

**THE
MACARONI
JOURNAL**

**Volume 11,
Number 12**

April 15, 1930

The Macaroni Journal



Minneapolis, Minn.

April 15, 1930

Vol. XI No. 12

EMBLEM of COOPERATION

Harmony



THE ENERGY TRIO!

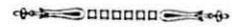
MACARONI SPAGHETTI EGG NOODLES

For A

Greater and More Prosperous Industry

A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI

Again and Again —and Again



When you buy a Maldari Die you buy *extra strength and length in the outlet end of the chamber.* This construction insures that the dies will last longer before they will require re-finishing; also that their strength will allow for re-finishing again and again---many times. These repeated re-finishings save the purchase of new dies, so a Maldari Die is by far the cheapest in the end. And when you have us do the re-finishing work, your die will be as good as new. *Have You Our Catalog? If Not You Are Welcome To A Copy for The Asking.*



F. MALDARI & BROS., INC., 178-180 Grand Street, NEW YORK CITY

"America's Leading Die Makers for Over 28 Years with Management Continuously Retained in Same Family."

Maldari's

Insuperable

MACARONI DIES

Honor Roll of Subscribers

Here Is Proof That the Macaroni Industry Does Believe in Itself --- A Hundred Good Reasons

The proposed national advertising campaign for popularizing macaroni products is WAR to obtain a greater demand market to the end that a peaceful, profitable business may be enjoyed by everyone in the industry. It is and rightfully should be an honor to be enrolled as supporters of this movement to be acclaimed as among those who are "FIRST IN WAR FIRST IN PEACE FIRST IN THE INTEREST OF THEIR INDUSTRY." Here is a list of concerns who have invested in themselves and in our industry. It includes all who have signed for the campaign up to and including April 19, 1930. Subsequent subscribers will be listed next issue.

COMPLETE HONOR ROLL TO DATE

- Alabama**
 - Birmingham Macaroni Co., Birmingham
- Colorado**
 - American Beauty Macaroni Co., Denver
 - Golden Crown Macaroni Co., Trinidad
- Connecticut**
 - New Haven Macaroni Co., Inc., New Haven
 - Pope Macaroni Mfg. Co., Waterbury
- Illinois**
 - John Ganpa Macaroni Co., Chicago
 - Portune-Zerega Co., Chicago
 - Fonlds Milling Co., Dubuque
 - U. Grass Noodle Co., Chicago
 - U. Klom Noodle Co., Chicago
 - Liberty Macaroni Co., Rockford
 - Other Rossi & Sons, Bradley
 - W. J. Oats Co., Chicago
 - W. J. Oats Co., Chicago
 - W. J. Oats Co., Chicago
- Kentucky**
 - Wentz Macaroni Co., Louisville
- Louisiana**
 - Mark Danton & Co., New Orleans
 - Maricco Macaroni Mfg. Co., New Orleans
 - National Food Prod. Inc., New Orleans
 - Trigum Food Products Co., New Orleans
- Massachusetts**
 - Italian Spaghetti Mfg. Co., Boston
 - Macaroni Co., Worcester
 - Trigum Macaroni Mfg. Co., Boston
- Missouri**
 - American Beauty Macaroni Co., Kansas City
 - American Beauty Macaroni Co., St. Louis
 - Herker Food Products Co., St. Louis
 - Trigum Macaroni Co., Springfield
 - East Bros. Macaroni Co., St. Louis
 - Kansas City Mac & Imp. Co., Kansas City
 - Belario Bros. Spag. Mfg. Co., St. Louis
 - Blond City Macaroni Co., St. Louis
 - Ravarno & Freschi Imp. & Mfg. Co., St. Louis
 - Trigum & Bros. Mac. Mfg. Co., St. Louis
 - Trigum Grocery & Mfg. Co., St. Louis
- Nebraska**
 - Herker Food Products Co., Lincoln
 - Skinner Mfg. Co., 1423 Jackson St., Omaha
- New Jersey**
 - Deane Brothers, Jersey City
 - F. E. Mueller Co., Jersey City
- New York**
 - Bechtel Packing Co., Canastota, N. Y.
 - Dunkirk Macaroni & Supply Co., Dunkirk
 - Fonlds Milling Co., New York City
 - Fonlds Milling Co., Syracuse
 - A. Goodman & Sons, New York City
 - Ronzoni Macaroni Co., Long Island
- Ohio**
 - Schneider Bros. Mac. Mfg. Co., Wooster
 - V. Zervas Sons, Wooster
- Oklahoma**
 - W. J. Oats Co., Oklahoma
- Pennsylvania**
 - W. J. Oats Co., Philadelphia
 - Ed. Lynch Products Co., Pittsburgh
 - Jefferson Mac. Co., Ross
 - Keystone Macaroni Co., Zionsburg
 - The Mays Company, Harrisburg
 - Mrs. C. H. Stone Noodle Co., Elwyn
 - S. J. Oats Mac. Mfg. Co., Lancaster
- Rhode Island**
 - G. D. DeBelle Co., Inc., Providence
 - Serravallo Mac. Co., Providence
- Texas**
 - Fort Worth Macaroni Co., Fort Worth
 - Maestri Mac. Mfg. Co., Houston
 - National Macaroni Co., Dallas
 - Ohio Macaroni Co., Beaumont
- West Virginia**
 - West Virginia Mac. Co., Parkersburg
- Wisconsin**
 - Brookfield Bros. Macaroni Co., Milwaukee
 - Brookfield Macaroni Co., Milwaukee
- ALLIEDS**
 - Boxes**
 - Franklin Supply Box Co., Chicago, Ill.
 - Dies**
 - F. Muller & Sons, Inc., New York, N. Y.
 - Mary T. Lutz Bros., Inc., Boston, Mass.
 - Eggs**
 - K. O'Brien & Sons, Inc., Chicago, Ill.
 - Lithographing**
 - Roscoe Lith. Co., 121 Varick St., New York, N. Y.
 - Machinery**
 - Barrett Die & Machine Co., North Bergen, N. J.
 - Charmont Machine Co., Inc., Brooklyn, N. Y.
 - Consolidated Macaroni Mach. Co., Inc., Brooklyn, N. Y.
 - Charles J. Hines Engineering Works, Chicago, Ill.
 - Packard Machinery Co., Springfield, Mass.
 - Millers**
 - Capital Flour Mills, Inc., Minneapolis, Minn.
 - Commander Milling Co., Minneapolis, Minn.
 - Crookston Milling Co., Crookston, Minn.
 - Duluth Superior Milling Co., Duluth, Minn.
 - King Mills Mill Co., Minneapolis, Minn.
 - Minneapolis Milling Co., Minneapolis, Minn.
 - Pillsbury Flour Mills Co., Minneapolis, Minn.
 - Washington Crusty Co., Inc., Minneapolis, Minn.

OF PRODUCTION
 Call it that if you choose.
 Aggressive business men prefer to refer to it as
LACK OF DEMAND
 Create DEMAND the evil dies.
 This can be only done through concentrated effort.
 An educational appeal to all the housewives in the
 United States, giving them attractive appetizing ways
 of serving our products and of getting them to accept
MACARONI PRODUCTS as a part of their daily
 menus.
THIS MUST BE DONE

QUALITY



TO ENABLE you to cash in on the National Macaroni Advertising Campaign you must insist on Quality. Every new consumer started as a result of this advertising must be retained as a permanent customer. Good Quality alone can be counted on to accomplish this.

Never before, in our opinion, has macaroni had a better chance to occupy the position it deserves on the family table.

And never before have manufacturers who insist on Two Star Semolina had a better opportunity to get their share of this business. Why? Because Two Star can always be depended upon for highest quality and absolute uniformity.



**BE SURE
TO SEE US
BEFORE BUYING**

**TWO-STAR
IS A GOOD
PRODUCER**

MINNEAPOLIS MILLING COMPANY

Minneapolis, Minnesota

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

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

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

THE MACARONI JOURNAL

Volume XI

APRIL 15, 1930

Number 12

ADVERTISING---The Business Stabilizer

The consuming public does not enjoy benefits by unfair price cutting to compensate it for the injuries following demoralization caused by said price cutting. This for the reason that, in the long run, unrestrained price cutting tends to impair, if not to destroy, the production and the distribution of articles desirable to the public--The Federal Trade Commission.

Honest and fair competition for profitable business usually results from honest and fair cooperation between manufacturers of the competitive product. Enlarge the market and increase the demand for macaroni products and immediately there will vanish much of the unfair competition about which there is much complaint. Briefly that is the main purpose of the contemplated national cooperative macaroni advertising campaign.

Reports from the several representatives of the National Macaroni Manufacturers Association who during the past few weeks have been in daily, intimate contact with all classes of manufacturers in the industry may even be termed flattering. Everywhere they get much encouragement. They are pleasingly surprised at the very general favorable attitude of the heads of large and small concerns toward national advertising of macaroni, spaghetti and egg noodles.

As might be expected there also exists some opposition. It would be absolutely impossible to get one hundred per cent support for any cooperative activity in any industry. The presentation of facts by means of sound arguments will overcome the opposition that is daily becoming less. However, all practically agree that something will just have to be done to improve conditions that are the results of either natural or artificial development. If not a cooperative advertising campaign, then what?

An industry will never be rid of complainants. Business in the macaroni manufacturing field is not so bad; it could be made much better. A survey of the reports made by field representatives shows that the most common complaint heard in all sections of the country from all classes is that our industry suffers from a lack of stability. Prices fluctuate abnormally; qualities vary unduly; unfair practices on the part of a small minority adversely affect the whole trade.

Will a national cooperative advertising campaign of macaroni products lessen or eliminate these evils? Based on the experiences of others in related and unrelated trades, it undoubtedly would. Such a campaign backed by manufacturers in every section of the country would unquestionably bring the supporters into much closer and friendlier contact thus promoting a better understanding. It has been truthfully stated that "our interest is where our money is." This financial interest in the welfare of a general activity will encourage unity of thought and unity of action; that practically guarantees greater business stability. Greater stability must come to macaroni manufacturers

because neither this nor any other business can long endure and thrive without it. Unfair business practices, which seem to be the basis of ninety-five percent of the complaints, will not lead to that greater stability sought. Cut-throat competition works equal injury to the public as well as to the manufacturer. It undermines confidence in one another and in our products, and surely this does not tend to stability.

No amount of advertising will entirely eliminate competition but it may serve to limit it to keen rivalry between manufacturers of quality goods who seek to gain public favor. Competition might better be for the new business which a publicity campaign should and will create, rather than the usual fight to borrow a customer for the time being, especially those customers that are always for sale to the lowest bidders. Furthermore the new competition should more profitably be restricted to quality products at uniform fair profits and that is what should happen from the enlarged market which the proposed national macaroni advertising campaign is practically certain to create.

It is assured even at this moment that our industry will sponsor a campaign of some kind, supported morally and financially by the progressive macaroni and noodle makers and the allied tradesmen. It would be unfortunate to have any prominent member in the trade withhold his assistance, because among other things the contemplated campaign should accompany the following: it should eliminate waste due (1) to unnecessary and destructive competition, (2) to lack of uniformity in business practices, and (3) to lack of standards of quality.

Thoughtful men in the industry who have been studying its needs for many years recognize the need for better understanding among manufacturers, distributors and consumers, and as a result are showing the field representatives every courtesy, listening intently to their story and signing up for their own share of responsibility for this well planned, nation wide move to popularize macaroni products, thus helping to put their business and this industry on a more even keel.

At this point it is opportune to quote one of the aggressive proponents of the movement: "I have of late come to the satisfying conclusion that the contemplated cooperative advertising of macaroni products to bring about a much needed increase in the per capita consumption of macaroni, spaghetti and egg noodles is already assured of highly beneficial results, results which will mean greater confidence in our own business, more stabilized markets and fairer profits, uniformly higher and more secure."

If you have doubted or hesitated, even if at first you refused to support the movement, there is still time to change your mind and join those who seek to make the macaroni manufacturing business more stable and more profitable.

Spirit of Enthusiasm Shown in Letters and Endorsements

---All Sections Join in Chorus of Praise and Confidence

Enthusiasm and cooperation on the part of the whole industry are after all the outstanding factors which have brought about the success of the industry's campaign of promotion and publicity.

Each day additional evidence of the enthusiastic backing of the plan is being received from all parts of the country. It is this spirit which has made it possible to pass the million mark. It is this same spirit which will enable the industry to carry the plan on to even a greater success, finally establishing Macaroni Products in their rightful position in public favor.

Many letters and endorsements manifesting this enthusiasm, have been received at Campaign Headquarters. Typical of the spirit of cooperation and enthusiasm is the letter coming from Gaetano Viviano, vice president of the V. Viviano & Bros. Manufacturing Company, Inc., St. Louis, Mo. He says:

Having been appointed state chairman for Missouri in the National Advertising Campaign, I wish to commend the Publicity Committee on its earnest endeavors to promote the growth of the Macaroni Industry. My candid opinion is that this Campaign will educate "The Millions" to the vital importance of the consumption of macaroni as a fundamental food. We in the state of Missouri have subscribed our moral and financial support 100%, and I hope that the other states will greet this campaign with equal enthusiasm. May all our fellow associates join in wholehearted cooperation and thereby derive the numerous benefits from this great undertaking, for we all favor the advancement of the Macaroni Industry!

Mr. Viviano from the start has been one of the most aggressive and enthusiastic proponents of the Program in the whole industry. He has thrown the full weight of his influence and personality into the task of putting the Campaign across. His attitude is well reflected in his statement: "I wish to make it understood that I will do all in my power for the benefit of the great advertising campaign for the advancement of the Macaroni Industry. I feel that herein lies the salvation of our Industry." It is largely due to the untiring efforts of Mr. Viviano that Missouri has responded as it has to the National Campaign.

The entire southwest is also well represented in the tide of enthusiasm. One of the leading manufacturers in the district is the Fort Worth Macaroni com-

pany, and this company has also taken the lead in lining up the industry throughout the entire section. N. T. Mazza of this progressive organization writes as follows:

"After looking into every phase of this program, the planned method of teaching the public the value and advantages of macaroni and macaroni products, we are convinced that it is the logical way to proceed, and we are glad to be a part of it.

"Surely no one will doubt the necessity of such an educational program. Certainly we all know and realize that no individual can do this educational job alone. It must be done if we are to keep on the incline in our business, both in volume and profits, and it is up to each and every one of us to do our part. This cooperative movement therefore makes it possible for us as an industry to do what we as individuals cannot do; create a demand for our product.

"Of course it is going to pay us. We cannot see how any manufacturer can fail to get a mighty good return on his investment. We can see, however, how it can be quite costly for any manufacturer who fails to be in this cooperative effort. Failure to get the advantages of this campaign will certainly prove expensive to every manufacturer who may elect to continue fighting this battle alone.

"We are urging you therefore, to get in. Let's make this unanimous. It is what we have been wanting, organized in such a way as to be nearly fool proof, and I say, LET'S GO!"

Such glowing endorsements and pledges of cooperation are typical of the sentiments of the entire industry. Success can hardly be denied to such a spirit of determination and enthusiasm, providing, of course, it can be maintained throughout the entire battle.

As Others View It

The National Cooperative Advertising Campaign to bring about an increase in the consumption of macaroni products soon to be launched by the progressive manufacturers of the country has aroused nation wide interest, not only among the manufacturers and distributors but among all who are interested in publicity as a business pro-

moter. At random are selected the following references to the campaign:—

Spaghetti An International Dish
Mrs. Ida H. Cornforth, well known in the home economics and nutrition field and an expert demonstrator of the preparation of foods, stated recently while concocting a dish of luscious spaghetti,—“Contrary to general opinion spaghetti is not now an Italian dish but has reached international importance.”

Why should it not be? It is a most nutritious food capable of limitless combinations that appeal to all appetites. If the macaroni manufacturers have their say about it every man, woman and child in America will be taught to properly appreciate the true merits of their products in a nation wide campaign which they are now promoting.

Macaroni Plans Campaign For More Popularity

Macaroni, a familiar name on every grocery store shelf, nevertheless occupies a prominent place in the ranks of neglected products, according to the National Macaroni Manufacturers Association. This fact, long suspected, was confirmed in a survey of the industry and of its sales outlets and consumers, recently completed.

Salient facts revealed in this investigation: Macaroni products are served in the average American home on an average of only once a month; the average housewife knows only 2 ways of preparing macaroni for the table.

In future macaroni probably will be served in more homes, more frequently and in a more appealing variety of ways. To accomplish this end a 4 year national cooperative advertising campaign has been planned by the association and the Millis Advertising company of Indianapolis, Ind. The appropriation is expected to total more than \$1,000,000, of which more than half has already been underwritten.—*Advertising & Selling.*

KEEP INITIATIVE ALIVE

The successful business man will take care not to destroy or undermine the initiative of his associates or employees.

April 15, 1930

THE MACARONI JOURNAL

7

LEADERS IN MOVEMENT FOR LARGER SALES

THE ENERGY TRIO!
MACARONI SPAGHETTI EGG NOODLES

Do you know these Friendly Competitors? Who are the Six Early Subscribers to our Advertising Campaign? A Prize to the First, Best Guesser (EMBOSED DESK PORTFOLIO).

Contest restricted to Macaroni and Noodle Manufacturers. It closes April 30, 1930. Give correct name and firm connection by number. Send in your guess now to M. J. Donna, Secretary-Treasurer, National Macaroni Manufacturers Association, Braidwood, Ill.

Why Durum Millers Contributed

A Compendium of Reasons for Supporting the Present Plan for Macaroni Publicity

Old Dream a Present Reality

By C. P. Walton, Pres.,
Capital Flour Mills, Inc.

For a great many years macaroni manufacturers and durum millers have talked about the splendid opportunity for promoting the sale of macaroni products through some sort of National Advertising. Now that the dream is so seemingly and suddenly becoming a reality, it is almost too good to be true.

Being exclusively millers of durum wheat semolina we are most naturally greatly pleased that this campaign has been undertaken. We feel privileged to support it financially because in this activity lies our hope of doubling the per capita consumption of high grade macaroni products within the 4 year period for which the campaign is planned.

Likes Four Year Plan as Consumption Stimulator

By H. R. McLaughlin, Pres.,
Washburn Crosby Co.

Our company has been a national advertiser for many, many years. At first we used magazines exclusively, then painted wall signs and later newspapers. Early in the development of the radio we established WCCO and our Betty Crocker service has constantly and continuously urged consumers to "eat more macaroni" from the standpoint of health and appetite appeal.

It is natural, therefore, that when we were told that the macaroni industry had well laid plans for a 4 year advertising campaign we were immediately for it. The fact that the industry was approaching this undertaking with the conviction that a minimum of 4 years was essential appealed to us as particularly sound. From our own experience with advertising we would have felt anything less than 4 years would hardly be a fair test.

This advertising campaign looks good to us—primarily because we feel that the consumption of macaroni in this country can be enormously increased and because the plan as outlined should get results. When the association officers presented their plan

to a group of millers here we immediately gave it our unqualified approval and showed our willingness to lend it financial support.

Macaroni manufacturers who couple up with this advertising campaign with some publicity of an individual character will surely benefit by the greater interest that the campaign should stimulate among the consumers. The macaroni industry has been kind to us and we are glad to have this opportunity to cooperate with it in this constructive activity.

Make Macaroni a Daily Food

By A. J. Fischer, Manager,
Durum Department, Pillsbury Flour Mills Co.

The macaroni advertising campaign is national, not devoted to one section or one class but to all people everywhere, and the manufacturers of bulk or package macaroni everywhere can profit.

No manufacturer of macaroni and no durum miller or allied trade people could conduct a campaign such as is started, but by all working together macaroni can be made a Daily Food, but ALL must work together!

No man is bigger than the industry of which he is a part; no man in the industry or connected with the industry in any way should stand out against his fellow members of the industry!

We have subscribed to the macaroni manufacturers National Advertising Campaign because we believe in macaroni and in the macaroni industry; also because we believe the macaroni industry is suffering from underconsumption rather than overproduction.

Make Good Impression on First Users

By T. L. Brown, Salesmanager,
Minneapolis Milling Co.

It seems to us that the decision of the macaroni manufacturers of the United States to go ahead with a national advertising campaign in behalf of the industry as a whole, is the greatest step forward that they have ever taken. We congratulate them and

assure them of our hearty and most cordial support.

The campaign will start a great many new customers or users but if the first macaroni, spaghetti or egg noodles they buy as a result of this advertising campaign is of the ordinary soft, pasty kind, instead of keeping these new customers it will cut off just one more consumer forever. Therefore we hope that every macaroni manufacturer will support this campaign with the very best quality of macaroni products that can be made.

We believe that the consumption of macaroni products can be enormously increased through this intelligent and energetic campaign and the members of the macaroni industry who couple up with the plan are doing something of an intelligent character and that they will get greater returns than those who only tag along in a general way.

The campaign has our most enthusiastic support and we are confident it will be bigger and better as more and more interested people get behind it.

Back Advertising With Quality Products

By Alex G. Graff, Manager,
Durum Department, King Midas Mill Co.

The macaroni manufacturers advertising fund, to which we are subscribers, has now reached a large sum which properly administered will greatly benefit everyone connected with the macaroni industry.

We believe advertising pays but it pays best and accomplishes most when backed up by a quality product.

Every macaroni manufacturer who is using lower grades of durum products or Kansas farina can make a better product by using semolina. All manufacturers, which includes millers, owe it to themselves and their associates to make the best quality product. This can be done only by using the highest quality ingredients.

Back up this magnificent campaign to which many are so generously devoting time, untiring energy and money, and give it sincere cooperation.

April 15, 1930

THE MACARONI JOURNAL

9



Why Not Now?

GOLD MEDAL "FACTORY-TESTED" SEMOLINA, milled from the finest quality amber durum wheat, gives:--

- 1—Bright and uniform amber color
- 2—Maximum strength
- 3—Rich and full flavor

WASHBURN CROSBY Co., Inc.

Minneapolis, Minnesota

Special Historical Facts

Our Industry---Ten Years Ago

April 15, 1920

The Macaroni Journal celebrates its first Anniversary. Traffic Manager B. L. Benfer reported Association activities for more equitable freight rates. 1920 convention dates announced—June 22-24 in Hotel Clifton, Niagara Falls. "Macaroni" for war purposes instead of food,—invention whereby smokeless powder is made from tree stumps. "Add-a-Hundred" membership campaign launched. 75th birthday of macaroni's "Grand Old Man," A. F. Ghiglione, celebrated. Belgium big buyer of American macaroni. Patent granted Gaetano Gentile, New York, on new macaroni drier. Beech-Nut Packing Co., Canajoharie, N. Y., and Columbia Macaroni Co., Lethbridge, Man., joined National Association. New machine for macaroni making in the home invented by L. DeVito, Cleveland. Pillsbury Flour Mills Co. increased capital to \$5,000,000. H. E. Gooch, president Gooch Food Products, named Director Lincoln Corn Exchange. Busalacchi Bros. Macaroni Co., Milwaukee, increased its capitalization. Nutrition expert, M. E. Jaffa, California, recommends macaroni as relief from potato shortage.

Our Industry---Five Years Ago

April 15, 1925

National Macaroni Manufacturers Association celebrated its coming of age,—21 years old April 19, 1904. New York City adopts rigid sanitary code for macaroni factories. Pillsbury Flour Mills Co. sends relief to storm ridden areas in southern Illinois following cyclone. Joint Committee on Definitions and Standards proposed new definitions for Macaroni Products. Seaboard macaroni men head general appeal for higher tariff rates under flexible provisions Fordney-McCumber Act. L. S. Vagnino, Harvard University graduate makes first bow to St. Louis Grocers in stirring address. Peter Rossi & Sons complete plant addition. Youngstown (Ohio) Macaroni Co. plant dismantled. Cooperative Macaroni Co. incorporated in Jersey City, N. J. World wheat shortage feared by U. S. Department of Agriculture economists. They did it even in those days,—Fred W. Becker announced his wedding—March 9. New York Food Commissioner, Dr. Frank J. Monaghan, fights "eggless" egg noodles. National Association offers trophy, silver cup, to grower of prize winning durum wheat.

Formula for Determining Amount of Eggs for Egg Noodles

By G. G. Hoskins, Chairman Cost Committee

Egg noodles are defined by the United States Department of Agriculture as "egg alimentary paste which contain, upon a moisture-free basis, not less than 5.5% by weight of solids of egg or of egg yolk." On first thought it may seem comparatively simple to figure the necessary egg solids to be mixed with flour to comply with this definition. Actually the variation of egg solids and of the moisture in flour makes it a complicated problem.

It is not correct to say that there must be 5.5 lbs. of solids for each 100 lbs. of flour, because the law says 5.5% by weight of the solids upon a moisture-free basis. This means that the egg solids must be 5.5% of the combined dry flour and dry egg.

The need for a simple formula is apparent and that formula is developed below.

"e" = Egg required per lb. of wet flour.
"E" = total egg per batch.

Selling Confident

A salesman cannot be successful unless he believes in what he sells. The following anecdote illustrates the force of self-confidence.

It seems that an oil man passed on and appeared before St. Peter with the proper credentials for entering into heaven. Just prior to his arrival the local government of heaven had in-

stituted a quota plan by industries, allowing only a certain number of representatives from the various earthly industries to enter the sacred precincts. St. Peter met our oil man with a statement that the quota of oil men was entirely filled and until it was increased he couldn't enter into heaven.

After thinking a while he asked St. Peter if the oil men who were already in heaven could hear him if he shouted and upon being advised that this was

probable, he called out loudly, "Oil has been discovered in hell," whereupon all the oil men already in heaven rushed out through the pearly gates and took the shortest route to the warm regions.

Turning to our oil man St. Peter remarked, "There is certainly a place for you now. You can go in." But our friend, after a short consideration, remarked, "There may be something in the rumor after all," and also took the short road to the nether regions.

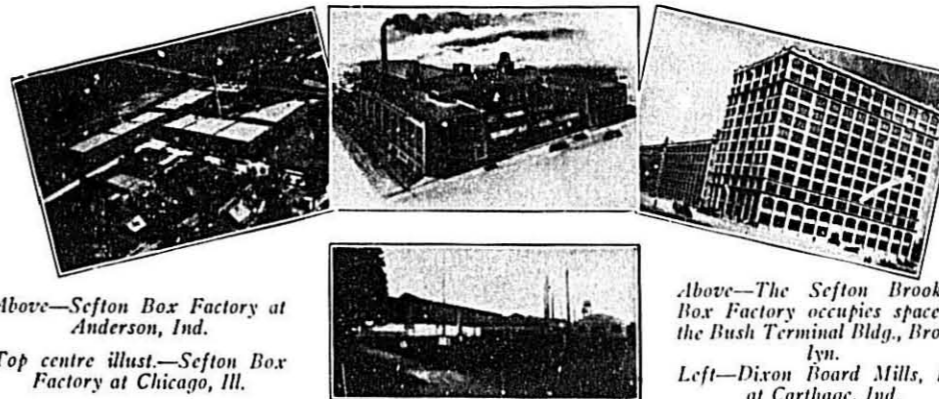
"s" = percent of solids in eggs.
"m" = moisture in flour.
"f" = percent of dry flour per pound or 1-m.
"W" = weight of flour to be used per batch.
es = 5.5 (f es)
es = .055 f .055 es
es = .055 es = .055 f
.945 es = .055 f
es = .82 f
es = $\frac{.055}{.945} \times f = .0582 f$ or $e = \frac{.0582 f}{s}$
E = W x e
E = $\frac{.0582 \times f \times W}{s}$

EXAMPLE: Flour with a moisture content of 12% would be 88% dry flour, making f = .88.
Egg with solid content of 43% makes s = .43.
Assuming W to be 100 pounds of flour.
 $.0582 \times .88 \times 100 = 5.12$ lbs.
 $\frac{5.12}{.43} = 11.9$ lbs.
Using whole egg with 28% solids—E = 18.38 lbs.
Using dry egg containing 3% moisture, s would be .97 and E = 5.28 lbs.

April 15, 1930

THE MACARONI JOURNAL

11



Above—Sefton Box Factory at Anderson, Ind.
Top centre illust.—Sefton Box Factory at Chicago, Ill.

Above—The Sefton Brooklyn Box Factory occupies space in the Bush Terminal Bldg., Brooklyn.
Left—Dixon Board Mills, Inc. at Carthage, Ind.

Container Corporation of America Acquires Sefton and Dixon Board Mills, Inc.

The Container Corporation of America has acquired the Sefton Container Corporation and the Dixon Board Mills, Inc.

The Sefton Container Corporation owns and operates three plants, one in Brooklyn, N. Y., another in Chicago and a third at Anderson, Ind.

The products manufactured in the Brooklyn plant are corrugated fibre boxes and corrugated paper products. The Chicago plant of the Sefton Container Corporation manufactures folding paperboard cartons, paper pails and corrugated fibreboard products, while the Anderson, Ind., plant makes corrugated fibreboard products and folding paperboard boxes, including retail delivery boxes, such as suit and hat boxes, florist boxes, cake boxes, etc.

This acquisition makes our line of paperboard products in the container field more complete and puts us in position to cater to the requirements of our customers in the following lines:

Boxboards for set-up and folding boxes,
Corrugated fibreboard boxes and products,
Solid fibreboard boxes and products,
Folding cartons in either large or small quantities,
Folding and k.d. retail delivery boxes,
Ice Cream and Oyster Pails and other paper pails.

The Dixon Board Mills, Inc. own a boxboard mill at Carthage, Ind., making test liners, boxboards and straw for corrugating, all of which materials are used in the manufacture of the various commodities of the Container Corporation of America and Sefton Container Corporation.

Both of these companies will immediately be absorbed into and coordinated with the activities of the Container Corporation and the entire personnel of the Sefton Container Corporation will be transferred intact.

We welcome this opportunity to serve a greater clientele in the Macaroni industry and will spare no efforts to retain and increase, if possible, the reputation for quality and service established by the Sefton Container Corporation with their list of Customers. When you write, refer to Dept. 9 for quick service.



Safeguard your shipments by using quality fibreboard boxes

CONTAINER CORPORATION
OF AMERICA
AND
MID-WEST BOX COMPANY

111 W. Washington St.

CHICAGO, ILLINOIS

Seven Mills—Fifteen Factories



Capacity 1300 tons per day

What the Program Will Do for Macaroni Products Industry

By **MODESTO J. DONNA**
Secretary-Treasurer National Association

It has long been apparent to those within the industry that Macaroni Products were not receiving their proper reception at the hands of the American public. After close consideration, an ambitious, thoroughly modern promotional program has been decided upon to remedy the ills of the industry.

The comparative youth of the industry in this country has of course had something to do with bringing about these ills. But that is as far as any alibi can go. The rest must be charged directly to the members of the industry in their failure, in most cases, to inform the American public generally of the nutritive value and the appetite appeal of their products. The American public does not buy on its own initiative, it must be educated and directed.

Other food producing industries have realized this and have capitalized upon their realization. But the Macaroni Industry has long held itself in a

A BUSINESS VACATION

Niagara Falls is an ideal place for your family's vacation this year and the dates should be June 24-26 in connection with the Macaroni Men's Conference in The General Brock Hotel.

Wonderful scenery—Ideal climate—Just right for YOU and the Family.

sort of "splendid isolation." As a result it has fallen behind its more progressive competitors.

Certain leaders of the Industry took stock of the situation seeking ways and means to avert a disaster. As every member of the Industry knows the result of this "stock taking" is our educational program. Every member realizes the impossibility of attempting individual projects in the face of the determined competition of other organized and cooperating industries. The only alternative is cooperation. It is no longer news to say that the Industry as a whole has displayed a gratifying loyalty, an eagerness for cooperation which bids fair for the success of the enterprise.

It is perfectly obvious that the whole question hinges about "telling the mil-

lions—teaching them to eat more macaroni products." Macaroni must compete with other food products in bidding for public favor and consumption. This is a struggle where no quarter is given, because when one is favored another must suffer.

The decision of the Macaroni Industry to launch an aggressive campaign of advertising and publicity was, in effect, a declaration of war. Immediately upon this declaration the call to the colors was made, appealing to every member in the Industry and its associated branches, including machinery and supply manufacturers, to join in a great cooperative movement to place Macaroni Products in their rightful position in the American diet.

The campaign proposes directly, of course, to increase the volume of sales of macaroni products. And this is to be accomplished by making the nation macaroni conscious. The advertising will show the American housewife innumerable ways in which to use these products, appealing to the most vulnerable spot of all, the appetite.

Not only will the American housewife be included in this educational drive but

restaurants and hotels, every place where food is prepared and served.

A universal slogan will be used so that anyone may instantly recognize the product of the manufacturer who has allied himself with this progressive, industry wide movement. The great volume of advertising, distributed in such a manner as to reach every class and character of the American home, will bring macaroni products forcibly into the ken of millions, teaching these millions of the hitherto unknown value of such products. Their interest captured the American housewives will serve macaroni, spaghetti and noodles more often, following the many tempting suggestions which will be featured in the advertisement.

Every subscriber may confidently expect direct results from the program. At the same time, however, each subscriber must exercise some patience and foresight. No great advertising program has been successful over night. Public tastes must be cultivated and the cultivation process is never extremely rapid. The program calls for alertness and perseverance on the part of everyone in the industry.

General Brock Hotel



The General Brock is Niagara Falls' newest hotel, located directly opposite the International Bridge, commanding an unobstructed view of both the Canadian and American Falls. It is a superb, fireproof hotel with all modern conveniences. Run on the European plan—dining room with exquisite cuisine—a cafeteria for quick service—and a roof garden that is unsurpassed in beauty. Room rates are reasonable—the charge per day varying according to location. Higher prices for Higher Floors. All rooms with baths. Single room, one person, \$3.50 per day up to \$5.00. Double room, two persons, \$5.50 per day up to \$12.00. Suites (parlor with twin beds) two persons per day, \$15 and up. MAKE YOUR RESERVATIONS DIRECT WITH THE HOTEL MANAGEMENT FOR THE MACARONI MANUFACTURERS' CONVENTION—June 24, 25 and 26, 1930.

April 15, 1930

THE MACARONI JOURNAL

13

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
Tribune Tower
Chicago, Ill.

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

Southern Hospitality and Business Shrewdness

When Henry Mueller, chairman of the Finance Committee of Macaroni Advertising Campaign, asked me to serve as regional director covering Missouri, Oklahoma, Arkansas, Texas, Louisiana, Mississippi and Alabama, I at first felt it was more or less just another "balloon" but told him I would accept the responsibility and do the best I could.

I met my field representative, Mr. Moore, in St. Louis and after talking the campaign over with him, I realized that after all this fund raising proposition is our "baby" and that if a good job is to be done it will be because those of us who are engaged in the business show our interest. This is in no way a reflection on the field representatives, but if those of us who have the vision of what is to be accomplished do not show sufficient interest to take an active part in the fund raising, it makes it almost impossible for an outsider to get cooperation. Again this is a cooperative movement and I decided it might just as well begin in the fund raising end of it.

With this in mind I imbibed sufficient enthusiasm, set aside my own work and decided to accompany Mr. Moore over the territory. I would be unfair to those of our industry on whom I called if I were not to pay them the courtesy of a public recognition of their kindness toward us. Also, as I am writing this, I am hoping other members of our association will learn from my experience how valuable such a trip can be.

Our first stop, of course, was at McAlester, Okla. Guy Russell, state chairman for Oklahoma, was most courteous in his reception and very shortly we had his subscription and had him busy sending letters and telegrams to others who had not yet subscribed, and we were on our way to Dallas.

Frank Bonno, a worthy director in Dallas, showed his hospitality when he called at the hotel, took us to his plant and after a few moments of REAL southern hospitality had signed his subscriptions; made arrangements for our lunch; telephoned Fort Worth for an appointment and prepared to drive us over the beautiful scenic highway between these 2 southern cities.

We landed in Fort Worth in the midst of the Southwest's Great Stock Show, but Mr. Mazza and Mr. Laneri

had foregone the pleasure of attending just to hear the plan of operation of the National association program. Unfortunately, or fortunately, the office force had been excused to go to the show and it was necessary for us to return the following morning. We should like to have returned several times. Some of you members ask Frank Bonno about this trip. While Mr. Moore went over the books with Mr. Mazza and signed the subscription, Mr. Laneri courteously showed me through the well appointed plant. Everything was in perfect order and spotlessly clean. Leaving Fort Worth we stopped a few minutes in Mr. Laneri's home on the Dallas Pike and tasted of some of the "Southern" hospitality. We can't leave Dallas, however, without mentioning the fact that while there Mr. Moore received a telegram from the Domino Macaroni company at Springfield, saying they were ready to subscribe, which made it unanimous in Missouri and gave us a batting average of exactly 1000%.

At Houston we found Sam Lucia out of town making a trip over the territory, while his brother was looking after the business in the day time and after a newly arrived Lucia at night. We believe the baby will thrive very well if its father is as courteous to it at all times as he was to us, but this unfortunately was our first "miss." We were equally unfortunate in not being able to see John Bonno of the Houston Macaroni company, who was out of the city.

From Houston we went to Beaumont and there found Mr. Lombardo with his family busily engaged in making the necessary macaroni products for his territory. Mr. Lombardo's building is quite impressive. He has a wonderful location with plenty of room for expansion; nice light and about all any one could ask for in the way of a factory. We hope some time he will get big enough to crowd out his dance hall which one floor of his building is being used for and that it will all prove profitable for him. Needless to say, Union's subscription is in. Before leaving Mr. Lombardo's factory he very courteously drove us through the spindle top oil fields. It was an impressive sight with hundreds of oil derricks packed close together over the

We arrived in New Orleans Saturday forenoon and were immediately taken in charge at our hotel by Leon Tujague. It is hard to tell you much about the reception we received. There are feelings which the English language is unable to express—that's our feeling when we think of New Orleans. However, our experiences included a series of luncheons at the New Orleans Athletic club, which seems literally to revolve around Mr. Tujague; a dinner at the famous Antoinette; a visit to New Orleans' Monte Carlo and the rest of the darkness period at one of their beautiful night clubs.

Sunday we were taken in tow by Mr. Federico and by him introduced to Messrs. Taormino of Taormino Brothers Macaroni company and Mr. Dantoni of the Dantoni Macaroni company. Unfortunately we were unable to see either Mr. Mangano or Mr. Taormino's brother, but outside of these 2 firms, New Orleans is 100% in the campaign. Doubtless these other 2 firms will come along as soon as they can be seen.

While in New Orleans we received a telegram from Sam Lucia who had returned from his trip, telling us to count him in as a subscriber.

Our next stop was with R. G. McCarty of the Birmingham Macaroni company, Birmingham, Ala. Here we were greeted with the same cordiality which had followed us over the entire route and within a few moments Mr. McCarty's subscription had been signed and he was among those "present."

One of the most remarkable things to me in going over this territory is the almost universal accord which is being given this campaign. Frankly, I didn't believe macaroni manufacturers could be brought together so solidly with so little apparent effort. It speaks mightily well for each and every one in this section when we say that they do appreciate the efforts which have been put forth by our directors and are lining up solidly behind this campaign.

I want to express again my hearty appreciation of the courtesies extended Mr. Moore and myself in each and every instance. I believe it has been a very profitable trip indeed for me. I know I have a better appreciation of the place these manufacturers hold in the industry; know more than ever before about their problems and certainly

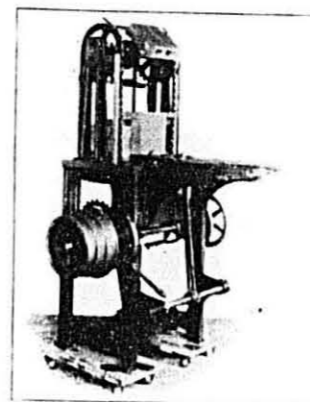
April 15, 1930

THE MACARONI JOURNAL

15

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

a great deal more about the friendly courteous attitude which they take toward their visitors. I want to extend to them through the columns of this Journal, as well as all other readers, an invitation to visit our plant. We will try to show them the same courteous treatment they so freely extended us.

I also want to take this opportunity to express deep satisfaction and testify to the uniformly high grade macaroni products produced by the various so-called small factories which I visited. This condition shows that the manufacturers are on the right track toward building up a greater macaroni indus-

try and developing a keener appreciation for macaroni products in the appetite consciousness of the public.

But it would be a shame to close this article without further mention of the campaign. A trip like this convinces me that with such hearty cooperation on the part of the members of the industry we just can't help accomplishing results even beyond our fondest hopes. We received a telegram while en route from Henry Mueller, telling us of some of the eastern subscribers and I want to repeat here the closing sentence of his telegram—"When we hold together we are invincible."

Bulk Men Approve Advertising Campaign

Because the Macaroni Industry is "sick" for want of more purchasers of its products the Macaroni Manufacturers Association of America, Inc., from its New York city headquarters appeals to all bulk manufacturers to apply themselves to all those activities from which they can expect direct benefits. Irrespective of whether the finished products are sold in boxes, barrels or packages, manufacturers have pretty much the same problems that can be solved only by united action.

Among the problems now confronting the industry as a whole are (1) Overproduction or underconsumption. (2) Restricted markets. (3) Wasteful harmful and unbusinesslike competition, attempting to increase business through borrowing customers instead of creating new ones. (4) Misunderstandings and unnecessary jealousies.

"General problems such as these can be met only through a trade association, adequately and efficiently managed," says the official bulletin. "The first important thing is confidence and to gain this confidence it is important to tie-in with a program that all can share in and derive profit from. The National Advertising Campaign (now being promoted by the National Macaroni Manufacturers association) offers that opportunity to us now. It can be definitely shown to you all that this campaign will eliminate many of the evils which are present in our industry.

"The National Advertising Campaign is going to produce more business for all members who participate in it. This is a plan for the development of the industry as a whole. No

distinction will be made between package and bulk goods. By presenting a united front in this campaign many of the inner problems of organization will gradually disappear. Advertising is an important part of any business organization. To impress upon each member that he is a part of the entire industry, a stockholder, and that he has obligations and duties to perform, is part of our task.

"We believe in advertising for more business. Your Board of Directors has approved the proposed campaign. Any advertising that is done should be kept well within the control of the association. Ample provisions have been made for this advertising campaign to be kept just that way. There are bulk and package interests to be protected. These interests, more or less interrelated, will be protected. The campaign will be so handled in such a way that all who subscribe to it will be protected."

The National Macaroni Manufacturers association, representing the entire industry and all the elements therein, welcomes this straightforward stand of the bulk manufacturers. The proposed campaign to increase the per capita consumption of all macaroni products will help every group in the trade; indeed it will even help those who are ever content to let the other fellow "hold the umbrella." All that is now needed is a little more confidence in the venture and a more general response to appeal jointly made by all the interests in the industry.

THE LITTLE DETAILS

Have you ever stumbled over a

building? But in all probability you have slipped on a banana peel. That proves it is the small job, the little or unimportant details that down us.

Turn About Is Fair Play

"Cooperate whenever you get the opportunity. Some day you may need the help of an associate."

Experience is said to be the best of teachers. For nearly 26 years the National Macaroni Manufacturers association has noted the fact that misguided manufacturers who have withheld their membership and refused to work with competitors for the general betterment of the trade were the first to call for help when adversity arose.

Why wait to do the right thing until conditions actually force you to do it? If it is right, do it now and do it willingly.

The National Macaroni Manufacturers association is unselfish. It promotes everything that is good, not for its members alone but for the whole industry. There will always be "free riders" in any business, but why some macaroni men can continue year in and year out to hold themselves aloof from their progressive tradesmen is almost incomprehensible. Will they always be satisfied with the crumbs that fall by the wayside? The real fellows will not be; they will pull up at the table and share in the better things that real cooperation will provide.

The time for real cooperation never expires. Any day, any hour, is the opportune moment. The macaroni industry needs the helping hand of every member therein. If you are not now a member of the National Macaroni Manufacturers association in good standing, act immediately and become one. Don't wait till you are down and need help; give a little now and you will in all probability indefinitely postpone the day when you must ask for help.

Show that proper spirit. Make application now as a selfish duty.

UNDERSTANDING

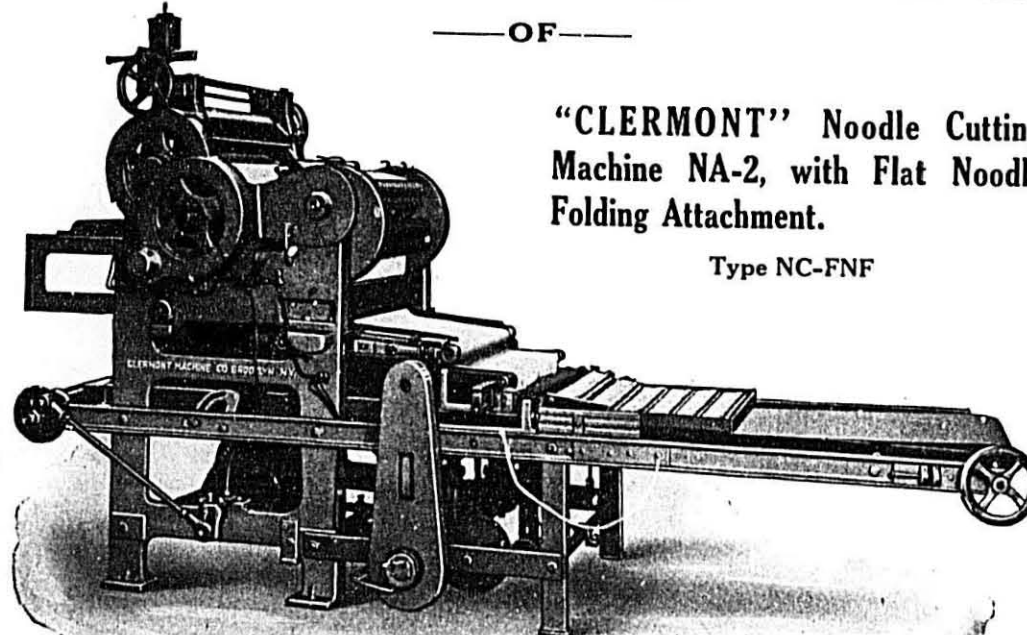
When we come to understand that all human beings cannot be measured by the same rule we will become more patient, more tolerant and more useful to the world.

THE LATEST TYPE

—OF—

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

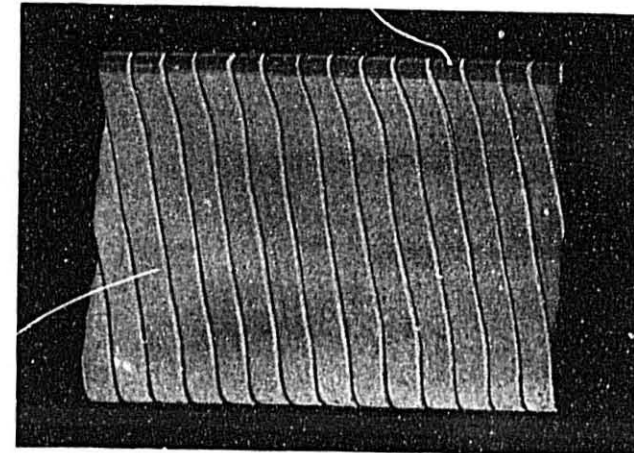
Type NC-FNF



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

Suitable for Bulk Trade

Suitable for Package Trade



The finished product of above machine.

WE ALSO MANUFACTURE:

Dough Breakers Triplex Calibrating Dough Breakers
Noodle Cutting Machines Fancy Stamping for Bologna Style
Mostoccioli Cutters Square Noodle Flake Machines
Egg-Barley Machines Combination Outfits for Smaller Noodle Manufacturers

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

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

March Brings Two Encouraging Developments---Million Mark Passed

By GEORGE O. BROWNE, Campaign Director

Two developments of outstanding importance in the National Advertising Campaign have been recorded in the last month. One is the passing of the million dollar mark for the campaign. The other is the announcement that the Macaroni Manufacturers Association of America has officially endorsed the National Advertising Campaign and has pledged its full support.

The raising of the million dollars has been a notable, an outstanding achievement. Too much credit cannot be given to the campaign leaders and the officials of the organization whose tireless efforts have made this possible. However it will not do for anyone to feel the intoxication of success at this point. There is a tendency in any such movement, for partial success to act as an anesthetic, etherizing the vigor and energy of workers when these qualities are most needed. This must be carefully guarded against because the work is not nearly done yet. Although the sum already raised may appear comfortably large for most purposes yet in comparison with the "war chests" of other industries it shows a need for additional bolstering. For comparison's sake it might be well to consider the advertising appropriations of certain other industries.

The American Tobacco company this year is spending something like \$12,300,000 in advertising Lucky Strike Cigarettes alone, only one of the products it places on the market. Printer's Ink lists the 150 leading magazine advertisers for 1929 giving the following figures for the 3 leaders: General Motors \$8,637,042; Procter & Gamble \$4,127,230; General Foods Corporation \$4,090,440. In considering these 3 figures it should be remembered that they represent the annual expenditure on magazine advertising alone. In cooperative trade association advertising the Home Furnishings Industry is spending a million every year. The Laundry Industry spends a like amount. In comparison, the Macaroni Industry's million or million and a half is to be spread over a period of 4 years.

Numerous such comparisons could be made—the programs of other industries cited. The whole point is this—that the attainment of the million dollar mark in the campaign of the Macaroni Products Industry gives no one leave to rest or

provides any reason for contentment. As has been stated before, a great, an outstanding piece of work has been done. There is no question about that. But—and here the emphasis must be placed—*there is still much to be done.* Every addition to the fund provides just that much more leeway in putting on this Program with the most telling effect.

If the industry is really to make an impression on the American public it must do so in competition with other industries, industries perhaps far more powerful, industries which have been hammering for years with herculean advertising programs. Therefore the greater the amount available for use, the better the fight this Industry will make.

Indications now show that the preliminary fund raising campaign will be one of the quickest of its kind. The comparatively small number of units is one reason for this. Another is the widespread realization of the necessity for the Program. Still, it is the duty of every leader of the campaign to keep on digging for new recruits and for more funds. In this lies the real, the final success.

Since last month's announcement the following changes in the committee organization of the campaign have been made: P. F. Vagnino of the Kansas City Macaroni & Importing company has been appointed to the Advisory Advertising Committee. Don E. Mowry, New York city, executive secretary of the Macaroni Manufacturers Association of America, and Martin Luther, Minneapolis Milling company, have also accepted appointments to the Advisory Advertising Committee. Irving Grass of the I. J. Grass Noodle company, Chicago, has been made city chairman for Chicago. Walter Ousdahl of the Commander Milling company, Minneapolis, has been appointed to the Merchandising Committee. R. L. Podesta of Fontana Food Products company, San Francisco, Cal., has been made city chairman, vice Mark Fontana of the same company.

All these men have displayed an immense amount of enthusiasm for the Industry's project and have labored unceasingly to assure the success of the campaign. Their appointments to these committees not only offer fitting recognition of their services but place them in

a position to do even greater work for the Industry's betterment.

March has seen the rapid progress made in this campaign—has witnessed the passing of the million mark and the enlistment of another great faction in cooperation with the rest of the Industry. It is to be hoped that the immediate future will be as productive of welcome developments. As a matter of fact it is the duty of everyone in the Industry to make sure that the future is so favorable. Remember this—that the battle still is not won. Indeed, it has hardly started.

And now for the second development which headlines the month's achievements. The board of directors of the Macaroni Association of America, representing the interests of the bulk manufacturers of the country, in executive session in New York city, March 8, considering the National Advertising Campaign of the Macaroni Industry, endorsed the plan and objectives, thus:

"The Board of Directors of this Association in meeting assembled, gave consideration to the advertising campaign to promote the macaroni Industry. The directors are of the unanimous opinion that this campaign is worthy of the support of all those who desire to further its aims and advance their industry.

"The New York group met March 14, when L. J. Brown and other representatives of the advertising committee of the campaign explained in detail the proposals and objects of the Program.

"The presentation of the plan was received with instant enthusiasm by all manufacturers present at the meeting. Many desired to make their subscriptions on the spot, but it was deemed advisable to have the finance committee representative call on them in person at their plants to obtain the signed subscriptions."—Don Mowry, Executive Secretary M. M. A. A.

This move on the part of the M. M. A. of A. further unites the Industry throughout the country, adding very important and very necessary support. Many new subscribers are brought into the support of the Campaign due to the cooperation of this association, a substantial boost to the interests of the Industry as a whole.

April 15, 1930

THE MACARONI JOURNAL

19

The Golden Touch

King Midas Semolina

Advertising pays best and accomplishes most when backed up by a quality product.

Make your macaroni as good as it can possibly be made and then let the world know about its goodness.

The only way to make the best quality macaroni is to use the best quality ingredients.

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

King Midas Mill Co.
MINNEAPOLIS, MINNESOTA



The Washburn Crosby Company Semolina Mill

By GEORGE B. JOHNSON

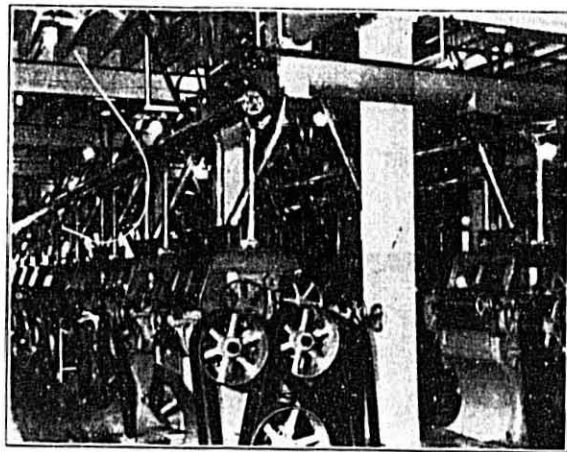
In the latter part of December 1927, the first unit of the new Washburn Crosby Company semolina plant was placed in active operation. Macaroni manufacturers will remember that in September 1928 the Washburn "A" Mill at Minneapolis, which contained the Semolina Mill, was badly damaged by a fire, thereby necessitating its replacement.

The new plant is a 2,000-hbl. mill, designed and built solely for the manufacture of semolina. In its construction it embodies the best of both European and American milling and engineering knowledge, based upon years of milling experience and the latest of mechanical and scientific progress.

The mill is, to the best of our knowledge, the first mill built in the United States originally and primarily for the milling of semolina. Even to the non-technical visitor who has visited one or two flour mills the construction of this mill will seem unique. The elaborateness of the cleaning equipment, the size of the grinding floor, the large number of purifiers, and the impressive size and extent of the air suction system, all contribute to make this mill unique in appearance and operation,

and one of the finest in the world. Each of these noticeably new factors plays a part in permitting a flexibility of operation which allows for closer

completion, will be of approximately its hbl. capacity. This new unit is a complete duplication, on a 50% scale, of the new mill now in operation. It



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

maintenance of standards of granulation and cleanliness than has been the case in older semolina units.

At the present time there is under construction another semolina unit in this same building which, when com-

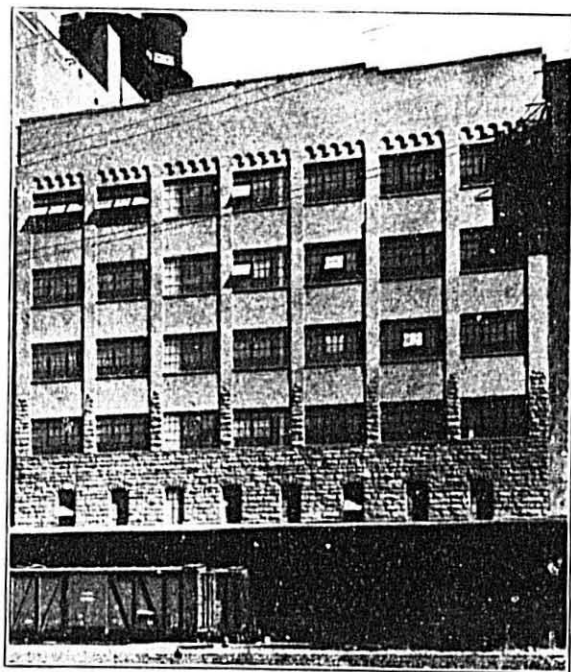
pleted, will be of approximately its hbl. capacity. This new unit is a complete duplication, on a 50% scale, of the new mill now in operation. It

Senate in "Toothsome" Debate

Macaroni and cheese as a matter of farm relief came up for discussion in the Senate last month when the tariff rates were under consideration. Senator Royal S. Copeland, who by the way, is a physician, ingeniously inhibited hard cheese grated on macaroni as a means of bringing about a respite to a certain farming section who grow macaroni wheat is annually grown.

"Macaroni is the child of who says Dr. Copeland. The more cheese used for this purpose the more demand for macaroni wheat. The result greater prosperity for the American farmers."

Senator J. J. Blaine of Wisconsin and Senator D. I. Walsh of Massachusetts joined in the discussion. So often is a Senate debate so instructive and so "toothsome." Nearly 80,000 lbs. of cheese are imported annually and about a half of it comes from Italy, the larger part consisting of hard, goat-milk cheese known as Romano, Pecorino Dolce, Pecorino Toscano, Ancho, Cotrone, Iglesias, Leonessa, Pugh, Viterbo.



Washburn Crosby Company new "A" Mill where Gold Medal semolina is milled

April 15, 1930

THE MACARONI JOURNAL

21

THE NATIONAL MACARONI ADVERTISING CAMPAIGN



CONGRATULATIONS to the Macaroni Manufacturers of America! The inauguration of their Million Dollar Campaign to increase the consumption of one of the world's finest food products deserves the support of every individual and organization connected with the industry. Without question, this campaign will bring back its cost many times over in net results—which are profits.

NATURALLY, the manufacturer who profits most from this expenditure is the one who maintains and increases the quality of his product.

We prophesy for the Macaroni Manufacturers who consistently use Commander Semolina, a substantial increase in their business after the appearance of this great National Advertising effort.

Yours to command,

**COMMANDER MILLING
COMPANY**
MINNEAPOLIS, MINN.



COMMANDER SEMOLINA

Prize Winning Recipe

Real Italian Spaghetti

There are so many individual preferences that it is rather difficult to suggest the preparation of a dish of Italian spaghetti that will suit all tastes. The northern Italian prefers his one way; the southern Italian likes his a little more piquant while their brother in central Italy also has his preference of style and taste. Here is one recipe that may better suit Americans. Its ingredients are easily obtainable in any grocery store.

Ingredients

1 lb. spaghetti
2 cans tomato soup
¼ lb. Parmigiano cheese
1 medium size onion
1 small green pepper
Few leaves of parsley
2 strips of bacon
1 tablespoonful worcestershire sauce
1 tablespoonful butter
¼ lb. ground meat

Method

The meat may be of any kind, cooked or raw. Place one and one half tablespoonfuls of salt in 4 quarts of water

and put on to boil. Cut the pepper, parsley and bacon into small pieces; chop the onion very fine and place in an iron frying pan with the butter over a slow fire, stirring until almost brown. Then add the 2 cans of tomato soup, stir thoroughly, and add the ground meat. Let the whole mixture cook slowly for 10 minutes. (If raw meat is used, cook 20 minutes.) Add the worcestershire sauce and half of the cheese just before turning off the fire. Put on the back of the stove and keep warm.

The water will have come to a boil in the meantime. After it has boiled hard, add the spaghetti. (Italians do not break it up.) Stir as soon as the spaghetti is put in the water to keep it from sticking to the pot. Let boil until tender then pour off the water through a colander. Drain off all the water thoroughly. This will keep it from matting into a sticky mass. Put the cooked spaghetti in a large serving dish and pour the sauce over it. Then sprinkle the remainder of the grated cheese over the dish. Serve piping hot.

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 March 1930 the following were reported by the U. S. patent office:

Patents granted—none.

TRADE MARKS REGISTERED

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

Elka

The trade mark of the Elka Noodle Corp., Maspeth, N. Y., was registered for use on egg noodles, cut noodles and other products. Application was filed July 13, 1929, published by the patent office Dec. 17, 1929 and in the Jan. 15, 1930 issue of The Macaroni Journal. Owner claims use since March 22, 1925. The trade name is in black type.

Angela Mia

The trade mark of the Lincoln Macaroni Mfg. company, Brooklyn, N. Y. was registered for use on macaroni. Application was filed Nov. 4, 1929, published by the patent office Dec. 31, 1929

and in the Jan. 15, 1930 issue of The Macaroni Journal. Owner claims use since Oct. 1, 1929. The trade name is in heavy type.

Baby

The trade mark of the John B. Canepa company, Chicago, Ill., was registered for use on alimentary paste goods. Application was filed March 25, 1929, published by the patent office Dec. 31, 1929 and in the Jan. 15, 1930 issue of The Macaroni Journal. Owner claims use since March 20, 1929. The trade name is written in black letters.

TRADE MARKS REGISTERED WITHOUT OPPOSITION

Golden State

The trade mark of Harry Saidiner, doing business as Golden State Macaroni Co., Los Angeles, Cal., was registered without opposition for use on alimentary pastes. Application was filed July 13, 1929 and published by the patent office March 4, 1930. Owner claims use since Jan. 1, 1929. The trade name is in black type.

TRADE MARKS APPLIED FOR

Five applications for registration of macaroni trade marks were made in March 1930 and published in the Pat-

ent Office Gazette to permit objections thereto within 30 days of publication.

R Grocer

The private brand trade mark of National Grocer company, Detroit, Mich., for use on macaroni, spaghetti, vermicelli, macaroni paste and other groceries. Application was filed April 27, 1928 and published March 4, 1930. Owner claims use since April 18, 1928. The trade mark is a triangle on which is written the trade name in black type.

La Carnegie

The trade mark of Salvatore Viviano, doing business as Viviano Macaroni Manufacturing company, Carnegie, Pa., for use on alimentary pastes—namely spaghetti, noodles, vermicelli and macaroni products. Application was filed April 30, 1929 and published March 4, 1930. Owner claims use since Aug. 5, 1918. The trade name is in outlined letters over which is a drape and above it a crown.

Clover Farm

The private brand trade mark of The Grocers & Producers Co., Cleveland, O. for use on macaroni, spaghetti, noodles (packaged, and canned spaghetti). Application was filed July 8, 1929 and published March 4, 1930. Owner claims use since 1882. The trade name is in black type.

Barry's

The private brand trade mark of Barry Food Products, Inc., Buffalo, N. Y. for use on spaghetti and other groceries. Application was filed Nov. 4, 1929 and published March 11, 1930. Owner claims use since June 1, 1927. The trade name is written in black letters on drawing representing the sun and its rays.

Sugo

The trade mark of Mercurio Brothers Spaghetti Mfg. Co., St. Louis, Mo. for use on alimentary products—namely, macaroni, spaghetti and noodles. Application was filed Oct. 5, 1929 and published March 18, 1930. Owner claims use since about May 1909. The trade name is in outlined letters.

LABELS

Aunt Emma's

The title "Aunt Emma's Home Made Egg Noodles" was registered March 11, 1930 by Mrs. Emma Hanson, Milwaukee, Wis. for use on egg noodles. Application was published Jan. 2, 1930 and given registration number 37213.

The greatest possession is self possession.

Consolidated Macaroni Machine Corporation

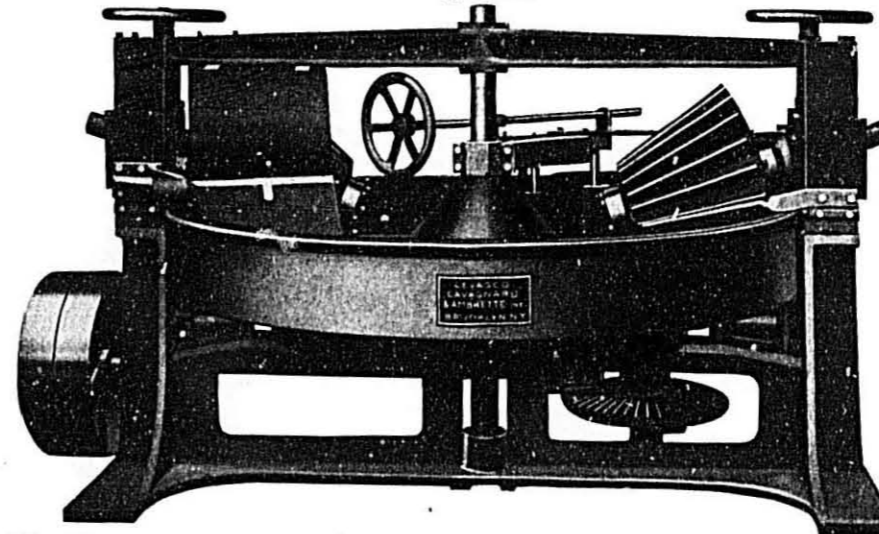
FORMERLY

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

Durum Wheat Market Situation

Durum Wheat Supplies Smaller Than Year Ago--High Quality Surplus Melting--Dull Export Inquiry

Durum wheat supplies the first of March were about 15% smaller than a year ago although the 1929 crop was but little over half as large as that of 1928, according to the Grain, Hay and Feed Market News Service of the United States Bureau of Agricultural Economics. The slower movement into consuming channels this season has been largely the result of a dull export inquiry which has been reflected in the smallest overseas movement of United States durum since 1926. The quantity of durum wheat used as feed and in feed mixtures has apparently been reduced from that of last year because of the unusually high quality of this season's crop and the relative cheapness of other feed grains, particularly oats and barley. Mill grindings, however, have been slightly in excess of other recent years with a larger percentage of the milled products retained at home for domestic consumption or for the manufacturer of macaroni for export. Prices have declined materially from the high levels prevailing at the beginning of the crop year, largely because of the slow foreign inquiry and the general weakness in the world's wheat market situation, and are now at the lowest point since 1923 with low protein premiums reflecting the high quality of the crop.

The United States durum wheat crop harvested in 1929 totaled approximately 52,000,000 bus. in the 4 principal producing states as against the record crop of over 97,000,000 bus. produced in 1928. The abundant supplies last season were greatly in excess of domestic needs and exports for the season reached the record amount of 45,000,000 bus. while the carryover into the current season August 1 was increased 10,000,000 bus. over that of the preceding year. Stocks of durum wheat at the first of August, including estimated farm stocks and stocks in commercial channels, were 13,600,000 bus. as against 2,900,000 bus. held on August 1, 1928. The total quantity available at the beginning of the current crop year, including crop and carryover, was, therefore, approximately 66,000,000 bus. as against 100,000,000 bus. for the 1928-1929 season. These reduced supplies, however, are more than sufficient for domestic needs, roughly placed at around 45,000,000 bus. and indicate a surplus for export or carryover of approximately 20,000,000 bus.

The disposition of the durum wheat crop this year has been somewhat different from that of a year ago. Domestic milling for the first half of the current year was slightly in excess of that of last season but exports from the beginning of August to the close of navigation were materially reduced. Domestic disappearance, exclusive of mill grindings, has also been smaller as the uniformly high quality of the crop has tended to restrict utilization of durum wheat in food and food mixtures.

Mill grindings of durum wheat have shown a rather upward trend since 1924. Total annual mill grindings have increased from 11,263,000 bus. in 1924-25 to 15,527,000 bus. in 1928-29. These larger grindings reflect the steady expansion in the domestic trade in

durum wheat products, over 95% of which are now supplied by our own factories whereas formerly a large part of the finished manufactured products which entered into domestic consumption were imported from Italy. The quantity of semolina retained for home consumption increased from 1,557,000 bbls. in 1924-25 to 2,238,000 bbls. in 1928-29. Durum wheat flour retained for domestic use increased from 352,000 bbls. in 1924-25 to 700,000 bbls. in 1928-29. A part of this increase, however, is offset by larger exports of finished manufactured durum wheat products. Exports of macaroni, spaghetti and noodles have increased from 8,446,520 lbs. in 1924-25 to 10,919,000 lbs. in 1928-29, while exports of semolina and durum flour decreased from 246,000 and 883,000 bbls. respectively in 1924-25 to 116,000 and 270,000 bbls. in 1928-29. These larger exports of finished manufactured products and the decrease in semimanufactured products such as flour and semolina reflect the changing economic status of the United States industries and the evolution of domestic industries from the more primitive stages of development to the level of other highly industrialized nations.

Exports of durum wheat during the current season from August 1 to the close of navigation as measured by lake shipments from Duluth to Canadian ports which comprise the bulk of United States exports have totaled only 8,400,000 bus. as compared with nearly 25,000,000 bus. shipped during the corresponding period last season. In addition to the wheat destined for Canadian ports about 5,000,000 bus. have been shipped to Buffalo this season which is only about sufficient for the interior trade in that area whereas during the same period last season about 10,000,000 bus. were shipped to Buffalo which would allow around 5,000,000 bus. for feed requirements in that area and leave 5,000,000 bus. for reshipment for export through Canadian ports or through United States Atlantic ports. The reduced exports during the current year have been largely the result of the abundant Italian harvest which has supplied a large proportion of the requirements of local durum wheat product factories. Liberal offerings of North African durum wheat in France have restricted demand for United States durum at Marseilles. High import duties which are effective in both these countries may also have adversely influenced import takings of American durum.

The quantity of wheat used for feed and in feed mixtures this season will be determined largely by supplies and relative prices of competing grains and certain byproduct feeds. Supplies of wheat feeds as indicated by mill grindings are only slightly above those of last year although the percentage of offal production is larger as a result of the lower quality of the hard winter wheat. Prices of wheat mill feed and screenings are materially lower than in other recent years and relatively lower than feed wheats. Feed grains have also shown relatively greater declines as compared with last year than durum wheat. These factors have tended to restrict inquiry for wheat as feed and for use in feed mixtures

and domestic disappearance of durum for those purposes which in recent years has ranged from 18,000,000 to 22,000,000 bus. will probably be near the lower figure during the current season.

The high quality of the durum wheat crop this season is confirmed by inspection returns at Minneapolis, Duluth and Superior as compared with those of a year ago. Of the total inspections of durum wheat at these points for the current season July through December 37.5% were of amber durum as compared with only 7% a year ago. The subclass durum comprised only 34% of inspections as against 63% in 1928. The percentage of red durum this season was only slightly below that of a year ago, representing 28% in 1929 as compared with 30% for the corresponding period of 1928. In addition to the larger quantity of amber durum among inspections this season a considerably larger proportion of the subclass was placed in the higher grades. The percentage of amber durum grading No. 2 or better has amounted to 77% as against 67% last year. Although the quantity of durum wheat inspected this season was much smaller than that of a year ago the percentage of this subclass falling into the No. 2 or better grades represented 63% of inspections as against 55% in 1928. About three fourths of the red durum inspections graded No. 2 or better as compared with less than one half last year.

Prices of durum wheat have declined sharply, influenced by the general weakness in world wheat markets and dull export inquiry notwithstanding the large reduction in domestic supplies. No. 1 amber durum wheat at Minneapolis which is representative of the best milling quality declined from \$1.34 per bu. at the first of August to \$1.27 at the last of December, after which there was a further sharp decline to 96c per bu. February 7. The price movement of this class was almost a reversal of that of a year ago when the price declined from \$1.17 at the first of August to 95c during the last of December and then advanced to \$1.32 at the last of February, 1928. Other subclasses of durum have also shown marked reductions from the relatively high levels prevailing at the first of August. No. 2 durum at Minneapolis dropped from \$1.26 per bu. at the beginning of August to \$1.16 at the first of January and to 84c per bu. at the last of February as compared with \$1.12 at the close of February a year ago. No. 1 mixed durum at Minneapolis fell from \$1.37 per bu. at the first of August to \$1.20 at the first of January and to 93c at the last of February compared with \$1.15 at the end of February 1928. No. 1 red durum at Minneapolis declined from \$1.28 at the first of August to \$1.14 at the last of December with a further reduction to 95c on February 27.

The decline in prices of American durum in foreign markets reflects the full demand and these reductions are even more significant in view of the high import duties now effective in France and Italy. No. 2 amber durum "arrived" at Naples, Italy, declined from \$1.40 at the middle of July to \$1.22 at the last of February; adding the import duty

April 15, 1930

THE MACARONI JOURNAL

25

of 74c per bu., these prices would be equivalent to \$2.14 in July and \$1.96 at the last of February when native Italian durum wheat at Naples was selling at \$2.13½ per bu. American durum at Marseilles declined from \$1.52½ per bu. at the first of August to \$1.19¼ at the last of February, which with the payment of the duty of 53c per bu. would be equivalent to about \$2.05 and \$1.73 per bu. North African durum wheat prices at Marseilles showed only a slight reduction during this period being quoted at \$1.69 per bu. at the beginning of August compared with \$1.64½ per bu. at the last of February.

Summarizing the durum wheat situation for the current year, the sharp reduction in the domestic crop has been largely offset by a slower movement into consuming channels and supplies at the present time are only moderately below those of the corresponding late a year ago. Foreign inquiry for United States durum wheat has been restricted by active competition of Italian and North African wheat in European markets and this has been a depressing influence in domestic markets. Other weakening factors have been the relatively lower prices of other feed grains and mill feeds and the restricted domestic demand for feed wheat. Prices have declined to the lowest point since 1923. Markets during the coming months will be largely influenced by crop conditions in foreign countries and the outlook for the seeding of the domestic crop. It is much too early in the season to speak definitely of the outcome of the 1930 harvest. Preliminary indications of the acreage in North Africa and Italy are about the same as those of last season and

(Continued on Page 30)

Our Imported Italian Grated Cheese

will prove an invaluable aid in
Increasing the Consumption of

Macaroni and Spaghetti

Spaghetti + Cheese + Sauce

an inseparable combination for
tasty, appetising Macaroni dishes

Our Cheese Is Freshly Grated
Sold in Bulk or in Air-Tight Packages

SAMPLES AND PRICES ON REQUEST

LaRoma Grated Cheese Co.
55 E Austin Ave. Chicago, Ill.

ROSSOTTI LITHOGRAPHING CO. Inc.

121 Varick Street - - - - - New York

ARTISTICALLY
DESIGNED
LABELS
AND
CARTONS



OUR MODERN
DESIGNS
ADVERTISE
AND HELP
SELL YOUR
PRODUCTS

COMPLETE LINE OF STOCK LABELS AND CATALOGS
WRITE FOR SAMPLES

Secrets of Successful Trade Marking

---Paving the Way for a Hallmark

Written expressly for The Macaroni Journal by Waldon Fawcett

The National Macaroni Manufacturers association comes on the scene with its "Energy Trio" cooperative badge just at the juncture when a revolution is in progress in the collective marking or mass marking of the products of associated producers. The board of directors has been at pains to declare by formal resolution that the new trinity seal for macaroni, spaghetti and egg noodles shall in no instance be employed as a mark or indication of quality. Yet, as luck has it developments are in progress throughout the whole field of business that may compel the association to somewhat modify its stand in this respect. Members may hold firm against their group mark being made a quality mark. But it is a question whether they have not in spite of themselves,—and, perhaps, for their best interests in the end—paved the way for a "hallmark."

To understand how the "Energy Trio" has been caught in the flux of a changing situation it is necessary to look backward a moment before we attempt to look forward. As our readers know, the form of team play in identification known as "collective marking" or "community marking" found favor rather slowly in the United States until a comparatively recent date. Perhaps the fact that collective marks are not eligible to Federal registration as technical trade marks had something to do with it. If so, the present activity in this quarter may be discounting the passage of the Bill now in Congress to admit association marks, union labels, etc.

For all the lack of official recognition, the idea of alliances for commodity marking has grown in favor in proportion to the spread of the principle of consolidated or sympathetic marketing, as exemplified by joint sales agencies, "exchanges," cooperative associations and "institutes." During the formative stages of the get-together movement the common bonds or group marks have been of 2 kinds. On the one hand there have appeared the rallying cries of commercial clans which are well exemplified by the slogan "Say It With Flowers." In its elemental form this technique employs a suggestive catch line solely for its advertising value. Not only is there

embodied in the common keynote no promise of quality, nor assurance of service, but the sponsorship of the project is not disclosed. In short it is a case of anonymous advertising which gains its force principally by sheer volume.

As the other extreme we have had, in the kindergarten period, the banding together of producers to bring about a uniform observance of analysis marks or specification marks. The objective usually has been the reassurance of a consuming public which has felt itself helpless in purchase by reason of its ignorance of technical qualifications and standards. In years past the custom has arisen of characterizing these insignia,—whether or not they be backed by organized, systematic inspection of the goods,—as "quality marks." A more accurate designation is "grade mark." Indeed, in fields such as the lumber industry the necessities of distribution require the simultaneous use of several grade marks.

If their choice was to be made between these 2 extremes of associate expression it is no wonder that the members of the Macaroni Manufacturers association declared against assumption of the responsibilities of a "quality mark." The "Energy Trio" device is to be used mainly in advertising and for the establishment of package relationship. Naturally its custodians must shy at the thought of allowing the lay public to interpret this "trade triplets" as a guarantee of indefinite but exalted quality. That might well mean in the eyes of the credulous, a warranty of ingredients and processing verified by factory inspection under association auspices.

Right as the directors unquestionably are in sidestepping so formidable a potential obligation, the question confronts whether, in the end the Energy Trio, or some successor, may not take on the status of a sentimental insurance policy. This thought is ventured because of the recent appearance and rapid rise, in other trade fields of the practice known as "hallmarking." The term "hallmark" harks back to the Middle Ages with its Guilds of artisans,—producers who were the trail blazers of our modern system of commodity branding.

The collective or coöperative "hallmark," as the term is now employed,

signifies a form of identification that is midway between the advertising slogan and the grade mark. In a sense it is a compromise between the two. Or at least it partakes of some of the characteristics of both. Sponsored by associated producers, its use is licensed to members in good standing. Yet is there no contemplation of the sale of the hallmarked goods through a central sales agency? And there is no thought of undertaking factory inspection or other species of paternalistic censorship to make sure that goods live up to ideals.

The "hallmark," into which the Energy Trio may one day graduate to its own glory, might appropriately be dubbed an "integrity mark." Instead of posing as a quality mark, to be construed as having whatever meaning the beholder chooses to read into it, the hallmark of this new generation is in the nature of a "character," vouching for the general reputation and the conscientious endeavor of the user. In short, a hallmark really promises, concretely, no more than an advertising catchline or a pictorial mascot, and yet by its form it cultivates among consumers a confidence in the community ideals and the inter-responsibility of the firms and individuals that proclaim membership in the circle.

Experts, with whom I have talked, are agreed that, even if the National Macaroni Manufacturers association is ultimately to promote its "Energy Trio" to the dignity of a hallmark, the wisest possible course is to start the joyous trio in advertising life as a mascot rather than in any more serious rôle. Persistent and extensive use of the vividly symbolic figures will not only make readers of the newspapers and magazines "macaroni food conscious" but gradually will build up a familiarity with, and confidence in the triangular mark that will automatically convert it into a hallmark or informal subscription to the high traditions of an industry. Needless to say there are no formalities to the elevation of an advertising tieup into a hallmark. If the time comes when the association wishes to publicly proclaim its trusteeship of a hallmark, well and good. But, even without such a gesture, the net result may be the same if the satisfied consuming public reads into the fanciful design an arm-in-arm determination of macaroni food producers to keep the faith.

April 15, 1930

THE MACARONI JOURNAL

27

KANSAS

HARD

WHEAT

FARINA

Absolutely Guaranteed
Quality Always Uniform

Samples On Request

The HUNTER MILLING Co.

Wellington

Kansas

Tel. No.
Hegeman
8
9
6
6

Established

1
8
9
8



**OUR
FAULTLESS MACARONI MOULDS**
Are Always Satisfactory.

Every Order is Given the Personal
Attention of Die Experts.

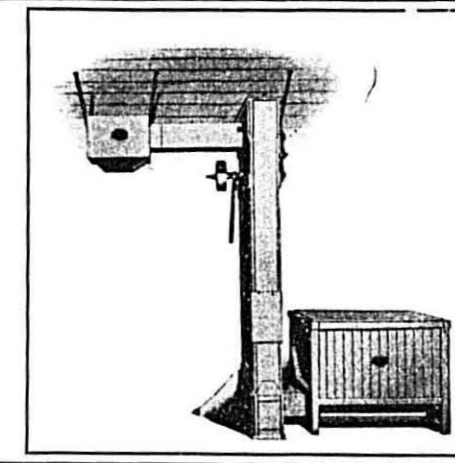
F. MONACO & CO.

1604 Dekalb Ave.

BROOKLYN

NEW YORK

Improve Your Noodles



and Macaronies with the Champion Flour Outfit.... made in a size to fit your plant, from 3 barrel bin up to the car lot buyer. These Flour Outfits are priced within your means and sold on convenient payments.

**MANY MANUFACTURERS
OF NOODLES AND
MACARONIES ARE
GETTING AN EXTRA
PROFIT BY USING THE
CHAMPION FLOUR OUT-
FIT.**

Write Today

Champion Mach'y Co.

Joliet, Illinois

Notes of the Macaroni Industry

Superior Macaroni Company to Use Newspapers

Following a recent test campaign in Los Angeles and Hollywood utilizing newspapers and outdoor advertising, the Superior Macaroni company of Los Angeles is planning expansion of the campaign employing the same medium throughout southern California. Returns from the test program were so satisfactory the officials of the macaroni firm unhesitatingly approved a much higher advertising appropriation. All newspaper advertising of this firm is to be placed by Edwin Bird Wilson, Inc., the advertising agency which is directing the campaign.

DeLuxe Macaroni & Cheese

Macaroni and cheese is one of the best known ways of combining these 2 products whose elements blend so appropriately. It depends not altogether on the ingredients but on the way in which they are prepared for combination. Here is one of the most popular:

Boil macaroni in well salted water until soft. Drain and put into a baking dish, pouring over it the cheese mixture, made by the following special recipe:

Melt the butter in a double boiler. Blend the flour and add milk. Stir to keep perfectly smooth. When thick add grated cheese. If the cheese is too fresh to grate easily, cut into small pieces. It will melt in the sauce just as well but will take a little longer.

Beat 2 eggs until light and fluffy. Take the cheese sauce from the fire as soon as the cheese has melted. Beat in the eggs and pour the sauce over the macaroni in the baking dish to within about a half inch of the top. Cover with buttered bread crumbs and bake in a moderate oven for about 45 minutes or until the crumbs are well browned.

600 Workmen Marooned in Plant

A sturdy, well built spaghetti factory served as a place of refuge for 600 workmen imprisoned in the city of Villemur when the region around Toulouse, in southern France, suffered one of the most disastrous floods in its history. A loss of nearly 100 lives was reported throughout the valleys of the Garrone, Tarn, Aude and Agot rivers.

Melting snows and spring rains filled the river banks to overflowing and

through a broken dike waters poured over the city and valleys. The situation at Villemur was critical. The water rose so rapidly it was impossible to take steps to succor the people.

The Villemur city hall and several houses collapsed. The strong stone walls of the spaghetti factory withstood the rush of the torrent and the 600 workmen imprisoned therein were later rescued by firemen and soldiers, though the stock of macaroni and spaghetti was water soaked. The flood losses were estimated at approximately 160 lives and many millions of dollars in property.

Black Cat—Ex-Convict—Spaghetti

An ex-convict, who will soon again enter a New York state penitentiary under a life term sentence, will blame his ill luck on a playful black cat in one of New York city's small spaghetti factories.

The cat was innocently playing with a ball of twine when it accidentally knocked the receiver of a telephone from its hook flashing a signal in a nearby exchange. The operator answering the signal heard what she thought were curious sounds and moans. Believing that some "dirty work" was going on, she notified the detective bureau. Reserves and detectives were hurried to the factory and the emergency squad called. At the factory, 1959 Third av. near 108th st. they found how the black cat had signalled central. The policemen and detectives enjoyed the joke.

As they were ready to return they discovered 2 suspicious characters in a nearby doorway and placed them under arrest. Both were found armed and with small coils of rope. One was an ex-convict that had served several terms, and since carrying concealed weapons is a serious offense in New York, he was given a life term under the Baumes law. It was his fourth offense. The other prisoner was given six months in jail. It was his first offense. All this ill luck because of an innocent black cat!

"Creamettes" Take the Air

From 7:30 to 7:45 a. m. daily, radio owners throughout the northwest will be privileged to hear interesting talks on "Creamettes" and "Mothers" macaroni, spaghetti and egg noodles and their use in all of the principal meals of the day. This schedule of broadcast-

ing is sponsored by the Creamette company of Minneapolis, Minn. Another feature of the broadcast is sounding time signals. The broadcast started on March 1 and will be a daily feature over WRHM.

In addition the firm has arranged an advertising campaign in 135 newspapers and magazines in the northwest. Suggestions for tasty and economical meals with macaroni products as a base will feature this firm's advertising.

"White Pearl" in Iron Country

The Tharinger Macaroni company of Milwaukee has for some time been using a small radio station in the iron country of northern Wisconsin and Michigan for interesting the people of that section in making greater use of macaroni products in daily menus. Local conditions are such that few of the radio sets in the iron country are able to "pull-in" even the bigger stations of the central states and must depend on the small local station for their entertainment and education.

The macaroni firm in its program offers to send any interested listener a copy of its wonderful recipe booklet entitled "68 Answers to the Question—'What Shall I Have For Dinner Today?'" A test of the effectiveness of radio broadcasting as a means of advertising is being made by the firm in this territory of limited reception.

Macaroni in Food Shows

During the winter and spring months macaroni manufacturers have taken unusual interest in the food shows throughout the country to profitably display their products. Some attractive exhibits resulted and a collection of photographs of such exhibits would be a very interesting array. At the exhibit in Minneapolis under the auspices of the Minneapolis Retail Grocers association the following firms exhibited macaroni products: The Creamette company and Mill-Brook Macaroni company.

Exports and Imports Drop

The world trade in macaroni products showed a slight decrease during January 1930 and this has adversely affected the business for the 6 months under observation according to officials of the Bureau of Foreign & Domestic Commerce.

During January 1930 we imported

April 15, 1930

THE MACARONI JOURNAL

29



Star Perfection Dies

are not only the cheapest in price but the best in quality and workmanship.

THE STAR MACARONI DIES MFG. CO.

47 Grand St.

New York

*Dependable Semolinas
of
High Quality and Uniformity*

NORTHLAND FANCY No.2

AND

NORTHERN LIGHT

NORTHLAND MILLING CO.
MINNEAPOLIS, MINNESOTA

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

AN ADHESIVE FOR EVERY
MACHINE OR HAND OPERATION

**NEW and
BETTER!**

Just developed
for Wrapping
Machines



End Seal Gum
M-596-E

Prove it your-
self. A trial lot
will be gladly
sent on approv-
al. Write today
for your sample.

**NATIONAL
ADHESIVES
CORPORATION**

Executive Offices: NEW YORK

WORLD'S LARGEST PRODUCER
OF ADHESIVES

206,621 lbs. of macaroni products, paying for them \$18,602. In the same month, 1929, our imports were 263,528 lbs. for \$23,220.

The exports for the same month showed a similar trend. In January 1930 we exported 751,744 lbs. for \$68,105 while in January 1929 we exported 1,050,337 lbs. for \$84,602.

For the 6 months ending December 1929 total imports were 1,358,732 lbs. valued at \$126,166. For the last 6 months of 1928 we imported 1,525,993 lbs. for \$150,142, showing a decrease of 167,260 lbs. worth \$23,976.

For the 6 months ending Dec. 31, 1929, our exports of domestic merchandise totaled 5,215,658 lbs. worth \$472,270. During the same 6 months in 1928 our exports were 5,394,205 lbs. worth \$496,973, showing a decrease of 178,547 lbs. or \$24,703 in value.

Megs Co. Buys Feeser Plant

The Megs company formed by a group of financiers in the Harrisburg, Pennsylvania district has purchased the Feeser Macaroni company plant at 17th and Berryhill sts. The firm is incorporated as Megs & Company. C. W. Wolf is president of the new concern and R. C. Paul is chairman of the board of trustees. Frank M. Balsbaugh is secretary-treasurer. John F. Feeser and J. P. Weidenhamer, who formerly operated the Feeser plant, are financially interested in the new concern which has obtained the services of A. Gallarini, well known macaroni expert, for superintendent of the production.

The new firm, capitalized at \$600,000, will specialize in "Megs," a new form of macaroni, and "Specs," a kindred product which is spaghetti. It is hoped to expand the business into one of national distribution so as to use up the entire capacity of the plant of 250 barrels daily.

Modern Marketing Methods

It is interesting to note the rapid progress being made by some industries in broadening the market for their products through an intensive and scientific study of the product.

Research is the key to marketing success under modern conditions. The chemist and the dietitian assume more and more importance in the eyes of good management.

Sums of money are made available to leading colleges for scientific research. Expert dietitians are retained to work out recipes and menus all with the one idea of providing sound, con-

vincing sales arguments for the product.

Employment Good in Food Industry

President Herbert Hoover and Secretary of Labor James J. Davis would be relieved of their joint unemployment worry if business in general was as good as that reported by the General Foods Corp., a merger of 15 leading food companies of which Postum Cereal Co. was the leading unit.

Employment is normal or slightly over normal in a large part of the food industry, according to Colby M. Chester, Jr., president of General Foods Corp., in an interview as he issued the



Colby M. Chester, Jr.

annual report of his organization to 32,000 stockholders.

"The food industry is the largest and oldest industry and is famed for its stability," said Mr. Chester. "Food represents 25% of the total national income. Current conditions in our business are good and the outlook is encouraging, due to rising standards of living, growing population and introduction of improved methods and new products."

General Foods operates plants in 40 cities and sells more than 80 food products. Employment in practically all these plants is normal or slightly above normal, according to Mr. Chester.

Chairman Appreciates Appreciation

In recognition of the splendid service given the Macaroni Industry as chairman of the Macaroni Publicity Committee of the National Association the Board of Directors at the New York meeting last February unanimously adopted resolutions in appreciation of the time and effort spent by Chairman Robert B. Brown of Fortune-Zerega company, Chicago, and last month the resolutions properly engrossed, embossed and framed were presented by President Frank J. Tharinger. How much he values the thoughtfulness of the association workers is expressed thus in his own words. My Dear Frank Tharinger:

The resolutions of the Directors, gorgeously embossed, signed and framed which you presented to me last month, will ever remain among my most cherished possessions.

I feel that my part in the success of the Association campaign to date has been overrated. It was my good fortune to be given the opportunity merely to apply the spark to start the blaze. Those who went before me prepared the way and now the whole industry is blazing away merrily.

Nevertheless the resolutions touched me deeply. Their form leads me to recall to them a measure of affection which to me is much deeper than an evidence of gratitude alone. I hope that I have not assumed too much in thus reading them.

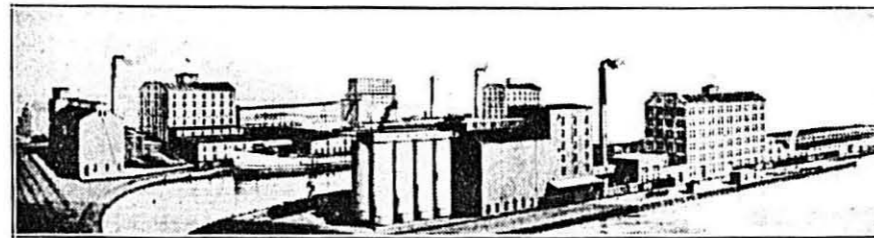
Will you please pass on to the Directors my thanks and appreciation for their thoughtfulness? Also let me add a word of sincere thanks to you personally for the way in which you backed up the Advertising Committee when ideas were only ideas and for your patience and self-effacing labors to make the plan a success.

A big job is ahead of us all; a job which will be only half done unless we use this cause as a means of welding together our industry into a strong, energetic and progressive group in American commerce.

Sincerely yours,
(Signed) Robert B. Brown,
Chairman

(Continued from Page 25)

conditions at present are generally favorable but the outlook in these areas will depend largely upon weather conditions during the next two months. Crop developments in these countries during the coming months will have an important bearing upon the foreign market for durum wheat. Looking forward to the next crop year, the rapid expansion of the Canadian durum acreage in recent years together with more scientific methods of crop production in Italy and North Africa, suggest continued active competition for United States durum wheat in foreign countries. The market influence of these factors, however, may be somewhat modified by the expansion of the domestic market and the development of a larger export inquiry for the finished manufactured products such as macaroni, spaghetti and noodles.



HOURGLASS SEMOLINA

Embodies Those Requisites

Strength, Color and Flavor

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

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

DULUTH-SUPERIOR MILLING CO.

Main Office: DULUTH, MINN.

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

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

Grain, Trade and Food Notes

Traveling Farm Exposition

An agricultural exhibition mounted on 8 special automobiles, early in March started a tour of Italy, Sicily and Sardinia to show what the country is doing to advance agriculture, particularly growing of wheat, so the Department of Commerce is informed in a report from John M. Kennedy, assistant trade commissioner in Milan.

The "Autocolonna" (Autocolumn), as this exhibition is called, measured approximately 80 meters (about 87.5 yds.). The body of each car has movable sides so that at each stop these could be pushed aside and the various exhibits shown.

Among the activities displayed were those of the permanent committee for grain, of the syndical agricultural organizations, those in behalf of the growing of grain, those concerning fertilizers, forage, livestock, agricultural machinery, and the fighting of noxious insects.

The tour was divided into 2 points. In the first the column covered southern Italy, Sicily, Sardinia, Lazio, Umbria, returning at the end of this to its starting point, Rome.

The second part then began and the traveling exposition visited the agricultural sections of northern Italy.

Rice Association Starts Advertising Plans

Rice is 10 to 15% higher this year than it was last. How much of that increase may be attributed to the aggressive advertising campaign of the National Rice Association of America cannot be determined with accuracy. Twenty thousand dollars has been spent for advertising so far. And the program calls for \$80,000 for the year, with prospects of a budget of \$150,000 for the second year.

The rice advertising campaign has involved several different types of copy. First, copy was used to sell the idea of cooperative advertising to rice growers. Then copy was prepared to sell rice to the American consumer by means of rice recipes and other national advertising. This was articulated with effective dealer or trade paper copy showing how rice had entered the advertising lists to court the favor of the American housewife.

More Than 26% For Food

More than 26% of the yearly income of the peoples of the United States is expended for food products, both agricultural and manufactured, according to the Encyclopedia Americana,

which points out that American "bread baskets" stow away \$23,140,000,000 worth of food out of an estimated annual income of \$89,000,000,000.

The fact that food consumption is such a vital part in the lives of the people of this country is borne out even in a time of business depression, by the present stability of these concerns manufacturing or dealing in food products, the Americana publishers say. The largest of the package food manufacturing companies reports gross sales last year of more than \$130,000,000, a great increase over 1928, and a consistent gain in sales each month over those recorded the previous year.

Earnings statements for 1929 released by the leading companies engaged in the grocery business, the manufacture of package food products, or in the fruit, vegetable or meat packing business, almost without exception show increases in sales and earnings.

Cornstalk Goes Into Business

Long awaited commercial development of cornstalk byproducts seems destined for a real trial with the formation of National Cornstalks Processes, Inc., Chicago, notes "The Business Week." This \$1,000,000 concern, backed by former Governor Lowden, Henry A. Wallace; H. F. Perkins, president International Harvester; and other midwest business leaders, has leased for 5 years the patents on cornstalk converting process developed under Dr. O. R. Sweeney at Iowa State college. Aided by the state, by the Federal government through the bureau of standards, Dr. Sweeney has spent some 15 years in developing processes to utilize the 150,000,000 tons of cornstalks produced annually. Some 15 or 20 industrial byproducts have been produced experimentally; the new company's first product will be lumber substitute.

While cornstalks can be converted easily into products for which there is strong demand the success of a commercial venture depends upon other factors. The harvesting and transportation of cornstalks to mills presents an economic problem which has hitherto prevented successful exploitation of this waste product.

Chains of mills throughout the corn belt are planned to reduce transportation cost. If they should be successful in their aim to provide a market for cornstalks at \$3 a ton or more an annual addition to corn belt farmers' income of some \$450,000,000 is possible—a much-

to-be-desired outcome of Dr. Sweeney long researches.

Read the Food Label

"Read-the-Label" clubs could help greatly in bringing about the results intended by Federal pure food legislation says W. R. M. Wharton, of the United States Department of Agriculture, who is chief of the eastern district for the food, drug, and insecticide administration. The Federal food and drugs act is strict in requiring that labels shall not mislead consumers as to the quantity, quality, or constituents of foods and drugs sold in containers. Consequently a purchaser who reads the label carefully and intelligently can make sure she or he—or as most frequently happens—she is getting what she thinks she is paying for.

Suppose you ask for a bottle of mayonnaise and your grocer offers substitute labeled merely "Salad Dressing." Mayonnaise must contain not less than 50% of edible vegetable oil and it must contain at least 78% of a combination of this oil and egg yolk. Salad dressing may contain many ingredients less expensive than oil and egg yolk. These ingredients are not injurious to health but if you pay the price of mayonnaise and get a less valuable product you are not getting your money worth. A pinched-in bottle of flavoring extract may look larger than a plain bottle. The label must show the actual amount of liquid in each bottle. Assuming equal quality in the 2 bottles, the label will tell which quantity is the better buy.

Nearly 8000 Chains

Anything from flower seeds to gramophones may be purchased through one of approximately 8000 chains now operating throughout the country. These various chains control a total of 100,000 separate unit stores. This is an increase of 300% in systems and 700% in unit stores since 1914 when there were 2000 chains operating 20,000 stores.

In the grocery field alone the store total has jumped from 27,000 in 1920 to approximately 68,000 at the close of 1929. Chain drug stores, according to H. W. Ryan of the Monroe Calculating Machine Company, Inc., who has made a thorough study of chains from the standpoint of store calculating problems, now control slightly over 7% of the outlets and 20% of the business.

The 4 leading chains listed according to size and prosperity are the grocery

April 15, 1930

THE MACARONI JOURNAL

33

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

Make Your Noodles from the finest EGG YOLK

Rich in Color---
Fresh and Sweet

Write for Samples
and Prices

JOE LOWE CORPORATION

BROOKLYN, N. Y.
Bush Terminal Bldg. No. 8

BALTIMORE, MD.
5-7 West Lombard Street

LOS ANGELES, CALIF. CHICAGO, ILL.
Mateo and Sacramento Streets 3617 S. Ashland Ave.

Capital Flour Mills

Incorporated

A clean and well milled
product made from
carefully selected amber
durum wheat.



The benefit you should
receive from the million
dollar advertising fund
depends largely on the
quality of your product.
THINK IT OVER

Send your orders to
Minneapolis. If office
is closed mailman will
throw them over the
transom.

Office
Minneapolis, Minn.

Send your sacks to St.
Paul, Minn. They will
be thoroughly cleaned
and kept free from in-
sect infestation.

Mills
St. Paul, Minn.

chains, first; 5 and 10 cent chains second; candy chains third; and drug chains fourth. As a whole the end of the rapid expansion period of the chain system is predicted in 1931.

Did You Know?

That there are more than 300 million meals consumed daily in American homes? The vast quantities of machinery is at work providing these meals? That millions of people, from the farmer who produces the raw material to the housewife who purchases it are food conscious every day of the year, and nearly every hour of the day? That food regularly takes 26% of our national income, estimated at \$90,000,000,000? That food articles have potential buyers in every home in the United States? How should all these countless varieties of food be distributed? How sold? Obviously no sales

MEET COMPETITION WITH BUSINESS TRAINING

The two big problems confronting most Macaroni and Noodle Manufacturers in America are—SALES and DISTRIBUTION.

Competition between manufacturers for a restricted market is small as compared with competition between our industry and other food producers seeking Macaroni's share in the meal.

How to promote SALES and improve DISTRIBUTION will be the leading topics discussed at the Macaroni Men's Conference June 24-25-26, 1930 in The General Brock, Niagara Falls, Canada.

Attend this open meeting of the trade. Become more Association-minded. It will pay you welcome individual profits and the whole industry handsome dividends.

force could ever be organized to approach periodically 25,000,000 housewives. There was danger that the benefits of mass production in the food industry would be lost.

Perhaps it has occurred to you that advertising, and advertising alone, has provided the solution.

KEEP ABREAST OF THE TIMES

If you think you have time to waste while competing in this fast moving day with men who are constantly studying and preparing themselves, wake up!

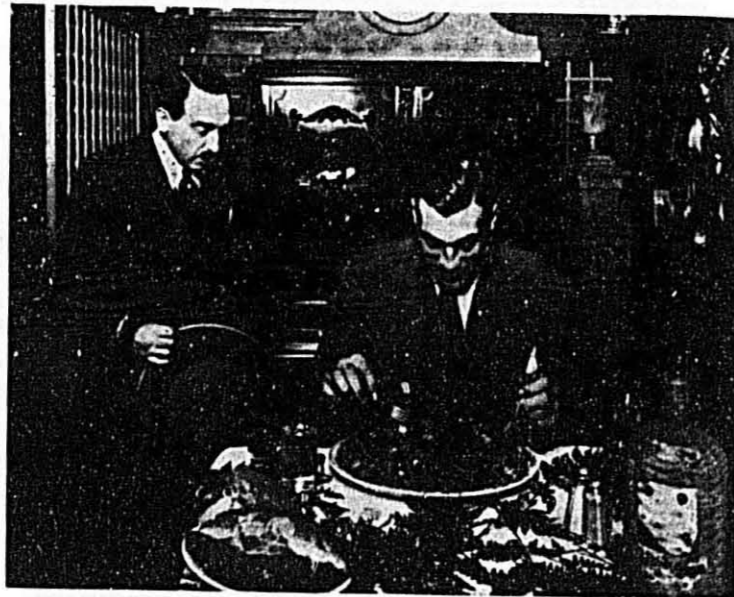
A SALES CLINIC

Experienced leaders in many lines of business will discuss our SALES PROBLEMS at the 1930 Convention of the Macaroni Industry in The General Brock, Niagara Falls, June 24-26, 1930.

Theories will be advanced and practical suggestions made—most of which might well be adopted for trade improvement and profit increase.

Arrange now to attend this "Free Macaroni School."

CARNERA TRAINS ON SPAGHETTI



Primo Carnera, giant Italian heavyweight, is very careful about his diet while training for his many fights scheduled on a tour that will take him to all parts of the country. Here Primo is shown doing justice to a triple portion of spaghetti and meatballs in one of the famous old Vieux Carre restaurants in New Orleans. Manager Louis See's perturbation over his little playmate's appetite is shown in his expression. Carnera assures him that he need not fear because his favorite spaghetti gives him the ring stamina and aggressiveness that has enabled him to kayo such opponents as Big Boy Peterson, Elzear Rioux and Farmer Lodge in his search for pugilistic honors. What's in the jug? Judge for yourself.

Pioneers in the Design and Manufacture of Simplified Packaging Machinery

CARTON SEALERS—AUTOMATIC WEIGHERS—FILLERS—PACKERS, Etc.

Write for descriptive folder

TRIANGLE PACKAGE MACHINERY CO.

416-420 W. Huron Street, CHICAGO

39 Cortlandt St., NEW YORK

443 S. San Pedro St., LOS ANGELES

For Better Results



USE

PENZA'S BRONZE MACARONI DIES fitted with U. S. Patented "Kleen-e-z" removable pins.

Prices Reasonable, quoted on request.

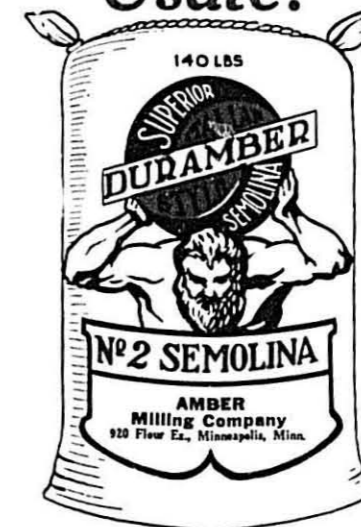
FREDERICK PENZA

295 Vernon Ave.

Long Island City, N. Y.

PER PASTA PERFETTA

Usate!



"Meglio Semola-Non ce ne"

Guaranteed by the

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

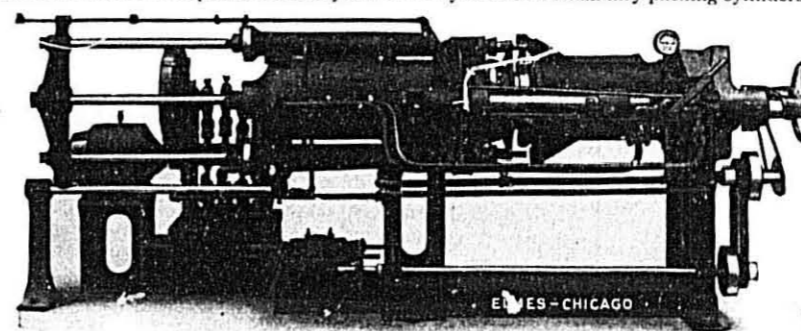
ELMES' SHORT CUT PRESS

Gives the greatest return for every dollar

Alphabetical or fancy cut goods made any desired thickness.

Variable speed transmission. More speeds. Finer adjustments. Hydraulic and auxiliary packing cylinders. bronze brushed.

You'll need this press for the new demand created by the Energy Trio Cook Book with 164 Tested Recipes



The Energy Trio:--- Spaghetti, Macaroni and Egg Noodles will need Presses to make them. More people will eat them.

Cylinders outside packed. No dismantling to repack cylinders
High and low pressure pump. Valve lift. Speed regulating valve.

BUY 49 PER CENT OF HYDRAULIC MACHINERY IN USE IS 19 YEARS OLD

HYDRAULIC-ELMES
SINCE 1851

MANY ELMES PRESSES BUILT OVER 40 YEARS AGO ARE IN USE TODAY

SOLD WITH THE ELMES GUARANTEE---FIRST CLASS MATERIAL AND WORKMANSHIP

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

The Macaroni Journal

Trade Mark Registered U. S. Patent Office
 (Successor to the Old Journal—Founded by Fred
 Becker 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, Editor
 JAS. T. WILLIAMS, Editor
 M. J. DONNA, Editor

SUBSCRIPTION RATES
 United States and Canada . . . \$1.50 per year, in advance
 Foreign Countries . . . \$2.00 per year, in advance
 Single Copies . . . 15 Cents
 Back Copies . . . 25 Cents

SPECIAL NOTICE
 COMMUNICATIONS—The Editor solicits news and articles of interest to the Macaroni Industry. All matters intended for publication must reach the Editorial Office, Braidwood, Ill., no later than Fifth Day of Month.
 THE MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns.
 The publishers of THE MACARONI JOURNAL reserve the right to reject any matter furnished either for the advertising or reading columns.
 REMITTANCES—Make all checks or drafts payable to the order of the National Macaroni Manufacturers Association.

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

Vol. XI April 15, 1930 No. 12

Questions and Answers

Q. What is "AGMA"? How many macaroni manufacturers are members and what are the advantages of membership?

A. The term "AGMA" consists of the initials of the organization of grocery manufacturers officially known as the Associated Grocery Manufacturers of America. Headquarters are in the Graybar building, New York city. The advantages of membership therein are many, varied and valuable. Our records show that among the member firms are the following macaroni manufacturing companies:

- American Beauty Macaroni Co. Kansas City, Mo.
- Birmingham Macaroni Co. Birmingham, Ala.
- John B. Canepa Co. Chicago, Ill.
- The Creamette Co. Minneapolis, Minn.
- Fortune-Zerega Co. Chicago, Ill.
- Foulds Milling Co. Chicago, Ill.
- Joliet Macaroni Co. Joliet, Ill.
- Keystone Macaroni Mfg. Co. Lebanon, Pa.
- Minnesota Macaroni Co. St. Paul, Minn.
- C. F. Mueller Co. Jersey City, N. J.
- Peter Rossi & Sons Braidwood, Ill.
- Skinner Mfg. Co. Omaha, Neb.
- Tharinger Macaroni Co. Milwaukee, Wis.
- A. Zerega's Sons, Inc. Brooklyn, N. Y.

Q. In connection with the proposed advertising campaign for macaroni products do you contemplate advertising in farm journals? What are the advantages for increased consumption offered by the rural communities which farm journals claim to cover?

A. The Advertising Trustees who will supervise the placing of all ad-

vertising after consulting the Advisory Committee have not yet considered the mediums to be used. Just now their greatest concern is subscription pledges. Farm journals are of the opinion that in the farming communities there is a greater prospect for increased consumption of macaroni products than in the cities because farmers consume more food in the home, eating 3 square meals a day. Rarely do they patronize restaurants or delicatessens. They further claim that the farm women and girls are not as much concerned about their "waistline" as are the city women and girls and for that reason eat more freely of all foods.

Q. Are any of the railroads offering summer excursion rates to Niagara Falls and the east from Chicago and points west? I am planning to attend the convention of the macaroni makers in June and wish to take along the family.

A. The Canadian National-Grand Trunk railway has already announced reduced rates to Niagara Falls and points east starting May 15 and good till Oct. 31. Regular fare from Chicago to Niagara Falls is \$18.06. Excursion rate for the round trip is \$29.50. In all probability all the leading railroads will have the same inducements to offer.

BUILD PROFITS BY UNDERSTANDING

U. S. Macaroni Manufacturers know and do make high-grade products.

Some sell their products profitably. Why shouldn't we all?

How can this be done? Well—

1. Forget your Competitors within the trade.
2. Adopt an improved business and sales policy.
3. Don't be satisfied with exchanging present customers—help create new ones.
4. Cooperate intelligently with fellow manufacturers in trade promotion.
5. Build your business not for VOLUME ALONE—but for PROFITABLE VOLUME.

Learn how others are doing these things by hearing from their own lips their experience messages to be delivered at the 1930 Conference of our Industry at Niagara Falls, June 24 to 26.

Cost Sheet Form for Macaroni Manufacturers

Submitted by F. Patrono, President
 Independent Macaroni Co., Mount
 Vernon, N. Y.

FIXED ASSETS
 Real Estate
 Machinery & Equipment.....
 Automobiles
 Furniture & Fixtures.....
 Total Fixed Assets.....

OTHER ASSETS.....

AMOUNT OF SEMOLINA USED IN 1929.....

MANUFACTURING EXPENSE:
 Oil
 Light, Heat & Power.....
 Freight
 Miscellaneous
 Water
 Repairs
 Labor—Wages
 Insurance
 Interest on Loans.....
 Taxes Real Estate.....
 (or if you don't own building)
 Rent

DEPRECIATION:
 Machinery & Equipment.....
 Buildings

ADMINISTRATION & SELLING EXPENSE:
 Commission
 Office Salaries
 Sundries
 Printing & Stationery.....
 Telephone
 Auto Maintenance.....
 Officers Salaries & Wages.....
 Bad Debts
 Advertising
 State Franchise Tax.....
 Legal Service Expense.....

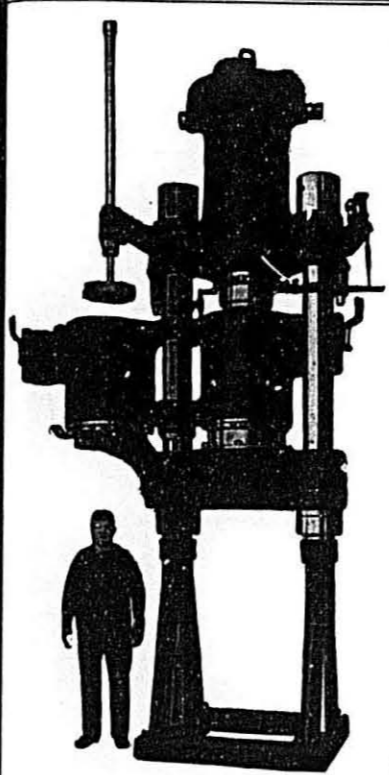
DEPRECIATION:
 Automobiles
 Furniture & Fixtures.....

If your merchandise is taken in by truckmen or express the expense will be charged to Manufacturing Expense.
 If your finished product is delivered by truckmen, express or by freight, this will be charged to the Administration and Selling Expenses.

WANT ADVERTISEMENTS

WANTED—2 reliable Pressmen. Must know semolina mixing and macaroni drying. State wages expected in first letter. Golden Crown Macaroni Co., Trinidad, Colo.

FOR SALE or RENT—Large, well-lighted building, 50,000 sq. ft. floor space, 5 stories and basement on lot 220 by 180. Good location. 1-ton freight elevator. Was used as macaroni factory with 60 bbls. capacity. For particulars write A. Puccini, 260 Vine St., St. Catharines, Ontario.



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.

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**



OUR PURPOSE:
EDUCATE
ELEVATE
—
ORGANIZE
HARMONIZE

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

OUR MOTTO:
First--
INDUSTRY
—
Then--
MANUFACTURER

OFFICERS 1929-1930

F. J. THARINGER (30) President Milwaukee, Wis.	M. J. DONNA Secretary-Treasurer Braidwood, Ill.	FRANK L. ZEREGA (30) Director Brooklyn, N. Y.
G. GUERRISI (30) Vice President Lebanon, Pa.	JOHN RAVARINO (32) Director St. Louis, Mo.	FRANK S. BONNO (31) Director Dallas, Texas
HENRY MUELLER Advisory Officer Jersey City, N. J.	G. G. HOSKINS (32) Director Libertyville, Ill.	G. La MARCA (31) Director Boston, Mass.
DR. B. R. JACOBS Washington Representative 2026 I St. N. W., Washington, D. C.	WM. CULMAN (32) Director Long Island City, N. Y.	C. B. SCHMIDT (31) Director Davenport, Ia.

*Splendid Cooperation Assures Success of
Promotion Program*

By President Frank Tharinger

With the passing of the million dollar mark for our great national campaign, the success of the Macaroni Product promotion program is assured beyond any question.

The whole industry can well be proud of itself. The loyal cooperation of the campaign leaders and every subscriber to the campaign has been marvelous, to say the least.

Plans are being formulated to launch formally the actual campaign of promotion which will really put our products on the map and what is more important and certainly more to the point, on the daily menu of the nation. Macaroni products will be brought forcibly to the attention of millions of housewives all over the nation. What the Florist Industry has done what the Laundryowners and the Home Furnishings Industry have accomplished, this we CAN and WILL DO.

The industry has responded with almost unexpected unanimity. Reports constantly coming in from the field representatives of the Finance Committee in 6 different districts indicate the eager response evidenced on the part of the members of the industry, including not only the manufacturers of macaroni products themselves but those who furnish us with supplies and machinery. This, in my opinion, will be beyond any doubt one of the most successful of all cooperative industry movements.

There will probably be some who will hesitate to join us in this great enterprise. It is the duty of all of us to show these people what they are missing—to convince them that the time has come to forget old prejudices, to DROP INDIVIDUAL STYLE OF PLAY AND TAKE UP TEAMWORK. And it is most distinctly up to us, not only for our own good and for the success of the movement as a whole, but as a mark of friendship to such members, to show them the error of their ways.

I cannot praise too highly the efforts of the leaders in each of the 6 districts. They have taken time they could ill afford, in many cases, from their own business to assure the success of our Industry's national educational program. As a matter of fact everyone who has in any way helped in putting across the Campaign merits a lot of credit and praise. I give both freely, for I sincerely feel that every one has done a splendid piece of work.

But I would like to add this word of warning. Let's not let the exultation of our success so far blind us to the fact that the job is just started—that there still is much to do. While one person or manufacturer remains outside of our group, we still have a task to perform. It is quite evident that in the coming struggle against better established, stronger industries we will need every ounce of strength we can muster. Also quite apparent is the fact that the more funds we amass the greater will be our success.

Let's keep on as we have started. It's a big job, a job for all of us. But upon our combined constructive efforts rests the future of our industry.

The Secretary's Column

Three Good Reasons

An eminent authority on trade associations, their need and value to any industry, puts it thusly:

There are three "nifty" reasons why your industry and mine should have a well supported and amply financed trade association:

To STANDARDIZE — which nat-

urally means to cut down varieties;

To STABILIZE — which broadly means the maintenance of fair prices;

To STERILIZE — which sensibly means elimination of unfair practice.

All three of these "reasons" have ever been foremost in the minds of those in charge of the affairs of the National Macaroni Manufacturers Association.

They have not been attained to their fullest extent in this industry because the organization has never been accord-

ed that necessary 100% support on the part of many in the trade.

Do You Know

Any good reason WHY YOU should not attend the National Conference of your industry this year?

The DATES are just right—JUNE 24-25-26, 1930.

The PLACE is ideal—The General Brock Hotel, Niagara Falls.

The NEED is urgent—Your business must have your attention.

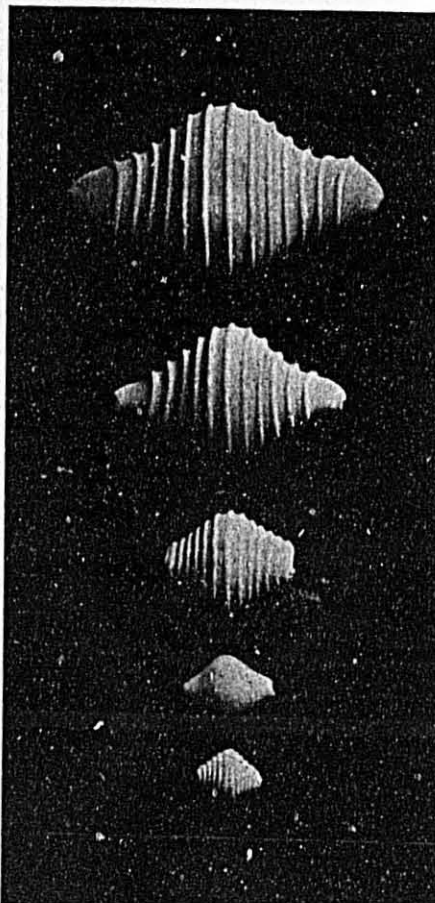
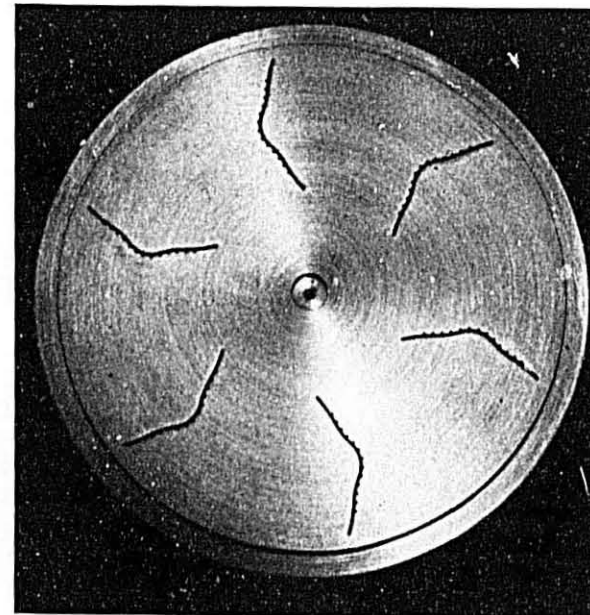
MARIO TANZI & BROS., Inc.
Presents

The "FAULTLESS"
SEA--SHELL--DIE

A Distinct Achievement
in
Macaroni-Die-Making



Equally Suitable for
PRODUCTION and QUALITY



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

FEATURES

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

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

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

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

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

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

MARIO TANZI & BROS., Inc.
348 Commercial St. | 1274 78th Street
BOSTON, MASS. | BROOKLYN, N. Y.

CREATOR and MAKER
OF FINE DIES

Under-Consumption—not Over-Production

We believe that the program of national advertising planned by the Macaroni Manufacturers will result in a better understanding of the value of macaroni products by the American housewife, and will produce a substantial increase in the consumption of this important food.

Pillsbury Flour Mills Company

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

BRANCH OFFICES:

Albany
Atlanta
Dallas
Altoona
Baltimore
Boston
Buffalo
Chicago
Cincinnati

Cleveland
Dallas
Denver
Detroit
Hastings
Indianapolis
Jacksonville
Kansas City, Mo.

Los Angeles
Marquette
Memphis
Milwaukee
Newark
New Haven
New Orleans
New York

Oklahoma City
Omaha
Philadelphia
Pittsburgh
Portland, Me.
Portland, Ore.
Providence
Richmond

Rochester
Saint Louis
Saint Paul
San Francisco
Scranton
Springfield
Syracuse
Washington

