

**THE  
MACARONI  
JOURNAL**

**Volume 12,  
Number 6**

**October 15,  
1930**

# The Macaroni Journal



Minneapolis, Minn.

October 15, 1930

Vol. XII No. 6

## For Permanent Gain

PETER'S LOSS IS PAUL'S GAIN

While this was literally true with the Macaroni Manufacturing Industry of America when firms were content to make gains by borrowing competitors' customers, it will not be true hereafter since the industry has wisely chosen to cooperate in a nation-wide advertising campaign to create new users, and consequently, more customers . . . . .

MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI

# CONFIDENCE

The manufacturer who ordered us to make him this large size new die---

The manufacturer who sent this smaller die in to be repaired---

BOTH--gave us their business because they had confidence in our workmanship and integrity.

They had dealt with us over a period of years and **THEY KNEW.**

After all, you are in the same boat as every other macaroni manufacturer.

When you order a Die it is as per the old saying "like buying a pig in the poke." You never see it until after it is made.

Doesn't it seem like good management, therefore, to place your orders for new Dies and repair work with the oldest and largest manufacturer---

**F. MALDARI & BROS.**

They could not have survived or grown unless their products, workmanship and business methods earned their Customers' confidence.

*Write for a Catalogue*

**F. MALDARI & BROS., Inc.,**

170-180 Grand Street

NEW YORK CITY

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

**MALDARI'S Insuperable MACARONI DIE**

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## « « INDUSTRY » » Begins With "I" --- Ends With "Try"

BY  
JAMES EDWARD HUNGERFORD

The ambitious fellow  
Who's calm, and not "flusterous,"  
He is the man who puts  
"I" in industrious!  
All of his efforts  
Are backed by vitality,  
Making his "dreaming"  
Come true in REALITY!  
Using his efforts  
In ways that are sensible,  
Making his business  
In life indispensable!  
Giving his time to  
The service of usefulness;  
Banking on honesty—  
Dealing in TRUTHFULNESS!

He is the fellow  
Who never is "blustery"—  
Quietly he's putting  
The "TRY" into industry;  
And though his job be  
A "tough one" and rigorous,  
Naught can defeat him—  
He's PEP-full and vigorous!  
He gives his best  
To the business of WINNING;  
"Playing the game"  
'Til the very last inning!  
Odds can't defeat him,  
Or beat him, or "floor" him;  
He'll reach his GOAL—  
And the world can't IGNORE him!

*(All Rights Reserved)*

## GOOD TIMES

By G. KLEISER, in Grocer's Digest

Think "good times"—  
It is state of mind  
That brings prosperity  
And puts dull days behind.

Talk "good times"  
No matter what they say;  
Sane, optimistic talk  
Will drive the clouds away.

Act "good times"  
Be equal to the test;  
Compel "good times" to come,  
Resolve to do your best.

Spread "good times"—  
By thought and word and deed,  
With sturdy faith and confidence  
Know you will succeed!

**PRIZE WINNERS IN—**

**★ TWO STAR ★**

**QUALITY**

**CONTEST**

Herewith are the winners in the "Two Star" Semolina Quality Contest. There were so many good letters submitted by the young folks in the macaroni industry that it was really very difficult to make a choice. The most gratifying fact, however, was our discovery that so many of the rising generation knew about the outstanding qualities of "Two Star," which has been the experience of their elders. Owing to lack of space, we cannot publish photographs of the winners. Here they are --

**FIRST PRIZE \$25**

Anthony Bologna, son of Frank Bologna, agent for Italian Products, 533 St. Ann St., New Orleans, La.

"Nineteen hundred years ago the wise men followed the star to Bethlehem. In our day wise macaroni men follow 'TWO STAR' for good Semolina."

Anthony Bologna,  
533 St. Ann St.,  
New Orleans, La.

**SECOND PRIZE \$15**

Irene Cunco, 11 year old daughter of the manufacturer of La Premiata Macaroni, 304 E. Green St., Connellsville, Pa.

"TWO STAR" produces the best macaroni, with taste and flavor. Supreme cooking qualities, rich in color with an appetite appeal."

Irene Cunco,  
304 E. Green St.,  
Connellsville, Pa.

**TEN PRIZES OF \$1.00 EACH TO**

- Vincent Giardina, 1504 15th St., Fusley, Ala.
- Frances A. Maravigna, 211 North Street, Boston, Mass.
- Angelo Ferrigno, 66 South Hill Blvd., San Francisco, Cal.
- Anna Santilippo, c/o Corona Macaroni Mfg. Co., Inc., Corona, I. I., N. Y.
- Dominic Tronio, Box 4, Avon, N. Y.

- Helen Salvi, 1646 Hedges Ave., Fresno, Ca.
- Ann Catherine Scartelli, 106 Frank St., Dunmore, Pa.
- Helen K. Gardner, 801 Cowles Ave., Joliet, Ill.
- Vincent Laroeca, 800 Barrow St., Panama, La.
- Fred Neri, 5400 Reber Place, St. Louis, Mo.



**BE SURE TO SEE US BEFORE BUYING**

**TWO-STAR IS A GOOD PRODUCER**

**MINNEAPOLIS MILLING COMPANY**

Minneapolis, Minnesota

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

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

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

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OCTOBER 15, 1930

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**Reaping Advertising Harvest**

Sitting down and wishing  
Won't change YOUR Fate  
The Lord provides the fishin'  
But YOU must dig the bait

Harvest Time in 1930 will be merely another season to the macaroni industry in the drought areas of our country and only another opportunity for business men generally who are still struggling under adverse conditions created by the world wide business depression from which the macaroni industry is still suffering in common with all other trades.

What Harvest Time will really mean to the macaroni manufacturer will depend greatly on his preparedness and willingness to take the fullest advantage of the wonderful opportunities that are and will be offered by the cooperative movement now being undertaken by a progressive group in the industry.

Those who are sadly disappointed and greatly disillusioned will be those who have not taken to the present macaroni advertising campaign who are saying that they have done their full duty to their business and their industry when they agreed to help finance the advertising campaign. They now choose to sit back awaiting orders to roll in and are to pile up.

The sooner these manufacturers learn that the advertising campaign for macaroni products nationally and cooperatively will serve to pave the way for better business for those who are energetic and willing to work hardest for their share of any improvement that might result, the better it will be for them and the trade.

The national wide campaign through its opening gun, the prize contest open to all except those actually engaged in macaroni making, has already attracted the attention of men and women in millions of American homes where this economical and nutritious food is served so infrequently and too improperly, merely as a side dish. It is gaining for the industry for the first time the close attention of the newspapers and magazines, winning the good will of many heretofore indifferent distributors and arousing a favorable interest among consumers and dietitians.

It is interest in the real food value of macaroni products, its adaptability to blending with other foods and the possibi-

ties of its becoming a great favorite in thousands of homes wherein it was almost a total stranger, owing to a lack of knowledge of its real qualities, all of this will serve only to prepare the sales field for all good macaroni products, but the development of these new sales potentialities rests entirely with the manufacturers themselves.

The macaroni advertising campaign will merely call attention to this product; it will actually sell very little. Firms with well laid plans and aided by the helpful suggestions supplied the subscribers by those behind the movement are in a much better position to reap a quick and profitable harvest. Firms on the inside will have the advantage over the outsiders, only if they take advantage of the opportunity thus given them.

For instance, subscribers to the campaign will be helped to more and better business through the judicious use of the advertising portfolios placed in their hands by the promoters of the activity. This beautifully colored and well prepared portfolio gives the salesmen of the supporting firms something new and different to talk about when selling old and new customers. It surely gives them a good edge on the non-subscriber who must stick to his old, humdrum arguments, usually price or similar buying inducements.

If the present campaign accomplishes nothing more than to place macaroni products into a more dignified class, it will be most successful and worth every cent and every effort spent in putting it over. Only by giving this food the dignity it deserves will macaroni products ever become a staple item of food for the American table.

Your sales records for 1931 and subsequent years will determine how well you have taken advantage of the selling opportunities made possible by this movement to make more than a hundred million prospective users a bit more "macaroni conscious." You are provided with the proper bait; now for some patient, well directed and determined fishing.

# Back National Advertising « « « » » » With Commercial Arbitration

Business disputes are costly, no matter how settled. Settlements out of the courts are always preferable.

The QUESTION is:—Would it be more practicable for the National Macaroni Manufacturers Association to set up its own machinery for arbitration, of commercial disputes between members, or use the facilities of a national organization that specializes in this field? Here's one side of the argument; let's have yours.

—M. J. Donna, Editor.

The importance of the service a trade association renders its members is indicated by the recent announcement that the National Macaroni Manufacturers association has approved a budget for an advertising campaign amounting to more than \$250,000, to be expended during the next 14 months. One of the first features of the campaign will be a recipe contest, and it is probable that a large part of the fund will be devoted, directly or indirectly, to creating good will for the industry, or rather, to strengthening this very valuable asset.

There are many good reasons why membership in a trade association like the National Macaroni Manufacturers association is an asset to its members. Not the least is the information which it gathers for them. For business success a man must look beyond the confines of his immediate problems and keep abreast of his whole industry. And in nearly every industry nowadays one of the subjects which is arousing the interest and demanding the attention of members of the industry is Commercial Arbitration.

It has been said before that there is no recipe for success; and recipes, like theories, often turn out badly. But every good cook knows that certain ingredients are always necessary. And business men have learned that for success in business certain ingredients must be included and others avoided or the enterprise will be a failure. Honesty, large output, a good market, a fine personnel—these are not enough. Unnecessary wastes and losses must be avoided and the manufacturer must have the good will of those with whom he does business and must take advantage of every opportunity for saving time and money.

Arbitration figures largely in every one of these factors of success. "The proof of the pudding (or the macaroni, if you will) is in the eating thereof," and the fact that thousands of business men throughout the country are now utilizing arbitration for the settlement of their business disputes is a proof of its

success. And trade associations have been quick to endorse it and adopt it for whole industries. The wool, silk, amusement, grain and feed, steel founders, fur, bottling, food and cottonseed products are some of the varied industries that are now protected by arbitration and include it in their trade practice rules. Moreover, some 400 important trade associations have endorsed it in principle and are cooperating with the American Arbitration association in its educational work and its endeavors to secure the passage of uniform state arbitration laws.

Arbitration is the simplest, quickest and the least expensive system yet devised for the settlement of commercial disputes. The following case illustrates its adaptability to controversies arising in the food industry:

A meat packer in Iowa shipped a load of beef tongues to a butcher in New York. They were duly paid for and placed in storage by the butcher. Later, after delivery to him, they were seized and condemned as unfit for human consumption. The butcher made a claim against the packer and the case was referred to arbitration. The arbitrator was called upon to determine whether the meat was good at the time of shipment, whether it had spoiled en route or in storage, or whether the butcher's own refrigerating facilities were at fault. The shipment was proved to have been good when it was shipped, and refrigerating engineers were asked to inspect the facilities for cold storage en route and in New York. Upon their unbiased, expert testimony it was shown that the shipment was delivered to the butcher in good condition and the arbitrator determined the dispute in favor of the meat packer.

Not only does arbitration tend to stabilize conditions in an industry, but it prevents the wastes and losses of litigation and promotes good will and a friendly relationship between members. The value of good will to a business

concern has been estimated at from 3 to 5 times the firm's average earnings, whatever the estimate, good will is a most valuable asset, to which business men spend millions of dollars yearly. Anything that will impair it is a distinct liability.

Since merchandising rests upon contracts for the sale and purchase of commodities there is always room for differences of opinion over such matters as price, quality and time of delivery. If any of these differences arise and remain unsettled, they affect good will by breeding suspicion, hostility and irritation which may involve the question of good faith to a point where amicable relations are destroyed, contracts are canceled and new business is affected, and the reputation of the firm suffers. A multiplicity of such controversies may affect an entire trade and the whole industry suffer, particularly where the manufacturer of a commodity have to meet strong foreign competition.

No industry is free from disputes, and if these differences are taken to the courts the contestants often incur penalties which may be more harmful than a beneficial to the credit of the firm. The detrimental effect is often shown in cash box and at banking institutions where a high rate of disputes and expense of their adjudication are regarded as increasing risks, with the effect of lowering the credit rate of the business.

Suppose for example that a macaroni manufacturer buys from a mill a shipment of semolina which, upon examination, he decides is not up to the standard or quality specified. In most cases, of course, the mill will probably make adjustment rather than lose the sale of the manufacturer, but if no amicable settlement can be agreed upon there are two courses open—litigation or arbitration. If the controversy is taken to the courts the litigation will prove a long and expensive procedure and the commodity may be worthless by

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if a settlement is arrived at, assets will be tied up pending settlement, and both parties may lose in the end. If the matter is submitted to arbitration the dispute can be quickly disposed of and at little cost, there will be no damaging publicity with consequent injury to the credit of the parties and the case can be disposed of in a friendly way by arbitrators who are familiar with the customs and conditions of the business involved.

A similar difference of opinion may arise between a manufacturer and a wholesaler over the quality, price or delivery of a product. Even though the manufacturer takes his case to the courts and wins, his product is almost inevitably bound to be damaged in the eyes of the public, which sees only that the product is involved in a dispute and does not take the trouble to look into the merits of the case.

Another fact that should be considered by the manufacturer who takes his disputes to the courts is that litigation compels the disclosure of methods and processes or practices that are valuable to competitors, and this publicity results in losses that are unexpected, in addition to losses which ensue from an adverse decision.

In the latter part of last year the members of the National Macaroni Manufacturers association received through the headquarters of the organization a warning on Arbitration Clauses" issued by the American Arbitration association. This warning is designed to state to manufacturers who wish to provide for the arbitration of disputes arising from their business transactions the importance of including in their contracts or purchase and order forms a clause which will meet legal requirements and which has been found to be effective. The clause follows:

Any controversy or claim arising out of or relating to this contract or the breach thereof, shall be settled by arbitration, in accordance with the rules, then in effect, of the American Arbitration association, and judgment upon the award rendered may be entered in the highest court of the forum, state or federal, having jurisdiction.

Under the laws of 10 states—New York, Massachusetts, Pennsylvania, California, New Jersey, Louisiana, Connecticut, New Hampshire, Rhode Island and Vermont—and also under the Federal Arbitration Act covering interstate trade, an agreement to arbitrate a future dispute is recognized by the courts as valid and irrevocable and will be enforced in nearly all of the remaining states,

however, have some form of arbitration statute. In Colorado, Illinois, Iowa, Kentucky, Michigan, Minnesota, Nebraska, Nevada, North Carolina, Oregon, Utah, Washington and Wyoming an agreement to arbitrate an existing dispute, if properly prepared, is valid and enforceable. Again in such states as Arkansas, Florida, Idaho, Indiana, Kansas, Montana, Ohio, Tennessee, Texas, Vermont, Virginia and West Virginia, such an agreement is enforceable when it is made a rule of the court. In the other states which have arbitration statutes less effective arbitration machinery is provided.

In any agreement to arbitrate, whether a future or an existing dispute, it is important that definite rules of procedure should be specified, as in most cases the state laws do not specifically provide a method of administration. The great advantage accruing from the use of the clause quoted above is that it does provide definite rules, which meet the requirements of arbitration laws and at the same time insure the parties against delays.

For the members of organizations which do not have arbitration facilities of their own the inclusion of this clause makes available the facilities of the American Arbitration association, which include the services of its National Panel of Arbitrators, the supervision of arbitration hearings under its standard Rules of Procedure, the use of its Tribunals of Arbitration and advice concerning any phase of arbitration.

The Association's National Panel is composed of approximately 7000 outstanding business men in more than 1700 of the most important cities of the United States, and these men give their services without compensation and are available as arbitrators whenever a dispute arises in their communities that is referred to them for arbitration.

For its services the association makes no charge other than a nominal fee which is effective only when an actual arbitration is conducted. This fee ranges from \$10 paid by each party when the amount involved is less than \$1000 to \$100 when the amount is \$10,000 or more, and covers only the actual expenses incurred in the hearing.

The headquarters of the American Arbitration association are at 521 Fifth av., New York, N. Y. and the association will be glad to furnish any additional information desired by members of the National Macaroni Manufacturers association and to assist them in making use of the nation wide facilities it has established.

## "Shopping Fatigue" Traced Sense of Smell Plays Important Part in Successful Retail Merchandising

Modern business has applied the stethoscope to the type of retail store that fails and found its lungs badly infected. A change of air is prescribed.

"Shopping Fatigue," which every woman has suffered and which retail store owners dread more than any other one thing, arises from a multitude of causes, many traceable directly to lack of proper ventilation in the store.

Recognizing this, progressive retailers and chain store operators have turned their attention to controlled ventilation to provide the necessary amount of fresh air for customers and employes and keep their places sweet and pleasant to the sense of smell.

This sense of smell plays an important part in "Shopping Fatigue" infection and offenses against it are reflected quickly in the cash register.

The woman is generally the purchasing agent of the family. And woman's nose, accustomed to determining how near the roast is cooked or the cake baked by the odor, the excellence of a perfume by the fragrance and the freshness of a room by the smell, is developed far in excess of man's.

A woman's sensibilities may be shocked by the smells of a butcher shop which pass unnoticed to the man behind the counter. In the unventilated drug store there are hundreds of strange and unpleasant odors. A headache is likely to interrupt an otherwise pleasant shopping tour in a department store. "Shopping Fatigue" is induced more quickly by stale air than by any other cause.

The answer of the more modern department stores as well as the smaller specialty shops is the installation of ventilating systems to freshen the atmosphere and bring temperature and humidity to the stage most conducive to pleasant shopping. Companies operating chains of retail stores have taken the lead in this.

Aside from the pleasure of the customer who is likely to spend more time shopping about in a store where the air is fresh and clean, consequently making more purchases, there is a consideration for the health of employes. It has been found that periods when the sales force is cut to the minimum because of colds and sickness among employes, are less likely to occur where proper ventilation is provided.

# »» OFFICIAL RECIPES »»

BY  
BOARD OF ADVERTISING TRUSTEES  
National Macaroni Advertising Campaign

By Ruth Mason, Cookery Expert, New York Evening American

### Chicken and Macaroni Curry

#### Ingredients:

- 1/2 lb. macaroni
- Boiling salted water
- 2 cups canned or leftover chicken
- 1 large green pepper
- 1/2 lb. fresh mushrooms
- 3 tablespoons butter
- 3 tablespoons flour
- 3 tablespoons curry powder
- 1 1/2 teaspoons salt
- 3 cups of milk
- 1/4 lb. store cheese
- 1 cup buttered crumbs

Method: Boil the macaroni in salted water until tender. In the meantime, cut up and measure the chicken. Grind or chop the green pepper fine and peel and slice the mushrooms. Now melt the butter in sauce pan, add the flour, curry powder and salt and stir until perfectly smooth. Add the milk slowly and stir constantly until sauce has thickened slightly. Now grease a deep baking dish or casserole. Put a layer of macaroni in first, then a layer of chicken. Sprinkle on the finely ground green pepper sparingly and a layer of the sliced fresh mushrooms. Cover with a layer of sauce and repeat until ingredients are used. When ingredients are used sprinkle the 1/4 lb. cheese, grated, on top. Cover with buttered crumbs and sprinkle with paprika. Bake covered in a moderate oven for about an hour. The last few minutes of baking remove cover so as crumbs may become a golden brown. This is an excellent dish for no potatoes are necessary. Hence your one dish dinner.

#### New and Delicious Macaroni

- 4 slices bacon
  - 1 medium sized onion
  - 1 can tomato soup
  - 1 cupful uncooked or 3 cupfuls cooked macaroni
  - Few bread crumbs
  - Salt and pepper
- Cut the bacon into small pieces, mince the onion, and fry them together until the onion is cooked. Add the tomato soup and the previously boiled macaroni. Mix well, place in a baking

dish, cover with bread crumbs, and bake in a hot oven (400 degrees) until brown. This makes 5 generous servings.

An unusual main dish is composed of macaroni and cheese but when made in a loaf and served with asparagus sauce is a perfect appetizer.

Cook in boiling water until tender one half pound of macaroni broken in small pieces. Drain. In another pan cook one teaspoonful each of chopped onion and parsley with one tablespoonful of chopped green pepper and one tablespoonful of butter in one fourth cupful of water until the water boils away. Add this to the macaroni with one half cupful of American cheese rubbed through a grater, one teaspoonful salt, and the beaten yolks of 3 eggs. Fold in evenly the 3 egg whites beaten stiff. Pour into a buttered baking dish, set in a pan of hot water and bake in a moderate oven 45 minutes.

#### OTHER GOOD RECIPES

##### Boiled Macaroni

Cook macaroni in boiling salted water until tender. Drain in sieve or colander. Pour boiling water over the macaroni to prevent sticking. Keep hot over hot water.

Spaghetti and noodles are cooked the same way.

##### Macaroni and Chipped Beef en Casserole

- 4 cups cooked macaroni
- 1 cup chipped beef
- 2 cups thin white sauce
- 1/4 cup bread crumbs

Put a layer of macaroni in a greased baking dish or casserole, then a layer of chipped beef and a layer of white sauce. Repeat until all the ingredients are used. Sprinkle top with seasoned bread crumbs and bake in hot oven (400 degrees F.) 20 to 25 minutes.

##### Baked Noodles, Cheese and Ham

- 4 cups cooked noodles
  - 1 cup ham, cut fine
  - 3/4 cup grated cheese
  - 2 cups thin white sauce
- Put a layer of noodles in a greased

baking dish. Sprinkle with ham and cheese, then cover with a layer of white sauce. Repeat until all the ingredients are used. Sprinkle top with cheese. Bake in hot oven (400 degrees F.) 20 to 25 minutes.

#### Greatest Invention

What is the world's most important invention? Each inventor to his invention, of course, but this is a question which invited a popular answer. Nations and geographical sections of the same nation hold divergent views on the subject and individuals a little nearer in agreement.

Does not the process of elimination confer this honor upon the wheel, pair of which, connected by an axle, furnishes transportation and motor power for most everything?

Without the wheel modern civilization would be impossible. Man would be unable to utilize the power of water by means of the mill where there would be no pulley, wheelbarrows, trucks, carriages, bicycles, railroad automobiles, drive shafts nor power plants.

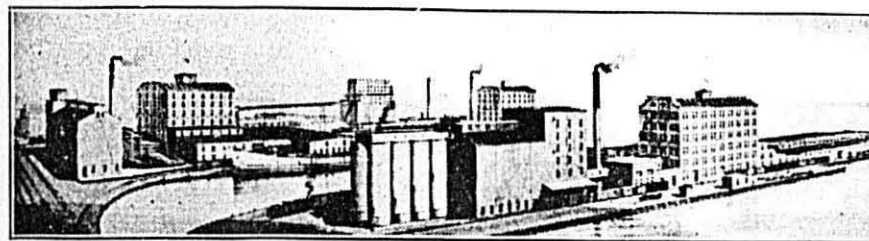
Had this simple and commonplace contrivance known as the wheel never been evolved all transportation would be by the back of man and beast except in frigid countries where the sled could be used in ice and snow.

It is difficult for modern man to conceive of a wheelless world and yet he sometimes wonders who was the first man to discover the principle of the wheel and in what crude manner he first made use of that principle.

Perhaps some primitive man was introduced into the secret by accident, through seeing a tree, felled by his stone axe, carried down the mountainside by the other rolling trunk. It is possible that a round stone was the Rosetta stone of the wheel.

In some such manner was born the idea to which civilization is indebted for much of its progress, comfort and elegance.

Your best investment—A cooperative campaign of macaroni education.



## HOURGLASS SEMOLINA

*Embodies Those Requisites*

## Strength, Color and Flavor

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

Location Enables Prompt Shipment  
Write or Wire for Samples and Prices

## DULUTH-SUPERIOR MILLING CO.

Main Office: DULUTH, MINN.

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

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

## « « Macaroni Cook Book Popular » »



This is the small "Postoffice" that was set up in National Advertising Headquarters to handle the flood of requests for Jean Rich Cook Books. Eight employees were kept busy opening the mail, sorting out the contest entries, addressing envelopes from the coupon and letter requests, inserting books, mailing and keeping the record. At times a dozen or more others of the agency staff, including company officials, had to pitch in for an hour or two in the afternoon to make sure that the day's mail was handled.

Requests for the Jean Rich Cook Book have been pouring into National Advertising Headquarters in Indianapolis at an average rate of more than 1000 a day since the first of the cooperative advertisements of the National Macaroni Manufacturers association appeared in the magazines.

The first batch of requests arrived at Headquarters on Sept. 8. At the close of business Oct. 7, exactly 31,729 had been received—a little better than 1000 a day for 30 days, Sundays included.

Most promising feature of the receipts was that they were coming in greater numbers at the last of the 30 days period. For the first week, Sept. 8 to Sept. 15, only about 500 in all had been received. The explanation is that only one advertisement of the six on the schedule had appeared prior to Sept. 15. Then the rush started.

From Sept. 8 to Sept. 30, inclusive, the total received was 22,085. The table below shows the last 6 days of the 30, Sunday excluded:

September total .....	22,085
October 1 .....	1,595
October 2 .....	1,818
October 3 .....	1,793
October 4 .....	1,436
October 6 .....	861
October 7 .....	2,141

Total requests .....

31,729  
In the same period of 30 days a total of 3528 Recipe Contest entries were received.

All there, let it be understood, were

the result of one page advertisement inserted in six magazines. This was the announcement ad, carrying the announcement of the \$5,000 contest, and the coupon in the lower right hand corner for use in asking for the Cook Book.

That means considerably more than 30,000 women in the United States were aroused to new interest in macaroni products in the first of the 48 months this campaign is to run. It seems pretty definite proof that the new national Program is sound, and that the advertisements are planned with the right appeal.

Incidentally, isn't it pretty conclusive proof that the manufacturer subscriber who is not directing some of this interest to his own business, by distribution of the booklets in his own territory with his own firm name imprinted on the back cover, by arranging contest window displays for his retail customers, by tying his business in with the National Campaign in every other way—isn't he missing a great big opportunity for more business?

### Just Scales

No other single operation underlies the whole life of every individual today to anything like as great an extent as does the operation of weighing. The first thing done to a newborn child is to weigh him.

Scales have weighed out the milk we had for breakfast this morning, the cereal, the sugar, the coffee, the salt—even to eggs, when eggs are sold at

wholesale. Meats, vegetables, macaroni, ice cream, fish, candy, about every food there is we buy or sell by the pound about every drink, too. Is that surprising?

The average American rural farm eats 9571 lbs. of food annually. This is just under 5 tons. Quite a lot of weighing in that; but scales do it all.

In 1893 the national government furnished each state in the Union with official, standard sets of weights. This was the beginning of the attempt to force correct weights.

Up till last century the balance scale was the only kind known. Then the spring scale appeared and is widely used today for general purposes. In most scientific and delicate weighing, however, it is not used, because of atmospheric and other variations in springs which, as is true of all spring work on the principle of distortion, is not exact. The most exact scale is the beam balance, seen in laboratories and stores. This is the type which is as exact as the justice it typifies. The modern version is the pendulum scale, which utilizes hanging weights on the balance principle.

The modern automatic scales check the amount of sand to be weighed on sandpaper. They are used to do "seeds" in optical lenses. With the addition of a ratio device they count simultaneously the number of nuts, bolts or pins in a barrel or such objects. They keep constant check to insure unvar-

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## NICE BUSINESS!

"NICE BUSINESS!" AND WE THANK YOU SINCERELY! WE'VE BEEN BOOKING SOME VERY FINE ORDERS LATELY ON COMMANDER SEMOLINA. AMPLE PROOF THAT COMMANDER IS WORKING OUT WITH CLOCK-LIKE UNIFORMITY. FOR SEVENTY-FIVE PER CENT OF THESE ORDERS ARE REPEAT BUSINESS!

YOURS TO COMMAND.  
COMMANDER.



## GLEANINGS FROM "ACTIVITIES"

Official Bulletin from Macaroni Advertising Headquarters that goes bi-weekly to campaign subscribers contains much fine and timely advice, much of it of a private nature. The September 15, 1930 issue says—"MAJORITY SAY BUSINESS GOOD."

Business in macaroni products isn't so bad, despite all the calamity howling, a summary of reports shows. Of 29 manufacturers, 14 said business was "GOOD," 3 said business was "FAIR" and 1 said "BEST EVER." Only 2 replied "POOR" and 9 were noncommittal. Sixty-two (62%) per cent definitely stated their business was "FAIR" or better. When we get rid of this throat cutting price competition and establish the uniform cost accounting system, so every manufacturer will know how to charge a fair price for a quality product, the number who say business is "GOOD" will be much higher.

**Publicity Begins With Advertising**  
Concurrently with the opening of the National Advertising, the first salvo of our publicity artillery was fired.

First: A printed clip-sheet, containing 30 recipes taken from the Jean Rich Cook Book, was sent out on Sept. 5 to every one of the 2000 daily newspapers in the United States.

Second: A set of recipes was sent on Sept. 3 to 56 of the principal syndicates of the country. These supply material to client newspapers.

Third: An announcement of the Recipe Contest, in the form of a brief newspaper article was sent on September 3 to 350 newspapers in which subscribing macaroni manufacturers carry advertising, with a letter from the advertising manufacturer.

All of this is part of an educational program to build up a demand for macaroni products among American housewives. It will be continued systematically throughout the duration of the campaign. Education takes TIME, but it PAYS.

**Helpful Suggestions From Members:**  
1. Ferro, Jr. of Western Macaroni Manufacturing Co., Salt Lake City, Utah:

"Simplify or Americanize Italian names of macaroni products so that Americans will know what each represents."

2. La Marca of Prince Macaroni Manufacturing Co., Boston, Mass:

"Educate Americans to the fact that Macaroni Products are not a foreign food; the United States is among the leaders in the production of this foodstuff and all of it is made in airy, well-supervised factories employing thousands of good American men and women."

3. G. D. Del Rossi of Providence, R. I.

"Let's teach restaurant and hotel

chefs to use only the highest quality of our products and to prepare them properly, and many people get their first taste of these products in these places. First impressions, you know!"

4. Charles L. Jones, Domino Macaroni Co., Springfield, Mo.

"Individually and cooperatively, should all strive to educate jobbers and retailers to classify our macaroni on the basis of quality, not price."

5. Gaetano Viviano of V. Viviano Bros. Macaroni Mfg. Co., St. Louis, Mo.

"Standardize the size of bulk packages and classify our products on the quality of raw materials used. Cheap goods in their proper place."

## « « Grocery Manufacturers' Annual » »

The 22nd annual convention of the Associated Grocery Manufacturers of America (A. G. M. A.) will be held at the Traymore hotel, Atlantic City, N. J. Tuesday and Wednesday, Oct. 21 and 22 according to announcement by President George D. Olds, Jr. The keynote of the convention will be "Manufacturer-Distributor Relationships—Their opportunities and obligations."

Mr. Olds said: "This is a year of all years when the responsible executive can least afford to take time away from his business. This is also the year when each of us, be his business large or small, can least afford to miss valuable suggestions for bettering his operations that come from intimate, personal contact with others who are meeting the same obstacles."

"Plans for the AGMA annual convention take both of these facts into account. It will last two days only. It will stick to a few salient problems that defy all of us singly but can be solved jointly. In other words, a strictly business convention."

On Oct. 21, beginning at 9:15 a. m. a closed session will last throughout the day. After the adjournment at 5 o'clock the session will be devoted to section meetings, such as cereal, lye, soap, etc. On Oct. 22 the last day will be devoted to an open session. After the annual address of the president there will be during the morning discussions from leading members of various types of distributor on subjects pertinent to the keynote of the convention.

At a luncheon meeting, open to all trade factors, the speaker will be Dr.

Frank M. Surface of Washington, assistant director of the bureau of foreign and domestic commerce, based on findings of the Louisville Grocery Survey and other important information on grocery distribution developed through government sources.

At the afternoon session the address of Charles Wesley Dunn, Esq., general counsel of the organization, on "The Capper-Kelly Price Maintenance Bill, Legal and Practical Significance," will be followed by a discussion on grocery distribution economies by an expert.

The annual business meeting, with reports of committees and election of officers, will terminate the afternoon session.

On Wednesday evening at the annual banquet the guest speaker will be A. H. Morrill, president, National Chain Store association, and president of Kroger Grocery & Baking company, Cincinnati.

### Erie Plant Burned

Fire of suspicious origin destroyed Erie Macaroni company plant at Plum st., Erie, Pa. in the early morning hours of Sept. 29. The plant was a story frame structure and housed 2 facilities on the second floor. The factory was owned by Dominic Mancussi, former owner of the macaroni plant at Peach & Woods sts., which was destroyed by fire in January 1928. The fire was first discovered in the drying room whence it moved quickly to the drying rooms on the second floor. Loss is estimated at \$20,000 with no insurance coverage.

# NOW-AT LAST

**MYRACOL**  
COLORS  
TRADE MARK

# CORRUGATED SHIPPING CONTAINERS IN COLORS

## 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



**MYRACOL**  
COLORS  
TRADE MARK

*Corrugated Fibre Shipping Containers*  
**Now Available in Brilliant Colors**  
*that Identify Your Product*

BOXES IN COLOR are the latest, newest and greatest contribution to the package industry. Boxes in color, with distinctive printing, will individualize and emphasize your product, trade name and company. Boxes in color will prove result-getting advertisers that create interest and comment favorable to you and your product. Boxes in color are different, modern, exceedingly attractive and indicate "class."

Boxes in color can be used to advantage in window displays. They identify your product. They are in a class with bill boards and car cards, and can be had at a very moderate cost.

Formerly boxes in color were produced at an almost prohibitive cost, while now color can be applied on orders for one carload, or more, at

only a slight increase in cost—an increase which is easily offset by multiplied advantages of boxes in color to their users.

Even the tape is in color to match your boxes in color.

The colors shown on the other side of this insert are merely representative of possibilities. These color reproductions are made from photographs to show exact character of printing on boxes without enlarging or reducing detail. A great variety of standard colors may be had to suit your requirements—that is why we call this new contribution to our industry, MYRACOL—meaning "myriad colors."

You may need boxes in color to stimulate your business. For detailed information covering your requirements, write our Dept. M.

**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

**Consolidated Macaroni Machine Corporation**

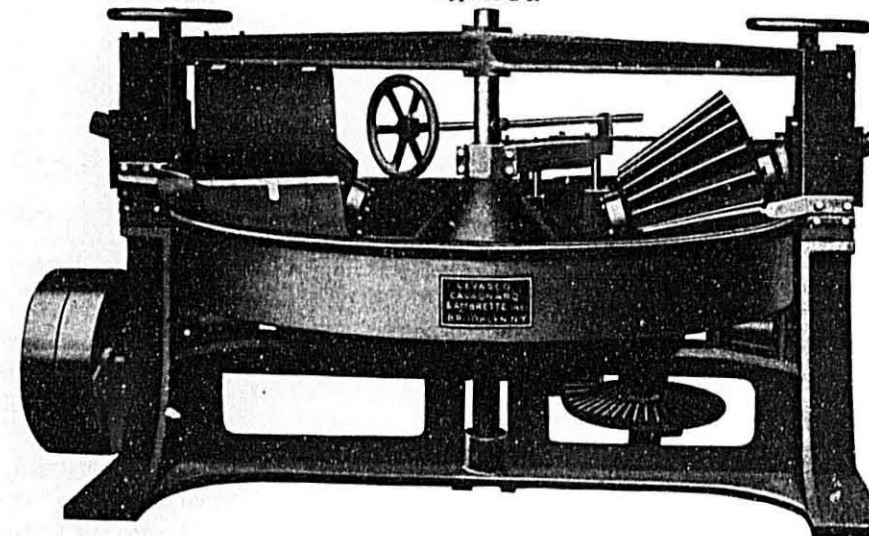
FORMERLY

**Cevasco, Cavagnaro & Ambrette, Inc.**

**I. DeFrancisci & Son**

*Designers and Builders of High Grade Macaroni Machinery*

Type K-G-R



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

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

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

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

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

156-166 Sixth Street

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

159-171 Seventh Street

Address all communications to 156 Sixth Street

### NEW FACTOR IN DISTRIBUTION

The wagon and the motor truck jobbers have found for themselves a definite niche in the general distribution scheme. Today there are thousands engaged in this new business of delivering to dealers and consumers on a cash basis, thus helping to solve the vexatious problem of handling perishable and semi-perishable foods. They are growing daily in numbers, standing and influence. More and more are manufacturers appreciating this service and catering specially to it.

One of the pioneers in this new system of frequent door deliveries was the late Fred Becker, president of Pfaffmann Egg Noodle company, Cleveland, O. He early visioned a wonderful future for this new method of distribution and helped to organize a trade organization to promote the idea. He was honored by election as its first president. He also sponsored a trade magazine that has kept pace with the new movement.

Wagon and truck distribution is receiving the attention of manufacturers and distributors. They anxiously seek answers to such questions as—Is this jobber the answer to many of our most puzzling problems of distribution? Is he here to stay? Will he displace the conventional wholesaler? Will he displace manufacturers' specialty men?

Macaroni products are among the many foods and articles thus distributed. Frequent deliveries to retailers insure well filled macaroni shelves with the proper range of variety and to consumers regular deliveries of fresh goods. The effect of this new method of distribution is watched with keen interest on the part of the leading manufacturers in the trade.

#### Rapid Growth in Wagon Jobbing Reported

There are now more than 10,000 wagon jobbers in the country operating between 35,000 and 40,000 wagons and trucks, with the number rapidly increasing, according to Domestic Commerce. These figures include only distributors in business for themselves and not the joint sales and delivery systems owned outright by food manufacturers.

Centralizing on relatively few lines, usually fewer than a dozen, the wagon jobber is said to average between 40 and 50 calls per day per truck, servicing between 240 and 300 retailers each week. It is said that one large wholesale grocer in the west did a larger and more profitable business last year on 7 items

under the truck distribution system than he was able to do on 3000 items 3 years before.

Goods are delivered directly to counters or shelves, fresh and clean, and with such advertising matter as will help to make their sale more rapid. The retailer pays cash, or in the case of chain stores is extended credit on a weekly basis. Among the advantages is avoidance of lost motion and delay and of overstocking retailers.

#### Competition vs. Right Selling

The popular cry of the fearful usually heard in conventions and trade gatherings is this: "Competition—Industries are competing for the consumer's dollar. We must get busy and compete."

In the opinion of H. M. Ballard, distribution expert, industries are not nearly so much troubled by competition from within or without as they are from improper and inopportune sales efforts. He is of the opinion that the cost of sales is too high in proportion to the selling price of the product.

The cost of selling is seldom too high. It is the cost of not selling that is too high. The few minutes a salesman has in front of his customer pay big profits if he gets the order. The minutes when he is not selling are costly minutes.

After all, what is this CONSUMER'S DOLLAR about which we hear so much in conventions? Is it any different from any other dollar?

Who is a consumer? Isn't the very man voicing the convention war cry a consumer? Isn't he in effect competing for his own dollar?

If he happens to be in the hat business and the shoe man beats him to the mythical consumer's dollar, is there not a possibility that the shoe man may buy a hat from him with the dollar he got from the mythical customer?

To recognize the limit to consumers' dollars is to invite a slowing up of business.

What are dollars anyway? Are they not received for labor rendered, payable in the results of the labor of some other person or persons?

It follows then the more labor, the more industry; the more right activity, the more dollars.

Right competition contributes more activity, hence more consumer dollars. More consumer dollars is what busi-

ness needs; it is just what the macaroni industry needs most. More consumer dollars means more employment. Do your part to help keep the largest possible number of people employed even your competitors and you will have the opportunity to prosper.

Therefore let us encourage right competition and divert more energy to serving our consumer rather than killing off competitors. Let's make two blades of grass grow where only one grew before."

Business men might much more profitably substitute cooperation for competition but it can best be done only by studying and stabilizing distribution costs and methods under the advice of experts.

#### 2% 10 Days Is 36% Annually

Probably more business men would make an effort to increase their working capital if they realized how much they sacrifice through inability to discount their bills.

The National Association of Credit Men has compiled a table showing what may be earned by various discounts:

Per Cent	Per Annum
1/4% 10 days	Net 30 days = 9%
1/2% 10 days	Net 30 days = 18%
1 1/4% 10 days	Net 30 days = 27%
2% 30 days	Net 4 mos. = 8%
2% 10 days	Net 60 days = 14%
2% 30 days	Net 60 days = 24%
2% 10 days	Net 30 days = 36%
3% 10 days	Net 4 mos. = 10%
3% 30 days	Net 60 days = 36%
3% 10 days	Net 30 days = 54%

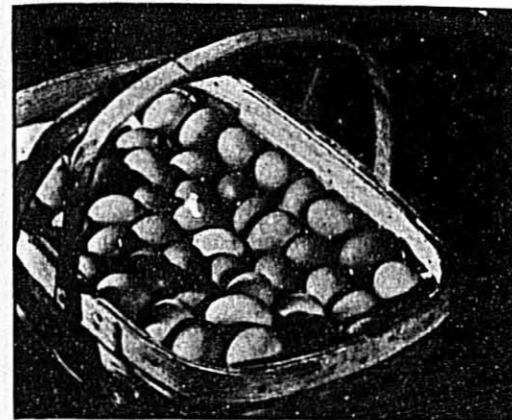
Perhaps the most usual discount offered is 2% for 10 days or 30 days. The man who takes advantage of the discount earns 36% annually on his money.

This earning is possible without risk. Money cannot be used so advantageously in any other way.

Many small proprietors might profitably sell some of their outside investments, earning probably less than 10% and put the money into their own business for the sole purpose of enabling them to take discounts.

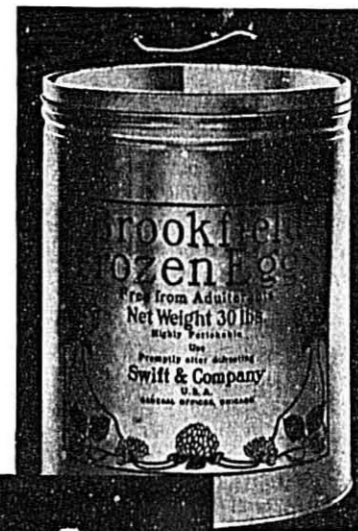
Stockholders in companies that are not on a discount basis would be much better off if they allowed the management to discontinue paying dividends until the working capital has been built up to the point where the supply of cash was sufficient to take advantage of every discount offered.

## For Brighter Colored Noodles— Brookfield Frozen Egg Yolks



A BRIGHT yellow color is a powerful sales argument for noodles. Consumers know that such a product contains all the qualities of the fresh egg yolks from which the color comes.

The use of Brookfield Frozen Egg Yolks . . . frozen fresh out of the shells . . . obtains this attractive appearance. Our patented instantaneous freezing process, which retains in the egg that fresh egg flavor, also prevents separation during the freezing and produces complete solubility of yolk. This insures the maximum color to noodles. Uniformity of color . . . Uniformity of strength and protein quality . . . Full shortening value of the fat which is 33 per cent of the yolk . . . Full solid content . . . All are assured by the use of Brookfield Frozen Eggs. . . .



#### From Domestic Eggs

Brookfield Frozen Eggs are made from eggs produced on American farms. These farmers are, in turn, American consumers of your noodles, American standards of sanitation govern each step in the process of production and manufacture.

Swift & Company



## « « Chemistry Ends Problems Abroad » »

Fundamental research along certain lines of agricultural chemistry is further developed in Europe than it is in the United States, according to Dr. C. A. Browne, well known chemist and assistant chief of the bureau of chemistry and soils, United States Department of Agriculture, who returned October 6 from 17 months of study of the application of chemistry to agriculture in foreign countries.

Traveling nearly 13,000 miles by automobile Doctor Browne visited many experiment stations, estates, laboratories, agricultural industries, and other points of interest that are not on the beaten path.

One of several lines of agricultural chemical research now being developed in Europe which Doctor Browne mentioned is that in Germany, France, and England, for determining the fertilizer requirements of various crops by noting abnormalities in color, appearance, and chemical composition of the leaves.

Doctor Browne was impressed particularly by the number of excellent agricultural museums abroad, even in such small countries as Hungary and Czechoslovakia, being far superior to anything of the kind on this side of the Atlantic.

These museums are not mere static exhibits of soils and farm products, he says, but by means of charts, photographs, models, paintings and dioramas they tell a complete and living story of every phase of agriculture.

Although Europe excels the United States in certain research activities, Doctor Browne observed that this country generally leads in the practical application of science to agriculture.

An increasing number of students from Europe seek instruction in agricultural technology in American colleges and Doctor Browne said that one of the most pleasing features of his trip was meeting at agricultural experiment stations and colleges in Egypt, Syria, Greece, and other distant countries native teachers and scientists who had received practical instruction in the United States.

Doctor Browne pointed out that agricultural chemists abroad are confronted by problems similar to those that engage their American colleagues. The foreign scientists with whom Doctor Browne conferred frequently remarked that the present rapid means of communication and transportation between countries have obliterated all geographic bound-

aries, so that the agricultural problems confronting each nation are no longer local but are international, demanding for their solution the active cooperation of agricultural scientists in all parts of the world.

### Points to Keep in Mind

If a note properly executed is burned up by accident, stolen, or lost, the maker is still liable. He must pay his full obligation provided the consideration for which the note was given and the amount due can be shown.

If a note happens to be drawn up in such a manner that the time of payment is not included the law assumes that it is payable on demand. In drawing up notes this fact should be kept in mind, as it may make a difference when the matter will be settled.

The question sometimes arises whether a lead pencil signature is legal. It is so considered if legible and if it bears no sign of having been changed.

Many people think that if they hold a receipt for money or a bill that this settles the whole matter. Such a receipt is not necessarily conclusive if it can be shown that the settlement was made in such a manner as to involve loss through misunderstanding; or if the check given in payment does not prove to be good; or if errors can be shown in the transactions covered by the receipt.

Everyone should know that notes drawn on Sunday are of no value whatever, and that contracts agreed upon on Sunday cannot be enforced.

It is assumed that people doing business are informed concerning the law. Consequently ignorance of the law is no excuse for violation in any respect.

In a straight partnership the acts of one are binding on the rest of the firm.

Contracts made with minors, lunatics, or those pronounced mentally incompetent, are void.

Notes bear interest only when ex-

pressly so stated. Otherwise it is assumed that the sum mentioned covers the entire obligation.

Checks and drafts must be presented within a reasonable time for payment.

An agreement to be legal must involve a consideration. This consideration must be a legal one or the contract is void.

A note or contract obtained by fraud cannot be collected, and in some states proof of intoxication on the part of the signer at the time of the signing makes the contract void.

Prolonged anger prevents sane judgment.

### Vacations in Industry

Of timely interest to personnel officers and other industrial executives is a report entitled "Vacations for Industrial Workers," recently issued by the policyholders service bureau of the Metropolitan Life Insurance Company. The report was prepared after a survey of vacation plans of about 20 companies selected as representative of the major programs in effect in the industrial world.

According to the study there is little uniformity in the provisions of the various plans as regards eligibility, though length of continuous service, well as regularity of attendance and punctuality, are usually the determining factors as to an individual's participation.

Other sections of the publication devoted to the amount and time of payments for vacations, and the facilities such as company camps, savings plans and information bureaus—which so many employers find it convenient to provide for their workers. An appendix to the report provides a comprehensive digest of typical plans by giving in outline the programs of five specially selected companies.

Interested executives may get copies of "Vacations for Industrial Workers" by addressing the Policyholders Service Bureau, Metropolitan Life Insurance Company, New York, N. Y.

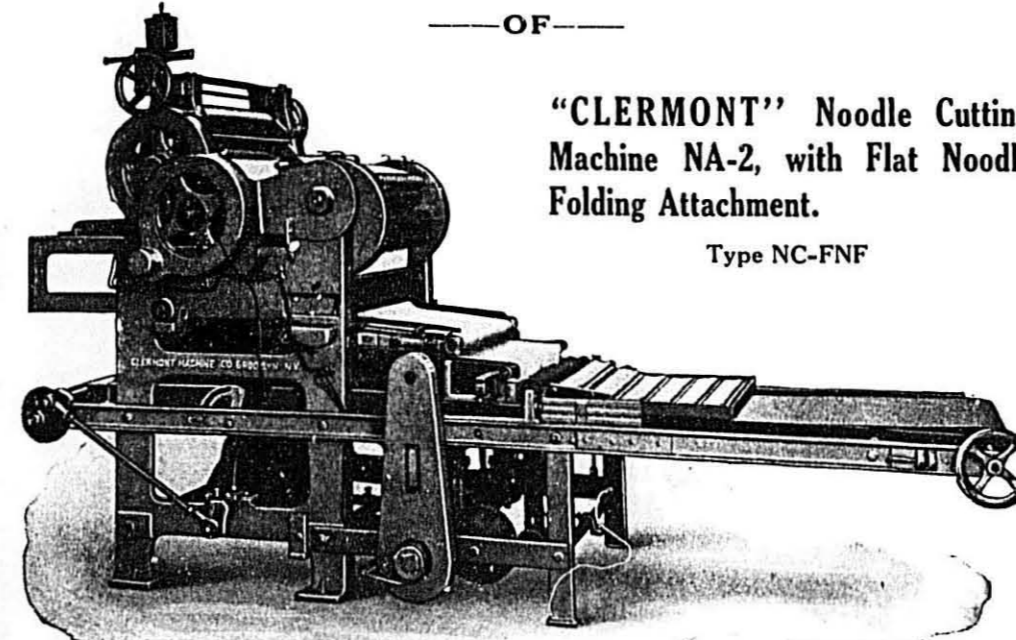
Business men rarely succeed by chance but by work.

# THE LATEST TYPE

—OF—

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

Type NC-FNF

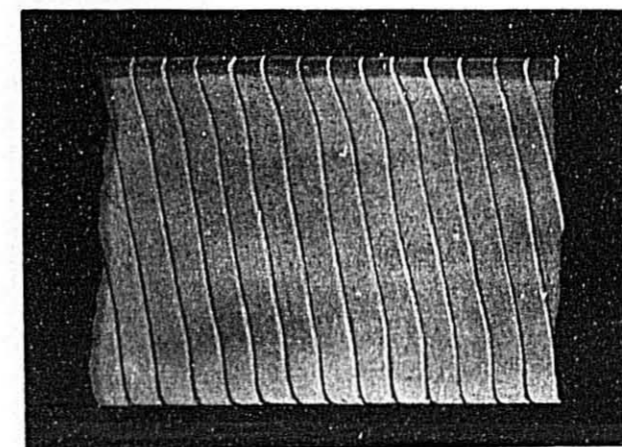


THE MACHINE WHICH PAYS DIVIDENDS

No skilled operator required

No hands touch the product

Suitable  
for  
Bulk  
Trade



Suitable  
for  
Package  
Trade

The finished product of above machine.

WE ALSO MANUFACTURE:

Dough Breakers  
Noodle Cutting Machines  
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.

« « Food Institute Analytical Study of » »  
Voluntary Chains

Voluntary chains are bringing a closer relationship between wholesalers, retailers and supply sources for other food lines. Wholesalers are now coming to a genuine appreciation of the fact that the voluntary chain relationship is a mutual affair. They are changing attitude from that of an outsider seeking to sell goods to that of an intimate associate who is working with the retailer upon a basis of mutual interest.

As of May 1, 1930 there were 59,640 voluntary chain units in the United States operated by 551 organizations. Of these 551 organizations, 273 were groups sponsored by wholesalers, 103 were retailer-owned wholesalers, and 175 were cooperative groups. Voluntary chain retailers are now making 25% of total annual sales made through grocery stores.

Voluntary chains are becoming general food stores more rapidly than are the regular chains. Approximately 25% of all regular chain stores should now be classified as general food stores with complete lines. Of the voluntary chains approximately 47% are handling fresh meats, 85% are handling fresh fruits and vegetables, and 59% are handling bakery goods.

These, and other facts, are brought out in "The Voluntary Chains—An Evolution in Distribution" just published by the American Institute of Food Distribution as a third of a series. Under direction of V. H. Pelz, the editorial and research staff of the institute has made an analytical study of this important and recent development in food distribution. The distribution of voluntary chains by types and states, their historical growth, comparison between regular and voluntary chains, how the activities of the factors involved in a voluntary chain relationship are coordinated, the progress in the handling of a complete line of foodstuffs, and other phases of the evolution are all covered in detail in the report.

In commenting upon the similarity between regular chains and voluntary chains the report states, "Both forms of organization of retail outlets—regular or centrally owned chain and voluntary chain—have been working essentially toward the same objective, that is the coordination of the supply and selling functions under one control. The fact that there is such a sharp contrast between

the ownership of hundreds or thousands of outlets by a single company and the ownership of single independent outlets, has tended to obscure the essential parallel between the objectives as well as the methods of reaching them."

"The pronounced growth of the voluntary grocery chains during the past three years," says President Gordon C. Corbaley, "is now bringing a wider recognition of the voluntary chain plan as an evolution in distribution. It is significant because it offers independent retailers and their affiliated supply sources an organization device through which they can integrate the wholesale and retail functions to a considerable extent and get almost the same savings chains were able to make when they combined the wholesale and retail functions."

Macaroni International Trade

Imports for July 1930, as issued by the Bureau of Foreign and Domestic Commerce, show little change in the trend displayed in macaroni import and export channels during the year. Imports are about on a level with the 1929 business but the export trade shows a sharp decline.

Imports

During July there was imported a total of 222,570 lbs. of macaroni products valued at \$16,607 as compared with only 167,292 lbs. valued at \$16,836, imports for July 1929. These figures show a drastic decrease in the cost of foreign made macaroni products to American consumers, the July price having dropped to 7½¢ from a price of 10½¢ in 1929.

In quantity the imports for the first 7 months ending July 31, 1930 were about equal to the imports for the same period last year. In value they were much lower. For the first 7 months of this year the imports totaled 1,644,107 lbs. for which American importers paid \$138,269. Last year there were imported for the period 1,664,938 lbs. at a cost of \$153,821.

Exports Decreasing

For some unknown reason American made macaroni products have not been in as great a demand abroad this year as in 1929. During July our exports amounted to only 531,567 lbs. worth \$42,421 as compared with 801,997 lbs.

exported in July 1929, bringing \$71,749. The same trend is noted for the current year. During the 7 months ending July 31, 1930 the exports totaled only 5,377,049 lbs. worth \$449,192 as compared with 6,326,818 lbs. worth \$524,483, our exports for the same period in 1929.

Country	Pounds	Dollar
Irish Free State.....	4,650	40
United Kingdom.....	88,192	758
Canada.....	217,472	1,687
British Honduras.....	1,430	11
Costa Rica.....	2,081	19
Guatemala.....	2,988	26
Honduras.....	18,884	167
Nicaragua.....	4,369	39
Panama.....	46,595	418
Salvador.....	120	1
Mexico.....	44,143	391
Newfoundland & Lab.....	1,675	15
Bermudas.....	595	5
Barbados.....	130	1
Jamaica.....	2,473	22
Trinidad & Tobago.....	564	5
Other British W. Ind.....	150	1
Cuba.....	4,766	43
Dominican Republic.....	30,477	272
Netherland W. Indies.....	2,640	24
Haiti, Republic of.....	5,630	51
Virgin Is. of U. S.....	650	6
Bolivia.....	94	1
Columbia.....	164	1
Peru.....	207	2
Venezuela.....	720	6
British India.....	3,390	31
British Malaya.....	432	4
Ceylon.....	760	7
China.....	2,722	25
Java & Madura.....	11,061	100
Hong Kong.....	948	9
Philippine Islands.....	6,900	63
Australia.....	5,165	47
British Oceania.....	647	6
French Oceania.....	762	7
New Zealand.....	9,799	90
Union of S. Africa.....	3,706	34
Other British S. Africa.....	26	0
Gold Coast.....	45	0
Mozambique.....	201	2
Hawaii.....	47,236	432
Porto Rico.....	45,698	418
TOTAL.....	624,501	\$49,533

Just Scales

(Continued from Page 10)

thickness of United States paper money and of the finish on automobile tops. They find the center of mass of pistons and locate the "radii of power sections" and verify the purity of mechanical devices, actually scales but really almost intelligent precision devices, check and watch and guard, verifying accuracy and assuring honest goods. The tale of their varied uses make a long story itself. They are unsleeping watchdogs of just dealing between man and man.

The strong draw ahead of the weak when the going is hardest.

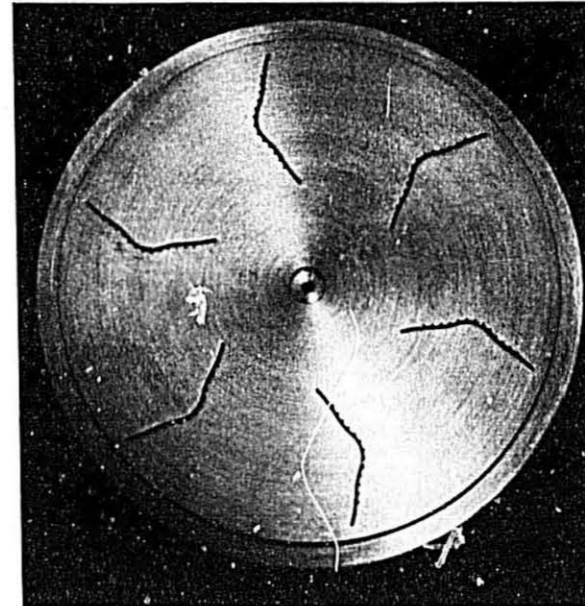
MARIO TANZI & BROS., Inc.

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

## « « High Cost of Obsolete Equipment » »

While in Washington the other day we overheard a conversation between a group of successful manufacturers in which they stressed the high cost of obsolete equipment, states Bakers Weekly in a strong and timely editorial on that subject. We were much interested in their subject, especially since it has important reference to our industry.

There are altogether too many who never hesitate to replace their old car with the latest model, or to see to it that their wives wear the latest models from Paris, but when it comes to replacing equipment some of these same fellows are rather short sighted. They hesitate and postpone the buying of new time and labor saving devices for their establishments, quite overlooking the fact that though they do not order the new machines they need they nevertheless are paying for them.

Industry today, including the manufacture of bread, is one continuous performance of efficiency. The chain of production is no stronger than its weakest link, and quite frequently just one antiquated piece of machinery will weaken this chain to such an extent that overhead expense is considerably enhanced. This is a machine age, and the manufacturer who has his workshop most efficiently equipped with everything that is latest and best is, of course, the leader in competition, while the other fellow who is handicapped by machinery of older date wonders why he cannot produce as cheaply as his neighbor.

And what is more, as a rule our machinery earns its cost in comparatively short time, which is all the more reason why we should not hesitate to buy an improved model, especially since the old machine has so faithfully and so continuously helped to make us a profit.

The bakery of today is no exception to modern industrial efficiency. In fact, a bakery nowadays must be so equipped that the flow of raw materials, from the sack of flour to the finished wrapped loaf, is one continuous, uninterrupted mechanical operation.

Time is money, and wasted steps and wasted energy represent a good deal of this commodity. And as competition grows the need for the perpetual and up-to-the-minute upkeep of one's machinery becomes more important than ever. Altogether, obsolete machinery in any plant is a most costly condition, and we trust that during 1930 all will see the light and for their own good and the good of their business, replace many of

the antiquated pieces that we unfortunately still see too many of with the newest and best on the market.

The placement of modern, efficient and reliable machinery is not an expense; it is an investment that pays high dividends.

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

#### PATENTS

##### New Noodle Device

A patent on a device for producing die-cut noodles was granted to Emanuele Ronzoni and Angelo Ronzoni, New York, N. Y. Application was filed Nov. 23, 1926 and was given Serial No. 150200. The official description given in the Sept. 2, 1930 issue of the Patent Office Gazette is as follows:

"Means for producing alimentary paste in fancy designs, which consists of a plurality of machines for cutting and molding the paste, and a die expressing machine arranged therebetween, and provided with a die having 2 slots for sheeting the paste and adapted to deliver 2 sheets of paste, one to each cutting and molding machine and transfer mechanisms between said press and each stamping machine."

#### TRADE MARKS REGISTERED

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

##### Roxy Brand

The private brand trade mark of Royal Importing Co., New York, N. Y. was registered for use on noodles, whole wheat noodles, gluten noodles, spaghetti, macaroni and other pastes. Application was filed Feb. 14, 1929, published by the patent office April 29, 1930 and in the May 15, 1930 issue of The Macaroni Journal. Owner claims use since about Jan. 12, 1929. The trade name is in heavy type.

##### Alps

The private brand trade mark of John A. Kounelias, Inc., Newark, N. J., was registered for use on macaroni. Application was filed Feb. 6, 1930, published

by the patent office April 29, 1930, as in the May 15, 1930 issue of The Macaroni Journal. Owner claims use since December 1, 1928. The trade name is written on a ribbon in black type under which appears a girl and boy holding sheaf of grain.

#### TRADE MARKS APPLIED FOR

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

##### La Rosa

The trade mark of V. La Rosa Sons, Inc., Brooklyn, N. Y., for use on alimentary pastes. Application was filed Oct. 11, 1929 and published Sept. 16, 1930. Owner claims use since September 1914. The trade name is written in black type in the upper part of a square and under which appears a rosebud and a large "A"; also the word "grade" is written in a semicircle above the "A". No claim is made to the term "Grade" apart from the mark as shown.

##### Yankee Doodle

The trade mark of The Kansas City Macaroni & Importing Co., Kansas City, Mo. for use on alimentary pastes. Application was filed March 9, 1929 and published September 16, 1930. Owner claims use since Dec. 1, 1928. The trade name is written in a semicircle and outlined type.

##### Oriental "Show-You"

The private brand trade mark of Oriental Show-You Co., Columbia, Ind. for use on canned chow mein, noodles and other products. Application was filed Feb. 8, 1930 and published Sept. 16, 1930. Owner claims use since June 1, 1915. The trade name is in shaded type.

##### Mirador

The private brand trade mark of Mexican Wholesale Grocery Co., Los Angeles, Cal., for use on macaroni and other products. Application was filed May 31, 1930 and published Sept. 16, 1930. Owner claims use since March 26, 1920. The trade name is in heavy print.

#### PRINTS

##### The Energy Trio

The title "The Energy Trio" was registered Sept. 2, 1930, by the National Macaroni Manufacturers Association, Braidwood, Ill., for use on macaroni, spaghetti and noodles. Application was published Jan. 2, 1930 and given registration number 12695.

# AN IMPORTANT ANNOUNCEMENT

## *"Press-tested"* SEMOLINA

EVERY year the Products Control Department of General Mills, Inc. becomes an even more important factor. This department may be said to have come into being 37 years ago, when Washburn Crosby Company opened the first mill chemical laboratory ever operated for the purpose of giving flour mill products regular chemical analyses. Since then this very important activity has been continually expanding and branching out into new fields. In addition to most elaborate chemical tests of wheats and mill products, General Mills, Inc. began, many years ago, to test its products regularly under actual conditions of use. Thus there developed the completely equipped General Mills commercial bakeshops, testing GOLD MEDAL *"Oven-tested"* Flours for bakers. There likewise developed Betty Crocker's Test Kitchen, where every run of GOLD MEDAL *"Kitchen-tested"* Flour is given tests under average home conditions.

Years ago the Products Control Department of General Mills began to make various tests of its Semolinas. Not only were chemical tests given but a miniature macaroni plant was built where Semolinas could be tested daily in the actual production of macaroni products.

Today General Mills takes pleasure in announcing the completion of arrangements for regular tests of its Semolinas *in actual commercial production of macaroni products*. These tests will be made in

various operating macaroni plants and will supplement and confirm the findings of the small daily tests of General Mills Semolinas, which will continue as in the past. Thus from today on the standard Semolina product of General Mills will be known as GOLD MEDAL *"Press-tested"* Semolina.

There has been created as a division of the Products Control Departments of General Mills, Inc., a MACARONI SERVICE DEPARTMENT under the jurisdiction of MR. J. E. DEL ROSSI. This department will actively supervise the *"Press-testing"* of General Mills Semolinas and will also be prepared to cooperate with macaroni manufacturers in assisting them to use these Semolinas to the very best advantage. Mr. Del Rossi has been long known to the macaroni industry and it is hoped that the industry will cooperate with him in making his new Department of maximum effectiveness in helping it serve to increase the consumption of macaroni products in the United States.

Mr. Del Rossi looks forward to the opportunity of discussing with members of the Macaroni Industry the details of this new development and anticipates helpful and constructive suggestions from all, as this move is a cooperative one, aimed to assist the entire industry in its forward progress.

GEORGE B. JOHNSON, MANAGER  
SEMOLINA SALES SERVICE DEPARTMENT  
GENERAL MILLS, INC.  
Minneapolis, Minn.

GOLD MEDAL *"Press-tested"* SEMOLINA



Why Not Now?

October 15, 1930

**When a Telephone Company Threatens to Suspend Service**

I have before me a decision of the South Carolina Supreme Court, just handed down, which has far-reaching possibilities in affecting the relations between public utilities and the public.

One of the most potent weapons a gas company, or an electric company, or a steam company, or a telephone company has in the collection of its bills is a threat to suspend the service. No business can go along without its electric service, or its telephone, and therefore most disputes over bills, some of which are of course bona fide, are choked almost before they are made because of the fear of the threat of suspension of service. Of course, any subscriber who thinks he is unjustly deprived of service can appeal to the authorities, usually a Public Service Commission, but by the time he gets action the damage is probably beyond remedy.

That is what happened in the South Carolina case, and the Appeal Court decided that where there is a bona fide dispute over a bill, the utility, in this case a telephone company, cannot enforce payment by cutting off the service, but must bring suit in the usual way and give the subscriber a chance to defend. Moreover, the court ruled that the telephone company must pay damages for cutting the service off.

If this law is adopted everywhere it would relieve subscribers to public utility service of a terrific pressure, and would many times multiply court disputes over bills.

The subscriber whose service was cut off in the South Carolina case was M. H. O'Neal. The Citizens Public Service Co., the telephone company for that section, presented to O'Neal a telephone bill of \$30. O'Neal disputed it on the ground that it included charges for service which had not been rendered because for a time his telephone was out of commission.

The telephone company wouldn't even listen to him, but threatened to cut off the service if he didn't pay the bill at once. Finally O'Neal offered to pay half of it and to take up the balance for adjustment. This also the telephone company refused and at once discontinued service.

They did even worse than that. O'Neal wanted to make some long distance calls and after his own service was cut off he went to a pay station and placed the calls, offering, as of course he had to, to pay the toll in advance. The company even refused to give him these calls.

O'Neal then sued the company for \$3000 damages, claiming that they had discriminated against him, that the dispute over the bill was bona fide, that he had a right to make his defense to it according to law, and that the company had no right to enforce payment the way they did.

Both courts, the lower and the higher, upheld his position and ruled that the company had no right to enforce payment of a disputed bill in that way, but that even if it had, it had no right to refuse O'Neal special service for which he offered to pay in advance. The court also held that the telephone company must pay \$3000 damages for what it did.

In the Appeal Court one judge disagreed with the majority. He thought the telephone company was within its rights in everything it did.

By **ELTON J. BUCKLEY**, Counselor-at-Law, 1650 Real Estate Trust Bldg., Philadelphia

**Commercial Terms**

**Common Stock**—Stock upon which dividends are paid only after all interest and preferred stock dividend requirements have been met.

**Preferred Stock**—One which receives dividends prior to common stock.

**Sell at the Market**—Order to broker giving him authority to sell at the best obtainable price.

**Selling Short**—Selling something which the seller does not have with the expectation of buying in time to make delivery.

**Collateral Trust Bonds**—Bonds secured by pledge of stocks and other bonds.

**Convertible**—Used in referring to a bond issue this term signifies that bonds of this issue may be exchanged at the holder's option into stock or other bond issues.

**Coupon Bonds**—Bonds, the interest on which is collected by means of coupons.

**First Lien**—A first mortgage.

**First Mortgage**—A mortgage having first claim upon the property concerned.

**General Mortgage Bonds**—Blanket mortgage (secured by a mortgage) upon the property of a corporation but subject to earlier mortgages.

**Gold Bonds**—Bonds payable in gold.

**Income Bonds**—Bonds upon which the interest depends upon earnings.

**Debenture Bond**—A simple bond obligation issued without mortgage security.

**Equipment Trust Bonds**—Railroad bonds secured by mortgage on cars, locomotives, machinery, etc.

**Extension Bonds**—Bonds secured by a first mortgage on an extension of a railway line.

**External Bonds**—(or loan)—An issue of government bonds sold abroad.

**Internal Loan Bonds**—A government loan floated in the domestic market of the issue.

**J. and D.**—Interest or dividends payable June and December.

**J. and J.**—Interest or dividends payable January and July.

**Municipal Bond**—Bond of a village, township, city, county, state.

**Refunding**—New issues to provide funds to meet those falling due.

**Underlying Mortgage**—Mortgage which takes precedence over some other mortgage covering the same property.

**Read Our Advertisements**

They represent real news—that special information that serves as a guide to the careful and prudent—for the head of the concern,—for the plant superintendent,—for the production manager, who, by keeping posted on the particular advantages which may be got from time to time from the different sources of supply, broaden the scope of their usefulness and perform important economies at a time when good raw materials, efficient machinery are most needed.

**Our advertisements are interesting, instructive and the advertisers most worthy of your patronage.**

**Bacteria Both Good and Bad**

"Not all bacteria are harmful, in fact, many are distinctly beneficial to mankind," says Dr. A. C. Hunter, head of the bacteriological unit of the food and drug administration, United States Department of Agriculture. "I make this statement to dispel what I understand is a widespread belief that all bacteria are injurious to health."

Doctor Hunter divides germ life roughly into three groups.

The first group, microbes beneficial to mankind, includes those which produce through fermentation such foods as pickles, sauerkraut, and some varieties of cheese.

The second group of bacteria is composed of organisms which are harmful or destructive. In this group are included the germs which cause poisoning and disease and those which rot or sour food, making it unfit for use.

Between these two groups is a third containing hundreds of kinds of bacteria which play no part in food production, poisoning, or spoilage.

"For an illustration of the first group," suggests Doctor Hunter, "consider the bacteria used in producing the fermented milk product known as acidophilus milk. It is produced by growing bacteria of a certain type in milk. Bacteriologists in the food and drug administration frequently examine acidophilus milk and similar preparations to ascertain whether these products actually contain true acidophilus bacilli and, if so, whether sufficient numbers of living microbes of the type are present."

"There is no need to be alarmed about the harmful bacteria," assures Doctor Hunter. "It is possible to keep them out of food and such prevention is more evident today than ever before. Some of the precautions taken today are the pasteurization of milk, chlorination of water, the growing of shellfish only in clean water, and the generally improved methods of food handling. Even the dreaded botulinus, an outlaw which causes food poisoning, is not now the menace it was once."

**Macaroni in \$15 Budget**

Mrs. Ruetta Day Blinks, author, home economist, and former professor in Iowa State college, recommended to the New York State Federation of Women's clubs a food budget of \$15 a week for a family of 5. She cited conditions in the metropolitan area of New York city where entire families suffered malnutrition and semistarva-

tion because of their inability to select proper foods that come within their weekly wage allowances.

The malnutrition suffered by families, she said, is not due so much to under-eating as it is to ignorance of food values. As proof that a family of 5 can subsist healthfully on \$15 a week she recommended the following sample order for a family consisting of father, mother, boy 14, girl 10 and boy 4. (The total expenditure at the prevailing prices is slightly less than the limit placed by this food expert.)

Cereals and Bread	
Food, Quantity	Cost
<b>Bread:</b>	
Wholewheat, 4 loaves	\$.48
White bread	.44
Flour, 3½ lbs.	.23
Macaroni, 2 lbs.	.25
Rice, 2½ lbs.	.20
Oatmeal, 1 pkg.	.11
Cornmeal, 1 pkg.	.13
Wheat cereal, 1 pkg.	.23
	<b>\$2.07</b>
<b>Meats, Eggs and Cheese</b>	
Meat, 8 lbs.	\$2.40
Fish, 2 lbs.	.30
Eggs, 1 doz.	.39
Cheese, ¼ lb.	.21
	<b>\$3.30</b>
Milk, 21 qts.	\$3.15
<b>Fruits and Vegetables</b>	
Potatoes, 15 lbs.	\$.55
Spinach, 3 lbs.	.29
Cabbage, 4 lbs.	.20
Tomatoes, 1 can No. 2	.09
Onions, 2 lbs.	.13
Beets, 1 can No. 2	.19
Beans (dried), 1 lb.	.13
Peas, 1 can	.12½
Corn, 1 can	.30
Apples, 3 lbs.	.50
Oranges, 1 doz.	.27
Bananas, 9	.17
Sliced Peaches, 1 can	.25
Raspberries, 1 can	.09
Prunes, 1 lb. 50-60	.12
Raisins, 1 lb.	.12
	<b>\$3.53</b>
<b>Fats and Oils</b>	
Butter, 2 lbs.	\$1.06
Lard, ½ lb.	.09
Salad Oil, 1 pint	.29
	<b>\$1.44</b>

**Doughnut's 400th Anniversary**

This year bakers throughout France were planning suitable observance of the doughnut's 400th anniversary. The French version of the popular American edible is crescent shaped and forms the principal part of the combination known to citizens of this country as "coffee and sinkers." No loyal Parisian business man would think of starting for the office without indulging in this breakfast delicacy.

If the doughnut has attained the ripe old age of 400 years, its anniversary should be recognized with fitting ceremony in the United States. Just as French fried potatoes have attained a greater importance here than in the land

nominaly responsible for them, so the doughnut has attained a popularity equalling anything to be found on the boulevards of Paris or the more remote regions of France.

The edible is probably standardized overseas to an extent which does not prevail here. America has both yeast and cake doughnuts, glazed, sugared and plain. There has also been considerable and animated discussion over the tendency in recent years to alter materially the size of the hole in the doughnut. So far as the flavor and digestibility of these breakfast rings are concerned it makes little difference whether the hole happens to be large or small.

Americans have sufficient respect for tradition, however, to insist that some consideration be given to convention even when it seems to conflict with modern efficiency. The more compact doughnuts fit more snugly into cartons which may be carried home in the evening for the next day's breakfast. They should not, however, excuse the obliteration of the necessary hole. Standardization may rob life of some variety but there is much to be said in favor of greater uniformity in the hole of the doughnut.

As the anniversary of this French creation nears its popularity has attained a new peak in American life. The golden brown delicacy has achieved a place of industrial importance—mixed by machinery, cut into the proper size, tumbled in to the hot grease, automatically "flopped" at the proper time and delivered.—*Evening Post, Chicago.*

**How About Some More Scotch**

**And Why Not?**  
Ole Defuniak wasn't Scotch but he was thrifty—and hungry. Entering grocery store he said to the clerk: "Give me a dime's worth of cheese and crackers."

"Anything else?" inquired the clerk.  
"Yes, I'll trade the cheese and crackers for a can of sardines."

"All right. Anything else?"  
"Well, I'd like to trade the sardines for potted meat."

"All right."  
"And now I must be going."  
"You haven't paid for the potted meat."

"I traded the sardines for it."  
"But you haven't paid for the sardines."

"I traded the cheese and crackers for it."  
"You haven't paid for the cheese and crackers."

"You have them yet. Good day!"

THE NEW DURUM CROP IS VERY HIGH IN GLUTEN AND THE HARVEST UNDER IDEAL WEATHER CONDITIONS IS ABOUT COMPLETED. THE WHEAT WAS NOT DAMAGED BY RAIN, AND AS A RESULT THE COLOR OF THE NEW DURUM IS WONDERFUL. WE ARE NOW FILLING OUR ELEVATORS WITH SELECTED AMBER DURUM WHEAT TO INSURE EXCEPTIONALLY HIGH QUALITY SEMOLINA THROUGHOUT THE YEAR.

Use



QUALITY

SERVICE

**KING MIDAS MILL COMPANY**  
MINNEAPOLIS, MINN.

Write or Wire for Samples and Prices

No. 2 SEMOLINA

SPECIAL SEMOLINA

No. 3 SEMOLINA



# Secrets of Successful Trade Marking

## Select a Macaroni Mark With an Eye to the Foreign Market

By WALDON FAWCETT

Alert for all the pitfalls he must dodge and alive to all the rules and regulations he must observe, the brander of macaroni and kindred specialties may feel that he has enough and plenty of a job to pick a trade mark that is valid and workable in these United States without bothering about the rest of the world. Nevertheless, and notwithstanding, the latest approved prescription is for the international range when hunting a buyword. If that means more work for the nicknamer at the time of christening his pet product, it means less worry later when his business expands.

It is only fair to say that there did not always exist the need we have now to humor the overseas markets when choosing a long term trade mark. In the days when Yankee macaroni manufacturers had their hands full bucking foreign competition in the domestic market there was obviously little need to think of the effect of an American trade name on an alien audience. But now that the American industry has gobbled up the lion's share of the home trade and is reaching further and further into the export field there is another story to tell. It is one thing to identify a given make of macaroni to the American public. It is another thing to make that selfsame make of goods readily recognizable to consumers all around the globe.

As luck has it, the heaviest volume to date of exports of American macaroni, spaghetti, and similar products goes to English speaking countries. That is to say, to Canada, the United Kingdom and Australia. That simplifies branding to a certain extent. Unless a brander indulges in a bit of slang or employs a device that has only local significance, his password will be comprehensible by all nationalities that speak the same language. But this community of interest does not cover the entire exportation of American-made macaroni. At the present time millions of pounds of macaroni are exported annually to Mexico, Central America and the West Indies. Heavy shipments of United States macaroni go to China and Japan. And the outlook is that as time goes on the American products will invade all sections of the international market, everywhere challenging Italian macaroni for supremacy.

With this picture of present accomplishment and future probabilities it is easy to argue that the macaroni manufacturer's individual trade mark is worthy of careful consideration as constituting the flag under which the expanding export campaign will be waged. *Look before you leap, or Be sure you are right before you go ahead.* These are proverbs that are pat indeed for the manufacturer who is to stage a worldwide market attack from a standing start. But we all know that foresight could not be given to all sellers of the macaroni line. Not a few prominent producers planned their trade marks and put costly advertising behind them, before a foreign market for American macaroni was so much as thought of.

This resolves our problem into a two horned dilemma. On the one hand, the plight of the manufacturer who finds himself catapulted into the world market with a mark fashioned for domestic use. On the other hand, the predicament of the macaroni producer who, giving rein to ambition, seeks a mark that will carry a goods throughout the globe but who at the same time is loath to sacrifice the peculiar appeal designed to catch a distinctly American audience. If trade mark names could be translated, without loss of punch, into all languages, the problem would be simplified. But many species of trade names,—catch words, coined words, abbreviated names, etc.—are difficult if not impossible of literal translation.

There is one school of expert opinion which holds it next to impossible to devise a "universal" macaroni mark. That is to say a macaroni badge that will be equally comprehensible, suggestive, and appealing, to macaroni eaters in every land and clime. That doctrine of inevitable provincialism makes things easy, or at least is somewhat consoling to the macaroni marketer who finds himself saddled with a trade mark that is not so good outside the boundaries of this rich republic. He has only to say to himself: "Oh well, I could not have concocted an all countries trade mark, if I had tried." Whereupon he stands pat on his proved mark for the home market and proceeds to set up a new beacon for consumers on distant shores. The idea

of a special export mark may also prove a particularly happy one if, as sometimes happens, a foreign pirate seizes an American macaroni mark before the rightful owner appeared on scene.

A certain proportion of macaroni marketers do not take kindly to any scheme of multiple trade marking. Evidently, if a manufacturer is conscious of the foreign market from the outset of his operations, he will say to himself "Why shouldn't I arrange at the outset a mark that will be good as far as I may want to go?" And then, too, there are the established firms that would like to capitalize in their export advance prestige and momentum that have accrued to a familiar mark in the United States. If the American born mark cannot be transplanted bodily they will vainly consolidate their good will gains by a modification or rearrangement of mark for the foreign audience. They would, at least retain the dominant essential features.

Whether it be a matter of revamping a going mark or creating an entirely new one for foreign eyes and ears, there are certain guiding principles that are worthy of respect and observance. One of these is avoidance of the name that cannot be understood by the foreigner; may not be rendered in his alphabet; may be difficult for an alien to pronounce. That does not mean that American macaroni manufacturers are entirely cut off from the use of words in the American mode. American words, such as "Kodak" have won wide acceptance. And trade names such as "Victor" have just that element of kinship to foreign languages that enables them to get by. The secret of success in trade name transfusion lies, often, in the fortunate choice of a word or nucleus for the fanciful name. For example, if a trade mark name is provided on a Latin root the word, for its extra frills or suffixes, will convey the desired impression to the minds of every-day citizens of Latin-American countries, France, Spain, Italy etc. etc.

In designing a macaroni mark that is to go out from the United States to the uttermost parts of the earth, the commodity clue-giver should watch his

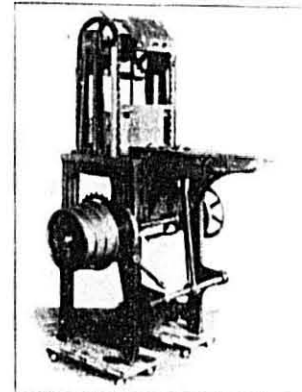
October 15, 1930

THE MACARONI JOURNAL

25

*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

or restrain his hand, in the use of color. This is because the primary colors have very different meanings in different countries. What is the color of mourning in one country may be the emblem of joy in another. If colors strike a minor note in trade mark display—are used as incidentals—all this may not be so important. But, before an exporter uses mass color in his package wrap he will do well to inquire as to the native reactions to this particular color in the domains that are to make up his market dish.

So it is with pictures. On the face of things an illustrated trade mark would seem to be the ideal vehicle for world wide identification. Because pictures speak the universal language. Only be sure that your chosen picture has the same significance in the far corners of the world that it has on Main street. For example, there are conservative communities where pictures of American

bathing beauties adorning Yankee merchandise have been responsible for wholly erroneous impressions as to the class of trade to which the goods were intended to appeal. An even better object lesson is afforded by the varying estimates placed upon portrayals of birds, animals, flowers, etc.—the figures in nature that are so often requisitioned as trade mark keys. In the Orient certain animals are regarded with contempt, whereas in India favored beasts are sacred. To transgress the traditions and prejudices of primitive peoples by an injudicious use of representations of animals is one of the surest ways of digging a trade mark grave. To render a globe-trotting trade mark trouble proof, counsel should be taken of government authorities or other experts who can foretell what reception a trade mascot is likely to receive in lands where religious or popular symbolism plays a large part in the lives of the people.

### « Some Important New Trade Mark Law »

There have been several highly important decisions recently in trade mark cases which have carried the law further than it has been generally carried before. I think the principle is important enough to devote this article to it.

The practical question settled is how far I can go in adopting somebody else's well known trade mark upon a different kind of goods.

The most important of the recent decisions, which clearly shows the principle which was applied in all, was a case involving the Del Monte brand for fruits and vegetables of the California Packing Corporation. Although this case had to do with food products, the law laid down would necessarily apply to products of every character.

The Del Monte people have registered their trade mark for the following articles: Many kinds of fruits and vegetables, canned, dried and preserved, also pork and beans, relishes, sauces, tomato paste, sauerkraut, pork and sauce, jelly, honey, fruit juices, pickles, chow-chow, salmon, tuna, milk, applesauce, mustard, olive oil, apricot kernel oil, fruit salad, vinegar, sardines, macaroni, noodles and spaghetti. About 150 in all.

Note that all these are food products, which would of course be sold through one class of stores, viz., grocery stores.

A California concern named Tillman & Bendel, Inc., conceived the idea of packing coffee under the name "Del Monte." They argued that nobody was packing coffee under that name now, the California Packing Corporation hadn't registered it for coffee, therefore the way was open to them to register it for coffee and sell coffee under that brand. Whether they intended to get any benefit from the fact that Del Monte

was so well known, you can judge for yourself.

The Commissioner of Patents at Washington agreed with the above argument and granted registration. The law governing the case was this:

Provided, That the trade marks which are identical with a registered or known trade mark owned and in use by another and appropriated to merchandise of the same descriptive properties, or which so nearly resemble a registered or known trade mark owned and in use by another and appropriated to merchandise of the same descriptive properties as to be likely to cause confusion or mistake in the mind of the public or to deceive purchasers shall not be registered.

The Commissioner agreed with Tillman & Bendel, Inc., that coffee was not "of the same descriptive properties" as the other foods now packed under "Del Monte," and therefore Tillman & Bendel, Inc., ought to have the right to register it and use it on coffee.

The California Packing Corporation appealed and the Commissioner's decision was reversed. The Appeal Court held that in one way coffee was not of the same descriptive properties as canned peaches, macaroni and the rest, but in another way it was, viz., that both were foods and would be sold through the same stores to the same people. Therefore the customer who had gotten accustomed to the name Del Monte on canned fruits would almost certainly believe, when he saw it on coffee, that the same people packed them both. Therefore the Del Monte people would be held responsible, in a sense, for a product over which they had no control. Coffee was therefore

held to be of the same descriptive properties as any other foods sold through grocery store. The following is from Court's decision:

We think the decision in the *Del Monte* case is supported by the overwhelming weight of recent authority and that the principle announced therein is controlling in the issue at bar. If tomato paste and olive oil are of the same descriptive properties to the extent that confusion would result from the fact that the purchaser might be led to believe that the producer of the olive oil produced the tomato paste, likewise in the case at bar, we conclude that coffee in 1 pound tin cans, sold in grocery stores to the same customers who buy the 15 grocery food products manufactured by the California Packing Corporation would also lead to confusion and mistake in the purchaser believing that the coffee of Tillman & Bendel, Inc., was the goods of the California Packing Corporation and, as announced in this case, we reiterate here that if there was any doubt on the subject, it should be resolved against the applicant. The doctrine of the subject of double trademarks emanates from and is prompted by the fact that the applicant has the whole world to select from, and it is no hardship to require him to select a trade mark which will eliminate the probability of confusion.

The court cited a case in which a bicycle company had been refused the right to use itself the Kodak Cycle Co. There too was decided that cameras and bicycles would be held to be products of the same descriptive properties.

This law, now amplified and developed is highly important because it prevents a body from adopting a trade mark which has been familiarized to everybody by advertising. That is, it prevents its adoption up to a certain point. I have no doubt that I can register and use Del Monte for type of neckties or an automobile tire.

I have no doubt also that I can register the name "Uneceda" for a kind of investment, though I would not be allowed to use it on any food product sold through a grocery store.

By **ELTON J. BUCKLEY**, Counselor-at-Law,  
1650 Real Estate Trust Building,  
Philadelphia, Pa.

### W. H. Sudduth Retires

W. H. Sudduth who succeeded B. Sheffield some time ago as president of the Commander-Larabee Corp. resigned early in September when announcement was made of the organization of the new holding company. Practically all his business career has been in connection with the milling industry and before summing any other connection he was traveling for a year or two, making special study of milling in foreign countries.

Good advertising, constantly repeated, brings desired results.

At Present Low Price Levels

## CERTIFIED GRANULAR EGG YOLK

NEW CROP GOODS—DEEP COLOR

Is, more than ever before,  
the Logical Egg for your

EGG NOODLES AND  
EGG MACARONI

Write for Samples, Facts and Figures

THE LOWE CORPORATION

Terminal Bldg. No. 8 Brooklyn, New York  
CHICAGO BALTIMORE LOS ANGELES TORONTO



All That The Name Implies

In

STAR PERFECTION DIES

OUR MOTTO--- QUALITY EFFICIENCY ---ECONOMY

THE STAR MACARONI DIES MFG. CO.

47 Grand St.

New York



AN ADHESIVE FOR EVERY  
MACHINE OR HAND OPERATION

## THOSE TOUGH CARTONS

Many manufacturers of  
corrugated and fiber con-  
tainers are lining their  
cases with tougher kraft  
papers, which make the  
sealing operation quite  
difficult.



CASE SEALING  
GLUE

(NA 624)

has been developed for  
these containers. Oper-  
ates perfectly either by  
machine or hand, not  
only on special stocks but  
also on regular grades.

A trial barrel will be sent on  
approval

**NATIONAL  
ADHESIVES  
CORPORATION**

Executive Offices: NEW YORK

WORLD'S LARGEST PRODUCER  
OF ADHESIVES

## Notes of the Macaroni Industry

### Gallerani Drying Co. Formed

Alexander Gallerani, well known macaroni manufacturer of Pittsburgh, Pa. announced the organization of a new company that will handle his patented drying machines now being offered to the macaroni industry. The new firm is known as the Gallerani Drying Machine company, with headquarters in Harrisburg, Pennsylvania. It will specialize its sales efforts on his two most recent inventions, patent devices No. 1,270,214 and No. 1,726,681 on which Mr. Gallerani received patent rights on September 3, 1929.

The inventor has had more than 30 years of experience in actual production of macaroni products and though only 46 years of age has studied the leading drying methods in Italy, Switzerland and United States. He claims that his new process will revolutionize macaroni drying throughout the whole world. Time will tell.

In 1915, Mr. Gallerani entered the employ of the H. J. Heinz Co., Pittsburgh, one of the world's largest food concerns. He became the technical supervisor of the spaghetti department. While in the Heinz employ he patented two drying machines, No. 1,217,439 on Feb. 27, 1917 and No. 1,388,702 on August 23, 1921, the U. S. rights to which have been purchased by the Heinz Co. and now in use in the Pittsburgh plant. Later Mr. Gallerani organized a manufacturing company of his own but it was dissolved several years ago when his health failed him.

His new patented drying machines aim at economy and perfection. They are operated by 3/4 H. P. motors, moving three aeroplane propellers and using air that passes through Reed filters. They are actually automatic being controlled by Lembreck Polymeter that regulates steam and moisture without human attention. Drying is done in special drying units constructed to take best advantage of the several mechanical devices involved.

### Cooperative Spirit Prevails

The macaroni manufacturing industry along the Pacific coast is of greater importance than the average eastern manufacturer realizes. So states Mr. H. M. Ranck, field secretary of the National Macaroni Manufacturers association who has just completed a tour of that section which included plants in the

Rocky Mountain States and along the Pacific coast from Seattle to San Diego.

"I am particularly impressed with the strength that the industry possesses on the western coast. Among the manufacturers in that section will be found undoubtedly some of the real leaders in the industry. The cooperative spirit shown by this group is especially pleasing and everywhere the western manufacturers manifest an anxiety to tie in earnestly with every progressive activity sponsored by the National or local association."

Mr. Ranck reports of a very enthusiastic meeting held in San Francisco where fifteen representatives of eight bulk manufacturing firms pledged their support to all activities of the National association and ordered many thousand reprints of the first advertisement for distribution to hotels, restaurants and grocery stores. They recognize this as a means of getting their macaroni merchandising story across to distributors and consumers.

The Western Coast manufacturers have only one general complaint to make and that is that distance prevents them from taking the fullest advantage of the opportunities offered by the annual conventions of the industry which are usually held in the east or central states. There seems to be a general desire among these manufacturers that a convention be held in some city more convenient to them. They would like to rub elbows with the eastern manufacturers feeling certain that such business contacts would do much to unite more solidly all manufacturers of every section of the country.

Following his tour of the Pacific coast Field Secretary Ranck made a swing through the southern part of the country calling on manufacturers in Texas, Oklahoma, and Louisiana. Before returning to headquarters he also visited manufacturers in Tennessee, Kentucky and Ohio. Everywhere he reports enthusiastic support of the general movement for better macaroni business through the National association activity.

### Philadelphia Manufacturers Meet

To get first hand information on the aims and purposes of the advertising campaign now in full swing under the supervision of the National Macaroni Manufacturers association, a special meeting of the Philadelphia producers was held last month in that city. Among

the firms represented were: R. D. Angelis & Company, A. C. Krumm Sons Macaroni Co., Kurtz Brothers Philadelphia Macaroni Mfg. Co., and Arena & Bros. Macaroni Co.

It was a friendly meeting of competitors and in addition to a discussion of the national activity, local conditions were studied and cooperative activities agreed upon to bring about improvement therein. In the opinion of several those present it would be of invaluable benefit to Philadelphia macaroni manufacturers if friendly conferences of this nature could be held periodically.

### Famous Chefs Aid Macaroni Campaign

The National Macaroni Manufacturers association has been fortunate in obtaining the cooperation of some of the country's leading and best known chefs sponsoring recipes to be used in a series of advertisements to be run in leading women's magazines this winter. Each is looked upon as a culinary expert and an authority on food preparation. Among this group of outstanding chefs and the particular recipe sponsored each are the following:

Macaroni Papoose—Fred Hane, Chef of the Santa Fe.  
Spaghetti Aquitania—Theodore, Chef of the Cunard Line.  
Egg Noodles Carona—Maurice, Chef of Lake Shore Drive Hotel, Chicago.  
Macaroni Mounds—Yves, Chef of S. S. Paris.  
Spaghetti Surprise—Eticme, Chef of the New Yorker Hotel, New York.  
Egg Noodle Custard—Carl, Chef of the S. S. America.  
Macaroni Jardiniere—Maxine, Chef Benjamin Franklin hotel, Philadelphia.  
Spaghetti & Chicken Salad—George Rector, Chef Chicago, Milwaukee, Paul & Pacific railroad.

### Advertising Trustees to Meet

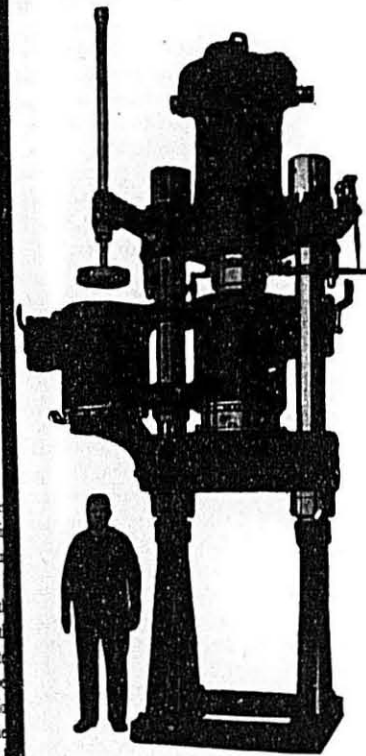
A meeting of the members of Board of Advertising Trustees will be held Oct. 20 in the Traymore hotel, Atlantic City, N. J. In addition to reports on the progress of the campaign from the officers and the agency, plans will be made for the Lenten season campaign which will be the climax of fall and winter drive to popularize macaroni products.

R. B. Brown, chairman of the Board of Advertising Trustees, will preside. Among the conferees will be G. Guerin

October 15, 1930

THE MACARONI JOURNAL

29



# 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.



## ROSSOTTI LITHOGRAPHING CO. Inc.

121 Varick Street - - - - - New York



OUR MODERN  
DESIGNS  
ADVERTISE  
AND HELP  
SELL YOUR  
PRODUCTS  
  
ARTISTICALLY  
DESIGNED  
LABELS  
AND  
CARTONS



"SPECIALISTS IN CELLOPHANE WINDOW CARTONS"

of Keystone Macaroni Manufacturing Co., Jas. M. Hills of Grocery Store Products, Inc., Martin Luther of Minneapolis Milling Co., and A. J. Fischer of Pillsbury Flour Mills. President Frank L. Zerega, past President Frank J. Tharinger and Secretary-Treasurer M. J. Donna are ex-officio members of the board. Several committee chairman have been invited to sit in at the regular meeting of the board. Among them are Dr. B. R. Jacobs, chairman Macaroni Educational Bureau; John Ravarino, chairman Advisory Advertising Committee; L. S. Vagnino, chairman Merchandising Committee; G. G. Hoskins, chairman Cost Committee and Henry Mueller, chairman Financing Committee. In addition Fred Millis and several members of his firm will sit in as representatives of the advertising agency.

**Proposes Macaroni Trade Increase**

An application has been made to the Australian tariff board for a tariff to be imposed on macaroni and spaghetti products imported into that commonwealth. The board has taken the application under advisement and will consider the appeal in connection with several proposed changes in the tariff

schedule, according to an announcement issued by the London board.

**Directors in Meeting**

Taking advantage of the fact that many macaroni manufacturers annually attend the convention of the Associated Grocery Manufacturers of America because they hold membership therein, a meeting of the 1930-1931 board of directors of the National Macaroni Manufacturers association will be held Oct. 20 in the Traymore hotel, Atlantic City, N. J., according to a call by President Frank L. Zerega who will preside. Among matters to be considered by the directors are the naming of the place and date of the 1931 convention of the industry, filling of vacancies that have occurred since the last convention; an extension of the accident prevention movement in the industry and study of the effects of the advertising campaign on the consumers during its first few weeks trial.

Arrangements will be made for a luncheon to which will be invited all macaroni manufacturers in attendance at the convention and from whom there will be obtained expressions of conditions prevailing in their respective territories.

**« America Goes Into Cheese Business »**

Duplicates Famous Old World Flavors Under Modern Sanitary Conditions

American ingenuity has turned its attention to the art of cheese making with the result that even Roquefort, that district in southern France which has been famous for its delicious cheese for more than 800 years, may soon find the United States a closed market.

Air conditioning equipment, temperature controls and processing devices have produced under American conditions cheeses that even a connoisseur would hesitate to pronounce domestic. Add to this the sanitation and the attractive methods for handling found here, and the reason for the wide preference being given American cheese is evident.

The United States now has almost 3 thousand cheese factories, according to C. W. Larson, director of the National Dairy Council and formerly chief of the bureau of dairy industry, United States Department of Agriculture. With 5 thousand creameries and 300 condenseries and evaporated milk plants, they form America's greatest industry, doing a 5 billion dollar annual business and out-

ranking the automobile industry, this country's next greatest, by a billion dollars a year.

When executives of the cheese factories turned their attention to reproducing under American conditions the delicately flavored and aged cheeses of famous French and Swiss districts, they were faced first with the problem of reproducing atmospheric and climatic conditions.

Roquefort, unchallenged for 8 centuries as the home of the world's finest cheese, was studied. No other sheep raising district in the world has conditions that prevail in Roquefort where an accident 800 years ago led to the discovery of what has since been known as Roquefort cheese.

A shepherd tending his flocks hid his lunch of bread and native cheese of sheep's milk in a cave, intending to return for it when he was hungry. Something intervened and he did not find his way back to the cavern for several weeks. The bread was spoiled and the cheese

was covered with a curious green mold. The shepherd was hungry, however, and he nibbled at the cheese. Great was his surprise at the unusual and pleasing flavor. Later generations are fortunate that he was curious of mind and decided to see if he could produce more cheese of the same flavor.

The Roquefort caves owe their unusual properties to the cool moist air that flows perpetually through them. The cave away from the mouth of the cave connects with a fissure that admits air from the surface heavy in moisture and never varying in temperature. The environment happens to be ideal for the propagation of the vegetable mold which gives Roquefort cheese its peculiar quality.

The production in America of a cheese so similar to Roquefort that few can tell the difference was attempted many times since 1851 when the first cheese factory began operations here, but ultimate success awaited developments in other unrelated industries. No way of controlling humidity and temperature simultaneously occurred to the cheese makers until the perfection for factories, schools, theaters and other places, of air conditioning equipment which produced atmospheric conditions most desirable for comfort. Then there remained only the application of such equipment to the needs of the cheese industry.

**Earth Population Facts**

Population by Race—Indo German or Aryan (white), 821,000,000; Mongolian or Turanian (yellow, brown), 643,000,000; Semitic (white), 75,000,000; Negro and Bantu (black), 139,000,000; Malay and Polynesian (brown), 40,000,000; American Indian, north and south (red, half breeds), 28,000,000.

Area of the earth—square miles—Africa, 11,622,619; North America, 8,589,257; South America, 7,570,000; Asia, 17,206,000; Australasia, 3,312,600; Europe, 3,872,561; Polar Regions, 81,935. Total 57,255,000.

Population by Continents—Africa, 142,000,000 (12.2); North America, 136,000,000 (15.8); South America, 6,000,000 (8.4); Asia, 921,000,000 (53.5); Australasia, 9,000,000 (2.7); Europe, 476,000,000 (122.9). Total 1,748,000,000.

Land and water areas—The superficial area of the earth is 196,940,000 square miles—139,685,000 square miles of water and 57,255,000 square miles of land.

A little demonstration assistance worth a mouthful of criticism.

**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.

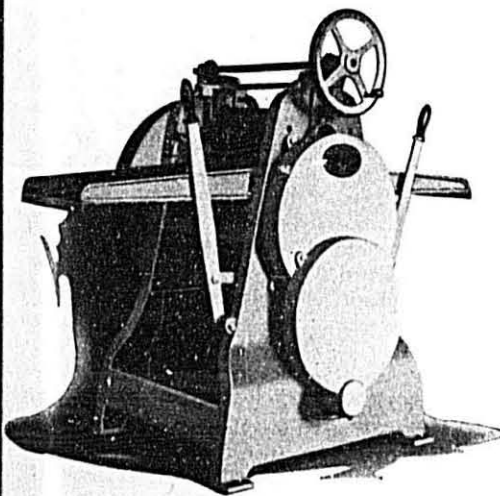
*Dependable Semolinas  
of  
High Quality and Uniformity*

**NORTHLAND FANCY No.2  
AND  
NORTHERN LIGHT**

**NORTHLAND MILLING CO.**  
MINNEAPOLIS, MINNESOTA

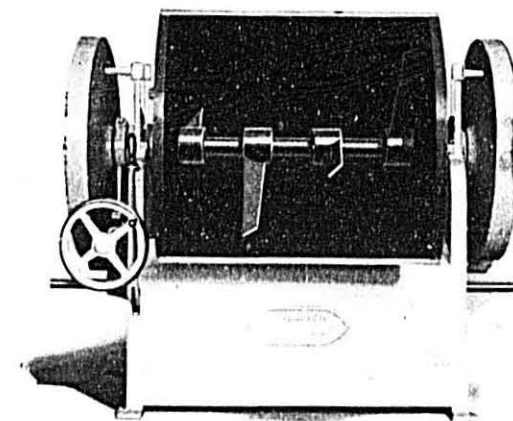
New York Office  
Room 1114 Canadian Pacific Building, 343 Madison Avenue

**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.**

## ◆ Grain, Trade and Food Notes

### Containers in Bright Colors

The latest and most revolutionary development in the history of the corrugated fibreboard industry is the contribution of the Container Corporation of America — Myraol — a colored liner which makes practically a display box out of every corrugated container passing out of the shipping rooms of users. Buyers will have a choice of all the colors of the rainbow for their corrugated boxes, thereby obtaining a fine advertising package.

Attempts to produce colored liners hitherto have been neither resultful nor practicable, due to excessive cost to consumer and indifferent printing. For all practical purposes the problem now seems to have been solved, as the additional cost in carload lots or better is nominal and, in fact, hardly commensurate with the multiplied advantage of the new box in color.

The new colored liners are produced in all the colors of the rainbow. The name of the product and the manufacturer's name can be worked out in a more distinctive manner to agree with the predominating color of the box and many striking results can be obtained.

Because of this great attention getting value, boxes in color will identify the goods of a manufacturer and create interest and comment favorable to him and his product.

Boxes in color can be utilized to advantage in window displays. Their advertising value is on a par with bill boards and car cards at a much lower cost. They attract attention on trucks, sidewalks and shipping platforms.

Even the tape is in a color that will match the color of the box, thus eliminating the one possible discordant note.

On the shelves of a warehouse, jobber or retailer, the many different colors of the packages will be a great help in the quick identification of the various goods of manufacturers, saving valuable time.

Shippers will welcome the change from a drab, uninteresting container with limited advertising possibilities to the new box, resplendent in bright colors and "dressed up" to add class to the goods carried, especially as prohibitive cost is no longer a factor to consider by the buyer.

### R. W. Goodell Joins Commander-Larabee

R. W. Goodell, formerly associated with Shane Bros. & Wilson Co. and for many years one of the leading officers of

King Midas Mill Co., has given up his latter connection to become vice president and director of the reorganized Commander-Larabee Corp., recently purchased by Guy A. Thomas and the Archer-Daniels-Midland company of Minneapolis.

Mr. Goodell will have direct charge of the Kansas City headquarters of this milling organization which is third in the quantity of flour annually milled. His wide experience in the milling business which he first entered in 1918 assures his successful handling of the sales and distribution facilities which his firm has through the new arrangement.

Mr. Goodell is well known to the macaroni manufacturers of America because of his keen interest in their semolina problems and his activities in association work. He is known for his fine work as chairman of the Crop Improvement Committee of the Millers National Federation and in connection with the work sponsored by the Northwest Crop Improvement association.

### A Good Food Budget

Housewives who pride themselves on their daily food budget frequently neglect caloric value of the foods they buy, confining themselves just to price. A leading food expert advises housewives to prepare a list of the foods that make up the various meals served and to place on the list the number of calories per cent expended for foodstuffs most commonly used.

A few of the common foods, with an approximate number of calories per lb., based on government computations are given below. The authority suggests that the housewife figure from this table the number of calories she can secure for each cent invested at the nearest store. The housewife will be surprised at the interesting economic problem this study will uncover.

Food	Calories per pound
Butter	3600
Bacon	1460 to 3480
Sugar	1860
Macaroni	1665
Pork chops	870 to 1530
Bread	1020 to 1440
Roast beef	600 to 1300
Round steak	530 to 850
Sirloin steak	600 to 900
Milk (380), green vegetables (80 to 400) and fresh fruits (20 to 600)	are not to be judged by their caloric values alone as they are the chief source of vitamins so necessary to the human ma-

chine. Allowance should also be made in some foods because the caloric value thereof differ according to the lean fat cuts of the meat, the composition bread, etc., but with the above table gets an approximate idea of the caloric values of certain common foods and will be a valuable guide in making household budget.

### Thomas With Washburn Crosby Company

E. J. Thomas, several years sales manager of the Capital Flour Mills, Inc., now a member of the sales department of Washburn Crosby company, Minneapolis. He will specialize in semolina selling and will thus maintain contact with his many friends in the macaroni manufacturing industry.

### Crescent Salesmen Meet

The 12th annual convention of the salesmen of the Crescent Macaroni Cracker Company, Davenport, Ia., was held the second week of September. Plans laid for an extensive sales campaign for the fall and winter. Special attention was focused on the macaroni sales possibilities.

Fifty-two salesmen attended and reported business conditions in their respective fields. The general opinion expressed that business is on the grade and that optimism prevails generally among the dealers served. The sales force accompanied by their families were entertained Saturday night at suburban home of Hugo Schmidt, treasurer and salesmanager of the Crescent Co. During the convention 500 employees and family members were guests of company on an all day river excursion aboard the steamer St. Paul.

### Wholesalers to Curb "Free Deals"

The practice of certain manufacturers of offering free or special deals with protecting dealers who have purchased under the regular policy, was denounced by the National Wholesale Grocers association, New York, in a bulletin:

"We all know that ultimately the consumer pays for the wasteful practices of any industry," Secretary M. L. Toulme pointed out. "For years trade groups have sought to eliminate the waste business."

"Of course," Mr. Toulme explained, "every manufacturer and merchant has the right to sell his merchandise as he sees fit. He may, if he chooses, give away his goods. It is not the pur-

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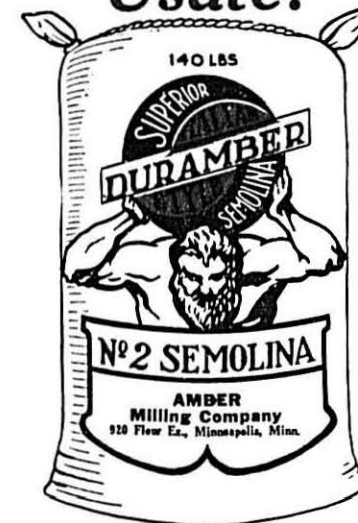
**OUR  
FAULTLESS MACARONI MOULDS**  
Are Always Satisfactory.

Every Order is Given the Personal  
Attention of Die Experts.

**F. MONACO & CO.**  
1604 Dekalb Ave.  
BROOKLYN NEW YORK

PER PASTA PERFETTA

Usate!



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

# CROOKSTON SEMOLINA



**Strong, Uniform and  
of Good Color**

**CROOKSTON MILLING Co.**  
Crookston, Minn.



of this circular to condemn or commend any particular type of sales policy nor to approve or disapprove of the 'guarantee against price decline' plan. If a manufacturer chooses to sell under that plan that is his individual affair, and this association has taken no position on that subject.

"It is, however, our desire to point out that the use of misleading and fictitious prices in effecting sales and the abuse of the free deal policy make for waste and loss. From an economic viewpoint it is recognized that any plan which will 'load up' wholesalers and retailers with large stocks of merchandise, so as to retard turnover, adds further to the difficulties of today."

#### Durum Prices Advance

In the early part of October durum wheat shared in the advance of other classes of spring wheat, with milling types in active demand. The poorer grades were readily absorbed by the feeding trade.

December durum at Duluth closed on Oct. 3 at 75½¢, an advance of slightly more than 4¢ for the week. No. 1 amber durum was quoted on the market from 74½ to 81½¢, the Minneapolis price ranging about 1¢ higher. No. 1 durum sold at Duluth at 74¾¢.

The Canadian spring wheat market advanced about 6¢ the first week in October, durum keeping pace with the bread wheats. This upward movement reflects improvement due to increased foreign demand and slightly less pressure from the country offerings. The price at Winnipeg was 78¢ per bu.

#### New Service By Mill

Geo. B. Johnson, manager of the durum department of General Mills, Inc., Minneapolis, Minn. announces a new service plan of interest to the macaroni manufacturing industry. This mill has in operation a miniature but complete macaroni manufacturing plant where semolinas are tested while in actual process of manufacture into macaroni products. This has proved so satisfactory that the mill now offers to make tests of raw materials in actual commercial production of macaroni products in any macaroni plant.

To supervise this new service there has been created as a division of the Products Control Departments of General Mills, Inc. a Macaroni Service Department under jurisdiction of J. E. Del Rossi, long known and well appreciated by the macaroni manufacturers of the country. Mr. Del Rossi will personally

consult manufacturers and hopes to offer suggestions that will assist the entire industry in its forward progress.

#### Overproduction Worries the World

Spanish farmers have asked their government to experiment in the use of olive oil as a motor lubricant. Brazil finds its coffee surplus too heavy to carry. The British and Dutch are in trouble with an enormous oversupply of rubber. The truth is, Collier's comments, that surpluses of agricultural products are a world wide problem which cannot be solved in terms of domestic politics.

#### Determine Moisture

John H. Cox reports that Australian investigators have made experiments to determine the moisture content of wheat in which weevil breed normally. Australian wheat resembles west coast wheat in type and character. The moisture content of the wheat from

the threshing machine in Australia average 7%. These investigators have found that weevil in wheat containing 8% moisture will die. Weevil remains dormant in wheat containing 9% moisture, and will breed normally in wheat containing 10% or more moisture.

As considerable of this year's crop of wheat has a moisture content of more than 10%, it will be interesting to see the weevil development. Considerably the old crop of wheat in storage contains a trace of weevil in it, and the moisture content of this wheat is more than 10% and will have to be watched closely.

It might be well to check the figures given by the Australian investigators by making a moisture test of wheat infested with weevil and give the report to the editor. In this way new facts may be obtained upon this subject.

This information, no doubt, will be definitely to the granary and to the weevil and not to the lesser destructive weevils, such as the bran bug.—*John Miller.*

### « Americans Getting Macaroni Appetite »

There is a natural inclination toward the increased use of macaroni products (macaroni, spaghetti, vermicelli, egg noodles, etc.) in the American homes that can be attributed only to the goodness of the food. Prior to the World War macaroni products were looked upon as the traditional food of the Italian people and one that could be prepared only in the elaborate style required by the Italians in certain sections of southern Italy.

The war turned the attention of the consumers from foreign to domestic foods. The production of macaroni products in America was greatly increased. The new impetus given this business encouraged local manufacturers to broadcast to the consumers the true facts of the food value and ease of preparation so that macaroni products bid fair to become almost an American national food.

Macaroni, spaghetti and egg noodles are now favorite foods in the dining salons of great hotels and restaurants in every city. Special Spaghetti Houses dot the business section of Greater New York and other large cities. Practically every home in the country is serving this food at least occasionally, and literally train loads of the product move from producers to retailers and consumers monthly.

The popularity of this food is attributable to the vision and enterprise of the leading firms of the country, which in addition to manufacturing high grade products are real merchandisers who have consistently sought to sell to American consumers on the real value and economy of their product.

The food itself consists of the wheats grown, coarsely ground for particular purpose and then moistened and shaped into the various forms which have become most popular. It is a soft stuff that can be flavored to suit different tastes, and combines readily with such nutritious ingredients as tomatoes, cheese, meats, mushrooms and other foods.

Macaroni products are easily digested and quickly assimilated into the system. They may be prepared in simple or elaborate forms according to one's taste and inclination. It is a food that contains no injurious substance and is highly recommended by physicians and food experts as the ideal food for children, grownups; for the sick and the healthy; for people of leisure as well as the under heavy business or labor duties. It is a wonder that the wise and thrifty American has adopted such a food and that its popularity has so rapidly increased?

### « Poor Truck Driving Is Expensive » »

Macaroni manufacturers who operate trucks in hauling raw materials and delivering finished products will be interested in the campaign launched by the National Automobile Chamber of Commerce to bring about more careful driving on the part of truck drivers. A motor truck committee of that organization recently prepared the first series of pamphlets describing successful driver-training plans, pointing out why poor truck driving is expensive.

The objective of the campaign is to cause operators or employers to engage in a definite system of driver training from which they will derive benefits, namely:

- (1) Directly by reducing their operating costs through more efficient and economical handling of their equipment.
- (2) Indirectly by helping to stem the rising tide of burdensome taxes and legal restrictions largely consequent upon the prevalent public hostility which in turn is caused more by discourteous and careless driving of trucks than anything else.

Thousands of dollars will be spent the next 10 years for taxes on trucks for insurance fees. Only by good management can the leaks be plugged that will waste much of this money.

Although highways are being rapidly improved and motor trucks are being made better every year the upward trend of truck taxation, of regulation restriction of its size and weight, of insurance costs, is mounting so rapidly that during the next decade many millions of dollars will be spent by truck owners of this country over and above what they are now paying.

These expenses are increasing because the public is hostile to the motor truck. Poor driving of trucks has created more of this hostility than any one other factor.

Despite earnest efforts of some of the more intelligent owners of trucks to obtain better driving the facts are, according to this committee, that too many truck drivers are discourteous, taking more than a share of the road, are careless, proceed at reckless speed when it is dangerous to do so, and in general are regarded by automobile drivers as pests and their vehicles as nuisances.

The solution lies in a proper driver-training system of education which every operator of trucks is invited to install and encourage. Better driving of trucks will save money but dividends, just as valuable, will result from a better feeling by the public towards trucks and their drivers as better and more careful driving results through some proper system of training.

#### Preliminary Data on Unemployment

Preliminary returns covering the entire United States put the total of persons usually working at a gainful occupation, but reported in the unemployment census in April as without a job, at 2,508,151, or 2% of the population of the United States. When the necessary information is tabulated unemployment percentages will be announced, based on the number of gainful workers who in 1920 represented 39.4% of the population.

Less than 1% of the total population was reported unemployed in Alabama,

Arkansas, Georgia, Iowa, Mississippi, North Carolina, North Dakota, South Carolina, South Dakota, and Tennessee, while over 3% of unemployment was reported for California, Illinois, Michigan, Nevada, New Jersey, and Rhode Island.

Regional unemployment, according to these figures, for the different sections of the United States was as follows:

Section	Percentage of population
New England	2.4
Middle Atlantic	2.7
East North Central	2.7
West North Central	1.4
South Atlantic	1.2
East South Central	6.9
West South Central	1.4
Mountain	1.9
Pacific	2.9

#### Manufacturers' Use of Census Data

The commonest ways in which manufacturers utilize the data compiled in the biennial census of manufacturers are listed as follows:

1. Determining trends of industries.
2. Studying per capita consumption by industries and geographic areas.
3. Comparing domestic and export trade.
4. Comparing volumes of competitive and supplemental industries.
5. Determining sales quotas by states and territories.
6. Determining sectional distribution of products and classes of products.
7. Obtaining new industries for communities and tracing geographic movements of industries.
8. Compiling statistics regarding labor and mechanization of industries.

The questionnaires on which the data for the census of manufactures are obtained are prepared by committees representing industry.

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## The MACARONI JOURNAL

Trade Mark Registered U. S. Patent Office  
 Founded in 1903  
 A Publication to Advance the American Macaroni Industry  
 Published Monthly by the National Macaroni Manufacturers Association as its Official Organ.  
 Edited by the Secretary-Treasurer, P. O. Drawer No. 1, Braidwood, Ill.

PUBLICATION COMMITTEE  
 FRANK L. ZEREGA, JAMES T. WILLIAMS  
 M. J. DONNA, Editor

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

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Vol. XII October 15, 1930 No. 6

### Problems and Abuses

Periods of keen competition such as that through which business is now passing usually disclose some of the irritating problems that cause business distress. During such times there also crop up many unwarranted trade abuses that arouse jealousies and destroy consumer confidence.

The macaroni manufacturing industry is requested to discuss any or all of the following questions on these subjects that seem to be both timely and pertinent:

(1) In your opinion what are the outstanding problems confronting the macaroni manufacturing industry today?

(2) What abuses do you find most harmful and what corrective action would you suggest?

A discussion of this phase of the business of our industry is suggested by the many complaints made by manufacturers in all sections of the country. It is hoped that the discussion will be nation wide in order to divulge the most prominent and harmful abuses on which the efforts of the industry may be concentrated seeking their elimination or alleviation.

### Questions and Answers

#### Egg Noodles and Potato Chips

Fried potato chips have become quite popular and there seems to be a growing demand for fried egg noodles. From the viewpoint of economy of production the question has been propounded as to whether or not egg noodles fried in po-

tato chip grease will absorb any of the flavor of the latter or, reversing the process, will the grease in which egg noodles have been fried impart any foreign flavor to fried potato chips?

[We invite opinions from those in the trade who have had experience.]

### Portable Fumigator

#### Question:

Is there being manufactured today a portable fumigator that may easily be moved from place to place in macaroni plants for fumigating parts of mixers, kneaders, legs of flour bins and other equipment where flour may accumulate and weevils develop?

#### Answer:

So far as we know there is no special apparatus of this nature. If any noodle or macaroni firm is using such a fumigator or know where it can be obtained we would appreciate being advised. It is suggested that these parts be sprayed with a good fumigant by means of an ordinary spray gun. Macaroni men have reported some good results by this weevil prevention method.

### What Is an Unavoidable Accident

Accidents to employes in macaroni plants should be eliminated as a means of alleviating pain, distress and causing unnecessary waste. Unfortunately altogether too few keep time-loss accident records and fail to appreciate the enormous loss caused by accidents that could easily be avoided by care and thoughtfulness.

Most accidents in plants are avoidable despite the fact that many of the foremen classify most of them as unavoidable. If an earthquake demolished the plant causing an employe to be killed by crashing walls and roofs, such an accident might be termed unavoidable because it is difficult to accurately time the arrival of an earthquake. On the other hand if an employe in seeking a short cut passes along a wall on which workmen are employed and a brick crashes his skull, would you not term such an accident avoidable?

Unavoidable accidents in macaroni manufacturing plants are rare indeed. There is no good reason why any machine man should expect certain injuries just because he is working around a machine. There is no reason for tripping up or down stairs or for suffering cuts and minor injuries in handling boxes or barrels but there is

every reason for belief that all accidents that occur in macaroni plants are due to the failure of some one to think and act properly at the proper time. If employes are taught to serve rules and regulations and made to keep their minds on their work, accidents both avoidable and avoidable will be greatly eliminated.

In order to acquaint macaroni manufacturers, plant superintendents and foremen of the dangers that must be avoided to bring about accident elimination the National Macaroni Manufacturers association has prepared and distributed an 8 page pamphlet, full of important information and timely suggestions. Proprietors are strongly urged to study the pamphlet and insist on a practical accident prevention program, started immediately.

### Mother Shipton's Prophecy

We rather like to point the finger of scorn at modern prophecies, but almost 500 years ago old Mother Shipton made a prophecy in poem that causes us to scratch our heads in wonder—say the least.

She wrote 13 stanzas in all. Her choice was not particularly unlucky, for as the correctness of her prophecy was concerned, for almost every prediction came true. If this be true to the last stanza, we are in more trouble.

Here are 4 of the 13 stanzas:  
 Beneath the waters men shall walk;  
 Shall ride, shall sleep, shall even talk,  
 And in the air men shall be seen,  
 In white, in black, as well as green.  
 A great man then shall come and go,  
 For prophecy declares it so.

The states will lock in fierce strife  
 And seek to take each other's life;  
 When North shall thus divide the South,  
 The eagle build in lion's mouth.  
 Then tax and blood and cruel war,  
 Shall come to every humble door.

In nineteen hundred twenty-six,  
 Build houses light of straw and sticks,  
 For then shall mighty war be planned,  
 And fire and sword sweep o'er the land,  
 For those who live the century through,  
 In fear and trembling this will do:

Flee to the mountains and the dens  
 To bog and forest and wild fens,  
 For storms shall rage and oceans roar,  
 When Gabriel stands on sea and shore,  
 And as he blows his wondrous horn,  
 Old worlds shall die and new be born.

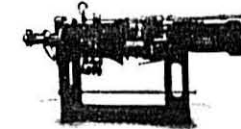
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"IF" The Advertising is the correct form which creates consumer interest.

"IF" The Consumer is sufficiently pleased with Macaroni Products as a more or less steady diet and the consumption increased.

"IF" The Macaroni Products are made from Capital Semolina.

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Mills  
 ST. PAUL, MINN.

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EDUCATE  
ELEVATE

ORGANIZE  
HARMONIZE

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

**OUR MOTTO:**

First--  
INDUSTRY

Then--  
MANUFACTURER

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*The President's Column*

**Let's Play and Work Together**

While the general attitude of the macaroni manufacturers of America toward the National Macaroni Manufacturers Association has usually been most friendly, there seem to be some firms that are still failing to give the cause all their possible assistance.

We agree that there is still a great deal of selfishness in this old world of ours. Some of it may seem necessary but most of it seems purposeless. In the case of the macaroni industry it must be admitted that there seems to be no apparent good reason for any aloofness on the part of any individual toward our organized aims.

Let's work together, MEN! There is room for us all in this business if we just go about things the right way. If we pull together as an Industry we will so increase our total business and our future prospects that all our trials and tribulations about low prices and trade abuses will vanish.

Let's pull together for the welfare of the Industry and it will benefit each of us. When we fight among ourselves we become easy victims for the competitive trades that will surely get the dollars that are rightfully ours if we fight unitedly for them.

None of us should ever forget that we are very much dependent upon each other. The Association needs the assistance and cooperation of all nonmembers and they surely need the help of our organization.

For reasons above given we are hopeful that a goodly number of volunteer applications for membership will soon reach the office of our Secretary. We can't compel you to be with us, but we surely welcome your assistance and cooperation in a common cause.

*The Secretary's Column*

**Midyear Meeting**

Is there need for a midyear conference of the members of the National Macaroni Manufacturers Association? So, where and when shall it be held? What shall be principal subjects of discussion?

It has become quite customary to hold a midyear meeting for studying conditions and considering ways and means of trade improvement. It aids understanding and promotes a more friendly feeling in the entire trade.

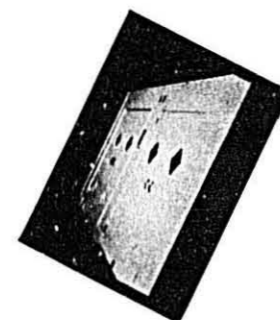
The Officers of the National Association have always welcomed and encouraged such gatherings because they enable them to get into closer and friendlier contact with the various elements in the trade, hearing the views and opinions of the rank and file and learning of new opportunities for more extended cooperation between groups.

As members learn to cooperate more closely in a trade promotion program that may be agreed upon at a time, not excepting the movement now under way, the big worries will become little ones and their little problems disappear entirely.

Let's have the views of all members on whether or not such a meeting should be held, suggesting not only time and place for holding it but stipulating subjects of sufficient importance to warrant discussion and disposition at this time.

Address your replies to the Secretary; the association anxiously awaits an expression of opinion from the rank and file.

Don't get angry when you lose a competitive bid—busy. Remember that competition is a game in which business men who can't face reality get eliminated. If you want to get there, plan how.



**Better Dried Macaroni Products at Lower Cost**

A NEWLY PATENTED ARTIFICIAL DRYING SYSTEM is offered the Macaroni and Noodle Manufacturing Industry of America by the

GALLERANI DRYING MACHINE COMPANY of Harrisburg, Pa. Here are some of our claims:

The GALLERANI DRYING SYSTEM will dry these products more evenly and properly in any kind of weather,—do this at a big reduction in cost, labor, power, fuel, space and material.

The GALLERANI DRYING SYSTEM will speed up production and provide an uninterrupted flow of well-dried, naturally colored semolina products from the pressroom through the drying chambers to the packing department.

The GALLERANI DRYING SYSTEM is a big improvement over the old tray-drying method. The results are almost unbelievable.

**ASK US FOR THE PROOF**

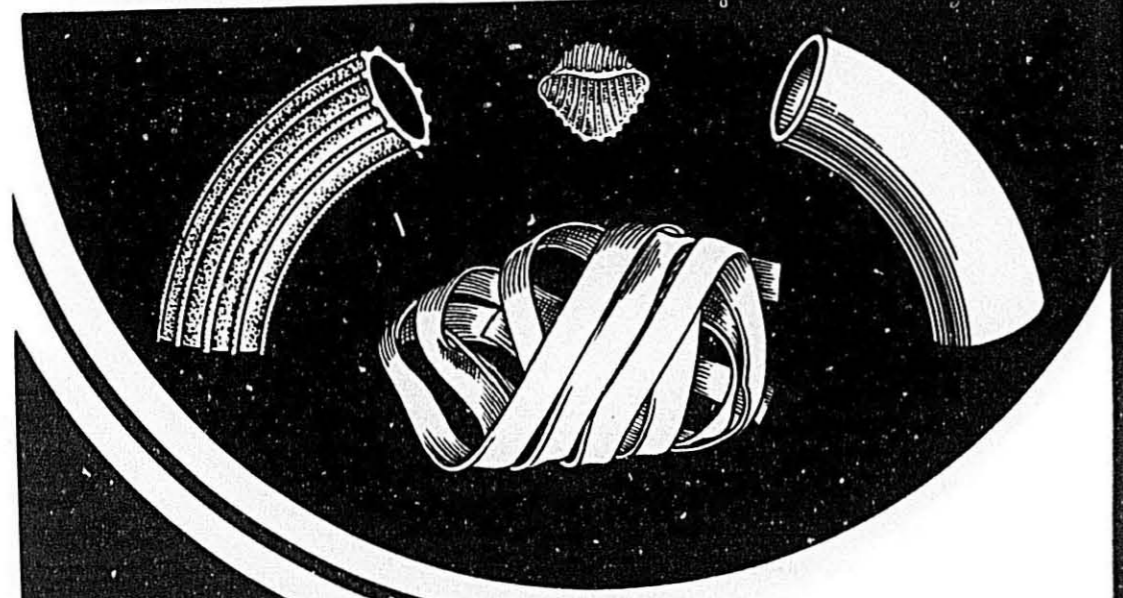
To manufacturers of Bulk or Package Macaroni and Noodles, GALLERANI DRYING MACHINE COMPANY offers its expert services without obligation.

Its engineer will study your problems, submit a plan for improved drying apparatus, if needed, and prove to your entire satisfaction that the GALLERANI DRYING SYSTEM will soon pay for itself in "dollars and cents savings" and in guaranteeing a better, more uniform product.

*Write for full information to*

**Gallerani Drying Machine Company**  
Harrisburg, Pa.





**YOUR PROSPECTS  
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... CLINCH THEM!**

**W**OMEN have read your advertising. They are interested—the order macaroni, and prepare one of the tasty dishes you have explained to them. Up to this point everything has gone beautifully—your prospect is interested. The next step is the vital step—you must convert that interest into a steady buying habit.

Only one thing will do it—macaroni so perfect in quality, so delightful in flavor and color, that it wins a permanent place in her menu.

The success of our campaign depends on this. We must do everything in our power to make sure that every woman who buys macaroni gets the finest macaroni we are able to produce.

Because macaroni can be no better than the semolina from which it is made, we feel that part of the responsibility for macaroni quality falls on our shoulders. Therefore Pillsbury's Semolina and Durum Fancy Patent is made only from the finest durum wheat which can be bought at any price. It is tested at every stage in milling. It is finally subjected to the most severe test of all—we make macaroni with it, using commercial equipment in our own testing laboratories. Pillsbury's Semolina and Durum Fancy Patent will make the finest macaroni at the lowest possible cost per pound.

PILLSBURY FLOUR MILLS COMPANY  
General Offices, Minneapolis, Minn.

**Pillsbury's  
Semolina**