

**THE
MACARONI
JOURNAL**

**Volume 11,
Number 11**

March 15, 1930

The Macaroni Journal



Minneapolis, Minn.

March 15, 1930

Vol. XI No. 11

Serving Our Business

Macaroni Manufacturers will best serve their own business by serving with their fellows in the trade through the long-established and efficient National Macaroni Manufacturers Association.

While all acknowledge this as a business fact, a few progressive firms have as yet failed to take steps to enroll themselves with this progressive organization.

Plans are now being made for our 1930 convention, the most important ever held. No better time than now for doing what you always intended to do some day. Your application and cooperation will be welcome.

QUALITY

That Is DOUBLE STARRED

★ **D**URING time of business dullness, the wise macaroni manufacturer maintains high quality with renewed vigilance, knowing that only high grade Semolina can be manufactured into products that the consumer will consistently accept.

★ **T**WO STAR SEMOLINA is well named. Each star indicates an outstanding reason for its success in the manufacture of macaroni products.

Two Star is famous for its consistently fine production quality in the plant, and for its uniform quality in the finished product---the two essentials of success in the manufacture of macaroni.



**BE SURE
TO SEE US
BEFORE BUYING**

**TWO-STAR
IS A GOOD
PRODUCER**

MINNEAPOLIS MILLING COMPANY

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

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

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

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Capitalizing the Lenten Season

"My, But These Are Trying Times!" That has ever been the cry of the weaker units in any business, particularly when conditions are subnormal. This plaint has been louder and more frequent since the recent crash of the stock market which affected business all long the line.

In the macaroni manufacturing industry the "crash" was an acid test. The weak grew weaker; the prepared firms suffered little. It is true that competitive conditions are keen, but folks must eat and macaroni products are hardly to be classed as luxuries to be eaten only when times are good. It is a substantial food that should be consumed in much larger quantities daily.

Energy spent in crying about poor business might be much more profitably employed in boosting business. As a cure for those "Trying Times" complained of, why not *Try Telling The World Of The Excellence Of Macaroni Products?*

The Lenten season, now on, is an excellent opportunity for selling this very thing. Daily in millions of American homes distracted housewives are pondering the question of what they will serve for luncheon, dinner or supper. Members of their families crave variety. Much more perplexing and puzzling does this problem become in families where Lenten regulations are strictly observed.

Macaroni and Noodle manufacturers are in a position to help these housewives in their dilemma. Their products are an excellent substitute for meats on the meatless days and will provide that change that is ever so welcome to those who are asked to sit down to meals of the same, unchanging foods, day in and day out. Why not go to the rescue of these perplexed ladies?

History, habits and religious regulations have joined in creating a season for which macaroni products seem specially adapted. Are we capitalizing the Lenten season as well as the success of our food warrants? Have we honestly and seriously tried to tell the American homemakers of the real value of our products and how well they are suited for serving in this prescribed season?

The Lenten season this year opened Ash Wednesday, March 13 and will continue till Easter Sunday, April 20. It is a season of fast and abstinence for millions. The use of meat, especially, is restricted to very few meals during the week.

This should be the harvest season for the macaroni industry. It will be for those manufacturers who recognize the opportunity and make the best of it.

Macaroni, Spaghetti and Egg Noodles will be served in American homes during the Lenten season only to the extent that they are recommended either in the advertisements of manufacturers or suggestions of grocers. On the latter, manufacturers should now concentrate their efforts.

Grocers' shelves are usually well stocked with macaroni products but during this season they should be urged to enlarge their stocks and more conspicuously display this seasonable food. They should be urged to suggest macaroni, spaghetti or egg noodles to any buyer who is in a quandry as to what can be served the consumer as a variation from ordinary foods.

The grocer of today is a live, keen merchandiser. He appreciates the fact that his goods must be kept in constant movement from shelf to pantry if he is to make the profit which regular turnover guarantees. Convince him that your product is a most appropriate Lenten food. Show him that the sale of macaroni, spaghetti or egg noodles will probably mean the sale of numerous other articles of foods that naturally accompany these products; convince him that when macaroni spaghetti or egg noodles are used as the main dish in any meal, he and not the butcher gets the profits.

Get the grocers and their clerks on your side. They, like you, are in business for profit. Show them how macaroni products can be made more popular because of its fitness as a Lenten food and you will have little trouble in getting this invaluable cooperation.

Distribute an ample supply of store cards, window streamers and counter displays. Urge and help grocers make attractive displays of your products and play up the suitability of Macaroni, Spaghetti and Egg Noodles as the most appropriate, tasty, nutritious, economical and appetizing dish in all your newspaper and store advertising. Thus you will help change "these trying times" by "trying efforts" and when the business skies appear to be brightening, you will have more reason to continue these aggressive practices not only for the remaining four weeks of this Lenten Season, but during every week in the year.

Industry's Advertising Campaign Assured

Board of Directors Formally Approves Plan, and Nearly \$800,000 Is Already in the War Chest---Committee Organization

With nearly \$800,000 already "chalked up" in subscriptions and with the definite approval of the advertising plan by the Board of Directors of the National Macaroni Manufacturers Association, the 4-year cooperative educational campaign of the industry is now in effect assured.

The final step in the preliminary arrangements for the campaign, so long discussed as the one necessary measure for increasing the volume of the sales of macaroni products, was taken by the directors of the Association at a meeting at the Astor hotel, New York, Feb. 10 and 11. At this meeting the advertising plan for the 4-year period, based on the survey of the industry made by the Millis Advertising company at the request of the Association, and the organization for the fund-raising campaign, were explained and gone over with the greatest care. The discussion took up the major part of 2 days, and at its close the directors approved and formally approved the program, and this great cooperative movement was begun. At the direction of the Board, the officers engaged the Millis Company as Advertising Counsel.

At the meeting Frank Tharinger, president of the Association, and R. B. Brown, who had accepted appointment as chairman of the Board of Advertising Trustees, the governing body of the campaign, announced that the millers of Minneapolis had subscribed \$400,000 to the Advertising Fund, contingent on the raising of an equal amount by the manufacturers. Promptly the Directors took up the challenge and declared their willingness to assume their own responsibility on the basis of the quota for subscriptions which, after thorough consideration, they had approved as fair and just for subscribers. The total of their combined subscriptions, for which they have signed acceptances, was more than \$386,000.

This practically meets the condition required by the terms of the Minneapolis millers' subscription. With the example of the directors before them, other manufacturers, the Association officers are confident, will gladly do their part.

Within 10 days after the meeting of the directors, the Association had in the field 6 representatives, one for each of the 6 regions into which the country has been divided for the fund raising campaign. These men have been thoroughly schooled in the plans for the cooperative advertising program, and it is their business

to place the whole story before each manufacturer. It is expected that the fund will be completed within ninety days. This will enable the Board of Advertising Trustees to start the actual advertising at the most opportune time in the summer or early fall.

President Tharinger, at the New York meeting, announced the appointment of the committee organization for both the advertising program and the fund raising campaign, with the approval of the directors. The complete list is published on Page 10.

The entire advertising and merchandising program throughout the 4-year period will be directly under the control and guidance of three committees:

1. The Board of Advertising Trustees.
2. The Advisory Advertising Committee.
3. The Merchandising Committee.

The Board of Advertising Trustees consists of 3 representatives of the macaroni manufacturers and 2 representatives of the millers, with the president and secretary of the National Macaroni Manufacturers Association as ex officio members. To this committee as representing the Association, was delegated entire direction and control of the advertising. It will set up budgets for the expenditure of the fund, check the expenditures as made, determine the advertising media to be used and approve, before use, all advertisements, including layouts, illustrations and copy, prepared by the Advertising Counsel.

The Advisory Advertising Committee consists of 25 representatives of macaroni products manufacturers, millers and machinery and supply companies. Its duties, as its name implies, will be to advise and consult with the Board of Advertising Trustees.

The Merchandising Committee consists of 22 representatives of manufacturers, millers and supply companies. Its duties will be to set up the merchandising plans and materials by which the subscribers to the campaign shall be identified, and assisted to get the fullest possible return from their investment.

The fund raising campaign organization is in 4 divisions.

1. The Campaign Finance Committee.
 2. Regional Chairman.
 3. State Chairman.
 4. City Chairman.
- The Campaign Finance Committee

consists of 4 men. It has supervision over the entire national campaign.

Under the regional organization the country is divided into 6 districts, with a chairman at the head of each. In 2 districts, the first and fifth, an associate chairman also has been named.

Heading the state organizations are 27 state chairmen—26 men and one woman. Mrs. H. J. Bruenecke is the state chairman for Ohio. In 2 cases—California and Missouri—there is also an associate chairman, and in New York state there are 2 chairmen, one for the east and the other for the west half of the state, and the eastern chairman also has an associate.

In the large cities of the country, also, city chairmen with in some cases one and two associates have been appointed.

It was pointed out at the meeting of the Board of Directors that these men have a grave responsibility on their shoulders—the responsibility of the success or failure of this industry wide cooperative movement, on which in turn undoubtedly depends the future of the macaroni products industry. Their work will require much time and effort which they probably can ill spare from their own business, but, as President Tharinger told them, that is one of the penalties of leadership.

That they realize their responsibility and are accepting it not only as the challenge of a great task but as an opportunity for great service to their industry is shown by their letters. Two of these replies, selected merely as examples of the spirit of all, will show their attitude.

G. Guerrisi, vice president of the Association and president of the Keystone Macaroni Manufacturing company, Lebanon, Pa., in reply to a letter from President Tharinger appointing him a member of the Board of Advertising Trustees wrote the following:

"I have your very nice letter of Feb. 14, and after considerable consideration and thought have finally decided to accept your appointment to the Board of Advertising Trustees.

"I realize that putting this program as outlined across, will mean quite a lot more work, and while time hardly permits me to undertake a task such as this I feel that the cause is of such a character everyone in the industry must sacrifice at some time or other if we are going to put it over.

"I will strive to help you to the best of my ability."

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Leaders of the National Cooperative Advertising Campaign

The Men on Whose Shoulders Rest the Principal Responsibility for Its Success or Failure



(1) Frank Tharinger, Milwaukee, President of the National Macaroni Manufacturers Association. (2) R. B. Brown, Chicago, Chairman of the Board of Advertising Trustees. (3) Henry Maeller, Jersey City, N. J., chairman of the Campaign Finance

Committee. (4) Glen Hoskins, Libertyville, Ill., associate chairman of the Finance Committee. (5) George O. Browne, Indianapolis, Campaign Director. (6) C. J. Pettinger, Indianapolis, associate chairman of the Finance Committee.

Why the Advertising Campaign Is Necessary

The Macaroni Industry is slowly throwing off the lethargy of a great many years of contented sleeping. Gradually the progress of aggressive merchandising has made it impossible for this industry to recline in its own contentment and self-satisfaction. The procession has moved forward, leaving the macaroni industry choking in the clouds of dust which have been created by the tremendous driving power of the high-speed merchandising vehicles employed by the other food product industries of the country.

Rip Van Winkle at his best was a mere amateur compared to the industry manufacturing macaroni products. He only slept for twenty years. Our industry as a whole has been sleeping since its inception in the United States.

Shortly following the Civil war, in this country, the first macaroni plants sprang into existence.

They started absorbing the natural demands of the Latin families, living in the United States, for the food of their native country.

Immigration flourished throughout those years and as more and more Europeans came into this country, the demand for macaroni products became more and more pronounced.

Gradually one or two simple recipes for serving this appetizing product found their way into the homes of some of the native born Americans. The appetite appeal of the product enabled it to hold the desire thus created and gradually more of the native Americans began using it.

This slow easy going process of existence has been going on now for years. New plants have been opened. More modern equipment has been designed. A few attempts to merchandise the product according to modern merchandising methods have been used.

But the fact remains, that the Macaroni Industry today is enjoying its \$53,000,000 annual volume, not through any aggressive selling efforts, not through unified appeal, not by educating the American public to the advantages and uses of our products. The present day business of the industry can be traced to just one fundamental cause, the "Appetite Appeal" of the product itself.

But now the industry is losing ground. The volume figures indicate clearly that we are not keeping pace with the population increase in the United States. An industry that does not hold that average

is sliding backward. It is impossible to stand still.

The dust of competitive industries is now in our nostrils. It is slowly choking the industry. They are becoming more and more vicious with each other. They seem lost in the haze. It is a new experience for them, and they know not where to turn.

First came the immigration restrictions, which have cut off the increase of the natural demand market for macaroni products. It took this restriction several years to be seriously felt. Now it is taking its toll, and unless something is done immediately, that toll will become a very heavy one within the next four or five years.

Then too American business made a complete about face in its merchandising practices.

Following the World war, the struggle for existence in this country became very keen. Business in general was on a dog-eat-dog basis. Everyone was trying to absorb their losses and reestablish themselves on a sound profitable basis.

Out of the hubbub and confusion climbed a gigantic industry. Undaunted by conditions it quickly rehabilitated itself and started on a crusade for its share of the Public Dollar.

That industry was the automobile industry. It started a new era in American Merchandising. It covered the entire country with educational advertising on its product. We all know the answer. At a time when money was tight, when the press and many people believed it had reached a saturation point in sales, it marched steadily onward to establish a mark in merchandising which other industries can shoot at for a long time to come.

Other industries looked on in alarm. They suddenly came to the realization that every dollar going into these automobiles was just one dollar less for them to turn into their own cash registers. Why would people throw their money away on the automobile, and sacrifice food, shelter and clothing in order to own one?

Through this period no industry ever operated in such close harmony as did the automobile industry. Its manufacturers, distributors and dealers worked like one large family to sell their product to the American public.

The comparatively insignificant floral industry was one of the first of all the other industries to awaken and fight back. Realizing they could not do the

task as individuals they determined to cement themselves into one great merchandising unit, and as a body present their sales story to the Public.

They made several false starts. Their early ventures failed for lack of funds, proper financing, failure to map out a definite plan of action, and primarily because they were trying to do the job themselves instead of seeking outside aid.

They were not discouraged. The leaders felt they were on the right track, and by sheer perseverance and persistency and at a tremendous sacrifice of time and money, they finally, after securing outside assistance, were able to launch the great "Say It With Flowers" advertising and merchandising campaign—a cooperative movement in which their industry banded itself together in an effort to establish a new outlet for their merchandise.

The answer is well known. Twenty-five percent increase in volume each year for 4 consecutive years was their reward.

Thus started the new era of selling and merchandising in the United States.

Then came the realization that this is an age of industry competition. No longer can the individual battle the people in his own industry as well as all the other industries against whom he has to compete for his share of the Consumer Dollar.

Today many of our outstanding industries have solved their problems by this method.

The idea gradually sifted into the "necessity class" of merchandise. It had started among the industries selling the so-called "luxuries." The sauerkraut people started a cooperative campaign that has been highly successful. The California citrus association, realizing the possibilities in such a field of endeavor started a crusade which has made orange juice a recognized necessity on almost all breakfast tables.

More and more of the food industries have taken the same course, and today we find our own industry groping around wondering what has happened; why it is so hard to dispose of their merchandise; why the so called American housewife does not accept our product as a part of her regular menu; why the retail grocer leaves our merchandise back on the shelves and in the back of the store waiting for some one to ask for it.

In our contentment to live on the gradually increasing demand market for mac-

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Why Not Now?

Milled in the largest Semolina mill in the world that has been built expressly for the grinding of this product. Produced only from the finest quality Amber Durum Wheat selected by the world's largest wheat buying organization.

WASHBURN CROSBY Co., Inc.
Minneapolis, Minnesota

Five Years Hence--- A Challenge---and a Prophecy

As officers and directors and committee members of the National Macaroni Manufacturers association we are writing our faith in the future expansion on our industry in acceptances. Each of us has subscribed for 4 years on the regular quota basis to the 4-year program to teach the nation to eat more macaroni. We therefore in good faith call on each macaroni manufacturer and each al-

lied who sells service or material or supplies to the macaroni manufacturers to join on the same basis with all of us in this tremendous cooperative advertising program.

Join with us so that in 5 years from now our industry will occupy the position that the merit of its products deserves, and so that each of us may honestly earn and honestly enjoy our in-

creased volume and increased individual profits.

F. J. Tharinger Gaetano G. LaMarca
Henry Mueller R. B. Brown
Frank L. Zerega G. G. Hoskins
G. Guerrisi James M. Hill
Jno. Ravarino Frank S. Bonno

Association's Staff

M. J. Donna Benj. R. Jacobs

Advertising and Fund Raising Campaign

To lead the Macaroni Manufacturers in their all important battle for their products' rightful place on the American table a board of Strategy has been appointed which includes able representatives of every group in the trade and every section of the country. Cooperating with them is an equal number of allied tradesmen. Under their combined leadership, the campaign is assured of proper financial support and of surprisingly beneficial results in better understanding, fairer prices, greater consumption per capita, fairer profits and a more contented industry.

FOR THE ADVERTISING CAMPAIGN Board of Advertising Trustees

R. B. Brown, Chairman—Fortune-Zerega Co.
James M. Hills—Foulds Milling Co.
G. Guerrisi—Keystone Macaroni Mfg. Co.

Two representatives of the Millers, to be changed each year. The president and secretary of the Association serve as ex officio members.

Advisory Advertising Committee

John Ravarino, Chairman—Ravarino & Freschi Imp. & Mfg. Co.
L. M. Skinner—Skinner Mfg. Co.
Leon J. Tujague—Food Prod. Co.
S. E. Mountain—Fontana Food Prod. Co.
David Cowan—A. Goodman & Sons.
John Canepa—J. B. Canepa Co.
B. S. Scotland—Joliet Macaroni Co.
C. B. Schmidt—Crescent Macaroni & Cracker Co.
Frank Zerega—A. Zerega's Sons, Inc.
Henry D. Rossi—Peter Rossi & Sons.
V. Giusti—De Martini Macaroni Co.
M. Iacono—Savoia Macaroni Mfg. Co.
H. R. McLaughlin—Washburn Crosby Co., Inc.
Martin Luther—Commander Milling Co.
John Pillsbury—Pillsbury Flour Mills Co.
C. P. Walton—Capita Flour Mills, Inc.
A. E. Lowe—Joe Lowe
Chas. Rossotti—Rossotti
C. E. Schaeffer—Stokes
Frank A. Motta—Champion Machinery Co.
D. Maldari—F. Maldari & Bros.
C. Ambrette—Consolidated Macaroni Mch. Co.
L. B. Steele—Dupont Cellophane Co.
D. B. Lourie—The Quaker Oats Co.
S. E. Barbour—Beechnut Packing Co.

Merchandising Committee

James T. Williams, Chairman—The Creamette Co.
Steve Matstone—Chicago Macaroni Co.
Walter F. Villanue—Minnesota Macaroni Co.
J. F. Weidenhamer—The Mega Co.

N. T. Mazza—Ft. Worth Macaroni Co.
Stephen LaRosa—Y. LaRosa & Sons, Inc.
E. Roszoni—Roszoni Macaroni Co.
R. G. McCarty—Birmingham Macaroni Co.
S. Viviano—S. Viviano Macaroni Mfg. Co.
F. Pepe—F. Pepe Macaroni Co.
R. W. Goodell—King Midas Mill Co.
J. H. Diefenbach—Amber Milling Co.
Benjamin Stockman—Duluth-Superior Milling Co.
J. J. Padden—Crocketon Milling Co.
A. C. Cavagnaro—John J. Cavagnaro
Mario Tanski—Mario Tanski & Bros. Inc.
H. H. Squires—Hinde & Dauch Paper Co.
J. C. Nichols—J. C. Nichols
J. R. Barozzi—Barozzi Drying Mach. Co. Inc.
H. K. Becker—Peters Machinery Co.
C. L. Elmes—Chas. F. Elmes Engr. Work.
John Fischer—Pillsbury Flour Mills Co.

FOR THE FUND-RAISING CAMPAIGN

Campaign Finance Committee
Henry Mueller, Chairman—C. F. Mueller Co.
G. G. Hoskins, Asso. Chm.—Foulds Milling Co.
C. F. Pettinger, Asso. Chm.
Geo. O. Browne, Campaign Director, 318 Peoples Bank Bldg., Indianapolis, Ind.

Regional Chairmen

1st District
E. Z. Vermeylen—A. Zerega's Sons, Inc.
Assoc. Chairman—F. Patrono, Independent Macaroni Co., Inc.
2nd District
G. LaMarca—Prince Macaroni Mfg. Co.
3rd District
F. W. Becker—Pfaffman Egg Noodle Co.
4th District
John V. Canepa—J. B. Canepa Co.
5th District
P. F. Vagnino—American Beauty Macaroni Co.
Asso. Chairman, Frank S. Bonno—National Macaroni Co.
6th District
Frank Chiglione—A. F. Chiglione & Sons.

State Chairmen

Alabama—R. G. McCarty—Birmingham Macaroni Co.
California—E. DeRocco—San Diego Macaroni Mfg. Co.
California Assoc. State Chairman—C. C. Hine—Glabe Grain & Milling Co.
Colorado—A. S. Vagnino—American Beauty Macaroni Co.
Connecticut—P. George Nicolari—New Haven Macaroni Co.
Illinois—G. G. Hoskins—Foulds Milling Company.
Iowa—C. B. Schmidt—Crescent Macaroni & Cracker Co.
Kentucky—Joseph Viviano—Kentucky Macaroni Co.
Louisiana—F. F. Frederico—Frederico Macaroni Mfg. Co.
Maryland—Ralph Nevy—Cumberland Macaroni Mfg. Co.
Massachusetts—Alfred Bianchi—Italis Macaroni Co.
Michigan—G. Campoli—Campoli Macaroni Co.

Minnesota—Frank Martocello—F. A. Martocello Company.
Missouri—G. Viviano—V. Viviano & Bros. Macaroni Mfg. Co.
Missouri Asso. State Chairman—C. R. Jones—Domino Macaroni Co.
Nebraska—H. E. Gooch—Gooch Food Prod. Co.
New Jersey—G. Campanella—Campanella, Favara & Glaviano Mac. Co.
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New York State (East)—Asso. Chairman—V. J. Cuozzo—Westchester Macaroni Co.
New York State (West)—A. Giola—A. Giola & Bros.
Ohio—Mrs. H. J. Bruenecke—Wuerdeman Macaroni Co.
Oklahoma—Guy M. Russell—McAlester Macaroni Factory.
Oregon—F. Orzo—Oregon Macaroni Co.
Pennsylvania—Lawrence E. Cuneo—Connellville Macaroni Co.
Rhode Island—J. E. DeRossi—G. D. DeRossi Co.
Texas—L. J. Laneri—Ft. Worth Macaroni Co.
Utah—J. P. Scarfino—Western Macaroni Co.
Washington—G. P. Marliano—Pacific Coast Macaroni Co.
West Virginia—R. V. Golden—West Virginia Macaroni Co.
Wisconsin—John Busalacchi—Busalacchi Bros. Mac. Co.

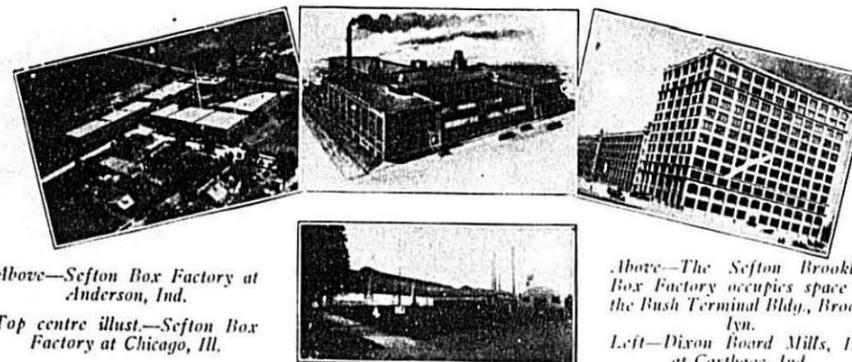
City Chairmen

Boston, Mass.—Ted Molinari—Splendor Macaroni Co.
Long Island City, N. Y.—Wm. Culman—Atlantic Macaroni Co.
Brooklyn, N. Y.—John Romeo—Brooklyn Macaroni Co.
Buffalo, N. Y.—A. Leone—Niagara Macaroni Mfg. Co.
New York City—Erich Cohn—A. Goodman & Sons.
Chicago, Ill.—John Fortune—Fortune-Zerega Co.
Chicago, Ill. Asso. City Chairman—Frank Traficanti—Traficanti Bros.
Chicago, Ill. Asso. City Chairman—Irving Grass—I. J. Grass Noodle Co., Inc.
Cleveland—E. Fracassi—Metropolitan Macaroni Co.
Los Angeles, Calif.—F. L. Sherwood—Superior Macaroni Co.
Los Angeles, Assoc. City Chairman—G. N. Marshall—Los Angeles Pacific Macaroni Co.
Milwaukee, Wisc.—Erwin John—Milwaukee Macaroni Co.
Philadelphia, Pa.—Wm. Friehofer—A. C. Krump & Son Macaroni Mfg. Co.
Philadelphia, Pa.—Max Kutrz, Assoc. Chairman—Kurtz Bros.
Philadelphia, Pa.—Louis Roncaci—Phila. Macaroni Mfg. Co.
Pittsburgh, Pa.—G. Teyssier—Italo-French Prod. Co.
St. Louis, Missouri—Joseph Freschi—Mound City Macaroni Co.
San Francisco, Cal.—L. R. Podesta—Fontana Food Prod. Co.
San Francisco, Cal.—Asso. City Chairman—A. De Martini—Roma Macaroni Co.

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Above—Sefton Box Factory at Anderson, Ind.

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

Above—The Sefton Brooklyn Box Factory occupies space in the Bush Terminal Bldg., Brooklyn.

Left—Dixon Board Mills, Inc. at Carthage, Ind.

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

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

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

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

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

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

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

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

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



Safeguard your shipments by using quality fibreboard boxes

CONTAINER CORPORATION

OF AMERICA

AND

MID-WEST BOX COMPANY

111 W. Washington St.

CHICAGO, ILLINOIS

Seven Mills—Fifteen Factories



Capacity 1300 tons per day

The New Business World

Excerpts from the first of a series of Saturday night radio talks by Merle Thorpe, editor of Nation's Business

Dramatic and tremendous changes are taking place overnight in the business world. They affect every man, woman and child, because we are all in business whether we realize it or not. Each of us has something to sell, and there is no change in business that does not affect each of us directly or indirectly.

The competition for the CONSUMER'S DOLLAR, the dollar you and I have to spend, was never so intense. It is no longer a warfare between individuals; whole industries are aligned in battle array. It is swiftly changing the complexion of every man's business, be he lawyer, merchant, doctor, chief, grower of cabbages or manufacturer of macaroni.

Everywhere old forms of merchandising give way to new. Mail order houses open local stores. Department stores unite in groups. "Jobbers" give their financial life blood to retail customers in order to keep them on the firing line of competition. Chains combine with chains. The survival of the independent dealer has become a national question. Local merchants organize "purchasing pools" to meet the quotations of their bigger competitors. Our whole distribution system is in a state of flux and ferment.

Business touches you in every expression of your personality, in your amusements, in the books you read, in the food you eat, in your travels, in your wearing apparel, in the furnishings of your home—in all the utensils, all the accessories, all the adornments of living and doing.

Pick up the magazine on your reading table. Thumb through its advertising pages. There you will find that the proper thing nowadays is to "say it with flowers." This is not the message of your local florist; rather it is the message of 3000 florists who have banded themselves to sell more flowers to the American people.

On the next page you will see that if you "save the surface, you will save all." That again is not the message of your local paint dealer, but a group of paint manufacturers and dealers throughout the country who have banded together in an organized effort to see that more of our dollar goes to the paint business.

And who has not read the organized admonition to "send it to the laundry"? Who can ignore the urge to "furnish your home first—it tells what you are,"

or to use wood because it is "certified by centuries of service"?

On another page you will see that "jewelry is the lasting gift"; that steel as steel has its advantages. More than a hundred industries are thus as groups, struggling in competition to hold their place in the sun.

Oil, coal and gas are fighting for the job of heating the country. Natural ice and manufactured ice, electric refrigeration, and now gas refrigeration, are all after the job of cooling it. Wood and sheet steel are at grips in the office furniture field, while the lumber and lumber substitute people are competing fiercely for the command of the structural trades.

When you decide to build a house you will find that it is no longer a competition between lumber dealers in your city, but that there are 28 lumber substitutes in the field against lumber. Copper, brass, brick, steel, hollow tile, slate, stone and celotex all want a place.

Industry's Advertising Campaign Assured

(Continued from Page 6)

my ability and feel that if we can get the close cooperation of the Millers and the Macaroni manufacturers we should be able to put our industry on a far better basis than it has ever been."

Another similar letter came from C. P. Walton, president of the Capital Flour Mills, Inc., Minneapolis, responding to an appointment as member of the Advisory Advertising Committee. It said:

"Referring to your letter dated Feb. 12, first of all we want to congratulate you on your splendid achievement resulting from long continued courageous effort. We trust that the benefits resulting to the macaroni industry will prove a great source of satisfaction and comfort to you.

"Regarding serving as a member of the Advisory Advertising Committee, I have hesitated a few days in answering, first because it seemed that I could not give you the help that you should reasonably expect, having had very little experience in committee work, practically none in advertising a food product, nowhere near as much as the average small macaroni manufacturer would ac-

quire in the ordinary course of business in a few years time. I therefore feel that this is one instance where your judgment has not proven the best for surely there are others among the group of durum millers whose experience has given them the back ground more suited to the work you will require.

"In view of this, if you still feel that you would like to have me serve on one of your committees as above, I shall be glad to do so provided it is understood that you will shift me, if it seems advisable, to some other committee without the least hesitation if it is your best judgment to do so.

"We feel that this campaign is likely to show outstanding results. No doubt there will be some mistakes in carrying on the campaign but the possibilities for results are, we believe, very much greater than even the Advertising Agencies themselves realize."

With such spirit animating the leaders of the campaign, the officers and directors of the Association believe it cannot help but command the support of all units of the industry, and result in a qualified success.

Poise and wisdom come from the habit of quiet reflection.

March 15, 1930

THE MACARONI JOURNAL

13

JOHN J. CAVAGNARO

Engineers and Machinists

Harrison, N. J.

U. S. A.

Complete Equipments

Accumulator Systems

Presses

Kneaders

Mixers

Mould Cleaners

Cutters

Brakes

Moulds, Etc.

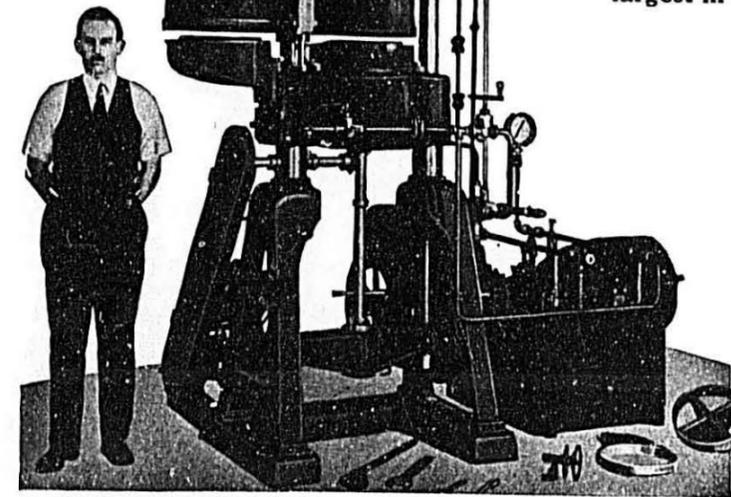
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All Sizes

up to the

largest in use.

N. Y. Office and Shop
255-57 Centre Street
N. Y. C.



No. 222 Press Special

Specialty of
MACARONI MACHINERY

Since 1881

Directors Approve Publicity Move

At a joint meeting of the Directors of the National Macaroni Manufacturers association and the Macaroni Publicity Committee held in Hotel Astor, New York city, Feb. 10 and 11, an advertising campaign of the greatest magnitude was unanimously approved. For 2 whole days 7 directors, the association adviser, Washington representative, secretary-treasurer and the Macaroni Publicity Committee studied the latter's well planned report, scrutinized every phase of the plan of raising funds as presented by the Millis Advertising Co. of Indianapolis, made after an intensive and extensive survey, and finally voted solidly in favor of the report and campaign.

President Frank J. Tharinger presided over the 2-day session that resulted in what many believe to be the most important progressive action in the history of macaroni making in this country. In his arduous, nerve racking duties he

was ably advised by past President Henry Mueller, the association's Adviser. Among the directors in constant attendance both days were J. Guerrisi, Wm. Culman, G. LaMarca, John Ravarino, Frank L. Zerega and G. G. Hoskins. Among the members of the publicity committee were Chairman R. B. Brown and his assistant James M. Hills. The Millis Advertising company was represented by President Fred Millis, Vice Presidents C. J. Pettinger and George W. Browne.

On finding the final vote to be unanimous in favor of entering a contract with the Millis Advertising company to raise an advertising fund of approximately \$1,000,000 to \$1,600,000 for a 4-year macaroni educational advertising campaign, telegrams were sent to the absentees, Frank S. Bonno of Dallas and C. B. Schmidt of Davenport, who wired favorable votes, making the Board of Directors a unit on the proposition.

It was voted to make the present activities of the Macaroni Educational Bureau a part of the general campaign thus insuring a continuation of the fine cleanup work which has been and is being done by that body. Similar activities will also be financed out of the macaroni publicity fund, when and as raised, thus eliminating the need of passing the hat, a custom so common in the past.

Niagara Falls was selected by the directors as the 1930 convention city and Secretary-Treasurer M. J. Donna authorized to prepare a suitable program, stressing the value of macaroni advertising as a factor that will guarantee increased consumption of this food. Dates were to be selected by him to suit the accommodation of the manufacturers and the hotel to be finally selected as convention headquarters.—City, Niagara Falls; hotel, General Brock; dates, June 24-26.

Why the Advertising Campaign Is Necessary

(Continued from Page 8)

Macaroni products we have not kept up with the progress of business methods. This cannot continue.

It does not matter what we as manufacturers think is wrong with our business. It does not matter what the wholesale or retail grocer thinks of our product or our problems.

WHAT THE CONSUMER THINKS IS THE THING THAT CONCERNS US MOST.

There are certain fundamental things which each of us had better for our own good, get clearly and firmly entrenched in our own minds.

1. The selling of our merchandise is the ultimate purpose of our industry. When we fail to do that, each individual business suffers. We have only one reason for our existence, to **SELL OUR PRODUCT.**

2. The merchandise must be sold to the **PUBLIC.** That public is very exacting. Its individual units are highly indifferent, extremely busy in their own minds, and they have many peculiar ideas.

3. The Public has to be, and **WANTS** to be educated. They do not operate automatically and find out what is good and what is bad. They wait for us to tell them.

4. They very rarely know the difference between the cost and the value of merchandising. Many of us think they

do, but we are about 95% wrong in our thinking if we think that way.

5. Their indifference bars the possibility of their ever automatically rewarding enterprise and service.

6. They soon forget us if we fail to give them constant reminders.

7. "It is impossible to **SELL** them if we do not **TELL** them."

Once we get these fundamental facts of selling firmly established, then we will have a full awakening, and the industry will be on its toes ready to stand shoulder to shoulder with the other manufacturers of macaroni products, and make a determined bid for our share of the consumer dollars.

All of the things mentioned lead directly to the necessity for immediate aggressive action.

This industry must start a crusade within its own ranks, which will carry its products to a position of dignity on the American dinner table.

We have the means now of accomplishing this objective. The vehicle has been provided.

The great cooperative educational advertising and merchandising campaign of our industry is the solution to 90% of the serious problems we have facing us today.

An increased demand market for our products will enable us to take up the unused capacities of our plants; will enable us to show a more satisfactory net profit; will reduce the highly competitive conditions and price wars now in effect; and give us a healthy growing industry that through unified energized selling ef-

fort can again be recognized among the leaders in the food products field.

Every man to the guns. One for all and all for one. **SHOOT.**

Canned Foods on the Air

Under the auspices of the National Canners association—using every facility of the National Broadcasting Company in a coast to coast program through 49 broadcasting stations, covering 80% of the radio equipped homes in America—the story of canned foods is to go on the air.

Beginning about the middle of March the entire canning industry, together with wholesalers, brokers, and retailers, will be linked in a cooperative radio advertising program to exploit the varieties, values, advantages and uses of canned foods as they have never been exploited before.

One purpose of this canned food broadcasting program is directly to enlighten the housewife on the extraordinary quality and healthfulness of canned foods and to provide her with special and practical suggestions of the preparation and service of canned foods in their full variety.

The secondary purpose of course is to offer real sales cooperation with all trade channels in the movement of canned foods, in order that the educational and home service influence imparted to the housewife by way of the radio will be matched by the alertness and cooperation of every retailer who sells foods cooked and sealed in tin.

Thieves pass by the WOODEN Box

A DARK NIGHT . . . row upon row of cars laden with costly merchandise. What an opportunity for the light-fingered gentry! But they pass by the wooden box. It takes too much time to rip it open, and their success depends on speed and silence. Shipments made in wooden cases are safe from thieves.

Pilfering not only causes the loss of valuable merchandise—it brings complaints from disgruntled customers who have received "light" shipments . . . causes endless red tape . . . breeds ill will between shipper and conveyor . . . hurts business generally.

You owe it to your business to protect every shipment from the time it is packed till it is opened by the customer. **Fivefold Protection*** gives you the assurance that your goods will be delivered in perfect condition—untouched by pilferers . . . unaffected by weather conditions . . . free from damage by rough handling.

The Wooden Box Bureau maintains a staff of expert packing engineers and designers who will be glad to assist you with any packing or shipping problem. Their services are offered to you free of charge and without obligation. One of these experts will be glad to call and sell you the many advantages of Fivefold Protection.*

Clip and mail the coupon today. It may save you money.



*FIVEFOLD PROTECTION

Good Wooden Boxes—safeguard your merchandise against:

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



WOODEN BOX BUREAU

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

CHICAGO, ILLINOIS

WOODEN BOX BUREAU
111 West Washington Street
Chicago, Ill. Dept. 252
Gentlemen:
We manufacture . . .
and are interested in learning more about the advantages of Fivefold Protection.*

Name
Company
Street
City State

Health Hazards in Macaroni and Noodle Manufacturing Plants

By C. O. SAPPINGTON, M. D.
Director Industrial Health Division, National Safety Council

Reports indicate that the health hazards in macaroni and noodle manufacturing plants are comparatively slight. The most important essential health hazards in the industry are exposure to flour or other dust, heat, carbon monoxide gas and foul air.

These hazards may have a relationship to 5 special abnormal conditions which have been noticeable among workers in these industries. These special conditions are: skin affections, inflammation of the eyes, chronic indigestion, respiratory diseases, and decay of the teeth.

The unit particles of flour dust have the quality of being more smooth and less irritating to the respiratory tissues of the human body than many dusts commonly found in industry. But in spite of these more favorable qualities, the continuous inhalation of flour or similar dust cannot fail to prove injurious to the respiratory organs of the average worker, after long exposures. The continuous lodgment of the small individual particles of flour or other dust in the bronchial tubes and air passages in time will cause irritation. This condition eventually may result in the collapse of small areas of the lungs, or in minute dilations which may cause an abnormal collection of air in the lung tissues, resulting in a condition which is often seen among workers in flour mills and which is popularly known as "miller's asthma." Investigations among millers also indicate that still other diseases of the lungs are fairly common.

Investigations by Hurt show that 20.3% of all diseases affecting millers

were pneumonia, 9.3% bronchial catarrh, 10.9% consumption. Thus, more than 40% of diseases among millers relate to the respiratory passages.

Continuous exposure to excessive heat may become a health hazard. This hazard may relate closely to the presence of carbon monoxide gas, which gas is usually found at least in small amount where there is burning of coal or natural gas, or other fuels. This possible hazard from carbon monoxide gas is avoided of course where electricity is used for baking or drying operations. Among all modern industries carbon monoxide is probably the most widespread poisonous substance connected with human life and activity.

Carbon monoxide may be formed as the result of incomplete combustion of carbonaceous fuel materials. Or it may be the byproduct of the combustion of numerous compounds containing carbon. When a flame strikes a cooling surface, such as a metallic plate or water coils, combustion is incomplete unless a high temperature (about 1100° Fahrenheit) is reached. In case of a gas pressure behind the flame, incompletely burned products (carbon monoxide, etc.) may float beyond the contact surface into the surrounding atmosphere.

If carbon monoxide is present in sufficient quantities in the breathed atmosphere it may result in gradual poisoning. The symptoms of such poisoning may include frequent headaches, dizziness, nausea, vomiting, weakness of memory, coated tongue, palpitation of the heart, insomnia, general debility, or slow mental reaction.

It is unlikely that carbon monoxide would be present in sufficient quantity in the ordinary operations of macaroni and noodle manufacturing to become a pronounced health hazard, yet such a condition might be possible.

It has been observed that cases of chronic indigestion are not uncommon among the class of millers obliged to breathe a great deal of flour dust, and it is believed by some specialists in this field that this may be attributed to the swallowing of flour dust. It is explained that uncooked starch is not readily digested, and is very likely to undergo fermentation and thus injure the organs of gastric secretion.

It also has been noted that millers are sometimes troubled with impacted ear-

wax and partial deafness. Irritation of the eyes as the result of dust is also common. Decay of the teeth has been observed as unusually common among bakers. This probably is the lodgment of flour dust in the teeth and gums, unless removed by frequent cleaning favors processes of fermentation and decay. What is true of the millers and bakers is also of lesser extent to macaroni and noodle makers.

Skin affections represent one of the most common health hazards to workers in macaroni and noodle manufacturing plants. This condition apparently is due to the presence of flour and other dust, and to certain chemical or toxic matters from dough, flour and heat. Among bakers there is a common eczema of the hands and arms which is called "baker's itch"; bakers also seem peculiarly susceptible to scabies, pimples and boils.

In addition to the continuous action of any skin irritant, such as dough or flour or other dust, the liability to irritation depends a great deal on whether the skin is normal in structure and healthy in functioning. In this relationship the following points are important:

1. *Skin immaturity.* It is known that young adults may show a type susceptible to skin irritations.
2. *All health.* Investigations indicate that persons who are subject to skin diseases are peculiarly susceptible to skin irritation, mechanical injury of the skin and other adverse influences. It has been noted by one investigator that skin diseases may predispose a work-



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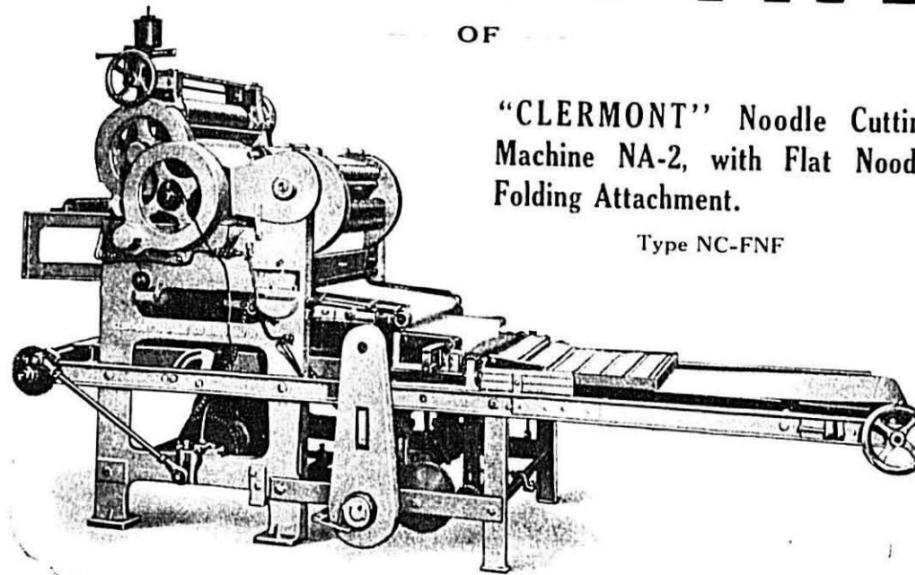
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THE LATEST TYPE

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Type NC-FNF

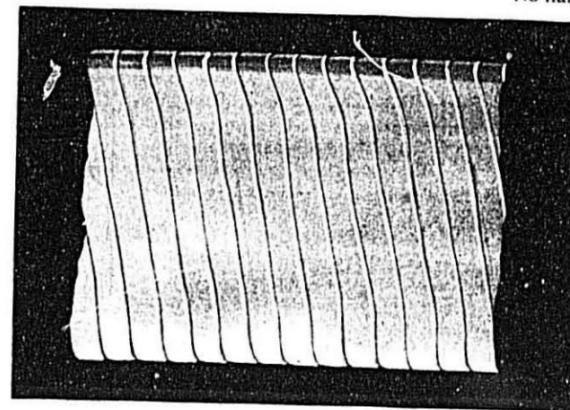


No skilled operator required

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No hands touch the product

Suitable for Bulk Trade



Suitable for Package Trade

The finished product of above machine.

WE ALSO MANUFACTURE:

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- Triplex Calibrating Dough Breakers
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- 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.

cupational skin troubles. This writer estimates that 13.8% of his cases of skin affections followed influenza or pneumonia, 28% occurred in excessively oily skins, and 27% were patients who experienced excessive sweating.

3. *Race.* Because of the color of the skin different races show different kinds and degrees of skin reactions. The black race is comparatively more free from industrial skin affections than the white race. Fair skinned persons are particularly prone to "nickel itch." Experience indicates that pigmentation (color) may afford some protection against chemical irritants. Study has shown that blonde types are more susceptible to skin irritations than brunettes.

5. *Dirt.* Dirt cannot be regarded as an extra hazard by itself. But the presence of dirt usually implies carelessness of the individual, which may lead to increasing exposure. Some experiences have shown that a greater attention to the cleanliness of the skin has decreased the tendency to irritation.

6. *Excessive sweating.* Such a condition causes the fats of the skin to be dissolved and washed away. Under such circumstances, nonirritant dust may become irritating. Congestion and abnormal activities of the skin glands is a common effect. "Prickly heat" is a common manifestation of this condition. An unnatural, profuse perspiration of the hands, armpits, and other portions of the skin, may react unfavorably among certain workers.

7. *Excessive oiliness.* Abnormal activity, or large size of the oil glands, may predispose the individual to the irritative effects of oil, tar, or various other petroleum products, if they should be used.

8. *Excessive dryness.* In case of frequent washing in alkaline waters, or contact with them, certain employes show a tendency to dryness and cracking of the skin. This condition, however, is more especially noticeable among printers.

The first necessary step in the prevention of industrial skin diseases is their *detection*. This may be accomplished through the watchfulness of physicians, and a campaign of education carried on among the individuals to encourage the reporting of skin disturbances when they first occur.

The second step in prevention of skin affections lies in a *careful study* to ascertain the exact cause or combination of causes. This may prove more complex than it might seem, and may require special examinations and tests.

The third logical step would be the *removal of the cause* or causes. This may require special protective clothing or apparatus for the worker, a different kind

of operating supervision; or a permanent change of the worker to another occupation if other remedies should fail.

Industrial skin affections occupy first place as a reportable occupational disease, and they are found widely distributed throughout our industrial population. The hands and arms are most likely to be affected. There may be all degrees of severity even including death in some occupations.

The diagnosis, prevention and treatment of skin affections usually require



considerable investigation and much skill, if a successful outcome is to be accomplished.

Skin irritations among macaroni workers may be produced by a combination of several causes; such as sweat and heat. The control of dust and heat usually relates closely to plant ventilation and plant exhaust systems, as natural preventives of such hazards. Much has been accomplished during recent years through the devising of systems of mechanical exhaust ventilation which remove dust and fumes at the point of origin. Various state and national safety codes have been worked out, with definite suggestions and specific rules for the removal of dust and fumes through the use of hoods, fans and other practical apparatus.

Where such a situation exists it is always very important that the dust and fumes should be carried away from the face of the worker.

It should be emphasized, also, that no amount of ventilation of a macaroni manufacturing plant can do away with the necessity for frequent and systematic cleaning of all parts. All workrooms should be swept daily after work has ceased. The dust hazard in macaroni factories should be very slight, as a rule, if the premises are kept continuously clean.

If the dust hazard in the sifting and mixing processes is closely watched, there should be little accumulation. Many modern plants have vacuum cleaning systems, and such a method for plant dusting should always be encouraged. "Dust oil" has not been found efficient as it usually only allays the dust and does not remove it.

The explosive hazard though very slight in macaroni plants, is another reason for constant watchfulness in the removal of flour or other dust. If the forming machine in the macaroni plant is gas heated care should be taken to insure that dust does not come in contact with the gas flame. The flame should be suitably screened or otherwise effectively enclosed. There is the same explosive danger from electric sparks from the mixing machinery when so operated. If the batch of dough should become too stiff it might therefore produce an excessive load on the motor. There is a like danger if smoking should be prevalent in the factory.

As a summary of essential health regulations in the macaroni industry it is recommended that there should be frequent plant inspections from the viewpoint of industrial health, with especial attention to possible dangerous fumes, possible excessive dust, and proper ventilation. These inspections should be supplemented by health examination of workers at the time of employment by a competent industrial physician, and periodic physical examinations thereafter.

Everyone interested in the progress and welfare of the Macaroni Industry in America is welcome to the 27th Annual Convention of the trade in The General Brock Hotel, Niagara Falls, June 24-26, 1930. Here's business for you. Attend to it.

Rob Macaroni Maker's Home

The home of William Freilhofer, Germantown, Philadelphia, Pa., president of A. C. Krumm and Son Macaroni company of that city, was ransacked by burglars the last week in February. This popular macaroni manufacturer and baker was at the time enjoying a short winter vacation in California with his family. In addition to many articles of value, the thieves carried away a 200 lb. safe which contained among other valuables, jewelry worth in excess of \$2500. Fortunately the burglars were immediately apprehended and the loot recovered.

The Golden Touch

King Midas Semolina

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

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

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

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



King Midas Mill Co.
MINNEAPOLIS, MINNESOTA

Secrets of Successful Trade Marking

---Taking Stock of the Slogan

Written expressly for *The Macaroni Journal* by Waldon Fawcett

In this day and age, when a pat saying may stick in the public memory as long or longer than a catchy nickname, no marketer of macaroni and kindred products should commit himself to a trade mark policy without taking stock of the slogan. It is not that slogans have been wholly slighted in the past. Here and there individual sellers have summoned slogans to drive into the public consciousness by reiteration a thought that could not be conveyed in a single word or by a simple picture.

For all this spotty use the slogan has not had, until very recent years, the recognition into which it is now coming as a vehicle of commodity identification. And the main explanation is to be found in the fact that the average business man has not looked upon slogans as having anything of trade mark character or of permanent tenure. Rather has he thought of slogans as advertising mottoes destined for temporary use. If anything, this estimate of the slogan has spread since slogans have been relied upon so heavily by trade associations in staging special commodity "weeks" and putting over cooperative advertising campaigns.

Supposition to the contrary, the slogan is entitled to consideration for a place in any trade mark strategy. If there be any confusion of thinking on the subject it can probably be traced to a lack of determination in advance as to just what language form is to be dealt with as a slogan. Or else too hazy an idea, on the part of the sloganizer of just what work may be expected from his pet what protection he may invoke against imitation or duplication. Let us spend a minute on the first point.

Just what is a slogan? In the sense, that is to say, in which a slogan is susceptible of use as an aid in macaroni marketing. A number of people within and outside the trade have fallen into the habit of regarding as a slogan anything more extended than a single word or name. That is to say they put down in their minds as slogans designations that are merely combinations of two or more words. These word groups are in many instances not slogans, if the form we have in mind is the true, full stature slogan. Nor do they perform a slogan function in the specific sense; that we will now discuss.

The species of slogan with which the

macaroni brander does wise to reckon is the one which is not so much a commodity designation in elongated form as an apt expression of a key thought or a dominant motif in macaroni marketing. Let us suppose an imaginary case to illustrate. "Wheat Hearts" might be regarded as an example of the misnamed slogan. In contrast to this, as a true specimen: "Macaroni Makes The Meal Complete." If the slogan is used only in advertising it is an open question whether or not it should be changed at frequent intervals. But a slogan used only in advertising could have no trade mark standing in any event. And for a slogan that is to acquire cumulative punch as a trade mark too short a life is fatal.

Because the buying public cannot be expected to remember the exact wording of a lengthy slogan and because a complete rallying cry makes an unwieldy by-word, it is seldom wise to rely upon a sure enough slogan as the sole trade mark on a package. Rather is it the fashion to summon a slogan to supplement and support a trade mark name or simple trade mark device. There is nothing either unethical or illegal in this. It is well recognized in law and in trade that any marketer has a right to mount on his goods at one and the same time two or more trade marks. However different these "riders" may be in form they will both be entitled to recognition and acceptance so long as they perform the bona fide duty of a trade mark.

The slogan may reinforce the conventional, technical trade mark in emphasizing the origin or ownership of the goods. Indeed, in that role the length and elasticity of the slogan gives it more capacity than a terse, compact nickname. Or, as an alternative mission, the slogan may "interpret" or "translate" the primary trade mark to the consumer audience. This last is coming to be recognized as one of the big opportunities open to a slogan drafted as a secondary trade mark. If a trade mark name is difficult to pronounce, if its full meaning is not clear to the casual beholder, or if it is in danger of confusion with some other existing trade mark, a slogan may be summoned to good effect to set the public right and facilitate proper use of the basic mark as a means of calling for the goods.

If we have made out our case that in

theory the slogan can be of genuine service as a trade mark, let us turn to a practical side that is more or less hidden in a fog for most branders. Is a slogan capable of being a trade mark in name as well as in fact? Or, to be more blunt, is a slogan eligible for Federal registration as a trade mark? Here is a question that has caused more misunderstanding in business circles than almost any other riddle of its kind. And just because the censors at Washington have, this past few years, denied recognition to several proffered slogans, the impression is widespread that no slogan can get into the trade mark holy of holies.

The jumping to conclusions has led many would be sloganists wide of the mark. It is entirely possible, under pre-planned conditions, to obtain at the U. S. patent office a certificate of registration for a slogan and to successfully defend that slogan in the Federal courts. But not every slogan can be a technical trade mark. And not just any old employment of a slogan suffices to qualify for Federal confirmation. It has been explained earlier in this article how absolutely essential it is that a slogan, in order to attain full dignity as a trade mark, shall be habitually used on the goods,—goods passing in interstate commerce. That is, where many of the slogans fail when they seek diplomas at Washington. The officials at the trade mark clearing house investigate and they find that the slogan which is knocking for admission is, say, nothing more than sales patter and not an integral part of package copy, year in and year out.

Another explanation of the high mortality among slogan applicants is found in the well nigh universal taint of descriptiveness. Slogans mostly, are just naturally descriptive. They give information about the goods, or eulogize the qualities of the goods. To pay such compliments seems as though it were the natural bent of a slogan. But it is fatal to the hopes of a trade mark "climber." Descriptiveness is a cardinal sin in all technical trade marks. The slogans that get by are those which are held officially not to be merely descriptive. Sometimes it may appear to an onlooker that a trader has slipped something over on the watchdogs at the U. S. division of trade marks. But he would find, if he were on the inside, that the examiners admit-

(Continued on Page 36)

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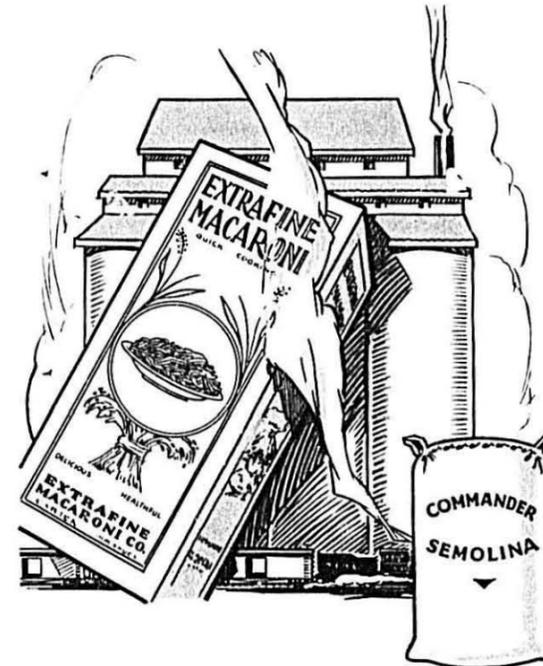
THE MACARONI JOURNAL

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LENT

—The Macaroni Season

During this season when great quantities of macaroni products are sold, it is essential that the quality of these products be of the highest. All wise manufacturers know this, for during Lent many new converts are made each year to the value of macaroni as a wonderful food. It is at this time that we wish to emphasize the ten year high average of quality enjoyed by Commander Semolina.



Commander Semolina
Insures Macaroni Products
of Commanding
Quality

COMMANDER SEMOLINA

Commander Milling Company
MINNEAPOLIS

When Advertising Fails

By T. B. HILTON

Figures are frequently published on why men fail in business, and percentages are applied to the various causes: 29 percent, lack of capital; 15 percent, conditions beyond their control, and so forth.

It would be interesting to see the same kind of statistics on why advertising campaigns fail.

Granting that incorrect copy or poor space buying is responsible for some advertising failures, these can hardly be the major causes. A capable copy writer is not a rara avis, and such a study has been made of space buying during the past 40 years that that branch of advertising comes nearer to a science than any other. If advertising failures were usually attributable to such causes they would indeed be severe indictments of the men engaged in advertising work.

The success or failure of any progressive measure, advertising included, rests with the administration of the business. It is at that door that we can lay the blame for many, if not a majority, of the advertising programs that never grow to maturity.

Trace the history of a typical advertiser who bursts into print for the first time. You will, very likely, find something like this: The business started on the ideas and ideals of one man, who gave his personal attention to every detail, bought every item, hired all the help and knew all the dealers and the state of every account.

As the business developed, faithful employes were promoted to heads of departments or outside executives were brought in. The business grew until it reached a point where it "had to get bigger in order to stay as big."

It was decided to call in the aid of advertising. The founder and president gave a great deal of time and attention to the selection of an advertising manager, the appointment of an advertising agency and a study of the media to be used.

If advertising does anything it puts the advertiser in contact with new outlets of distribution and new consumers, people who never heard of the firm and its products before. The latter, new and without prestige, are on trial.

At this point things may begin to go wrong. In the old days every new problem would have "the old man's" personal attention. Now, everything is referred to department heads, subdepartment heads and far too often to subordinates, some of whom have little interest in the business or lack vision and experience.

As a result part of the volume of or-

ders is filled with below-standard goods; shipments are delayed, wrongly directed or improperly packed. The collection department irritates new customers and correspondents write lackadaisical letters. Goods are returned for reasons that seem perfectly obvious to the dealer or consumer, but these and other causes of complaint receive unsympathetic handling.

If you think the last mentioned situation is exceptional, try returning a newly advertised food product which may have been improperly packaged or may possibly have grown stale, and see what satisfaction you get from the average dealer.

Here are a few examples of the manner in which the advertisement sells the product, creates a friendly interest in the mind of the buyer—and then this goodwill is thrown away by the shortsightedness of the manufacturer's or dealer's employes.

A housewife saw an advertisement of some trade marked goods giving a recipe, which, according to the copy, should be made only with that advertiser's product. Inquiry at grocery stores in her neighborhood disclosed that they did not carry the line. A letter to the manufacturer referred her to a store more than an hour away on the subway. The reply was a mere form letter.

The director of a small camp in Maine ordered several cases of macaroni from a reputable New York concern. They were improperly packed for shipping and by the time he received them they were in poor shape, to say the least. After writing several letters to the manufacturer he was finally referred to the nearest local dealer, some 50 miles away. And it was not until he had returned to New York the following fall that the adjustment was finally made and the macaroni delivered—too late to be of any use. In the meanwhile his good will had been lost, and although the advertising had done its work the value was thrown away because the service did not back it up.

Another company's advertisement had appeared in one of the magazines read by a prominent lawyer in a small town in the middle west. Impressed by these well conceived and forcefully presented ads he went to his neighborhood grocer and asked for one of that advertiser's trade marked products. The clerk told him: "We used to carry that brand but we haven't been handling it for several months, now." When asked if there wasn't any demand for it he replied: "Oh, yes, lots of people ask for it, but

the boss just doesn't seem to get around to placing an order."—Needless to say, many friends and neighbors in the community soon heard the story.

Obviously this dealer wasn't properly sold on the product, in the first place—and in 9 cases out of 10, this is the fault of the manufacturer himself. Perhaps he has thoroughly advertised his goods to the consumer, but he hasn't sold his dealers to the point where they will fully capitalize on this potentially invaluable selling aid.

Isolated instances, maybe, but these instances show something fundamentally wrong at the top. Each of them has been taken from the history of manufacturers who used to advertise and who do so no longer. Probably executives of these concerns believe advertising to be inefficient. It has been proven so in their cases, they argue in all sincerity.

Ill will travels fast by word of mouth and is difficult to counteract. Once an unfavorable attitude is lodged in the mind of the consumer every advertisement supplies an opportunity for the disgruntled one to knock; every display on the dealer's shelves is a reminder of dissatisfaction.

Many large advertisers—and some smaller ones—recognize the danger of losing the good will that advertising has patiently established, by some slight, stupid or unwise act of one of their own employes or dealers. Their conclusion is that the entire organization—down to the office boys—should be made aware of the obligation to the trade and public entailed by their advertising.

Another mistake which is all too often made by advertisers—and food product manufacturers, in particular—lies in their attempt to open up new areas for distribution, with the support of a small measure of half hearted advertising. The more successful manufacturers, on the other hand, work on the principle that they should never waste their efforts in trying to market their products in any territories which do not justify the expense of intensive advertising and selling.

In the macaroni products manufacturing field the C. F. Mueller Co., of Jersey City, N. J., is an outstanding example of a successful food products manufacturer who has always adhered to this fundamental policy. Never has the firm opened up new territories for development until after the already established Mueller markets have been intensively cultivated with the aid of forceful advertising.

When the executives of a company can

March 15, 1930

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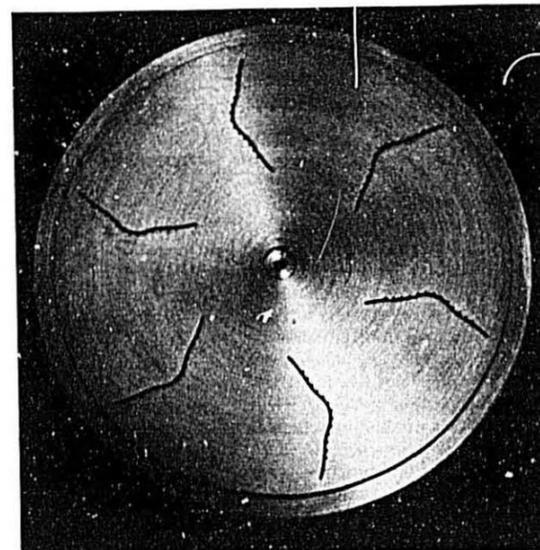
MARIO TANZI & BROS., Inc.

Presents

The "FAULTLESS" SEA--SHELL--DIE

A Distinct Achievement
in
Macaroni-Die-Manufacturing

Equally Suitable for Either
PRODUCTION or QUALITY



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

FEATURES

- UNFAILING AT FAST DISCHARGED LOADS.
- SELF-CONTROLLED FOR AVOIDING "SPLIT" AND CENTER-WAVED SEA SHELLS.
- CHOSEN TO SECURE A SMOOTH PRODUCT THROUGHOUT EVEN IN THICKNESS.
- DEPENDABLE FOR CONTINUOUS OPERATION.

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.

CREATORS and MAKERS
OF FINE DIES

get the spirit of teamwork into their own and their dealers' organizations they can devote their own thoughts to the bigger

questions—without fear of defective details eating away at the bottom what they are building up at the top.

A Warning to the Trade

By B. R. Jacobs, Washington Representative N. M. M. A.

The trade apparently is being circularized for the purpose of having it use a product called Soya-Lecithin to be used as a substitute for eggs.

Under the standards promulgated by the United States Department of Agriculture all egg macaroni products including noodles and egg noodles are required to contain not less than 5.5% of egg solids (either yolks or whole eggs). No other product may be substituted for eggs even when the chemical composition of the substitute is the same as the chemical composition of whole eggs or yolks. Soya-Lecithin has not the chemical composition of yolks or whole eggs. It may have the

chemical composition of some part of the yolk. However, if it is used its presence must be declared on the main label, and the macaroni products in which it is utilized cannot be called an egg macaroni product.

It must be remembered that the standards of the U. S. Department of Agriculture are "exclusive standards." That is, all products not specifically provided for in the standards are automatically excluded. So that if any ingredient is used which is not included in the standards, the product ceases to be a macaroni product and becomes an imitation macaroni product. Therefore, not only must the added ingredient, which is not part of the standards, be declared on the label, but the product must be labeled "Imitation Macaroni Product." The word "Imitation" must be in the same size type and on the same color background as the words "Macaroni Products."

It is suggested to any macaroni manufacturer who contemplates using Soya-Lecithin in macaroni products to submit his problem to the laboratory

of the National Macaroni Manufacturers association. We will be glad to assist him in changing his labels or his formulas, and to give any advice necessary on this product. This service will be given to any manufacturer free of charge, as it is the policy of the association to have all manufacturers comply with the federal and state food laws in the production of macaroni products.

Your Honeymoon

Niagara Falls still continues to be the Honeymooners Mecca. Some Macaroni and Noodle Manufacturers never had a real honeymoon trip. Others had one so long ago, that it remains a mere memory.

Why not plan a honeymoon trip to Niagara Falls June 24-26, 1930, and as a side issue take in the Macaroni Industry's big conference in The General Brock hotel? You and wife,—even the kiddies, if there are any, will enjoy a short stay in this scenic resort.

Date her up for the last week in June.

GUARD YOUR GOOD WILL

"Good Will" is an intangible something in business which is of more value than the balance in your bank. You can lose your money and make it back again but you cannot afford to lose your "Good Will."

A R-O-A-R From Niagara H-E-L-L-O!

Macaroni Men and their Families: Niagara Falls will roar WELCOME to you and your friends on the occasion of the annual convention of the National Macaroni Manufacturers Association June 24, 25 and 26, 1930.

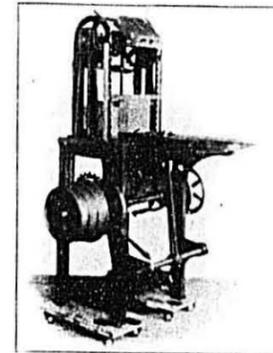
United States Production and Consumption of Durum Products

U. S. Department of Commerce Report--By Felix T. Pope

Year	Durum Wheat Ground	Semolina Produced	Flour Produced	Export (Bbls)		Available for consumption	
				Semolina	Flour	Semolina (bbls)	Flour
1924							
Jan.-June	5,451,715	821,503	341,636	57,873	147,568	763,830	194,068
July-Dec.	6,594,830	1,062,410	416,073	167,198	231,189	895,212	184,884
12-Mos.	12,046,545	1,883,913	757,709	225,071	378,757	1,659,042	378,952
1925							
Jan.-June	4,668,282	741,079	318,919	78,919	151,351	662,151	167,352
July-Dec.	7,373,556	1,136,180	495,741	116,851	200,596	1,019,329	295,145
12-Mos.	12,041,838	1,877,259	814,660	195,770	351,947	1,681,480	462,497
1926							
Jan.-June	6,841,438	1,050,873	470,684	62,955	162,951	987,918	307,733
July-Dec.	7,009,579	1,165,192	414,664	94,951	180,004	1,070,241	234,660
12-Mos.	13,851,017	2,216,065	1,685,348	157,906	342,955	2,058,159	542,393
1927							
Jan.-June	5,072,626	868,476	259,282	71,331	141,183	797,145	118,099
July-Dec.	7,809,023	1,280,152	409,613	99,904	104,626	1,180,248	304,980
12-Mos.	12,881,649	2,148,628	668,895	171,235	245,809	1,977,393	423,079
1928							
Jan.-June	6,804,804	1,037,175	353,972	42,863	143,468	994,312	210,504
July-Dec.	8,013,583	1,208,321	493,152	66,744	168,310	1,141,085	325,334
12-Mos.	14,818,387	2,245,496	847,124	109,607	311,778	2,135,397	535,838
1929							
Jan.-June	7,813,704	1,146,438	488,557	49,220	101,710	1,097,218	374,847
July-Dec.	8,015,616	1,184,796	535,941	33,351	98,133	1,151,445	437,808
12-Mos.	15,829,320	2,331,234	1,024,498	82,571	199,843	2,248,663	812,655

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

Notes of the Macaroni Industry

Bulk Associations Merge

Last month in Pittsburgh, Pa., the Macaroni Manufacturers Trade Association of New York and the Board of Trade Macaroni Manufacturers of America were merged and the Macaroni Manufacturers Association of America, Inc., was launched.

Headquarters have been established in New York city at 27 Cleveland place. Two field men have been employed for the New York and New England territory and one man has been at work in the western territory for some weeks. G. F. Romeo, president of the Brooklyn Macaroni company, is the association president and Don E. Mowry, the executive secretary. Other officers and members of the executive committee are: vice president, Erwin John, Milwaukee Macaroni company; secretary-treasurer, V. J. Cuonzo, Westchester Macaroni company, New York; chairman of the board, G. Guerrisio, Keystone Macaroni company, Lebanon, Pa.; S. Viviano, Viviano Macaroni company, Carnegie, Pa.; V. G. LaMarco, Prince Macaroni company, Boston; S. Mataloni, Chicago Macaroni company; S. La Rosa, V. LaRosa & Sons, Brooklyn; and A. Gioia, A. Gioia & Bros., Rochester, N. Y.

The aims and purposes of the organization are to promote a national credit information exchange bureau, give information regularly on market trends and prevailing market prices, increase the consumption of the product throughout the country, assist in national and sectional advertising, issue a bulletin regularly to the membership and serve as a clearing agency for problems of the industry.

Resolutions were adopted favoring the fullest cooperation with the National Macaroni Manufacturers association by the bulk men in all progressive activities having to do with the general improvement of the macaroni business in U. S. Sectional meetings have been held in New York, Chicago and Cleveland.

Machine Man on Plant Tour

Conrad Ambrette of the Consolidated Macaroni Machinery Corp. of Brooklyn, N. Y., visited the National association headquarters in Braidwood, Ill., while on a tour of the plants in the middle west for the prime purpose of supervising installation of his firm's machinery.

The John B. Canepa company, Red

Cross Macaroni, Chicago, Ill., has installed a large upright hydraulic press to increase the plant's production to a point where demands for the product can be met.

The Quaker Maid Company, Inc., formerly the Atlantic & Pacific Products Corp., is erecting a large manufacturing and packaging plant in Terre Haute, Ind. Mr. Ambrette's firm is installing therein some of its most modern macaroni manufacturing machinery. At this plant several other products will be manufactured and packed.

"Talkie" Star—Spaghetti Lover

Lila Lee, one of filmdom's most attractive actresses and renowned for her perfect figure, is a lover of spaghetti. She began her acting career on the legitimate stage when a child of 5 and has enjoyed a successful career on stage and in the movies.

While in her teens she showed a tendency to be over-fat but by living and eating naturally she overcame it. Six years ago she married James Kirkwood. A son born a year later occupied most of her attention but recently she again answered the call of the movies.

Her chief hobby is eating spaghetti. There is almost no limit to her capacity for this dish and fortunately it keeps her figure so perfect that she doesn't have to worry about her diet.

Is spaghetti fattening? Miss Lila Lee's perfect figure is the answer.

Macaroni Salesman Dies

Edward M. Stewart, salesman for the Crescent Macaroni & Cracker Co. of Davenport, Ia., succumbed to a heart attack Feb. 6. For many years he sold macaroni products to a contented trade in Illinois and Iowa.

Health and Educational Exposition

Manufacturers of macaroni products have been invited to place a macaroni exhibit in the Health and Educational Exposition, May 17-25, in the Chicago Coliseum. The exposition is being developed under the auspices of the city department of health of Chicago and is endorsed by, and will be actively participated in by, the Chicago Medical society, the Chicago Dental society and the Illinois Federation of Women's Clubs.

The dates of the exposition will be proclaimed "Child Health Week" and will be known as Chicago's contribution to "Child Health Day," set by the

proclamation of the President of the United States as May 1.

Exhibits are to be educational and applications to health. Related products are to be placed in sections and all exhibits are to be approved by the management before installation.

Recommends High Egg Duty

The Senate finance committee which has been studying the new rate proposed in the new tariff act favors the increase in the duty on imported yolks ranging from 12c to 18c per lb. If the conclusions of this committee should be adopted by Congress, macaroni and noodle manufacturers who are dependent on importations for granular and sprayed yolks would have to stand a tariff duty of 30c on the former and 36c on the latter, being an increase of 12c and 18c respectively.

The same committee has also approved an increase of 50% in the duty on all imported egg macaroni and noodle products. If its idea is finally made into law all egg macaroni and noodles will pay an import of 3c per lb. as against 2c per lb. on plain macaroni.

Macaroni Prominent in Food Show

Two well known brands on the eastern markets were exhibited at the annual show of the Newark retail grocers held in Laurel Garden last month. The grocers who were operating on a co-operative basis were highly pleased with the exhibits and the interest shown by the public. The macaroni firms that demonstrated their products were C. F. Mueller Co., Jersey City, N. J., and the Foulds Co., New York city.

Macaroni Prices Unchanged

Macaroni products were one of 12 articles that showed no change in retail price from Dec. 15, 1929 to Jan. 15, 1930, according to the U. S. bureau of labor statistics. The survey covered 51 cities and included nearly all of the leading grocery products. The report shows a drop in prices for that period averaging 1 1/2%. Bridgeport, Conn., showed the greatest drop, 4%, leading all cities, including New York city, which showed a drop of 3%.

The average price, however, showed an increase of about 1/2 of 1% since Jan. 15, 1929. Thirteen foods were selling at lower retail prices and 17 showed increases. As compared with the average cost in 1913 food on Jan.

March 15, 1930

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KANSAS

HARD

WHEAT

FARINA

Absolutely Guaranteed
Quality Always Uniform

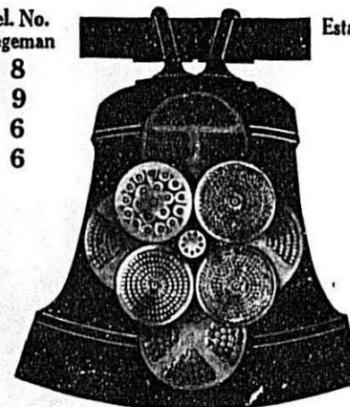
Samples On Request

The HUNTER MILLING Co.

Wellington

Kansas

Tel. No.		Established
Hegeman		1
8		8
9		9
6		8
6		



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

Every Order is Given the Personal
Attention of Die Experts.

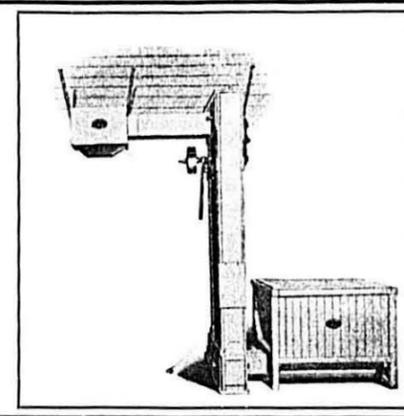
F. MONACO & CO.

1604 Dekalb Ave.

BROOKLYN

NEW YORK

Improve Your Noodles



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

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

Write Today

Champion Mach'y Co.

Joliet, Illinois

15, 1930 was from 50 to 60% higher. Chicago showed the highest increase in the 17 year period, a total of 63%, with only 31% increase in Salt Lake City.

Alabama Votes for Radio Broadcasting

R. G. McCarty, president of Birmingham Macaroni company, announces that his firm will be on the air every Friday night between 7:00 and 7:30 p. m. with a diversified program of music and macaroni recipes, a most delightful combination. The broadcast began March 7 over station WBRC, Birmingham, Ala. The purpose is to educate the listeners to the true food value of macaroni products and their proper preparation to suit the tastes of Americans. The program will specifically advertise the Eagle brand manufactured by the sponsoring firm and well known throughout the southern states.

New Plant in Terre Haute

The foods manufacturing and packaging plant being erected in Terre Haute, Ind., by the Quaker Maid company, Inc., formerly the A. & P. Corp., started operation the first of the month according to C. W. Westrup, general manager.

One of the leading units of the plant is the macaroni manufacturing department. Five vertical presses supplied by the Consolidated Macaroni Machinery company of Brooklyn and a complete and up-to-date drying system installed by Barozzi Drying Machine company of North Bergen, N. J., will take care of macaroni manufacturing and curing.

The plant is one of several that come with the expansion program of the company, the facilities of the Brooklyn plant having been found inadequate to supply the middle west territory.

The Williams' in Florida

Mr. and Mrs. James T. Williams of Minneapolis, Minn., spent February in the southern climes with Miami, Fla., as their headquarters. Side trips were made to Havana, Cuba, and New Orleans for the Mardi Gras.

Noodle Firm Expands

To meet demands for its products the Schneider's Home Made Egg Noodle company of Brooklyn, N. Y., has entered upon a program of expansion that will make its plant one of the most modern of its kind. The first move, according to President Rudolph

Jonke, was an increase in the capital stock of the concern from \$20,000 to \$50,000, all of which was readily disposed of to stockholders. This was followed by an expenditure of more than \$15,000 for machines and other equipment which is rapidly being installed to meet present and future requirements. The company's plant is at 615 Fairview Av.

Quality Voted Excellent

The firm of Scarpelli Brothers, Inc., in Spokane, Wash., was awarded a medal for the excellence of its macaroni products by the award committee of the Italian-American Chamber of Commerce of that city at the annual conference Feb. 11, 1930 in Ziegler block. In voting the award the chamber approved resolutions commending the high quality of Spokane made macaroni as equal to that of macaroni made anywhere in the world.

The firm has progressed well under the able management of 4 brothers: G. E. Scarpelli, president; F. L. Scarpelli, vice president; P. Scarpelli, secretary; F. Scarpelli, treasurer. At the plant at 2012 E. Sprague Av., the firm manufactures such brands as "Golden West," "La Pantera," "Miss Spokane" and "Gragnano Brand."



Star Perfection Dies

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

THE STAR MACARONI DIES MFG. CO.

47 Grand St.

New York

CROOKSTON-SEMOLINA

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

For Quality Trade

Crookston Milling Company
CROOKSTON, MINNESOTA

for
**QUALITY
TRADE**

*Dependable Semolinas
of
High Quality and Uniformity*

NORTHLAND FANCY No.2 AND NORTHERN LIGHT

NORTHLAND MILLING CO.
MINNEAPOLIS, MINNESOTA

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

AN ADHESIVE FOR EVERY
MACHINE OR HAND OPERATION

Sealed
PERMANENTLY!

You take no chances on claims for goods damaged in transit when you seal your corrugated or fibre shipping containers with



**CASE
SEALING
GLUES**

They grip tightly and permanently until the dealer rips the containers open. They work perfectly in every type of case sealing machine, firmly sealing the most difficult stock.

Other Mikah Adhesives:

PACKAGE WRAPPING GLUES
CARTON SEALING GLUES
LABELING PASTES
PICKUP GUMS
OVERLAP PASTES

NATIONAL ADHESIVES CORPORATION

Executive Offices: NEW YORK

WORLD'S LARGEST PRODUCER
OF ADHESIVES

Grain, Trade and Food Notes

Corn Flour Not Suitable

Corn millers seeking to interest macaroni makers in white corn meal as an ingredient in macaroni making seem to be baffled by the unfavorable attitude of the trade toward their product. The facts are that corn flour contains no gluten of the kind needed in macaroni making. One of the most essential requirements of a flour adapted for macaroni making is that it must be of a relatively high gluten content. That is the primary reason for the trade preference for hard wheat flours and semolinas. Even as a blend it is dangerous to use corn flour, as the tendency is to reduce the gluten content of the finished products causing them to stretch in drying, check and break.

Buying Eggs on Contract

Noodle makers who are experiencing some difficulties in getting uniform eggs with respect to color and solids can be protected only in one way, says Dr. B. R. Jacobs, Washington representative of the National Macaroni Manufacturers association. Purchases should be made on contracts and such contracts should contain clauses per-

taining to color as well as adulterations.

A clause in the contract should provide for deliveries of eggs equal in color to that found in the samples submitted, and that the method of determining color shall be by tests similar to those used in the laboratory of the National association in Washington, D. C.

The clause dealing with adulteration should specify that the product shall be free from any adulteration and shall comply with the provisions of the Food and Drugs Act of 1906 and also of the food laws of the states in which the egg noodles or egg macaroni are manufactured and sold for consumption.

Moeller Co. Expanding

The A. E. Moeller company of Brooklyn, N. Y., is one of the largest and best known manufacturers of thermometers, barometers, hydrometers and similar recording instruments. Last month President Charles E. Moeller announced a change in the organization that will have no great effect on ownership and management, but which puts the firm under the new name of Moeller Instrument company.

Under the following personnel the firm will continue to manufacture high grade industrial and scientific instruments: President Charles E. Moeller; Vice President, Max E. Moeller, head of research department; Treasurer, Curt F. Moeller, factory manager; Secretary-treasurer, Otto J. Moeller, manager glass production department; Walter G. Moeller, superintendent production department.

Durum Demands Slow

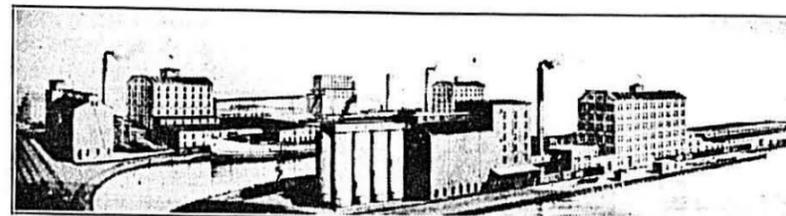
The general grain market was extremely unsettled the latter part of February, prices declining to the lowest point of the season, says the grain market review of the U. S. Bureau of Agricultural Economics. Prices recovered materially but the upward trend was retarded by lack of export demand for the large market stock in North America.

The durum wheat market did not mark so great a recovery as other classes of spring wheat, May wheat at Duluth advanced only 1½¢ from the low point. Demand continued slow and trading was of small volumes. Mills were bidding 3¢ under the Duluth May price of 1.02¢ for No. 2 amber durum at Minneapolis but some durum

March 15, 1930

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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.

A RESEARCH ON MACARONI PRODUCTS BY THE BUSINESS BOURSE

MACARONI and NOODLE MANUFACTURERS

will be interested to know that there is now available, at a reasonable cost, a thorough and complete survey of the Macaroni Industry, prepared by THE BUSINESS BOURSE, N. Y.—a research organization headed by J. George Frederick, author of "Modern Salesmanagement, etc.

THE SURVEY COVERS NEARLY 100 TYPEWRITTEN PAGES

fully illustrated with graphic charts and maps, and is the most complete and detailed study of the marketing and consumption of Macaroni Products which has yet been compiled.

APPLECROFT HOME EXPERIMENT STATION ANALYSIS

The SURVEY analyzes the CONSUMER SITUATION with special care, as Mrs. Christine Frederick, famous home economics authority, is affiliated with The Business Bourse and her analysis of the consumer situation is included.

The RESEARCH covers an ANALYSIS of
PRODUCTION-SALES-DISTRIBUTION-ADVERTISING
METHODS, ETC.

It should be in the hands of every progressive
Manufacturer in the trade

PRICE \$150

Address THE BUSINESS BOURSE
80 West 40th St. New York City

was taken at the loan values of 1.08c. The market was expected to strengthen during the first part of March when European demands reached their expected proportions.

Durum Outlook for 1930

"The surest way to control an oppressive surplus is to prevent it. That is the recommendation of the bureau of agricultural economics as announced in its pamphlet on "The Agricultural Outlook for 1930" published by the U. S. Department of Agriculture, Feb. 1, 1930. "Improved farm income requires planned production and effective marketing."

In the opinion of the bureau there is little in the wheat situation in the United States and other countries at present to indicate that prices for the 1930 crop of the United States will be much different from those prevailing for the 1929 crop, unless fall sown wheat suffers severe winter damage or the spring wheat acreage is reduced.

World stocks will be somewhat reduced on July 1, 1930, from those on hand July 1, 1929, but the world acreage will probably not be materially changed and yields per acre are not likely to be so low as in 1929, when they were below average. World de-

mand for wheat seems to be increasing although the annual increase may be checked occasionally by unfavorable financial and international trade conditions. This increased demand is due to growth of population and to the tendency to shift in consumption from other breadstuffs to wheat. World production of wheat, however, is keeping pace with the increasing demand, so that there is little prospect for a general upward trend in prices for some years to come:

Durum Wheat

"Prices of durum wheat will probably continue relatively low for another season unless acreage in the United States is further curtailed or production in other competing countries is reduced. There are, however, some indications of reduced acreage in the United States and smaller crops in other countries. Developments in north Africa and southern Italy should be watched carefully during the next few months in order to judge how large an acreage may best be planted in the United States.

The durum wheat crop of 1929 for the United States, which amounted to about 57,000,000 bus., was the smallest since 1926. Thus far this season, how-

ever, durum wheats have sold at prices considerably below other spring wheats. A large carryover in the United States and a large crop in southern Italy have greatly weakened demand. Exports have been small, so that stocks of durum wheat at Duluth and Minneapolis as of Jan. 4, were only slightly smaller than a year before. It seems likely that exports will be somewhat larger toward the end of the season.

Domestic requirements, including seed, mill grindings, feed, and mixing with other wheats, probably amount to about 40,000,000 to 45,000,000 bus., and when prices are low the disappearance within the country may exceed these figures.

It seems unlikely that as large a crop as that of 1929 will be repeated. Conditions in north Africa to date appear to be somewhat unfavorable for the 1930 crop. Tunis reports the same acreage as last year. Scarcity of rainfall has been unfavorable to germination and growth of the crop in Morocco. Droughty conditions have prevailed in Algeria until recently. Canadian acreage is not likely to be expanded much, if any, because of the low prices of the last two seasons. Foreign competition of durum in the coming year,

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therefore, is not likely to be greater, if as great, as during 1929-30.

In 1929 the acreage of durum harvested was reduced about 22% from the previous year's level. A further reduction of 19% for 1930, if accompanied with average yields, would result in a crop as large as 1929. Whether such a reduction will be advisable will depend largely upon the outturn of the 1930 durum production of foreign countries. Further information concerning the outlook for the crop in northern Africa and southern Italy will be available before planting time, and spring wheat growers should take this into account in planting their acreage of durum wheat."

1929 Exports and Imports

Figures covering the 1929 foreign trade in macaroni products show no change in the trend which set in several years ago. Imports are decreasing and exports increasing.

For the 12 months ending Dec. 31, 1929 the exports of American made macaroni products reached the high figure of 10,740,479 lbs., bringing to exporters \$925,004. During the same period in 1928 the exports were 9,979,375, worth \$900,113.

The general imports of macaroni,

vermicelli, noodles, etc., for 1929 had reached the low figure of 2,856,378 lbs. for which importers paid \$263,151. This was a sharp decrease from the imports in the year 1928 which were 3,433,561 lbs. costing \$370,529.

Endorse Strong Bill

The board of directors of the National Macaroni Manufacturers association has unanimously endorsed the Strong bill (H. R. 5634), a measure that has the full support of the Millers National Federation on whose urging the above action was taken. The Strong bill, still in the hands of the House and Senate banking committees, provides that transferors for collection of negotiable instruments shall be preferred creditors of national banks in certain cases.

The principle involved in this bill is now in effect by statute in some states concerning state banks and in other cases through decisions by Federal courts affecting national banks, but its proponents seek to make the law uniform by federal legislation. It would particularly affect shippers on sight or arrival draft terms, giving them a preferred status in the case of national banks failing before completing remittance on collected drafts.

Individual manufacturers interested in the passage of such a measure are urged to write their respective congressmen recommending the early passage of Strong bill, (H. R. 5634).

December Imports and Exports

According to the Bureau of Foreign and Domestic Commerce, the December 1929 imports and exports of macaroni products show a slight decline. The exports of domestic products fell below the 1,000,000 mark when only 932,336 lbs. were exported in December bringing American exports \$87,955. The decrease is noted when compared with the December 1928 exports which totaled 1,208,958 lbs. worth \$110,932. The December 1929 imports also declined. During that month we imported 320,096 lbs. of macaroni products for which was paid \$27,823. The same month in 1928 our imports totaled 366,025 lbs. and were valued at \$33,698.

YOU have an appointment with your fellow manufacturers in The General Brock, Niagara Falls, Canada, on June 24-26, 1930.

Matter to be considered.—Your pleasure and your business welfare.

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

Prices Reasonable, quoted on request.

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

A Size and Speed for Every Need

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

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

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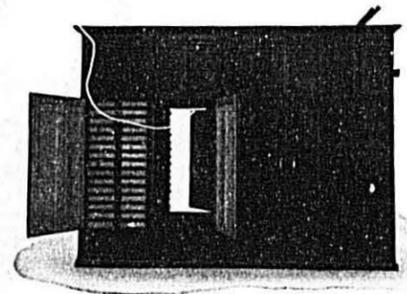
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We are pleased to announce that we have entered into a special arrangement with Giuseppe Garbuio fu Carlo of Treviso, Italy, as Sole Selling Agents and Manufacturers in the United States, Canada and Mexico for the Garbuio Patent Drying System for Alimentary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

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The Macaroni Journal

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

PUBLICATION COMMITTEE
HENRY MUELLER, JAS. T. WILLIAMS
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Vol. XI March 15, 1930 No. 11

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

Patents granted—None.

Trade Marks Registered

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

Family

The trade mark of the Pfaffman Egg Noodle company, Cleveland, O., for use on macaroni, spaghetti and egg noodles. Application was filed Oct. 3, 1929, published by the patent office November 19, 1929, and in *The Macaroni Journal* Dec. 15, 1929. Owner claims use since 1904. The trade mark is written in black type.

Bellini

The trade mark of Maravigna North Street Macaroni Co., doing business as Maravigna Macaroni Co., Boston, Mass., for use on macaroni. Application was filed Sept. 21, 1929, published by the patent office Dec. 3, 1929 and in the Jan. 15, 1930 issue of *The Macaroni Journal*. Owner claims use since Aug. 5, 1929. The trade mark is written on a scroll to the left of which is a picture of Vincenzo Bellini, after whom the brand is named.

Mrs. Rapp's

The private brand trade mark of the Cleveland Pretzel & Potato Chip com-

pany, Cleveland, O., for use on egg noodles. Application was filed Oct. 21, 1929, published by the patent office Dec. 10, 1929 and published in the Jan. 15, 1930 issue of *The Macaroni Journal*. Owner claims use since July 1, 1925. The trade mark shows the trade name above a picture of the housewife making egg noodles.

TRADE MARKS REGISTERED WITHOUT OPPOSITION

4-Minute

The trade mark of Bayard S. Scotland doing business as The 4-Minute Macaroni Co., Joliet, Ill., for use on alimentary pastes. Application was filed Dec. 8, 1928, published by the patent office Feb. 4, 1930. Owner claims use since Nov. 20, 1928. The trade name is in heavy type.

Martini

The trade mark of the De Martini Macaroni Co., Inc., Brooklyn, N. Y., was registered without opposition for use on macaroni and egg noodles. Application was filed May 9, 1929, published by the patent office Feb. 11, 1930. Owner claims use since Dec. 20, 1928. The trade name is in black type.

Termini Imereze

The trade mark of Brooklyn Macaroni Co., Inc., Brooklyn, N. Y., for use on macaroni was registered without opposition. Application was filed May 2, 1929, published by the patent office Feb. 18, 1930. Owner claims use since September, 1925. The trade name is in black letters.

TRADE MARK REGISTRATIONS RENEWED

The trade mark of the Pfaffman Egg Noodle Co., Cleveland, O., registered June 7, 1910, was granted renewal privileges Feb. 25, 1930, effective June 7, 1930.

TRADE MARKS APPLIED FOR

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

Ronzoni

The trade mark of Ronzoni Macaroni Co., Long Island City, N. Y., for use on prepared food—namely macaroni. Application was filed Aug. 13, 1929, published Feb. 11, 1930. Owner claims use since about June 1, 1921. The trade mark is the name in heavy type.

Pan-Handle

The trade mark of West Virginia Macaroni company, Clarksburg, W. Va., for use on alimentary pastes. Ap-

plication was filed Nov. 23, 1929, published Feb. 11, 1930. Owner claims use since 1919. The trade name is written in black letters.

Green & White

The private brand trade mark of Red & White Corp., Buffalo, N. Y., for use on macaroni, spaghetti, egg noodles and other groceries. Application was filed Dec. 14, 1929, published Feb. 25, 1930. Owner claims use since August 1928. The trade name is in heavy type.

Secrets of Successful Trade Marking

(Continued from Page 20)

ted the doubtful slogan because they deliberately appraised it as being no more than suggestive instead of descriptive. Here, then, is the secret: Let your expressive slogan suggest, glorify, toast, or boast your product, instead of baldly describe it, and you have every chance that it will be welcomed into the Federal trade mark fold and sheltered to that extent from poachers.

January Exports of Macaroni

Country	Pounds	Dollars
Italy	720	60
Netherlands	805	73
United Kingdom	239,578	23,660
Canada	220,302	20,611
British Honduras	1,396	118
Costa Rica	576	47
Guatemala	1,986	170
Honduras	13,062	791
Nicaragua	2,218	150
Panama	68,309	3,665
Salvador	574	62
Mexico	23,678	2,047
Newfoundland & Labrador	500	67
Bermudas	130	19
Barbados	280	28
Jamaica	580	50
Other British W. Indies	678	83
Cuba	56,246	3,082
Dominican Republic	24,511	1,808
Neth. West Indies	3,152	321
Haiti, Republic of	2,062	134
Virgin Islands of U. S.	200	16
Colombia	1,985	211
Peru	280	40
Venezuela	308	44
British India	1,430	159
British Malaya	756	89
Ceylon	325	55
China	15,132	1,305
Java And Madura	3,788	425
Other Neth. E. Indies	1,475	164
Hong Kong	3,426	280
Japan	2,250	319
Persia	144	31
Philippine Islands	3,027	524
Australia	32,912	1,500
British Oceania	187	15
French Oceania	1,103	125
New Zealand	17,290	2,063
Union of S. Africa	4,224	632
Mozambique	123	14

WANT ADVERTISEMENTS

Five cents per word each insertion.
WANTED—2 reliable Pressmen. Must know semi-lina mixing and macaroni drying. State wages expected in first letter. Golden Crown Macaroni Co., Trinidad, Colo.

FOR SALE—10 inch Horizontal Walton Screw Press, cheap. In good mechanical condition. Address 1201 c/o Macaroni Journal, Braidwood, Ill.

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you may prefer*

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With capacity of ELEVEN CARS of FINISHED MATERIAL
a day and equipped with the most modern dry kilns and saws,
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OUR PURPOSE:EDUCATE
ELEVATEORGANIZE
HARMONIZE**OUR OWN PAGE**
*National Macaroni Manufacturers
Association.*
*Local and Sectional Macaroni Clubs***OUR MOTTO:**First--
INDUSTRYThen--
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The President's Column**Meeting Changed Conditions**

The world is progressing. Individuals and industries that keep in step with progress and adjust their affairs to meet consequent changing conditions in business will, everything else being equal, be numbered among those who are looked upon as successes.

No one will deny the fact that the macaroni manufacturing business today is in an entirely different picture from that of a decade ago. Individualism was then the rule; co-operation now is the law.

On Tuesday, February 11, the Directors of the National Macaroni Manufacturers Association, representing the progressive element in our industry, took a step that made macaroni history. After 2 days of quiet but intense deliberation it approved of a cooperative advertising plan that should place macaroni products conspicuously on the American table.

On that day the industry entered into a contract with the Millis Advertising Agency for a 4 year advertising campaign to be financed by the macaroni industry and its allied trades. Approximately \$800,000 was pledged at the opening meeting and it is expected that twice this amount will be contributed as soon as the trade hears the full story.

I am proud to be the President of an Association made up of the kind of men who have sufficient vision to carry through so important a project as this one. It is an honor to be President of this organization during a period when, in my opinion, the industry has put its best foot forward and started on what will prove to be the most important project in the history of macaroni making in America.

Authorized agents in the National Association will personally interview every macaroni and noodle manufacturer in United States. Many of you have already seen the excellent "Plan Book" and you must agree that it is the most important piece of reading matter which it has ever been your pleasure to receive pertaining to our industry.

I do not wish to allow myself to be carried away by my enthusiasm; all I ask is that everyone give the representatives a fair opportunity to present our case, to study the proposed campaign from the viewpoint of changed conditions confronting the business world and, if convinced, to unhesitatingly join his fellow manufacturers in what we all hope to be the dawn of a new era in our industry.

Sign cheerfully as an original subscriber. Enroll as a pioneer in this all important movement.

The Secretary's Column**It's In The Air**

Spring's here; Summer's coming; so is Convention time.

The Board of Directors look upon the 1930 convention as one of the most important ever scheduled for the Macaroni Manufacturing Industry. After studying the matter from every angle it was voted unanimously to hold our convention at Niagara Falls, a popular convention center within easy reach of every manufacturer in the United States and Canada.

To the Secretary was given the duty of selecting appropriate headquarters and choosing suitable dates. The first was easy. THE GENERAL BROCK hotel, recently opened, will accommodate the convention and welcome the manufacturers and allied tradesmen.

When it came to dates, well that was a little more puzzling. First the convenience of the industry and the hotel must be considered. Then there was the question of non-interference with other meetings of allied trades, school vacations and the weather. Taking all these things in consideration the dates finally selected are JUNE 24, 25, 26, 1930.

Therefore, the PLACE being within easy reach of every manufacturer in the country, the DATES being in Niagara Falls' ideal season, the HOTEL being the last word in the way of modern hostelry, the NEED for a convention being as imperative as never before, it stands to reason that this year's gathering should break all records.

Remember the time and the place; arrange your affairs accordingly.

THE GENERAL BROCK HOTEL
NIAGARA FALLS, ONTARIO
JUNE 24, 25 and 26, 1930

Why An Advertising Campaign

Macaroni and noodle makers can't afford to leave their future to chance. Plan for it.

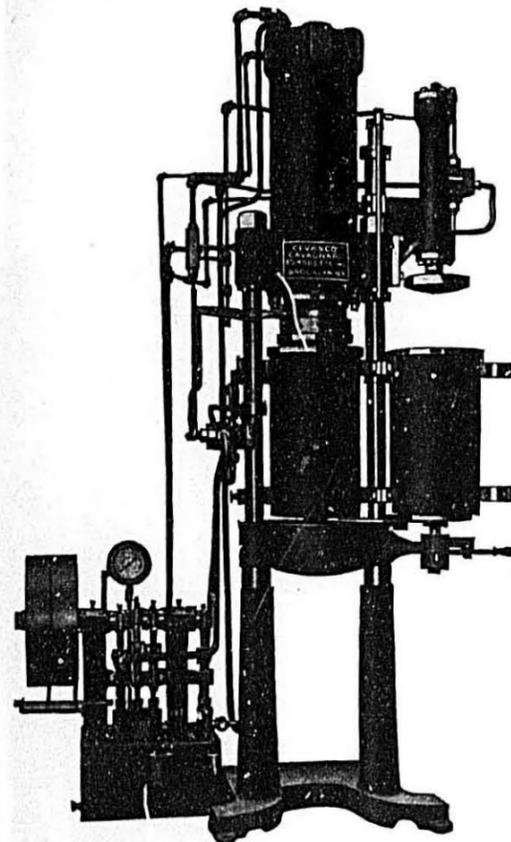
Are you in business for "pleasure" or "service" or "profit"? The Nation's Business answers this for us:

The primary purpose, the proper purpose, the right purpose of business is to make money. A business that isn't making a profit isn't much of a business and a business that isn't planning to make a profit isn't in business at all.

Briefly, to help the macaroni industry do a profitable business, is the prime and only purpose of the proposed cooperative national macaroni advertising campaign which every one in the industry is asked to support.

Consolidated Macaroni Machine Corporation

FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.**I. DeFrancisci & Son****Designers and Builders of High Grade Macaroni Machinery**

Vertical Hydraulic Press with Stationary Die
12 1/4 and 13 1/4 inches

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

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

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

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

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

AT LAST! The Press Without a Fault.

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

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

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

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

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

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

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

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

DIE PLATEN. The dies platen or support is divided into three (3) sections for the 13 1/4 inch and two (2) sections for the 12 1/4 inch press. (We originated this system of sub-division of platen, since copied by competitors.)

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

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

CONTROL VALVE. Both the main plunger and the packer plunger are controlled by our improved valve. The movable part of this valve rotates against a flat surface. As there is always a thin film of oil

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

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Address all communications to 156 Sixth Street



Pillsbury's Semolina No. 2, Pillsbury's Durum Fancy Patent—the many macaroni manufacturers who use these splendid products will tell you of their remarkable quality. Your macaroni will have exceptional strength, finest amber color, and desirable flavor—always.

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

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