

**THE  
MACARONI  
JOURNAL**

**Volume 12,  
Number 4**

**August 15, 1930**

# The Macaroni Journal



Minneapolis, Minn.

August 15, 1930

Vol. XII No. 4

## Effective Cooperation

During periods of depression such as we are now experiencing, businessmen should counter with EFFECTIVE COOPERATION.

How can this be done?

First, by being considerate of competitors, avoiding deceitful and selfish practices, thus helping to restore confidence in our business.

Second, by uniting solidly behind any progressive, promising activity; notably, the national advertising campaign.

Present conditions require that we "Think Right," "Walk Straight" and "Trade Honorably."

MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI

# MALDARI'S INSUPERABLE MACARONI DIES

Your orders are  
welcome here--whether for a  
single die or a dozen--or for a repair  
job on one of your present dies.

The majority of the largest macaroni plants in Amer-  
ica get their dies from us--but the smaller plant as well,  
finds its orders given equal consideration and service.

## Maldari is the Oldest American Manufacturer of Macaroni Dies

—and we are the largest. To paraphrase a popular advertising slogan  
“We must be good to have gotten where we are.” We make a wide range of dies  
—for plain and fancy shapes—and have a plant well equipped with modern  
machinery which enables us to do some remarkable work on repair jobs.  
Try Maldari on your next order. You can depend on it being a good job—for  
we never make a quotation that does not cover first class workmanship  
and material. And if you want years of service and uninterrupted production,  
Maldari Macaroni Dies are by far the lowest priced in the long run.

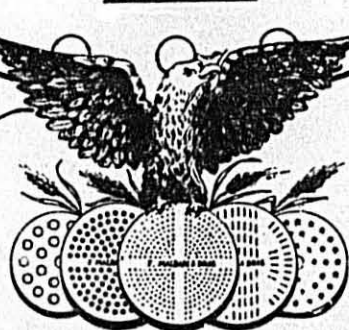
**F. Maldari & Bros. Inc.,** 178-180 Grand St.  
New York, N. Y.

“America's Leading Die Makers for over 28 Years with  
Management Continuously Retained in Same Family.”

“We Are Subscribers  
to the Campaign”



Illustrated Catalog  
Sent on Request



“The Maid of the Mist” specially chartered to  
carry guests through the Falls basin.



Not Night Raiders,—but Ladies garbed for a  
plunge through the mist of the Falls.

### Eight Views of the 1930 Convention



A lake steamer that brought many  
Minnesota guests.



Mrs. A. W. Quiggle, another  
official photographer, conven-  
tion bound.



Mrs. C. P. Walton, one of the  
official photographers, in disguise.



Larry and Mrs. Cuneo leaving  
Niagara Falls for their Quebec  
tour.



A happy bunch pleasure bound.



A group of guests viewing the rapids.

Snap-Shots by A. W. Quiggle, The Creamette Co. and C. P. Walton, Capital Flour Mills, Minneapolis.

# Six Headquarters For—



New York Office,  
410 Produce Exchange

Philadelphia Office,  
418 The Bourse

Chicago Office,  
605 N. Michigan Ave.

# QUALITY ★ ★

# We Invite Your Inquiries

Buffalo Office,  
Dun Bldg., 7th Floor

Boston Office,  
177 Milk Street

San Francisco Office,  
Merchants Exch. Bldg.



Minneapolis  
Minneapolis



Milling Company  
Minnesota

BE SURE TO SEE US BEFORE BUYING

TWO-STAR IS A GOOD PRODUCER

# THE MACARONI JOURNAL

Volume XII

AUGUST 15, 1930

Number 4

## Quote Wisely and Steer Straight

In the midst of summer vacations we hear from all sides the safety warning that it is not wise to rock the boat. As a warning for business safety, the advice is equally opportune.

Business is reported to be considerably below normal in almost every line, the macaroni manufacturing business being no exception. Under existing conditions there seems to be a greater temptation than ever to cut prices as one means of meeting competition. When carried to extremes this only makes matters worse. From reports received from nearly all sections of the country, some macaroni manufacturers seem to have gone to the limit both in quoting reasonably low prices and practicing loose business ethics.

Yes, times are below normal and it will be some months before normalcy is again reached. Some students of business look for a change for the better by late fall, but the majority are of the opinion that we will not be entirely out of troublesome business waters till late winter or early spring. Granting that any one of these predictions is correct, now is the time for macaroni manufacturers to practice good judgment, remain calm and avoid becoming "panicky." Let's quote prices wisely and steer our business boat straight.

It is much easier to preach than to practice, you might say, but nevertheless the advice is good and timely. Manufacturers who manage their plants with caution, hold down the overhead to an absolute minimum, producing only such goods as they can sell profitably will in these difficult times be in a favored position to take advantage of better times when they do arrive, as surely they must.

There seems to be absolutely no good reason why any macaroni or noodle manufacturer or distributor should permit himself to become "panicky" and to quote prices on his goods entirely out of line with his costs of production and selling. It is true, as buyers so frequently remind us, that flour and semolina prices are much lower now, in sympathy with depressed wheat prices, and that cartons and containers are obtainable at lower figures, but it remains practically the entire industry is producing macaroni products out of raw materials purchased last fall and winter at much higher prices, the same being true of packing materials and all other accessories.

There is nothing fundamentally unsound about business in this country. We are merely passing through a lull from booming business following the world war. Other nations preceded us in suffering similar periods of depression and in most of them they are now well on their way to recovery. While the purchasing power of the American people has been lessened, the number of sales has not

been greatly reduced. There is still a growing population to feed and you must admit that our products are particularly well suited to hard times as they now exist. Where is there another food that can be obtained, at regular prices, so cheaply as macaroni products, figuring on the basis of costs per calorie, and is not that what people seek when money is scarce and times are hard?

Hardly a week passes that does not record evidence of some manufacturers and distributors going "crazy" in the matter of quoting prices. No particular market nor any special quotation need be mentioned. Evidence is everywhere; all are suffering as a result. "Price wreckers" seem to know only one rule,—keep the plant in operation and move out the stock no matter what the cost. Is it any wonder that the macaroni markets are demoralized and that bad conditions are becoming worse!

Undue price cutting has a particularly bad effect on buyers and consumers who naturally get the impression that they have been compelled to pay prices entirely out of reason during normal times, if those quoted at present are based on facts. Manufacturers will have a big job on their hands to make them change this view when semolina prices are higher and it is imperative to quote profitable prices.

Let us remind you of an unfailling business truth,—it is very easy to quote lower prices but it is extremely difficult to raise them, even when every condition warrants that step. To the weaker ones who have so innocently surrendered their profits in this period of depression, we suggest thoughtful consideration of this query: Have you ever known of one case where excessive price cutting has brought about any permanently increased business?

As a companion to price cutting, loose business ethics comes along with even greater and more serious effects. In their desire to make sales, many lose their heads, show the poor judgment of making exaggerated and disparaging statements about competitors and their goods, things that might better have been left unsaid. Reflections of this character invariably prove boomerangs and the accusers are often and rightly the greatest sufferers.

Much might be said on this subject, but what's the use? All of us know that permanent trade can be built on neither inferior products nor unreasonably low prices. The one way out is to build a demand for macaroni and then seek only to supply it profitably. Keep a cool head with your feet on the ground and you will be able to weather the business storm that threatens to wreck us both from without and within. Take a hand at steadying our business boat by steering a straight, true and profitable course.

## Preparing the Sales Field

An old familiar proverb declares "As ye sow so shall ye reap." All of us accept it as gospel truth. Sowing in this case includes also the advance preparation necessary before even the sowing can take place—the cultivation of the soil.

You would have a mighty poor opinion of the farmer who would cast seeds out on barren, uncultivated ground and then expect them to produce a bumper crop—it is simply against nature. However, no real farmer would do this—instead, he puts in days plowing and harrowing, preparing the soil to receive the seeds which are to produce the crop. It is a long and tiresome process, but it provides assurance that with proper cultivation, rain and sunshine, the seeds sown will produce a harvest.

Industries, too, have recognized the need of cultivation—and this discloses the secret of most of the stupendous volume of advertising that is being done at this time. Through their advertising, industries are simply preparing their sales fields to receive the seeds of selling effort. This policy has proved its value time and again.

On the other hand, we as an industry have stuck to the method of sowing our seed on almost totally untilled fields—expecting them to take root and flourish without that very necessary prerequisite.

And it has been this that has been at the bottom of most of our difficulties in reaping a bountiful harvest.

Our cooperative advertising campaign has as its purpose the cultivation of the field in which we are most interested—the homemakers of the nation, the commissary department of the American family. The national program will prepare this ground—so that our sales field will have a greater chance to produce a bumper crop of sales.

The parallel with the farmer's problem and our own can be closely drawn. The weeds and other impedimenta which must be cleared away from our field of effort consist of indifference, prejudice and actual lack of knowledge about the value of the products we are trying to sell. The advertising campaign will clear these away, substituting in their stead active interest and desire.

All of you who attended the National Convention are now familiar with the salient features of our campaign, of just what is to be done, and how it is to be done. I think you will all agree that this program will provide a solution for many of the problems that have been troubling us for so long.

Early in the fall the cultivation process will begin. All of the 6 magazines on our schedule will open with a broadside which will reverberate throughout the

country to the tune of over 13,000,000 messages—all going to the home managers of the country, the very folks whose attention we desire most to gain. This first advertisement will do much to stimulate the thinking of this great group on macaroni products, because in it the national recipe contest will be formally announced, with its list of attractive rewards.

Equally attractive will be the new methods of using macaroni products in appetite tickling dishes. This will be of the greatest importance and value because heretofore the average housewife has been unaware that these products could be employed in such uses. The creations of the most famous chefs of the country using our products will be presented to them in such an appealing fashion as to engage the interest and favor of all.

As I see it, we have been faced with several distinct obstacles in the past, obstacles which have resulted, pretty largely, from a sad lack of cultivation. First of all the large mass of the American public has been unfamiliar with macaroni products, their use and their value. Second, and due equally to our failure to publicize our products, the average home manager has known only one or two ways in which to prepare them for use. Third, macaroni in

By R. B. BROWN  
Chairman Board of Advertising Trustees

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various forms has been looked on as a foreign dish—not suited to American appetites.

All may be summed up as due to the lack of cultivation. Here cultivation means "telling"—"telling" which would replace the lack of knowledge, the unfamiliarity and prejudice with an active interest and desire for our products which could be translated into increased sales.

This our campaign will do—for the whole direction of the program is aimed just this situation. The nationwide recipe contest, in which \$5,000 in prizes will be offered for the best recipes using macaroni products, the macaroni cookbook, carefully and attractively prepared, the advertising itself in which macaroni products dishes will be constantly featured, all of these features will put our products before the attention of the public. This is what we have long needed—this is our cultivation process.

The cartoon reproduced upon page 4 of this issue gives the whole story at a glance. The national advertising program will cut down the weeds of indifference, move away the obstacles, in short, prepare the field so that the seeds of sales effort will have a better chance to thrive and grow. Symbolized here is that we hope and expect of the cam-

aign. The tangled thicket at the right of the picture shows the resistance which we must overcome, and which we will overcome with the help of the advertising program.

It is important that every subscriber to the program should recognize his part in this process. The advertising will clear the field, it is true, but it is up to the individual to sow and reap his own harvest. This, too, is symbolized in the cartoon by the vast expanse of inviting, tilled land and the figures hastening out to take advantage of it.

Nor should results be expected from the advertising too quickly. There must be a period during which the advertising must permeate the thinking of the public. Needless to say there will be noticeable a gradually increasing result—apparent in increasing public interest, in lessening sales resistance, in increasing sales of macaroni products.

Let's all look on this campaign as a stupendous season of plowing and cultivation—a 4 years plowing if you will—at the end of which time macaroni products will no longer be the unknown quantity they are today but fully established as an essential part of the American diet. It's a job not only for the directors of the campaign, but for all of us!

## Two Readers---One Plaintiff

There is an old but true saying that "Where there is smoke there must be fire." No matter when or where or under what conditions one meets a macaroni manufacturer the price cutting situation is sure to be discussed.

Rare as a freezing day in June is a letter to headquarters that fails to refer to still another case where macaroni products are given away merely to keep them in distribution. Two widely separated manufacturers are quoted here. Each paints a dire picture of the role in his respective territory, one in Missouri and the other in Pennsylvania. Our Missouri friend refers to an article that recently appeared in The Macaroni Journal wherein a southern jobber is quoted as seeking a bid of 75c per pound for macaroni and spaghetti on the grounds that the products now received at that price were not up to the standard desired. The writer says:

The only reason we know why jobbers are asking for 75c macaroni is because a number of manufacturers are

continuously advertising low prices, sampling the trade 2 or 3 times a year, offering penny sales, couponing and relating to jobbers' salesmen. If advertised low prices the jobber does not feel guilty of doing any wrong when he asks for nonadvertised brands at 75c a case.

"When said manufacturers are so hard up for outlets that they advertise low prices and do specialty work to that end they put all the buyers under the impression that there must be extraordinary profits in macaroni manufacturing. Just a few months ago we received more for our nonadvertised goods than did the big advertisers. Soon the jobbers began pestering us to know why we could not sell them our nonadvertised brands at a lower price than the offerings of the advertisers. It may have been 'weak salesmanship' on our part but we had to 'listen to reason' and 'shade our prices.'"

"Our plant was recently visited by one of the oldest macaroni men in the country who has built up a good business by

advertising his products and doing specialty work. Never in his long career has he had to withstand the price cutting competition that he is now facing. His products that rarely sold under \$1.80 a case, he has recently sold as low as \$1.17. There is no plant in the country that can go out and do specialty work and advertise special brands and do a profitable business under the conditions reported.

"Is this not the answer to your query as to why the jobbers demand cheap macaroni?"

Our Pennsylvania friend is a regular reader of The Macaroni Journal and enjoys the President and Secretary columns. Here is what puzzles him:

"I often wonder why it is that just as soon as wheat drops a few cents there is a slaughter in macaroni prices? But the price of bread remains the same.

"Just recently macaroni that has been selling at a price around \$2 per case was offered on the local market at \$1.18, all because wheat went as low as 89c; but bread still sells to the stores at 10c and to consumers at 12c a loaf. The bread price remains at 10c and 12c a loaf when the wheat market is as low as 89c a bushel. The bread price is the same now as when wheat was \$1.89 a bushel.

"Would you call this profiteering among the bakers or just downright foolishness among the macaroni manufacturers? I prefer to call it teamwork on the bakers' side and ruinous warfare on the other. Consider this fact in this connection—macaroni products are very generally made out of much higher priced and better quality flour than is bread. The bakers hold their prices in all kinds of wheat markets—Our fellows go crazy. Why?"

"We naturally blame the weak willed macaroni manufacturers and distributors but are not the retailers considerably to blame? As soon as the wheat price drops there seems to be a general demand on their part for a lower price on macaroni. They do not expect the same thing with reference to bread. Why?"

### A NEW MACARONI

Evelyn, aged 5, was watching her mother dress a chicken and seeing the windpipe for the first time, exclaimed, "Mamma, is that the chicken's macaroni?"

If you have a kindly sense of humor in your heart, you can be sure that you have a secure place in the hearts of your fellowmen.



## Forward With the Industry

In two months the first of the advertisements of our national advertising campaign will appear in the October issues of the six leading service magazines which will carry the association's advertising.

These advertisements will be the siege guns, the heavy artillery in the tremendous campaign to batter down the walls of resistance to the entrance of our products in the daily menu of the American public. Every subscriber will receive checking copies of all magazines carrying these advertisements, and it will be very much to the interest of all subscribers to watch for these. A more intimate knowledge of the campaign and what it is doing will be gained by a thorough study of each advertisement.

Arrange to have the magazines sent directly to your desk so that you may study each advertisement at once. The key men in your organization and your salesmen should also have a chance to study the advertisements. The information and knowledge thus gained can be applied most beneficially to producing more sales for your products.

You know, of course, that the national advertising campaign is purposed to bring about the advancement of the entire industry, to create a desire for macaroni products in general. It will be your job to see that some of this demand is made to apply specifically to your own products. But, although this is your own job, which only you can carry through to a successful goal, considerable aid for accomplishing it will be offered by the National Program itself. One of these will be the advertising portfolios.

These portfolios are handsomely prepared and contain reprints of the entire year's advertising, reproducing the advertisements just as they are to appear in the national magazines. They are prepared especially as an aid for your salesmen and brokers in distributing more of your products, for it is a known fact that retailers are far more partial to nationally advertised products, because experience has proved that such goods move much faster than the non-advertised variety. Your salesmen will appreciate such an aid in the selling of your products.

The portfolios are furnished on a quota basis to each subscriber, one for each \$250 subscribed per year. Additional copies can be had for \$1 each. Every subscriber should have enough for each of his salesmen, at least, re-

gardless of the amount of his subscription, for here is one sure way in which he can put the national campaign to work in the selling of his brand of products. They will be distributed in August to subscribers only.

The distribution of these to your salesmen is very important, and it should be done at a special meeting at which the campaign should be explained in detail. Each advertisement should be read and explained before the salesmen in order that each one may understand its significance, and, more important, how to make it apply in the selling of your products.

You should point out particularly the fact that jobbers and retailers look with favor on advertised products. School your men on using the portfolios as a door-opener when calling on either retailers or jobbers. Especial emphasis should be placed on the fact that some manufacturers are not subscribers to the campaign—that, on the other hand, your company is one of the progressive group of manufacturers who are seeking to raise the level of the industry.

After all, you can hardly expect retailers who must depend on their volume of sales for their profit to spend much of their time on a product which few people know about. In general, macaroni products are not really familiar to the greater mass of the people. Now, the industry's advertising campaign will correct that situation and the portfolios will offer tangible proof that your company is one in line with the great movement that will create a widespread demand for macaroni products. This demand will mean that the attitude of the retailers will change decidedly. You can make your special products the beneficiaries of this change, if you go about it right. Proper and intelligent use of such merchandising helps as the portfolios will assist in this.

In the interests of securing a better understanding of the campaign and the use of the portfolios among your salesmen, you should make assignments covering their use at the first meeting. For instance, two salesmen should be assigned to put on a demonstration at a following meeting on just how the portfolios are to be used in contacts with the customer, one taking the part of the salesman, the other the part of the customer. Others present at the meeting could then offer suggestions.

For that matter, it would be advisable to explain the proposed campaign

to every employe in your plant. You should tell them about the campaign, tell them that you intend to improve upon your own products, and solicit their full cooperation. Every employe should be urged to watch for the advertisements in the national publications and encouraged to test the recipes given there, and also to boost these new dishes and macaroni products yours in particular, to all their friends.

Still another merchandising aid offered by the National Program will be the Jean Rich Recipe Book, prepared by the Association's Recipe Counselor, Jean K. Rich. These handsomely prepared books will contain only tested recipes, proved by actual use. The books themselves are printed in eight colors, and will instill in every woman a desire for possession and then a desire to put the recipes to actual tests—wherein macaroni products will benefit.

The books will also play a dominant part in the coming National Macaroni Recipe Contest, since many women will wish to secure them in order to have help in the production of their own recipes. The books will be offered through the national advertising campaign so that women can obtain them by writing Association Headquarters. However, subscribers can receive a cost a supply for distribution through their own retail outlets, imprinted with their firm names. The cost of these will depend on the quantity ordered; the larger the order, the lower the cost. The prices will be as follows:

50,000—price per thousand	\$30.00
100,000—price per thousand	28.65
500,000—price per thousand	21.61
1,000,000—price per thousand	19.57
1,500,000—price per thousand	19.03

These prices include imprinting. Books will be shipped C. O. D. direct from National Advertising Headquarters.

These books cannot be recommended too highly as a method of tying up with the work of the national campaign, a method whereby each subscriber can set the campaign definitely at work for his own benefit. There is sure to be a great demand for these books by women all over the country, and the alert manufacturer can cash in on this demand by supplying the books carrying his own imprint, a mighty advertisement for his own products.

Here have been given two aids to the subscriber to use in keeping pace with the forward movement of his industry. They should be put to insti-

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# THANK YOU!

WE WANT TO THANK OUR CUSTOMERS FOR SOME MIGHTY FINE RECENT BOOKINGS ON COMMANDER SEMOLINA. REPEAT BUSINESS IS ALWAYS GRATEFUL. REMEMBER WE CHALLENGE THE WORLD ON THE QUALITY OF COMMANDER SEMOLINA.

YOURS TO COMMAND.

COMMANDER



use for the realization of the greatest profit from them.

The entire industry is now infused with a matchless spirit of enthusiasm, a spirit which will go forward insuring the greatest success of our enterprise. It is one responsibility of every present subscriber to keep pace, to go forward with the rest. New subscribers are still being added—a sure sign that enthusiasm for the undertaking is permeating the entire field. The latest to come in have been the Superba Packing Company, San Francisco, and the Connecticut Macaroni Factory, of New Haven. You who are already in on the "ground floor" will have a tremendous advantage, if you use the opportunity correctly.

This "using it correctly" consists in applying the benefits of the campaign to your own sales at once, in employing all of the various helps offered to the best advantage. In this way, you and every subscriber will be able to keep pace with the great drive, to move forward with the industry!

### The "3-C's Trio"

By James M. Hills, President,  
Grocery Store Products, Inc.

You have heard a lot about the "Energy Trio." There is also another trio that deserves even more serious attention. For the sake of a name let's call that the "C Trio."

The first member of this "C Trio" is *Cooperation*. As the program for the national advertising is developed the manufacturers should arrange to benefit their particular business by adapting their selling and advertising plans to those of the national campaign, thus securing the advantage of cooperative effort.

Extensive plans for trade work and trade advertising are included in the national program and manufacturers should cooperate in this phase of the campaign. This can be done by acquainting their salesmen and their customers with the scope and purpose of this national campaign.

Be sure to cooperate also with the newly appointed Merchandising Manager of the National Association whose job it is to keep you fully and personally posted as to the plans for the national advertising and discuss and possibly suggest ways in which to incorporate the same in your own merchandising plans.

A second member of this "C Trio" is *Confidence*—confidence in the idea that the consumption of macaroni products should and can be increased by advertis-

ing. Confidence that the Millis Agency is striving conscientiously and ably to expend the advertising funds in the most effective manner. Confidence also that the Advertising Trustees are impersonally and devotedly endeavoring to serve the association and getting for it the best returns possible for every dollar expended.

The third member of the "C Trio" is *Continuance*—continuance of support to this 4 year advertising program. Those who have had experience with advertising expenditures know that advertising experts always insist that returns on the investment cannot be expected inside 3 years and oftentimes it

## Importance of Recipes in Our Campaign

By JEAN K. RICH  
Recipe Counselor

As I sense it, the prime purpose of this campaign is to "Teach the Millions" to eat more macaroni products. To gain that end, those unacquainted with your products must be taught their values and educated as how best to prepare and use them. This can be done only through proper recipes.

One of the preceding speakers made a remark to which I should like to take slight exception. In speaking of the proposed ads in reference to the recipe he said something about "a lot of words telling how to do it." That is just what we are trying to avoid—"a lot of words." Recipes in a food campaign are absolutely essential, but their directions must be briefly and clearly stated if they are to be useful to the housewife.

The dishes given must be good—good to look at and good to taste. They must be accurate. If a woman tries to follow a recipe that calls for some of this and a bit of that there is a great chance of failure. There are many good cooks today, but few of them are born with a sense of flavor discrimination and food imagination. When a housewife tries a new product or a new dish and has a failure the effect on the future sales is almost worse than if she had never tried it.

In this national campaign the Cook Book is going to play a very important part. However, we cannot do the full job for you. The woman is going to read national advertising but she is going to use individual brands. Therefore in order for you to receive the results that are due you, the recipes on the individual packages should be as accurately checked and modernized as those put out for the association. For example, to state that 8 oz. of macaroni should be cooked in a gallon of water is ridiculous, and the average woman knows it. She therefore argues that if the recipe is as far off as that on the water it must be off in other ways and you are then faced with a lack of confidence on the part of the customer. Just here then I want to advise you all to check your package wrap-

pers, cook books, etc. and see that they are the truth. Remember that there are 40 million American kitchens in which 2 gallon kettles are used (you must allow room for boiling of course) and also that the modern cook has been taught the advantages of cooking small amounts of water. One recipe we have to date, does not even precook the spaghetti but puts it right in the sauce in the proportion of half a pound of spaghetti to 1/2 cup of liquid, and the resulting product is delicious.

Another thing for us to remember is that just as we must get dishes that taste good they must be somewhat unusual, and that introduce macaroni products into taste combinations with which the American palate is familiar is an easy way to insert the macaroni wedge. Let us remember, for instance, that there are other sauces than tomato sauce though it seems not.

You may notice that some of the national recipes call for foods that seem a bit extravagant perhaps. This is done with a purpose. If the recipe does not seem too complicated the unusual will attract. There is a constant industrial battle now for a share of the family appetite rather than of the family pocket book, and there is no food whose use has been greatly increased because of its advertised cheapness.

Remember that almost every woman who deals with food preparations is cooking for some man—not for another woman. Remember that you like the things that are good and that you don't relish a thing simply because you are told it is cheap. Remember, too, that you are selling to those who do not have the same knowledge or taste preferences as you do for your product.

You can buy a machine to make high grade products, but no machine has been invented to sell the output of a small macaroni plant.

MARIO TANZI & BROS., Inc.

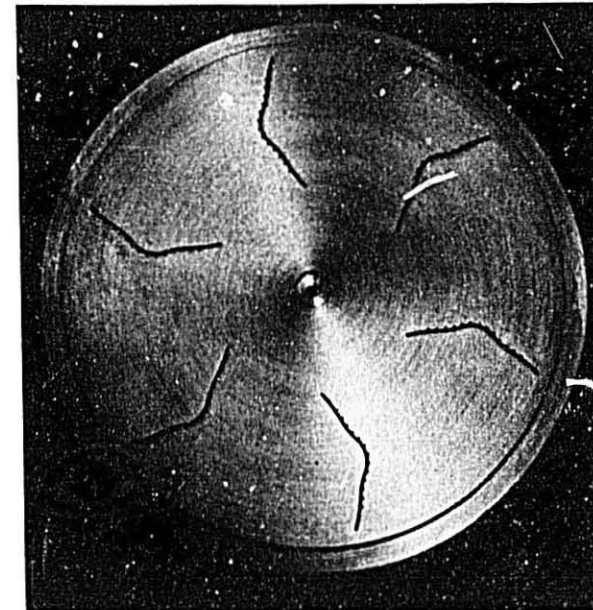
Presents

## 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

## Advice From Adviser\*

To the Officers and Members of the National Macaroni Manufacturers Association and Their Guests—

I desire to extend my greetings, being unable to attend in person. Because I am for Europe bound, I must miss my first convention in years.

However, I take this opportunity to convey to you a few thoughts which occur to me as I reflect on the work which has been accomplished during the past year and contemplate the future.

Having been privileged to be closely associated with your directors and officers in the work of the past year, with particular reference to the Advertising Campaign which the Association is about to launch, we fully appreciate their excellent accomplishments. Therefore, I first wish to thank them for their interest and untiring efforts. Your president, Mr. Frank J. Tharinger, has given ungrudgingly of both time and money,—not a little to the detriment of his own business and his personal interests. He deserves our wholehearted thanks and appreciation.

R. B. Brown, chairman of the Board of Advertising Trustees, has worked exceedingly hard and at a great personal sacrifice, also, on the preliminary arrangements for the advertising campaign.

The excellent results which have been accomplished thus far, are proof of his labors. He, too, deserves your appreciation and hearty thanks. Then I wish to express a word of appreciation to the various committees that have worked so faithfully and have shown such a splendid spirit of cooperation among themselves and toward our officers and directors. I also solicit for them an expression of your appreciation.

The new activities which have been decided upon, particularly the proposed advertising campaign, will be a great forward movement for our Association, and should result in the upbuilding of our industry. Our activities in this connection will make it necessary for us to work closer together, and this should result in a better understanding among the individuals and fairer competition in the industry.

Undoubtedly there will be a great deal of deliberation and discussion before definite plans are formulated for the campaign, and while these plans are in the making, I respectfully urge that all members be considerate and tactful to—

\*Message to Niagara Falls convention by past president and active chairman of Macaroni Campaign Fund Raising Committee.

ward one another. Advertising is a serious and difficult subject, and therefore it should be left to the good judgment of those most experienced in it. Of course every member should be allowed to freely express his opinions, but if they are not accepted I hope the rejection will be taken in good spirit. My own company—the C. F. Mueller company, is entirely willing to abide by the action and decisions of the Advertising Committee and your officers and directors, regarding the mediums which they adopt and the layout of advertising copy, as we believe they are men of high integrity, and that they will be thoroughly conscientious in the discharge of their duties. Indeed, I am confident that if the members leave this work more or less to the good judgment of the Advertising Committee and those associated with them, the best results will be obtained. After all, there never has been any advertising copy which some one could not criticize.

Then, too, there are a great many theories and ideas regarding various phases of advertising, which, if carried out, do not always bring the desired results. My experience in advertising has taught me that it must be placed on a businesslike basis, and that one must not expect to build Rome in one day. Plans should be carefully laid, the particular products to be advertised must ever be kept in mind, and then, too, it is highly important to select the mediums which will reach the people who will be the largest consumers of those products.

Mr. Hoskins, as vice chairman of the Finance Committee, has very kindly accepted the chairmanship of that committee to serve in my stead until I return from Europe. I am confident that the work is in good hands.

Right here I should like to say that I have enjoyed my work as chairman of the Finance Committee, for every prospect with whom I had contact was most courteous in receiving our proposition. It has been most gratifying to me that the Association has been able to raise a fund of nearly a million and a half dollars. This, however, is not due wholly to the efforts of those who solicited subscriptions, but also due to the fact that the American macaroni manufacturer is firmly convinced that a cooperative advertising campaign is absolutely necessary if we are to thoroughly acquaint the housewife with our excellent products.

I firmly believe that if we failed to launch this campaign, the industry would experience a decrease in consumption

By HENRY MUELLER  
Advisory Officer of National Association

within a few years. All the other foods which go on the American table have been kept constantly before the public eye, by various advertising mediums, and, consequently, they have been getting a larger share of the food dollar than the macaroni industry.

### Reinforcements

The ranks of progressive macaroni manufacturers have been bolstered the very eve of the national drive for public recognition by the addition of powerful reinforcements. Word has just come of the receipt of subscriptions to our national advertising fund from Swift & Company and the Great Atlantic & Pacific Tea Company.

Swift & Company enters the campaign in the rôle of an ally on behalf of their frozen egg yolk department. The A & P joins the list of manufacturers as maker of Quaker Maid products.

Credit for getting the latter description goes to our president, Frank L. Zerega. It was officially authorized by R. B. Smith, vice president of the Great Atlantic & Pacific Tea Company.

The cooperation of these 2 firms gives our campaign a decided boost. Incidentally it serves to show that lists are not closed. Meaning that you know of anybody who ought to be on the band wagon and who has climbed on it is your duty to the association and to your campaign to get him on. Write the finance committee at headquarters, 8th floor Peoples Bank bldg., Indianapolis.

### HOT WEATHER "DON'TS"

Don't overeat or overdrink. Drink at least 6 glasses of water, cooled, but iced, daily.

Don't overwork.

Don't wear heavy clothing.

Don't fall to sleep with the windows open.

Don't fail to bathe daily. Those having baths in their homes should use sponge baths, which are just as refreshing.

Don't eat much meat and not more than once a day.

Don't fail to get a typhoid inoculation before leaving the city.

Don't fail to get 8 hours sleep every night.

Simplicity is the sure mark of thinking, right acting people.

August 15, 1930

## Consolidated Macaroni Machine Corporation

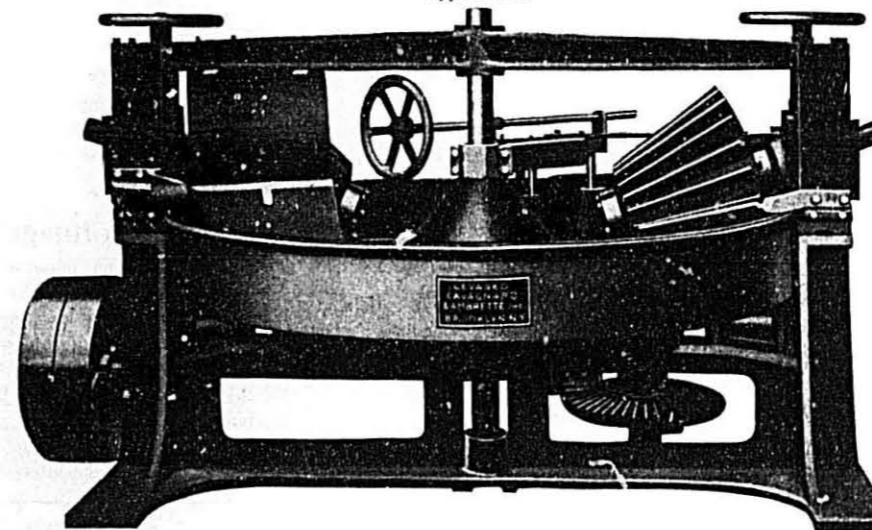
FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.

I. DeFrancisci & Son

Designers and Builders of High Grade Macaroni Machinery

Type K-G-R



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

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

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

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

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

56-166 Sixth Street

BROOKLYN, N. Y., U. S. A.

159-171 Seventh Street

Address all communications to 156 Sixth Street



## SEZ YOU!

It is quite natural that the coming National Advertising Program should hold the center of interest in the minds of all subscribers. It is also natural that they will have many opinions and much comment to express in regard to the campaign.

Already, comments on many phases of the campaign are beginning to flow in—indicating the great amount of interest and enthusiasm which exists throughout the industry for the movement. Naturally, we are pleased to get them, because we want to know how you and other subscribers feel about the Program and what is being done in the interests of our industry.

If you have any comment to make, anything to get off your chest, send it in—air your opinions on anything connected with the campaign. It is for such a purpose that this department has been created.

—sez you—

Here is one of which we are particularly proud. It comes from James M. Hills, President of Grocery Stores Products, Inc., New York:

I think you have prepared some fundamentally sound, sales-producing copy. The appetite appeal of the dishes, the intriguing names of the same and the attention-getting strength of the names of the sponsors for these recipes should contribute to creating consumer interest in Macaroni Products and their increased use.

—sez you—

And here is a telegram which came just the other day to the headquarters of the finance committee from the Empire Box Corporation of Chicago:

Subscription mailed. Believe industry will get desired results. Best wishes for success.

—sez you—

The publishing of the monthly bulletin, "Every Month" by National Advertising Headquarters, for the purpose of keeping all subscribers informed about the progress of the industry-wide movement, has also elicited much favorable comment. Eugene J. Villaume, Treasurer of the Minnesota Macaroni Company, Inc., of St. Paul, writes:

We are in receipt of your Bulletin Vol. 1, No. 1, for which we wish to thank you, and to advise you that we have gone over it very carefully.

We think it is a good plan to get out these bulletins, and keep the subscribers well informed as to all activities of the different committees

so that we will know intelligently at all times the progress of the campaign.

—sez you—

The following enthusiastic letter was received recently from F. E. Barbour, Beech-Nut Packing Company, Canajoharie, N. Y.:

The National Advertising Campaign of the Macaroni Industry, which seems to have the genuine support of a large number, including all elements of the trade.

Heretofore, it has seemed to us, the trade has met, discussed its troubles and evils; many platitudes have been expressed, listened to and applauded; resolutions for improvement have been approved, after which each individual has gone his own way as before.

NOW, unless all signs fail, there is to be an honest-to-goodness, real, genuine, wholehearted effort by a large part of the trade to join in a general movement for improvement.

This involves more than publicity to stimulate the greater use of macaroni products. It means the production of superior goods, made in a cleanly, sanitary manner, properly packaged in bulk or in small units, and sold on a basis of cost plus a reasonable profit.

If we are correct in our assumption that the above expresses the intent of this movement, we did not see how we could decline to participate in this general effort for trade betterment.

—sez you—

Another expression of confidence in the campaign was received by President Tharinger from F. Patrono, President of the Independent Macaroni Company, Inc., Mount Vernon, New York:

I, personally, will contribute my share to this wonderful idea.

Every possible assistance which I am able to give, I will render to the best of my ability. Here's wishing you the cooperation of all to carry on to success the Advertising Campaign.

—sez you—

President Tharinger submits still another glowing testimonial which came to him from J. P. Weidenhamer, Vice-President of The Megs Company, Harrisburg, Pa.:

You can be assured of my most hearty cooperation, and will do all within my power to assist in putting

over this important project in a big way.

You have certainly accomplished a great deal—let's make this campaign the greatest ever put over by any cooperative industry—we can—we will.

—sez you—

Mario Tanzi, President of Macaroni Tanzi & Bros., Inc., Boston, manufacturer of macaroni dies, displays a favorable attitude in the following letter:

I thank you for your appreciation of my cooperation in helping the campaign. I feel that being a subscriber does not fill our ambition to see this campaign a success but we will boost through our organization as much as possible.

### Tonnage

Tonnage is an important fixture of the American industry. It has not meant employment for millions, but wide distribution of the good things of life among other millions. It is proper that it should continue to be an important aim in business.

But tonnage must be profitable. This is, for example, the interesting story

Some Macaroni Manufacturers may reason along similar lines. Surely those who are quoting a price of 75¢ a case of 2 dozen 7 oz. cartons with raw materials costing nearly 45¢.

a go-getting merchant who offered a suit of suits to his customer.

"Honestly, Mr. Jones," he asked, "Dis suit costs me alone \$16.95 and I offer it to you for \$12.95. Isn't that a bargain?"

"Well, how do you do it?" inquired the surprised Mr. Jones.

"V, I sell thousands of them," came the lightning response.

### Italy Increases Macaroni Tariff

Italy, recognized the world over as a leading producer of macaroni products, must feel foreign competition. At least that is the conclusion of the business world when it learned that on June 1, 1930 the import duty on macaroni, spaghetti, noodles, etc. was increased from 26 to 30 lire. The increase is in tariff schedule No. 72; other tariff schedules on corn, wheat, bread and other products were correspondingly increased by the same regulations, the basic duty of which are in gold lire per 100 lbs.

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**CORRUGATED  
and SOLID FIBRE  
SHIPPING BOXES  
and PRODUCTS**



**BOXBOARDS  
FOLDING BOXES  
STOCK BOXES  
PAPER PAILS**

## The Creed of the C. C. of A.

To strive mightily and consistently to build better Solid and Corrugated Fibre Shipping Containers, and other products we make, than has ever before been produced for the MACARONI and affiliated industries.

To so design our Containers that greatest packing and shipping economy may accrue to their users.

To carefully check each building phase to make certain of a finished Product of Quality that will be a credit to us and in every way satisfactory to its user.

To sell our Products intelligently and helpfully on their merits.

To supplement each order with conscientious service and cooperation.

To offer freely and without obligation our checking service by competent packaging engineers to work out some definite economy, if possible, in the prevailing packing and shipping systems of shippers.

To make our Trade-mark respected in every field, wherever our products are used, for the four great basic principles it symbolizes—SINCERITY, QUALITY, SERVICE and ECONOMY.

## 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

## Complete Publicity Plans

To make most effective the national advertising campaign for popularizing macaroni products, supplemental publicity work must be done through well organized channels. This phase of the campaign was given due attention by the Board of Advertising Trustees and committee chairmen at the Chicago meeting last month. It was evident that the approach was along 3 distinct avenues. In the order of their influence on the minds of the people whom the macaroni manufacturers seek to reach and interest the avenues of approach are:

First—the women's service magazines.  
Second—the daily newspapers.  
Third—the menu cards of hotels, restaurants, railway dining cars and steamship lines.

So far as magazine publicity is concerned, the national campaign will confine its efforts to the publications that will carry the advertising as scheduled. They have a combined circulation of 13,000,000 and cover the better and the middle class homes of the country quite thoroughly.

As no 2 of these magazines are alike in the class of people reached and in editorial policies, it was deemed best to provide different information and supply different illustrations for each. All of them have regular departments of culinary affairs which cater to appetizing recipes. Here will be made good use of the tested recipes being prepared by Miss Jean K. Rich, the Association's Recipe Counselor.

For publicity in newspapers the campaign managers will specialize in supplying materials in the form of recipes and interesting stories, both direct to the newspapers and through the newspaper syndicates. To keep within the budget it is proposed to limit the general mailing of newspaper material to 3 times in the present advertising year—Sept. 1 and Dec. 1, 1930 and March 1, 1931. 2000 daily papers will be supplied with clip sheets of 30 separate sheets of recipes and stories.

The recipe contest offers a big opportunity for newspaper publicity. A number of manufacturers who are subscribers to the campaign are also regular advertisers in newspapers. It is proposed to list the newspapers they use and to send to each an announcement of the contest, with a letter from the advertising manufacturer. When the contest is decided, a separate story of the winning individual will be sent to the newspapers of his or her home city with releases to the various press bureaus.

As photographs of the famous chefs will be used in the advertising campaign together with their favorite recipe, it should not be difficult to induce them and their employers to use macaroni products in their menus, especially their own recipes. In addition, there will be stories relating to the food value of macaroni products, their ease of preparation, their deliciousness and wholesomeness, with special emphasis on the economic cost per food unit. This should have a special appeal on the managers of the culinary departments in hotels, restaurants and aboard ships.

Subscribing member firms will be constantly advised of ways and means whereby publicity for macaroni products may be gained in the various advertising channels they use. The whole publicity activity will be linked with the advertising campaign in every way and wherever possible.

Individual action will be a big factor in getting the greatest amount of possible good out of the advertising campaign and its associated activities. The first battle has been won but the results depend materially on the "mopping up" that follows.

We've accomplished wonders for today, but what about tomorrow? There is an unverified story of that great leader of men, Napoleon Bonaparte, that illustrates this point. Through a courier, he was advised of a great victory won by one of his generals. The message was so worded that the general expected to receive words of commendation. Instead he was asked, "But what did you do the next day?" With macaroni manufacturers, the same thought should occur. We have succeeded in financing and planning our advertising campaign, but what next?

### Keeping an Eye on the Road Ahead

Timid undecided business men clog up the channels of distribution, just as timid undecided motorists cause traffic congestion and promote accidents. Perhaps much argument and recrimination in the commercial world today—not to mention retarded business progress—is due to the failure of many people to look ahead and determine in advance the direction in which they are going to travel.

We all know how uncomfortable it is to sit in the car with a timid undecided soul in the driver's seat, who carefully considers the traffic and the road condi-

tions for a few feet ahead and so concentrates his attention on that immediate problem that he shows no future plan in his driving. This driver is always getting out of one difficulty into another because he does not seem to have a driving plan.

The more confident driver, with his eye on the road ahead, threads his way through crowded traffic and over bumpy roads with a speed and precision that seem almost miraculous to those who do not clearly understand how he is planning his course. His reaction to the next few feet along the road has been settled in his mind, and he is looking farther ahead.

Business men in the food trades who confine their attention to the immediate present are sometimes critical of the activity of those who are doing things in an apparently more reckless manner. Improvements in methods of distribution sometimes meet the disapproval of the more conservative business elements.

The congestion in our food distribution system, and the unpleasant arguments and recriminations arising out of it, are due as much to indecision and caution of some of the factors as to aggressive experimentation of others.

If traders in the market today who center their attention on the methods which apparently must be employed and 20 years from now, there would be established a better understanding of the trend in food distribution, and alteration over purely temporary matters would take place.

Many of our leading food distributors and merchandisers are adopting the aggressive, dynamic philosophy of looking ahead into a future of more efficient methods of food distribution. They men give but little attention to temporary matters as independent chain store fights. They have a model car and are going some place. They do not intend to loiter on the way or permit their nerves to be frayed by the congestion of traffic.—*Editorial from The New Era in Food Distribution*

### THE FIRST ARTICLE MOLDED IN RUBBER

Rubber overshoes was the first article Charles Goodyear made when he discovered he had perfect vulcanized rubber. It took 20 years of experimentation to find the proper adhesive, sulphur. Today the hard rubber process has taken the place of bone, ivory, and horn. Goodyear was born Dec. 29, 1800 and died July 1, 1897.

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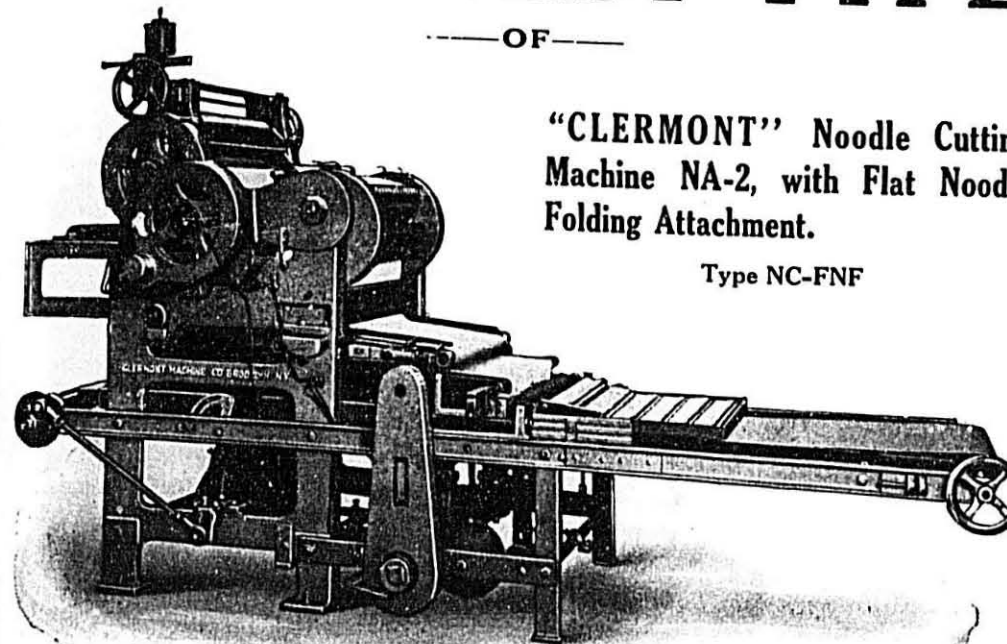
17

## THE LATEST TYPE

—OF—

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

Type NC-FNF

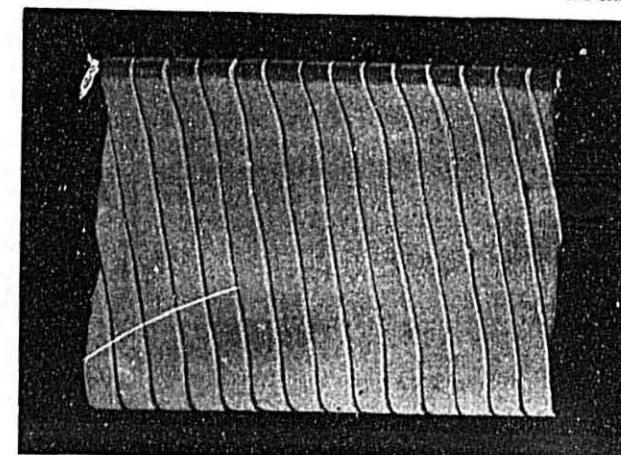


No skilled operator required

THE MACHINE WHICH PAYS DIVIDENDS

No hands touch the product

Suitable for Bulk Trade



Suitable for Package Trade

The finished product of above machine.

WE ALSO MANUFACTURE:

Dough Breakers  
Noodle Cutting Machines  
Mostoccioli 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 ---Special Treatment for the Private Brand

By Waldon Fawcett

One of the yawning pitfalls into which branders tumble now and again, to their sorrow, results from the supposition there are hard and fast rules for trade mark success, which are universally applicable. One of the solemn truths to be absorbed by every marketer who undertakes to identify his products to ultimate consumers is that trademarking is an art more complex than it appears on the surface. Circumstances alter trade mark technique. The time and the place, the character of the trade catered to, and the class of customers must all be taken into consideration when planning a campaign to set apart and distinguish a line or a specialty.

In the matter of suiting trade mark policies and practice to the environment there might be urged, before all else, the cardinal principle that special and particular treatment should needs be given a private brand. This deference was not stressed in past years when "own label" goods, so-called, were comparatively few and far between. But now that there is something of a stampede to proxy branding in all branches of the foodstuff field, it becomes important to bespeak for the private brand its own reserved niche in the strategy of trademarking.

No need to define the "private brand" to readers of the Journal. And yet the category of house pets of this species has broadened so rapidly and so extensively of late that not all members of the trade may realize what a comprehensive term this has become. Essentially a private brand indicates a specialty that is prepared for or furnished to a distributor, bearing only the nickname or name plate of the trader who is sponsoring the goods at second hand. In the average instance, the name of the manufacturer who produced the goods or the importer who brought the product into the country does not appear at all.

Now, let us have a look in passing at the developments which have given private brands their deeper significance in the general trade mark picture. First of all, there is the lengthening of the range. Whereas, oldtime tradition assumed that a private brand was essentially a local brand,—restricted to one city or community,—we now behold any number of private brands in fooddom circulating throughout entire states, or maybe, portions of several states. The

spread of chain store merchandising is partly responsible, no doubt. But the net result is a class of super-private-brands that complicate competition.

Second of the fresh factors is the extension of private brand ownership to different merchandising levels. The rôle of the chain store system as a private brand owner has already been mentioned. Independent retailers are likewise feeling the lure of "store specials." Wholesalers and jobbers are flirting with private brands more than of yore. And, most surprising to relate, we find the mail order houses and even the direct selling (house-to-house canvassing) concerns are trying to dodge competition by exploiting private brands.

Finally, in our catalog of causes for the current realignment, we come to the quickened and enlarged participation of "private-branders-to-the-trade." There is a fight ahead if any part of the private brand business is to be retained by the manufacturer whose production volume consists principally of goods put out under his own factory brand or national brand, but who has been wont to take on a little private brand business as a side line or to absorb the surplus output that cannot be placed under producer brand. The operator who has used private brand takings as a stop gap is now challenged by the private brander to the trade who devotes his entire resources to the production of goods, in accordance with the brand owner's formula or his own stock formula, but always with the credit for origin or ownership given solely to the distributor whose imprint is displayed alone in its glory.

As is always the way with specialization in any field of activity, merely the new prominence of the private-brand-to-the-trade, as he reaches further and further marketwise, in his quest for business, would be sufficient to upset the old traditions of private branding. But more revolutionary than all else is the graduation of the private brander to the trade into the rôle of owner and licensor of private brands, the title of which is vested in the supply house. Such has been the spread of this plan of operation that there are certain outfitting concerns which no longer seek business which consists in placing by proxy the brand of a distributor. They would prefer to "farm out" one of their own brands to the distributor. Give him "complete

service," as they term it, by packaging stock product under a delegated brand which is assigned to his use either for definite term or during the continuance of business relations.

All these changes and the added intricacies of private branding impinge alike upon owners and users of private brands, new responsibilities with respect to brand control and jurisdiction. First and foremost is the necessity for the exercise of utmost care from the outset of private brand cooperation, to insure mutual understanding of the equities and privileges of the respective parties. For example, if the distributor owns outright the brand which he empowers another to apply to goods made to his order, the contract should set forth specifically the facts of ownership. Hard feelings and expensive law suits have resulted more than once because a producer by proxy obtained the impression that his distributor-customer had turned over to him for all time a private brand.

On the other hand, if a "farmer" of private brands is enfranchising a dealer there should be a compact in writing setting forth whether or not the label is for "exclusive use"; if so, what territory is covered by the monopoly of use, the duration of this sole-agency arrangement, etc., etc. Trouble has brewed and again when a business has changed hands without the private brands being legally assigned or formally disposed of.

In conclusion let us pay our respects to the clouded subject of the registrability of private brands. Among persons not too well informed there has been current a superstition that a private brand cannot be registered at the U. S. Patent Office at Washington. This is a bosh. A private brand will be pedigreed by Uncle Sam as readily as a national brand or manufacturers' brand if it is when the private brand is used as required by law. Note the "if." A private brand that is, narrowly, a local brand cannot be registered, because the requisite of Federal registration is in interstate commerce, rather than in intrastate commerce. In the same way, the coveted governmental certificate is beyond the reach of a firm that has adopted but not used a private brand. Actual use on goods passing in trade is a prerequisite for the enrollment of a private brand, even as it is for the acceptance of a factory brand.

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# MACARONI BOX SHOOKS

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

Our timber holdings and 11 mills located in

Florida

Alabama

Mississippi

Louisiana

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

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

## J. C. NICHOLS

Home Office  
Tribune Tower  
Chicago, Ill.

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

## Convention Greetings

Members unable to attend the Niagara Falls convention last June and others interested in the deliberations sent messages of greetings and advice that received the careful consideration of the assembly. Among them were the following:

### Industry on New Era

"We send greetings to our fellow members of the National Macaroni Association for a successful session. Macaroni industry on an era of better feeling and understanding among competitors. In due time this will spell success and prosperity. Depend on Fontanas for cooperation and to abide by rules and regulations laid down by the association."

Fontana Food Products Co.,  
S. San Francisco, Calif.

### Hope Successful Meeting

"Regret my inability to share with you in this year's convention which gives promise of being the most useful and constructive meeting your association has ever held. Best wishes to all and success to the advertising campaign."

B. Stockman, president,  
Duluth-Superior Milling Co.,  
Duluth, Minn.

### Canadian Good Wishes

"Regret cannot attend gathering this year. Heartily with you. Sincere wishes for a fruitful convention."

H. Constant, Supt.,  
Catelli Macaroni Products Corp.,  
St. Boniface, Canada.

### Misses Best Convention

"Sorry to advise cannot be with you at convention, more so because I planned for several months to attend. Had my reservations made to leave yesterday but on account of matters turning up Sunday I was forced to abandon trip. I wish I was with you because I believe this will be the best convention ever held, account of most important matters that are to come up. Express my regrets to officers and members. Wish everybody a good time. Hope for a well attended convention. I am with you in spirit."

Frank S. Bonno,  
National Macaroni Co., Dallas.

### Endorses Work and Campaign

"Gentlemen of the Macaroni Manufacturers Association: Allow us to heartily endorse your splendid aims and the fine work you have already accomplished. We feel proud that we have been able to assist you to small extent toward helping you reach your goal. We especially want to congratulate your Ad-

vertising Committee, this fine representative body of men has done an outstanding job in developing your publicity campaign. We are thoroughly with you."

Walter Goodwillie, president,  
Atlas Box Company, Chicago.

### Miss Convention Inspiration

"Sorry to miss inspiration and privilege of personal attendance at convention, but wish you success in everything. Assure you of our loyal support. Wire us at our expense concerning any matter on which you desire an expression of opinion. Sincerely hope that the great spirit of agreement will prevail."

G. and J. LoBue Bros.,  
Jersey City, N. J.

### Greetings From Cereal Chemists

"Greetings from the American Association of Cereal Chemists who are proud to have as constituents of its membership some of your prominent members. May you have a most successful convention. Our only regret is that more of our members cannot be in attendance in expressing this regret. We are reminded of the immortal words of Goldsmith,—'People seldom improve when they have no other model but themselves to copy after.' We extend a most cordial invitation to your members to visit our conventions and to make use of any of our scientific publications that are of interest in your problems. We assure you of our deep interest in the many mutual problems and extend the best wishes of our association."

C. G. Harrel, President,  
American Assn. of Cereal Chemists,  
Minneapolis, Minn.

### Will Support Action Fully

"I have been looking forward to seeing you at the convention and doing in my humble way what I could to help good work along in the interest of the industry."

"However, matters have come up this morning that are going to make it impossible for me to be away next week, so I am sorry to say I cannot be with you."

"I would appreciate it if you would tell our many mutual friends 'hello' for me and that I am thoroughly back of, and will support to the best of my ability, all of the good work that practically all of them have been doing for the industry as a whole."

Yours sincerely and respectfully,  
Lloyd M. Skinner, President,  
Skinner Mfg. Co., Omaha, Neb.

### Greater Benefits to Subscribers

"Noting that the National Association plans to hire a Merchandising Director would suggest consideration of suggestion that this man might serve as a buyer of raw materials for contributors to the Macaroni Advertising Campaign in order that they may obtain greater benefits therefrom than manufacturers who refuse to support the movement."

Also suggest sanitary legislation aimed at nonsubscribing firms who are among those operating plants under very unsanitary conditions. Macaroni products from said plants are delivered to the trade in loose bundles, piled on warehouse floors and usually sold at a sacrifice, the real source of price cutting."

Urge a firm stand in favor of total elimination of added color and discouraging use of cheap flour in macaroni making. May the Association's convention be a big success."

Sincerely yours,  
Francisco Patrono, Pres.,  
Independent Macaroni Co.,  
Mt. Vernon, New York.

### Additional Convention Sidelights

Miss Hilda O'Rielly was a wonderful hostess for the ladies on their Rose Garden trip, ride on the "Maid of the Mist" and tea in the Refectory.

\* \* \*

The New York colony traveled to the convention in style. A special pullman and buffet car was put at its service on the Lackawanna. As it was pulling out of the Hoboken station a 40 piece band musically sounded good wishes. This happy event was the result of the efforts of Erwin Sicher of the Duluth-Superior Milling Co. and W. J. Stockman of Pillsbury Flour Mills Co.

\* \* \*

Robert Williams, second son of "Creamette" Williams, tells a story that emphasizes the well known linguist fact that an Irishman badly bungles the Italian language. While in Venice, Italy, Papa Williams proudly led his 3 grown children into a famous "penzione" (so Jim calls it) for breakfast. As a blind he told the waiter that he had forgotten his glasses and therefore could not read the menu. He ordered ham and eggs in his best and most fluent "Italian," thinking to test out the Italian's ability to serve a real American breakfast. The waiter gave an understanding nod and returned with 4 large thirst satisfying lemonades. Jim and his children thoroughly enjoyed the joke after getting their ham and eggs as a result of cackling and grunting to indicate their wants.



## A New Mill built exclusively to make Semolina

Washburn Crosby Company takes pleasure in announcing the completion of its new semolina plant. The 2,000 barrel unit was placed in active operation during the last half of December, and the 1,000 barrel unit started production on June fifth.

Both units in this new semolina plant were designed and built from the ground up for the milling of durum semolina.

They occupy the south portion of the "A" Mill building at Minneapolis and in flow and construction they represent the knowledge the company's millers have accumulated during their ten years of experience in semolina milling, plus all that their milling and engineering organizations have been able to learn from the previous experience of European as well as other American millers.

The two units composing the plant are identical in flow and construction, the 1,000 barrel unit being a complete duplication on a fifty per cent scale of the larger unit.

The machines in both sections are numbered identically throughout, making it possible for the mill crews to make direct comparisons between the partially finished products in both units, and, therefore, to maintain a very high degree of uniformity in the finished products of the two sections.

The mill is, to the best of our knowledge, the first built in the United States solely for the production of semolina.

Even to one who is not a miller but who has seen other flour mills, the construction of this mill is noticeably different. The greater elaboration of the cleaning system, the large number of rolls on the grinding floor, the great number of purifiers, and the size and extent of the air suction system are all contributing factors in making the mill quite unique in its appearance.

Each one of these factors, together with some few others not so evident, all contribute to a flexibility of operation which allows of closer maintenance of standards of granulation and cleanliness than has been physically possible in the company's older semolina units.

In deciding upon the construction of this new semolina plant, the company felt that it should make possible the manufacture of more uniform semolina and we are pleased to state that the operation of the larger unit for the first six months of its commercial experience has fulfilled our expectations in every particular.

We therefore feel justified in saying that the completion of these new units places us in a better position than ever before to deliver our customers uniformly high quality semolina.

## WASHBURN CROSBY COMPANY

of GENERAL MILLS, INC.



DURUM WHEAT RECEIVED AT MILL



SCREENINGS FROM DURUM WHEAT



CLEANED DURUM WHEAT READY FOR GRINDING



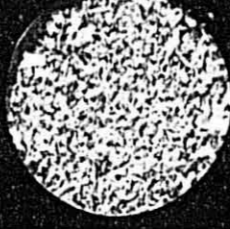
AFTER FIRST GRINDING



BRAN OR MIDLINGS WHICH DUST, BRAN PURITIES HAVE BEEN AFTER FIRST GRINDING. THERE ARE FOUR SUCH GRINDINGS WITH PURIFYING OPERA.



SIFTINGS FROM THE FLOUR GRINDINGS. THESE SIFTINGS ARE ALSO PURIFIED AND THE FLOUR DUST SAVED.



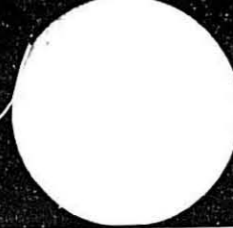
BRAN FROM SIFTINGS



No. 1 OR COARSE SEMOLINA AFTER PURIFYING



No. 3 OR FINE SEMOLINA AFTER PURIFYING



DURUM FANCY PATENT FLOUR

# MACARON PRODUCTS

MADE FROM DURUM SEMOLINAS AND FLOUR

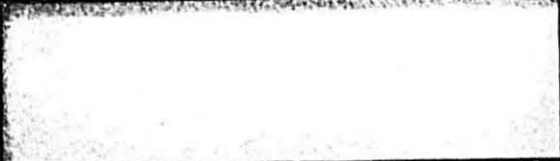
# Eventually GO MEAL SEMOLINA



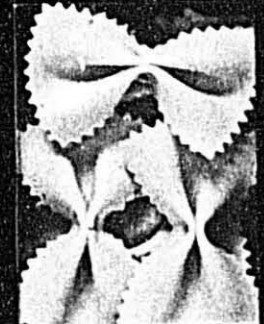
DURUM FIRST CLEAR FLOUR



GOLD MEDAL SEMOLINA No. 2



GOLD MEDAL SEMOLINA NO. 2 FROM WHICH THE FINEST MACARONI PRODUCTS ARE MADE



FARFALLE (BOWS--A STYLE OF NOODLE)



SEA SHELLS



STELLINE (STARS)



SEME DI MELLONE (MELON SEEDS)



ALPHABET



ELBOW MACARONI



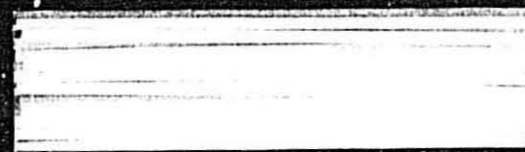
PLAIN FINE NOODLES



PLAIN WIDE NOODLES



MACARONI



SPAGHETTI



VERMICELLI

Why Not Now?



Why Not Now?

August 15, 1930

**H. M. Ranck,  
Field Secretary**

To contact the subscribers to the National Macaroni Advertising Campaign, the National Macaroni Manufacturers Association has employed H. M. Ranck, a man of wide experience who will serve as merchandising manager with the title of Field Secretary. Starting July 21 Mr. Ranck made an information-getting tour through the Central, New England and Middle Atlantic states and is now actively at work contacting the industry.

Mr. Ranck is young, active and ambitious. He is 33 years of age, married and resides in Chicago. A graduate of Pawnee university, he has spent practically all his life in the sales end of business, getting varied experiences in executive and promotional work. Among his former connections are: spe-



H. M. Ranck

salesman for Firestone Tire and Rubber Co.; sales promotion manager of Wm. Schwan Candy Company Chicago, working with salesmen in the field, with retailers and national chains; merchandising manager of a large chain organization, working inside the office, planning inside and window displays and contacting consumers.

Mr. Ranck feels competent to efficiently serve the National association as Field Secretary and he has the fullest confidence in the value of the present campaign and his ability to share his experience in bringing about its success. He

because of my experience and training I feel especially well equipped to do this particular work for the Macaroni Industry. I know just what the product occupies in the aver-

age food stores, what it commands as a sales item and what the possibilities are for its becoming a much larger sales item to the average housewife. Likewise, I know what the actual possibilities are in the way of additional appeal to the average woman as an appetizing dish. I

feel that I possess an unusual amount of enthusiasm and personality and because of my previous experience in the sales and merchandising work, I am extremely enthusiastic over the result that should be realized from the forthcoming advertising campaign for macaroni products."

**United States Production and Trade in Macaroni**

By FELIX T. POPE, Foodstuffs Division

Production of macaroni, spaghetti and similar products has been steadily increasing in the United States for a good many years, the value of products produced having increased from \$31,012,787 in 1921 to \$45,353,200 in 1927. From

all indications 1929 will show a gratifying increase over those of 1927. Prior to 1927 the census bureau did not give statistics on quantities and kinds of products manufactured, but simply the value thereof. In 1927 it gave the following figures on quantities:

Macaroni, spaghetti, vermicelli and plain water noodles.....	450,987,922 lbs.	\$36,670,821
Egg Noodles .....	31,805,188	5,487,503
Ravioli .....		249,273
All Other Pastes.....		3,850,962

In 1927 there were 353 establishments engaged in manufacture of these products with 4587 wage earners, wages for the year mounted to \$5,070,936.

Value of products for census years from 1921 to 1929, inclusive was as follows:

1927 .....	\$45,353,200
1925 .....	43,489,344
1923 .....	29,556,501
1921 .....	31,012,787

Value figures, however, are not a very fair index of volume of production owing to wide fluctuations in the value of raw materials.

In the years when semolina is cheap volume of production might easily be greater than in the years when it is high, yet the value be lower. New York city seems to be the center of production over 25% of the total being produced in that state.

Prior to the war the United States was an enormous importer of macaroni,

averaging about 110,000,000 lbs. annually, practically all of which came from Italy. As production has increased in this country imports have gradually declined to a total of only 2,586,378 lbs. for 1929.

On the other hand exports which were not considered important enough to be given a separate classification in our statistics prior to 1922 amounted to nearly 11,000,000 lbs. valued at \$925,004, in 1929.

In view of the fact that for a great many years the majority of people when they spoke of macaroni automatically said "Italian Macaroni" it is all the more remarkable that the American manufacturer not only has been able to capture and hold the American market against all foreign competition but is steadily invading foreign markets and selling his product practically on Italy's doorstep.

The following table shows imports and exports for 1913 and from 1918 to date:

Year	Imports		Exports	
	Pounds	Dollars	Pounds	Dollars
1913 .....	105,500,750	\$4,913,624		
1918 .....	402,010	40,925		
1919 .....	802,551	101,859		
1920 .....	805,008	107,150		
1921 .....	1,587,464	166,294		
1922 .....	2,917,369	234,241	7,494,873	\$605,184
1923 .....	3,476,116	249,981	7,159,864	566,230
1924 .....	4,534,928	298,058	7,486,436	587,988
1925 .....	6,408,878	454,146	8,557,218	726,765
1926 .....	5,225,245	396,151	8,272,634	711,123
1927 .....	3,512,512	332,289	8,468,264	714,274
1928 .....	3,433,561	370,529	9,979,375	900,113
1929 .....	2,586,378	263,151	10,740,479	925,004

**Our Leading Foreign Markets for Macaroni**

The following table of exports by countries of destination shows that the United States is steadily and surely making itself felt as a factor in the market of the world for macaroni, and is increasing its trade not only in volume, but is constantly entering new markets. We are sending this product to all quarters of the globe, having exported to more than 70 countries during 1929. Amer-

ica's largest customers for macaroni for the past year were as follows:

	Pounds
Canada .....	3,515,000
United Kingdom.....	2,384,000
Australia .....	855,000
Mexico .....	711,000
Panama .....	635,000
Dominican Republic.....	512,000
Cuba .....	472,000

It will be noted that exports to far off Australia have practically doubled in the past 5 years.

**UNITED STATES EXPORTS OF MACARONI (1000 lbs.) BY COUNTRIES OF DESTINATION**

	1925	1926	1927	1928	1929
Belgium .....	---	---	x	---	27
Czechoslovakia .....	---	---	---	---	3
Denmark .....	x	---	---	---	---
France .....	1	2	x	x	---
Germany .....	3	5	x	---	1
Greece .....	78	16	---	2	5
Irish Free State .....	31	40	49	41	41
Italy .....	---	x	---	x	x
Russia in Europe .....	x	10	---	---	---
Netherlands .....	151	98	83	70	58
Turkey in Europe .....	---	21	45	---	---
Sweden .....	x	---	1	2	1
United Kingdom .....	1556	1603	1796	1943	2384
Yugo Slavia .....	---	---	---	---	7
Canada .....	1315	1650	2022	2834	3515
British Honduras .....	12	11	8	10	17
Costa Rica .....	14	9	13	18	22
Guatemala .....	26	24	29	29	30
Honduras .....	136	133	183	121	151
Nicaragua .....	36	33	34	50	56
Panama .....	406	452	485	599	635
Salvador .....	2	3	2	4	2
Mexico .....	1158	1075	894	726	711
Newfoundland .....	9	5	14	21	30
Bermuda .....	10	6	6	14	10
Barbados .....	2	2	x	2	2
Jamaica .....	23	31	28	31	25
Trinidad & Tobago .....	1	2	2	4	8
Other British West Indies .....	8	9	7	5	9
Cuba .....	651	604	566	478	472
Dominican Republic .....	1547	1084	651	563	512
Dutch West Indies .....	5	4	8	13	42
French West Indies .....	---	---	---	---	1
Haiti .....	95	70	122	144	117
Virgin Islands .....	15	11	11	15	13
Argentina .....	---	---	1	---	x
Bolivia .....	3	1	1	x	x
Brazil .....	---	x	---	x	x
Chile .....	x	3	1	x	1
Colombia .....	23	22	26	25	29
Ecuador .....	3	3	1	4	1
British Guiana .....	1	x	1	1	x
Dutch Guiana .....	1	x	---	x	x
Peru .....	50	42	12	5	4
Venezuela .....	20	22	48	20	48
British India .....	12	15	15	19	26
British Malaya .....	14	10	13	16	17
Ceylon .....	7	8	10	14	15
China .....	301	188	198	258	194
Netherland East Indies .....	42	19	25	26	36
Hong Kong .....	9	3	20	17	10
Iraq .....	---	x	x	1	---
Japan .....	62	59	92	63	137
Kwantung .....	x	x	2	2	1
Palestine & Syria .....	1	x	x	x	x
Persia .....	---	---	x	---	x
Philippines .....	66	66	61	60	85
Siam .....	3	2	2	2	2

(Continued on Page 24)

**Sacredness of a Contract**

A contract is a business agreement between 2 parties binding both to some specified thing or things at or before some stated time. In business contract is always considered as vital, sacred compact that should be held inviolate.

During the past season there has been heard some severe complaints from certain quarters, stating that some macaroni manufacturers are failing to keep their contractual obligations, particularly contracts for materials, such as semolina and flour. The millers themselves have voiced open objections but have been at a loss to account for the lack of shipping instructions. Some of the trade papers have not been so reticent, carrying numerous notices accusing macaroni manufacturers of intentionally ignoring contracts. Here's a sample:

Business in semolinas is down. Durum millers report heavy semolina bookings since early last fall, but shipping orders are considerably low normal. In fact, many firms are now delinquent, with little prospect of ultimately fulfilling their contracts. What has caused this situation, unusual as it is true? Investigations prove that though the macaroni business has been a little below normal during the past season, plants have been fairly active in production on a fair level. Can it be that some of them are replenishing their wants with cheaper soft-wheat flours that will mean a saving of more than approximately 50c a barrel? Blending is being practiced to the detriment of quality and in the meantime the durum millers hold contracts but get few shipping instructions.

Another article puts it this way: "Weakness in grain enabled durum millers to reduce semolina prices per lb, April 21. The reduction, however, is not expected to bring in business. It is estimated that probably 80% of the macaroni manufacturers have enough semolina booked to last them for some time, particularly at the rate shipping directions have been coming in recently. Many are delinquent on their contracts and although they have plenty of business on their books; are having difficulty getting enough directions to run the part time. Prices are at low point for the crop."

While there may be some justification of this accusation, the better

OUR LABORATORY TESTS ON EARLY SAMPLES OF NEW DURUM WHEAT LEAD US TO BELIEVE THE NEW CROP WILL BE HIGH IN GLUTEN CONTENT. AS IN OTHER YEARS WE ARE PREPARED TO SELECT THE WHEAT BEST ADAPTED TO MANUFACTURING HIGH QUALITY SEMOLINAS.

Use



QUALITY

SERVICE

**KING MIDAS MILL COMPANY**

MINNEAPOLIS, MINN.

Write or Wire for Samples and Prices

No. 2 SEMOLINA

SPECIAL SEMOLINA

No. 3 SEMOLINA

of manufacturers in the industry agree that it is both unbusinesslike and unethical to default in any contract. However, we must face the truth, that the industry as a whole is considerably warrants the violation of any contract behind in its normal shipping instructions.

The price situation as it affects semolina and soft-wheat flours hardly that may have been entered into last fall. As the article states, through blending a small saving in raw material cost may be effected, but at what cost! Cheap goods are never cheap. Semolina prices have not been so far out of line that anyone should be compelled to default on their semolina contracts, however keen the competition.

Notices such as the one quoted reflects on the entire trade. Granting that there may be some basis for these accusations, the manufacturers of the better grades of macaroni products should join in clearing their good name. "Poor business" can never be improved by manufacturing "poorer goods"; improvement lies in making a better product and competing on a quality basis.

For years the National Macaroni Manufacturers association has been concerned about ethical selling practices. How can the industry build up along this line if it does not insist in the same ethics in buying? Unfortunately this complaint comes at the very threshold of a better understanding between the allied trades and the industry. All should enter into a renewed agreement with themselves that they will ever hold inviolate all written agreements, choosing to take losses rather than break their word. It is a situation that requires prompt and definite action to uphold the good name of the macaroni manufacturing industry.

**Group Warehousing Trial**

As announced at the last convention of the Associated Grocery Manufacturers of America, the new group warehousing plan is ready for its first try out. Philadelphia was selected for the experiment, and should it be successful the plan will be extended to important distributing centers.

It calls for concentration of food stocks in 2 warehouses, supervision to be by the warehouse committee and the management of the warehouse. There is no definite program of ar-

angement of goods, except the general rule that old goods will be moved first so as to keep the stock fresh. Naturally the warehouses will be kept clean and the various commodities handled with necessary care. Another advantage will be that manufacturers may pool shipments to Philadelphia and thus obtain carlot rates. Jobbers' trucks may then pick up whatever foods are desired at one stop and with one loading.

The food trade is closely watching the result of this experiment in Philadelphia.

**Cost Systems for Restaurants**

The National Restaurant association has prepared a simplified system for food accounting in restaurants and will supply it free to members. It is so simple that a restaurant proprietor with only a limited knowledge of bookkeeping will be able to use and understand it. The system is prepared in two parts; the first entitled "Record Keeping Simplified For The Small Restaurant;" the second entitled "Uniform Classification of Accounts For The Average Restaurant."

**U. S. Production and Trade in Macaroni**

(Continued from Page 22)

Russia in Asia .....	2	2	....	1
Turkey in Asia .....	....	....	....	....
Australia .....	445	528	639	1378
Oceania .....	11	6	12	12
New Zealand .....	173	238	188	276
British East Africa .....	x	2	3	2
Union of South Africa .....	10	14	31	33
Gold Coast .....	1	1	3	2
Liberia .....	x	....	x	1
Mozambique .....	....	....	1	1
Portuguese Africa .....	2	1	1	x
Nigeria .....	....	....	1	....
Alaska .....	(1)	(1)	(1)	....
Hawaii .....	(1)	(1)	(1)	620
Porto Rico .....	(1)	(1)	(1)	1207
GRAND TOTAL .....	8557	8273	8168	11,806

(1) Not reported separate prior to 1928.  
x Less than 500.

**Italian Exports of Macaroni**

Italy has for years been the principal exporter of macaroni, the United States up to 1916 having been her principal customer taking in some years as much as 77% of her total exports; this, however, has declined until in 1929 the

United States took only a little over 5% of the total.

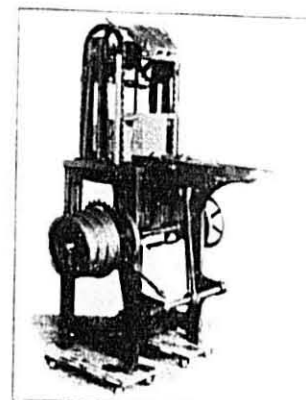
The following table of Italian exports of macaroni showing the proportion going to the United States graphically shows the changes taking place in world trade in this commodity.

Year	Italian Exports of Macaroni, Etc.		
	Total Exports Pounds	To United States Pounds	Per Cent to United States
1910 .....	140,073,009	111,806,509	79.82
1911 .....	141,933,691	110,522,550	77.87
1912 .....	146,433,721	88,088,100	60.17
1913 .....	156,509,184	99,052,016	63.29
1914 .....	142,063,983	87,282,319	61.44
1915 .....	98,182,743	30,038,998	30.59
1916 .....	36,781,326	14,440,180	39.26
1917 .....	5,313,968	48,501	0.91
1918 .....	1,798,733	....	0.00
1919 .....	5,412,073	....	0.00
1920 .....	12,478,918	207,012	1.66
1921 .....	18,405,764	(a) 711,344	3.86
1922 .....	31,585,525	2,243,401	7.10
1923 .....	35,754,644	2,713,642	7.59
1924 .....	41,066,186	3,079,606	7.49
1925 .....	37,229,307	(a) 5,529,849	14.85
1926 .....	31,659,797	(a) 4,228,076	13.35
1927 .....	29,767,444	(a) 2,567,933	8.60
1928 .....	26,516,544	(a) 2,153,705	8.10
1929 .....	37,733,582	(a) 1,905,737	5.10

(a) U. S. Import data.

*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



# Grain, Trade and Food Notes

## International Trade in Macaroni Products Decreasing

Exchange of macaroni products between United States and foreign countries is considerably below the figures of last year, according to the Department of Commerce. An improvement in the quantity exported was noted during May 1930, though the total for the year still indicates a decrease.

During May the exportation of macaroni products totaled 808,653 lbs. worth \$63,120 as compared with 793,757 lbs. worth \$69,361, the exports for May, 1929. Though the quantity is greater the value is less, meaning that macaroni is much cheaper this year than it was last.

For the 5 months ending May 31, 1930 the exports were 4,142,397 lbs. for which American exporters received \$350,633. During the same period last year the exports were 4,673,257 lbs. worth \$382,358.

During May 1930 American importers received 255,270 lbs. of foreign macaroni products, paying \$21,870. In May 1929 the imports totaled 272,713 lbs. at a value of \$24,732. The per lb. value of the imported goods underwent a very slight change with price per lb. for 1930 shipments slightly lower.

For the 5 months ending May 31, 1930 imports were 1,175,482 lbs. worth \$101,367. During the same months last year we imported 1,236,575 lbs. for \$113,792. Below is a table of exports of macaroni, spaghetti and egg noodles by countries.

Country	Pounds	Dollars
Irish Free State.....	4,800	368
United Kingdom.....	276,636	22,958
Canada .....	214,187	16,440
British Honduras .....	1,371	91
Costa Rica .....	2,004	186
Guatemala .....	1,568	125
Honduras .....	9,455	548
Nicaragua .....	2,739	182
Panama .....	66,077	3,584
Salvador .....	274	34
Mexico .....	20,424	1,722
Newfoundland and Labrador .....	6,969	731
Bermudas .....	1,056	91
Jamaica .....	1,087	93
Trin. & Tobago.....	476	54
Other B. W. Indies..	840	89
Cuba .....	60,087	3,625
Dominion Republic..	41,250	2,841
Netherland W. Indies .....	3,791	365
French W. Indies....	276	18

Haiti, Republic of....	6,643	291
Virgin Islands .....	260	30
Colombia .....	695	83
British Guiana.....	100	10
Peru .....	312	31
Venezuela .....	2,509	338
British India.....	1,285	150
British Malaya.....	1,335	159
Ceylon .....	720	70
China .....	5,113	574
Java & Madura.....	440	42
E. Indies .....	408	44
Hong Kong.....	410	48
Iraq .....	4,600	207
Japan .....	34,380	3,268
Philippine Islands...	3,136	460
Siam .....	150	22
Other Asia .....	205	24
Australia .....	19,815	2,633
British Oceania.....	115	15
French Oceania.....	575	48
New Zealand.....	3,935	369
Union of S. Africa...	5,641	628
Other Br. S. Africa..	232	27
Nigeria .....	142	16
Mozambique .....	130	14
Hawaii .....	36,475	3,915
Porto Rico .....	95,120	6,160
<b>Total .....</b>	<b>940,248</b>	<b>73,821</b>

## Robertson Paper Box Co. Elects

At the annual meeting of the directors of the Robertson Paper Box Company, Inc., Montville, Conn., the following officers were elected: President, Ralph A. Powers; vice president, P. L. Caldwell; secretary and treasurer, Robert L. Page.

The promotion of Mr. Caldwell will be a source of gratification to friends he has made during his association with the company in the position of general salesmanager. He will remain in charge of sales, assisted by Edward J. Bonville, former assistant salesmanager, who has been appointed salesmanager. Mr. Caldwell enjoys the reputation of being one of the best informed men in the industry. His experience covers the entire field of paper box manufacture.

The Robertson Paper Box Company, Inc. makes a wide range of paper boxes and supplies many industries. It specializes in high grade printed boxes and the control of the entire production from pulp to finished printed job is made possible by the operation of its own paper mill adjoining the box plant in Montville. At the meeting it was decided to continue the progressive policy which has necessitated nu-

merous enlargements and improvements to plant and equipment in recent years.

## Berlin Spud Eaters

According to figures purporting to come from an official source in Germany, every resident of Berlin eats an average of 13 lbs. of potatoes every week. If this be true Berlin is the potato eating capital of the world. On that basis the total consumption of this foremost German city would be 6,174,000 lbs. every 24 hours. Some potatoes!

## New Grocery Trade Directory

The 37th annual edition of the Othmer Thacker Directory of the wholesale and chain store grocery trade published by the Franklin Printing Company, West Gay st., Columbus, Ohio, is ready for distribution. The convenient size of this little red-jacketed book made it the year round companion of wholesalers, grocers, travel agents, salesmen, salesmanagers and executives for years and will again be an invaluable aid to all who sell to the wholesale grocers and chain store trade. More than 1900 changes have been made in the edition since last year. It lists 5187 wholesale grocers; 949 secondary jobbers; 442 chain store operators (with number of stores each controls). Cost is \$3 per copy, \$2.50 each in orders of 6 and \$2 each when 25 or more are ordered.

## A Study of Durum

According to figures by the Bureau of Agricultural Economics, U. S. Department of Agriculture, the production and exportation of durum wheat has become quite an important part in agriculture. This trend is noted in studying the figures covering the years from July 1, 1923 to June 30, 1929.

Year	Production	Exportation
7/1-6/30	All Grades	All Grades
1923 .....	55,000,000	19,000,000
1924 .....	66,000,000	34,000,000
1925 .....	65,000,000	27,000,000
1926 .....	48,000,000	22,000,000
1927 .....	83,000,000	31,000,000
1928 .....	102,000,000	45,000,000
1929 .....	56,000,000	12,000,000

## New Laboratory Opened

General Mills, Inc. has opened its Research Laboratories at 2010 E. Hennepin av., Minneapolis according to announcement made by James F. ...

August 15, 1930

...ident, the middle of July. Open ... was maintained by the research ... on July 18 from 7:30 to 10:30 p. m. ... itations were extended to all of the ... macaroni manufacturers to view ... equipment of the new and very mod- ... laboratory as the guests of the presi-

## Washing Firm Celebrates Golden Jubilee

The Washburn Crosby company celebrated its 50th year of continuous business in flour milling with appropriate ceremonies last month. In 1880 a mill won a silver and bronze medal by the Millers National association at an exhibit in Cincinnati and established the reputation of the "Gold Medal" brand of flour which is now recognized the world over for its quality and uniformity. During the celebration of its anniversary mill officials predicted changes that the milling industry has undergone since this firm entered the business, through comparative pictures of mills and milling machinery.

## Defines Flour and Whole-Wheat Flour

The Secretary of Agriculture has adopted, as an aid to Department of Agriculture officials in enforcing the federal food and drugs act and as a guide to the industry, definitions and standards for flour and for whole-wheat flour recommended by the Food Standards committee, composed of representatives of the Association of Dairy, Food, and Drug Officials of the United States, of the Association of Official Agricultural Chemists, and of the U. S. Department of Agriculture. The text of the definitions and standards follows:

## Prohibits Bread Coloring

The use of artificial coloring in bread is hereafter prohibited according

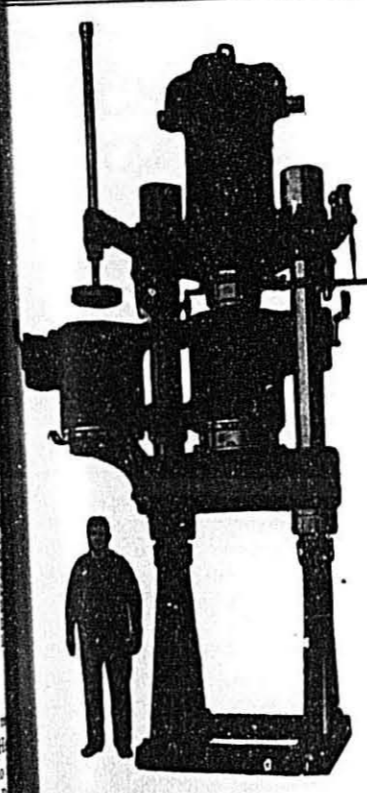
to an official announcement recently made by Dr. James W. Kellogg, director of the Bureau of Foods and Chemistry of the Pennsylvania Department of Agriculture. Coloring was at first used for decorative purposes by Pennsylvania bakers and soon colored bread became quite the vogue. However, abuses crept in and soon there was a complaint that coloring was used to make certain bread products, particularly rolls to appear as if they contained a larger proportion of eggs than was actually the case, the extra yellow appearance being accounted for by added coloring.

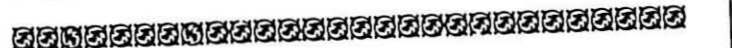

## New Labeling Law

The Mapes bill passed by Congress and approved last month by President Hoover amends the federal food laws so as to give the Secretary of Agriculture a right to require distinctive and informative labeling of canned foods, "all grades below certain to-be-established minimum requirements." The Secretary of Agriculture is to act in the interest of the consuming public. The adoption of the amendment will furnish an additional guarantee as to the quality of the canned products. The bill stipulates that action in connection therewith is nowise to be construed as authority to can or distribute adulterated or misbranded foods.

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

FLOUR, WHEAT FLOUR, WHITE FLOUR, is the clean, sound, fine-ground product, obtained in the commercial milling of wheat, and consists essentially of the starch and gluten of the endosperm. It contains not more than 15 per cent of moisture, not less than 1 per cent of nitrogen, not more than 1 per cent of ash, and not more than 0.5 per cent of fiber.



  
**John J. Cavagnaro**  
*Engineer and Machinist*  
 Harrison, N. J. - - - U. S. A.  
 Specialty of  
**MACARONI MACHINERY**  
 Since 1881  
 N. Y. Office & Shop 255-57 Centre Street, N. Y.  
  


## Notes of the Macaroni Industry

### Hurt in Balcony Crash

Buried amid packing cases filled with macaroni products, 4 girls employed in the plant of Savoia Macaroni Mfg. Co., 1535 63rd st., Brooklyn, were injured when the balcony on which they were working collapsed. The other employees working below the balcony ran to safety when the beams above them began buckling. Though the fall was approximately 15 feet the young ladies escaped with minor injuries and shock.

### Proves Linguist

Barbara Leonard, who speaks English, French, German and Italian all in one picture, "Monsieur Le Fox," says she's glad she doesn't have to eat dinner in all her languages. "Imagine roast beef, frogs, spaghetti and sauerkraut at a sitting," she suggests.

### More Macaroni and Spaghetti Sold Abroad

Those erstwhile exclusively foreign foods, macaroni and spaghetti, having acquired American citizenship, are now being exported by the United States to some 35 markets, with shipments during March exceeding the volume for the same month last year, according to the foodstuffs division. In March 1930 1,003,000 lbs. were exported as compared to 943,000 lbs. in March 1929.

The United Kingdom was the leading market for March of this year, taking 336,000 lbs. Canada was second with 254,000 lbs. and Hawaii third with 75,000 lbs. Exports to other countries show a wide geographical distribution, from the Irish Free State to Soviet Russia, Japan, Australia, New Zealand and Central and South America.

### Subsidiary Company Formed

Campanella, Favaro, Glaviano Macaroni Corp. of Jersey City, N. J., has announced organization of a subsidiary company to handle a portion of its sales and production, operating with the same officials in charge as are now handling the affairs of the holding company. The new firm has applied for registration in the list of macaroni manufacturing firms and for a license to use "The Energy Trio" emblem under the subscription made by the parent organization.

### Dies in Italy

A cablegram reached John Ravarino, association director and president of the Ravarino & Freschi Importing & Mfg. Co., St. Louis, Mo., announcing

the death of his mother-in-law in her ancestral home in Tortono, Italy. Mrs. John Ravarino was advised of the serious illness of her mother in midwinter and left hurriedly last February with her son Ernest, and was at the bedside when death occurred. After spending several weeks attending to business matters that grew out of the death of her mother, Mrs. Ravarino and baby returned to America early in July to rejoin the family in the St. Louis home.

### Ronzoni's in Europe

Mr. and Mrs. Emanuele Ronzoni and daughter sailed on the S.S. Conte Biancamano on June 14, 1930 for a summer tour of Europe after a visit to their childhood home in Italy. All the points of interest in that country and in France and Switzerland as well as included in the itinerary that will keep them on the move till late September when they plan to return to Long Island City, N. Y.

In the meantime the affairs of the Ronzoni Macaroni company in Long Island City are being cared for by Emanuele Ronzoni, Jr., who recently represented his firm at the 1930 convention of the National Macaroni Manufacturers association at Niagara Falls.

### Spaghetti House Rotary's Birthplace

Twenty-five years ago the present idea of Rotary was conceived by Paul Harris, a Chicago attorney, while pausing over a dish of spaghetti in the famous Madame Galli's restaurant on Ill. 315 st. in Chicago. This year the organization celebrated its silver anniversary, having flourished and expanded until today Rotary International is established in every civilized land and all of the larger cities of the globe. Most appropriately this celebration was held in Chicago, the place of its birth.

As previously stated, the idea was first presented by Paul F. Harris as he sat pensively in the colorful restaurant in the heart of Chicago, Madame Galli's famous Spaghetti House. In other ways Madame Galli's lays claim to fame, for here Caruso dined when performing in Chicago; here George Ade, the humorist, entertained friends and scribbled witticisms; here George Horton wrote an entire novel, "The Long Straight Road"; here Will Rogers, W. C. Fields, Ann Pennington, and other stage luminaries still visit where the Bohemian life of Chicago reaches its zenith.

Madame Galli was not present to welcome the thousands of Rotarians who invaded the historic restaurant to pay

homage to the birthplace of Rotary, having died some years ago but her daughter-in-law, Madame America Galli, as hostess and carried on the legend of the famous cuisine with spaghetti as speciality, during the historic silver anniversary of Rotary in the celebration which 20,000 visitors from every country on the globe took a part.

### To Add Third Story

Joseph Viviano, president of the Kentucky Macaroni Co., Louisville, Ky., announced that the construction work a 3rd story to his factory building Floyd and Byron av. is underway. In addition will be used to house additional drying rooms made necessary by rapid expansion of the firm's business.

It will cost between \$15,000 and \$20,000 and will make the total value of plant \$200,000, of which \$75,000 is represented in equipment. The firm was organized in 1928 and operations started in November of that year. Its business has doubled within that time.

President Jos. Viviano is assisted by the following staff of officers: 1st vice president Romano Rosa; 2nd vice president E. W. Pica; secretary Bart Costigan and treasurer A. J. Palazzo.

### New Quarters for A. G. M. A.

To obtain space badly needed to accommodate enlarged activities, the Associated Grocery Manufacturers of America recently moved into new quarters on the 21st floor of the Gray building, New York city. From there will be managed the various bureaus that have been growing in importance and as well as new activities taken that will be of increasing value to membership.

### Half Moon Bankrupt

The Half Moon Macaroni Co. of Paterson, N. J. has gone into bankruptcy and Michael D. Miriello has been named receiver by order of the court chancery of the state of New Jersey. The 2 leading members of the bankrupt firm are Carlo Minero and Alphonse Eliviani, the latter the defendant and former the complainant.

### Suspends Proposed Freight Rate

Through the efforts of the traffic bureau of the Nebraska Chamber of Commerce, the proposed commodity rate shipments of macaroni and spaghetti from Lincoln and Omaha to Memphis and New Orleans has been suspended.

August 15, 1930

THE MACARONI JOURNAL

29



One Word Well  
Dies and



Describes Our  
Repair Work

Now Arriving  
New 1930 Crop

CERTIFIED  
GRANULAR EGG YOLK

Deep Color Fresh and Sweet

Write for Sample and New  
Low Contract Prices!!!

JOE LOWE CORPORATION

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ROSSOTTI LITHOGRAPHING CO. Inc.  
121 Varick Street - - - - - New York



"We are Subscribers  
To The Campaign"



OUR MODERN  
DESIGNS  
ADVERTISE  
AND HELP  
SELL YOUR  
PRODUCTS

ARTISTICALLY  
DESIGNED  
LABELS  
AND  
CARTONS

"SPECIALISTS IN CELLOPHANE WINDOW CARTONS"

pending a hearing before the interstate commerce commission. The proposed rate was to have become effective July 1. It called for an increase in the rate of 33 1/3%, amounting to about \$70 per carload of this foodstuff. If permitted to go into effect the new rates would seriously increase the cost of shipping from Nebraska plants to southern distributors.

**Grass Co. Joins A. G. M. A.**

Among the new members of the Associated Grocery Manufacturers of America is listed the name of the I. J. Grass Noodle Co. of Chicago, Ill. manufacturer of high grade egg noodles. A. Irving Grass will represent his firm in that organization as he does in the National Macaroni Manufacturers association.

**Mexican Tariff Increased**

A Mexican presidential decree published July 12, 1930 effective Aug. 11, 1930, increases the rate of import duty on food pastes of flour such as macaroni, spaghetti, egg noodles, etc. The old rate was 0.20 peso per gross kilo; the new rate is 0.35 peso per gross kilo.

**Voluntary Bankruptcy**

A petition for voluntary bankruptcy was filed in the court of Judge Woolsey, superior judge in Mt. Vernon, N. Y., by officers of the Crano Macaroni Company, Inc., of 20 Mt. Vernon av. Among the many creditors mentioned in the petition are the following macaroni supply firms. — Pillsbury Flour Mills company, Minneapolis with a claim for \$1,021; Duluth-Superior Milling company, Duluth, Minn. with a debt of \$742 and Forbes Paper company of New York with a small bill of \$48. The firm's assets were not mentioned. The Irving Trust company was appointed receiver for the bankrupt firm.

**Wants Macaroni Short but Spaghetti Long**

Macaroni and spaghetti are blood brothers which differ only in that the former is a little stouter than the latter, yet for some unknown reason Americans demand short macaroni and long spaghetti. According to the national monthly "Food Distribution" a survey of housewives in 22 cities reveals that 64% favor the "shorts" in macaroni to 27% who use "longs," whereas 48% prefer long spaghetti to 43% for the short.

The survey further shows, says "Food Distribution," that macaroni is more popular than spaghetti, being served in

28% of the homes once a week whereas spaghetti appears on the weekly menu in only 25%.

Forty-nine per cent of the women interviewed believed that there is a difference between spaghetti and macaroni other than thickness.

**Color Declaration Not Required**

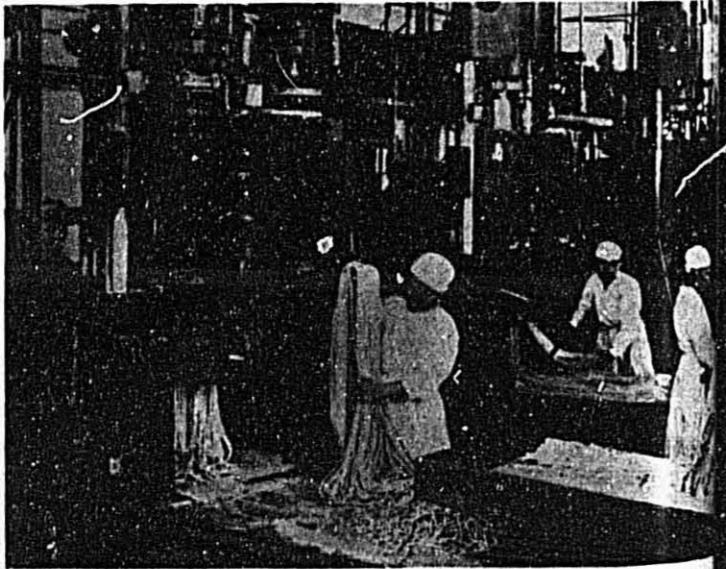
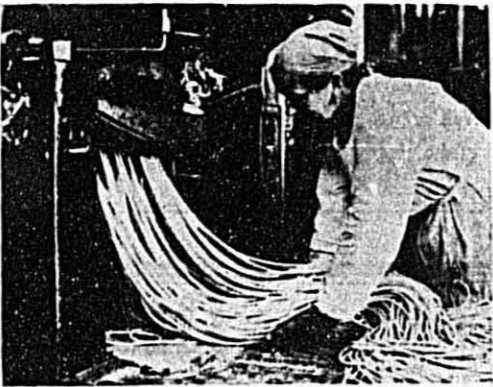
Macaroni products manufactured in United States for export to England may contain added coloring and need not have a declaration to this effect on the labels or invoices. That is the advice of the U. S. Department of Commerce that has made a study of this matter for one of our leading export firms. Among the added coloring materials permitted for use in these products intended for English consumption are "Tartrazin" and "the Oranges."

**Why Do Employees Buy Stock?**

Employee stock ownership plans, written "Printers' Ink," when they are formulated, are usually based on two exceptions: It is hoped that the employees' investments will prove profitable; it is hoped that their financial interest in the company will lead to an improved morale. But why do employees buy stock? Several reasons of which 2 are probably outstanding: The employee hopes to make a sound and profitable investment; he hopes that the management will show his thrift and faith in the company so that this will be a factor when increase in salary and more responsible positions are under consideration.

If you would avoid trouble be silent.

**SCENES IN RUSSIAN MACARONI FACTORIES**



Russian women are very generally employed in macaroni making. Here are 2 scenes from Russia's only plant in Moscow. The women are daintily attired in white headgear and dress. Modern hydraulic presses are used to convert Russian durum wheat into toothsome macaroni and spaghetti strands.

**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**

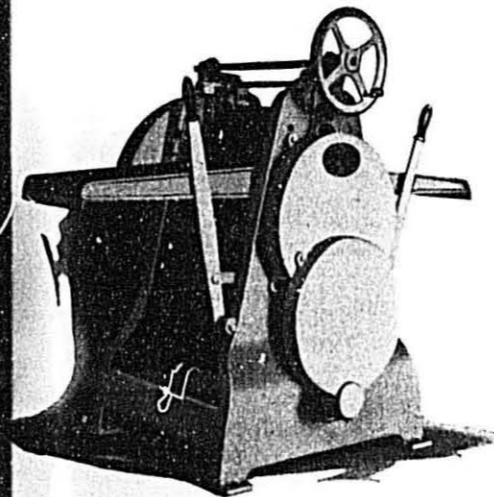
AND

**NORTHERN LIGHT**

**NORTHLAND MILLING CO.**  
MINNEAPOLIS, MINNESOTA

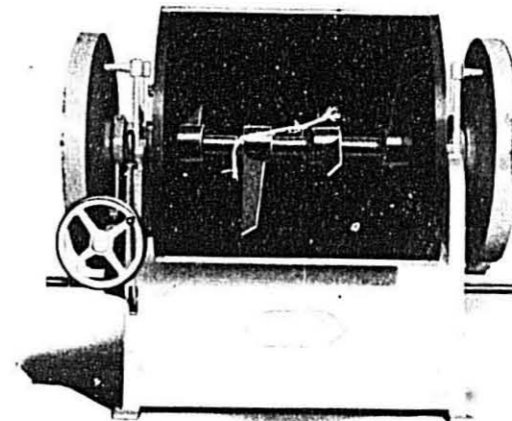
New York Office  
Room 1114 Canadian Pacific Building, 342 Madison Avenue

**CHAMPION REVERSIBLE BRAKE**



Champion reversible brakes play a very important part in the manufacture of noodles; here is where COLOR and GRAIN are greatly improved. This is a sturdy, dependable and safe machine to operate.

**CHAMPION MACARONI-NOODLE MIXER**



Macaroni, Spaghetti and Noodles are all made in practically the same way and their color and quality can be greatly changed by the manufacturers in their method of handling the dough in the mixer.

There is a very definite, high standard for color, firmness and pencil strength with right cooking quality. The Champion mixer is particularly and solely adapted to the manufacture of high-grade products.

Write for full information on these units for your plant.

**CHAMPION MACHINERY COMPANY, Joliet, Ill.**

## Death of Denver Manufacturer

Anthony D. Carbone, widely known Denver business man and one of the pioneer macaroni manufacturers of the Mountain States, died at St. Anthony's hospital, Denver, Col., June 11, 1930 after a short illness of pneumonia. Mr. Carbone represented his firm in the National Macaroni Manufacturers association and was prominent during the 1928 convention of the organization in Chicago.

Mr. Carbone was born near Naples, Italy 53 years ago and came to this country with his parents at the age of 11. With them he settled in Boston,



Anthony D. Carbone

Mass. where he received a good education and later a fine business training.

Shortly after his marriage in Boston he heard the call of the west and with his family moved there in 1912, settling in Denver, the metropolis of the Rockies. He immediately engaged in various successful enterprises and in 1919 became identified as president and manager of the Western Union Macaroni Mfg. Co. Aside from operating his macaroni manufacturing plant he conducted a flourishing business as an importer of foreign products, though he always considered his macaroni business as of the first importance and early affiliated himself with other manufacturers in promoting the industry as a whole.

In July 1929 the manufacturing end of the business was absorbed by the American Beauty Macaroni Co. of Denver and Mr. Carbone devoted his undivided attention to the importing and jobbing of food products under the name of A. Carbone & Co.

Mr. Carbone was prominent in Denver politics, having been a director of the Democratic club for years. He was also president of the Overland Park Auto Racing association. Leading busi-

ness and political men acted as honorary pallbearers including Mayor Stapleton of Denver.

Surviving him are his wife, Mrs. Rose Carbone; 3 sons, John, Arthur, and Americo; and 2 daughters, Mary and Caroline.

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

Patents granted—none.

**TRADE MARKS REGISTERED**  
The trade marks affecting macaroni products or new materials registered were as follows:

### Royal

The trade mark of California Macaroni Co., San Francisco, Cal., was registered for use on spaghetti, vermicelli and macaroni. Application was filed Dec. 28, 1929, published by the patent office Apr. 22, 1930 and in the May 1930 issue of The Macaroni Journal. Owner claims use since Oct. 1, 1887. The trade name is in heavy type.

### TRADE MARKS REGISTERED WITHOUT OPPOSITION

#### Shanghai

The private brand trade mark of Chinese-American Food Products Co., Chicago, Ill. was registered without opposition for use on Chinese plain noodles, chow-mein noodles and other products. Application was filed Mar. 31, 1930, published by the patent office July 8, 1930. Owner claims use since Oct. 1, 1928. The trade mark is written in Black Chinese letters.

#### Mrs. Smith's

The trade mark of Mrs. C. H. Smith Noodle company, Ellwood City, Pa., was registered without opposition for use on egg noodles, elbow macaroni, spaghetti and long macaroni. Application was filed March 4, 1930 and published by the patent office June 10, 1930. Owner claims use since September 1921. The trade name is in large outlined letters.

### TRADE MARKS APPLIED FOR

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

### Rossi

The trade mark of Peter Rossi Sons, Inc., Braidwood, Ill. for use on alimentary pastes—viz., macaroni, spaghetti, noodles, vermicelli, etc. Application was filed April 14, 1930 and published June 3, 1930. Owner claims use since about June 1, 1886. The trade name is in heavy type.

### Mt. Etna

The trade mark of Florence Macaroni Co., Los Angeles, Cal. for use on alimentary pastes. Application was filed April 15, 1930 and published June 3, 1930. Owner claims use since Dec. 30, 1929. The trade name is in outlined letters.

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

### Carina

The private brand trade mark of Carbone Carbone, Somerville, Mass. for use on macaroni and other groceries. Application was filed May 20, 1929 and published July 8, 1930. Owner claims use since Dec. 5, 1927. The trade name is in heavy type.

### Company Dinner

The trade mark of Kentucky Macaroni Co., doing business as Company Dinner Macaroni Co., Louisville, Ky., for use on alimentary pastes—namely, macaroni, noodles and spaghetti. Application was filed April 9, 1930 and published July 29, 1930. Owner claims use since Jan. 1, 1930. The trade name is written in outlined letters.

### LABELS

#### Giglio

The title "Giglio" was registered June 10, 1930 by the Savoia Macaroni Mfg. Co., Inc., Brooklyn, N. Y. for use on macaroni. Application was published Aug. 1, 1929 and given registration number 37563.

#### Golden Glow

The title "Golden Glow" was registered June 17, 1930 by Trafficanti Products Co., Chicago, Ill. for use on egg noodles. Application was published April 15, 1930 and given registration number 37591.

#### Mid-West

The title "Mid-West" was registered July 1, 1930 by Mid-West Macaroni Co., Chicago, Ill. for use on macaroni. Application was published April 1, 1930 and given registration number 37-642.

## Price Cutting a Shortsighted Policy

Don't cut prices, just because business is hard to get!" is the timely and pertinent advice of A. H. Deute, general salesmanager of The Billings & Spenser company, special article written for Printers' Ink a month ago. Many macaroni manufacturers deemed the article so fortunate, the advice so much to the point, that excerpts published herewith. The Skinner Manufacturing company thought so well of it as to reproduce it in full in its monthly merchandising bulletin:

The subject is: "The temptation may be great to lower prices in order to hold customers—but it's a shortsighted policy."

A lot of price cutting of a most unhealthy nature starts with the alibis of salesmen who have failed to get the business they expected.

It is into the office of the average purchasing agent, and the chances are that there will be all the way from a half dozen eager salesmen, all anxious to get the single order which that purchasing agent can place.

Except one will leave disappointed. The unlucky ones shake their heads. They must have an excuse, an alibi and to the boss, and the simplest and easiest for the salesman to believe is that "the other house shaded my

The next move would be for these salesmen to ask permission to meet the imaginary cut price and to go the successful bidder one better. Woe betide the salesmanager a moment of human weakness he sanctioned such a

There is grave danger surrounding this attitude of an unsuccessful salesman. Jumping to conclusions in regard to competitive price cutting is so easy to do. Demoralization and starting ruinous competition is such a

easy thing. Listening to the salesmen's theory about competitive price cutting is practically certain to drive to destruction the house which initiates the practice. And that house is thus committing suicide it certainly

is a lot of harm to all other houses or firms. When several firms are after the same order it's too bad for the one that does get the business can't make a fair

on it. After all, we are not inclined to be entirely willing to take an order just "to hold the customer" than to pass it up if it can't come in at a fair margin. Trying to "hold customers" at profit sacrificing prices is a ruinous business policy.

### Knowing Costs—Be Firm and Fair

Do not permit a salesman to make price concessions or to tell tales of woe about orders lost through the offer of price concessions, and that salesman can't think of anything else. Every order he fails to get was lost on account of a competitor's lower price. Every day, in which he loses a little, if any results, he can soothe his conscience by making cut prices for it.

Do not give your salesmen no opportunity for price talk and do not let them automatically hunt up some other form of selling. You must, if he will succeed, find something else to offer. It takes the place of a cut price. But just as long as you give the slightest chance to get price concessions the salesman's hopeful and optimistic nature will force him to

take that hope. And all the while it is losing time and

AN ADHESIVE FOR EVERY MACHINE OR HAND OPERATION

*For Hand Work there is nothing better than*



**Samson Paste Powder**

A pure wheat paste, mixes easily with cold water, one pound of powder making over a gallon of liquid paste.

Perfect for all wrapping, labeling and sealing jobs.

**NATIONAL ADHESIVES CORPORATION**

Executive Offices: NEW YORK

WORLD'S LARGEST PRODUCER OF ADHESIVES

business for himself and his house and destroying any confidence which the buyer may have in the company.

Somebody will just have to set down a firm price policy and adhere to it, even though it may not be so easy. The moral backing which holds many a firm in line on price is the realization that it is not the cut price made on any single sale that makes so much difference as the fact that when the price is once cut it is apt to be farreaching.

**No Business Without Profits**

It is true, business IS hard to get right now. As a matter of fact we always think that "right now" business is hard to get. But one thing is certain—the price cutter is always with us—always has been—probably always will

be. When we come to check up, though, we find that averages a rather short business life. Then there will be somebody else to take his place. So we might as well set up our minds that the low prices of the other fellow are a good deal like the measles—they come along year after year,—they make a lot of excitement and cause a lot of talk—but when all is said and done there are lots of things that the other fellow having measles.

It's an old story, hard to get your price in the face of competition—but there's another way of looking at it, a lot harder over a period of time to build a business at prices which have been cut than with prices that have been maintained. It is axiomatic THAT ONE CAN'T BUY ANY SORT OF BUSINESS WITHOUT PROFITS.

**GLEANINGS FROM "ACTIVITIES"**

To provide a proper contact between the subscribers to the National Macaroni Advertising Campaign and the Board of Advertising Trustees which is handling the activity, a monthly bulletin known as "Every Month" has been issued.

Starting with the Aug. 1 number it is changed to appear semimonthly under the new name and title of "ACTIVITIES." It will serve as an official report from the committee on the cooperative advertising campaign.

**The Gleanings**

Among things noted in Vol. 1, No. 4, Aug. 1, 1930 are:

Offering reprints of the first colored ads at printer's costs. The first ad will appear in the October issues of 6 leading women's magazines and will feature \$5000 in prizes for accepted recipes. There will be 354 cash awards, the contest to be decided by 3 nationally known food experts.

Portfolios containing reprints of the first year's advertising campaign with interesting data are being prepared for use of the salesmen of the subscribing firms to teach them ways and means for capitalizing the drive for increased consumption.

Instructions to subscribers who will use "The Energy Trio" suggesting that the words "Subscribing Member, License No. 00" be used below or after the emblem.

Louis S. Vagnino of Faust Macaroni company, St. Louis, Mo., has been appointed by President Frank L. Zerega

as chairman of the Merchandising Committee with right to sit in at all meetings of the Board of Advertising Trustees. His advertisers on this committee are:—W. F. Villaume of Minnesota Macaroni Co., St. Paul; John V. Canepa of John B. Canepa Co., Chicago; Alphonso Gioia of A. Gioia & Bro., Rochester, N. Y.; and S. E. Mountain of Fontana Food Products Co., San Francisco.

The chairman of the Advisory Advertising Committee, John Ravarino of Ravarino & Freschi Importing & Mfg. Co., St. Louis, will also sit in at all meetings of the Board of Advertising Trustees. His committee will assist the Advertising Trustees in arriving at major decisions on basic policies.

Under the supervision of Glen Hoskins of Foulds Milling company, Libertyville, Ill., chairman of the Cost Committee, a uniform cost system is being developed which will be offered to subscribing members.

Members supporting the Advertising Campaign will get free carton and label advice from the Educational Bureau, Dr. B. R. Jacobs, chairman.

Miss Jean K. Rich is the official recipe counselor for the Association. She resides in Chicago and is retained on a monthly fee basis.

H. M. Ranck, the new field secretary, is introduced to the trade as the personal representative of President Frank L. Zerega, Secretary M. J. Donna, the Cost Committee, Board of

Advertising Trustees, Merchandising Committee, as well as the advertising agency.

A list of subscribers to the campaign will be sent all wholesale chain store buyers, telling them they are behind the movement.

Bulletin No. 4 contains much additional private information for subscribers only.

**Report of Auditing Committee**

Your auditing committee has examined the audit of the books of account of the National Macaroni Manufacturers association as prepared by Wolf and Company, expert accountants, for the 12 months ended May 1930.

Your committee finds this report satisfactory and sufficiently comprehensive. We recommend that it be accepted by the association as correct and satisfactory.

Secretary-Treasurer M. J. Donna is congratulated on the excellent financial management of the association for the past year. As a business proposition we would say that the association has paid its full dues for the year and carried a substantial surplus.

The committee believes it is quite commendable to carry on all of the necessary activities and then close the year with a surplus for the 12 months of \$1,215.80.

The assets of the association on May 1, 1930, include \$10,797.98 in cash, \$939.50 in receivable which are believed to be collectible, and \$178.33 in office equipment, or a total of \$11,905.70 against \$10,690.21, a year ago.

We note that the income from the Journal is an important item. This income is made possible only by the help of the advertisers. The income from advertising is \$9,939.75 against \$534.41 for subscriptions. The advertisers should therefore get their money, so wherever possible we should purchase the products advertised in the Journal.

Respectfully submitted,  
J. H. Diamond, Chairman  
John Busalacchi  
G. Viviano.

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Crookston, Minn.



**The MACARONI JOURNAL**

Trade Mark Registered U. S. Patent Office  
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 FRANK L. ZEREGA, JAMES T. WILLIAMS  
 M. J. DONNA, Editor

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

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Vol. XII August 15, 1930 No. 4

**Grocery Manufacturers to Meet**

The annual convention of the Associated Grocery Manufacturers of America will be held at the Hotel Traymore, Atlantic City, Oct. 21 and 22, according to an announcement by President George D. Olds, Jr. Concentration of the program into 2 days, rather than have it extend over 3 or 4 days, is one of the innovations. Other new convention ideas are promised by the officials in charge.

**Directors Meeting Probable**

In recent years it has been customary to hold a meeting of the directors of the National Macaroni Manufacturers association in connection with the convention of the specialty men and according to the views expressed at the first meeting of the directors at Niagara Falls, a meeting will be held in Atlantic City the afternoon of Oct. 20. The purpose of holding a meeting at that time is to take advantage of the attendance of many macaroni manufacturers who are also members of the Associated Grocery Manufacturers of America.

**Bread**

Bread, according to a recent investigation, supplies one quarter of the entire motive power for modern human society. That it should have been found to produce a larger number of calories of encigizing heat in the human organism for a smaller expense than other staples sets the seal of science upon an almost universal taste. Even at present prices one cent will buy 57 calories in milk and

63 in bacon; but it will buy 120 in ordinary white bread. Bread is more than a staple food; it has become a symbol of life itself. While man cannot live by bread alone neither can he live without it. This almost mystical concern of the human race for bread makes the recent announcement of a \$400,000,000 corporation to consolidate the 3 largest bread making concerns already in existence one of impelling national interest.

**Dr. Harvey W. Wiley Dead**

The macaroni manufacturing trade joins all the other food industries in grief over the death of Dr. Harvey W. Wiley, noted pure food advocate and author of the Federal Pure Food and Drugs Act. He died June 29 at his home in Washington at the age of 85.

Dr. Wiley was born in Kent, Ind., Oct. 18, 1844 and was a graduate of Hanover college of that state. For some years he served as professor of Latin and Greek at Butler college, Indianapolis, but specialized in scientific subjects, particularly chemistry. At the age of 35 he was appointed professor of chemistry at Purdue university and Chief Chemist for that state of Indiana. In this latter capacity he began his first investigations into adulteration of foodstuffs. To his own amazement he found scarcely a pure food product among samples analyzed. His reports attracted wide attention and soon he became attached to the U. S. Department of Agriculture as its chief chemist. In this capacity he became the leader of a group of scientists who agitated the adoption of a national pure food law. Manufacturers of food products assailed him right and left and predicted ruin of their business. Later these manufacturers acclaimed Dr. Wiley as their friend.

He organized his famous "poison squad" composed of a dozen young men who volunteered to eat nothing but what Dr. Wiley gave them, foods treated with the preservatives manufacturers claimed were harmless. For 5 years he supervised their diet, proving by this test that all such preservatives were harmful. This attracted the attention of Congress so that in 1906 under the leadership of President Theodore Roosevelt, the Federal Pure Food and Drugs Act was passed. Amendments later adopted only made the law more strict and gave greater protection to the consumer.

After a stormy career of 28 years Dr. Wiley resigned as chief chemist and became an associate editor of Good House-

keeping magazine, directing its bureau of foods, sanitation and health. Through out a long successful life he continued to wage war on adulterated food products. He died honored by food producers and consumers alike. He is survived by his wife and 2 sons.

**Manufacturer's Sister Dies**

Mrs. Michael J. Horgan died at Mary's hospital, Minneapolis on Sunday June 22 following an illness of several months. The funeral took place Wednesday at the Basilica of St. Mary with burial in Duluth, Minn.

Deceased was a sister of James Williams, president of The Creamery company, Minneapolis who was on high seas homeward bound from Europe when he received the death message. Three other brothers, Frank J. Williams, Daniel M. Williams and John P. Williams survive; also 6 sisters, Mrs. J. Sullivan, Mrs. Geo. S. Jones, Mrs. M. Gibbons, Mrs. A. F. Krueger, Mrs. Belle and Teresa Williams, all of Minneapolis.

Two lady members of the National Macaroni Manufacturers association enrolled at the convention. Mrs. B. Brunneke of the Wuerdeman Macaroni Co., Cincinnati, O., was there for a second appearance and the new one was in the person of Mrs. C. H. Scholtes or "Noodle Smith" as she preferred to term herself, of the Mrs. C. H. Scholtes Home Made Egg Noodle Co., Ellensburg, Pa. The latter brought along her husband and son as bodyguards.

Many visitors to Canada purchased "Permits" as souvenirs. That they have been the reason that everything remained so tranquil.

**THE FIRST TYPEWRITER**

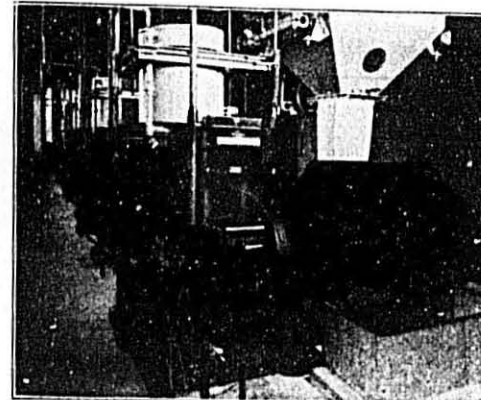
After working as a printer and editor in Milwaukee Christopher Latham Scholes invented the typewriter. Lack of capital forced him to sell out his rights for \$12,000 to a firm that put his own name to the invention. Scholes was born in Morresburg, Pa. Feb. 14, 1833 and died Feb. 19, 1890.

**WANT ADVERTISEMENTS**

WANTED—Elmes Hydraulic Press for making and short macaroni, Roth Noodle Co. 722 St. Pittsburgh, Pa.  
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**OUR PURPOSE:**

**EDUCATE  
ELEVATE**

**ORGANIZE  
HARMONIZE**

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

**OUR MOTTO:**

*First--  
INDUSTRY*

*Then--  
MANUFACTURER*

**OFFICERS 1930-1931**

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**THE PRESIDENT'S COLUMN**

**Support Our Activities**

Under the supervision of the National Macaroni Manufacturers association there will swing into action in a few weeks some new activities alongside some old ones vigorously revived that should prove a boon to our industry. How successful each will be depends on the amount and kind and enthusiasm manifested by the membership.

The time since my assumption of the office of President has been too short for the study I am making as to the general attitude of the trade to our association. Are the macaroni and noodle manufacturers sufficiently association-minded? Are we fully conversant with the aims and purposes of trade associations like ours?

As a measuring stick, let's see what some of the leading students think about trade association? Here are some selected at random,—

- 1—Trade association membership is a measure of character, because it shows the member's ability to get along with others.
- 2—Trade association membership is a measure of intelligence of the member's business methods, because through coöperation he is trying to eliminate competitive waste and to use coöperation as an economical weapon.
- 3—Trade association membership is a measure of soundness in the industry, because it is doing something for the stability, efficiency and economy of the products manufactured and distributed.

We can agree that there is much to be desired which has not been accomplished by our particular association up to the present time, but where would we be today were it not for the work done by your trade association in the past? Where will we be 10 years from today, were the work to stop?

We can't afford to stand still, nor to rest on any good work which we may have done. That is why we are planning to spend a million and a half dollars during the next 4 years to popularize our food among Americans; that's why we have employed a field secretary to be the contact man between members and the Association; that's why we are promoting a special study of manufacturing and selling costs to prevent "profitless selling"; that's why we are planning to form an Accident Prevention Club to eliminate time-loss accidents and untold sufferings by dependents of injured employes; that's why we are placing the facilities of the Secretary's office at the special service of the supporting members.

Support the new and the old activities of the National association; take advantage of the advantages it offers all members. In that way we will all become more "association-minded," prospering as the industry progresses.

**THE SECRETARY'S COLUMN**

**Safety First Club**

It has been suggested that a Safety First Club organized in our industry to encourage efforts on the part of macaroni and noodle plant proprietors and managers reduce the number of accidents therein that yearly cause undue suffering and irreplaceable losses. This spontaneous wave of enthusiasm in our industry is due to the distribution of a very helpful pamphlet entitled "Safety In Macaroni Plants," sent last month to members of the National Macaroni Manufacturers association.

The pamphlet is an 8 page compilation of the experience of the leading men in the Macaroni Industry and the general accident prevention work supervised by the National Safety Council under whose direction the pamphlet was prepared, the Secretary collaborating. Copies of this informative booklet will be sent free to all non-member requesting it.

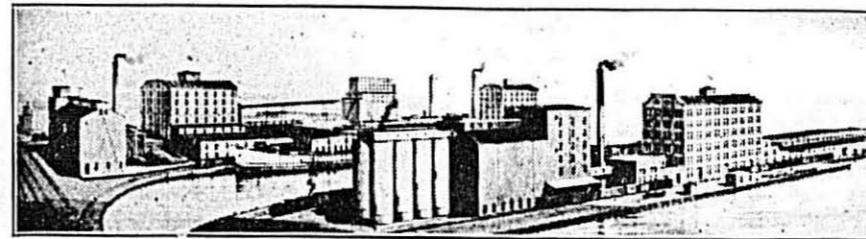
Many and fervent were the favorable comments on the pamphlet, all of the 60 or more rules and suggestions contained therein, being approved. Already a movement has been started to organize an ACCIDENT PREVENTION CLUB, with the Secretary as the pivotal officer, through whom members could exchange ideas and make suggestions for the reduction, and if possible, the absolute prevention of minor and major accidents, with its consequent alleviation of suffering and misery and lowering of compensation insurance cost.

The Secretary, acting for the sponsors of the movement would be glad to hear from the interested plant owners and operators on this matter. Such a club could be formed at no expense to the members. The advantages it offers would greatly outweigh any little trouble that participation therein would entail. Let's hear from you.

**Not News**

While it may not be news to many of our readers, it is true that there is a small subscription charge for the Macaroni Journal. This trade paper that covers fully the activities of the macaroni manufacturing industry of the world and specializing on American and Canadian news will be sent all subscribers for the small sum of \$1.00 a year. The price is most reasonable for 12 issues of news are brimful of interesting news and helpful suggestions. Why not subscribe? Stop taking a "free ride"! You'll be better for it.

Here's a story that illustrates our point:  
Reader—Why was there no mention of Mr. So-and-So's in your paper last week?  
Editor—Was he a subscriber?  
Reader—No.  
Editor—Well, then, he has been dead for some time. Why mention it now?



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