

**THE
MACARONI
JOURNAL**

**Volume 12,
Number 1**

May 15, 1930

The Macaroni Journal



Minneapolis, Minn.

May 15, 1930

Vol. XII No. 1

1930 CONVENTION HEADQUARTERS

The General Brock—Niagara Falls, Canada



In this new, modern hotel will gather the leading Macaroni and Noodle Manufacturers of America in one of the most important Conferences ever held by and for the Industry.

Dates--June 24, 25 and 26, 1930

MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI

It Is Common-sense Reasoning

---that a die manufacturer who has been in business for 28 years, must make a good die and be dependable in every way. So limited are the outlets for his product that he must have builded his business through repeat orders---and such orders can be obtained only through satisfactory dies, prices, and service.

Consider also that during our 28 years of die-making the management has remained continuously in the Maldari family. The element of personal pride, therefore enters into our every transaction with Macaroni manufacturers. Each Maldari Insuperable Macaroni Die must be so conscientiously made as to maintain the Maldari reputation.

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



TENTATIVE PROGRAM

Twenty-Seventh Annual Convention of the National Macaroni Manufacturers Association

Hotel General Brock, Niagara Falls, Canada, June 24, 25, 26, 1930

7.00 p. m. Monday, June 23, 1930, Final Meeting 1929-1930 Board of Directors

TUESDAY, JUNE 24, 1930

10 a. m. Registration.
 11:00 a. m. Call to Order and Opening Ceremonies.
 President Frank J. Tharinger, presiding.
 Officer Reports:
 President Frank J. Tharinger.
 Secretary-Treasurer M. J. Donna.
 Washington Representative B. R. Jacobs.
 Committee Reports:
 Macaroni Publicity—R. B. Brown, Chairman.
 Costs—G. G. Hoskins, Chairman.
 Membership—A. Irving Grass, Chairman.
 Discussion and Disposition of Reports.
 Appointment of Convention Committees.
 (Luncheon Recess at 12:30 p. m.)
 1:00 p. m. Convention Reconvenes.
 President Frank J. Tharinger, presiding.
 Topic—"Plant Safety and Lower Insurance."
 Report by David Cowan, Chairman, Compensation Insurance Committee.
 Address—"Safety Requirements for Macaroni Plants" by Wm. Guilbert, Director National Safety Council.
 Discussion and Disposition.

2:00 p. m. Executive Meeting (Members Only).
 Bylaws amendments.
 3:00 p. m. Adjournment.
 4:00 p. m. Meeting of the Merchandising Committee.
 5:00 p. m. Meeting of Advisory Committee.

Entertainment

Viewing Illuminated Falls.

WEDNESDAY, JUNE 25, 1930

9:30 a. m. Call to Order.
 President Frank J. Tharinger, presiding.
 Reports of Convention Committees.
 Reports of Special Committees.
 Discussion and Disposition.
 Topic—"Our Macaroni Advertising Campaign."
 R. B. Brown, Chairman Macaroni Publicity Committee, presiding.

Report—R. B. Brown, Chairman.
 Address—Fred Mills, President Mills Advertising Co.
 Address—George O. Browne, Campaign Director
 Address—Thomas Beck, Editorial Director of Crowell Publishing Co.
 Discussion and Disposition.
 1:00 p. m. Executive Meeting (Members Only).
 Election of Directors.
 1:30 p. m. Adjournment.

Entertainment

3:00 p. m. Sightseeing trip around Falls and Gorge, as Guests of National Macaroni Manufacturers Association.
 7:00 p. m. Annual Dinner-Dance.
 Toastmaster—President Frank J. Tharinger.
 Address—"The Trade Associations' Opportunity" by Hon. W. W. Kincaid, of The Spirella Co.
 Address—"Laughing at Business" by Charles Milton Newcomb.
 Fun and Dancing.

THURSDAY, JUNE 26, 1930

9:30 a. m. Executive Meeting (Members Only).
 Call to Order
 President Frank J. Tharinger, presiding.
 Reports of Committees.
 Election of Officers.
 Special Topics for Discussion:
 1. How Best to Capitalize the Macaroni Advertising Campaign.
 2. The Need and Value of Closer Cooperation with Trade Association for Trade Betterment.
 3. The Right and the Wrong in Trade Practices.
 Announcements.
 Final Adjournment.

Evening

First Meeting of 1930-1931 Board of Directors.



EXTRA!
A PRIZE CONTEST ON
★ TWO STAR ★

QUALITY

*Open To All Children
 Of Macaroni Manufacturers*

1st Prize \$25
2nd Prize \$15
Ten Prizes of \$1.00 Each

IT'S EASY TO WIN

This contest is open to all children between the ages of six and 15 years whose parents or relatives are in any way connected with the manufacture of macaroni products, or allied trades. All you need to do to enter this contest is to write us in your own words giving the three best reasons for using Two Star Semolina to make perfect macaroni products, why you think Two Star is better, or instead send in the best actual experience of some relative or business associate of your family, which illustrates the best reasons for the use of Two Star Semolina. Get your father's or uncle's or his associates' experience, if he has not already told it to you, and put it down on paper.

Do not use over 100 words. The prizes will be given for the most original thoughts, and in case of a tie will go to those papers most cleverly and neatly worded. The names and photographs of the prize winners will be published in the Macaroni Journal. Contest closes at midnight, July 15, 1930. Be sure all essays contain your name and correct address, also your age, and the name of the macaroni plant in which your father or relative is interested. Sit down tonight and send us your three reasons. Any one who has used Two Star Semolina can give you many good reasons.

*Address all inquiries to "Two Star Contest Editor"
 Minneapolis Milling Company, Minneapolis, Minn*

**Contest
 Closes July 15**



**Contest
 Closes July 15**

**BE SURE
 TO SEE US
 BEFORE BUYING**

**TWO-STAR
 IS A GOOD
 PRODUCER**

MINNEAPOLIS MILLING COMPANY

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

Minneapolis, Minnesota
 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

WHY A CONVENTION?

Whenever two or three or more business men meet to talk over business matters or trade conditions the meeting is termed a conference. When a large group of an industry gathers for the same purpose it is called a convention. Be the gathering large or small, be it public or secret, if the general purpose is to enlighten the members of the group to the end that trade be improved, then a convention is justified.

It costs both time and money to attend conventions. Some are required to travel long distances or to spend valuable time away from their private affairs. For this reason, those who plan conventions must strive to make the proceedings as helpful as possible, making the ends justify the expense and trouble of attending.

A convention without a noble purpose would be a waste. In June there will be held the 1930 Congress of the Macaroni Manufacturing Industry of America. It will have for its prime and sole purpose the bringing together of the business executives of all the progressive firms in the country under such circumstances and in such an informal manner that it creates more self confidence, a higher appreciation of the true value of this food business, a better understanding between competitors and improved merchandising practices.

The Macaroni Manufacturing Industry under the able leadership of the National Macaroni Manufacturers Association happily has formed the wise practice of promoting these annual conferences, thus providing periodical opportunities for renewal of business acquaintances, voicing of personal views and prevailing opinions, all in the hope that through united action trade conditions may be more quickly and permanently improved.

Each year those who plan conventions try to have one standing idea prevail throughout all the sessions. Foremost in the minds of those having in charge the program for the 1930 meeting at Niagara Falls, Canada, June 24, 25 and 26, is that the prime purpose of this gathering should be to teach, preach and practice more **Practical Profitable Merchandising**. Around this timely convention theme is built a program that will warrant any expenditure of time and money.

The convention this year comes at a time when business is abnormal. At the very moment that the industry was ready to gather its fall harvest the stock market crash very seriously affected plans and markets, causing a business depression from which many have not yet fully recovered. Price wars were indulged in by competitors in many quarters, robbing both manufacturers and distributors of badly needed profits. Unfair trade practices are still rampant in some sections, so much so that some law abiding manufac-

turers have threatened to become violators themselves in order to hold their markets, all because of the evident ease with which a few unscrupulous ones are permitted to transgress both the laws of the land and the ethics of the trade. Two wrongs will not make one right. The solution lies in teaching accepted practices rather than imitating unscrupulous methods.

The conference also comes at a time when the progressive and farseeing manufacturers are pledging some real money to finance a 4 year advertising campaign that will unquestionably result in making most of the 120,000,000 consumers in this country a little more "macaroni conscious." For these and various other reasons and because there seems to be a very general desire in the trade that something be done, and be done quickly, to bring about a change for the better, the Niagara Falls meeting in June should be the best ever sponsored by the National Macaroni Manufacturers Association in its twenty six years of useful existence, better both in point of attendance and in value of the subjects to be considered.

Macaroni Manufacturers in America already have an enviable, worldwide reputation for high quality products. But what is to prevent them from making the best macaroni on earth? At their disposal is an ample supply of the very best raw materials at reasonable prices. Their plants are equipped with the latest thing in machinery and the most modern drying apparatus. Admittedly they have only minor manufacturing problems. Their major worry is profitable distribution.

The selection of the theme, "PRACTICAL AND PROFITABLE MERCHANDISING," for the 1930 convention is both timely and important. Under the spur of able speakers, the best minds of the trade will consider ways and means whereby the industry will pull itself out of the unprofitable slump into which it has been plunged by unforeseen conditions and questionable practices, real or imaginary.

An advertising campaign will undoubtedly create a greater and wider demand for macaroni products, but this will be of little value unless accompanied by increased profits, all within reason. Many are already planning to take the fullest advantage of the new opportunities which the big publicity campaign offers. They are not concerned in what their competitors think or do, but are putting all their energy behind moves that will gain for them their rightful share of the new business. How to properly capitalize this campaign will be the lesson stressed at the Niagara Falls meeting. Every manufacturer should be registered at the convention hotel the week of June 24, ready to get the benefits that are sure to accrue at this important conference.

Our Ultimate Goal

100 Per Cent Support in Every Section Winning Popularity for Macaroni Products

If enthusiasm counts for anything we can count our Advertising Program an assured success right now. Another month in our industry-wide fund-raising campaign has passed into history and we are rapidly approaching the close of the initial stages of our program. From all sections come encouraging reports—encouraging because they tell of the remarkable enthusiasm, the eager desire to cooperate in making the industry's project a great success which is being displayed in all parts of the country and throughout the entire industry.

The response of all members to the appeal of our industry has been nothing short of marvelous. In a comparatively short time we have united into one great cooperative body—with a single goal before us all—that of winning popular favor for Macaroni Products. All of the leaders who are devoting their time and resources to championing the interests of Macaroni Products are due a lot of praise and credit for what they have done and what they are now accomplishing.

However there are certain ones at present who are outstanding for their accomplishments during the past month. These leaders are F. G. McCarty of Alabama, A. S. Vagnino of Colorado, Joseph Viviano of Kentucky, Gaetano Viviano of Missouri, H. E. Gooch of Nebraska, Guy M. Russell of Oklahoma, R. V. Golden of West Virginia, John Busalacchi of Wisconsin. These men are chairmen in their respective states—their outstanding achievement has been in lining their states up 100%—which means that every macaroni manufacturer within the borders of these 8 states has subscribed to our "war chest." In lauding the achievements of these men, however, we must not forget to be grateful to all those whose cooperation made possible the achievements.

Speaking of 100% states—4 more are on the verge of reaching this goal—these are New Jersey, Massachusetts, Connecticut and Illinois. The ultimate goal, of course, is every state in the 100% column. This is a pretty stiff assignment but with everyone displaying the enthusiasm and willingness to cooperate that our leaders are it would be exceedingly easy. We need every bit of cooperation we can muster if we are to be successful.

Macaroni manufacturers are looking

hopefully to the Advertising Program to produce real results. A few of our members have had considerable experience in advertising. Because of the wide experience in this field which some of them have had, most of us can accept their comments as based on facts. Particularly so with the Washburn Crosby Company, which has been a national advertiser for many years. A letter from H. R. McLaughlin, president of the company, sounds extremely encouraging:

Our company has been a national advertiser for many, many years. At first we used magazines exclusively. This was augmented by painted wall signs. Then still later newspapers were used. Early in the development of the radio our Company established WCCO here at Minneapolis, and has been on the air constantly a number of years. During that period our Betty Crocker Service has continuously urged the consuming public to use more macaroni from the standpoint of health and appetite appeal.

It is natural, therefore, that when we were told that the macaroni industry was planning a 4 year 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 that anything less than 4 years would hardly be a fair test. When some of your officers presented the plan to a group of millers here in Minneapolis, we gave our unqualified approval and expressed our willingness to do our part in the financial support of the campaign.

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. The members of the macaroni industry who couple up with this advertising and do something of an individual character on their own part will surely benefit by the greater interest that should be stimulated with the consumer.

The macaroni industry has been kind to us and we are glad to have this opportunity to cooperate with them in something that is constructive.

In considering these words, it must be borne in mind that they come from a seasoned advertiser—one who has had long experience in putting a product before the public. That this company has been notably successful should add even more weight to this estimate and should be encouraging to all of us.

We must all keep in mind, however, that we are entering into the hardest kind of a fight, a fight which will really test our mettle. Consider the fact that we will match our fund against appropriations which run into many millions a year—and our fund must be parceled out over a period of four years. We must not consider that signing subscriptions has solved our problems from now hence forward. As has been stressed time and time again there is still a lot to be done and it's up to every one of us, who would have this drive succeed to do his share.

The public is fickle in its likes and dislikes. A favorite one day is likely to find himself an outcast the next. The same holds true even more with products. It is possible to carry some new product into the favor of the public by a wave of a tremendous advertising effort. But it will not stay in that position of its own accord. It must be held there by at least the same amount of advertising effort. Here is a concrete example to back up that statement.

1904 Pyle's Pearlina was favorably known to most American housewives. That year the owners spent \$500,000 advertising.

Three years later the owners felt it was so well known that they could afford to save \$550,000 a year. They ceased to advertise.

Eight years later, in 1915, the whole world, good will and all, was sold for \$12,000. All of which goes to show that the public has a short memory.

Our product is not exactly new though its many uses are unfamiliar to the great majority of American people. It is our task to educate these people to show them the value of our product. It will be a tremendous job but with cooperation of everyone we will do it.

During the remaining time of our fund-raising campaign let's get into and carry our own message to all members of our industry who have yet subscribed to our fighting fund.

(Continued on Page 7)

Harvard Report on Macaroni Marketing Expense

According to a study just completed by the Bureau of Business Research of Harvard University, macaroni makers and manufacturers and packers of other grocery products are meeting the present rapidly changing distribution conditions in a diversity of ways so that the trade appears in a state of flux. There are important differences in the methods of distribution used in the methods of employing personal selling, in the type and amount of advertising used, in the packaging policy, and in the many other marketing practices. As a result the percentages of expense for firms carrying similar products vary greatly.

Macaroni manufacturers have not cooperated as fully with Harvard University in this important study as might be expected. Only 6 firms fully supported this important survey in 1928, an increase of 50% over the number carrying in the first report in 1927. Happily the cooperating firms are scattered throughout the country so as to give a fair enough picture of the industry. That section which deals with macaroni products in Bulletin No. 79, follows:

Macaroni

Four manufacturers of macaroni products submitted figures for 1927 and in 1928 the number was increased to 6.

In both years the largest firm reporting had sales of about \$1,400,000 and the smallest firm had sales of approximately \$700,000.

The plants were widely scattered geographically, some being situated as far east as Massachusetts and some as far west as Nebraska and Missouri.

About half of the companies used packages, and these firms sold from 33 to 100% of their outputs in this way.

The use of missionary selling was reported by only one firm in 1927, and two in 1928.

Brokers, also, were not employed widely. They were used by only one firm of the 1927 group and by only half of the firms reporting in 1928. In no case did a firm sell more than 25% of its output through brokers.

In the table below appear the expense percentages for the firms of this group. For these companies shipping, transportation, warehousing and delivery seem to have been the most costly distributive function in percentage of sales, with salesforce and

brokerage probably somewhat less expensive and marketing administration third.

The rates of expense for sales promotion and advertising varied widely, but credit and collection costs usually took less than 1/2 of 1% of sales.

Inspection of individual market reports disclosed a tendency for total marketing expense and for sales promotion and advertising expense to be higher for the firms with larger sales.

It appeared that total marketing expense was higher for the firms making relatively large use of missionary salesmen and of packages.

Personal selling expense was smaller for the companies with relatively large sales per salesman.

Shipping and handling costs were higher for firms selling through brokers, and they were higher for firms selling to wholesalers than for those selling to retailers.

NO. 12. MARKETING EXPENSE PERCENTAGES REPORTED BY MANUFACTURERS OF MACARONI. Number of Firms Reporting for 1927, 4; for 1928, 6. Net Sales = 100%

Total Marketing Expense	Marketing Expense by Functional Divisions											
	Salesforce and Brokerage		Sales Promotion and Advertising		Shipping, Transportation, Warehousing and Delivery		Credit and Collection		Marketing Administration			
1927	16.13%	11.23%	4.37%	2.01%	3.06%	0.00%	3.78%	3.05%	0.02%	0.00%	0.96%	1.37%
1928	14.40	6.79	2.38	4.93	0.41	5.87	3.20	0.10	0.08	2.18	1.62	3.37
	16.22	12.33	3.88	6.31	1.57	8.09	3.77	0.12	0.29	3.49	3.49	
	19.57	13.36	6.82	7.95	1.99	12.51	6.09	0.15	0.32	3.50	3.50	
	29.89	7.51	5.04	10.39	7.99	1.63						

In 1927, four firms reported aggregate sales of \$2,807,909. Three less than one million; 1 over. In 1928, six firms reported aggregate sales of \$3,125,465. Five less than one million; 1 over. Note: The percentages in each column are arranged in order of size and hence the percentages in each horizontal row are not figures for the same firms and should not be added. The differences in the number of items included in the various columns are caused by the fact that data are given for only the firms reporting comparable figures.

The tables presented in the bulletin, as you will note from macaroni table, contain the entire series of percentage expenditures for salesforce and brokerage; sales promotion and advertising; shipping, transportation, warehousing and delivery; credit and collection; marketing administration; and total marketing. The text describes the relationship of expense to channels of distribution, to sales area covered, to sales per salesman, to sales volume, and to the use of brokers, missionary salesmen, and packages.

This complete study, the results of which are available in Bulletin No. 79, Marketing Expenses of Grocery Manufacturers for 1927 and 1928, was based

on an analysis of reports for 1927 from 72 grocery manufacturers and of reports for 1928 from 110 such companies. The data are classified according to products marketed, which in addition to macaroni shown above are: cereals, coffee, tea, extracts, and spices; flour; meat; pickles and preserves, and soaps and cleansers. Copies may be obtained from the Bureau of Business Research, Harvard University, Boston, at a cost of \$2 each for Bulletin No. 79.

In advertising, as in farming, it takes more than a single or even a semi-occasional "shower" to produce a "crop."

Our Ultimate Goal

(Continued from Page 6)

Let's make them see that they are missing something big—something valuable, because they are.

We will need all the funds we can get

—for the more money we have the better campaign we can launch. On the power of our campaign depends the success of our drive.

We have made progress—but not enough to allow us to rest. In March, we passed the million mark and immediately set out after more. During April eight states joined the all-star group of 100 per centers—now let's get them all into this group. We can do it—let's do it!

What other good way is there to tell millions of people in this country about macaroni products except through advertising?

Accident Prevention Program in Macaroni Manufacturing Industry

By W. D. Keefer, Director, Industrial Safety Division, National Safety Council

It has been suggested that we outline a practical program for accident prevention in the macaroni and noodle manufacturing industry.

Plants for the manufacture of macaroni and noodles have a comparatively low accident rate. And yet there is a surprising variation in the accident experience of different plants. Some plants have almost no accidents; and in contrast, other plants, with seemingly no additional mechanical hazards, may have 5 to 10 times as many accidents.

The difference can be explained only as a difference in the safety organization of the plants, and a difference in the mental attitude of the management and the workers toward safety.

A large percentage of the accident hazards in an average plant for the manufacture of macaroni and noodles might be called general industrial accident hazards, such as hazards from falling, hazards relating to falling objects, and hazards relating to strains and sprains from lifting.

In addition there are also special accident hazards, relating to macaroni presses, macaroni kneaders and noodle cutters. There are also special hazards relating to packing and wrapping, conveyors, labeling, dough mixers, elevators, hand trucks, sprockets and chains, belt pulleys, splinters, nails. There are also special health hazards in these industries, relating to the breathing of flour dust, and certain skin affections.

During the past few years there have been in industry as a whole an average of about 24,000 fatal accidents each year. There also have been approximately 3,000,000 serious injuries a year to workmen, resulting in at least one day of lost time from their work.

Organized safety work has been in existence for approximately 20 years, and as the result of this experience there are 3 outstanding facts relating to accident prevention.

It has been determined, first, that organized safety work is a good financial investment. It has been determined, secondly, that at least three fourths of all deaths and serious injuries in industry may be prevented.

It has been determined, as a third experience, that mechanical safeguards alone will prevent only a small percent-

age of industrial accidents; and a great majority of industrial accidents can be prevented only through organized educational efforts to reach every worker, the foremen, the superintendents, and the executives.

Practically all industrial plants have some degree of accident prevention work. But many executives realize that the accident prevention work in their plants is not well organized.

The experience of the National Safety Council through a period of nearly 20 years has proved that there are 10 necessary steps which must be considered in the planning of a thorough plant safety organization.

The first necessary step is to secure the cooperation of the manager. An efficient safety organization must start at the top. To be thoroughly effective it must coordinate with the program of plant production.

This means that the management, and every foreman and every workman must have a part in the plant program. A plant safety organization without the enthusiastic support of the management is certain to be a failure.

The management must convince the workmen of the plant by visible means of its own sincerity. This should be in the form of mechanical guards, good lighting, and all special equipment necessary for a consistent safety program.

The second necessary step in a safety program is to get the cooperation of the plant superintendent. The superintendent must be a field marshal in the safety campaign, and by his own faith and en-

thusiasm he must win the respect and support of his foremen, and they in turn must gain the support of their workmen. If the superintendent treats safety as merely a side issue his foremen naturally will take a similar view.

The next step is the employment of a competent safety engineer. Regardless of the size of a plant one man must be made responsible for the safety work of the plant. If it is a small plant it may be advisable or necessary for the manager himself to carry this responsibility. In a medium size or large plant he may assign this responsibility to an assistant whose other duties and qualifications will determine whether he should be known as a safety engineer, safety director, safety inspector, or by some other such title.

In addition to a knowledge of safety the successful safety engineer must have other personal qualifications that are to be found in successful men in other departments of work. He especially must be able to handle men and to inspire them with his own vision of safety. The safety engineer should be in close touch with all departments in the plant relating to employment, sanitation and health service, general welfare work, and employe activities.

Then an analysis should be made of the accident records of the plant, which represents another important step in safety organization. This should include a period of at least 2 or 3 years. The analysis must be thorough enough to include the real causes of the accidents. It give a basis for preventative measures to convince skeptical foremen, to determine in which department accidents are most frequent, to determine which men or groups of men are most prone to accidents, to furnish proof of accident costs, to provide a basis for possible competition among departments, and assemble material for a constructive program of accident prevention.

The next logical step would be to hold a meeting of the plant executives. This meeting should include all foremen, department heads, and the work manager. The general superintendent or some chief executive of the company should preside at this meeting.

The purpose of such a meeting would be to develop a thorough program



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



executive cooperation. Every foreman should be asked to prepare a report describing the conditions in his own department, and listing the important dangers which need safeguarding. At this meeting the past accident experience of the company should be discussed. It should be emphasized that safety must be more than mere dollars, since the workmen themselves suffer physical pain and other disabilities and home inconveniences as the result of accidents. It may be well also to assemble for this meeting the successful accident prevention experience of other companies.

Such a meeting will prepare the way for a safety inspection of the entire plant. This inspection should be made by the safety engineer, and in each department he should be accompanied by the foreman. This will enable the foreman in each department to prepare such reports as have been requested by the previous executive meeting. To make such an inspection thoroughly practical, the question always should be, "Can an accident occur?" rather than "Has an accident occurred here?"

This inspection will prepare the way for a thorough program of mechanical safeguarding for the plant. Such a program first should correct the most serious accident hazards. All new safeguards should be installed in accordance with state and insurance company specifications. Such a program will eliminate the majority of accident hazards within the control of the company. It also will impress upon the workmen the idea that the management is sincere in the promotion of safety.

Following this, there should be a general announcement of the plant safety program. This may be done through personal letters to the workers, through general announcements on bulletin boards, through plant publications, through departmental meetings, or at a general mass meeting.

The next important step is the organization of a plant educational program for accident prevention. Such an educational program must include 3 groups—the management, the foreman, and the workers. Concise reports should be prepared for the management, on the program and stating from time to time the progress that is being made. A splendid way to retain the interest of executives is to bring to their attention detailed reports of important plant accidents, describing in detail all factors involved, including the family and home conditions of the injured workers.

Toward the education of the foremen, they must be continuously impressed

that plant safety cannot be separated from plant efficiency.

Many practical methods have been developed for the education of workers in accident prevention. These include the use of safety posters, space in plant publications, special safety instructions to new employes, warning signs, rule books, posting of safety rules pertaining to particular departments, a safety suggestion system, classes in safety and first aid, distribution of safety printed matter in pay envelopes and otherwise, fire drills and fire brigades, mass meetings by departments, motion pictures and stereopticon slides, interplant and interdepartmental contests, prize contests, safety playlets, questionnaires, quizzes, first aid contests between departments or plants, the planning of no-accident weeks, accident prevention contests, and various methods for carrying safety into the homes of workers.

The final step in a consistent program for accident prevention is attention to engineering revision. This means the improvement or redesign of machinery or equipment or processes, so that accident hazards are not merely covered up

75c. a Case for What?

The Oklahoma wholesaler who wrote the letter referred to below is either "spoofing" or he has been wrongly educated by some one in the macaroni industry that cares little for the quality of the products he sells. This class of wholesalers is to blame for the rotten prices that are being quoted on macaroni products in this and other sections but more to be blamed is the manufacturer who encourages them by paying any attention to their ridiculous offer.

In writing to one of the prominent manufacturers in the middle west this wholesaler says:

"We are in the market for macaroni in drop shipments to be shipped in 10 case lots.

"We have been handling from 500 to 600 cases a month, shipped direct to the customer.

"If you can make us a good 7 oz. macaroni package at 75c a case, packed 2 dozen in, delivered in drop shipments, send us a sample of your macaroni.

"We can handle quite a bit of macaroni for you. We will pay for it on each Tuesday of each week.

"We owe no money and discount all

but eliminated. Such elimination always is associated with increased plant efficiency and production. This engineering phase of safety is often neglected but it should be made a major activity and it usually will pay large returns for all time and efforts that may be invested.

Such a suggested program of safety organization is naturally very broad. It includes problems which have resulted in years of study by many persons interested in accident prevention activities. These problems have brought forth more than 100 Safe Practices Pamphlets prepared by the National Safety Council in cooperation with specialized industrial groups over the country.

An industrial plant necessarily must work out an accident prevention program best suited to its own particular problems, the personnel of its organization and the previous accident experience of the company. The possibility of accident prevention, however, is thoroughly proved. Many hundreds of industrial plants have been able through the development of practical programs, to greatly reduce their accidents and at the same time to increase their efficiency.

our bills. We have been buying at 75c but no longer like that macaroni. There is quite a bit being sold now at 75c a case."

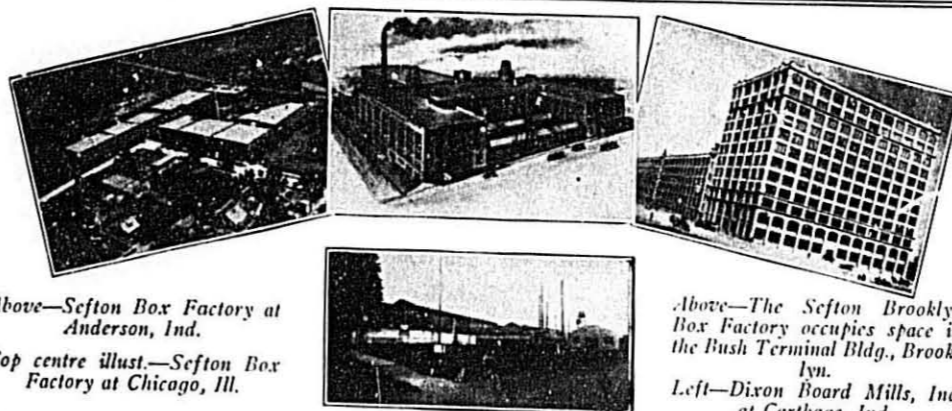
The seeker of cheap goods met tartar in this midwestern macaroni man who squashed all further proceedings and correspondence by replying as follows:

"You have been in the jobbing business long enough to know that good macaroni products cannot be manufactured for 75c per case. It is no wonder that you are not satisfied with the quality of the products that you have been buying.

"We feel that the manufacturers who are making these cheap products and the jobbers who are distributing them are making a grave mistake and that the macaroni industry is being hurt considerably by this cheap quality at cheap trade."

What can the industry do to counteract this harmful practice? Here is a matter that might be discussed with interest and effect at the coming convention.

To improve with age, improve your time.



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.

CONTAINER CORPORATION OF AMERICA

Mid-West Box Company Sefton Container Corporation

Seven Mills • Fifteen Factories
Capacity • 1300 Tons Per Day



General Offices • Conway Bldg.
111 W. Washington St., CHICAGO



Safeguard your shipments by using quality fibreboard boxes

Flexibility of Macaroni Foods

By (Mrs.) Emma Gary
Wallace, Expert Dietitian

May 15, 1930

THE MACARONI JOURNAL

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When I speak of macaroni foods I mean all foods in the group including macaroni, spaghetti, vermicelli, noodles, etc., or those prepared wheat foods shaped in special form.

The word "flexibility" is generally understood to mean limber, supple, easily bent. But it is not in that sense in which I wish to use it at this time, but rather in connection with the amazing adaptability of macaroni for the large or small family, the bachelor girl, or business or professional woman who still likes to do a little housekeeping on the side, the old or the young, the rich or the poor, the sick or the well, except in those exceptional cases where for good reasons best known to himself the physician has prescribed a special diet to be followed.

Macaroni is a food which in point of economy warrants serious consideration, in the home, in the public eating place, in the institution, and in fact wherever foods are served.

There is nothing to pare, core, or spoil. No waste in preparation. So we have economy of time, materials, strength and storage room, for, as it comes in condensed form and swells when cooked with liquid, we have call for little storage space. A good grade of macaroni is delightfully flavory, and there are so many kinds and shapes that there is no danger of monotony—if people only know about all these and use them freely.

Unfortunately the American housewife is not as well posted on macaroni foods and their uses as she ought to be, and there is a wide field of opportunity here for valuable educational work, in broadcasting the wholesomeness and highly nutritional qualities of this food material; also the literally innumerable combinations possible and the various ways of cooking macaroni in different countries.

Three times a day or 1095 times a year the one who prepares food has to decide the never ending question, "What shall I serve this time?"

Macaroni will not be the answer every time, but it should be the answer many more times than it is.

Let me illustrate how it is used by one exceedingly busy woman who has need to conserve every moment and yet who is not content to sacrifice any of the good things which she feels she needs to maintain her efficiency and enjoyment of her meals, as she lives alone and usually eats alone.

As everyone knows who has ever

tried it, it is not easy to have variety without waste and the use of more time than the person cooking for one feels warranted in spending. Here is the method worked out by this lady who happens to be an author of considerable prominence.

Once a week she will cook a good size dish of macaroni, and at the same time prepare a bowl of medium thick, rich white cream sauce. Both are cooled and put into her electric refrig-

Familiarity Warps Imagination

It is unquestionably true that one can keep his nose so close to the grindstone that he fails to see or note the stone.

A Macaroni Maker may become so thoroughly familiar with his product that he fails to realize its wide human appeal, thus overlooking many golden opportunities offered for making macaroni an even greater public favorite.

To stimulate the imagination of the manufacturers and to show them how easily they may teach the public the many ways in which macaroni products can be used to whet jaded appetites, is the author's purpose.

Macaroni Products blend tastily with vegetables or meats; it serves just as well as a dessert, a substitute or the main dish for dinner. Preach the story to your consumers.

erator. The macaroni is cooked in boiling salted water, blanched by letting cold water run over it so it will not stick, and then thoroughly cooled. The cream sauce is made in the usual manner with milk, butter and flour. For thin sauce a tablespoonful of flour is used to a pint of milk and a tablespoonful of butter; for medium thick white sauce, 2 tablespoonfuls of flour; and for thick white sauce, 3 tablespoonfuls of flour. Salt and pepper to taste of course. More butter can be used if a richer sauce is desired.

Now she has the "makings" of different dishes of good things!

For convenience many of her meals are prepared on an electric table grill on the table in her combination kitchenette and dinette. The electric grill is a one burner affair, and she can cook or practically bake and brown things nicely underneath the coils. Of course anyone using an oven or even a Dutch

oven of cast aluminum or cast iron top of the gas flame, would not do our friend does. We are merely showing that whether the cooking is done on a large or small scale macaroni and vermicelli, etc., may be used very often without repetition of dishes served. And this is what our friend does:

We will say that today for lunch she wishes macaroni and cheese. After breakfast or any time she likes she takes a small, individual, or glassware deep pie dish, or a small pie tin—these are small and will fit under the grill, and are made of enameled tin or aluminum. Into this she puts her cooked macaroni, white sauce (cold), cheese and seasoning. Possibly she finishes with a few cracker crumbs and perhaps not.

While she is making her coffee she fries a chop on top of the grill and preparing an individual salad the macaroni and cheese are cooking deliciously and, when a golden brown, is piping hot and at its luscious best. If the sauce in its cold state is a bit thick she adds a couple of tablespoonfuls of cold milk, at the time she slips the dish under the grill.

Next day she prepares the same dish of macaroni, oysters, white sauce, tomatoes, seasoned with onion salt and a few cracker crumbs on top if she wishes. She keeps a can of cracker and bread crumbs for convenience. Or instead of oysters she uses cold chicken or cold roast beef.

Another variation is macaroni, sages split lengthwise, sliced onion and white sauce—a whole meal—starchy food and vegetable. Still another possibility is a pork chop, with little fat under and over it, a layer of sauerkraut, a generous seasoning of butter and a little pepper. The grill will furnish salt enough. Put the chop on the grill and bake, turning once at this time put a spoonful of dressing on either side of the chop. A thick slice of bread, buttered and moistened with hot water, minced onion, poultry seasoning, and salt and pepper (or salt can be used and is more desirable and the minced onion omitted), blended with a spoon, will make a dressing in a moment. When the dressing is nearly done add with macaroni, cream sauce and a dot of butter. This makes a delicious meal.

If the coils of the grill are set low do not put on the sauerkraut

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. Coldey, Mgr.

the dressing is put in. Or the chop may be nearly fried on top and everything put into the little baking dish at the same time.

Fish, egg, and vegetable combinations in bewildering array, intrigue the imagination. The fact that macaroni foods are of neutral flavor makes them especially useful, and they call for well flavored foods to go with them. Thus a thin cream may be enriched with a beaten egg cooked in the dish on top of the grill, and sufficient sugar added to sweeten to taste, and seasoning, and cooked macaroni or cut up spaghetti to make a suitable consistency, and fruit added. This may be orange slices, crushed pineapple, stewed cranberries, plum jam, or a combination of fresh fruits. This dessert may be eaten plain or served with a lemon sauce or sweetened whipped cream.

Yes, macaroni is an exceedingly flexible food. We haven't touched on soup and chowders, or ever so many other good things, either. And egg-macaroni acquaintance, among Americans at least, is largely confined to egg noodles.

Those who are most likely to be directly responsible for helping popularize this particular group of foods, are bound to be the manufacturers and retail dealers. The printed page, the radio, and health agencies interested in such matters, should all help out, and happily, we as a people take up new ideas quickly if they appeal to our reason and common sense, and macaroni can scarcely fail to do that!

There are many delightful Italian, German and other foreign macaroni dishes for which people pay high prices in little, out-of-the-way eating places which have achieved a reputation for good things. Why not serve these delicacies at home—and often?

Housewives would gladly do it, if they only knew how!

American Macaroni Circles the Globe

American made macaroni products were exported to all of the leading countries in the world, according to export facts and figures by the United States Department of Commerce for March, 1930. Forty-five countries and insular possessions were among the buyers that month, their total purchases amounting to 1,003,080 lbs. for which they paid \$83,470, approximately 8.32c per lb.

New York city was the principal point of export, 316,000 lbs. leaving that port

for countries in Europe, Africa and S. America. New Orleans was second, reporting 152,000 lbs. forwarded to Central America, West Indies and S. America. Detroit came third with 111,000 lbs., mostly to Canadian cities.

Countries	Pounds	Dollars
Irish Free State.....	7,800	620
Sov. Rus. in Europe....	2,000	90
United Kingdom	335,860	29,720
Canada	254,385	24,052
British Honduras.....	1,707	150
Costa Rica.....	865	84
Guatemala	2,102	173
Honduras	16,014	884
Nicaragua	4,146	244
Panama	44,714	2,344
Salvador	524	79
Mexico	22,548	1,972
Newf'dl'nd & Labrador	3,720	405
Bermudas	671	60
Barbados	555	55
Jamaica	1,334	118
Trinidad & Tob.....	200	14
Other B. W. Indies....	418	51
Cuba	48,422	2,582
Dominion Republic	32,042	2,113
Netherland W. Indies..	5,389	588
Haiti, Rep. of.....	18,226	783
Virgin Islands.....	1,337	119
Colombia	691	76
Ecuador	14	9
B. Guiana	300	21
Peru	227	26
Venezuela	1,711	212
B. India	1,181	135
B. Malaya	1,809	199
Ceylon	614	75
China	18,466	1,242
Java and Madura.....	160	18
Other Neth. E. Indies..	156	17
Hong Kong.....	157	19
Japan	7,075	1,012
Philippine Islands	7,774	1,264
Australia	9,614	1,062
British Oceania	45	3
French Oceania	1,413	120
New Zealand	2,290	170
Union of S. Africa....	5,069	573
Nigeria	353	24
Hawaii	75,392	5,692
Porto Rico	63,590	4,201
Totals	1,003,080	\$83,470

Reduce Durum Acreage

According to the U. S. Department of Agriculture the farmers of the northwest states were planning on March 1 to reduce the spring wheat acreage about 4% from that of last year. This decrease was entirely in durum wheat, which is produced in the Dakotas, Minnesota and Montana, and goes into the coarser

ground grades of seminola or flour used for spaghetti, macaroni, etc. Much of this wheat used to be exported to Italy, which has now placed a prohibitive import on durum wheat. Recognizing this and fearing overproduction the slight reduction in durum wheat acreage was agreed upon.

New Chicago Factory

A new macaroni factory started operation April 1 in a plant at 1844 W. Grand av., Chicago. Business is carried on under the name of Roma Macaroni Mfg. Co., Inc. The firm is incorporated under the laws of Illinois with a capital of \$50,000. The organizers and principal owners are Rosario Presto and James Graziano. Both were formerly wholesale grocers. They have taken into partnership John Raimondi, an experienced manufacturer with 30 years of training in the macaroni plants in Italy and in America. The plant is equipped with most modern machines and an approved drying apparatus with a daily capacity of 20,000 pounds of bulk macaroni products.

Durum Wheat in French Colonies

As a result of the surplus wheat crop in France in 1929 attention is being focused on the colonies of North Africa from the point of view of potential production, the Department of Commerce is informed in a report from George W. Berkalew, assistant trade commissioner in France.

Wheat production and land under cultivation the past year are indicated as follows:

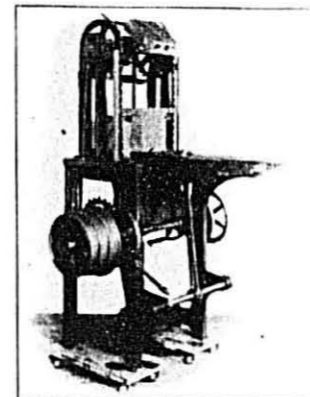
WHEAT PRODUCTION		
(In Bushels)		
	Hard Wheat	Soft Wheat
Algeria	25,281,896	7,985,413
MOROCCO	22,402,325	5,404,300
AREA SOWN TO WHEAT		
(In Acres)		
	Hard Wheat	Soft Wheat
Algeria	3,124,378	715,490
MOROCCO	2,146,645	549,167

Colonial hard wheat, corresponding to amber durum destined for mills manufacturing macaroni and other wheat paste products, holds an important position in the Marseilles trade.

Soft colonial wheat, on the other hand, is relatively low in nutritive properties and because of its quality will never be an important factor on world markets.

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

Advertising Trustees Tackling Big Job

While the work of obtaining further subscriptions and pledges to the Macaroni Advertising Campaign continues without a letup, the machinery for "Teaching The Millions To Eat More Macaroni, Spaghetti and Egg Noodles" is already operating smoothly. The Board of Advertising Trustees has been organized, the preliminaries disposed of and the trustees are now girding themselves for the gigantic task.

The board held its first meeting in The Palmer House, Chicago, April 14, 1930. Robert B. Brown, chairman of the Macaroni Publicity Committee that is responsible for the whole activity, is chairman of the board. Two macaroni manufacturers, James M. Hills of the Foulds Milling Co. and G. Guerrisi of Keystone Macaroni Mfg. Co., represent the industry, with President Frank J. Tharinger and Secretary-Treasurer M. J. Donna of the National Macaroni Manufacturers acting as ex officio members. Representing the millers are A. J. Fischer of Pillsbury Flour Mills Co. and Martin Luther of Minneapolis Milling Co., both of Minneapolis. These two millers have been exceedingly active in the interests of the industry's publicity program.

Secretary M. J. Donna of the National association was named the official secretary of the Board of Advertising Trustees with Robert E. Hall of Millis Advertising company as assistant to take care of the technical matters that may arise. Wolf & Co. were named as the certified accountants to audit the advertising funds semi-annually on June 1 and December 1 and in addition to make a monthly report to the members of the board and subscribers.

To enable subscribers to get the utmost good out of the campaign a Merchandising Director was agreed upon, the individual to be named only after greatest care in selecting the proper man, who would also serve as the contact man between the board and the industry.

A tentative budget for the first year was considered and some set policies of the board adopted. The whole day was spent in studying advertising in general, all done under the expert advice of President Millis of the Millis Advertising company and his efficient staff headed by campaign director, George O. Browne.

At the May meeting of the Board of Advertising Trustees first set for May 8 and later postponed to May 16, the agency will present a plan of publicity for adoption. It is proposed to start advertising in the late summer to take advantage

of the autumn and winter sales opportunities.

It is needless to say that the work of this Board of Advertising Trustees is of the utmost importance to the ultimate success of the entire campaign. Therefore, it is satisfying to learn that the men appointed to this body are of the type fitted to handle the heavy responsibilities involved. For instance, the board not only must approve and pass on all advertising, but must select media to be used and check all expenditures. The decisions of this body quite obviously reflect directly on the program itself. All the members have had considerable experience in advertising the products of their respective companies.

At the May meeting it is planned to adopt the first year's advertising program, specially aimed at building up a greater appreciation for macaroni products throughout the country. This is to be accomplished by presenting in the proposed advertisements a great variety of different and tempting ways of serving this food with which the average housewife of the country is unfamiliar. With the introduction of such methods of use, demand for macaroni should and will increase appreciably.

Perhaps the most important phase of the program to be considered by the advertising trustees during the May meeting was the question of the tieup advertising and the material to be used to enable each subscriber and investor in the fund to follow up his investment so as to get the most satisfying returns. This will probably be done through the merchandising director who will later be appointed.

At this juncture it must be stated quite positively that the Board of Advertising Trustees cannot be held solely responsible for the success or failure of the advertising program. Each individual subscriber must do his full share in carrying the brunt of the great drive. This is to be done through tieups to the coming national campaign. Most especially must it be understood that the National Advertising Program is not intended to act as a substitute for the individual advertising of each subscriber. Rather, it will break the way for the individual so that his own advertising will be more effective.

The definite schedule as decided on by the Board of Advertising Trustees will soon be announced to the industry. An exhibit including the complete schedule of all advertisements for the first year

and all tieup materials will be displayed at the National Convention of the Macaroni Industry at Niagara Falls, June 24, 25, 26.

Photogs Wanted for Plant Safety Pamphlet

In cooperation with the National Safety Council, the secretary of the National Macaroni Manufacturers association is preparing an important pamphlet on "Safety in Macaroni Plants." To properly illustrate it there is immediate need for cuts and photographs as listed below, and the authors will greatly appreciate any cooperation given them by macaroni manufacturers, equipment dealers and others interested.

So, please send Sec'y M. J. Donna photographs or cuts to illustrate these machines or operations:

1. Handling of heavy loads of flour etc. by truck instead of by hand.
2. Mechanical stacker for piling sacks of flour, etc.
3. Crates or barrels with projecting nails, splinters, etc.
4. Sifting machines with belts, pulleys, gears, etc., guarded.
5. Macaroni plant floor in good condition, free from water and refuse.
6. Dough mixer with push buttons for stopping and starting, so placed that to move blades, operator must step away from mixer.
7. Dough kneader with gears, rollers, belts, and pulleys properly guarded.
8. Macaroni press with pressure gauge. If of the hydraulic type the press should have relief valves to prevent exceeding of safe predetermined pressure.
9. Well guarded noodle cutter.
10. Drying room in clean and orderly condition.
11. Packing and wrapping machine with moving parts guarded against accidental contact.
12. Macaroni press "packer" equipped with 2-handed control levers necessitating lifting of both hands away from dough cylinder.

Proper credit will be given assisting firms whose photographs are used in the illustrated pamphlet.

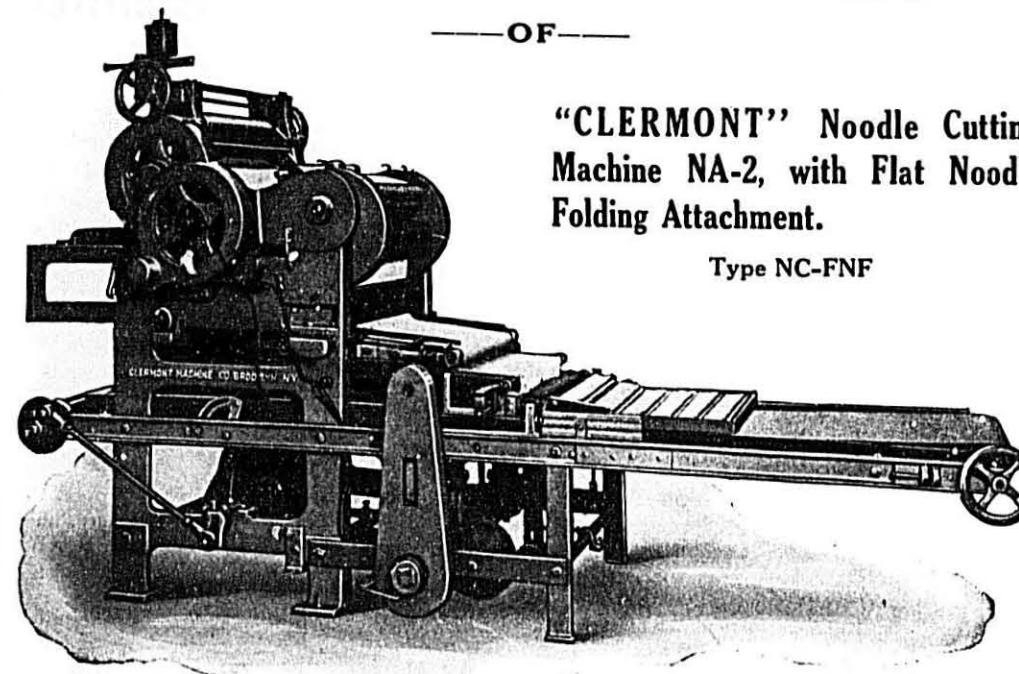
Control the tempo of your voice as you control your temper.

THE LATEST TYPE

— OF —

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

Type NC-FNF



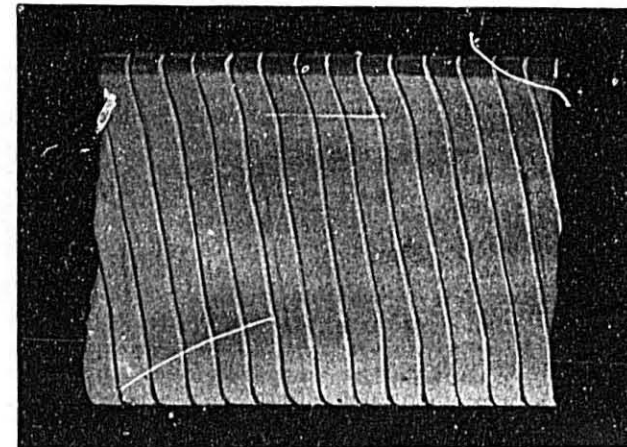
THE MACHINE WHICH PAYS DIVIDENDS

No skilled operator required

No hands touch the product

Suitable for Bulk Trade

Suitable for Package Trade



The finished product of above machine.

WE ALSO MANUFACTURE:

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

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

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

Secrets of Successful Trade Marking

---Tying an Individual Product to the Cooperative Campaign

By Waldon Fawcett

A bit of history that has been enacted in other fields may be repeated in the macaroni and noodle industry. Now and again, it has happened in other quarters that firms, proud in the possession of valuable brands, have been anything but enthusiastic regarding cooperative advertising campaigns that seemed to savor of blanket trade, marking the products of the industry as a whole. Being good sports these apprehensive tradesmen have made common cause with their brethren without a whisper. But they have had their secret misgivings.

The uneasiness that has been occasioned in some other lines, and which may have an echo in the macaroni-noodle zone, arises from an instinctive fear that the collective identification of the product—the joint exploitation of a symbol, slogan or trade mascot—will overshadow the personal or corporate trade marks of individual firms. Out of this suspicion grows the requests, which are forthcoming whenever a cooperative campaign is projected anywhere, that this and the other private trade marker be allowed to intimately hook up their respective product-marks with the union label.

Be it conceded that there is a grain of justification for the worries that have gnawed some tradesmen under the circumstances above indicated. It may conceivably happen that if nature be allowed to take its course, a clan clue, vigorously promoted, will submerge, at least for the time being, the lone product badge that is not persistently kept in the public mind. But this need not be so. There is nothing inevitable about the supplanting of a private brand when an industry-decoration takes the field. It all rests with the rank-and-file trade mark owner. Far from being the inevitable disadvantage that some persons have supposed, a collective mark or community mark may be a help to the individual brand. It is, in short, entirely up to the operator whether team play identification is a blow or a boost to his pet nickname.

One distinction that is due for emphasis whenever this problem is a subject for thought or discussion is that tying an individual product to a cooperative campaign is not, by any means, necessarily the same thing as merging or melting a private brand with an association mark. Probably the issue has not arisen in the macaroni-noodle field but in some industries which made an earlier start at this game there has been strenuous objection when any subscriber to the cooperative campaign has evinced a desire to fuse his own trade mark with the group mark in such a manner as to make the two appear as a composite design. Critics of such intimacies have objected that these fusions are sure to convey a wrong impression to the less-discerning ultimate consumers.

It should be no hardship to bow to this prejudice against scrambling the physical marks, because it is the association of products that counts much more than a material linking of good will symbols. The problem before the tradesman bent on preserving his individual identity is to bring home to his public that he is part and parcel of the concerted movement in his industry but that, through it all, his conscience is most deeply concerned with the maintenance of the goodness and distinctiveness of his particular contribution. It is, of course, unthinkable that he should by his self praise belittle the other interests with which he has voluntarily become associated. But he may, nevertheless, with entire propriety let his public know that his specialty has its own particular niche in the industry's hall of fame.

One very obvious rule for balanced promotion is not to allow the Energy Trio, valuable as is its help, to eclipse the product designation. There is a place for each in the advertising and each should be kept in its place. Assuredly the Association mascot should be featured in every private advertisement during the continuance of the campaign. For the individual marketer not to thus board the bandwagon is to simply cut himself off from all the benefits of the mass attack and the cumulative force of the jolly trinity as pyramided in the public prints. But the technique is to stress

the fact that the individual product good in itself, even as it is glorified being in good company.

Some specialists in marketing hold that the caption of this article states a proposition rear end foremost. The theory is that the problem is not the tying of an individual product to the Energy Trio drive but the tying of the trademarked package stand its ground. Likewise the advertising copy of the personal brand. But, on each, it would amount as a supplementary "rider" to the Energy Trio, as though the Association mascot took pride in acclaiming so distinguished a product.

Quite aside from a desire to have individual product keep its place in the sun there are sound business reasons for tying the featured brand, as tight as may be, to the cooperative campaign. If matters work out as expected macaroni and noodle products will receive an exceptional amount of attention in the store while the missionary work is at height. Store displays, window display demonstrations, etc., will be granted more readily when the whole public is in a receptive state of mind, thanks to general publicity. The more conspicuously an individual product is, by getup, identified with the evangelic movement, the more space it will get in the store which is playing up the event.

Then, there are the potentialities of sampling and demonstrations. Patented it is a matter for every marketer to decide according to his own lights whether he will conduct any demonstration (house-to-house or in stores) and what policy he will pursue in respect to sampling. But if he is favorably disposed to this form of penetration the promoter can probably increase several times over the effectiveness of his campaign by timing his campaign to coincide with the campaign in behalf of the Energy Trio.

A fact not to be lost sight of by individual marketer of macaroni, noodles, etc., is that an onslaught such as the rush of the Energy Trio not only offers opportunity for the participating

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No Disgruntled Customers

when you
ship
in
Wooden
Boxes!



A SHIPMENT arrives damaged. The container is torn . . . goods are leaking out of corners . . . soiled . . . frayed . . . useless. Of course, the package left your shipping room in good condition—but that doesn't make the customer feel any better. You know how you feel when you get a damaged shipment! Red tape starts unrolling. Precious time and money are wasted. Perhaps the customer is lost.

Use wooden boxes. Whether you ship one mile or one thousand, wooden boxes best protect your shipments.

Thousands have found Fivefold Protection*—good wooden boxes—the safest, most economical way of packing and shipping.

The Wooden Box Bureau maintains a competent staff of packing and designing engineers to assist manufacturers with shipping-room problems. Their services are offered free of charge and without obligation. Mail the coupon and one of these experts will be glad to call and tell you the advantages of Fivefold Protection.*

Mail the coupon today. It may save you thousands of dollars.

***FIVEFOLD PROTECTION**
Good Wooden Boxes safeguard your merchandise against:

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



WOODEN BOX BUREAU
111 West Washington St., Dept. 205
Chicago, Ill.

Gentlemen:
We manufacture and are interested in learning more about the advantages of Fivefold Protection.*

Name _____
Company _____
Street _____
City _____ State _____



WOODEN BOX BUREAU

of the National Association of Wooden Box Manufacturers and of
the National Lumber Manufacturers Association • Chicago, Illinois

facturers but actually lays an obligation upon them. The reason is that an educational campaign of this kind kindles or increases the interest of thousands of prospective consumers who have heretofore had a more or less limited knowledge of the type of product. Yet, from the very nature of things the Association campaign must confine itself to generalities dealing with the output of the industry as a whole. That leaves many a convert unsatisfied as to intimate details of the distinguishing characteristics of various products within the line and as to what basis of selection to employ to secure the variety most satisfying to individual taste. All this "post graduate" service is for the individual manufacturer to supply. In doing so he not only rounds out the national association campaign but he does himself a good turn that may be rewarded with repeat orders for years to come.

Not the least of the advantages of tying an individual product to the Energy Trio kite is that it enables the manufacturer to extend his distribution into unoccupied territory at less expense than if he were obliged to plow virgin soil, singlehandedly.

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 April 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:

Vit-O-Veg

The trade mark of The Pfaffman Egg Noodle company, Cleveland, O. was registered for use on alimentary paste products, especially noodles, macaroni and spaghetti, in conventional forms and varying designs and shapes. Application was filed Nov. 22, 1929, published by the patent office Jan. 21, 1930 and in the Feb. 15, 1930 issue of The Macaroni Journal. Owner claims use since Nov. 12, 1929. The trade name is written in longhand.

Pan-Handle

The trade mark of West Virginia Macaroni Co., Clarksburg, W. Va. was registered for use on alimentary pastes. Application was filed Nov. 23, 1929, published by the patent office Feb. 11, 1930

and in the March 15, 1930 issue of The Macaroni Journal. Owner claims use since 1919. The trade name is in heavy type.

TRADE MARKS APPLIED FOR

Eight applications for registration of macaroni trade marks were made in April 1930 and published in the Patent Office Gazette to permit objections thereto within 30 days of publication.

Q & P

The private brand trade mark of Jacob D. Grossman, doing business as Narganset Wholesale Grocery Co., Providence, R. I. for use on macaroni and other groceries. Application was filed May 25, 1929 and published April 1, 1930. Owner claims use since May 20, 1929. The trade mark is written in outlined letters.

Defiance

The private brand trade mark of Jobbers Service, Incorporated, Coldwater, Mich. for use on macaroni products, spaghetti, egg noodles, and other groceries. Application was filed Nov. 18, 1929 and published April 1, 1930. Owner claims use since July 1, 1929. The trade name is in black type.

Del Ray

The private brand trade mark of Del Ray Corp., San Francisco, Cal. for use on Italian Dinner (Consisting of macaroni, mushroom sauce, and grated cheese) and other sauces. Application was filed Feb. 1, 1930 and published April 15, 1930. Owner claims use since June 23, 1928. The trade name is in heavy type.

Better Maid

The private brand trade mark of Donelson & Poston, doing business as Better Maid Products Co., Memphis, Tenn. for use on macaroni and other groceries.

Application was filed June 29, 1928 and published April 22, 1930. Owner claims use since June 17, 1923. The trade name is in heavy type.

I G A

The private brand trade mark of Independent Grocers Alliance Distributing company, Chicago, Ill. for use on macaroni, spaghetti and other groceries. Application was filed Nov. 9, 1928 and published April 22, 1930. Owner claims use since Sept. 1, 1927. The trade name is written in heavy type.

Royal

The trade mark of California Macaroni Co., San Francisco, Cal. for use on spaghetti, vermicelli and macaroni. Application was filed Dec. 28, 1929 and published April 22, 1930. Owner claims use since Oct. 1, 1887. The trade name is in heavy type, to the right of which is a royal crown resting on a pillow.

Roxy

The private brand trade mark of Royal Importing Co., New York, N. Y. for use on noodles, whole wheat noodle, gluten noodles, spaghetti, macaroni and other groceries. Application was filed Feb. 14, 1929 and published April 2, 1930. Owner claims use since Jan. 1, 1929. The trade name is in black type.

Alps

The private brand trade mark of John A. Kounelias, Inc., Newark, N. J. for use on macaroni. Application was filed Feb. 6, 1930 and published April 2, 1930. Owner claims use since Dec. 1, 1928. The trade name is in heavy type.

LABELS

Beech-Nut Plain Noodles

The title was registered April 1, 1929 by Beech-Nut Packing Co., Canajoharie, N. Y. for use on noodles. Application was published Nov. 30, 1929 and given registration number 37,294.

UNITED STATES—MACARONI IMPORTS

Imports of macaroni, vermicelli and all similar preparations into the United States during calendar years, by countries of origin, as officially reported by the Department of Commerce, in pounds (000's omitted):

From—	1928	1927	1926	1925	1924	1923	1922	1921	1920
Belgium	—	—	5	7	2	—	—	—	—
Netherlands	—	—	—	—	1	—	—	—	—
Italy	2,154	2,568	4,228	5,530	3,625	2,704	2,059	711	114
Spain	37	45	171	112	62	47	55	90	37
Switzerland	277	38	1	—	—	—	10	2	11
France	253	141	189	197	255	188	226	152	—
Germany	101	53	28	9	1	5	2	—	—
Greece	3	1	1	—	5	6	—	—	—
Hungary	1	2	2	1	1	—	4	—	—
United Kingdom	—	—	—	—	4	—	—	—	—
Canada	—	2	4	3	5	3	26	5	2
Cuba	—	23	—	—	—	—	—	—	—
China	46	5	42	13	13	8	2	8	3
Hongkong	327	381	301	283	301	260	276	289	259
Japan	232	246	252	254	260	255	257	330	378
All others	3	7	—	—	—	—	—	—	—
Totals	3,434	3,512	5,225	6,409	4,535	3,476	2,917	1,587	805

**1930 . . .
A Macaroni
Year**

**ALL INDICATIONS
POINT TO AN IN-
CREASED MACA-
RONI CONSUMP-
TION IN 1930—
THAT MEANS MORE
BUSINESS FOR
USERS OF COMMAN-
DER SEMOLINAS.**

Yours to Command,
COMMANDER



Canadian Macaroni Import Laws

Early last fall the Customs division of the Canadian Department of National Revenue announced some radical changes in their tariff regulations applying to macaroni products. Since then there has been much confusion and misunderstanding among American manufacturers and macaroni exporters. To clear up this situation the Canadian authorities have interpreted the new rulings to be briefly—(1) the retention of existing rates on all imported plain macaroni products, (2) a special duty on all such products in the manufacture of which eggs, cheese, tomatoes, etc., have been added, and (3) a penalty duty on all such products shipped on consignment without prior sale.

The Canadian authorities hold that the term "Macaroni Products" as used in their laws and rulings includes all such foods as macaroni, spaghetti, vermicelli, egg noodles, etc., preferring that term to "Alimentary Pastes" as these products are generally designated in the Old World. In the application of tariff duties on this foodstuff, the customs collectors have been instructed to differentiate between plain products made from semolina or flour and water and those which contain added ingredients. The latter pay a much higher import duty.

To make the matter clear to all macaroni manufacturers who sell their products in Canada either direct or through agents, attention is called to the existing provisions in the Canadian tariff laws applying directly or indirectly to these products imported from the United States and their official interpretations:

Item No. 67—provides for a general duty of \$1.25 per 100 pounds or 1 1/4 cents a pound on plain macaroni products.

Item No. 45—provides a duty of 27 1/2% ad valorem on all macaroni products that contain eggs, cheese, tomatoes, etc., when shipped in containers not exceeding twenty-five pounds in weight.

Item No. 46—provides a 20% ad valorem duty on macaroni products containing eggs, etc., when packed in individual packages weighing more than twenty-five pounds.

The only confusion arises because of the differentiation between plain macaroni products and those containing added ingredients. The former pay the old specific duty of 1 1/2¢ per lb. while on egg noodles, etc., the duty is 27 1/2% ad valorem if packed in containers of 25 lbs. or less or a duty of 20% ad valorem when packed in individual packages weighing more than 25 pounds.

However, in addition to these regular duties there was put into effect last September a special duty on 15% ad

valorem on all macaroni products shipped into Canada on consignment or without prior sale. This is generally construed as an "antidumping" provision that applies on many products, including macaroni. Its purpose evidently is to prevent American manufacturers from dumping their surplus production on the Canadian markets.

All consigned macaroni products must be billed on special invoices, forms being obtainable from any custom broker in Canada at a nominal cost. These should in all cases show the complete transaction, including cash or trade discounts and other allowances. In the column provided for the "statement of fair value as sold for home consumption" must be shown the price at which the product is freely sold in the home market. To facilitate entry at Customs, discounts and free goods should be shown on the invoice as deducted from list prices.

The 15% deposit referred to on consigned goods is payable by the importer of the shipment. To obtain a refund of this deposit it is necessary that the importer produce or show evidence satisfactory to the Department of National Revenue as to the actual market value of the goods as sold for home consumption at the place of direct shipment to Canada, together with a statement of the actual selling price to Canadian purchasers, inclusive of all charges after shipment from place of export, among which may be freight, duties, handling, commissions, warehousing and delivery charges. If after the receipt of such information the Canadian officials are satisfied that the selling price to purchaser in Canada, f.o.b. place of shipment, is not lower than the actual fair market value at that point, the importer will be advised that he may submit his claim for a refund of the special access duty thus paid.

The Customs authorities further rule that macaroni products is a finished food in itself, and therefore manufacturers would be allowed no drawback even if this food was made out of semolina or flour purchased in Canada. In the case of flour milling, it is permissible to mill in bond, that is buy Canadian wheat, ship it to American mills for grinding and reshipping the resultant flour into Canada without the payment of export or import duties. The contention is that Canadian durum wheat in the form of semolina or flour when converted into macaroni, etc., it becomes an entirely new product and has not rights under the term "manufacturing in bond."

An example of how the new tariff regulations apply to macaroni products follows: On a shipment of 1 ton of plain macaroni from the United States into Canada, a tariff of 1 1/2¢ a pound is charged, amounting to \$25 on 2000 lbs. Should the shipment consist of egg noodles in cases of less than 25 lbs. each, figuring the list price at 12¢ a pound, the duty would amount to \$66 on a ton. However, should shipment be in large boxes or barrels weighing more than 25 pounds each, and sold at same price, duty of 20% would be charged amounting to only \$48 on the ton. On a consignment an additional tax of 15% ad valorem must be deposited as a guarantee against dumping, which latter amount will be refunded on application and proof of fair business.

Die Makers Approve Campaign

Two of the outstanding macaroni die manufacturers in the world were among the early subscribers to the Macaroni Advertising Campaign. They both realize the need of greater unity in the trade, increased consumption on the part of the United States consumer and improved business policies that will net producers greater returns.

These leaders are F. Maldari & Bros., Inc., New York city and Mario Tanzi & Bros. Co., Boston. In connection with their subscription each issued statements in approval of the campaign and appreciation of the opportunity to say it.

D. Maldari of F. Maldari & Bros. Inc., says "I feel it a pleasure to do my share in financing and otherwise supporting the Macaroni Publicity Campaign. On the industry's progress we must depend and to promote it is a pleasure to subscribe. You can count on me for every possible help in putting over this proposition so that the returns will be even much greater than the most optimistic in the trade."

Now Mario Tanzi of Mario Tanzi & Bros. Co. says: "Thanks a lot for your appreciating of my cooperating in the campaign. I feel that being a subscriber does not fill our ambition; the success will come only when we boost the activity through our respective organizations. I look for no publicity personally but think only of the good that the campaign will do for the industry as a whole. The macaroni manufacturers can always count on me to help in every way and should feel at liberty to call on us at any time."

May 15, 1930

THE MACARONI JOURNAL

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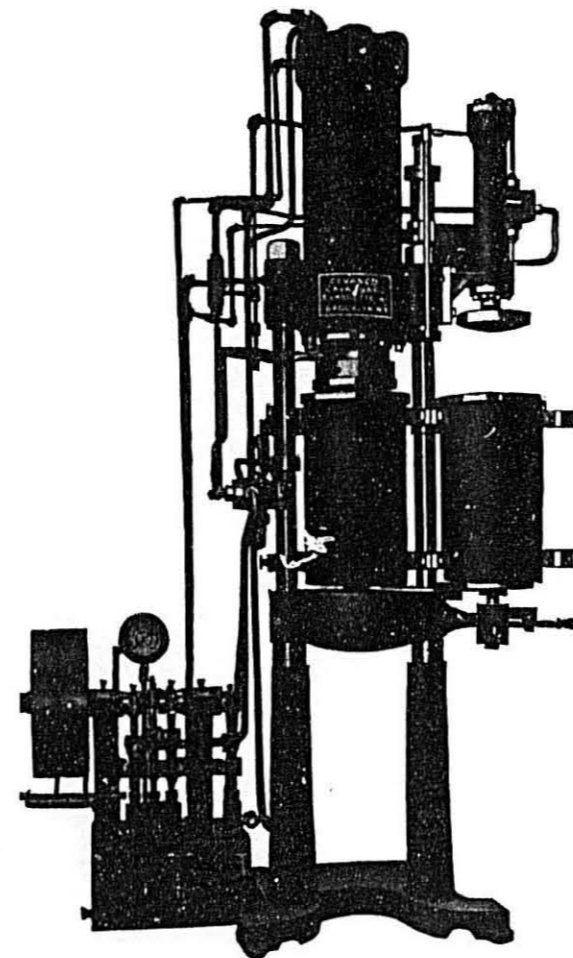
Consolidated Macaroni Machine Corporation

FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.

I. DeFrancisci & Son

Designers and Builders of High Grade Macaroni Machinery



Vertical Hydraulic Press with Stationary Die
12 1/2 and 13 1/2 inches

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

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

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

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

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

AT LAST! The Press Without a Fault.

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

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

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

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

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

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

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

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

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

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

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

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

156-166 Sixth Street

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

Address all communications to 156 Sixth Street

Our Honor Roll

Members of Macaroni Industry Who Have Enlisted to Serve in Our Great Drive for Recognition

Still more volunteers are coming in response to the call of our Industry. These men are willing to devote some of their resources to the laudable task of placing this Industry in its rightful position among other industries of the country and to place Macaroni Products in their rightful place in the National Diet. These subscribers know they are in for a fight, but they also know that the victory will be well worth the price of the effort they put into winning it.

Here are the new subscribers since the last Honor Roll:

MANUFACTURERS

The Demartini Macaroni Co., Inc., Brooklyn, N. Y.
Porter-Scarpelli Macaroni Co., Portland, Ore.
American Noodle & Macaroni Co., Chicago, Ill.
D'Amico Macaroni Co., Inc., Newark, N. J.
Oregon Macaroni Mfg. Co., Portland, Ore.
A. Russo & Co., Chicago, Ill.
Fontana Food Products Co., South San Francisco, Cal.
The Metropolitan Macaroni Co., Cleveland, Ohio.
Flower City Macaroni Co., Rochester, N. Y.
A. Gioia & Bros., Rochester, N. Y.
Quality Macaroni Co., Rochester, N. Y.

ALLIEDS

Atlas Box Company, Chicago, Ill.
Eggers-O'Flying Co., Omaha, Neb.
John J. Cavagnaro, Harrison, N. J.
Crown Mills, Portland, Ore.
Peters Machinery Co., Chicago, Ill.
Chicago Label and Box Co., Chicago, Ill.
The Star Macaroni Die Manufacturing Co., New York.
Champion Machinery Co., Joliet, Ill.

Complete Honor Roll To Date:

Alabama—100%

R. G. McCarty, State Chairman
Birmingham Macaroni Co., Birmingham.
California
Fontana Foods Products Co., South San Francisco.

Colorado—100%

A. S. Vagnino, State Chairman
American Beauty Macaroni Co., Denver.
Golden Crown Macaroni Co., Trinidad.

Connecticut

P. George Nicolari, State Chairman
The New Haven Macaroni Co., Inc., New Haven.
The F. Pepe Macaroni Mfg. Co., Waterbury

Illinois

G. G. Hoskins, State Chairman
The John B. Canepa Co., Chicago.
Fortune-Zerega Co., Chicago.
The Foulds Milling Co., Libertyville.
I. J. Grass Noodle Co., Chicago.
F. L. Klein Noodle Co., Chicago.
Liberty Macaroni Co., Rockford.
Peter Rossi & Sons, Braidwood.
The Quaker Oats Co., Chicago.
Traficanti Brothers, Chicago

American Noodle & Macaroni Co., Inc., Chicago
A. Russo & Co., Chicago.

Kentucky—100%

Joseph Viviano, State Chairman
Kentucky Macaroni Co., Louisville.

Louisiana

F. F. Federico, State Chairman
Frank Dantoni & Co., New Orleans.
Federico Macaroni Mfg. Co., New Orleans.
National Food Prod. Inc., New Orleans.
Tujague Food Prod. Co., New Orleans.

Maryland

Ralph Nevy, State Chairman
David Kerr, Baltimore.

Massachusetts

Alfred Bianchi, State Chairman
Boston Spaghetti Mfg. Co., Boston.
Italia Macaroni Co., Worcester.
Prince Macaroni Mfg. Co., Boston.

Missouri—100%

G. Viviano, State Chairman
American Beauty Mac. Co., Kansas City.
American Beauty Mac. Co., St. Louis.
Checker Food Products Co., St. Louis.
Domino Macaroni Co., Springfield.
Faust Bros. Mac. Co., St. Louis.

Kansas City Mac. & Imp. Co., Kansas City.
Mercurio Bros. Spag. Mfg. Co., St. Louis.
Mound City Macaroni Co., St. Louis.
Ravarino & Freschi Imp. & Mfg. Co., St. Louis.

Viviano Grocery & Mfg. Co., St. Louis.
V. Viviano & Bros. Mfg. Co., St. Louis.

Nebraska—100%

H. E. Gooch, State Chairman
Gooch Food Products Co., Lincoln.
Skinner Manufacturing Co., Omaha.

New Jersey

G. Campanella, State Chairman
Campanella, Favaro & Glaviano Mac. Corp., Jersey City.

Lo Due Brothers, Jersey City.
C. F. Mueller Co., Jersey City.
D'Amico Macaroni Co., Inc., Newark.

New York

Wm. Cullman, East State Chairman
A. Gioia, West State Chairman
Beech-Nut Packing Co., Canajoharie.
Dunkirk Mac. & Supply Co., Dunkirk.
Elka Noodle Corporation, Maspeth.
Foulds Milling Co., New York city.

Foulds Milling Co., Syracuse.
A. Goodman & Sons Inc., New York city.
The Independent Mac. Co., Mt. Vernon.
Ronconi Macaroni Co., Long Island.

Schneider's Home Made Egg Noodles Co., Inc., Brooklyn.

A. Zerega's Sons, Inc., Brooklyn.
The DeMartini Macaroni Company, Inc., Brooklyn.

Flower City Macaroni Co., New York city.
A. Gioia & Bros., New York city.
Quality Macaroni Co., Rochester.

Ohio

Mrs. H. J. Brunneke, State Chairman
A. Palazzolo & Company, Cincinnati.
The Wuerdemann Company, Cincinnati.
The Metropolitan Macaroni Co., Cleveland.

Oklahoma—100%

Guy M. Russell, State Chairman
McAlester Mac. Factory Co., McAlester.

Oregon

F. Orso, State Chairman
Porter-Scarpelli Macaroni Co., Portland.
Oregon Macaroni Mfg. Co., Portland.

Pennsylvania

Lawrence E. Cuneo, State Chairman
W. Boehm Company, Pittsburgh.
Italo-French Produce Co., Pittsburgh.
Jefferson Mac. Co., Reynoldsville.
Keystone Macaroni Mfg. Co., Lebanon.
The Megs Company, Harrisburg.
Mrs. C. H. Smith Noodle Co., Ellwood City.
S. Viviano Mac. Mfg. Co., Carnegie.

Rhode Island

J. E. Del Rossi, State Chairman
G. D. Del Rossi Co., Inc., Providence.
Semolina Mac. Co., Providence.

Texas

L. J. Laneri, State Chairman
Fort Worth Macaroni Co., Fort Worth.
Magnolia Mac. Mfg. Co., Houston.
National Macaroni Co., Dallas.
Union Macaroni Co., Beaumont.

West Virginia—100%

R. V. Golden, State Chairman
West Virginia Mac. Co., Clarksburg.

Washington

G. P. Marfino, State Chairman
A. F. Ghiglione & Sons, Inc., Seattle.

Wisconsin—100%

John Busalacchi, State Chairman
Busalacchi Bros. Mac. Co., Milwaukee.
Milwaukee Macaroni Co., Milwaukee.
Tharinger Macaroni Co., Milwaukee.

ALLIEDS

Here are the Allieds who are supporting the Industry in this aggressive drive for profitable business:

Boxes

Franklin Folding Paper Box Co., Inc., Chicago, Ill.
Atlas Box Company, Chicago, Ill.
Eggers-O'Flying Co., Omaha, Neb.
Chicago Label and Box Co., Chicago.

Dies

F. Maldari & Bros., Inc., New York city.
Mario Tanzi & Bros., Inc., Boston, Mass.
The Star Macaroni Die Manufacturing Co., New York.

Eggs

Rothenberg & Schneider Bros., Chicago, Ill.
Lithographers, Printers, Labels and Machinery

Folding Boxes

Rosotti Lithographing Co., New York city.

Machinery

Barozzi Drying Machine Co., Inc., New York.
Hergen, N. J.
Clermont Mach. Co., Inc., Brooklyn, N. Y.
Consolidated Macaroni Mach. Corp., Brooklyn, N. Y.

Chas. F. Elmes Engineering Works, Chicago, Ill.
Package Machinery Co., Springfield, Mass.
Peters Machinery Company, Chicago, Ill.

John J. Cavagnaro, Harrison, N. J.
Champion Machinery Co., Joliet.

Millers

Crown Mills, Portland, Ore.
Capital Flour Mills Inc., Minneapolis, Minn.
Commander Milling Co., Minneapolis, Minn.
Crookston Milling Co., Crookston, Minn.

Duluth-Superior Milling Co., Duluth, Minn.
King Midas Mill Co., Minneapolis, Minn.
Minneapolis Milling Co., Minneapolis, Minn.
Pillsbury Flour Mills Co., Minneapolis, Minn.

Washburn Crosby Co., Inc., Minneapolis, Minn.

KING MIDAS SEMOLINA is an INSPIRATION to the MACARONI MANUFACTURERS who are EARNESTLY ENDEAVORING to BUILD up their BUSINESS on the PERMANENT FOUNDATION of QUALITY

Use



QUALITY

SERVICE

KING MIDAS MILL COMPANY
MINNEAPOLIS, MINN.

Write or Wire for Samples and Prices

No. 2 SEMOLINA

SPECIAL SEMOLINA

No. 3 SEMOLINA

Our Honor Roll

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Fontana Food Products Co., South San Francisco, Cal.
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Flower City Macaroni Co., Rochester, N. Y.
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Tujague Food Prod. Co., New Orleans.

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Mound City Macaroni Co., St. Louis.

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Lo Bue Brothers, Jersey City.
C. F. Mueller Co., Jersey City.

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Foulds Milling Co., Syracuse.
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The Independent Mac. Co., Mt. Vernon.
Ronroni Macaroni Co., Long Island.

Schneider's Home Made Egg Noodles Co., Inc., Brooklyn.

A. Zerega's Sons, Inc., Brooklyn.
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McAlester Mac. Factory Co., McAlester.

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Italo-French Produce Co., Pittsburgh.

Jefferson Mac. Co., Reynoldsville.
Keystone Macaroni Mfg. Co., Lebanon.
The Megs Company, Harrisburg.

Mrs. C. H. Smith Noodle Co., Ellwood City.
S. Viviano Mac. Mfg. Co., Carnegie.

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Semolina Mac. Co., Providence.

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A. F. Ghiglione & Sons, Inc., Seattle.

Wisconsin—100%

John Busalacchi, State Chairman
Busalacchi Bros. Mac. Co., Milwaukee.
Milwaukee Macaroni Co., Milwaukee.

Tharinger Macaroni Co., Milwaukee.

ALLIEDS

Here are the Allieds who are supporting the Industry in this aggressive drive for profitable business:

Boxes

Franklin Folding Paper Box Co., Inc., Chicago, Ill.

Atlas Box Company, Chicago, Ill.
Eggers-O'Flying Co., Omaha, Neb.
Chicago Label and Box Co., Chicago.

Dies

F. Maldari & Bros., Inc., New York city.
Mario Tanzi & Bros., Inc., Boston, Mass.
The Star Macaroni Die Manufacturing Co., New York.

Eggs

Rothenberg & Schneider Bros., Chicago, Ill.
Lithographers, Printers, Labels and Folding Boxes

Rossotti Lithographing Co., New York city

Machinery

Barozzi Drying Machine Co., Inc., New York city.
Bergen, N. J.

Clermont Mach. Co., Inc., Brooklyn, N. Y.
Consolidated Macaroni Mach. Corp., Brooklyn, N. Y.

Chas. F. Elmes Engineering Works, Chicago, Ill.

Package Machinery Co., Springfield, Mass.
Peters Machinery Company, Chicago, Ill.

John J. Cavagnaro, Harrison, N. J.
Champion Machinery Co., Joliet.

Millers

Crown Mills, Portland, Ore.
Capital Flour Mills Inc., Minneapolis, Minn.
Commander Milling Co., Minneapolis, Minn.

Crookston Milling Co., Crookston, Minn.
Duluth-Superior Milling Co., Duluth, Minn.

King Midas Mill Co., Minneapolis, Minn.
Minneapolis Milling Co., Minneapolis, Minn.
Pillsbury Flour Mills Co., Minneapolis, Minn.

Washburn Crosby Co., Inc., Minneapolis, Minn.

KING MIDAS SEMOLINA is an INSPIRATION to the MACARONI MANUFACTURERS who are EARNESTLY ENDEAVORING to BUILD up their BUSINESS on the PERMANENT FOUNDATION of QUALITY

Use



QUALITY

SERVICE

KING MIDAS MILL COMPANY
MINNEAPOLIS, MINN.

Write or Wire for Samples and Prices

No. 2 SEMOLINA

SPECIAL SEMOLINA

No. 3 SEMOLINA

Special Historical Facts

Our Industry--Ten Years Ago

The Macaroni Journal started second year of its career as the official organ of the National Macaroni Manufacturers Association.

Quite a coincidence. Ten years ago the Macaroni Convention was held in the same city in which the conference meets this year—Niagara Falls, Can.

Membership list published showing 60 active members and 16 associates. Of the 60 active members, 23 are now defunct (1930), and 7 no longer members. Of the 16 associates, 6 are now out of business (1930), and 4 resigned.

French production of alimentary pastes estimated at a million kilos per day.

Italy used nearly 7,000,000 quintals of hard wheat in the manufacture of Italian Pasta in 1919.

Macaroni prices depressed by dumping of Navy's surplus accumulated for war purposes.

Commercial Macaroni Co., organized in Boston, since defunct.

Commander Milling Company mill in Stillwater, Minn., enlarged to 700 bbls. daily capacity.

France has macaroni wheat shortage.

Lorentz Company of Mansfield, O., fined for misbranding macaroni products.

Wheat Director Julius H. Barnes strongly objects to continuance of wheat price guarantee.

Association Directors met in LaSalle hotel, Chicago to complete convention arrangements.

Our Industry--Five Years Ago

Announcement of Convention hotel for 22nd Macaroni Conference—Hotel Traymore, Atlantic City, N. J., July 7 and 9.

Durum wheat market erratic, sharp advances over the April low being recorded.

National Macaroni Manufacturers Association adopts new Membership Sign.

Grocers launch "Phone For Food" campaign.

Label manufacturers announce code of ethics.

Guido Tanzi patented the "Yolanda" macaroni die.

Washburn Crosby Co. opens Gold Medal Radio Station WCCO.

Macaroni exports increased nearly 6,500,000 lbs. in May, 1925.

Russo Macaroni Products started business in Berkeley, Cal.

No longer operating.

Sunshine Macaroni Company plant damaged by fire.

Fire damages Poughkeepsie macaroni plant.

Genesee macaroni firm in foreclosure litigation.

Millers National Federation adopts code of ethics.

Bulk manufacturers hold tariff meet in New York city, President L. E. Cuneo, presiding.

An everlasting problem discussed—"to blanch or not to blanch."

National Macaroni Manufacturers Association announces new Trade Mark Service.

A WARNING!

By Modesto J. Donna
Secretary-Treasurer National Macaroni Manufacturers Association

The preliminary fund raising campaign of our promotional program is rapidly nearing its completion. Soon the program itself will be under way.

We have devoted a great deal of time to explaining just how the subscriber to our program will benefit. It is clearly understood that each subscriber will be in an alliance with other members of his industry, all of them cooperating to make the public more "macaroni conscious."

It has also been explained that this will be a task which no one individual could accomplish. Together, however, we will be able to put the drive over with the greatest of success in spite of the tremendous competition from other industries we will have to overcome. But the amount of cooperation furnished will determine entirely the degree of success we may hope to enjoy.

The point of this article is that we shall soon be going into the actual campaign. Those members of the Industry who have already subscribed will be in "on the ground floor," charter members so to speak. They are the ones who will reap the greatest benefit. It is, therefore, of the most vital importance

to everyone in the entire Industry to GET IN NOW. Of course there will be opportunity for subscriptions throughout the campaign, but by subscribing now it will be possible to start from "scratch" with other progressive macaroni manufacturers.

And what's more, the Industry needs every possible subscriber, all available funds in order to do this task in the best possible fashion. Remember, we will be competing with giants in the field—industries spending millions of dollars a year in their efforts to gain the approval of the public—as against our million to be spent over a period of four years. From this it is perfectly obvious that we still have work to do in lining up all our members behind our own Industry.

True, we have passed by far our original quota; have passed the million dollar mark and are still going. But

this warning must be sounded. In a great task of attracting the attention of the public the battle is never wholly won. There is always a need for more and more ammunition. Woe betide the contestant in this battle who runs out of ammunition—for no quarter is given.

We should not lose sight of the fact that our Industry, due to the noteworthy achievements of our leaders, has accomplished much. Nor should we lose sight of another important fact that we are going into a long, rigorous fight which will require all the energy we must muster and a great deal of resources. But we all are convinced of the absolute necessity of this fight—that through we will attain our desired goal—of producing macaroni products in their right position in the national diet.

How about it? Have you subscribed to the fund yet? Of if you have, have you tried your best to interest all your fellow members of the Industry? Will you want to be in at the very start, your Industry needs you and every member of the Industry to put this drive across. The time is short! Get behind and help push.



Get Behind and Help Push

WHY FAILURES FAIL

To bring the mind to a point of attention and keep it there, is exactly what the failure fails to accomplish.

MARIO TANZI & BROS., Inc.

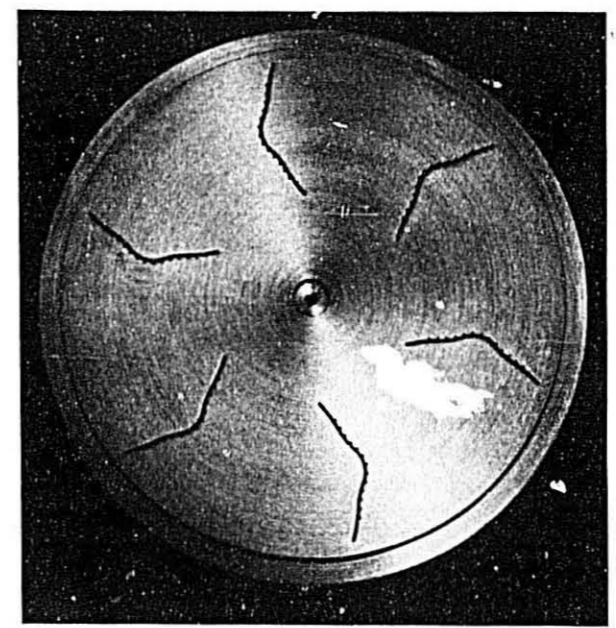
Presents

The "FAULTLESS" SEA--SHELL--DIE

A Distinct Achievement
in
Macaroni-Die-Making



Equally Suitable for
PRODUCTION and QUALITY



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

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

Notes of the Macaroni Industry

Williamses in Europe

James T. Williams, president of The Creamette company, Minneapolis, is on a tour of continental Europe. He left the latter part of April for a 3-month trip abroad, accompanied by his 3 eldest children, James, Jr., Robert, and "Peggie." Their first objective is Oberammergau, Germany, to witness the Passion Play. From there they will go to Rome and visit several of the countries in southern Europe, returning by way of the British Isles. Jim will include in his itinerary the home of his ancestors in Ireland.

Starts Building Pueblo Plant

Nicholas Salvi, who formerly operated a small macaroni plant in Trinidad, Col., has contracted for the erection of a plant at Pueblo. According to announcements the building will be one story, the main unit of which will be 40x50 ft. Additional wings are being constructed to take care of the drying requirements.

The new plant is at the intersection of Erie av. and 11th st. and will be in operation about the first of June providing there is no delay in installation

of modern machines being purchased by this experienced manufacturer.

New Plant for Chicago

Joseph Gragini and A. d'Amico have organized a new macaroni manufacturing firm with headquarters at 1948 W. Grand av., Chicago. The firm will be known as the Rome Macaroni Manufacturing Co. and will specialize in the manufacture and sale of bulk macaroni products. Both of the proprietors are experienced macaroni men, well acquainted with the distributing trade in that metropolis.

Macaroni Movement Lessened

Macaroni products to and from United States were much below the average during February, judging by the figures prepared by the Bureau of Foreign & Domestic Commerce. It affects both the import and export business, the latter showing a decrease of 22% and the former a decrease of 15%.

Slow Up In Exports

For February 1930 United States exported 829,656 lbs. valued at \$74,213. The decrease is noted when compared with a total of 1,051,812 lbs. valued at

\$81,001 exported in the same month in 1929.

During January and February this year the total exports were 1,581,400 lbs. worth \$142,318 as compared with a total of 2,102,149 lbs. worth \$165,603, the exports for the first 2 months in 1929.

Imports Dwindling

During February 1930 the American importation of foreign-made macaroni products dropped to the low point of 201,127 lbs. valued at \$16,786. This is a large decrease from the 232,958 lbs. worth \$20,611, the imports for February of last year.

1930 is considerably below the previous years insofar as the first 2 months are concerned, only 407,748 lbs. have been imported during January and February 1930 at a cost of \$35,388. The decrease is noticeable when compared with a total of 496,486 lbs. valued at \$43,831, the imports for January and February 1929.

Appoints Los Angeles Agency

The Los Angeles-Pacific Macaroni Co. has planned a new aggressive publicity campaign to popularize its products in southern California. The company has appointed the Scholtz Advertising

THE FINEST EGG NOODLES

result from using

Fresh Frozen Pure EGG YOLK

Appetite appealing in color

Delicious in flavor

May we quote you?

THE J. G. ODELL COMPANY
Saint Paul, Minnesota

Packing plants at:

Saint Paul, Minn. Duluth, Minn. St. Louis, Mo.

*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, 342 Madison Avenue

CROOKSTON-SEMOLINA

From
Amber Durum Wheat
STRONG and UNIFORM
and of a WONDERFUL
COLOR

For Quality Trade

Crookston Milling Company
CROOKSTON, MINNESOTA

QUALITY TRADE

CROOKSTON SEMOLINA

MACARONI

NOODLE

CHAMPION DOUGH MIXERS
Made in 1, 1½, 2 and 2½ barrel sizes, can be furnished with automatic dump if desired.

This machine is designed to fulfil the exacting requirements, which are demanded in the difficult mixing of doughs for macaroni and noodle products. It has the Champion design of Special Shaped All-Steel Blades, which mixes thoroughly, uniformly and rapidly, with a minimum use of power, is made for belt or motor drive. Write for full information and low prices.

CHAMPION MACHINERY COMPANY, Joliet, Ill.

Service, Los Angeles, to direct its advertising account. This same agency has also been appointed by the Southern California Retail Grocers association to direct its educational campaign.

Macaroni Diet for Mannikins

Word comes from Paris that the doctors and cooks in that style center are stuffing the pretty mannikins of the Rue de la Paix with macaroni to give them the plumpness necessary to meet the new styles which call for curves and poundage.

Doctors and cooks have been called into consultation by the leading dress-makers in an effort to fatten the models to meet the requirements of the new styles. The doctors prescribed liberal doses of potatoes and macaroni, dumpings and pastry.

The new modes upset the life of most women. For several years they have gone hungry and wrestled medicine balls to grow thin and reveal the svelte line of the prevailing fashion. Now, almost overnight, they have to be fatter, for the newer styles with normal waistlines look much better on a woman with good poundage.

Where they formerly lunched on a bit

of salad, sprinkled with lemon, and munched mints during the day, they now sit down to a 4-course meal at noon and drop three or four lumps of sugar in their coffee. Doctors are elated, for there are many who contend that France's increasing death rate among women and small children and decreasing birthrate were directly traceable to improper diet.

One smart dressmaker gave as her opinion that a healthy woman of 5 feet 6 inches, who should have weighed 110 lbs. last year to be ultra fashionable, must now weigh 118 to 120 lbs.—and the surplus poundage should be added above the knees.

Donahue to Direct Macaroni Sales

Charles M. Donahue, formerly merchandising manager of the New York Evening Journal and recently member of the advertising staff of the New York Evening World, has been named the general salesmanager of the Atlantic Macaroni company, Long Island City, N. Y. This is one of the largest firms in the east producing the famous "Caruso" brand. William Culman, a director of the National Macaroni Manufacturers association, is president of the firm.

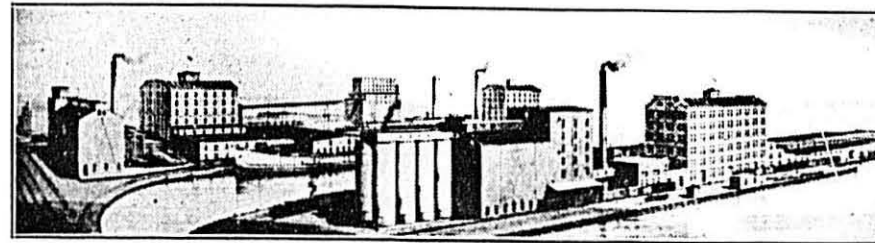
A New Plant at Akron

The Russo Macaroni company has been incorporated under the Ohio law with an authorized capital stock of \$20,000 to manufacture bulk macaroni products and handle kindred foods. The incorporators are Guiseppe Russo, Andrea Russo, Benny Belfiore and Guiseppe Belfiore. It has not been announced how soon this new firm expects to start producing.

Incorporate Indiana Macaroni Company

The Indiana Macaroni Company, Inc., of Indiana, Penn., has been organized under a Delaware charter to manufacture and deal in macaroni products, pastries, groceries, etc. The capital stock has authorized amounts to \$100,000. The incorporators are J. M. Rezzolla, John Rezzolla and B. A. Sciotto, all of Indiana, Pa. This firm has been operating a plant there for many years and is well known for the excellence of its products, bulk goods being the specialty.

Money is the least expensive thing today. Intelligent cooperation is the most expensive.



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.

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

Grain, Trade and Food Notes

Wheat Acreage Reduction Difficult

The Federal Farm board in pressing its program for restriction of wheat acreage possesses certain weapons of coercion, and the weapon of persuasion through cooperative action by which group interests may be made to supersede individual interests in some degree, as yet undetermined. Whatever the effectiveness of these weapons the success of the program must depend in large part upon the direction and force of traditional and accustomed incentive of individual wheat growers. The character of these incentives, as they appear in the various wheat growing sections of the United States, is the subject of the latest issue of *Wheat Studies*, published by the Food Research Institute of Stanford university.

The study proceeds on the reasoning that the natural tendency of wheat acreage, region by region, is influenced by the trend of wheat prices and by the trends of prices of competing farm products; by the place of wheat in rotation systems and in the general organization of the agricultural enterprise; by changes in production methods; by pests and diseases; and varietal improvements. All these are discussed by region, and the indicated conclusions checked by an examination of the trend of acreage since 1910. In some regions it appears that the natural tendency is toward reduction of wheat acreage but in the more important wheat growing areas the natural incentives appear to favor expansion from the recent level.

The study closes with the following summary: "All told, then, the outlook seems not to be for notable and immediate reduction in the United States wheat acreage; the existing and familiar economic incentives of wheat growers seem not to be such as to induce contraction from within. Nor are we convinced that wheat farmers will forthwith adopt the program of contraction as the expression of individual self interest. Success presupposes the development of a new set of incentives. The Federal Farm board is faced with difficult and time consuming tasks in ascertaining with some precision where wheat acreage ought to be reduced, and in determining what ought to be set forth as the desirable alternative uses of land. Seemingly, however, both tasks need to be embraced before appeals to producers through local cooperatives can become adequately effective. The position of

the Farm board is at present developmental, advisory, and educational. But it need not remain so. It would lie within the discretion of the board to limit loans in event of nonreduction and extend loans in proportion to restriction of acreage. Hope of concordance between farmers and the Federal Farm board seems to us to lie in the development of cooperative associations and the concomitant growth of class solidarity, such that a program of acreage control can receive the strongest support throughout all the ramifications of the national organization. The Agricultural Marketing Act places wheat growers in a position, with the support of public funds, to effectuate horizontal integration. Adjustment of supply to demand is prerequisite to persistently successful integration. Growers cannot take the one and leave the other. It is thus from every point of view advantageous as soon as possible to have wheat growers brought squarely to face the choice between their accustomed individualism and the new collective policy. Cooperative organization is under way vigorously, but it necessarily takes time. With allowance for the time element, agricultural cooperative association is on trial."

The Vegetable House

The commercial exhibits at the congress of the International Council of Nurses in Montreal were extremely interesting and widely representative. The Daily Branch of the agricultural department of Ottawa sent in a very clever exhibit called "Health House." It consisted of a large doll's house made entirely of health giving foodstuffs. The foundations were of peas and beans, the walls of wholemeal, and the roof of graham biscuits; the shutters were formed of slices of whole wheat bread, the curtains of lettuce leaves. The veranda was formed of columns of macaroni rising from steps and stumps made of cheese, and the path was of rice edged with nuts.

Recipes Printed on Labels

Despite all the speeches, lectures, etc., on the subject of food packer labels, the fact remains that the major portion of the manufacturers have largely failed to realize the great importance of using the available space for printing on their labels one or more recipes for preparing and serving the contents.

To instruct the housewife in how to use a product is a process of education. When you furnish her with recipes for

the preparation of food products give her knowledge. Every housewife almost, wishes to know the best way of preparing the food she serves.

Recipes act as a reminder to the experienced cook, but it must also be remembered that we have thousands of new housewives every year. Girls high school or women engaged in business join the ranks of the wedded. They buy foods and, without a chart or recipe proceed to create an edible dish. Very often they fail. This creates an unfavorable impression for the product used. Hence the one inexpensive way to advertise and increase consumption is to print one or more good recipes on every label. Use the vacant space on your labels. Send out no label that does not have printed on it one or more good recipes.—*The Canner*.

Eric Englund Made Assistant Chief

Appointment of Eric Englund as assistant chief of the bureau of Agricultural Economics, U. S. Department of Agriculture, is announced by Chief Nils Olsen. Mr. Englund succeeds H. Tolley who resigned to go to the Giannini Foundation at the University of California. As assistant chief, Mr. Englund will administer the economic research activities of the bureau. He is thoroughly familiar with the economic search work of the department and state agricultural experiment stations. In 1926 he was associated with the department of experiment stations in analyzing coordinating projects in this field. He was later engaged as a special assistant to Secretary W. M. Jardine in handling economic problems, and at the same time assisted the office in administrative research in agricultural economic problems under the Purnell act. Since September 1, 1930, Mr. Englund has been in charge of the division of agricultural finance, Bureau of Agricultural Economics, and will continue to direct its activities.

Chamber's New Address

The Italian Chamber of Commerce in New York is now in comfortable quarters; new quarters at 225 Lafayette Street, New York city, according to announcement by officials. Several leading macaroni manufacturing firms in the east are members of this organization and will be interested in the new headquarters.

Spring Wheat Conditions Favorable

Spring work and crops over most of the country are making fairly good progress despite damage by frost

May 15, 1930

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.
Mateo and Sacramento Streets

CHICAGO, ILL.
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 sacks to St. Paul, Minn. They will be thoroughly cleaned and kept free from insect infestation.

Office
Minneapolis, Minn.

Mills
St. Paul, Minn.

storms in the south and central states, and by drought in the southwest, according to the bureau of agricultural economics, U. S. Department of Agriculture, in its May 1 report.

"Spring wheat sowing is near completion," says the bureau. "The earlier sown fields in South Dakota and elsewhere are making a promising start. Soil conditions through the spring wheat territory have been favorable for sowing. In Canada soil conditions are reported as more favorable than last spring, although more moisture would be beneficial in some areas.

"Winter wheat is growing rapidly, but all reports indicate serious damage from drought in the southwest. Wheat is heading short in western Texas and the drought effects are widely apparent up through Oklahoma and western Kansas. The reports of crop damage have helped slightly to strengthen wheat prices recently, but, in the main, the domestic wheat market has continued weak and unsettled during the past month.

"The world has been slow to buy our wheat. Exports of wheat from North America for the season to date are only about half as large as during the corresponding period last year. Consequently stocks of wheat on hand here exceed even the large stocks of a year ago, notwithstanding the sharp reduction in the Canadian crop last season."

Tanzi's Easter Greetings

From Mario Tanzi & Bros. Co., Boston, Mass., the staff of the National Macaroni Manufacturers association at Braidwood, Ill., was extended Easter greetings by telegraph. Needless to say the greetings were appreciated.

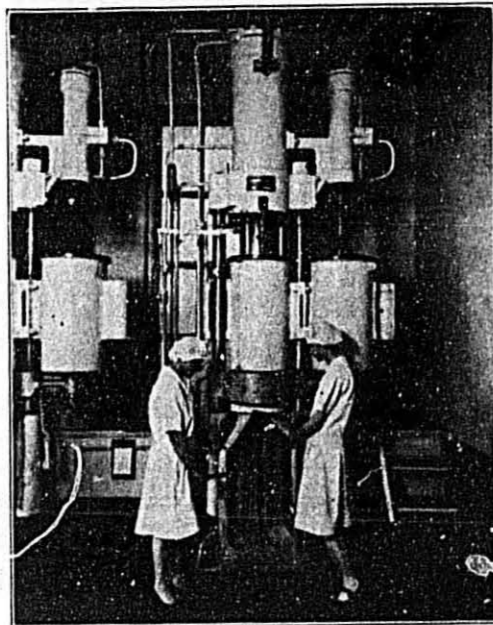
Miss LaMarca a Bride

Mr. and Mrs. Gaetano LaMarca of Boston, Mass., have announced the marriage of their daughter, Josephine Mary

to Alfred Ferri. The bride is the eldest daughter of Director G. LaMarca of the National Macaroni Manufacturers association and president of the Prince Macaroni Mfg. Co., Boston. After graduating from one of the leading schools in her home city she assisted her father as office manager, and was popularly known as "Jo-Jo" to her friends. The wedding took place in the Sacred

Heart church, Boston, at 10 o'clock Thursday, April 24, 1930 in the presence of a host of relatives and friends. Following the beautiful wedding service wedding breakfast was served at 12 noon in Hotel Kenmore, Boston, to relatives of the contracting parties and invited guests. Mr. and Mrs. Alfred Ferri are now honeymooning and will be home to friends after June 1.

What's Wrong Here?



A Spaghetti Press in the spotless H. J. Heinz Co. plant, Pittsburgh, submitted for study by National Safety Council experts. Suggestions for accident prevention since installed are:

- 1.—Installation of pressure gauge within easy eye-sight to acquaint operators of pressure at all times.
 - 2.—Placing of protective hand rail on stairs at right.
 - 3.—Requiring use of 2 hand-control levers for packing plunger. Nipping of fingers would be avoided from fast dropping plunger because hands would both be on the controls.
- (SEND IN PHOTOS OF ANY OF YOUR MACHINES OR DEPARTMENTS FOR SUGGESTIVE CRITICISMS. NO CHARGE FOR THIS SERVICE.)

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

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.

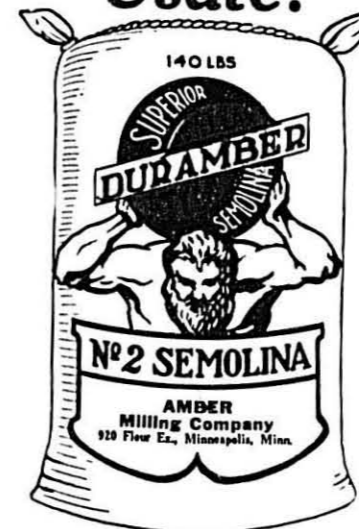
1604 Dekalb Ave.

BROOKLYN

NEW YORK

PER PASTA PERFETTA

Usate!

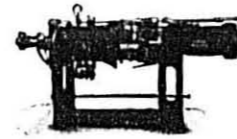


"Meglio Semola-Non ce ne"
Guaranteed by the
Most Modern Durum Mills in America
MILLS AT RUSH CITY, MINN.

You'll Needem-- **ELMES' ENERGY--To Feedem**
TRIO



MIXERS



PRESSES



KNEADERS

Supported by an All Star Cast
of Machinery for Alimentary Pastes

Long & Short Goods Driers
Fancy Stamping Machines
Preliminary Driers
Mostaccioli Cutters
Die Washers--Dies
Egg Barley Machines
Accumulators



1851---OUR 79th YEAR---1930

Noodle Cutting and Folding Machines
"Tortellini" (Stuffed Paste) Machines
Calibrating Rolls
Dough Breakers
Trimmers
Pressure Pumps
Fittings--Valves

THE CHARLES F.
213 N. Morgan St.

HYDRAULIC MACHINERY
SINCE 1851
ELMES ENGINEERING WORKS
Chicago, U. S. A.

The Macaroni Journal

Trade Mark Registered U. S. Patent Office
(Successor to the Old Journal—Founded by Fred
Hecker of Cleveland, O., in 1903.)
A Publication to Advance the American Macaroni
Industry.
Published Monthly by the National Macaroni Manu-
facturers Association.
Edited by the Secretary, P. O. Drawer No. 1,
Braidwood, Ill.

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

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tors, and will not knowingly advertise irresponsible
or untrustworthy concerns.
The publishers of THE MACARONI JOURNAL
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REMITTANCES—Make all checks or drafts
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facturers Association.

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

Vol. XII May 15, 1930 No. 1

Questions and Answers
Frozen Egg Yolks Formula

Q. The formula presented by G. G. Hoskins, chairman of the Cost Committee, on Page 10, April 15 issue is interesting. What would be a proper formula for frozen egg yolks and flour? —M. Co.

A. Very naturally the quantity of egg solids in a finished batch of egg noodles depends materially on the egg solids contained in the eggs in whatever form used and the moisture contents of the flour. Manufacturers should not aim to attain only the minimum egg solids in their finished product because the result might be that one half of their product would be in violation of the food laws. Here are formulas that should result in the proper egg content in any mix: (Government suggestion).

For each sack of flour of 98 lbs., use:
18 lbs. 15 oz. of commercial liquid whole egg, or
13 lbs. 5 oz. of commercial liquid yolk, or
5 lbs. 5 oz. of commercial dried whole egg, or
5 lbs. 3 oz. of commercial dried yolk.

For each sack of flour of 140 lbs. use:
27 lbs. 2 oz. of commercial liquid whole egg, or
19 lbs. 1 oz. of commercial liquid yolk, or
7 lbs. 9 oz. of commercial dried whole egg, or
7 lbs. 7 oz. of commercial dried yolk.

Likes Our Convention Publicity

The secretary-treasurer of the National Macaroni Manufacturers association, M. J. Donna, is always on the lookout for new and interesting convention pull ideas. His choice of the new "adkerchief" idea not only aroused interest among macaroni manufacturers and allied tradesmen, but also among other trades and trade organs. Many favorable comments appeared last month in the trade press of which the following that appeared in the New York Journal of Commerce April 26 is a good example:

Convention "Adkerchief"

A new idea in pocket reminders is being distributed by the National Macaroni Manufacturers association to advertise its convention, which is scheduled for June 24-26 at Niagara Falls, N. Y. This is an "adkerchief" which gives the appearance of a handkerchief worn in the front coat pocket but in reality is a small bit of handkerchief fabric fastened to a pocket calendar calling attention to the dates of the convention.

A. FORMULA FOR DETERMINING AMOUNT OF EGGS IN EGG NOODLES

By G. G. Hoskins, Chairman Cost Committee

(Reprinted With Corrections and Clarifications.—Editor.)

Egg Noodles are defined by the United States Department of Agriculture as "egg alimentary pastes 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 in 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 pounds of solids for each 100 pounds 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" equals egg required per pound of wet flour.

"E" equals total egg per batch.

"s" equals per cent of solids in eggs.

"m" equals per cent moisture flour.

"f" equals per cent of dry flour per pound or 1 minus m.

"W" equals weight of flour to used per batch.

es equals 5.5% x (f plus es).

es equals .055 f plus .055 es.

es minus .055es equals .055 f.

.945 es equals .055 f.

es equals .055 x f or .0582 f.

.945

e equals .0582 f

s

E equals W x e

E equals .0582 x f x W

s

EXAMPLE:—Moisture test on flour shows 12%, and the solids test on eggs shows 43%. Therefore
e equals 100% minus 12% or 88%
Assuming flour used to be 100 lbs.—"W" equals 100, and substituting in the formula E equals
.0582 x .88 x 100 or

.43

the egg required for 100 lbs. of flour equals 11.9 lbs.

If whole egg is used with solids 28%—E would equal 18.38 lbs.

If dried egg is used with 97% solids—E would equal 5.28 lbs.

From the above it will be seen that the formula applies to any kind of egg as long as the moisture content of the flour and the solids in the egg be determined.

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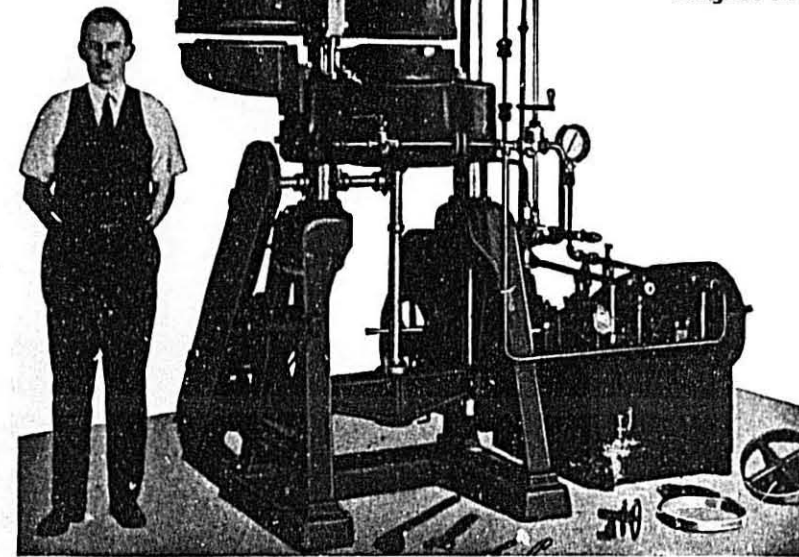
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A JOINT CALL TO DUTY

Never before in the history of Macaroni Making in America has there existed so urgent a need for closer cooperation between manufacturers than the present.

Production has reached the highest point of saturation. Sales beyond a limited quantity can be made only at the expense of competitors, by borrowing customers. Selling has become so costly that many firms are operating at a loss.

Conditions are such that manufacturers must do one of two things, cooperate in creating new demands for macaroni products, or be prepared to continue the profitless competition that sooner or later will mean the obliteration of the weaker. Which will it be?

The twenty-seventh annual convention of the National Macaroni Manufacturers Association in Hotel General Brock, Niagara Falls, Canada, June 24-25-26, will provide the occasion for the friendly get-together which seems so necessary this very minute. How many will take advantage of this wonderful opportunity?

It is hardly necessary for any manufacturer to await a special invitation to attend this important conference, but in that there should be any doubt as to just who are invited, we wish to take this opportunity of extending a most cordial invitation to every macaroni and noodle manufacturer in America and to the representatives of the allied trades to attend the Niagara Falls convention, feeling that they will not only be welcome but their advice and suggestions heeded and considered for the general welfare of the industry.

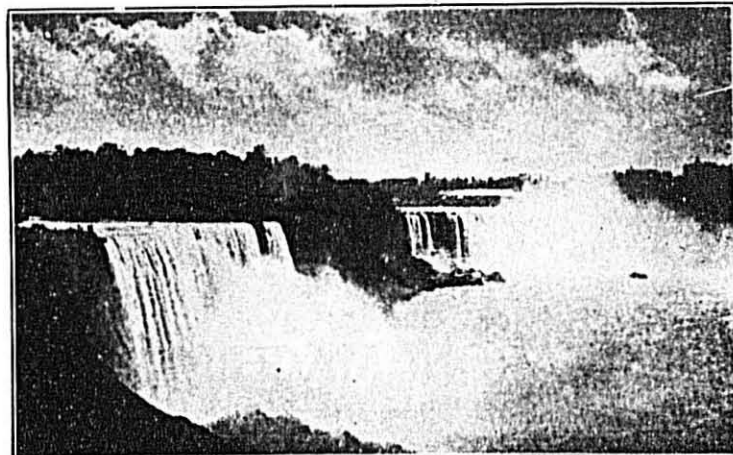
The Macaroni Industry in this country is on the verge of entering an activity of the most far-reaching importance and behind it there should be the undivided support, moral and financial, of every individual in any way associated with the industry.

We prefer to believe that every macaroni and noodle manufacturer in America is most anxious to promote the consumption of their products by helping to create an appetite for them through the right kind of publicity; that each stands ready, willing to do his rightful share of the work aimed to bring just these results. All that is necessary is to convince him that the right plan has been adopted, that it promises longed for results and he will immediately agree to do his full duty.

That is the very thing which the Industry's leaders aim to do at the Niagara Falls meeting next month. The presence of the progressive manufacturers is all that is needed. We ask only that they attend with open minds, ready to convince or be convinced.

We need not emphasize the need of a better understanding between manufacturers for the general improvement of the industry and conditions. We merely wish to remind you of the time and place when you may get together for this worthy and necessary purpose. It is now up to you.

Lest you may forget, the PLACE is NIAGARA FALLS, CANADA,—the DATES are JUNE 24, 25 and 26, 1930. HEADQUARTERS will be in HOTEL GENERAL BROCK.



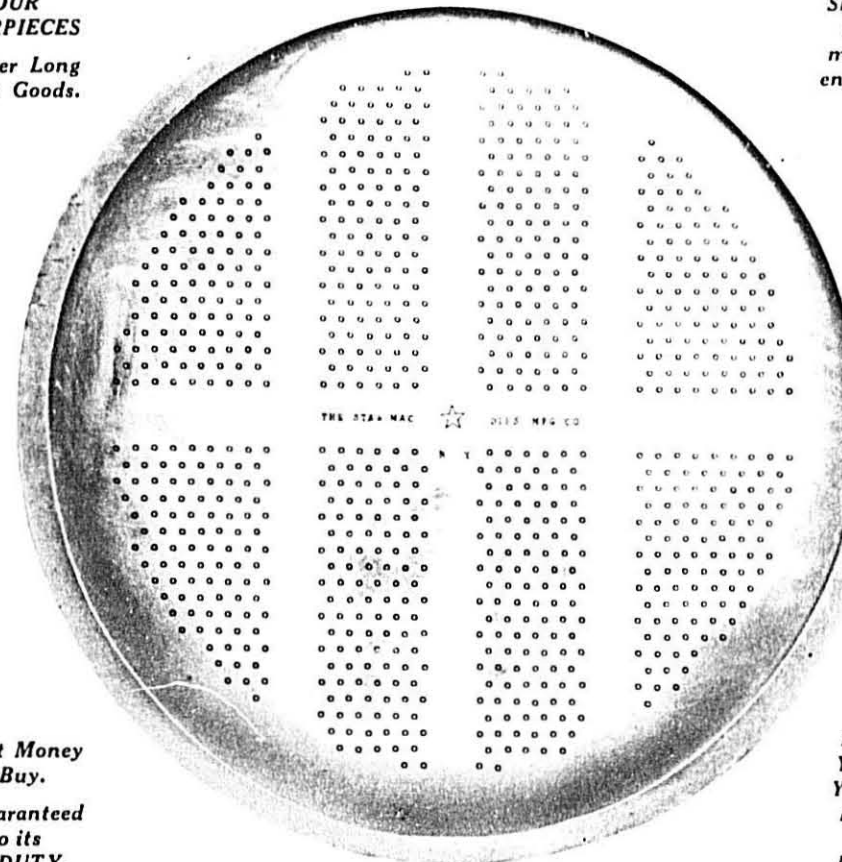
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