

**THE
MACARONI
JOURNAL**

**Volume 11,
Number 8**

**December 15,
1929**

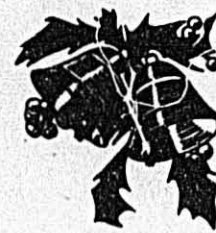
The Macaroni Journal



Minneapolis, Minn.

December 15, 1929

Vol. XI No. 8



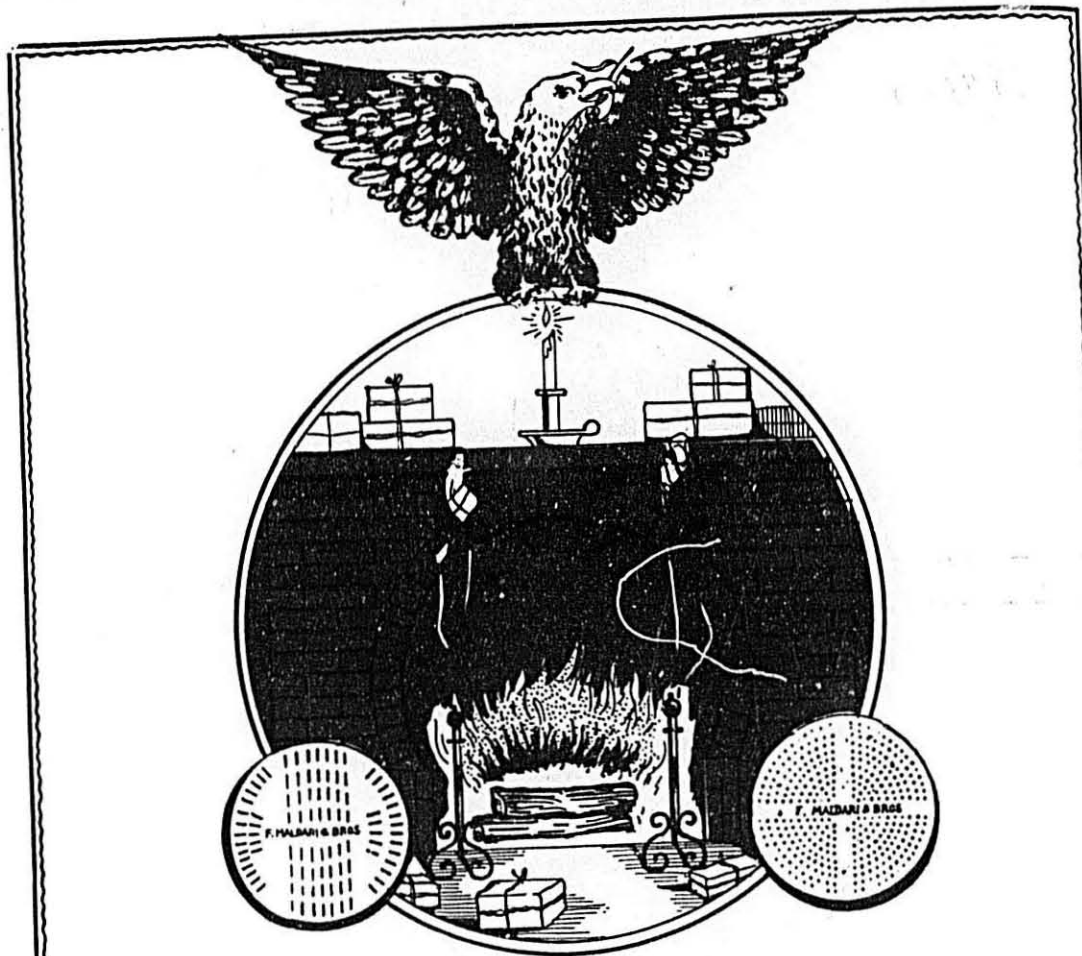
Christmas

Another Golden Milestone

With happy hearts we desire to make known to our many friends our supreme satisfaction in the pleasant relationship that has existed between us in the year about to end and to take this opportunity to once more wish all of them a very

Merry Christmas

MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI



Merry Xmas and
 Happy New Year
 Maldari Bros.
 Per Daniel Maldari
 PRESIDENT



Merry Christmas

... By ...

JAMES EDWARD HUNGERFORD

MERRY CHRISTMAS! How it THRILLS us--
 Just the magic of the phrase!
 And with happy feelings fills us,
 As we face the HOLIDAYS!
 It just sets our hearts a-singing,
 And it's hard to wait, it seems,
 As we picture JOYS it's bringing,
 That we've visioned in our dreams!

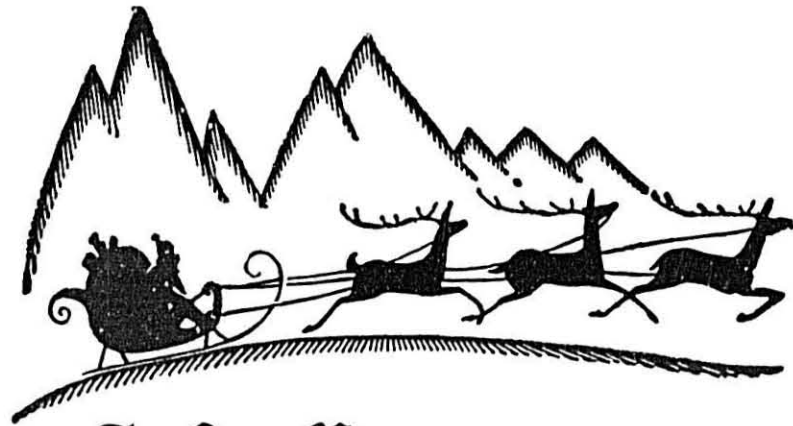


MERRY CHRISTMAS! Millions hear it,
 And the story of its birth;
 Filling souls with loving spirit;
 Thrilling hearts throughout the earth!
 Giving JOY to countless legions,
 As it wings the Hemisphere;
 Spreading to the utmost regions
 Of the world, it's warming CHEER!

MERRY CHRISTMAS! May the greeting
 Ev'rywhere its love impart,
 And the magic phrase, swift-fleeting
 On its way reach every HEART!
 May the day be bright and merry,
 Bringing JOY to souls of men;
 May God bless you with a very
 MERRY CHRISTMAS, once again!

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To Our Many . . .
Customer Friends

WE wish every one of you the finest kind of Christmas and the best of New Years. We'd like to wish it face to face. But as that seems impossible, we want you to know that this printed message has in it all the sincerity that we should like to put in a friendly hand-clasp.

Merry Christmas!
Happy New Year!



BE SURE
TO SEE US
BEFORE BUYING

TWO-STAR
IS A GOOD
PRODUCER

MINNEAPOLIS MILLING COMPANY
Minneapolis, Minnesota

NEW YORK OFFICE,
410 Produce Exchange

CHICAGO OFFICE,
605 N. Michigan Avenue

THE MACARONI JOURNAL

Volume XI

DECEMBER 15, 1929

Number 8

Look Before You Leap!

If there is anything fundamentally wrong with the macaroni manufacturing business in this country, the manufacturers themselves should wish to be the first to learn of it and they should be a unit in attempts to rectify any harmful procedure of production or distribution. We must first diagnose our own case, we have the remedy in our own hands.

That is the spirit that prompted the Macaroni Publicity Committee of the National Macaroni Manufacturers Association to contract with the Millis Advertising Company to make a complete and impartial survey of the entire macaroni manufacturing industry in this country for the purpose of ascertaining whether or not this important group wants to advertise its products cooperatively, whether or not the business needs such publicity and finally what would be the possibilities of increased consumption of our products should such an activity be launched.

The survey and research now well under way is being made in order that the macaroni industry may have definite facts before it on future operations, and also to determine whether or not it is advisable to formulate some sort of a national educational cooperative advertising campaign for macaroni products. It is not now a question of whether we should advertise and what mediums are to be employed; who should handle the publicity, and most important, who should finance the activity. First let's determine what the actual conditions are so that later action may be taken in some way or other to improve thereon.

Much has been said in conventions, in group meetings and whenever two or more macaroni manufacturers meet about the need of advertising their products to the American housewives. A small portion of the industry is thoroughly sold on the publicity idea and in past years has contributed liberally to spasmodic efforts along that line. There are a few who contend that they can see no good to come out of such an activity, but by far the greatest majority is in doubt and it is to convince this larger group that the Macaroni Publicity Committee, recalling the old adage—"Look Before You Leap"—conceived the idea of having an outside, qualified agency to make a thorough survey of our business along the lines above mentioned.

The Millis Advertising Company is undertaking this survey and research at no expense to the macaroni manufacturers other than the postage needed to mail replies. Every macaroni and noodle manufacturer in the country and many allied concerns have been communicated with in the hope

of getting a true picture of the industry as affects production, capacity, sales, method of distribution, package and bulk goods, plain macaroni and egg products, imports and exports; in fact every phase of the business from manufacture to consumption.

The agency supervising the survey pledges to hold in strict confidence all information gathered, divulging only to the contributors and to the Macaroni Publicity Committee the facts and figures compiled from such survey covering the industry as a whole. The questionnaires themselves contain a money bond guarantee that the figures submitted will in no way be given to the public or to other manufacturers or to anyone in any way connected with the macaroni industry.

Despite this there seems to be some hesitancy on the part of some manufacturers to supply the information asked for. The spirit of suspicion seems to be as rampant as ever. Now is the time to allay this suspicion and to give the survey all the possible help and the full information that it really deserves.

The macaroni manufacturers of the country should recall that this is a survey of their industry, authorized by the National Macaroni Manufacturers Association, that is unselfishly seeking to obtain very important information concerning the market and sales possibilities of macaroni products, macaroni, spaghetti, vermicelli, short cuts, egg noodles, etc. Facts are being sought in a very conscientious effort to do something to improve the sale of macaroni products and all who are interested in the business should cheerfully and willingly contribute to the survey.

The agency reports that it has had the most willing and widespread response to its questionnaire but that many are still to be heard from if the final conclusions are to reflect the true conditions in the business. If you have not yet submitted your questionnaire, properly and fully made out, there is still time for doing so and we strongly urge that you give this matter your immediate attention, remembering all the time that this is your survey, a research into the business in which you are an important part and very vitally interested.

Should the questionnaire have failed to reach you, write the Millis Advertising Company, Indianapolis, Indiana, for a new one and manifest that true and helpful spirit of cooperation which is so essential in promotional work of this nature.

Remember, it's your survey; make the best of it.

Taking Our Own Census

The National Macaroni Manufacturers association has commissioned the Millis Advertising company of Indianapolis, to make a nation wide survey of the macaroni manufacturing business. This study is being made by means of questionnaires distributed to every firm interested in the production of this food.

The survey is submitted for the prime purpose of ascertaining if macaroni sales can be increased profitably by some program of cooperative advertising. This study includes not only a very careful census of manufacturing facilities, employees, volume and division of products, but is covering the sales resistance and consumer attitude toward the industry's products. From the macaroni products manufacturers' viewpoint the outstanding feature of this survey is that it will be a census of the industry made by the manufacturers themselves. There should be no hesitancy on the part of any manufacturer in supplying the information demanded in the questionnaire for it is only through such cooperation that business forges ahead.

A copy of the confidential questionnaire sent to every manufacturer by the Millis Advertising company is published here for the convenience of such manufacturers who did not receive the original questionnaire or who mislaid it. No time should be lost in supplying the information needed. The Millis Advertising company will hold in strict confidence all information, all figures revealed by individual firms, and has agreed to forfeit \$1000 for any proof of violation of this guarantee of confidence.

Speaking of the survey, Chairman R. B. Brown of the Macaroni Publicity Committee of the association says:

"This study is being made by this advertising company at the direction of the National Macaroni Manufacturers association. The association is endeavoring to see if there is some way in which we can increase the consumption of macaroni products in this country.

"The first step, of course, is to assemble all of the facts about the consumption, sale, distribution and production of macaroni products. I urge all to cooperate immediately with the Millis company in making this survey.

"In engaging the Millis company to undertake this study, that company's outstanding work in such cooperative campaigns as the 'Say It With Flowers' campaign led the board of directors to select it for this important job. Not only has the Millis company served the

florists for many years but it now is serving 12 other associations in a similar capacity.

"We ask you to give to the company at once the confidential figures that it asks for, knowing that your confidence will not be violated. Your competitors will not get your figures.

"You will receive, just as every other manufacturer, a report and digest of the totals, trends, sales resistances."

Henry Mueller, past president of the National Macaroni Manufacturers association and the present adviser of the board of directors, appeals to his friends in the industry for the fullest cooperation in this all-important survey:

"To help complete the study of the

macaroni industry which the Millis Advertising company is authorized to make, every manufacturer of macaroni and noodle products in America is urged to mail to it immediately the filled-out questionnaire. This agency is making this study in the interest of developing means for increasing the sales of our products. As this is of vital concern to us all, we each should do our part in submitting this information so that active study can be given to our problems at once. When the survey is complete a digest of all the reports will be given to all who assist in making the survey. Thus there will come to you a complete resume of facts that will be most helpful in your business."

CONFIDENTIAL SURVEY OF MACARONI INDUSTRY For National Macaroni Manufacturers Association

Firm Office Address.....
City Location Factories.....

Question 1. (a) How much macaroni products did you sell in 1929?
\$.....
(b) Approximately how were these sales divided in 1929?
BULK.....% PACKAGE.....%
(c) Compare your 1929 sales (1st. BULK% (Gain/Loss)
with your 1928 sales? (2nd. PACKAGE% (Gain/Loss)

Question 2. (a) To whom do you sell your macaroni products?
Jobbers%
Retailers%
Chains%
Hotels%
(Clubs & Cafes)%
Institutions%
Note—Do not consider the ultimate distribution. Consider only your direct sales.

(b) How many salesmen do you employ regularly?
(c) What is your normal sales area? Over how much territory are your goods distributed?
Note—Please answer this question either as "city only," or "100 mile radius," or "nationally," or if you have a semi-national distribution, please give states covered:
.....
.....

Question 3. (a) If you sell packaged macaroni products, please fill in the following:
Brand Name Retail Price Jobber Discount
.....
.....
.....

(b) What is price to jobber on your bulk macaroni?
\$..... per.....
(c) What is average price of your bulk goods?
\$..... per.....

Question 4. (a) How much capital is invested in your business? \$.....

- (b) What per cent of your manufacturing facilities are you now using%
- (c) Fill in names of officers of your company:
President
Vice President
Secretary
Treasurer
- (d) How many years has your company been in business?

Question 5. To what do you attribute your GAIN or LOSS in volume in 1929 as compared with 1928?

Question 6. From whom have you purchased materials and supplies during 1929?
(List here your principal sources of supply of materials and machinery, giving addresses.)

Question 7. What other products do you make besides macaroni products?
Question 8. Name and position of man answering these questions.

Name Title
Manufacturers of macaroni products who have not yet filled out one of these questionnaires should do so without delay, using the one herewith printed or writing the Millis Advertising Company, Indianapolis, Ind., for an original.
Guarantee of Confidence

The Millis Advertising Company agrees to pay \$1000 to any macaroni manufacturer who furnishes detailed figures to it on his business for the survey made for the National Macaroni Mfrs. Assn., whose individual figures are revealed by it to any person or persons outside of the Millis Advertising Company. In consideration of the furnishing of the confidential figures to it, this company agrees to protect this confidence and to pay the above forfeit should it violate this agreement.

Better Post Office Service

Macaroni manufacturers like all business people will profit from any improvement that can be made in the postoffice service. The wonderful efforts being made by Arthur C. Lueder are worthy of adoption by postmasters everywhere. Choosing for his slogan "Wanted: Half Your Mail Before Noon," he has succeeded in distributing the mail received throughout the day and relieving the peak load of the later afternoon. As a result mail is dispatched more carefully and with greater surety of early delivery. The letter which he recently sent to Chicago business men is worthy of reproduction:

"What a whale of a difference a few minutes make. Did it ever occur to you that the delay of an hour, or even a few minutes, in mailing a letter may cause a day's delay in delivery, which in turn, may cause the loss of a business prospect?"

"During the Civil war, when Gen. Forrest was asked as to the secret of his success, he said: 'I git thar fustest with the mostest men.' In business, as well as in war, success often depends on getting there 'fustest,' not necessarily with the 'mostest' men, but with the best sales proposition, or

prompt response to an inquiry.

"We haven't the slightest desire to tell you how to run your business, but we are definitely and aggressively in the market for your good will. The postage stamp is the seal of service and we think it is a part of the service we owe you to tell you how to make the best use of the service we provide. When we suggest that you should promptly post all mail that is ready at noon, at 2 o'clock, and 4 o'clock, we are not telling you anything new, but we are giving you the best postal advice that can be given, for during the earlier hours of the day most of our equipment is idle and available to get your mail ready for earlier trains with which we would otherwise miss connections and which assure an earlier delivery.

"Our first postmaster general, wise old Ben Franklin, said: 'He that riseth late must trot all day and shall scarce overtake his business at night.' If he were P. M. G. today he would undoubtedly say: 'He that maileth late giveth his competitor the edge on him.'

"On another occasion Ben Franklin said: 'He that won't be counseled can't be helped.' But we are acting on

another good old maxim: 'A word to the wise is sufficient.'

"All our trucks bear a placard reading: 'WANTED: Half your mail before noon. OBJECT: Better service to you.' It will give you better service—much better service—if you will mail regularly and at frequent intervals during the day. Why be satisfied with less than the best? Why not help us give you the best?"

Wholesaler's Functions--- Services

The report of the committee on "wholesaler's functions and services" approved by the National Wholesale Conference meeting in Washington, besides defining the wholesaler's primary functions of purchasing goods in large quantities and distributing them in smaller units, discusses his correlated functions of risk taking, warehousing at strategic points, credit extension to retailers, and assisting in the introduction or distribution of new articles of commerce. The great bulk of merchandise in the United States, it is claimed, is distributed today through the manufacturer-wholesaler-retailer system.

An advantage which the wholesaler has over the manufacturer or distributor is pointed out in connection with the extension of credit to retailers. It is claimed that proper scrutiny of credits to retailers to avoid unnecessary losses is more practical in the smaller areas in which wholesalers operate than in the wider area normally covered by the manufacturer or producer.

The committee holds that advances by wholesalers to manufacturers or producers is not a proper part of the wholesaler's functions. The warning is sounded that if this banking function is assumed it should be undertaken as would be any other investment by any individual, whether wholesaler or not.

The committee points out that the future of the wholesaler is linked with the future of his retail outlets. Practical aid for the retailer, it is claimed, means not only assisting him to sell goods but enabling him to establish his store as a permanent institution. The wholesaler can serve the consumer through the retailer by supporting and counseling him in his efforts to improve turnover, store arrangement, window display, management, and merchandising methods generally. The closest kind of cooperation is indicated as necessary, and various plans of successful cooperation of wholesalers with retailers were cited in the report.

38 Stations Broadcast Macaroni Story

Semi-Weekly Radio Talks by Betty Crocker, Sponsored by Washburn Crosby Company, Reach Millions in United States and Canada

What do the Betty Crocker broadcasts mean to the macaroni industry? It means that twice weekly this originator of radio food talks presents powerful arguments for more frequent servings of macaroni products, including noodles. The messages go direct to the kitchen at the very hour the housewife and mother is puzzled as to just what to serve to hubby and the children.

Several weeks ago Betty Crocker opened her 1929-1930 season of radio broadcasting over the biggest and most extensive hookup ever used in such a service. Her broadcasting program started in 1924, utilizing the service of one station; then 2. In the 1925-26 season she increased her list to 13 of the biggest stations in the country. Each year new stations were added so that in the present season her voice is heard over 38 of the leading stations in the country.

Betty Crocker was the first woman to start this wholesale service to the housewives over the radio. Her program has been one of the biggest things of the sort in the United States. Today in its coverage, intensity, and number of women reached, it professes to be by far the biggest service program sponsored by an individual manufacturer.

Macaroni products, their outstanding food value, their economy and their deliciousness when prepared in a wide variety of ways, form a larger proportion of the subject matter of Betty Crocker's radio talks than any other single dish. Examples of her valuable suggestions are numerous. In her talk Oct. 22 she advised that macaroni in some form be included as a surprise in the children's luncheon boxes. Among other things she said: "The foods suitable for children must be chosen for their value in building growing bodies. Macaroni is one of the most important of these body building foods. It is best of all to have something hot for luncheon. A macaroni dish may be carried in a covered glass jar and reheated at noon, and in this way children may have a good piping hot dish of nourishing food."

On Nov. 19 she suggested macaroni would serve to feed both the children and the grownups, advising that the housewife confine her efforts to the

preparation of only one dinner a day. Macaroni would be ideal for that.

"Little children of 2 or 3 years cannot eat all of the foods we grownups enjoy," she said. "They should eat their heaviest meal at noon and have an early supper. So unless the mother of these younger ones plans carefully she will find herself preparing 2 suppers a day—one for the children, and another to please the older members of the family. There is one food, however, which grown people usually like and which health authorities recommend most highly as a main dish for children's suppers—macaroni and cheese—and you can make it with plenty of cheese because we now know that cheese is easily digested even by little children, if not served with other concentrated food. The children usually are especially fond of macaroni and cheese, and if it is made properly of high grade macaroni the older ones will like it too."

Noodles were given special attention in the Betty Crocker broadcast of Nov. 21. She dealt with this popular food from the point of nutrition and attractiveness and presented some ideal recipes for their preparation. She said in part: "Today I am going to discuss a food which is especially important to every family because of its economy and food value. You have heard the expression, 'She knows her onions,' or 'she knows her groceries.' I think it might signify a more valuable knowledge in the food line to say of any housekeeper that she 'knows her macaroni.' And when I say macaroni I mean the various macaroni products all made by a similar process in different forms, such as macaroni, spaghetti and vermicelli—and that other product also made by the macaroni manufacturers but of slightly different ingredients—noodles."

"Macaroni products offer you the greatest food value for the lowest cost of any food. That is why macaroni dishes are especially suitable when you want good and wholesome but not elaborate meals and why housewives everywhere are trying to learn more about the many appetizing dishes which can be made out of macaroni, spaghetti or noodles. In these days when everyone is complaining about the high costs of food it pays to be ac-

quainted with these hardy foods of high nutritional value.

"Macaroni is a protein food. Like meat it gives the body building elements but also contains enough starch to make it an energy producing food as well. Some women have not learned that it is just like serving 2 kinds of meats and 2 kinds of potatoes to serve macaroni and cheese, or any of the macaroni and spaghetti dishes with meat and potatoes, but it is, so when you 'know your macaroni' you will prove it by serving it as the main hearty food of the meal, using it in place of the starchy vegetable and in place of at least part of the meat. Of course meat often is included in these macaroni dishes in small amounts just to give flavor and zest. Green vegetables sometimes are added for their colored food which forms a splendid base for a combination of several foods. It furnishes the same food value as meat and potatoes. If you serve green vegetables and fruit at the same meal they will supply the protective and regulatory foods to balance the concentrated food value of the value of the macaroni."

Several macaroni manufacturing firms are sponsoring radio programs and others should contemplate doing so. In this way they will join in the work of building a general standing for macaroni products in the American homes where the rate of consumption is surprisingly insignificant.

Flag of Our Country

She's up there—Old Glory—where lightning are sped;
She dazzles the nations with ripples of red
And she'll wave for us living, or droop o'er our dead,
The flag of our country forever!

She's up there—Old Glory—how bright the stars gleam
And the stripes like red symbols of liberty stream!
And we dare for her living or dream the last dream
'Neath the flag of our country forever!

She's up there—Old Glory—no tyrant despairs,
No blur on her brightness, no stain on her stars!
The brave blood of heroes has crimsoned her bars—
She's the flag of our country forever!
—Stanton

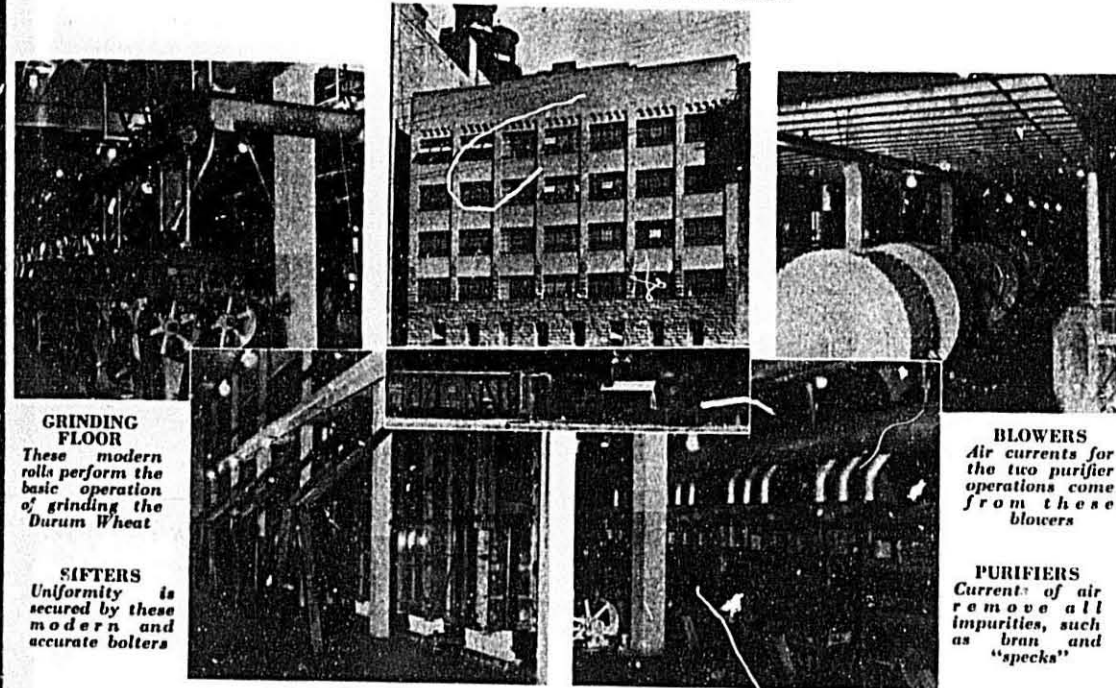
December 15, 1929

THE MACARONI JOURNAL

9

Keeping a Step Ahead in Milling Durum Semolina

New "A" Mill, where Gold Medal Semolina is milled.



GRINDING FLOOR

These modern rolls perform the basic operation of grinding the Durum Wheat

SIFTERS

Uniformity is secured by these modern and accurate bolters

BLOWERS

Air currents for the two purifier operations come from these blowers

PURIFIERS

Currents of air remove all impurities, such as bran and "specks"

It has been and always will be our policy to keep "a step ahead" in all things connected with the milling and testing of Durum Semolina.

Hence we take pleasure in giving you on this page a brief introduction to our complete, new, up-to-the-minute Durum mill in our new "A" mill at Minneapolis.

These views speak for themselves. We shall tell you a little more in detail about this mill, its equipment and what it can do

in serving the industry with an even better, more uniform and always reliable Semolina most economically. In the meantime we hope to have an opportunity to prove to you, in the quality of GOLD MEDAL "Tested" Semolina, just what a mill that is "a step ahead" can give.



WASHBURN CROSBY Co., Inc.

OF GENERAL MILLS, INC.

Millers of GOLD MEDAL SEMOLINA

Value of Cooperative Advertising

No greater proof of the value and benefit of cooperative advertising by trade associations to an industry and to its individual members can be adduced than the growth of the number of advertising associations.

One way to check up on this is to go through a half a dozen of the leading magazines of general appeal and national circulation. In practically every one of these you will find from 6 to 20 advertisements of the product or the service of an industry. A few years ago such advertisements were only occasional.

A surer check is through the reports of investigators whose business it is to keep track of this. The Periodical Publishers association (the trade association of the magazine publishers) issued a report in April 1928 under the title "Experiences of Associations in National Advertising."

The summary of this report showed that in 1915 just 2 trade associations, the Arkansas Soft Pine Bureau and the Association of Hawaiian Pineapple Canners, were advertising as associations in national publications. Fourteen years later, 1927, the report lists 44 national trade associations, from the Aluminum Wares association to the Western Pine Manufacturers association, that were regular advertisers of their products or services.

A still more striking fact in the same summary is the increase in the amounts expended by associations in the 14-year period. *The average expenditure of the 44 associations in 1927 for magazine space was more than 10 times as much as the average of the 2 pioneers in 1915.*

All these figures, it should be noted, are exclusive of the advertising of such cooperative marketing associations as the California Fruit Growers Exchange, the Sun Maid Raisin Growers and others, who realized the value of cooperative advertising earlier than the less organized trade associations and who have advertised more consistently.

Then as to individual examples: The "Save the Sun and You Save All" slogan of the paint and varnish manufacturers is estimated by the organization to be worth \$1,000,000 a year. Their advertising campaign started in 1921 and in 4 years, by 1925, the paint and varnish business had doubled in volume. They started out at once to triple the volume by 1931 and are on their way to success.

The Florists of America, with their world known slogan "Say It With Flowers," doubled their volume of business in 4 years ending 1925, and they promptly doubled their advertising campaign fund. The laundry owners of the country started an advertising campaign in 1927 to break down the prejudice of housewives against commercial laundry service. Their goal was a 1,000,000,000 dollar volume by 1930, and reports from leaders of the industry indicate that before the next year is out the goal will be exceeded.

The backbone of most of these campaigns is advertising in national magazines, supported in various forms depending on the needs of the particular industry, by the use of other media—outdoor advertising, newspapers, direct mail, radio, and so on. Each campaign, of course, has to be worked out so as best to reach the market desired with the type of appeal fitted for that market.

In a national campaign to advertise macaroni products many methods suggest themselves, all of which can be aimed at securing consumer attention and retailers' participation in a cooperative campaign. However, before any particular plan is recommended a thorough survey of the conditions in the business, the desire of the manufacturers

1930? What?

Many leaders in every line of business are contributing toward establishment of confidence in America's present and future. Some do so in talks and addresses and others in timely announcements.

The National Adhesives Corp., world's largest producer of adhesives, broadcast the following message of confidence to its thousands of clients and associates:

We are optimistic regarding the Business Future of Our Country.
One Hundred and Twenty Million people will continue to demand the necessities of modern life—they will eat, play, and carry on as before.
Moreover, business will receive more thought and attention than ever, with resultant economic benefits, thus laying the foundation of a sound prosperity for 1930.

By C. J. PETTINGER
 Vice President, Mills Advertising Agency

to increase their business by means of cooperative advertising and the possible results of such a campaign, is a prime essential, a wise move; an analysis and accurately charted plan of action are indispensable. That is the basic reason for the survey now under way.

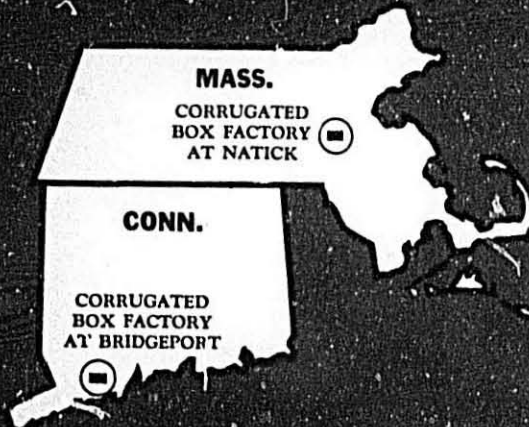
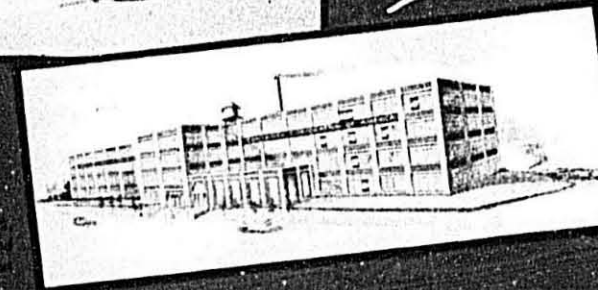
Haphazard, spasmodic, underfinanced efforts may or may not accomplish anything; a systematic, well supported and long sustained program is certain to do so. On the one hand is the poet's way of doing things:

I shot an arrow into the air—
 It fell to earth, I know not where.

And on the other hand the modern, businesslike method of shooting the arrow, after taking careful aim, straight for the target. Same expense for the arrow either way; same amount of energy required to draw back the bow. But one is a gamble, with the odds overwhelmingly against success; and the other is as certain of hitting the bull's eye as present-day industrial knowledge can guarantee.

THE MAN WHO STICKS

The man who sticks has this lesson learned:
 Success doesn't come by chance, it's earned
 By pounding away; for good hard knocks
 Will make stepping stones of the stumbling blocks.
 He knows in his heart that he cannot fail,
 That no ill fortune can make him quail
 While his will is strong and his courage high
 For he's always good for another try.
 He doesn't expect by a single stride
 To jump to the front; he is satisfied
 To do every day his level best,
 And let the future take care of the rest.
 He doesn't believe he's held down by the boss—
 It's work and not favor that gets across
 So his motto is this: "What another man
 Has been able to handle, I surely can."
 For the man who sticks has the sense to see
 He can make himself what he wants to be
 If he'll off with his coat and pitch right in—
 Why, the man who sticks can't help but win!



CORRUGATED BOX FACTORIES
 of the
**CONTAINER CORPORATION
 OF AMERICA**
 and MID-WEST BOX COMPANY
 in Massachusetts and Connecticut

ONE of the latest additions to the large Container Corporation family is the Corrugated Paper Mills at Natick, Mass., well known throughout New England. The former clientele of this modern plant are assured of the highest quality corrugated shipping containers and products under Container Corporation supervision and direction and its strategic location near Boston permits a satisfactory handling of all orders.

Our corrugated plant at Bridgeport, Conn. was inaugurated at about the same time in 1928 and is now equipped to handle customers' requirements for dependable corrugated boxes in record time.

Both the Natick and Bridgeport plants include among their equipment the latest refinements in corrugated box manufacture which tend to reduce cost and increase quality.

These plants serve the same general territory—the New England States.

OTHER FACTORIES AND MILLS
 at Chicago, Anderson, Ind., Kokomo, Ind., Cleveland, Cincinnati, Circleville, O., Fairmont and Charleston, W. Va. and Philadelphia

HAVE BEEN FEATURED IN PREVIOUS INSERTS

THE HOME OF
 DEPENDABLE
 CORRUGATED
 SHIPPING
 CONTAINERS



Part No. 6 of a Series

A Great Variety of Goods—Fragile, Solid and Liquid
Now Packed in Fibre Board Containers



We Are Anxious to Please Customers Through Service

INDUSTRY in the United States speeds up each year. As progressive manufacturers reach out for new records in production and lower costs, quick service from suppliers becomes a necessity. In order to meet this high-speed program we have built up a strong chain of factories located in industrial centers and equipped to handle quickly all orders for corrugated or solid fibre products and boxboards.

We recognize service as an effective builder of prestige and good will and through this chain of plants we are seriously striving to refine our service and please our customers.

May we help you with your packing and shipping problems? Simply fill in and mail COUPON below.

Some Industries Now Using Our Solid Fibre or Corrugated Boxes

- | | | |
|---------------------|---|-----------------------|
| Bakery Goods | Furniture | Shoes |
| Canners | Stationery | Breakfast Foods |
| Building Material | Lamps and Shades | Proprietary |
| Sporting Goods | Tobacco—all forms | Remedies |
| Books and Magazines | Perfumery | Spices |
| Toys | Paints and Varnishes | Foods—All Kinds |
| Crockery | Automotive Glassware | Instruments |
| Bottlers | Insecticides | Brooms, Brushes, Etc. |
| Fruit Packing | Rubber Goods | Ceramics |
| Radio Goods | Electrical Goods | Leather Goods |
| Pictures | Men's, Women's and Children's Furnishings | Doors |
| Vegetable Growers | Millinery | Hardware |
| Meat Packing | Confectionery | Dry Cell Batteries |
| Dairy Goods | Carpets and Rugs | Enamelware |
| Soaps and Chips | | Filing Cabinets |
| Washing Powders | | Electric Light |
| Matches | | Bulbs |

CONTAINER CORPORATION OF AMERICA and MID-WEST BOX COMPANY

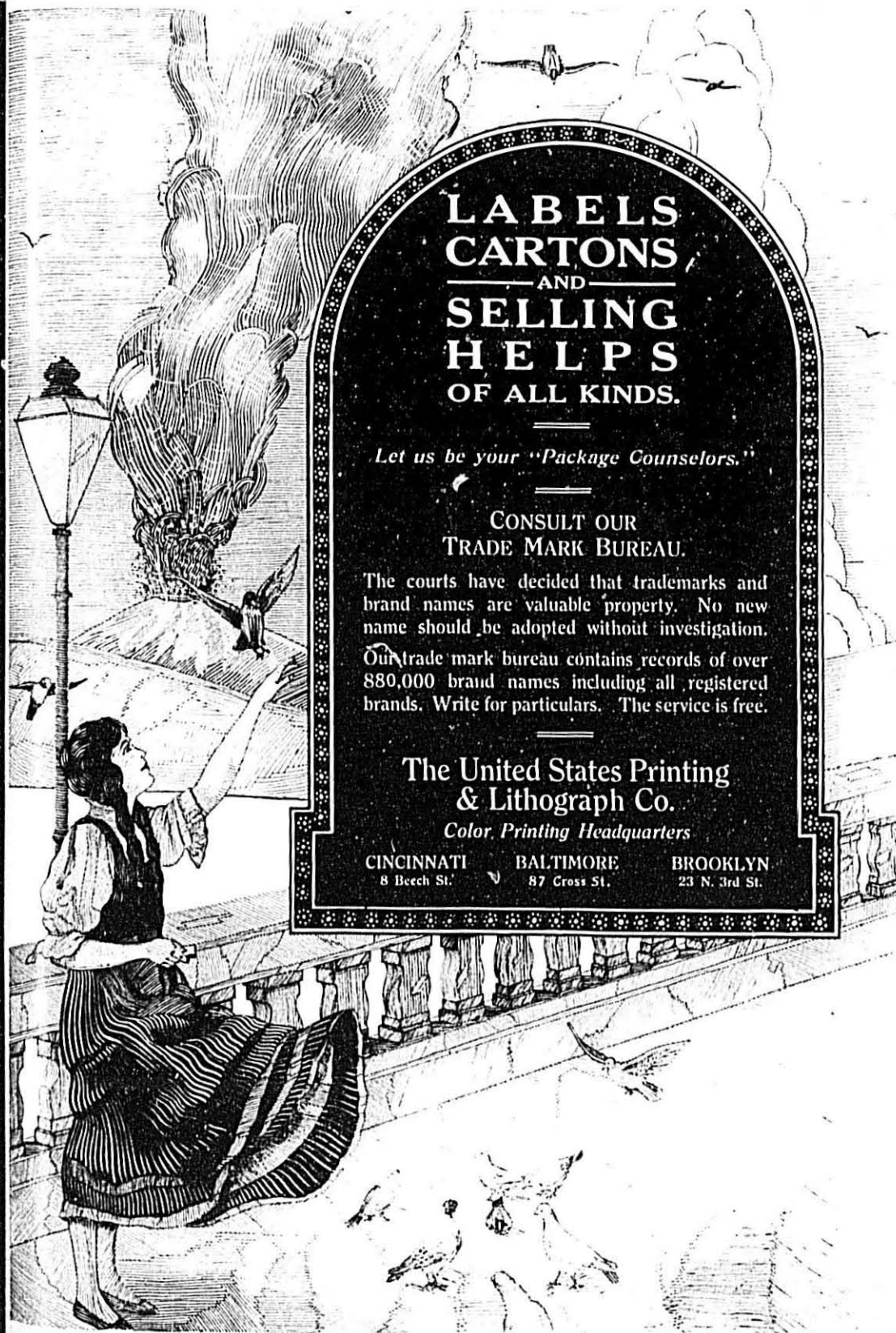
111 W. Washington Street Chicago, Illinois
Six Mills—Twelve Factories—Capacity over 1200 tons per day

RETURN COUPON

CONTAINER CORPORATION OF AMERICA
111 West Washington Street, Chicago
Gentlemen: Please have one of your experts check our present packing and shipping methods—without obligating us—for the purpose of reducing our costs if possible.

Name _____
Title _____
Firm _____
Address _____

Wherever goods are manufactured—there you will find our boxes reducing packing and shipping costs.



**LABELS
AND
CARTONS
SELLING
HELPS
OF ALL KINDS.**

Let us be your "Package Counselors."

**CONSULT OUR
TRADE MARK BUREAU.**

The courts have decided that trademarks and brand names are valuable property. No new name should be adopted without investigation.

Our trade mark bureau contains records of over 880,000 brand names including all registered brands. Write for particulars. The service is free.

The United States Printing & Lithograph Co.

Color Printing Headquarters

CINCINNATI 8 Beech St. BALTIMORE 87 Cross St. BROOKLYN 23 N. 3rd St.

Taxing at the Source Equalizes Burden

By **JOSEPH FRESCI**
Mound City Macaroni Company, St. Louis, Mo.

Cooperative advertising by industries is becoming one of the leading activities in American business circles. The macaroni products manufacturing industry has long dreamed of the day when a real, honest-to-goodness campaign would be inaugurated, strongly supported financially and long sustained.

The press recently carried a story announcing the plans of the American Zinc Institute for a market-producing program costing approximately \$300,000 a year and seeking to bring about stability in the industry and the annual sale of 1,000,000 tons of slab zinc at the smelters.

The macaroni manufacturing industry has started off on the right foot by supervising the survey now under way by the Millis Advertising company and I trust that every macaroni manufacturer, large or small, east and west, bulk and package,—in fact everyone whose success depends on the progress in the industry, will submit immediate and complete replies to the questionnaire. Only in this manner can the true facts be obtained and a proper decision arrived at.

Following the survey the question that most deeply concerns the industry is that of financing any publicity movement that might be decided upon. In this connection you will pardon me for referring to a plan submitted at several previous meetings whereby money for advertising purposes be raised by a 5 or 10c per bbl. tax collected on all raw materials sold by the mills to all macaroni and noodle manufacturers.

I do not claim any originality for the scheme. I do not contend that it is faultless but I do feel that it has merits worthy of the best thought in the industry and I now submit the plan adopted by the Zinc industry in proof of my contention that taxing at the source is both practical, legal and logical.

If the zinc men can do it, why can't we? Their market-broadening work is to be financed, according to press reports, by an assessment, on all zinc ores produced by members, of 25c a ton where there is no connection with a smelter, and 50c a ton for slab zinc from the smelters. In cases where smelting companies are also mining companies the assessment charges are equalized between the 2 branches of the industry.

There have been objections raised to this plan of having the mills add 5c or 10c on all semolina sales to manufac-

turers but is that not equally true of any plan submitted? Would not this scheme equalize the cost of macaroni promotional work from which all members of the industry would profit? In what other manner could you tax those manufacturers who are content to leech on the efforts of others?

Despite previous indecisions and objections above referred to which should not prevent the industry from giving the plan a fair trial, I again submit that a



Joseph Freschi

sufficient fund for a thorough job of macaroni advertising to the American housewife can be attained only by assessing the industry at the source in such a way that all will be equally taxed and benefited.

Any advertising that we may eventually do will be equally beneficial to any and all manufacturers. Then why should not all share in the burden? If there is any other plan that will serve to equalize the load I have yet to hear of it. I invite a general discussion of this phase of an activity into which the industry eventually must enter, using the columns of this outstanding, our own magazine, for this friendly debate. Let's hear from the bulk manufacturers, the packagers and also from the durum millers, who have always been ready to help and who should cooperate along the lines herein suggested.

Macaroni Invented in China

Most people regard macaroni as a typical and peculiarly Italian food, but it is Italy's early appreciation of its vir-

tues and her continued fidelity to its use that has thus defined it; for history credits its invention to the Chinese and its European introduction to the Germans, says the Trades Union News of Philadelphia.

At just what date Italy learned of this food which was to become its foremost national dish we do not know, but we do know that by the time the 14th century had rolled around the Italians were consuming more than any other European nation.

Later some enterprising Frenchman introduced it into France, and with great success, for it is a matter of record that Louis XIII ordered a dish of it from an inn keeper at Tours, who was famous even then for its preparation.

That macaroni really had its origin in China is corroborated by an ancient Chinese legend. This legend purports that a woman was making bread under a tree, and while kneading the dough some leaves from an overhanging branch fell into it. In order to remove the leaves she pressed the dough through a sieve or colander and, as she did so, she conceived the idea of letting the thin strands thus formed, dry in the sun instead of baking the mass on hot stones as had always been the custom. The truth of this can of course never be established, but it seems logical that macaroni had its beginning from some such accident or crude experiment.

But, however interesting the history and ancient legends associated with macaroni may be, their importance becomes negligible when compared with today's scientific appraisal of its food value and the place it occupies in the modern diet. Authorities of all nations agree that there is probably no better food for people of all ages than these forms of macaroni paste. They define it as well balanced, appetizing, assimilable and economical.

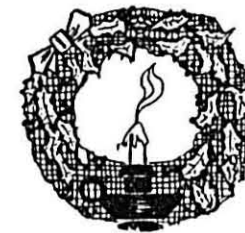
Friedenwald and Rubrah, universally recognized authorities on the caloric content or energy creating value of this food, state that "one tablespoonful of macaroni baked with cheese is equal to any of the following: Four eggs, 4 glasses of milk, 3 chicken sandwiches, 2 large country sausages or 3 slices of whole wheat bread.

Facing facts will help you to look your bills in the face.

December 15, 1929

THE MACARONI JOURNAL

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Christmas is here, the chime bells ring out the old year, ring in new.

Another year of good will, friendly relationship, and satisfied customers, is passing away.

The New Year is drawing near with its new resolutions and obligations.

Our New Year resolution is to continue with our good will, honest business dealings, friendly relationship, and prompt service to our customers. To serve our new customers in the same manner, and add them on our list of satisfied customers.

We can safely pledge to fulfill this year's resolution. We are proud of our past record in having established these business principles, which brought us the best asset, something money cannot buy, that is: *Your Friendship*.

We extend to all, our Best Wishes for a Merry Christmas, a most Happy, Prosperous, and Successful New Year.

Kindest Greetings,

CLERMONT MACHINE COMPANY, Inc.

Makers of Noodle Machinery Equipment

268-70 Wallabout Street

Brooklyn, New York

Business Leaders in Conference

To instill confidence in American business that was somewhat shaken by the recent stock market crash the Chamber of Commerce of the United States of America, at the request of President Herbert Hoover, supervised a conference of business leaders of the country in Washington on Dec. 5. The conference was opened by President Hoover who explained that it was the outgrowth of a conviction on his part that American business is so organized as to be fully capable of mobilizing the forces of industry in cooperation with government whenever a crisis arises.

It is gratifying to the public that from such high authority should come recognition of the efficiency and trustworthiness of business organizations such as those that compose the Chamber of Commerce of the United States of America. The National Macaroni Manufacturers association is a member of that organization and feels, with others, that there is now a responsibility to discharge a trust with sober devotion and practical efficiency.

The conference found that business

generally was fundamentally strong, due to the high standards and the wise practices of American business men. There are no burdensome stocks of commodities to worry any particular group and this is owing to farsighted manufacturing plans and to prudent merchandising efforts, aided by striking efficiency in transportation. With no commodity price inflation there is no menace of inventory losses. There is a strong banking situation with enlarged reservoirs of credit available for industry and commerce on reasonable terms.

Participants in the conference emphasize the fact that American industry generally is approaching the close of one of the most active and prosperous years in its history. Therefore the problem now is fortunately not one of starting a stalled machine, but of facilitating a present momentum on which employment and earnings and buying power have arisen to new levels. Practical business leadership is depended upon to remedy the weak spots in American industry and to inspire a higher spirit of confidence in the country's future.

A Worthless Agreement, and Why

The facts in the following case differ from any I have discussed before, but the principle involved is the same I have so often emphasized:

Columbus, Ohio.

We have an employe who has been with us for about six years. He is perfectly satisfactory as an employe, does his work well enough and is in all respects a valuable man.

When we first employed this man he was told by an official of the company who is no longer with us, that if he was satisfactory the firm would probably take him in as partner with a small interest. This was very indefinite and no details were given, either as to the interest the man would get, if any, or when he would be given it, if at all, or whether he would be given it outright as a sort of bonus, or given it and allowed to pay for it out of earnings. The official who made this promise was inclined to make rosy promises like that, without any real intention of carrying them out. We did not know of the promise at the time.

However, this man has now made demand on us to be admitted to the firm. He argues that he must have been satisfactory to us or he would not have been kept on so long, and he therefore calls upon us to keep our promise. We have indicated to

him that we could not comply with his request, and have received one letter from his lawyer. He has a good position with us, and his salary has been raised several times, but we have no reason for admitting him as a partner.

It has been resolved to ask your opinion on the subject. If we are legally bound we will have to make the best of it.

C — Co.

Gentlemen, in my judgment you have nothing whatever to worry about here. This promise is worthless for two reasons: The first is that it was apparently made without the firm's authority. Even if the man who made it was a corporate officer, or a partner, he would not necessarily have authority to promise to take in other partners, and your employe would have to prove that the authority was there before he could get anywhere with his case. I gather from your letter that you did not know anything about the promise being made.

The second reason why the promise is worthless is that it wasn't a real promise at all. No court could enforce an agreement like this. When was it to take effect? What was to constitute being satisfied with this employe's services to the extent that he should be

made a partner? How much of an interest was he to have, if any? On what terms was he to take it? The court simply could not enforce it because there is nothing to work with, and courts cannot supply missing details in contracts.

It is hazardous to guarantee the result of any litigation, but if you have given me the whole story, I am willing to guarantee that your man will never get anywhere with his partnership agreement. He made the mistake so many thousands do—he should have gone to the head of the firm, when this was said to him, and had it reduced to writing with all its details. Then he would have had something to enforce.

(Copyright, November 30, 1929, by Elton J. Buckley, Esq., Counselor-at-Law, 1650 Real Estate Trust Company Building, Broad and Chestnut streets, Philadelphia, Pa.)

Smaller Packages the Rule

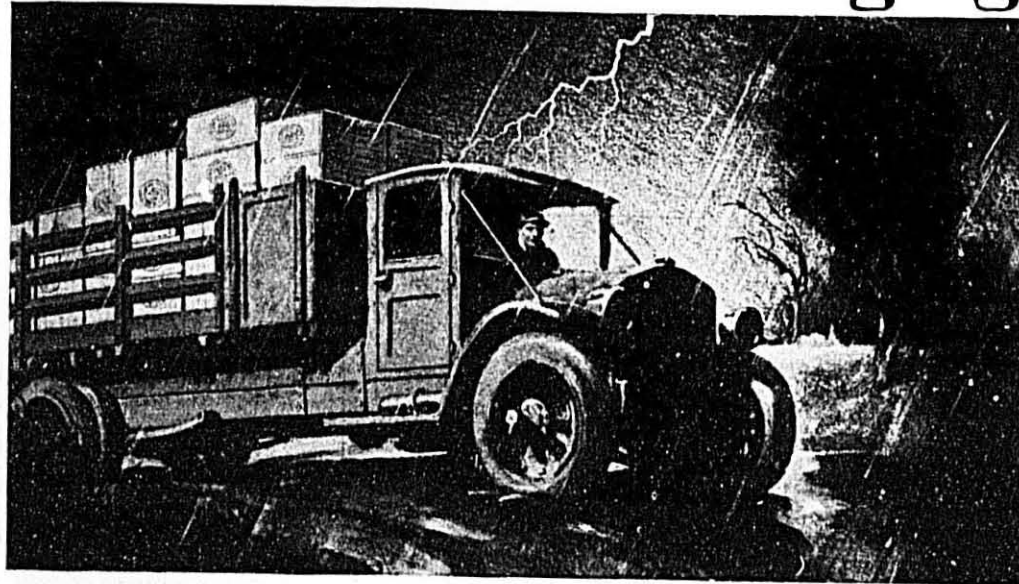
Food manufacturers point to the fact that American domestic life is becoming more and more compact. Apartments tend to grow smaller, in the main. Producers of food are packing their wares into smaller packages. American women with households to look after are demanding smaller packages, according to the New York Evening Sun.

In the old days of large houses and large families, when there was no "servant question," people bought kitchen supplies on almost a wholesale scale. Lots of people bought their sugar by the barrel and their unroasted coffee by the bushel sack. But that day seems to have gone and probably for good. Miniature food packages are the thing now.

Smaller containers are in high favor. The change has come about gradually over a period of years. There are some stores that carry only "five and ten cent sizes" in many food articles, yet they have perhaps seventy-five or a hundred varieties on sale in small cans and bottle and pasteboard boxes. Flour, tea, coffee, sugar, olive oil, vinegar, pickles, preserves, jellies, spaghetti, macaroni, canned fruits, vegetables—all manner of things—are now available in these tiny packages, which solves many of the problems of the kitchenette which has taken the place of the American kitchen.

When the world is unable to understand a man it dubs him a crank.

When STORMS are raging



You need Fivefold Protection*

DRIVING sheets of rain . . . swirling drifts of snow . . . open trucks roaring for shelter through mud and slush . . . drenched packing cases and grimy hands. Bad weather comes unannounced—at any time.

And what of your merchandise?—Was it ruined? . . . Did cases swell and break? . . . How many customers will receive damaged goods? . . . How many customers will buy elsewhere?

Storms, wrecks, rough handling, prowling thieves—you cannot control these things. But you can safeguard your goods from the time they leave your plant until they are on your customers' shelves.

Only *Fivefold Protection—Good Wooden Boxes can give you the

proper assurance that your merchandise will be delivered in perfect condition.

Thousands of manufacturers have found that *Fivefold Protection is the safest and most economical way of packing and shipping their goods.

The Wooden Box Bureau maintains a competent staff of packing engineers and designers to assist manufacturers with their shipping room problems. Their services cost you nothing—place you under no obligation. If you are confronted with any problem related to the packaging and shipping of your goods one of these men will be glad to call on you.

A convenient coupon is attached. Why not clip and mail it today?

*FIVEFOLD PROTECTION

Good Wooden Boxes safeguard your merchandise against

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



Wooden Box Bureau
111 West Washington Street, Dept. 8163
Chicago, Ill.

Gentlemen: We are manufacturers of

and would like to have one of your engineers confer with us on our packing problems, without cost or obligation.

Name.....
Firm.....
Street.....
City..... State.....

WOODEN BOX BUREAU

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

CHICAGO, ILLINOIS

Mack Announces Model B C Truck

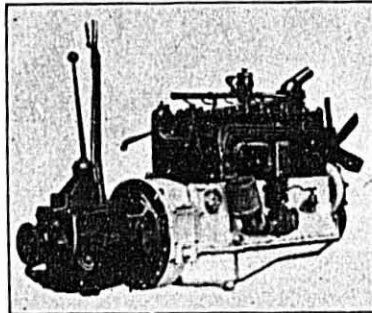
Six Cylinder Power Plant for Heavy
Duty High Speed Service

The latest addition to the comprehensive line of Mack trucks is a 6 cylinder truck designed for those fields where diversified hauling requirements demand power, capacity and high, safe speed.

According to its makers, the new Model BC does not supplant any model but is instead a modern addition to a modern line.

Some interesting features of the new 6 cylinder engine are: combined fan and water pump at the front of the cylinder block, driven from one belt; crankcase ventilation provided by a flexible tube extending from the valve cover plate to the elbow on the carbureter intake; throttle control of the exhaust heat applied to the inlet manifold through a jacket on the riser; thermostatic temperature control. There is a by-pass to the path of the cooling water through the jacket space. When the temperature of the jacket water drops below 150 degrees, no water circulates through the jacket and circulation begins again when the jacket temperature rises above 175 degrees. Another feature is a lubrication system which operates under a pres-

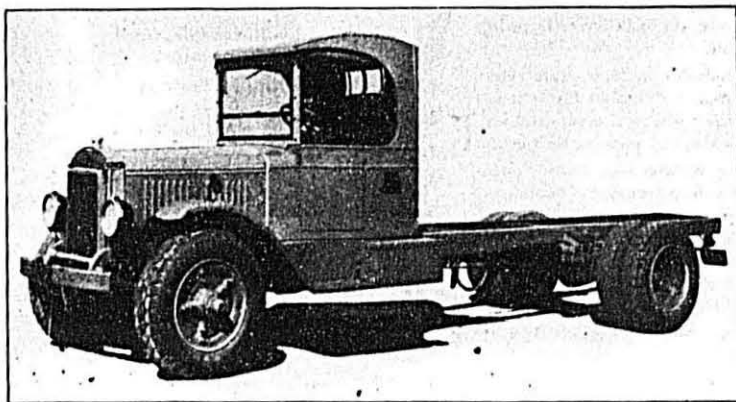
drop forged molybdenum steel. The crankshaft is mounted in 7 main bearings 3" in diameter. The camshaft which is 1 1/4" in diameter is mounted in four bearings. The valves have flat seats and are on the right hand side. Inlet valves are chrome nickel steel and exhaust valves chrome silicon steel. A



B C Truck Power Plant

mechanical vacuum booster pump is mounted on the crankcase on the right side and forward of the carbureter.

Ignition is by battery and distributor with semiautomatic advance. The elec-



Model B C 6-Cylinder Mack Truck

sure of 55 pounds per square inch and extends to main, connecting rod and camshaft bearings. An H-W filtrator is included in the circuit.

With a bore and stroke of 3 3/4" x 5 1/2" the BC engine develops 100 horsepower at 2400 r.p.m. The 6 cylinders are cast in a single block with a separate single head. Pistons are of low expansion aluminum alloy. Connecting rods are tubular, machined all over and made of

trical system is of the 12 volt type and North-East make.

The clutch is Mack single plate, dry type, with the housing and transmission bolted to the crankcase to form a unit powerplant. The transmission is a 4 speed unit with direct-drive on fourth.

In the Model BC truck Mack has again made extensive use of rubber shock insulation. All spring tips, the radiator, steering column and cab are

rubber shock insulated. Final drive is by Mack dual reduction with inclined rear axle of banjo type.

Efficient 4 wheel internal brakes are provided and augmenting this braking power is a vacuum booster attachment, by means of which tremendous power may be exerted on all four wheels with but little effort on the driver's part. Hand brake is mounted independently on the drive shaft. The total braking area is 750 square inches.

The Mack Company states that the Mack B truck not only has the ability to get into the rough going, take the load and with brute power pull out onto the road, but once on the road it is capable of sustained speed to keep the pace with ordinary passenger car traffic.

It is ascertained Niagara Falls are \$31,000 years old, and the Niagara river is 32,000, also that the Huron drainage was turned into Lake Erie less than 8000 years ago. The Falls have about 5000 more years to live, at the end of which time the lake waters will discharge into the Mississippi.

Transparent Cellulose

Construction of the plant of the Sylvania Industrial Corp. at Fredericksburg, Va., for manufacture of transparent cellulose wrapping paper is nearing completion and it is expected the plant will be in full operation the coming spring.

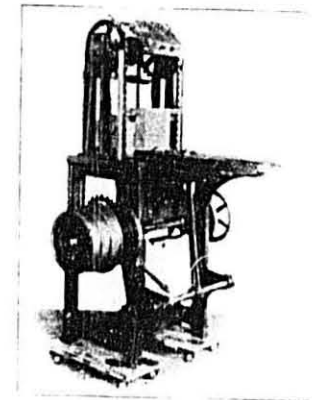
Sylvania recently announced that it had acquired the business of Birn & Wachenheim, continuing the importation and sale of the Belgian product Fenestra. Earlier publications reported that Sylvania had acquired the American rights of the Societe Industrielle de la Cellulose for the manufacture of transparent cellulose paper as known under the trade name Fenestra.

It is understood that the first unit of the plant which is intended to produce moisture proof Fenestra under a new process of its own is being actively pushed to completion and is far enough advanced to predict that the Sylvania moisture proof transparent paper will be replaced on the market in February or perhaps earlier.

Recent excavations near Cairo, Egypt, have brought to light small balls of leather and others of wood obviously used in some outdoor sport, and probably dating back to at least 2000 B. C. These are the oldest balls of the kind in existence. Hence Egypt may be the birthplace of the original ball game.

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

Value of Education

Educational experts have proved by statistics that aside from culture and a greater power for enjoyment the time spent at school and college is worth at least \$100,000 to each boy and girl.

Statistics covering experience of 100 business houses over a period of 3 or 4 years show that about 90% of the college men were successful in rising to large salaries and responsible positions as compared with 25% of non-college men.

From a study of 5,000,000 men who had received no schooling it was found that only 31 men had distinguished themselves in business, science and the arts. This indicated that without any schooling the chances of success are 1 in 167,290.

Out of a study of 33,000,000 adults who had received a common school education 80% were found to have distinguished themselves in business, science and the arts. This indicates that the chances of attaining distinction for those with only a common school education are 1 in 40,841.

Out of a study of 2,000,000 adults having a high school education, 1245 had distinguished themselves in business, science and the arts, or in the group the chances of attaining distinction are 1 in 1606.

Out of 1,000,000 adults who had received a college education, 5758 had achieved distinction in business, science and the arts. This proves that the chances of attaining distinction for the college man or woman are 1 in 173, a most remarkable opportunity.

The chances of attaining success are: A man with a common school education has 4 chances, one with a high school education has 104 chances and one with a college education has 945 chances, to the uneducated man's single chance.

The untrained man goes to work at 14—reaches maximum income at 30. Total earnings from 14 to 60 about \$45,000. Not more than \$2000 is earned in the 4 years that would have given him a high school education.

The high school graduate goes to work at 18, passes the maximum of the untrained man within seven years, rises to his own maximum of about \$2200 at 40, and continues at that level for the remainder of his active life. Total earnings from 18 to 60 about \$78,000. The \$33,000 more than that earned by the untrained man is cash value of a four year high school course.

The college of technical school grad-

uate's permanent earnings begin at 22. At 28 his income equals that of the high school graduate at 40, and it continues to rise. Total earnings from 22 to 60, \$150,000. The \$72,000 over the total earned by the high school graduate represents the cash value of a college or technical training.

Food Values and Facts

By Dr. Mary S. Rose

Good, wholesome food is not necessarily expensive food. In planning meals it should be remembered that food, whatever its costs, must possess sufficient caloric or food value, that the protein, fat and carbohydrate content be taken into account as well.

A calorie, with respect to food values, is technically the amount of heat required to raise one pound of water 4° Fahrenheit. Or it's the amount of heat required to raise one kilogram of water one degree Centigrade.

The number of calories required by the human body varies of course according to sex, age, occupation and climate.

Intelligent dieting really demands that some knowledge be had of the calories in the foods eaten.

A—Some foods costing 1c or less per 100 calories:

Butter, corn syrup, flour (graham), lard, bacon, beans (dried), farina, lentils, molasses, oatmeal, oats (rolled), peas (dried, split), pork (salt), shredded wheat, wheat (flaked), rice, sugar.

B—Some foods costing 1 to 2c per 100 calories:

Butter, chocolate (unsweetened), cocoa (powder), crackers (graham), macaroni, apples (dried), milk, milk (evaporated), peanuts, tapioca (granulated), zwieback, olive oil, peaches (dried), pecans, prunes.

C—Some foods costing 2 to 3c per 100 calories:

Eggs, lamb (shoulder), milk, pineapple (canned), onions, string beans, buttermilk, corn (canned), dates, milk (powdered).

D—Some foods costing 3 to 5c per 100 calories:

Apples, apricots (canned), bananas, beef (chuck), beets, cabbage, cauliflower, cream, eggs, sardines (canned), figs (pressed), grapefruit, honey (strained), olives (green), pears (canned), pork chops, puffed rice, puffed wheat, salmon, walnuts.

E—Some foods costing 5c per 100 calories:

Asparagus, beef (most cuts), blue fish, cantaloupe, carrots (young), celery, cod (fresh), dried beef, halibut, ham (boiled), lamb chops, lemons, lettuce, olives (ripe), oranges, peaches (canned), pears (fresh), raspberries, spinach, tomatoes (canned), tuna fish, turnips (fresh).

It may be said in general that an American man or woman leading a quiet life with not much exercise requires 2500 calories per day.

If leading a sedentary life 500 more calories are needed.

If one's work requires exercise of a moderate nature 3500 calories are required by the body daily.

And if the work be laborious 4000 calories are what the body needs.

Hand-to-Mouth Buying

"Since the year 1920 we find it has become the policy of many buyers of corrugated and solid fibre boxes to allow their supplies less and less time to deliver orders and we wish to make a plea for more time, except in cases of extreme emergency. Corrugated and solid fibre products are all made to special order and many times the paperboard from which the boxes are made (liner, chip and straw) has to be made in the paper mills after the box orders are received," pleads J. P. Brunt, ex-vice president of Container Corp. of America.

"A few years ago the consumers of corrugated and solid fibre boxes allowed from 3 to 4 weeks for delivery of orders, but lately many consumers have shown a tendency to anticipate their needs less and less, so that at times we find ourselves hard pressed to give all of our customers the service we desire to give them.

"We have a good many customers who place yearly contracts with us and forward orders on the contracts. It is rare indeed that such customers are disappointed in service. But on the other hand the list of consumers who are demanding delivery of orders in a week's time or less is growing, which, of course, not only increases production costs, but is liable to cause disappointment here and there in deliveries.

"We anticipate that the present price levels on corrugated and solid fibre boxes will obtain for the balance of the year, but there is some slight promise of higher levels for 1930."

Here's to
1930!

Happy
Christmas
and the Best Year
in Your History
Starting January
First
Ours to Command,
Commander



Control Is Necessary to Reduce Fire Waste

Conservation of the created wealth is one of the most vital needs of the times. Values, tangible and intangible, are appreciated more than ever before; also the need of not only economizing existing resources but adding to them by increasing efficiency in production.

But while the great need of general conservation is fairly well understood, one phase of it is not! This is the conservation of life and property from waste by fire.

The speed with which wealth is created and reduced to ashes is really appalling!

During the past two years the actual property loss from fire was more than one billion dollars. This amount would finance the employment of 400,000 men at one dollar an hour for one year! The human casualties numbered 64,000 of which 30,000 were mortal!

During the past 40 years the property values consumed by fire amounted to 7 billion dollars! If the present rate of burning continues the total for the next 40 years will be \$20,000,000,000!

Industries Are Heavy Losers

The paramount fact to be realized is that while two thirds of the number of fires annually occur in other than commercial and industrial classes of properties, only about one quarter of the total fire loss is in these classes. Fully 75% of the fire waste is caused by the fewer fires in business enterprises!

These facts certainly warrant the keen interest of the entire business intelligence of the country.

A commercial or an industrial enterprise is created to produce profit. Success is contingent upon capacity and capability; the capacity for operations and the capability of conducting them; one the physical element, the other the human element—the organization.

Sprinkling Systems Most Essential

Capacity is provided for in expensive plant and equipment, capability in a laboriously developed personnel to devise and carry out plans and methods to keep the enterprise alive, healthy, growing and profitable.

The successful functioning of the enterprise depends upon uninterrupted and continuous operation, upon the chances of loss and waste being reduced to the lowest possible minimum. Fire constitutes the greatest chance of interruption. Therefore safety from the peril of it

must be assured. Control of fire by automatic sprinklers gives this assurance.

It is as impossible to prevent the start of fire as it is impracticable to manually put it out in every instance and in its early stages. The true solution is the automatic sprinkler, for unless fire is stopped promptly no amount of foresight and no excellence of building design can prevent its ravages.

Savings Compensate Installation

The economic conservation resulting from fireproof constructions and automatic control of fire by use of automatic sprinklers is conservatively estimated to be fully 5 billion dollars, lower cost production promoted, and above all human life saved, for there never has been any loss of lives from fires in buildings protected by automatic sprinklers, under the conditions which have caused fearful casualties where this protection was lacking.

One of the most signal exceptions to the widespread destruction of created wealth by fire and one which supplies a complete example of economic conservation of enterprise, is the textile industry. The fire waste does not now appreciably affect this industry.

This is because of the extent to which the textile industry has applied the principle of automatic control of fire in the solution of its fire problem. Today automatic sprinklers are considered indispensable in this industry.

Applying the Remedy

And the same may be said of such other industries and commercial establishments as macaroni and noodle factories, paper and pulp mills, boot and shoe factories, woodworking plants, automobile works, clothing factories, department stores, foundries and machine shops, metal workers, printing establishments, and others.

Therefore, these facts are established beyond any question of doubt:

1. The greatest economic problem of the times is the fire waste.
2. The greatest extent of the fire waste is in commerce and industry, the business life of the country.
3. The greatest measure of control of the fire waste has been effected by automatic sprinklers in commercial and industrial properties.
4. Therefore, automatic sprinklers are the true solution of the fire problem.

Owners of business properties who have not yet attempted to apply the principle of automatic control of fire to the solution of their fire problems should get

in touch immediately with the National Automatic Sprinkler association which is equipped with full information to give helpful cooperation in the important fire waste prevention campaign. It is logical to suppose that you may call upon your trade association for help in this respect as you should with other problems.

THE PANAMA CANAL

The Panama canal was opened for navigation August 15, 1914 by the U. S. A. It was built across the isthmus of Panama at its narrowest point but one and has a length of 43.8 nautical miles from deep water in the Atlantic to deep water in the Pacific. In 1924 the net profit on auxiliary business operation was more than \$900,000.

BUSINESS BELIEVES

The function of business is to increase the wealth of the country and the value and happiness of life.

It does this by supplying the material needs of men and women.

When a nation's business is carried on with constant and efficient endeavor to reduce the cost of things, to improve their quality, and to afford opportunity to every individual to market his services and commodities to the full, at the same time giving fair treatment to customers, capital, management and labor, it gives public service of the highest value.

To accelerate business activity is therefore, in the public interest. The freest interchange of goods and services among our people, and of every section with every other section of the country, makes for well being and a larger individual attainment. Any obstacles or threatened obstacles to such ease of exchange are against the public interest.

It should be the duty and the high desire of each individual to help remove impediments to the full, complete and orderly processes of barter and trade.—Wm. Butterworth, president, The Chamber of Commerce of U. S. A.

THE FIRST ELECTRIC LIGHT

Thomas Alva Edison, America's most important inventor, was born in Milan, O., Feb. 11, 1847. His first inventions were improvements for the telegraph then the stock market ticker. His most important inventions include the incandescent electric light, the megaphone, phonograph, electric storage battery, and motion picture machine.

Consolidated Macaroni Machine Corporation

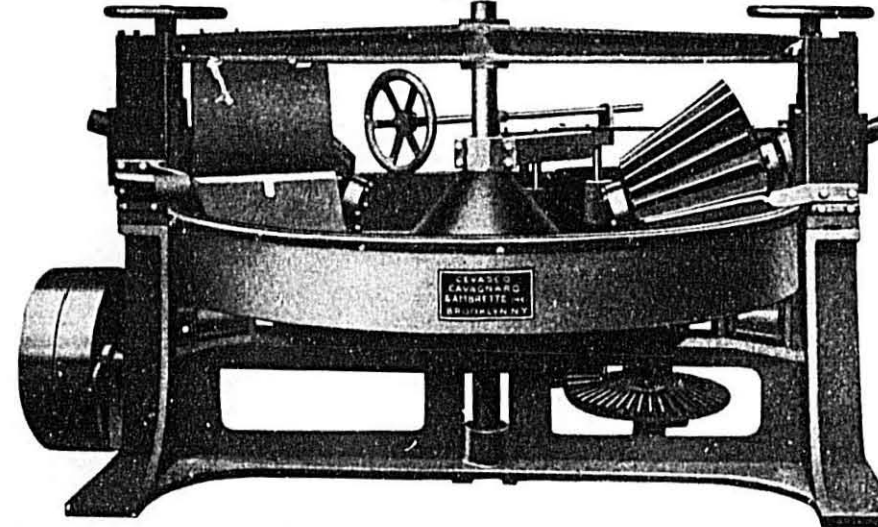
FORMERLY

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

Patents and Trade Marks

A monthly review of patents granted on macaroni machinery, of applications for and registrations of trade marks applying to macaroni products. In November 1929 the following were reported by the U. S. Patent Office:

PATENTS

Macaroni Mold

A patent on a macaroni mold was granted to Giuseppe Lubrano, New York, N. Y., assignor to Curly Macaroni Mould Co., Inc., Brooklyn, N. Y. Application was filed June 8, 1928, and was given Serial No. 283,992. The official description as given in the Nov. 19, 1929 issue of the Patent Office Gazette is as follows:

In an apparatus for forming macaroni, means for forcing the macaroni paste through a die plate, a die plate, having a bore therethrough comprising a laterally extending portion at the base thereof, a plug fitted in said opening having a cutaway concave peripheral portion to provide an opening extending downwardly from the top of a plug and communicating with a bore extending laterally and downwardly through the plug, said bore being frusto-conical in shape, having a smaller and a larger end, said larger end communicating with said downwardly extending opening in the plug, a cup-shaped nipple fitted in said frusto-conically shaped bore with its bottom spaced from said bore, said cup-shaped nipple having a lateral opening for establishing communication with the smaller end of said frusto-conically shaped bore, and a teat extending from the bottom of the cup-shaped nipple into the smaller end of the frusto-conically shaped bore terminating in the openings at said end and surrounded by the frusto-conically shaped walls of said bore throughout its entire length, the ends of said frusto-conically shaped bore and said teat being spaced from the laterally extending portion of said die-plate bore, whereby the macaroni extruded from said frusto-conically shaped bore is curled by engagement with said frusto-conically shaped bore and said teat and passes from said frusto-conically shaped bore without engaging the laterally extending portion in said die-plate bore.

TRADE MARKS APPLIED FOR

Six applications for registration of macaroni trade marks were made in

November 1929 and published in the Patent Office Gazette to permit objections thereto within 30 days of publication.

La Migliore

The private brand trade mark of Miglioretti Brothers, Baltimore, Md., for use on macaroni and other groceries. Application was filed Nov. 13, 1928, and published Nov. 12, 1929. Owner claims use since May 1, 1928. The trade mark is the trade name in black type written above an ancient sailing ship.

Twisto

The private brand trade mark of John L. De Angelis, doing business as Twisto Tubular Spaghetti Co., White Plains, N. Y., for use on macaroni. Application was filed Aug. 16, 1929, and published Nov. 12, 1929. Owner claims use since May 24, 1929. The trade mark is the trade name in outlined letters enclosed in an oval made of the tubular spaghetti. In the upper part of the oval is the name "De Angelis" and in the lower section the words "Twisted Spaghetti."

Home Spun

The private brand trade mark of Phillips-Lewis Co., Inc., Richmond, Va., for use on alimentary paste and other products. Application was filed July 14, 1928, and published Nov. 19, 1929. Owner claims use since Oct. 16, 1912. The trade mark is the name in black type written above a photograph of an old fashioned maiden working at the spinning wheel.

Eviunis

The private brand trade mark of "Cristallo" A.-G., Thusis, Switzerland, for use on alimentary pastes and other groceries. Application was filed Sept. 19, 1929, and published Nov. 19, 1929. Owner claims use since June 1929. The trade mark is in outlined letters above which is a spray of leaves.

Three D

The private brand trade mark of Geraldi-Dorman, Inc., Brooklyn, N. Y., for use on alimentary paste and other groceries. Application was filed Sept. 20, 1929, and published Nov. 19, 1929. Owner claims use since Dec. 21, 1928. The trade mark is in black letters and above three D's each superimposed on a bunch of leaves.

Family

The trade mark of The Pfaffman Egg Noodle Company, Cleveland, O., for use on macaroni, spaghetti and egg noodles. Application was filed Oct. 3, 1929, and published Nov. 19, 1929. Owner claims use since 1904.

The trade name is written in black script.

LABELS

Vegetized

The title "vegetized" was registered Nov. 5, 1929, by Vegetable Products Corp., Los Angeles, Cal., for use on macaroni. Application was published Feb. 9, 1929, and given registration number 36,591.

Chicago Gets Food Products Mart

The much discussed idea of a Food Products Mart in Chicago is to be realized. An entire division is to be devoted to the sales displays of food products and plans are under way to make it the largest mart of its kind in the world. The Merchandise Mart is in a large new fireproof building in the heart of Chicago's loop district, on the southwest corner of State and Washington sts.

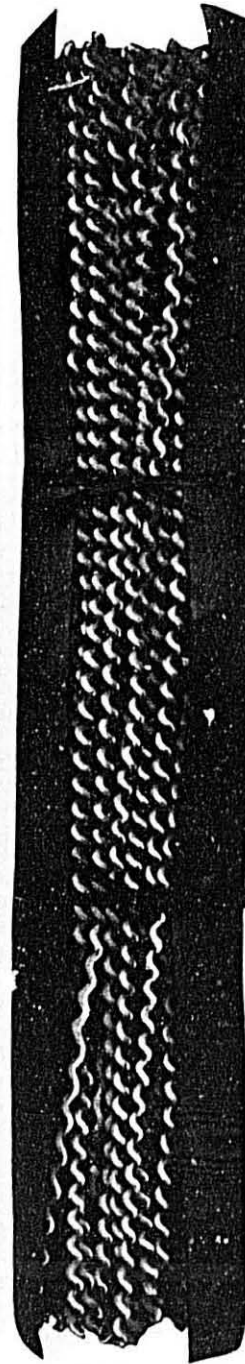
The open booth arrangement of displays where buyers may see in panorama as well as in detail any floor of exhibits, greatly increases the value of the displays to both buyer and seller.

Among the unique and business getting features associated with the Mart is a special sales service. A staff of trained sales people will be stationed throughout the Mart, adequate in number to properly and intelligently wait on the buyers. These men will be highly trained in their respective lines and will be able to give the retail buyers authentic information as well as make sales for the manufacturers. Orders taken will be forwarded to the manufacturer or designated jobber, or if a manufacturer desires prompt shipment it can be made from Chicago stock, for which the Mart has provided ample storage room.

In providing this sales service the management does not assume the prerogative of the jobber or other recognized distributor, but instead augments their efforts and the efforts of exhibitors to get more intensive and complete distribution for the products on display. Exhibitors desiring to maintain their own sales representatives in connection with their displays may of course do so.

Other services offered to exhibitors will include mailing and stenographic service, telephone service, care of displays and other time proven facilities to make it profitable for all concerned.

The cashier should be known by the company that he keeps.



PATENTED

The GENUINE F u s i l l o

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"If we have been able to make this die, considered an *Impossibility*, how good can we make your *Common Dies*

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CREATOR AND MAKER OF FINE DIES

Secrets of Successful Trade Marking

---Try for the Confusion-Proof Brand

Written expressly for the Macaroni Journal by Walden Fawcett

Not the least of the magic that goes into the most successful trademarking is a genius for avoiding trouble. It is all very well to move heaven and earth to find a pert, pat or catchy nickname. Downright essential it is to so exploit the trade mark appearing on any given commodity that the public will come to accept and use the "handle" as a byword. But with all due deference to the aggressive and constructive gestures of trademarking, yet may it be urged that the precautionary element has an important place in good will building.

The phase of safety first technique that we have here to consider is the dodging of the difficulties that grow out of "confusion in trade" or threatened confusion in trade. This bogey, be it confessed, is just about the most serious complication that can confront a merchandise brander. If a marketer makes a mistake in trade mark selection—if he attempts to fence off say a descriptive word or geographical name—he will be made aware of his error so soon as he undertakes to register his mark. But this pesky bugbear of "confusion in trade" is a shadow upon the future. And the brander cannot ignore it, because Uncle Sam's officers who regulate trade mark traffic take it so all-fired seriously.

Confusion-in-trade is just what the phrase would imply. Save that it refers to confusion occasioned or endangered by trade mark similarities. It would not be fair to characterize it as the same thing as substitution of goods or passing off of merchandise. Because the latter implies an intent to deceive the customer and switch brands without his knowledge whereas trade confusion may result from trade mark duplications or near duplications when there has been no guilty intention on the part of anybody to impose upon the heedless, the ignorant or the unwary. Whether due to deep, dark plotting, or occasioned by happenstance, "confusion in trade" is the one penalty of trade mark congestion of which the federal censors are most deathly afraid.

To some business men it may seem a bit strange that the supervisors at Washington should be so concerned as to what is to happen to trade marks as

they make their way in commerce. The function of the U. S. trade mark examiners is, presumably, to formally enroll trade marks and thereby attest the property rights or title to ownership of the first users. In that conception of their duties the sharps at the Department of Commerce would seem to have performed their task when they turn down marks that are deceptive or otherwise ineligible, or that dangerously resemble marks already registered. Why, then, this worry about possible mistakes of identity in the after-life of trade marks?

The explanation of why Uncle Sam decides all current questions of trade mark acceptance with an eye to the future lies in the fact that as the officials see it the sure test of the danger in trade mark resemblances is found in the hazard of "confusion in trade." Two trade marks may have something in common in sound or appearance or meaning, but so long as no confusion ensues it may be taken for granted that they are far enough apart to occupy the same commodity field. On the other hand, two trade marks might appear at casual glance to be at arm's length from one another, and yet owing to the circumstances of distribution the wares under the respective brands might be muddled. Behold, therefore, the reason why in this one aspect of trade mark administration the government has to guess at future developments instead of being content with present realities.

Just because the avoidance of trade mark confusion is the one vague, intangible prerequisite of successful trade marking, it behooves the marketer to consider carefully. He must do his guessing as well as must Uncle Sam. There are no hard and fast rules as to when reminiscent brands are actually confusable. Much depends on conditions and influences outside the brand itself. The type of stores in which goods are sold, the classes of people who buy (whether illiterates, children and servants be included), and even the price at which the units are retailed, have all been proved on occasion to affect the danger of confusion. And of course it aggravates the suspicion of confusion if doubletrack trade marks are in use on the same species of goods.

For the manufacturer who does not wish to be called upon officially to demonstrate that his wares are never a party to trade confusion there is only one safe course. That is to select in the beginning a confusion-proof brand. The way to accomplish this is to have an eye to the confusion factor when designing or inventing a brand. Unless forewarned many a brander will not test his choice of a trade mark on this score. He will consider whether a trade name is easily pronounceable, how it will look in advertising display, and whether or not it counterfeits an older, established mark. But he will neglect to examine its liability to bring on confusion in everyday selling to ultimate consumers. To get a slant on this last, a would-be brander may have to take a look at merchandising practices in his field and reckon with what he finds to be the facts as to how customers recognize preferred goods, how they express their wants, etc.

The producer who in his branding wishes to detour around the pitfalls of trade confusion must take into account other details of his selling scheme besides the trade mark. The way in which the mark is displayed, the form and size of the package, the color of the wrapper, etc., may all have bearing upon the confusability. That is to say, trade mark names which standing alone would surely be scrambled in the public mind may be robbed of much of their dangerous similarity if shown against backgrounds of package dress so sharply in contrast that almost any person must be conscious of a difference, even if he did not see the two packages together. In this last by the way, we find one of the jokers of trade confusion. Officials when appraising the risks of confusion always go on the supposition that the ultimate consumers who might be mystified will not see the matched items side by side but will have to rely upon memory.

The conservative manufacturer will wish not only to give a wide berth to brands that might be mistaken for his but to find for his trade mark a merchandise badge that later comes in the field cannot echo or shadow without proclaiming themselves pirates. In conclusion, a word of admonition that confusion-in-trade, as the term is used in connection with trade marks, em-

December 15, 1929

THE MACARONI JOURNAL

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To The Entire
Macaroni Manufacturing Industry
of America

A Glorious Christmas
and
A Prosperous New Year



To This End---We Will Always Be
At The Industry's Service.

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or Hand

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it may be---it makes no difference
to Mikah Products:

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OVERLAP PASTES
BOTTLE LABEL GUMS
CARTON SEALING GLUES

---a Mikah Product for every purpose,
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They have a happy faculty of doing
every sticking or sealing job they
tackle efficiently, thoroughly, de-
pendably, cleanly, quickly,
smoothly, economically. Made by
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Largest producer of adhesives
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And behind them is National
Service---seven modern plants and
and twenty-one warehouses at
strategic distribution points. No
business can be remote from
National Service.

NATIONAL
ADHESIVES
CORPORATION

EXECUTIVE OFFICES: NEW YORK

braces not only confusion-of-goods but likewise confusion-of-reputation. Therefore it is a double acting danger that must be dodged. Federal censors will admit that there is no danger that any person who wanted macaroni of a familiar brand would accept, say salad dressing under a parallel brand. But in unpinning a case of possible confusion they always ask themselves whether buyers of macaroni might be deceived by brand sympathy into the belief that salad dressing or some other unrelated product was produced or marketed by the owner of the trusted macaroni pledge.

Public Regulation Raises Food Quality

Though public regulation is given the major credit for the comparatively high standards of commercial food now prevalent in the survey of the National Bureau of Economic Research, the desire on the part of food manufacturers and suppliers to please the customer is mentioned as a large controlling factor in keeping the standard higher.

This survey, published with the report of the committee on recent economic changes, under the title "Recent Economic Changes," contains a chapter dealing with changes in consumption and the standard of living by Dr. Leo Wolman, who writes:

"Almost every year witnesses an increase in the public control over the production and sale of foodstuffs, through regulations extending all the way from grower to final consumer. Inspection of dairies, public efforts to eradicate bovine tuberculosis and to eliminate typhoid germs, tests of milk for bacteria count and butter fat content, and enforced pasteurization, have raised the effective standards for fresh milk, especially as concerns its safety for human consumption, and probably to some degree making for higher food value.

"Meat inspection, particularly by the federal service and city inspectors, has limited the sale of products made in part from the materials that are disease producing, decomposed, revolting, unclean, or otherwise unfit for food; though such control is by no means universally effective, and there are indications that un-inspected local slaughter has increased.

"Measures to prevent the sale of fruits and vegetables containing poisonous residues from spraying or other treatment, and to insure the wholesomeness of canned foods, are increasingly applied by commercial enterprises on their own account or under public control.

"The level of sanitary conditions under which other foods, including bakery products, are processed and sold has risen, partly as a result of public inspection, partly in consequence of the larger scale of enterprise, and partly because of the desire to appeal to the consumer's desire for assurance on this score."

The investigations of the National Bureau of Economic Research lasting over a year and covering all phases of economic activity in America in the years after the war were conducted at the request of the committee on recent economic changes which had been appointed with the then Secretary of Commerce Herbert Hoover as chairman to make a study of factors of stability and instability in our economic life.

Food Standards Approved

The secretary of the U. S. Department of Agriculture on Nov. 25 approved the definitions and standards for coffee, milk, and mayonnaise revised and amended by the food standards committee at its October meeting. These revised definitions and standards, given below, are now official for use in the enforcement of the federal food and drugs act, which is in charge of the Food, Drug and Insecticide Administration of the Department of Agriculture.

MILK is the whole, fresh, clean lacteal secretion obtained by the complete milking of one or more healthy cows, excluding that obtained within 15 days before and 5 days after calving, or such longer period as may be necessary to render the milk practically colostrum free. The name "milk" unqualified means cow's milk.

GOAT'S MILK AND EWE'S MILK are the whole, fresh, clean lacteal secretions free from colostrum, obtained by the complete milking of the healthy animals, and conform in name to the species of animal from which they are obtained.

SKIM-MILK, SKIMMED MILK, is that portion of milk which remains after removal of the cream in whole or in part.

PASTEURIZED MILK is milk every particle of which has been subjected to a temperature not lower than 142° F. for not less than 30 minutes, and then promptly cooled to 50° F. or lower.

COFFEE is the seed of cultivated varieties of *Coffea arabica*, *C. liberica*, and *C. robusta*. (a) Green coffee, raw coffee, unroasted coffee, is coffee freed from all but a small portion of its spermoderm and conforms in variety and in place of production to the name it bears.

(b) Roasted coffee, "coffee," is properly cleaned green coffee which by the action of heat (roasting) has become brown and has developed its characteristic aroma.

MAYONNAISE, MAYONNAISE DRESSING, MAYONNAISE SALAD DRESSING, is the clean, sound, semi-solid emulsion of edible vegetable oil, egg yolk or whole egg, a vinegar and/or lemon juice, seasoned with one or more of the following: salt, sugar, spice commonly used in its preparation. The finished product contains not less than 50 per cent of edible vegetable oil, and the sum of the percentages of oil and egg yolk is not less than 78.

The Secretary of Agriculture also approved the recommendation of the committee that the present definition of ice cream be deleted. The committee's reasons were that the present definition is not enforceable in interstate commerce because the subject has been specifically covered by laws in the various states and that the definition does not represent modern commercial practice in the manufacture of ice cream.

Prize Macaroni Recipe

Awarded by The Forecast Radio School of Cookery and approved by the Forecast Testing Kitchen

Mrs. Z. Gorman of Philadelphia, Pa., was awarded first prize for an original macaroni recipe submitted to The Forecast Radio School of Cookery after listening to the radio program supervised by Mrs. Alberta M. Goudiss. Since all recipes submitted in the contest name the brands, the prize recipe is given here with brands deleted:

HAM AND MACARONI CASSEROLE Ingredients

Two cups macaroni, cooked
Two cups ham, cooked and chopped
One cup cornflakes
One cup milk
Three eggs
One fourth small onion, chopped
One half medium size green pepper
One half teaspoon dry mustard
One half teaspoon salt
One half teaspoon pepper
Butter or frying fat

Method

Combine macaroni, ham, chopped onion and green pepper and blend well. Beat the eggs and add the milk, salt, pepper and mustard. Pour over the macaroni and ham and mix thoroughly. Pour into a buttered casserole dish and cover with corn flakes. Dot corn flakes with butter. Bake in a 300 degree oven 50 minutes. Recipe serves 6.

The Battle Creek Wrapping Machine Company Announces the Purchase of the Johnson Automatic Sealer Company

The physical properties are adjoining and will be operated together.

The increased plant facilities make it possible to give better service to customers of both companies.

Interesting new developments in automatic machines both for packaging and wrapping will be advertised and described in an early issue of

MACARONI JOURNAL

BATTLE CREEK WRAPPING MACHINE COMPANY

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NORTHERN LIGHT

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CARTONS

*Our Lithographed Cartons Have Special
Features: Write for Samples*

Grain, Trade and Food Notes

Whole Wheat Flour Definition

Realizing the importance of the definitions of whole wheat flour and similar products to the milling industry, the baking trade, and the consuming public, the food standards committee, at a meeting in Washington Oct. 21-26, voted to hold a public hearing before submitting definitions to the Secretary of Agriculture for approval, announces W. S. Frisbie of the Food, Drug and Insecticide Administration, U. S. Department of Agriculture, chairman of the committee.

The committee reaffirmed, in slightly revised form, the proposed definitions which were issued subsequent to its last meeting, as follows:

WHOLE WHEAT FLOUR, ENTIRE WHEAT FLOUR, UNBOLTED GRAHAM FLOUR, GRAHAM FLOUR, is the clean, sound product made by grinding wheat, and contains in their natural proportions all of the constituents of the cleaned and scoured grain.

BOLTED GRAHAM FLOUR, BOLTED GRAHAM, is the clean, sound product made from wheat by grinding and bolting and contains all of the grain except a portion of the bran.

FLOUR, WHEAT FLOUR, WHITE FLOUR, is the clean, sound, finely ground product obtained in the commercial milling of wheat and consists of the flour cells of the endosperm. It contains not more than 15% of the moisture, not less than 1.25%

of nitrogen, not more than 1% of ash, and not more than 0.5% of fiber.

The date of the hearing probably will be in March or April, of which notice will be given. It is suggested firms or individuals intending to be represented or present at the hearing advise A. S. Mitchell of the Food, Drug and Insecticide Administration, secretary of the committee, so announcement of the date of the hearing may be sent to them.

Growth Index of Good Nutrition

Teachers of home economics, extension workers, and others engaged in bringing about a better understanding of nutritional requirements have been seeking suitable material to illustrate the effect of right feeding. To meet this need the bureau of home economics of the U. S. Department of Agriculture has put out a series of 9 charts for classroom and lecture use. The set may be obtained for 50c (Do not use stamps), from the Superintendent of Documents, Government Printing Office, Washington, D. C.

Dr. Hazel E. Munsell, who prepared the charts, is in charge of the vitamin studies that are carried on by means of

small experimental white rats and guinea pigs. It has been found the physical development of these animals can be compared with that of human beings, and that they will eat the same foods. Consequently rats and guinea pigs are widely used, not only in connection with research on vitamins in foods but on other food factors.

The human system needs especially sufficient amounts of protein, calcium, and other minerals, and vitamins. The series of charts consists of pictures contrasting the appearance of laboratory animals given too little of each of these materials in their diet with that of animals that have had enough of each for good development. A group of common foods supplying the factor under discussion is pictured on each chart to help the housewife when she goes to market.

Flour Broker Asphyxiated

Herman T. Felgenhauer, Chicago district representative of the Capital Flour Mills, Inc., St. Paul, Minn., was found dead in his home at 4400 North Racine av., Chicago, the morning of Nov. 13, 1929, following a gas ex-

December 15, 1929

THE MACARONI JOURNAL

29

Make Your Noodles from the finest EGG YOLK

Rich in Color---
Fresh and Sweet

Write for Samples
and Prices

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Cheraw Box Company, Inc.

Seventh and Byrd Streets
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SATISFACTORY Wooden Macaroni Box-Shooks

NOTE—Our shooks are made from tasteless and odorless gum wood. Sides, tops and bottoms are full one-quarter inch thick and one piece. All ends are full three-eighths inch thick.

A nationally-known
package produced by
Stokes & Smith Ma-
chines.



STOKES & SMITH

*Machines for Package Filling, Sealing
and Wrapping*

An extensive line of machines for packaging. Machines that measure by volume or by weight. Machines that seal and machines that wrap tightly cartons of many sizes.

A Size and Speed for Every Need

Fully automatic single purpose machines for high production; machines of moderate speed, adjustable for size of package and accommodating various materials and various packages for the smaller output. Dusty materials handled with-

out dust. Accurate weights guaranteed even on the more difficult materials.

SAVE---

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IMPROVE---

Display Value, Selling Power, Preservation of Contents

Our experience is at your service in solving packaging problems. We shall be glad to have you call on us.

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CROOKSTON-SEMOLINA

From

Amber Durum Wheat

STRONG and UNIFORM
and of a WONDERFUL
COLOR

For Quality Trade

Crookston Milling Company

CROOKSTON, MINNESOTA

for
QUALITY
TRADE



plosion. When firemen arrived at the home to answer an alarm they found Mr. Felgenhauer lying on the kitchen floor with all the burners of the gas stove turned on. An investigation showed that he had been a heavy trader on the grain market this fall.

Mr. Felgenhauer first entered the durum semolina selling game in 1917 as the representative of the old Capital City Milling and Grain company with headquarters in St. Louis, Mo., and continued with that concern for several years. Later he organized the Felgenhauer Flour company, selling principally to bakers and macaroni makers in the St. Louis district. In 1926 he made arrangements with the newly organized Capital Flour Mills to represent that concern in the Chicago, Milwaukee and St. Louis districts, a connection which he held at the time of his death.

Mr. Felgenhauer was a high type of a salesman, a tireless worker, a man who made friends easily and always welcomed a caller. Macaroni men recognized him as a true friend of the industry and were shocked to learn of his untimely end.

Takes Southern Traffic Post
Morris H. Strathman, many years

traffic supervisor of Washburn Crosby company, Minneapolis, Minn., and one of the best known traffic experts in the northwest milling and grain trade, has accepted a position as general traffic manager for the Tex-O-Kan Flour Mills company with headquarters at Dallas, Texas. The company is one of the largest in the southwest milling field and ships a considerable quantity of its output to foreign fields. It is in this line that Mr. Strothman's experience will be most valuable in his new connection.

Export Demands Pep Durum Market

While the general wheat market was quiet but firmer during the latter part of November and the first part of December, durum wheat displayed an independently firmer tone due principally to a strong foreign market, good export demand and brisk local competition.

New offerings of high grade durum were light and shipments were small as generally expected.

Number One durum, ranging from 12 to 18% protein, was quoted at 1.17½ on the Duluth market on Dec. 1 and slightly higher at Minneapolis.

Number Two semolina ranged be-

tween 3¾ to 3¼c a pound, just below the price at which the macaroni manufacturers contracted for their season's needs during the fall. Shipping direction were meagre and inquiries few. Indications are that the industry has pretty well covered its raw material requirements for the winter.

Grocers Secretaries to Meet

The National Retail Grocers Secretaries association will hold its annual convention Jan. 23 and 24 in Chicago. These dates were selected because most of the members will be in Chicago that week attending the annual conference of the National Canners association. The program this year is unique inasmuch as not a single set address is provided for. Each session will be in the manner of a round table discussion that will touch every phase of association work.

Among other things the secretaries will discuss "Voluntary Chains and their Effect on Associations," "Cooperative Advertising," "Fundamentals of State and Local Organizations," "Credit Reporting Systems" and "Trade Papers and Legislation." All of the sessions will be in the new club rooms of the Chicago-Cook County Retail Grocers and Butchers association.

September Imports and Exports

More and more macaroni is being sold abroad by American manufacturers and distributors and less is reaching our shores from foreign countries according to figures compiled by the Bureau of Foreign and Domestic Commerce.

During September 1929 the total exports of American macaroni, spaghetti and noodles was 929,675 lbs. worth \$87,771. During September 1928 the exports were only 713,704 worth \$62,646. The increase has been regular throughout the first 9 months of the year so that by the end of September 1929 the total exports totaled 8,014,662 worth \$677,771, as compared with 7,005,004 lbs. worth \$627,275 which were the exports for the first 9 months of 1928.

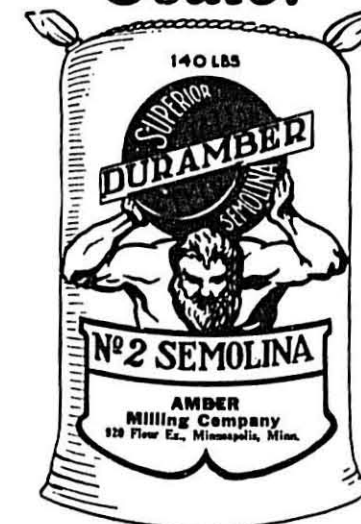
Imports Are Lower

During September 1929 we imported 40,424 lbs. of macaroni products at a cost of \$14,324 as compared with 206,929 lbs. worth \$20,547, the imports for September 1928.

The importation of macaroni products throughout the year has been steadily increasing so that for the first 9 months of 1929 we purchased only 1,978,974 lbs. worth \$184,028 as compared with 2,532,843 lbs. worth \$284,768, the imports for the first 9 months of 1928.

PER PASTA PERFETTA

Usate!



"Meglio Semola-Non ce ne"

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

Barozzi Drying System

Manufacturers of Macaroni
Dryers that dry in any kind
of weather

FAULTLESS AND SIMPLE

Result guaranteed
For this industry we design and
manufacture all kinds of
labor saving devices

Catalogue and estimate at
your request

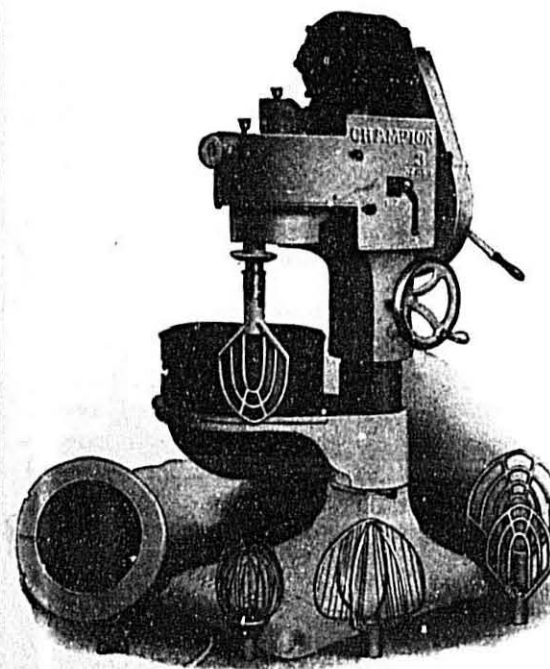
Barozzi Drying Machine
Company, Inc.

949 Dell Ave. North Bergen, N. J.
NEW YORK DISTRICT



One Word Well Describes Our
Dies and Repair Work

PERFECTION



CHAMPION EGG YOLK BEATERS

For Every Noodle Plant

3-Speed-36-80 Qt. Bowls
4-Speed-36-60 Qt. Bowls
7-Speed-20 Qt. Bowl

ELIMINATE STREAKY
APPEARANCE BY

Beating Egg Yolks and
Mixing Eggs with Flour.
Champion Beaters are
reasonably priced, cost
little to operate.

Champion Machinery Co.
Joliet, Illinois

Notes of the Macaroni Industry

Canadian Macaroni Census

According to the Dominion bureau of statistics, Ottawa, Ont., figures compiled on macaroni production and sales for 1929 show a slight decrease in quantity and value, though the quantity exported shows an upward trend. The report contains items of interest to the macaroni manufacturing industry in America as follows:

There was a decrease in both the quantity produced and in the selling value of the product. In 1927 the amount was reported at 19,104,677 lbs. valued at \$1,489,918, while in the period covered by this report the quantity fell to 18,662,465 lbs. worth \$1,429,746, a decrease of 442,212 lbs. with a decrease in selling value of \$66,172. Other products to the value of \$57,441 were reported in 1927 and \$52,425 in 1928.

The production totals are made up by provinces as follows:

	1927	1928
Quebec	\$995,098	\$975,899
Ontario	413,407	336,343
West. prov.	138,854	163,929

The numbers of establishments reporting rose from 9 in 1923 to 11 in

1924, 1925, 1926, 1927 and 1928, which were situated by provinces as follows: Ontario 4, Quebec 3, Manitoba 2, Alberta 1, British Columbia 1.

The total capitalization rose from \$1,239,819 in 1927 to \$1,250,832 in 1928, an increase of \$11,013. Of the total capitalization the province of Quebec contributed \$768,188, being 61.33% of the total capital investment in the Dominion.

Imports for the year were valued at \$236,263, the bulk of which came from the United States, while exports were valued at \$51,597, New Zealand and the United Kingdom being the largest buyers. None was exported to the United States.

New Houston Plant

A large macaroni manufacturing plant is under erection at 3016-18 Polk av., Houston, Texas, and is expected to be ready to operate early in 1930. The plant, which is to be one of the largest in the southern part of the country, has been started and financed by Houston capital and will be operated as the International Macaroni Manufacturing Company, Inc.

The plant will be equipped with the most modern machinery in all its departments and will specialize in bulk and package trade through high grade connections in southern United States, Mexico, West Indies, and Central America.

Joseph Tusa, a practical manufacturer and experienced business man will manage the plant which is expected to have a starting capacity of approximately 100 bbls. of semolina daily with sufficient packaging and sealing equipment guaranteeing the most ultra sanitary conditions. Plans are under way for a public reception at the plant's opening on a day to be named.

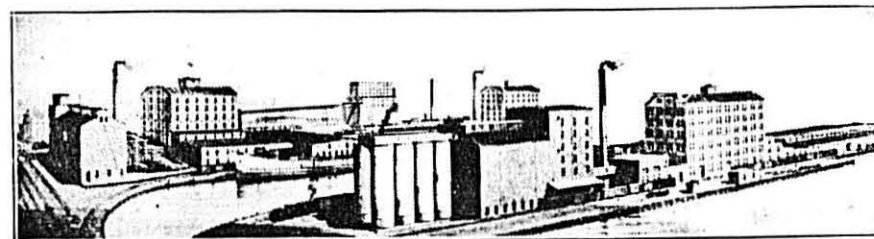
Arena Factory Damaged

The Arena Macaroni Factory on E. Airy st., Norristown, Pa., was damaged by fire the last week in November, supposed to have been caused by combustion within the plant. Stock and building loss is estimated at \$3000. Several firemen including the chief sustained slight injuries when they toppled from a platform in the smoke filled plant. The proprietor of the plant made immediate plans for repairing the damage.

December 15, 1929

THE MACARONI JOURNAL

33



King of them all . . .

Hourglass Brand Semolina

Quality Beyond Comparison



Milled exclusively from choicest durum wheat in plants that are up to the minute.

We also manufacture a full line of Durum Semolina and Flour to meet all requirements.

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
SYRACUSE OFFICE: 603 State Tower Bldg.
CHICAGO OFFICE: 14 E. Jackson Blvd.

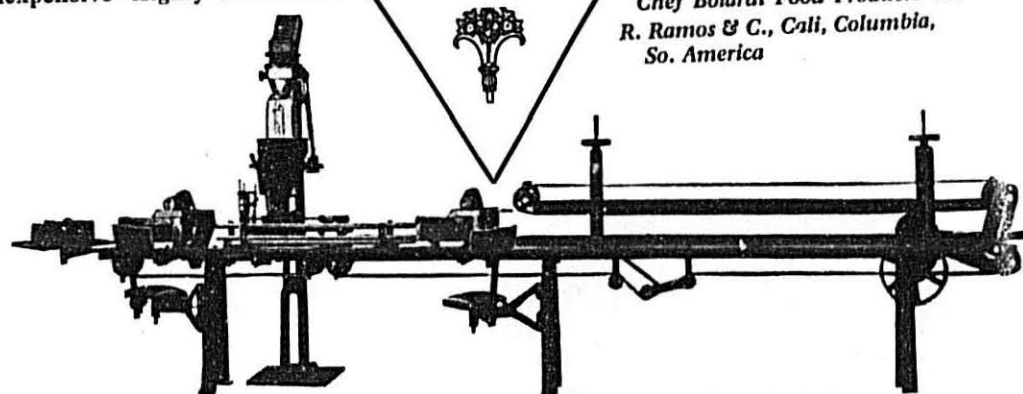
300
In Operation--

25 Cartons Per Minute
WEIGHED
FILLED
SEALED

A FEW USERS---

R. La Rosa & Company
Faust Macaroni Company
Feeser Macaroni Company
Magnolia Macaroni Company
De Martini Macaroni Company
Kansas City Macaroni & Imp. Co.
Chef Bolardi Food Products Co.
R. Ramos & C., Cali, Columbia,
So. America

Inexpensive--Highly Productive



Class SA Top and Bottom Carton with Class SB Automatic Weigher

TRIANGLE PACKAGE MACHINERY CO.

416-420 W. Huron St., Chicago

39 Cortlandt St., New York

443 So. San Pedro St., Los Angeles

building and machinery and resumption of production on the old basis.

Rob Factory Safe

The Anthony Bologna macaroni factory on N. Peters st., New Orleans, La., was burglarized last month by thieves who blasted the safe and got away with \$800 of the company's funds. Entrance to the office was gained by prying iron bars from a second story window. The burglars took only the cash, leaving checks. They were careful to leave no clues.

Absorbs Yuban Coffee

The Yuban coffee division of Ar-buckle Brothers will become a part of Grocery Store Products, Inc., according to announcement by Robt. M. McMullen, chairman of the board. Yuban Coffee is one of the largest and best known trademarked brands in its field. Some of the men long identified with the production and sales of Yuban coffee will join the merged group in its management.

Grocery Store Products, Inc. was organized some time ago with The Foulds company as an important component.

Among other interests controlled by this organization are Jacob's Mushrooms, Kitchen Bouquet, Toddy and Foulds Macaroni.

A Quarter a Day Menu

Despite the fact that macaroni products are mentioned several times in the weekly menus recommended by one of the modern, frugal Spartans, a brain worker in New York city, the adoption of his 25c a day menu would mean the ruination of practically every food industry in this country. He claims that the menus suggested by him compare favorably with those generally found in modern recipe books or on the household pages of women's magazines.

They should appeal to the reduction-craze classes because it is a safe bet that a 16 day diet on the portions recommended will surely bring about ample reduction in weight. The menus as they appeared in part in a recent issue of The New York Evening World are given herewith for those who care to try them. A balanced diet for 25c a day: why even students and artists would find it hard to closely observe the diet regulations.

On Sunday he gets a late breakfast and combines lunch and supper into one.

For the former he eats wheatcakes with butter and syrup, for 15c, getting protein, starch, fat and vitamins. The luncheon-supper consists of macaroni and cheese with green peas (protein, starch and minerals) for 10c.

His Monday breakfast is an orange costing 5c, and buttered toast for the same sum. For lunch he feasts on a chocolate nut bar, putting out another nickel, and getting some necessary sugar into his diet. Supper—or it might be termed dinner—costs all of 10c, and includes spaghetti with tomato sauce with string beans. In these 3 meals he has included in his diet protein, fat, sugar, starch and minerals.

On Tuesday he decided that his diet has not included roughage, and accordingly takes bran muffins with raisins for breakfast, plus a glass of milk. The indulgence costs him 10c. Lunch must therefore be light, and consists of an apple costing a nickel. Lima beans and spinach for supper cost 10c.

A little variety is obtained in Wednesday's menu. Corn flakes and milk for breakfast cost 10c. A nickel bag of peanuts does for lunch, while supper consists of carrots, bran muffins and butter, and the whole 25c is again used up.

The Golden Touch

King Midas Semolina

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

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

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

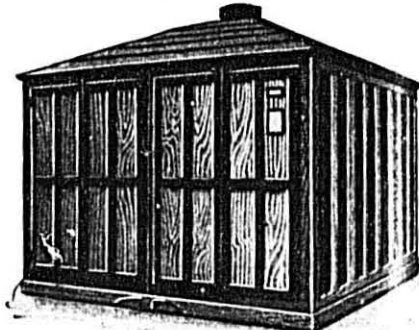
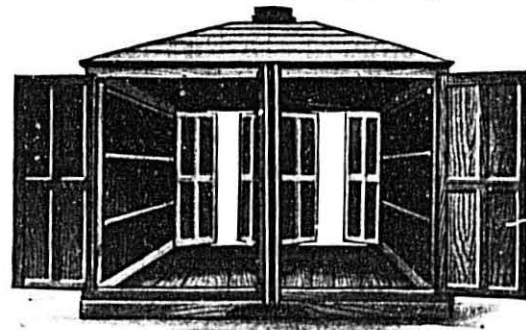


THE SECRET OF PERFECTION IN DRYING

is wrapped up in

THE GARBUIO, PATENTED DRYING SYSTEM FOR ALIMENTARY PASTES

Makes paste goods famous irrespective of climatic conditions by uniformity in drying.
Produces strong and pliable goods. Eliminates skin dried and checked goods.



Drying Apparatus for Long Macaroni Goods

We are pleased to announce that we have entered into a special arrangement with Giuseppe Garbuio of Treviso, Italy, as Sole Selling Agents and Manufacturers in the United States, Canada and Mexico for the Garbuio Patent Drying System for Alimentary Pastes.

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

HYDRAULIC PASTE-GOODS PRESSES AND PUMPS. COMPRESSED AIR AND GRAVITY TYPE ACCUMULATORS
DOUGH BRAKES NOODLE MACHINES DRYERS KNEADERS MIXERS TRIMMERS

Unusual Interest

ELMES
SINCE 1851

Unusual Sales

The Macaroni Journal

Trade Mark Registered U. S. Patent Office
(Successor to the Old Journal—Founded by Fred
Hecker of Cleveland, O., in 1903.)

A Publication to Advance the American Macaroni
Industry.
Published Monthly by the National Macaroni Manu-
facturers Association.
Edited by the Secretary, P. O. Drawer No. 1,
Braidwood, Ill.

PUBLICATION COMMITTEE
HENRY MUELLER, JAS. T. WILLIAMS
M. J. DONNA, Editor

SUBSCRIPTION RATES
United States and Canada . . . \$1.50 per year,
in advance.
Foreign Countries . . . \$3.00 per year, in advance
Single Copies . . . 15 Cents
Back Copies . . . 25 Cents

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ADVERTISING RATES
Display Advertising . . . Rates on Application
Want Ads Five Cents Per Word

Vol. XI December 15, 1929 No. 8

In the Month's Mail

First—Czechoslovakian alimentary
paste manufacturers are fighting for
protective legislation similar to that
enjoyed by their American brethren ac-
cording to an interesting communica-
tion from a leading macaroni maker in
that new European country:

"In the last issue of the Macaroni
Journal—a magazine which we eagerly
look forward to monthly—we note the
fight your industry is making to elimi-
nate artificial coloring of macaroni
products. We are envious of your suc-
cess and for purpose of comparison to
enable us to obtain the same, badly
needed protection here, won't you
kindly give us the following informa-
tion:

- 1—The ruling covering the use of artificial coloring.
- 2—Information as to the quantity of eggs required to conform with the Federal Food and Drugs Act.
- 3—Your approved, simplest method of detecting added coloring or measuring egg content in the finished macaroni products.

"We want to congratulate the Na-
tional Macaroni Manufacturers asso-
ciation on the work which it is doing
in this and other lines and to assure
you that we foreigners appreciate the
American way of doing business."

Second—A Canadian manufacturer
has a peculiar weevil problem he seeks
to solve and knowing the extensive re-

search work reported in The Macaroni
Journal several years ago asks help in
its solution.

The firm does a most creditable ex-
port business to England and the
Orient, but recently had an inquiry
from a firm in the tropics for a good
size order which the buyer will accept
only on a strict guarantee that goods
will not be weevily on arrival. As the
goods must be exposed to the 2 ex-
tremities of heat and cold, just what
protective measures should be taken to
insure delivery in perfect condition?

While weevils will not propagate in
cold weather they do get exceptionally
busy in the warm regions. Here is a
problem that will interest all manu-
facturers who ship to warmer territories.
It is claimed that macaroni comes from
the presses absolutely free from live
weevils or fertile eggs. If this is true
infection must come after the manu-
facturing process is completed. The ques-
tion is—how best to protect against
infection in the drying and packing
rooms, the warehouses, freight cars,
ships and the distributor stockrooms?

Third—A very successful noodle
manufacturer in the east appreciates
the psychological value of the term
"home made" when used with refer-
ence to noodles. Under the law can
the term be used on packages of
noodles made in a plant not in any way
connected with the home or the resi-
dence of the manufacturer? A strict
construction of the meaning of the
term would preclude its use under the
circumstances.

Fourth—Another noodle manu-
facturer inquires as to how extensive is
the practice of using fresh eggs in
noodle making and what is the legal
mixture in cases where such eggs are
used.

Few, if any noodle manufacturers,
use whole fresh eggs in their noodles.
However, the quantity may be com-
puted by using 20 lbs. of whole fresh
eggs exclusive of the shell for each 100
lbs. of flour in the dough mix. The
number of eggs required to make 20
lbs. after breaking will depend entirely
on the size of the eggs. Eggs range
from 15 oz. to 26 oz. to the dozen. The
average is about 10 eggs to a pound so
that approximately 200 eggs will be
needed to a 100 lb. batch to meet all
legal requirements.

AN "AIRY" SALESMEN

Two Negro boys were engaged to
change one of the large heavy tires

used on the present day type of motor
coaches. The bulk and weight of the
tire was giving them quite a little
trouble and a bystander, noting this,
made an offer of a quarter to the one
making the nearest correct guess of
the actual weight of the tire.

The first boy to proffer his guess
very confidently said: "Dis here tire
weighs 35 pounds, boss." Whereupon
the other boy hilariously drolled his
reply: "Boss, dat shows how ignorant
some folks is. Ah jest put 70 pounds
of air in dat tire."

But he, and some salesmen too,
should remember that a lot of air does
not necessarily mean a lot of weight.

A. C. Krumm, Jr., Dies Suddenly

A. C. Krumm, Jr., for many years
president of A. C. Krumm & Son Mac-
aroni company, Philadelphia, Pa., died
suddenly Dec. 4 in the club house of the
Porter's Lake Hunting & Fishing club in
Pike county. He collapsed on his return
from a gunning trip with some friends
and was soon beyond medical aid.

Though still a young man, only 49
years old, he was recognized as one of



A. C. Krumm, Jr.

the leading macaroni manufacturers of
the country and for several years served
as a member of the board of directors
of the National Macaroni Manu-
facturers association of which his firm has
long been a member. Several years ago
Mr. Krumm was very active in associa-
tion work; later he was compelled to
give more attention to his personal inter-
ests but last year resumed his associa-
tion activities and was prominent at the in-
dustry's convention in New York city.

Mr. Krumm is survived by his widow
and a host of friends in this industry as
well as in business circles in his city.

MACARONI BOX SHOOKS

*From any grade or color of Southern Woods
you may prefer*

Our timber holdings and 11 mills located in
Florida

Alabama

Mississippi

Louisiana

With capacity of ELEVEN CARS of FINISHED MATERIAL
a day and equipped with the most modern dry kilns and saws,
guarantee you PROMPT and SATISFACTORY SERVICE.

We would be pleased to submit our sales plan, samples and prices.

J. C. NICHOLS

Home Office
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Eastern Office
123 So. Broad St.
Philadelphia, Pa.
F. H. Goldey, Mgr.

OUR PURPOSE:
EDUCATE
ELEVATE
—
ORGANIZE
HARMONIZE

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

OUR MOTTO:
First—
INDUSTRY
—
Then—
MANUFACTURER

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The President's Column
Greetings

As President of the National Macaroni Manufacturers Association I feel privileged to extend to my associates and to every member of the Industry in America and in the world my sincere good wishes for

A HAPPY CHRISTMAS
and
A SUCCESSFUL NEW YEAR.

Wanted---More Journal Interest in 1930

I am convinced that macaroni manufacturers quite generally scan the monthly issues of our official organ,—The Macaroni Journal; many read it from cover to cover and are well paid for doing so.

The question arises are we taking full advantage of the possibilities of this publication? Are we making it OUR SPOKESMAN?

During the New Year, we hope to have the pleasure of publishing many articles, short and long, from the pens of leading manufacturers and allied tradesmen.

Articles from experienced men are always interesting to their business fellows and often encourage replies, all of which should serve to make our magazine more enlightening.

Here are some suggested topics of discussion:

- 1—Is macaroni consumption in American Homes increasing or decreasing? To what extent and why?
- 2—The popularity of Egg Noodles.
- 3—Nowhere is Sanitation and Cleanliness more essential than in kitchens and food plants. What can we do to encourage both?
- 4—What about Recipes? Should we broadcast an unlimited number or concentrate our efforts in popularizing a dozen best ones?
- 5—Are you satisfied with the quality and color of your semolina? Suggest improvements.
- 6—What sales policies do you praise or condemn?
- 7—Is there any good reason why any Macaroni Manufacturer should not be an active member of the National Macaroni Manufacturers Association? Suggest plans for more thorough cooperation between firms.
- 8—What is your PET PEEVE and why?

Space is limited. Articles will appear in order of their receipt. Who'll be among the first volunteer contributors in 1930?

The Secretary's Column
TOPICS OF THE DAY

Number ONE—GOOD CHEER.
To ONE and ALL—THE SEASON'S GREETINGS.

Number TWO—SURVEYING OURSELVES.

Have you done your duty?
The cooperation of every macaroni and noodle manufacturer in the country has been asked in making a survey of our industry. All are urged to give information in confidence that will aid in making a study of present conditions and future prospects.

This will in no wise obligate any one in the Industry to support any activity that the research will determine as essential. It merely means that your help is wanted in making census of our own business for our own good.

If you have not yet submitted your questionnaire to the Millis Advertising Company, Indianapolis, do your duty now.

Number THREE—THE STOCK MARKET CRASH.

How did the recent "crash" in the Stock Market affect the Macaroni Manufacturers?

Well, those who attended to their business escaped unscathed. The gamblers got stung. Others suffered only paper losses.

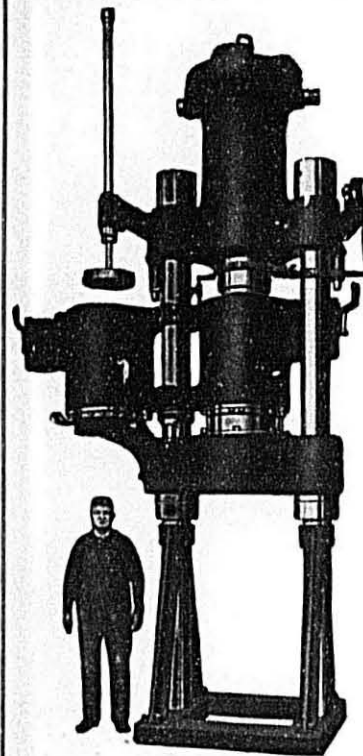
Billions in values, much of it intangible, have been wiped out. BUT NOT A SINGLE GRAIN OF WHEAT HAS BEEN DESTROYED. Semolina is not less plentiful nor is it much more costly.

The "crash" has caused the business men in this industry to lose none of their ability, their experience and their craftsmanship.

Therefore there should be no harmful effects if the manufacturers will follow the advice of President Hoover's voice at a conference of the leading representatives of industry and commerce in Washington early this month,—and WORK more determinedly than ever.

A year hence the "crash" will be forgotten. Those who doubt this should listen to the little small voice which cries out:

WATCHMAN, WHAT OF THE NIGHT?
They will hear the encouraging cry, clear and true:
THE MORNING COMETH!



John J. Cavagnaro
Engineer and Machinist

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

Specialty of
MACARONI MACHINERY
Since 1881

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



Durum Semolina
FOR A SWEET CLEAN PRODUCT

USE

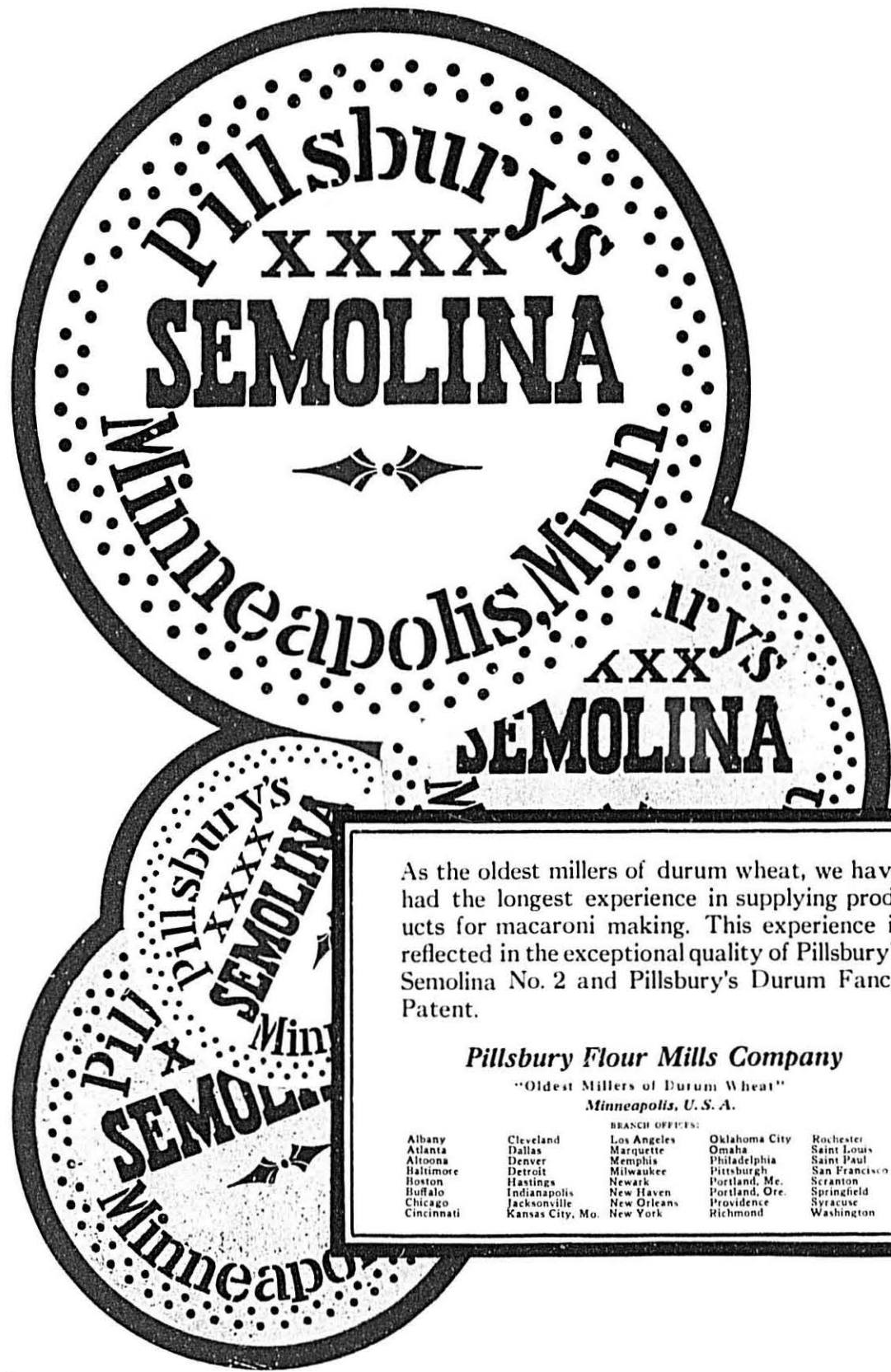


Famous For Its
Quality

Recommended For Its
Uniformity

GUARANTEED

Carefully Milled from the Best Selection Amber Durum Wheat
CAPITAL FLOUR MILLS, INC.
MINNEAPOLIS SAINT PAUL



As the oldest millers of durum wheat, we have had the longest experience in supplying products for macaroni making. This experience is reflected in the exceptional quality of Pillsbury's Semolina No. 2 and Pillsbury's Durum Fancy Patent.

Pillsbury Flour Mills Company

"Oldest Millers of Durum Wheat"
 Minneapolis, U. S. A.

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Albany	Cleveland	Los Angeles	Oklahoma City	Rochester
Atlanta	Dallas	Marquette	Omaha	Saint Louis
Altoona	Denver	Memphis	Philadelphia	Saint Paul
Baltimore	Detroit	Milwaukee	Pittsburgh	San Francisco
Boston	Hastings	Newark	Portland, Me.	Scranton
Buffalo	Indianapolis	New Haven	Portland, Ore.	Springfield
Chicago	Jacksonville	New Orleans	Providence	Syracuse
Cincinnati	Kansas City, Mo.	New York	Richmond	Washington