the previous year, shows that only 19,000 of the 99,000 total accidental deaths last year were chargeable to industry. In addition, there were some 2,500,000 non-fatal injuries. The direct costs of accidents to industry were about \$850,000,000.

Few Deaths in Plants

The 19,000 figure includes every line of industry, such as marine, agricultural, construction, railway, clerical and mining casualties. Manufacturing plants, strictly speaking, accounted for only about 3000 of the fatalities and a proportionate number of the injuries. Included also in the 19,000 total were 3000 traffic fatalities to industrial workers.

Industrial fatalities have shown substantial decreases during recent years. All companies reporting to the National Safety Council show a 22% decline in accident frequency rates and an 8% reduction in severity rates.

Large Plants Safest

There are 8 chances of getting hurt in construction to one chance in cement manufacturing.

Mining work is 30 times as hazardous as the printing trade.

Large industrial plants are making by far the greatest strides in cutting down accidental injuries and deaths.

Questions and Answers

Percentage of Noodles

We are interested in the latest available figures showing the percentage of egg noodles sold in packages as against quantity sold in bulk.—*Marylander.*

In the government surveys covering the years 1927 and 1929 there was no attempt made to classify egg noodles production and sales on the basis of bulk or package.

The figures for the 2 years show a great increase in egg noodle manufacture, approximately 55%. Many manufacturers and distributors attribute this increase to the attractiveness of the products when displayed in transparent packages with its appetite appeal.

Bureau of Census figures for 1927 show a total production of 31,805,188 lbs. worth \$5,487,503. On the completion of the census of manufacture for 1929 this had increased to 49,831,155 lbs. worth \$7,374,291.

Milk Macaroni

What are the government standards for milk macaroni? What is the accepted formula and is it covered by a patent? Is the use of "skim milk" permissible?—*Subscriber.*

There is no government standard for "milk macaroni". In the standard for macaroni products the official definition names milk as one of the liquid ingredients that may be used in mixing the flour or semolina into macaroni dough. Lacking a legal decision on the point or an official announcement, common sense reasoning would lead us to believe that as a purchaser of egg noodles fully expects to find "eggs" in that product and not a substitute, the purchaser of "milk macaroni" should reasonably expect that it should contain a fair proportion of milk, unskimmed.

"Sulphur" as a Weevil Preventative

The claim is made that the addition of sulphur in the macaroni mix will prevent weevil infection in the finished product. Is the addition of this ingredient permissible and in what quantities should it be used to be effective?—*Member.*

Our Washington Representative, Dr. B. R. Jacobs, is of the opinion that it cannot be used unless the presence of "sulphur" is declared on the label. It would not prevent infestation unless used in such quantities as to render the product unfit for use as a food. Care in manufacture and sanitation in handling finished product in warehouse and store is the only known legitimate preventative of weevils.

Patents and Trade Marks

A monthly review of patents granted on macaroni machinery, of application for registrations of trade marks applying to

macaroni products. May 1931 the following were granted by the U. S. Patent Office: Patents reported—none.

TRADE MARKS REGISTERED

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

Padre
The trade mark of the Italian Macaroni Mfg. Co., Los Angeles, was registered for use on macaroni. Application was filed Sept. 26, 1930, published by the patent office Feb. 15, 1931 and in the March 15, 1931 issue of *The Macaroni Journal*. Owner claims use since April 3, 1930. The trade mark is the trademark in heavy type under which is a picture of 2 monks eating macaroni.

Paramount
The trade mark of the Wyckoff Macaroni Mfg. Co., Brooklyn, N. Y. was registered for use on macaroni. Application was filed Dec. 30, 1930, published by the patent office March 3, 1931 and in the April 15, 1931 issue of *The Macaroni Journal*. Owner claims use since Dec. 1, 1930. The trade name is in heavy black type.

Supreme
The trade mark of Generoso Muro, doing business as the Connecticut Macaroni Factory, New Haven, Conn. was registered for use on macaroni, spaghetti and other alimentary products. Application was filed Feb. 12, 1931 and published March 10, 1931 by the patent office and in the April 15, 1931 issue of *The Macaroni Journal*. Owner claims use since December 1929. The trade mark is a square to the left of which is written the trade name.

TRADE MARKS REGISTERED WITHOUT OPPOSITION

Mora's
The private brand trade mark of E. Mora doing business as E. Mora's Specialty Food Co., E. & A. Mora's Specialty Food Co., Los Angeles, Cal. was registered without opposition for use on alimentary pastes and canned prepared foods. Application was filed Dec. 2, 1930 and published by the patent office May 1931. Owner claims use since Jan. 1, 1923. The trade name is in heavy type.

Gragnano
The trade mark of Gragnano Products, Inc. San Francisco, Cal. was registered without opposition for use on alimentary pastes. Application was filed Nov. 24, 1930 and published May 12, 1931. Owner claims use since April 1914. The trade name is in black type.

TRADE MARKS APPLIED FOR

Two applications for registration of macaroni trade marks were made in May 1931 and published in the Patent Office Gazette to permit objections thereto within 30 days of publication.

Rivoli
The private brand trade mark of Julius Wile, Sons & Co., New York, N. Y. for use on noodles and other groceries. Application was filed Aug. 29, 1930 and published May 1931. Owner claims use since July 1, 1925. The trade name is written in outlined letters on a zeppelin flying around the world.

The "Forsite" Club
The private brand trade mark of Chas. W. Bauermeister Co., Terre Haute, Ind. for use on macaroni and other products. Application was filed Mar. 3, 1931 and published May 1931. Owner claims use since 1929. The trade name is in heavy type.

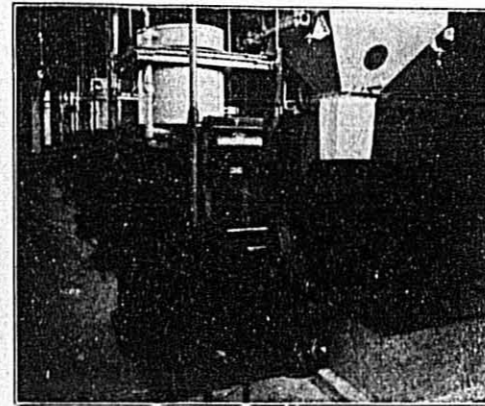
LABELS

Mora's
The title "Mora's" was registered May 1931 by E. Mora, Los Angeles, Cal. for use on chicken and egg noodles. Application was published Nov. 1, 1930 and given registration No. 39122.

Rold Gold
The title "Rold Gold" was registered May 26, 1931 by American Cone & Pretzel Company, Philadelphia, Pa. for use on spaghetti. Application was published March 4, 1931 and given registration No. 39191.

A Good Mixer Makes Good Dough

**Preliminary Driers
Mostaccioli Cutters
Die Washers—Dies
Egg Barley Machines
Accumulators**



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

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



MIXERS



KNEADERS

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



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Mills
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ORGANIZE
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Local and Sectional Macaroni Clubs

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The President's Column

Keeping in Step With Developments

There is an old business saying that "to stand still in business is to die." Business is continually undergoing rapid and sometimes radical changes with which one must keep in close touch if he wishes to keep up with the procession.

Shortly after this issue of the official organ of the National Macaroni Manufacturers Association is mailed to its 950 readers, a hundred or more leading representatives of the industry will assemble in Chicago (June 16, 17, 18) to study the industry's ills and plan ways and means of molding its future.

For 3 full days representative business men from every section of the country, from small firms with their simpler problems and from the larger corporations with their more intricate worries, from plants with only local distribution as well as from factories attempting to sell nationwide, a group reflecting the interests of practically every branch of the industry will confer, swap experiences and determine action that in their judgment will bring needed relief in this era of business stress.

This most important business conference only representatives of member-firms are privileged to attend this year. Responsibility for the execution of the plans adopted a year ago and vigorously pushed by the association during the intervening months rests wholly on the shoulders of the sponsoring firms; hence the above restriction.

Serious thought has been given the industry's problems and the association's policies during the past year and there is no better time than the present to become acquainted with the aims and purposes of the several active, efficient committees sponsoring and supervising the various association activities. For this reason the attendance should surpass all previous records.

The Secretary's Column

The Editor Is Thankful

To edit a trade magazine is no easy task. Nothing pleases the editor of a trade paper like this one or tends to make his job appear easier and brighter than to have the mailman bring daily to his desk heaps of friendly letters from the trade. In them are to be found many helpful contributions. They serve to keep the editor in close touch with the trade, its needs and ambitions.

First in importance and interest are the friendly and helpful letters from the officials of member-firms and officers of the National Association. They suggest editorial policies toward business activities, either approve or condemn the stand taken by the magazine or the association on trade practices, but all of them making constructive suggestions, and ever welcome.

The size of the daily mail indicates the reader-interest in the magazine whatever may be the motive of the missive. Many of them from manufacturers everywhere complain about unfair trade practices or praise the association's policies; among them are fine contributions from salesmen giving actual experiences gained through daily contact with wholesalers and retailers; here are some from the millers, the machine makers, the box manufacturers, the egg dealers and from every conceivable supply firm,—all supplying needed information. No less important are the communications from the various government bodies and other trade organizations; from manufacturers and dealers in 22 foreign countries heard from within the last twelve months.

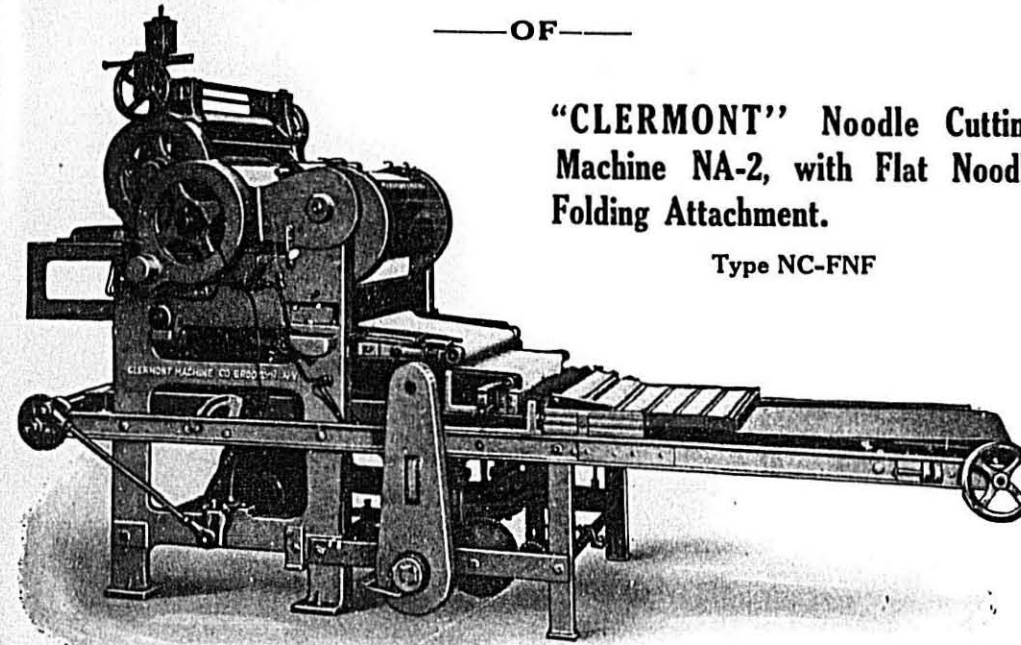
A voluminous correspondence is an editor's joy. Thanks a heap to those who have written so freely and helpfully in the past. May the tribe of "letter writers" to the Editor of The Macaroni Journal increase and the interest of the trade in this trade organ never diminish.

THE LATEST TYPE

—OF—

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

Type NC-FNF

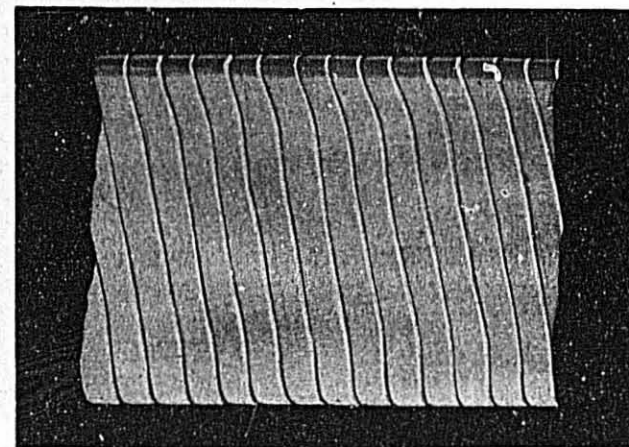


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No skilled operator required

No hands touch the product

Suitable for Bulk Trade



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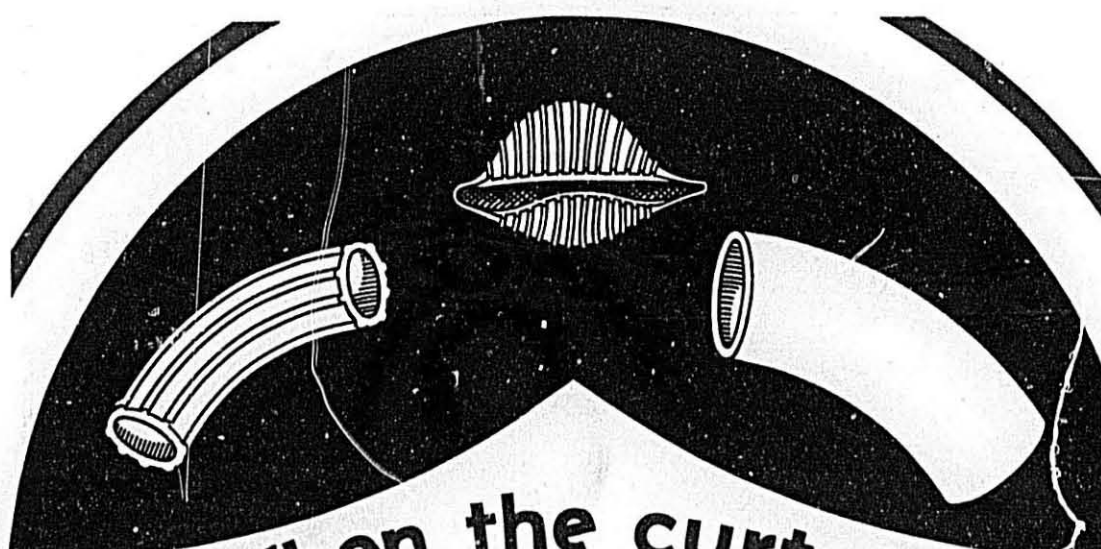
The finished product of above machine.

WE ALSO MANUFACTURE:

- Dough Breakers
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- Mostoccioli Cutters
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- Triplex Calibrating Dough Breakers
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Write for our descriptive catalogue and detailed information. Will not obligate you in any manner.

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goes up
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A POWERFUL advertising campaign is teaching millions of women new uses of macaroni, and urging them to serve it more frequently. We must do everything in our power to back up this advertising, and make it fully effective. Our first and most important job is to see that every package of macaroni purchased by any housewife, anywhere in the country, is so perfect in quality, so delightful in flavor and color, that she will come back again and again for more.

Pillsbury is doing its bit in this striving for quality by manufacturing Semolina and Durum Fancy Patent made from the finest durum wheat available, tested at every stage of milling, finally subjected to the severest test of all—the actual manufacture of macaroni with commercial equipment in testing laboratories.

PILLSBURY FLOUR MILLS COMPANY
General Offices, Minneapolis, Minn.

**Pillsbury's
Semolina**