

**THE
MACARONI
JOURNAL**

**Volume 12,
Number 11**

March 15, 1931

The Macaroni Journal



Minneapolis, Minn.

March 15, 1931

Vol. XII No. 11

THE KNOWING LEADERS


"If we could first know where we are,
and whither we are tending, we could
better judge *what to do and how to
do it.*" ---LINCOLN.

Reports have it that there is much uncertainty among Macaroni Manufacturers and some rash actions. The result is price wars and quality-lowering to keep presses moving during this period of depression.

Before resorting to some of the ruinous practices it would be wise to think seriously of what you are planning to do, know why it is being done and learn how best to do it.

**KNOW YOUR BUSINESS---STUDY YOUR COSTS---
DON'T BE STAMPEDED**

MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI



MODERN INFORMATION SYSTEMS, INC.
112 North 3rd Street
P.O. Box 5479
Grand Forks, ND 58206-5479

RETAKE OF PRECEDING DOCUMENT



The Macaroni Journal



Minneapolis, Minn.

March 15, 1931

Vol. XII No. 11

THE KNOWING LEADERS

*"If we could first know where we are,
and whither we are tending, we could
better judge what to do and how to
do it."---LINCOLN.*

Reports have it that there is much uncertainty among Macaroni Manufacturers and some rash actions. The result is price wars and quality-lowering to keep presses moving during this period of depression.

Before resorting to some of the ruinous practices it would be wise to think seriously of what you are planning to do, know why it is being done and learn how best to do it.

**KNOW YOUR BUSINESS---STUDY YOUR COSTS---
DON'T BE STAMPEDED**

MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI

FEW men buckle down to find
 out their own inventiveness.
 Let us emulate, excel and experi-
 ment in the things we do---and
 who knows what we may discover
 and thereby benefit ourselves and
 the world at large?



MARIO TANZI & BROS., INC.

OF BOSTON AND NEW YORK

348 Commercial Street

Cable Address: TANZI BOSTON

Boston, Mass., U. S.

Code: BENT

PRESSES, KNEADERS, MIXERS AND DIE



« False and True Paths to Joy »

There are many ways, broad, much trodden, that promise to lead to joy. There is the way of getting even with our enemy; the way of getting the better of our rival; the way of discovering evil behind some one's fair reputation; the way of patronizing airs and favors given with display or with condescension. These and other ways of ambition and pride, of controversy and domination, all belong in the great highway of self assertion which makes strong claims to be the only way to joy.

Doubtless there is pleasure in such separation of ourselves from others and elevation of ourselves above others, and these paths are all crowded with seekers after joy. Yet they all lead in a direction just opposite to that in which joy really dwells, for joy lives not in the region of rivalry and contention but in that of sympathy and good will.

The path that leads to joy is found not in the assertion, but in the repression of self; not in controversy, but in peace making; not in finding evil in seeming good, but in finding good in evil; not in rendering evil for evil, but in meeting and conquering evil with good; not in vengeance and in standing for our rights, but in patience and forbearance; not in erecting barriers between ourselves and others, but in casting barriers down. Such is the true path to joy.

—Frank C. Porter.





dependable
every day
in the year ★ ★

WHEN you use Two Star Semolina, you are certain of uniform results every day in the year. You are safeguarded against losses through fluctuations in the quality of your macaroni products. This absolute dependability is made possible through the exacting control system under which Two Star Semolina is manufactured. You may have every confidence that the rich gluten content, the fine, bright color, and appealing flavor of Two Star Semolina will always remain the same. It is as dependable as the stars.

TWO STAR SALES OFFICES

Baltimore: 117 Commerce Street	Chicago: 612 N. Michigan Ave.	Philadelphia: 418 The Bourse
Boston: 177 Milk Street	Kansas City: Elmhurst Building	Pittsburgh: 568 Aiken Ave.
Buffalo: Dun Building, 7th Floor	New Orleans: 535 St. Ann's Street	San Francisco: Merchants Exch. Bldg.
	New York: 410 Produce Exchange	

★ ★ TWO STAR SEMOLINA

Milled By
MINNEAPOLIS MILLING COMPANY
Minneapolis, Minnesota

THE MACARONI JOURNAL

Volume XII

MARCH 15, 1931

Number 11

Let's Put House in Order

The business policies to be adopted by the macaroni manufacturers of this country during the next few months will determine to a great extent the success of the cooperative movement to make the Americans more truly "macaroni conscious." Are we in favor of conservative, progressive action or shall the present "greed war" be continued until all face ultimate ruin?

Despite inferences to the contrary, the prime objective of the well meaning macaroni maker is to produce a high grade product and to place it in the hands of the greatest possible number of consumers at prices fair alike to producer and user. Whenever a group or individual veers even slightly from this objective there is sure to be trouble for the violators of this rule in business, and misery for others.

If the many reports heard throughout the trade are only partially true, and there seems to be a preponderance of evidence in support of even the wildest ones, many manufacturers must be entirely unmindful of their first duty to themselves; if they are to continue in business they must produce a high grade product and sell it profitably.

In the face of a national campaign to create new users of macaroni and to increase the consumption of macaroni products, an activity that is apparently making most satisfactory progress under the able and efficient guidance of advertising counselors and representatives of the National Macaroni Manufacturers Association, there is now confronting the trade a very serious situation that grows out of an insatiable greed for orders, no matter how obtained. Obviously on this greed is based the charge that some members of the macaroni industry are deliberately attempting to frustrate the basic purposes of the campaign by wilfully ignoring all known rules of business ethics.

Altogether too many, even if the guilty were limited to a few, have unfortunately elected to consider the national publicity campaign, aimed to make the Americans more "macaroni conscious," as a signal to quote ridiculous prices and to flood the market with inferior products. Instead of being content with their natural trade they have sought to obtain increased profits on a basis that is threatening the very purposes of the campaign. What is most to be regretted is that some of the violators are a few who are financially supporting the movement. How they ever expect to regain the money invested in this campaign by continuing such business practices is a problem for an efficiency expert.

The time has come when the macaroni manufacturing industry can no longer afford to ignore these conditions that are threatening the very life of the business. There is an old say-

ing that "Where there's smoke, there's fire." It will have to be admitted, even with the greatest reluctance, that all this hue and cry about profitless selling and of substandard products is not entirely groundless. The reports are too insistent and consistent to be ignored.

Knowing the truth, now what are we going to do about it? Several suggestions have been forthcoming, but after all is said and done the solution lies with the manufacturers themselves. If each one will "put his own house in order" it will not be long before the serious situation will show signs of permanent improvement.

For nearly two decades the macaroni manufacturing business in this country has concentrated its attention on production with the result that today there are in operation macaroni presses greatly in excess of the number needed to satisfy the country's macaroni needs. An idle press may be a liability but not nearly so heavy a liability as a running press that produces macaroni, spaghetti or egg noodles that must be sold below the cost of manufacture.

Our trouble apparently dates back to the beginning of the business depression that followed the stock market crash in the fall of 1929. In an effort to maintain their 1929 volume during the backward year of 1930 many sacrificed the quality of their product, doing themselves and their fellow manufacturers irreparable harm.

The price of success in the macaroni business is no greater in this dull period than it was in the good years, but it must be paid in the way of different methods, more adapted to the new buying conditions that have been created by the changed state of affairs. We must meet new buying habits by adopting new selling plans,—first and foremost by the production of a high quality product that will produce repeat orders and second, by the adoption of selling practices that will insure fair profits on all our transactions.

Never before have the American markets been flooded with so much macaroni of inferior quality; never before have such ridiculous prices been quoted. No one profits from such a business situation. Even at the highest price possible macaroni products are cheap. Customers have been heard to complain about the poor quality of the products offered them but have you ever heard one to say that the retail price was exorbitant?

Let's start putting our house in order by sincerely determining to use only high grade raw materials in the production of this food, by carefully supervising its manufacture and by selling it at prices fair to all. In this way only will honest manufacturer succeed while the "blenders" fall and the price cutters fail.

»» OUR ADVERTISING ««

Will Do Permanent Good Only If Supported by Goods of the Highest Quality, and Sold Profitably

By G. LaMARCA
Prince Macaroni Manufacturing Company, Boston

In Italy a story is told of a farmer who wished to dispose of 11 donkeys. One morning riding at the head of his little drove he started for the market place. The sun was hot and the farmer dozed as he rode. Waking from a short nap he turned in his saddle to count his flock. Only 10 donkeys could he count on the road. One must surely have strayed away. So the farmer headed about with his donkeys and plodded along the dusty road back to his farm, keeping a sharp lookout for the missing donkey.

Arriving at his farm, he was met by his good wife who wanted to know the reason for his sudden return with the donkeys. The farmer said, "I started to market with 11 donkeys, one strayed away, so I have returned to find it." The good wife hastily counted the donkeys before her and assured her husband that he still had 11 donkeys with him.

"Am I losing my senses," screamed the farmer, and he counted, pointing as he counted, "1, 2, 3, 4, 5, 6, 7, 8, 9, 10 donkeys." "Now wife, how do you make out that I have eleven donkeys when there are only ten here."

"My dear husband," said the wife, "You are not counting the donkey you ride on."

So feeling very foolish, the farmer again started on his long dusty journey to town.

The farmer I have told you about overlooked the most important member of the flock—the one donkey which was carrying him to his objective.

I have told you this little story to illustrate the fact that we can be so close to our own problems that we may overlook the most important factor, and by so doing defeat our own intentions or cause us to retrace the long dusty road to accomplishment.

Keeping this fact in mind, I wish to present for your consideration, certain thoughts concerning our industry and the advertising of our products. I feel that our advertising has been well handled. I believe the most important achievement so far is the acceptance of Macaroni Week by the retailers and the cooperation received from the retailers to make this a success. The retail-

ers have responded and given all the aid we can reasonably expect to make this week a success.

The question I ask is, Will this good start made by our advertising develop into a vogue which will put our products on the regular menu of every household? I think it can be done. We all know of the wonderful accomplishments of advertising; its educational value. It speeds sales—secures large volume in short time, etc. But there is one important point I must emphasize, advertising will create only a temporary sale or demand for an unworthy or inferior product.

Business history is replete with examples of products not quite good enough to withstand the test of quality and the inevitable result has been that those products have disappeared. They killed themselves.

Advertising an inferior product simply means you are fooling a large number of people who will soon discover for themselves just that, and then they are through with you and your product.

If your product is not of at least standard quality, you cannot hope to progress and you will retard the industry as a whole, because a housewife accepting an inferior product on the strength of extravagant advertising statements will, on learning that the macaroni or any product is unpalatable or almost useless as a food, be unwilling ever again to use that product. In other words, just as one bad apple will ruin the barrel of good apples, just so one manufacturer in our association producing inferior macaroni products can raise havoc in the industry—can ruin thousands of prospective consumers and create many and varied difficulties in the territories in which he operated.

Any good advertising organization will advise a client on the importance of the product being right before any money is spent on advertising. Pointing out that it is foolhardy and that no lasting benefits will be derived from any money spent trying to "put over" an inferior product.

Now to get back to our own problem, I would like to be advised of any reason why this association should authorize the

spending of any further money until such a time as our house is in order. Our product is simple to manufacture, the ingredients available to all. There is no reasonable excuse for an inferior macaroni product being offered to the American public. It should be beneath the dignity of any member of this association to put his name on a product not up to the decent standards definitely established. You are defeating the very purpose of the organization by doing so—making it practically impossible for advertising to show the good results to expect and demand of it.

As my company fought for legislation regulating the artificial coloring of macaroni products, we intend to continue our efforts to the end that our industry will become quality conscious—believing in such a policy backed by energetic sales effort and intelligent advertising direction will result in larger and larger consumer acceptance.

I will ask each individual member of this association to look upon the national advertising as if it were his own with his own firm name signed to it—I will ask you if it is good business judgment to agree to spend the money necessary for its publishing without first making sure that your product is right. You cannot argue that it is good business to promote the sale of an inferior product. Therefore, I suggest that no more money be appropriated or expended until a definite agreement is arrived at regulating the quality of the products manufactured by our different members.

This being accomplished we can go on. We have a product popular when civilization was young and it has grown in popularity with the years. In the United States consumption of our product the average American family is not even fairly well developed. We have a very fertile field to sow. Our harvest will depend upon the manner of our sowing—it should be and will be a rich harvest if each member of the association insists on a definite high standard of manufacture and ingredients.

In New England, as you all know, a very discouraging condition exists. I refer to the extremely unfair merchandising methods of certain members

March 15, 1931

THE MACARONI JOURNAL

7

of our association. Macaroni products are being offered in New England by manufacturers outside of New England at prices which prohibit any reasonable profit; prices which barely cover cost of production—no consideration or allowance has been made for our advertising expense. We Boston manufacturers are forced to meet these unfair prices and in doing so face a considerable loss. A loss which makes it ridiculous to consider that this association is functioning as it should.

I believe the only reason for the existence of a trade association lies in the

mutual benefits derived by members from the free exchange of ideas, information and the moral support of a program based on sane business practice and ethics. It should be evident that it is the plain duty of this board to reprimand those members not following good business methods—to call to the attention of some the fact that just as it is illegal to fix prices there is on the other hand definite federal legislation regulating unfair competition. If after this is done the same condition exists, it will be convincing evidence that this "Association" is unsuccessful as such.

Chicago convention June 16-17-18 in the Edgewater Beach hotel.

Those taking part in the conference of 2 days were President Frank L. Zerega, Brooklyn; Vice President G. G. Hoskins, Libertyville, Ill.; Adviser Frank J. Tharinger, Milwaukee, Wis.; Chairman Board of Advertising Trustees R. B. Brown of Chicago, Directors G. LaMarca of Boston, William Culman of Long Island City; Advertising Trustees James M. Hills, New York city; G. Guerrisi, Lebanon, Pa.; Martin Luther and A. J. Fischer, Minneapolis; Fred Millis, president Millis Advertising Co., Indianapolis; Washington Representative B. R. Jacobs; Field Secretary H. M. Ranck, Chicago and M. J. Donna, Secretary-Treasurer, Braidwood, Ill.

The next meeting of the Board of Advertising Trustees will be held in Chicago on April 7, 1931 to review the 1931-1932 advertising schedule as presented by the agency.

Macaroni and Noodles Healthful—Also Spaghetti

By R. S. Carmin
Sipes-Piggly Wiggly Stores

In cook books we find macaroni, spaghetti and noodles classed with the cereals because they are made from wheat, but we seldom serve them as such. Instead we know these foods best as vegetables or as meat substitutes, especially when combined with cheese.

Yet they also may be used in salads, in desserts, and as a thickener for soups. Truly useful products for those of us, who have the problems of meal planning to cope with, and particularly for young housekeepers who want to know about dishes that are simple to prepare but exceptionally good to eat. Being rather neutral in flavor themselves, the flour pastes admit of a great variety of combinations with other foods or flavors.

Satisfying, Economical

Cheese, meat, fish, most green vegetables, eggs and milk frequently are used with macaroni, spaghetti or noodles to make hearty, satisfying and usually, economical meals. The *Several Recipes* on the boxes will help in planning meals of this type. They all are simple enough to present no difficulties to amateur cooks, providing directions are followed, and each will provide two or three servings.

A few general suggestions before we start the recipes: buy a good brand of whichever type of these foods you prefer to use.

DIRECTORS AND TRUSTEES MEET

In order to give combined thought to the serious situation that has arisen in the macaroni manufacturing industry on account of price wars that are ruining practically every market in the country, a joint meeting of the Board of Directors of the National Macaroni Manufacturers Association and the Board of Advertising Trustees was held March 4 and 5 in Pennsylvania hotel New York city.

President Frank L. Zerega presided in the sessions wherein matters of general association interests were discussed. The Chairman R. B. Brown acted in a capacity when the advertising and promotion program of the association was under consideration.

Three things loomed up as needing the most urgent and immediate attention of the association. First was the friction caused by the business tactics practiced by manufacturers and distributors, particularly price quotations at or below cost of production. Second, the influx of low grade products into many of the country's markets to compete with prices are altogether unreasonable. Third, remedies.

Part of 2 whole days was given over to consideration of conditions that threatened to ruin the whole industry, as curled in some way. There was a lot of asking for a Federal Trade Commission to get the industry to help itself out of its present difficulties by agreeing to legal limits to do certain things. It was feared that with manufacturers in the present state of mind and with the unanimity of purpose, such a step would not now be opportune.

A definite agreement was reached in many places that are of special and particular interest to association members only, the trustees were taken up by a consideration of the 1931-1932 advertising and promotional program, details of which will be ready for final reporting at the Chi-

ago convention June 16-17-18 in the Edgewater Beach hotel. Those taking part in the conference of 2 days were President Frank L. Zerega, Brooklyn; Vice President G. G. Hoskins, Libertyville, Ill.; Adviser Frank J. Tharinger, Milwaukee, Wis.; Chairman Board of Advertising Trustees R. B. Brown of Chicago, Directors G. LaMarca of Boston, William Culman of Long Island City; Advertising Trustees James M. Hills, New York city; G. Guerrisi, Lebanon, Pa.; Martin Luther and A. J. Fischer, Minneapolis; Fred Millis, president Millis Advertising Co., Indianapolis; Washington Representative B. R. Jacobs; Field Secretary H. M. Ranck, Chicago and M. J. Donna, Secretary-Treasurer, Braidwood, Ill.

The committee named to handle this matter consisted of Mr. Zerega, chairman, Messrs. Hoskins, Luther, Guerrisi and Jacobs.

The second committee was to confer with officials to determine how far the association could go in its cost work and to learn what support it would get in prosecuting those who knowingly and insistently sell their products at or below cost, doing so as an act in restraint of trade. The government has been reported to look with as much disfavor on those who sell below cost as on those who sell at unreasonably high rates, holding that both are acting in restraint of trade. If this be found true the association will then proceed to obtain exact cost data through the installation of a sufficient number of uniform cost accounting systems in the industry to give a true cross section of the trade and then proceed as advised by the authorities against reckless price wreckers.

The Board of Advertising Trustees made a direct study of a situation that has arisen in the New York metropolitan area and promised action to remedy it. Practically all of the time allowed the trustees was taken up by a consideration of the 1931-1932 advertising and promotional program, details of which will be ready for final reporting at the Chi-

» Macaroni Educational Bureau Section «

By B. R. JACOBS
Washington Representative

Deliberate Selling Below Cost Is Unfair Trade Practice

The Washington laboratory has been kept busy throughout February with samples of raw materials submitted by members of the Association for analyses. A number of these samples reveal the distressing fact that some manufacturers are still using very inferior grades of flour and semolina for making their macaroni products.

I have before me a few of these samples. The statement is made that these products are selling as low as 3c per lb. If this is a fact the makers of these products can certainly not be selling them at a profit. Therefore these manufacturers who are indulging in the above practice are not only hurting and discrediting the macaroni industry by using inferior grade raw materials, but are violating the law which prohibits the sale of products below cost.

In the last few days I had an interview with one of the officials of the Federal Trade Commission regarding the sale of goods below cost. This official stated that the commission has taken the following position concerning this practice.

The selling of goods below cost with the intent and with the effect of injuring a competitor and where the effect may be to substantially lessen competition or tend to create a monopoly or to unreasonably restrain trade, is an unfair trade practice.

From the above it can be seen that where the practice of selling goods below cost has the effect of injuring a competitor or where it may lessen competition it is regarded as a violation of the law and the person, firm or corporation indulging in such a practice may be prosecuted.

Our uniform cost accounting system will be a very important factor in eliminating this unfair practice, as it will tend to standardize cost or at least the methods of arriving at cost, so that we will all know what the minimum selling price of each of our products should be.

Eggs Show Wide Variation

The laboratory has spent considerable time this past month in the analysis of eggs, particularly in determining color variations in frozen and dried egg products. Our examinations based on about 200 samples of liquid and dried products show that the color of these egg products varies as much as 1600% when the maximum and minimum figures are

used. In other words, we have tested liquid egg products which had an intensity of yellow only 5 times that of our standard as a minimum, while the maximum color has exceeded 80 times this standard. These determinations were made on yolks containing practically the same amount of egg solids. The only difference being the amount of coloring matter contained in the product.

It is a well known fact that a large amount of the natural coloring matter of poultry feeds is carried to the yolk of the egg. When hens are fed grain or mashes which have naturally a poor color, the yolks of eggs laid by these hens are also poor in color. But when these same hens are fed greens or feeds that contain large amounts of natural color, the yolks are also rich in color. This is the reason for macaroni manufacturers preferring spring eggs, and many of them have their whole year's supply packed in the spring.

No Hard Set Formulae

We have received requests concerning formulae for making egg noodles or other egg macaroni products which conform with the standards.

For the benefit of those who have not had this information, I wish to say that the amount of egg products to flour required will vary considerably, depending on the kind of egg product used. However, assuming that the flour has a normal moisture content of around 14%, it may be said that for each 95 lbs. of flour it will be necessary to use 5 lbs. of dried egg products (whole eggs or yolks) in order to have an egg noodle that will comply with the standard.

When frozen or shell whole eggs are used, it is necessary to have 20 lbs. of these (exclusive of the shells) to comply with the standard. Whole eggs consist of approximately 25% solids and 75% water, therefore, 20 lbs. of these will contain 5 lbs. of egg solids. When we come to the use of yolks we have a more difficult question, as the percentage of egg solids will vary considerably, depending on the care with which the whites are separated.

If it were possible to separate all of the whites from the yolk we would have a yolk containing about 50% solids, but since this is not practical the commercial yolk will vary as low as 37% solids.

However, it should not be difficult to obtain yolks containing 42% or 43% solids. But assuming that we have a yolk that is guaranteed to contain not less than 40% solids, we will need to use 12½ lbs. of this product with 95 lbs. of flour to obtain an egg noodle that complies with the standards.

Eggs Do Add to Food Value

We have recently received inquiries concerning the difference, if any, between the food value of macaroni products with and without eggs.

So far as the relative caloric (energy or fuel) value of these two products concerned, there would be but a slight difference between them. As eggs contain an exceedingly high percentage of fat and as fats in general have about twice the caloric value of proteins or carbohydrates, it may be assumed that macaroni product containing 5.5% egg solids would have a caloric value about 3% higher than the eggless product. However, food values are measured only in calories. Egg yolks are very rich in vitamins, particularly those that promote growth and prevent certain so-called nutritional diseases. Egg yolks are one of the richest sources of Vitamin D. This vitamin is called antirachitic, as it has the property of promoting the assimilation of calcium and phosphorus, thus controlling the development of bone in the body. This is exceedingly important for growing children, particularly as it concerns the development of a healthy body as well as healthy teeth. The fat (lipoids) of egg yolks is most efficient in promoting growth and in preventing neuritis, as it is very rich in Vitamins A and B.

We have accustomed ourselves to manufacturers to express the egg content of our egg noodles as 5.5% of solids. This does not appear to mean very much to the consumer. However, when this amount of solids is translated into terms of eggs it means about 2 eggs per 100 lbs. of egg noodles. The consumer will get an entirely different picture of the amount of eggs he is getting if the egg content of egg noodles is put to him in this way. The egg content of egg noodles should be told to the consumer in terms he understands. It should also be told of the high food value

March 15, 1931

THE MACARONI JOURNAL

9

No More Off Color Macaroni

Now, by the Perfection of a New Method of Testing, Semolina, made by the Gold Medal Millers, insures Uniform Color in Macaroni 365 days in the year!

Special Relief for Manufacturers Unable to Control Color Due to Local Climatic Conditions also Made Available for the first time by the Recent formation of the Gold Medal Macaroni Service Department

THROUGH this development you can get the same color macaroni 365 days of the year! This simplifies production remarkably and results in substantial savings!

The millers of Gold Medal Semolina can assure these results through the perfection of a new testing method.

Gold Medal Semolina has always been known as the standard of Semolina excellence. It has been made from the finest quality amber durum Wheat, carefully selected by the largest wheat buying organization in the world and milled under the best possible conditions in the most modern Semolina mills. Now, through this new step, which gives an added assurance of uniform results, this product has been named GOLD MEDAL "Press-tested" SEMOLINA.

What "Press-tested" Means

Gold Medal "Press-tested" Semolina is a semolina that has been tested in a commercial press under normal working conditions for uniformity of color in the finished macaroni. Every batch is tested under the same conditions to produce Semolina that gives the same results day in and day out.

GOLD MEDAL
"Press-tested"
SEMOLINA



"Press-testing" Insures Uniformity of Color

Thus, there is no chance of this Semolina ever varying in results. You always get the same color macaroni every day in the year. No chance of losing money by having to sell otherwise first grade macaroni at second grade prices.

Full particulars can be obtained by writing to George B. Johnson, Manager, Semolina Sales Service Department, General Mills, Inc., Minneapolis, Minnesota.

WASHBURN CROSBY CO., INC.
of
GENERAL MILLS, INC.

of eggs and of the danger to him of buying so-called egg noodles that contain artificial color instead of eggs.

In dealing with this problem of substituting artificial color for eggs in macaroni products, the Government has con-

sidered amongst other things the important fact that eggs, a highly nutritious and most desirable food product, are substituted by artificial color which has no food value and may be undesirable from other points of view.

AIN'T IT DELISH?

"Ain't it delish? That wonderful dish! Macaroni—Egg Noodles—Spaghet!"

To the cheery tune of one of the most popular modern songs, millions of Americans were told of the wonderful qualities of macaroni foods during the first "national week" ever sponsored by the Macaroni Manufacturing Industry,—March 2 to 7. Over 28 of the nation's outstanding stations went the cheery message in song, suggestful hints and surprising facts. As a consequence millions tasted macaroni, spaghetti and egg noodles in one or more of the new ways broadcast through the air by the National Macaroni Manufacturers association, sponsor of "Macaroni Week."

While it is too early to judge the results of this experimental school over the air, those behind the movement are highly pleased with the way the message was broadcast and the reception accorded the music and talks by radio listeners of all classes. Daily for a period of 15 minutes, not over a chain but as an individual broadcast from selected stations in every section of the country, there were extolled to the listening housewives the real food value of macaroni products and how appetizingly each fitted in with any menu that is under consideration.

During "Macaroni Week" millions were told that macaroni, elbows, spaghetti, vermicelli, etc., are made from "semolina," a coarse granulation of durum wheat, and from farina, a coarse granulation of a hard spring wheat, a product high in protein and one that readily combines its wheaty goodness with meats, fish, cheese, eggs, vegetables, etc., or a food that is exquisitely proportioned to serve as a "one dish" meal, providing a well balanced menu with the least possible time spent in the kitchen.

The National Macaroni Manufacturers association took occasion to broadcast to the nation the names of the prize winners in its recent \$5,000 recipe contest and to give daily one of the choice recipes that won the major awards. Winners represented almost every state in the union and several very unique, easily prepared recipes were added to the hundreds of better known ones that will be passed on to new and old users of this

food to whose adaptability there is apparently no end.

The sponsors are now interested in getting the reaction from the manufacturers themselves. Did they hear one or more of the broadcasts and what is their honest opinion of the whole program? In their opinion was "Macaroni Week" as fully capitalized as it should have been by the trade and should such a week be observed annually by the industry?

"Ain't it delish? That wonderful dish! Macaroni—Egg Noodles—Spaghet!"

Chaplin's Spaghetti Humor

Once again the popular comedian Charlie Chaplin, prime promoter of the silent motion picture, resorts to fun making at the expense of spaghetti, a sort of caricaturing that is becoming more and more passe. This time his burlesque takes place in his latest release, "City Lights" now being shown in leading, high price theaters on Broadway, New York.

Harry Meyers, chief foil to Chaplin, and the substar who portrays the character of an eccentric millionaire, partakes of a dish of spaghetti, scrambled eggs and sausages with the comedian in this particular episode, which is among the most humorous of the great romantic comedy but not as fair to spaghetti or



Group picture of the luncheon guests at the midyear meeting of the National Macaroni Manufacturers association Jan. 19, 1931 in Chicago. George Rector, guest speaker is seen standing at the right of President Frank L. Zerega in the background.

the accompanying foods as their tastiness and nutritiousness warrant.

Never is spaghetti eaten in the undignified manner so often portrayed on the screen and rightfully have the manufacturers of this product condemned the caricaturing of their products. There are many who believe, either right or wrong, that any showing of a food in pictures is helpful,—that it arouses the curiosity of the audience and that after a trial they appreciate the deliciousness of the food more than humiliated by the motion picture artist who go to extremes to get a laugh. Here is how several eastern papers look upon this particular episode:

Spaghetti, with a side order of scrambled eggs and sausages, will undoubtedly become a very popular dish as a result of Charlie Chaplin's latest motion picture production. Not that these fine foods have not already won popular favor but it is Chaplin's treatment of these universally consumed edibles that is bound to stimulate new appetites, specially popular spaghetti.

"It is recalled that when Charlie Chaplin visited his native London back in 1921 the stewed eel occupied a warm spot in the table fare of most Britishers. Yet when the comedian indulged in the same stewed eels, but with an added personal touch, the event becoming public knowledge, more eels found their way to the skillet in a brief period of a week than in all the history of London's culinary domain."

ADVERTISE YOUR PRESENCE

The man or firm that does not advertise is like the man in the dark without a lantern,—
He knows where he is, but nobody else does.

WILL BENEFIT GO-GETTERS

With the national advertising campaign for increased macaroni consumption swinging into its second cycle, there are still some good firms pondering whether or not it will pay them to join the progressives in the industry. The question they keep asking is "Will it get any benefit from this campaign?" Very naturally the answer is that each will benefit in proportion to the effort made to capitalize the opportunities which the campaign presents to all contributors. If it were possible to analyze the complex of those who are hesitating, the conclusion might be that they have about the same faith in advertising as has the small merchant mentioned below. Incidentally they give the answer to the puzzling question that has kept too many on the outside, looking in.

The editor of a country newspaper told the proprietor of a general store to sell him some advertising. Unfortunately for the newspaper man the merchant was not advertising conscientiously.

"I have been in business in this town for 30 years, 22 years on this very street," said the merchant. "Every man, woman and child knows where my store is and what I sell. I do not need to advertise."

"I'm," said the publisher, pointing across the street, "How long has that sign been there?"

"Fifty years, or more, I believe," said the merchant. "And yet," said the publisher, "they ring the church bell every Sunday morning."

"He was a good business man. His sign might be better than his forehead," he there and then determined to advertise his business even to his life-long acquaintances.

"On the other hand we have some manufacturers who are thoroughly conversant with the possibilities of advertising who say that owing to unsettled business conditions it is not opportune to do any special advertising until business once more become normal. On this point we give 2 lines of thought—
A sensible business man discussing advertising said, "If conditions are good we shall increase our advertising extensively."

"I am equally able but wiser business man," said, "If conditions are NOT good we are going to increase advertising very extensively."

A man who advertises courage-

ously in a time of depression may see his profits diminish temporarily, but he holds his business, keeps his loss in profits much smaller than it would be without the advertising, and places his business in a position to profit quickest on any business recovery.

A nonsubscriber to the national macaroni advertising campaign will get very little benefit out of the cooperative movement. If he thinks differently, let him stop kidding himself. Neither will the campaign bring great benefits to subscribers if they do not work hard for them. The benefit will go only to the "go-getters" in this business.

Eggs in Noodles

By Colburn S. Foulds
of Joe Lowe Corp.

Macaroni when properly made is a very nutritious food product because it contains all the food elements found in wheat. When made with eggs the food value, taste, appearance, and vitamin content are greatly enhanced. Egg noodles deservedly play a very important part in our diet.

According to the ruling of the Department of Agriculture, noodles must contain no less than 5% by weight of the solids of whole eggs or egg yolk exclusive of the shell. There is no question that so far as noodles are concerned, the food value and natural factor power of egg yolk is absolutely superior to egg white or albumen. Fresh egg white is a diluted solution of protein, does not contain any fat, and has no coloring power whatever. Egg yolk on the other hand contains lutein, a complex chemical substance which gives eggs their rich golden color. Egg yolk is rich in fat, lecithin and other life giving elements not found in albumen. For all practical purposes it would be well to completely disregard albumen. Whole egg because of the large albumen content which serves to dilute the strength of egg yolk is not as advantageous to the noodle manufacturer as straight egg yolk.

We now come to the point of what is the most economical, sanitary and advantageous method of adding egg yolk solids to the noodle. Dried egg yolk represents the ideal ingredient to use in the manufacture of noodles. For all practical purposes and calculations

dried egg yolk should be considered as 97% solids. In other words, if a 5% egg noodle is required, 5.14% of the dehydrated egg yolk added to 95 lbs. of semolina flour would produce a noodle in which chemical analysis will show an egg yolk content of 5%.

To further improve the color of the noodle and to allow a margin of safety, it is current practice to use 5 1/2 lb. egg yolk in each 100 lb. mix. Good quality dried egg yolk is a pure wholesome product and can be very easily stored at ordinary room temperature without spoilage or decomposition. Use of shell eggs requires separation of egg yolk and whites, and there is always a possibility of bacterial contamination as well as the ever present dirt and accumulation of egg shells. The use of frozen or liquid egg yolk requires constant watching because of the rapidity with which these products spoil. There is always a certain element of uncertainty accompanying the use of such products because of the fact that egg yolk solids are more or less unknown unless chemical analysis is made.

The color of the finished noodle can be very easily controlled with the use of dehydrated yolk. It is comparatively easy to standardize on the raw ingredients and once a standard is reached there should be no trouble whatsoever in producing a pure rich egg noodle of good quality and uniform color.

No Merger for Mueller

Henry Mueller, president of the C. F. Mueller company, Jersey City, one of the world's largest macaroni manufacturing concerns, has emphatically denied the rumor that his company was about to be merged with one of the large food combinations, a report current in Wall Street last month.

Though the products of the C. F. Mueller company do not enjoy a national distribution, they enjoy an enviable reputation in the concentrated sections where the firm has long held macaroni leadership. Its business has been most satisfactory and its profits reasonable to satisfy the owners and to make them content with a business that has been a family heritage since its launching over a half century ago. For that reason, says the former president of the National Macaroni Manufacturers association, the Mueller company is contemplating no merger at this time.

Maybe you feel, oftentimes, that what we cook day after day, for the three square meals that come around with maddening regularity, doesn't need to be so dressy. But don't feel like that. I think that there's an unfailling—shall I say duty?—to make the everyday meals just as distinctive as the company dinners, or the Sunday and holiday menus we prepare with such prodigality of time and effort.

Anyway, when—with very little effort—you can make even the simplest dishes have distinction, you have really accomplished a step forward on the way to greater joy in the task, and greater satisfaction to every member of the family. So I am for having food look well and at the same time different and distinctive in taste. And for doing it every day, too, at every meal in the day.

That's why I like to take the simple, well known and less spectacular foods and devise ways to cook them that make them worthy to figure among the high-lights of the menu. Macaroni is such a food.

I think it's a good idea to keep on hand a liberal supply of macaroni, spaghetti and egg noodles. Of course there is cooked spaghetti in cans, with well seasoned tomato sauce, too. And this is a good staple to have on the pantry shelf, for one needs but to heat it and serve it with the sauce, maybe adding some cheese or using it as part of a meat dish.

Macaroni pastes have the decided approval of foreign cooks, and in Italy—well, what would Italy be without its macaroni and spaghetti? And they do many things with it that are worth our doing, all for variety's sake.

You know that it seems easy to always think in terms of potatoes. But why do it? Not that potatoes aren't good. I like them myself. But I believe I share one sentiment with most everyone in the world. I like and want variety! And because I like salt, I don't want to be drowned in brine. So let the splendid and versatile macaroni products help the situation. Let's have them sometimes in place of potatoes. It makes a welcome change from the potato in the menu. Macaroni and noodles are just too good for criticism in many courses and at many meals where you wouldn't serve potato anyway.



THE
MACARONI

DISH HAS
DISTINCTION



By ANN BATCHELDER

Interesting and Timely Article on Macaroni Products in the February 1931 Issue of The Delineator by This Nationally Known Authority on Foods

From breakfast to supper, these macaroni things have an accepted place. For instance, there's nothing nicer than fried noodles with some good broiled bacon or baked sausages for breakfast. Cook the noodles first in salted boiling water and then fry them.

I imagine you have all prepared macaroni and cheese many times. If you want to vary it, you might add bits of crisp bacon or chopped cooked ham to the sauce you put the macaroni in. Another thing—when you use cheese with macaroni, use it in the sauce as well as on top of the au gratin dish. A nice hearty meal is made by alternating layers of cooked macaroni and thinly

sliced ham with a cream sauce putting all in a baking dish and covering the top with a layer of crumbs and cheese. Bake it and serve with crusty rolls, salad and hot coffee.

Meat rolls with macaroni are especially tasty. Take thin slices of beef, and have no fat on them. Season with salt and pepper and little prepared mustard. Spread the slices with sausage meat. The roll them around cooked macaroni and put close together in a baking pan. Pour over and around the meat two small cans of tomato sauce and put into a hot oven for ten minutes. Cover, reduce the heat and bake until the meat is tender. Serve grated cheese with this dish, and have a green mixed salad to go with it.

And I do want to stress the point that when you make these dishes as well as many others that have variety and distinction, you are doing something that's not difficult. It is easy to do, and every one of these macaroni dishes are time and labor savers, as well as dishes that have a great appetite appeal.

The noodle ring with sea food is a dressy entrée, suitable for luncheon—party or not. Cook egg noodles in boiling salted water for five or ten minutes. Drain well. Put the noodles into a greased ring mold and bake in a moderate oven about ten minutes. Unmold on platter and fill the center of the ring with a "Polenta" of sea food. Take a can of lobster, a jar of shrimps and cut the lobster and shrimp in pieces. Add a can of two of crab meat and season with a few drops of lemon juice. Make a rather light cream sauce, flavored with sherry flavoring, and cook

fish in it until well heated through. Garnish with sautéed mushrooms and serve with grapefruit and orange salad and hot rolls. This is lovely to eat and as delicious as it sounds.

Often it is convenient to serve the restaurants feature as a "plate," or "mixed grill." You know what I mean. Simply a main course together, on one plate. Meat or entrée, vegetable, sometimes even salad, all at the same time, all on one plate. It's quick and easy and quite smart, too. Well, we are showing one including baked sausage, broiled mushrooms, lamb chops and spaghetti with tomato sauce. It

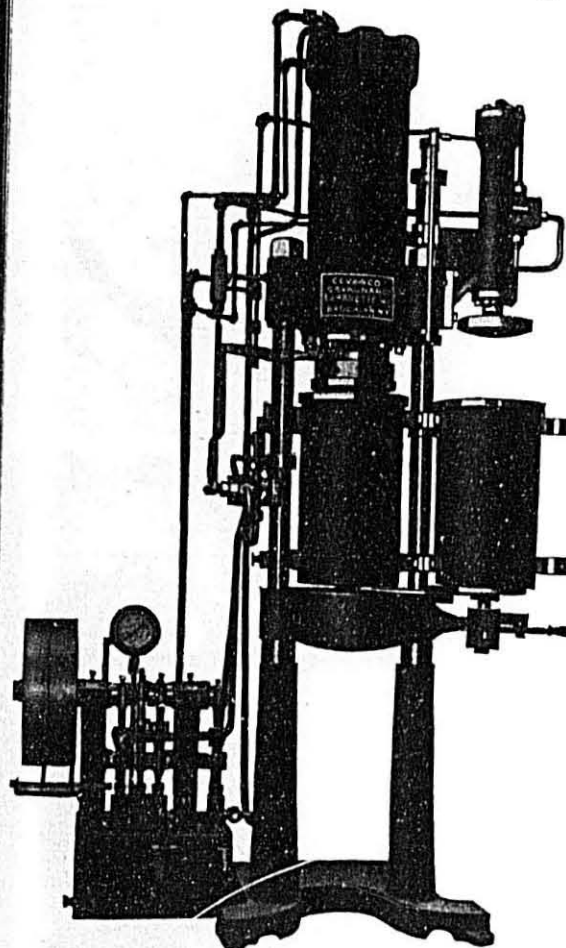
March 15, 1931

THE MACARONI JOURNAL

13

Consolidated Macaroni Machine Corporation

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



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

between the two faces, there can be practically no wear on this part. The die is concentric.

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

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

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

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

AT LAST! The Press Without a Fault.

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

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

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

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

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

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

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

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

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

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

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

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

156-166 Sixth Street

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

Address all communications to 156 Sixth Street

a hearty and satisfying meal. One can serve any desired combination of foods and never go very far wrong. We used, on this plate, spaghetti cooked in boiling salted water and dressed with a tomato sauce which comes splendidly seasoned and of just the right texture.

There are several lengths and sizes of macaroni to choose from. If you want the practically mile-long kind, put one end in the boiling water and, as it softens, bend the long pieces into the water. This results in a cooked product such as we find in Italian restaurants. Then you can buy the short macaroni and the bent or "elbow" shape. And some of these macaronis are quicker cooking pastes, so that is an added help. Spaghetti is spaghetti. And unless it is broken up, it's

good and long and needs manipulation to eat gracefully. Noodles come in all sorts of shapes and forms. Being made with egg, they have a rich, creamy color. Macaroni and spaghetti are white and firm, and of a heavier texture than the noodles.

I think these products are graciously adapted to so many good dishes that we should find an ever increasing use of them. One thing I do know, and that is that new ways to use them will always come to mind as you find what delicious additions to the menu may be had by making dishes of distinction from macaroni and its sister products.

Why You Should Belong to Your Trade Association

Contrary to the wrong opinion that prevails in a few minds, the National Macaroni Manufacturers association is not a close corporation. Its ranks will always be open to all macaroni and noodle manufacturers doing a legitimate business in macaroni making and selling.

Every trade has its own association or business group whose prime purpose is

to watch for the trade's interests. There are nearly 2500 trade associations in this country alone. Fortunately for the infant macaroni manufacturing industry in this country there has been and still is a well established organization that has ever striven to promote the general welfare of the trade, and that organization, the National Macaroni Manufacturers association after 27 years of successful functioning invites into its rank firms that have never heretofore been members and those who for reasons best known to themselves may have permitted their membership to lapse.

A trade association can be as helpful as its members want it to be. In speaking of the value of an association like this to macaroni makers a leading counselor said that—60% of the factors which determine whether a macaroni manufacturer makes money or not can be controlled by himself. They are things which a manufacturer can do for himself. They are the result of his own shrewdness, ability, initiative, energy.

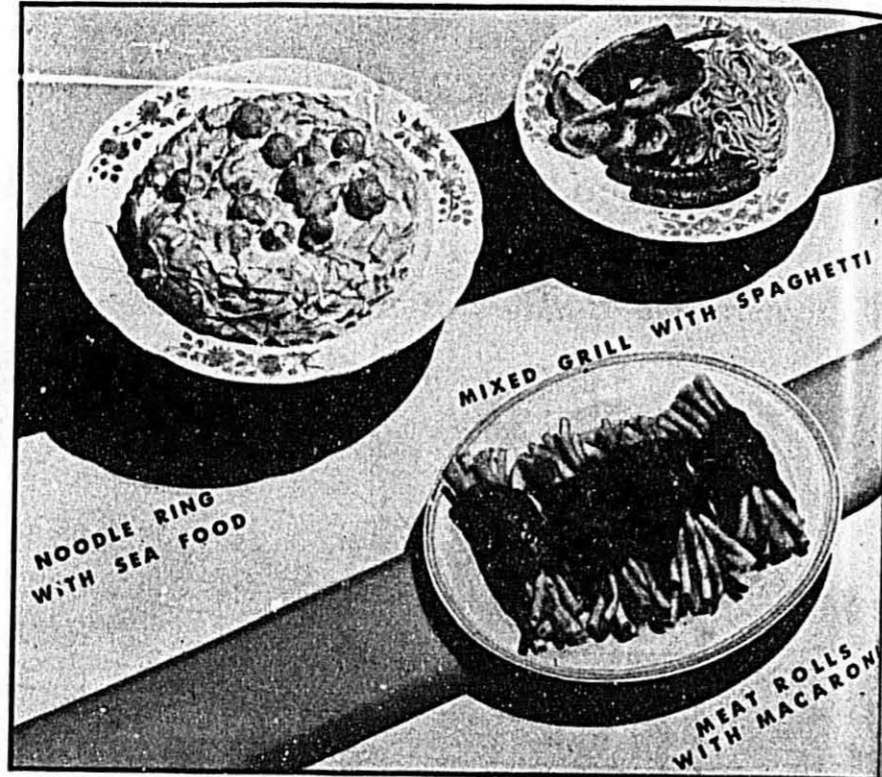
But 40% of the factors that make you money are clear out of your hands. They depend on what the other manufacturers do. They depend on information concerning markets, manufacturing form-

ulas, selling terms and costs of doing business that is compiled by the associated group and imparted to its members.

That is why all nonmembers should join up with the real money makers of the industry whose success is attributed greatly to the help gained from the association. Join the National association now and make profit making easy because you will then be completely formed.

Russia to Supply Italy

The Russian commercial agency Rome, Italy announces it has closed agreement with the leading Italian importers for sale of Russian wheat macaroni manufacturing purposes. Efforts are being made by Russia to contract for the whole of the Italian requirements of raw materials for the macaroni industry, the Russians having offered special price reductions to cinch trade. One reason for hesitation on part of the importers is the decided preference among a group of macaroni makers for American durum which has come quite popular in Italy since war.



Every one of the products shown here may be made into dishes that not only are a welcome change but that on all occasions have style and distinction

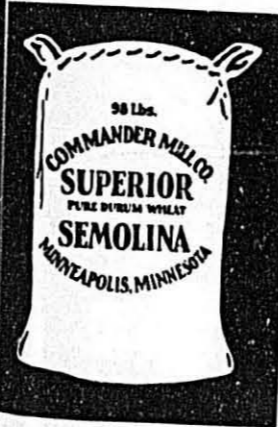
Satisfying the macaroni appetite

MARCH 2nd to 7th was "Macaroni Week," and macaroni manufacturers got together in a united advertising effort to create more macaroni appetites—and so increase their sales' volumes. And of course, hand in hand with this creation of a greater desire for macaroni products is the necessity of satisfying that desire with a truly high quality product. That is why hundreds of manufacturers are making sure of the quality of their macaroni by using Commander Superior Semolina—a semolina that has proved its absolute dependability time and again—and whose excellent color, satisfying flavor, and high gluten content guarantee satisfaction. You are certain of a profitable repeat business if you use Commander Superior Semolina.

YOU COMMAND THE BEST WHEN YOU DEMAND COMMANDER

COMMANDER SUPERIOR SEMOLINA

Commander Milling Company
Minneapolis, Minnesota



Secrets of Successful Trade Marking

Reinforce the Trade Mark With Protectable Designs

By WALDON FAWCETT

There is no need for the macaroni brander to put all his "product identification" eggs in one basket. We go along year in and year out, pinning our business faith to trade marks and worrying over the technical details and legal safeguards of our brands as though all of business good will were bound up in the precious symbol that signals origin or ownership of the goods. In a way, too, this solicitude of the owner for his treasured buy-word is justified and commendable. Where some member of our marketing circle make their mistake is in assuming that trade marking is the sum total of "consumer recognition" of a specialty.

Sure enough, the trade mark is the key or the pivot of any worthwhile scheme of macaroni authentication. Only there is something more to the strategy of making memorable and rememberable the macaroni line or leader. The environment of a trade mark,—the trade mark setting or background or "atmosphere"—may become in the course of time as much a clue for the consuming public as the naked mark. This impulse of the public to consider the trade mark in its surroundings, and never to think of the picture apart from its frame, has always existed to a degree. The instinct has deepened considerably since the art of modern packaging has undertaken the task of making the package as a whole serve as the confirmation of "the genuine."

Probably this growth in the importance of trade mark accessories has been much in the mind of alert, forward looking macaroni branders. But if not, it is due to rise and demand attention forthwith. All because of an incident that might not be instantly recognized as having an important connection. The current episode that makes our topic a headliner at this juncture is found in the passage by the U. S. House of Representatives of a bill to set up as a new institution of the national government, a Federal system of Design Copyright, or Design Registration as it is sometimes termed. The U. S. Senate must of course join hands with the House to make the pending measure a law. But officials at Washington are so confident that Design Copyright is coming sooner

or later, that they are busy making detail plans for the machinery for pedigreeing the various kinds of trade designs including advertising designs.

Because this projected new agency of protection is bound to prove a prime incentive to trade mark reinforcement it is worth the while of every reader of the JOURNAL to pause for a closer look at the new insurance for "industrial property." Let us fix it in our minds at once, though, that Design Copyright, if and when it comes, will have nothing to do with trade marks, as such. Granted for the sake of argument that many trade marks are designs. But Uncle Sam does not want to allow to any of the intangible assets of business, double or overlapping protection. Consequently any subject matter that has been registered at Washington as a trade mark cannot obtain also a certificate of Design Copyright.

Now, where Design Copyright will find its job is in protection of those near trade marks and trade mark helpers that are not admitted to entry under the Trade Mark Act of 1905. There are plenty of these worthy outsiders. Package forms, color schemes, novel carton closures, display containers, etc. have all been serving as trade mark understudies without having, in most instances, any legal recognition except what they could wring from the common law if it could be proven that damage had been sustained through unfair competition. Any way you look at it, Design Copyright must prove a worthy ally or partner to Trade Mark Registration.

Design Copyright, or something of the same nature, would doubtless have been provided long ago, were it not that the country has been limping along with an unsatisfactory substitute known as Design Patent. Macaroni men have now and again taken out patents on the designs of macaroni molds, shapes or forms. And a few members of the trade have sought patents on features of package design. But this Design Patent facility has never been the least bit satisfactory to the macaroni operators. For one thing, the cost of a design patent, what with lawyers fees and all the rest, has been high. For another thing, the amount of red tape encountered has been enough to chill anybody's enthusiasm.

Also it has taken so much time to get a design patent that any originator of a macaroni novelty risked losing the race to a competitor if he fiddled around for a design patent.

Worst of all, however, among the deficiencies of the design patent system is that a patent is issued only for a design "invention." To capture a design patent a candidate must not be merely of new or novel appearance but must be unique—the fruit of a stroke of genius, as some people have expressed it. Now every reader who has had anything to do with fashioning trade designs or getting up advertising copy, will well know that it is the rarest luck in the world to hit upon an absolutely fresh idea. Most of the designs that pass a new obtain their new effects by means of a regrouping or rearrangement of design elements or design details that have been long known. A new version of an old design idea cannot win a patent. But new effect will command a design copyright.

It would require at least a column of this journal to enumerate all the contacts of the macaroni industry with this new program of design copyright. An entire class in the setup will be given over to packages and containers. Not only the shape, form and outline of packages will be protectable but surface ornamentations. Likewise advertising novelties, cards, cutouts, dealer helps, display stands, etc. The design of a package insert, a macaroni man's special species hand lettering, or the allover pattern of a macaroni wrapper would be eligible. There would be joy for the trade, too, in the elasticity and simplicity of the workings of this new copyright system. Within 10 days or 2 weeks after filing application the applicant might expect to receive his certificate of ownership. For a merely nominal fee he could obtain a copyright good for 2 years—long enough for a market tryout. Then if design promised to enjoy perennial popularity as a best seller, the copyright could be extended up to 20 years.

There is going to be one limitation in the proposed design copyright system, which members of the macaroni family should be forewarned, lest they be appointed. To picture the contrast let

March 15, 1931

THE MACARONI JOURNAL

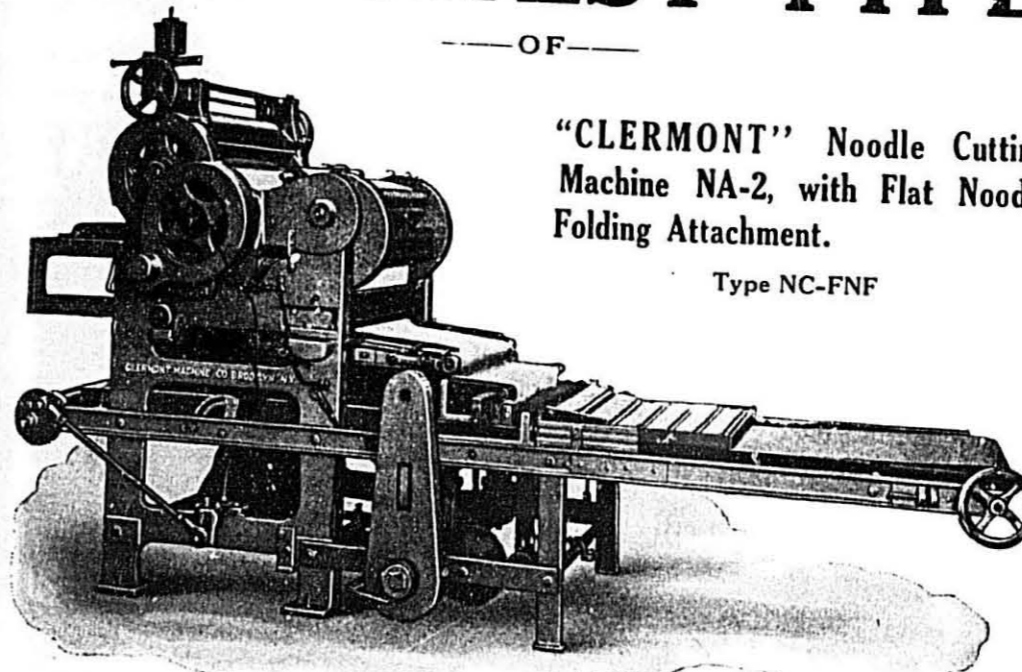
17

THE LATEST TYPE

—OF—

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

Type NC-FNF

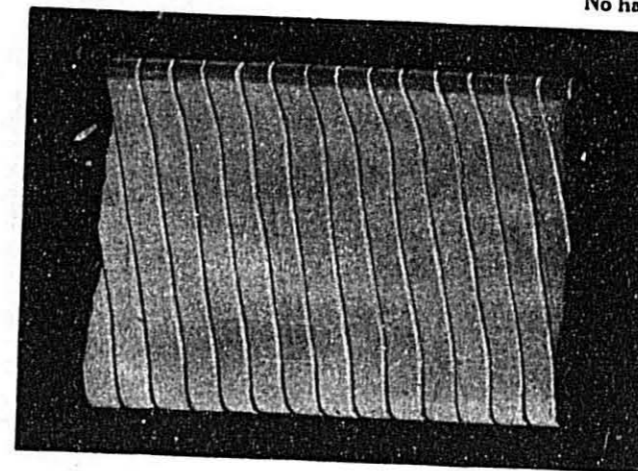


No skilled operator required

THE MACHINE WHICH PAYS DIVIDENDS

No hands touch the product

Suitable for Bulk Trade



Suitable for Package Trade

The finished product of above machine.

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

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

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

recall that when a macaroni brander submits a trade mark for registration, Uncle Sam does not issue a grant until the censors at the U. S. Trade Mark Division have looked through the file of all macaroni marks ever registered and have satisfied themselves that the offered mark is not a duplicate of nor unduly similar to any other mark already registered for an earlier user. Now, in the case of designs offered for copyright, there will be no such "search" to uncover anticipation. Uncle Sam will give a birth certificate for every design put up to him, by way of testifying officially to the date of claimed first use. If it develops that 2 or more macaroni men have copyrighted the same design they will have to fight it out in the Federal courts to determine who has the superior right, or else will have to arrange a compromise between themselves.

» Seek Millers' Aid in Quality Fight «

The most serious problem confronting the macaroni manufacturing industry today is the large quantity of low grade products that are flooding many of the country's leading markets. Competition is blamed for the enormous increase in this poor stuff that does more harm in delaying the hoped for consumption increase for which thousands upon thousands of dollars is being spent by the industry.

The matter of low grade macaroni and the harm that it is doing to the industry everywhere has been given the serious thought and attention of all of the leading manufacturers of the country and officers of the National Macaroni Manufacturers association. The durum wheat millers have joined willingly in a survey of conditions and in a search for timely and appropriate remedies.

In the opinion of the officers of the National Macaroni Manufacturers association, the durum millers might be of invaluable aid in the fight for better macaroni products if in some way they would be a unit in discouraging the purchase of inferior grade straights and clears which now find their way into this food stuff.

The National association is making an honest effort to place its house in order by advising its members to use only high grade semolina and farina in their products and to insist on a reasonably fair price thereon. However there are many "weak sisters" in the industry who readily cut the quality

While Uncle Sam cannot afford, at the low price charged for Design Copyright, to attach to the certificate of enrollment a guarantee that the entered design is alone in its field, the Copyright Office will do the next best thing. At least once a month and probably once a week will be published for subscribers a Catalogue of Design Copyright Entries which will list and reproduce all designs accepted in the interval. Thus a macaroni marketer who is intent upon bolstering up his trade mark with distinctive package "dress," or display devices or what not, will be enabled to keep abreast on what his competitors are doing in the same direction. He can tell from the designs that have been copyrighted whether or not he may confidently assert the exclusive right of discovery in the design that he wishes to put forward to help his trade mark establish individuality.

to increase their sales, to maintain their business or as in a number of cases to remain in business.

The National association recognizes it is limited in its activities toward cleaning up this unpleasant situation. A manufacturer is free to use whatever raw materials he chooses and nothing but good business sense will prevent him from using inferior raw materials for any of the reasons mentioned above.

Perhaps, argues the National association, the durum and farina millers might assist very effectively in solving this problem. Through the branch offices the names of macaroni manufacturers who use low grade flour may be ascertained and the millers' representatives be instructed to urge all macaroni manufacturers to refrain from the practice for the good of the trade and the betterment of his own business. The representatives might even go so far as to refuse to sell the low grade products, in which event this would have a very decided favorable effect on the average quality of macaroni manufactured and offered for sale.

"We do not expect the semolina and farina millers to play wet nurse to the macaroni industry," said a leading officer of the association, "but on the other hand the millers are equally interested in increasing the consumption of macaroni products and they cannot deny that some of the macaroni products made from materials sold by them

is being sold, to tremendous harm to the good cause in which we are fighting side by side. There is a mutual interest in this fight and only through the friendliest cooperation based on common sense business practices can the problem be successfully solved."

With the Travelers

Henry Mueller, president of the C. F. Mueller company of Jersey City, N. J. enjoyed a sail through the beautiful Caribbean sea and basked in the balmy airs of the West Indies during February and March. Henry knows where the enjoyable things are to be found and how to thoroughly enjoy them.

Frank A. Motta, secretary of the Champion Machinery company, Joliet, Ill., very timely ducked the blizzard that hit the middle states the first week in March by routing himself through New Mexico, Arizona and California, where he addressed his many friends extolling the virtues of the land of perpetual sunshine.

M. J. Donna, secretary-treasurer of the National Manufacturers association and editor of its official organ, visited the new home of the publishing company in St. Paul, Minn. and renewed acquaintances with the magazine's staff, his first visit there in 4 years.

James T. Williams of The Creamet company, Minneapolis, Minn., accompanied by Mrs. Williams is wintering in Florida, having made the trip by motor.

With the turn of the year and favorable conditions that may warrant new and welcomed shipping orders on old contracts and some new business, perhaps, representatives of the leading durum mills bestirred themselves during February, practically all making calls every market. Among those noticed in the macaroni manufacturing centers were A. J. Fischer of Pillsbury Flour Mills Co., George Johnson of Washburn Crosby Co., Martin Luther of Minneapolis Milling Co., W. E. Ousahl of Commander Mill, E. J. Thomas of Capital Flour Mills and Alex G. Graif of King Midas Mill.

W. H. Sutherland, secretary of Duluth-Superior Milling company, Duluth, Minn. with his wife and daughter are sojourning in southern California, expecting to be gone a month.

C. G. Harrel, chemist in charge of the testing laboratory of the Commande Larabee corporation of Minneapolis, is visiting in Cuba. His friends are in a quandary to know just what he is personally analyzing there, Cuban grains or Cuban beverages.

Careful Selection Plus Uniform Blending

Gives



Note the 1,500,000 Bushel Elevator

King Midas Semolina Exceptional Quality

THROUGH our hundreds of country elevators located in the best durum wheat territory we secure the choicest grades of amber durum wheat. In selecting our wheat we pay special attention to strength, color and flavor.

The one and a half million bushel elevator adjoining our semolina mill--illustrated above--enables us to always have on hand for grinding the right blend of this selected wheat.

These are the principal reasons why King Midas Semolina makes richer colored and finer flavored Macaroni, Spaghetti and Noodles.

King Midas Mill Company

MINNEAPOLIS, MINNESOTA

Laboratory Control Guarantees Semolina Uniformity

The following report and photographs will be of interest to our readers as indicative of what one of our leading sources of raw material is doing along the most scientific lines to guarantee to the Macaroni Industry a continuous supply of the highest grade and most uniform Semolina.

One of the most and most important problems a Semolina Mill has to meet is how to know beyond any question that the wheat they buy will produce the quality of Semolina that will give their trade satisfaction. The wheat may look and test all right, but will it mill properly to produce satisfactory granulation and color in the Semolina and what is even more important, will it make up into the finished macaroni or spaghetti of the bright clear golden amber color most desired?

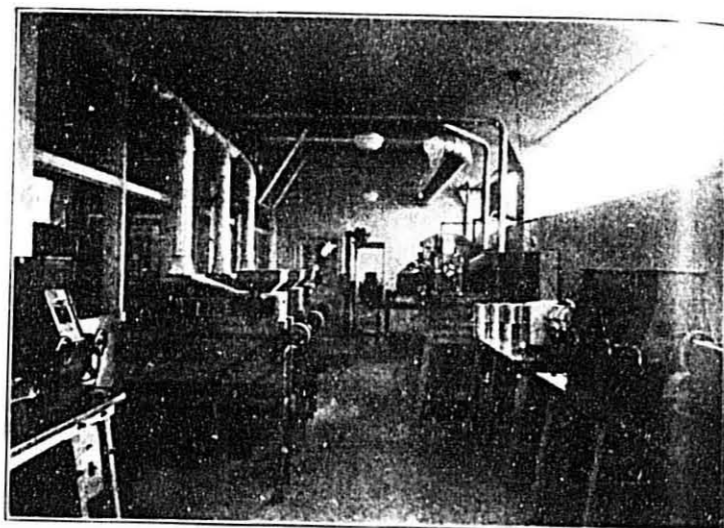
To solve this problem the Minneapolis Milling Company has installed a miniature mill which is a model of perfection for the reduction of small samples of Durum Wheat into actual commercial Semolina, which the laboratory can then make into macaroni or spaghetti in their test press. This mill is the latest thing in equipment and produces results that enables the laboratory to handle that

wheat exactly in a manner to produce satisfactory

This miniature mill is under the control of the Laboratory Department under the supervision of Dr. C. G. Har-

and Semolina Laboratory has provision of the mill.

The physical equipment of it the latest and most up-to-date and consists of a full comple-



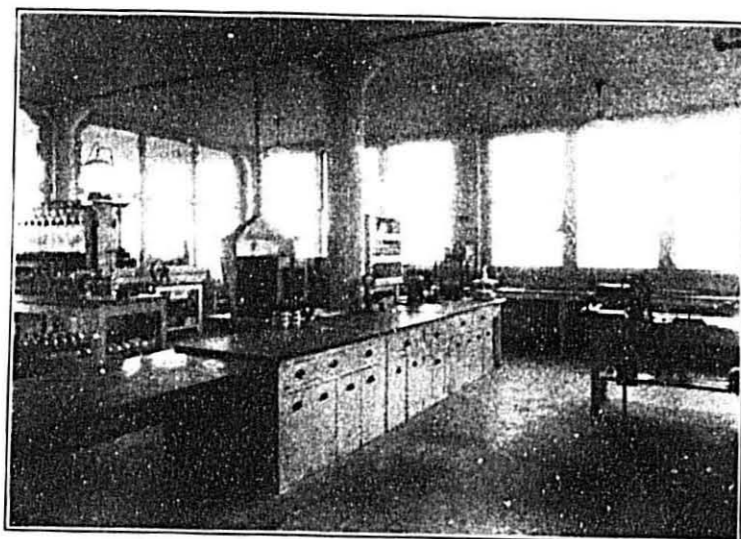
A closeup of the semolina testing and macaroni manufacturing apparatus

nel, director of laboratories and is part of the very complete control laboratory on the third floor of the concrete daylight constructed annex to the Minneapolis mill. Omar Lutt in charge of the Durum

most modern wheat cleaning machinery all in miniature possible to produce in this manner 500 grams, about half pound, of wheat, Semolina in equal in quality, color and granulation that furnished the trade, the outcome an absolute uniform net.

The mill consists of wheat washer and scourer to thoroughly clean the wheat samples before they are milled the same as is done in the big mill. Then come the millstones consisting of the corrugated grinding and reduction rolls. The wheat after passing through these rolls is sifted and purified by particular sifters and purifiers which are exact duplicates, however, of the machines that operate in the big

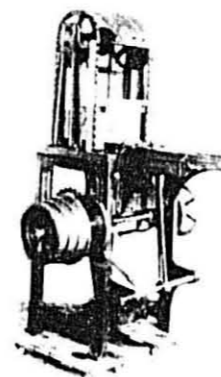
In giving us the material for this article, the millers who is mentioned assure us they will be glad to hear from any of our readers who are interested and will be glad to



A general view of laboratory

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.

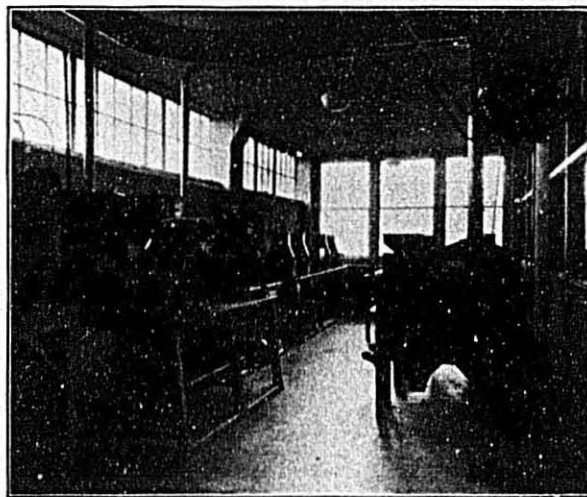
Our engineering staff are at your disposal. Our catalogue is yours for the asking.

PETERS MACHINERY COMPANY

4700 Ravenswood Avenue

CHICAGO, ILLINOIS

them with any further information that they can in regard to their effort in the furtherance of quality macaroni production in the United States.



An array of miniature mixers, kneaders, presses and driers in the experimental mill and plant of the Minneapolis Milling Co., Minneapolis, Minn.

Boosting California Products

The Pacific Coast Products league with headquarters in Los Angeles, Cal. has a "Buy-ONLY-Locally-Made-Goods" campaign as its sure way of solving the unemployment situation in the sections in which it operates.

Nearly 100 firms are associated in the movement, among them several leading macaroni manufacturing firms in southern California. The league publishes a monthly magazine "Paycheck" whose editorial policy is to promote the sale of California products to maintain employment for home folks.

"When you buy things made elsewhere," says one of the recent issues of Paycheck, "you help employment conditions elsewhere . . . not here. Help employment conditions here and you help yourself. It costs you nothing to do this . . . except a little thought . . . a little care."

In the October issue the modern plant of the Superior Macaroni company was shown in color. In the accompanying article the quality of the products made by his company was stressed and the manufacturing process explained.

Another macaroni firm, the Los Angeles-Pacific Macaroni company was treated pictorially and editorially in the February issue. In addition showing the new plant of this progressive concern its many products in cellophane and transparent packages were shown. Special emphasis was given to unique products, spinach noodles and tomato noodles that apparently have met with consumer favor in that section of the country. This firm's products are put out under the Gold Medal Products brand.

Among other macaroni firms listed as members of the league are the Anthony Macaroni company and the Globe Grain and Milling company of Los Angeles.

Macaroni as a Change from Potatoes

By D. R. HODGDON,
Former President Hahnemann Hospital, Chicago

MACARONI compared with POTATOES, is very interesting:

MACARONI CONTAINS—
About TWICE as much muscle building food (protein) as POTATOES. Nearly 9 times as much fat,

BETWEEN 5 and 6 times as much carbohydrate or heat producing food. More than 4 times as much food value as potatoes for the same weight.

It is easy to see how nutritious macaroni products become when used with tomato and cheese. It is not eaten in as large quantities as it should be.

U.S. Production and Consumption of Durum Products

By FELIX T. POPE
Foodstuffs Division, Department of Commerce

	Durum wheat Ground (bu.)	Semolina Produced	Flour Produced	Semolina Exported	Flour Exported	Semolina	Available for consumption
1924							
Jan.-June	5,451,715	821,503	341,636	57,873	147,568	763,830	341,636
July-Dec.	6,594,830	1,062,410	416,073	167,198	231,189	895,212	1,348,811
1925							
Jan.-June	4,668,282	741,070	318,919	78,919	151,351	662,151	167,351
July-Dec.	7,373,556	1,136,180	495,741	116,851	200,596	1,019,329	295,180
1926							
Jan.-June	6,841,438	1,050,873	470,684	62,955	162,951	987,918	307,741
July-Dec.	7,009,579	1,165,192	414,664	94,951	180,004	1,070,241	234,664
1927							
Jan.-June	5,072,626	868,476	259,282	71,331	141,183	797,145	118,000
July-Dec.	7,809,023	1,280,152	409,613	99,904	104,626	1,180,248	304,904
1928							
Jan.-June	6,804,804	1,037,175	353,972	42,863	143,468	994,312	210,500
July-Dec.	8,013,583	1,208,321	493,152	66,744	168,310	1,141,085	325,310
1929							
Jan.-June	7,813,704	1,146,438	488,557	49,220	113,710	1,097,218	374,800
July-Dec.	8,015,616	1,184,796	535,941	33,351	98,133	1,151,445	437,800
1930							
Jan.-June	7,003,156	1,081,057	404,210	37,629	58,614	1,043,428	345,500
July-Dec.	7,338,125	1,236,508	212,802	40,877	25,901	1,195,631	186,900

JOHN J. CAVAGNARO

Engineers and Machinists

Harrison, N. J.

U. S. A.

Complete Equipments

Accumulator Systems

Presses

Kneaders

Mixers

Mould Cleaners

Cutters

Brakes

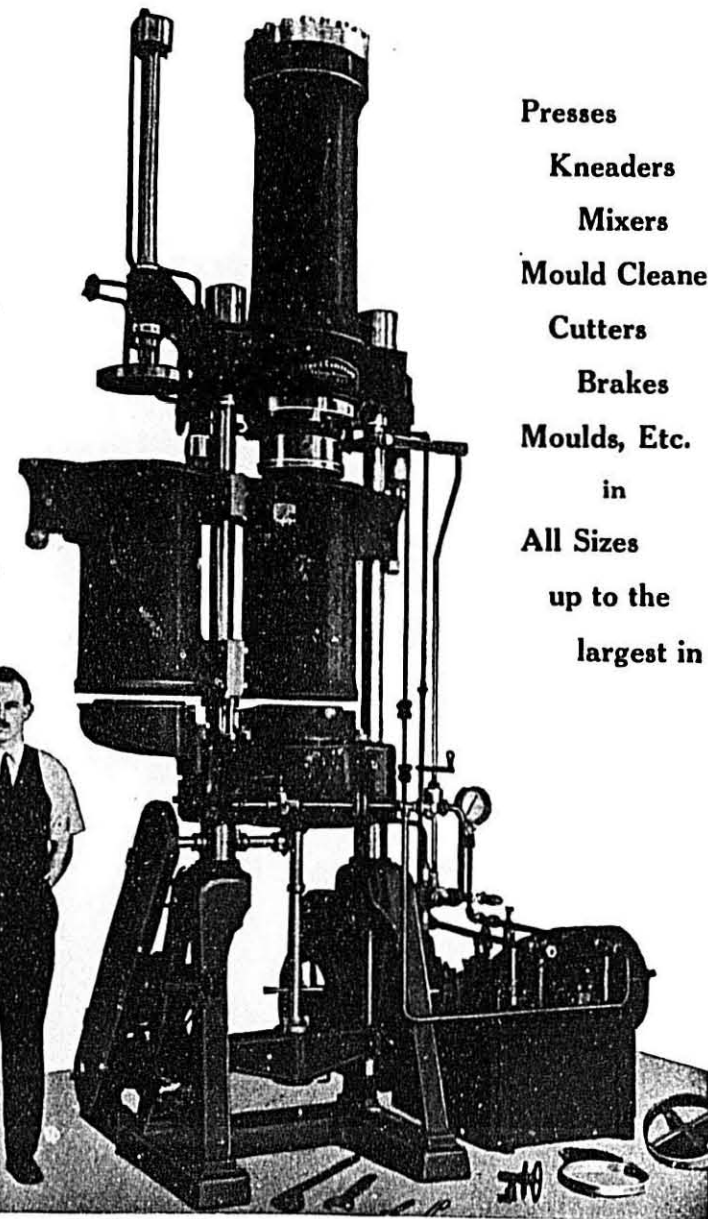
Moulds, Etc.

in

All Sizes

up to the

largest in use.



No. 222 Press Special

Specialty of
MACARONI MACHINERY

Since 1881

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

BUSINESS TALKS

By FRANK FARRINGTON

Will Change Eliminate You?

Are you watching all the time for the possible approach of some change calculated to hit your business a wallop that may prove disastrous?

In these times of frequent radical changes, who knows what may happen to his business overnight?

I had a greatuncle who was engaged in manufacturing illuminating oils. One day when he went down to his office, he was told that someone had begun getting petroleum out of the ground. "That ends my business," said he, and it did.

All over the country are scattered crumbling, disused factory buildings. They have been deserted, not because the owners were unable to turn out a good product but because conditions so changed as to render their product partly or entirely obsolete.

City after city has its deserted wagon or carriage factory. Some such plants gave up only after a period of vain effort to carry on with automobile manufacture or assembly, but few wagon makers could change their product with the effectiveness of the Studebakers.

Consider what has happened in some other fields and what is happening. It is not necessary to go back to the day when the old spinning wheel was superceded. Electricity came into the radio field and the trade-in value of battery sets dropped to nil, as far as the dealer was concerned. Good roads made summer hotels into overnight stops for tourists. Golf shoved the old croquet set onto the junk pile. Suspenders put up a losing fight and the question is still being debated as to whether they can come back. The well curb and the kitchen pump long ago headed for the antique shop. Pianos are still in common use, but try to sell one!

Wise men foresee these drastic changes and when they come, are ready for them with a new or a changed product. They are the men who do not refuse to face the facts and adjust themselves to them. They see what is inevitable and prepare for it instead of trying to fight it like old King Canute ordering back the waves and tide.

Italians Object to Synthetic Macaroni

Attack on Spaghetti Arouses Italians' Ire

American manufacturers protest against propaganda launched by a fascist writer who belittles this traditional food.

He is a brave man, indeed, who would assail macaroni, spaghetti and similar products to the face of the Italians themselves. Yet that is what Signor Filippo Tomaso Marinetti has done. In an article published in Gazzetta Del Popolo of Turin, Italy he made the absurd statement that the consumption of macaroni, spaghetti and similar wheat "pasta" should be reduced because this food is not sufficiently dynamic for hardy patriots. He proposed that all natural foods be abolished and that the people shall live only on synthetic foods.

Though he is a futurist who can have no present hope of divorcing his

countrymen from their age-long diet, his suggestion has received such wide circulation in other countries that manufacturers of macaroni products have found it necessary to protest to the Italian government against the Marinetti attack on the health giving qualities of their products.

On Jan. 14, 1931 the National Macaroni Manufacturers association from its Braidwood headquarters cabled Il Duce Benito Mussolini a strong protest in the name of the American industry in which thousands of Italian-Americans are engaged and asked that he compel his cabinet member to retract his harmful statement. Before cabling its protest the National association asked Dr. A. F. Woods, director of scientific research, U. S. Dept. of

Agriculture to express his views on the food value of macaroni products. He said: "Macaroni is a highly nutritious, palatable and healthful food made from the richest wheat. The Department takes pride in having introduced the wheat into the United States for the specific purpose of making our own macaroni from our own wheat. Everything that the Department has said concerning bread is also true of macaroni."

The real purpose of Signor Marinetti's rather fantastic proposal is dietary but rather economical, designed to relieve the agricultural depression in Italy. For years Italy has been forced to import wheat in order to supply the demand for wheat paste products. It has an overproduction of other grains, especially rice. If the Italians could be made to switch from their favorite "pasta" to rice or home grown vegetables the trade balance with other countries would soon become more favorable in Italy.

There is not much to be feared from the Marinetti attack among Italians who think more of their "two squares a day" than they do of any number of new political or moral theories. The Italian begins his day with a cup of black coffee, supplemented in some homes by a piece of sweet bread. This is just an excuse for lunch and dinner which in all but the more fastidious homes include macaroni products of one kind or another in generous quantities. If he has enough money Signor Marinetti is one of the heartiest eaters on earth and to him "eating" implies strength.

Because of the national advertising campaign now underway, macaroni products are becoming as familiar to millions of Americans as is Italian music. To die fighting for spaghetti would be a glorious end, especially for all Italian spaghetti lovers. Not even Il Duce himself would ever think of confiscating the national food of the Italian people. The chances are that he eats it daily without any detriment to his energies.

Cheese Sauce

½ lb. cheese
1 tsp. butter
1 cup milk
Paprika

Melt butter in sauce pan, add cheese cut fine, heat slowly till melted; then add milk and continue heating until well blended. Spread on macaroni or spaghetti—sprinkling with paprika.

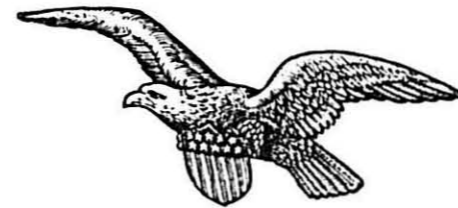
CONGRATULATIONS

are due the National Macaroni Manufacturers Association for the splendid manner in which they are educating the American Public on the merits of macaroni foods, through their national advertising campaign. Both the Public and the Trade are bound to benefit by the campaign.

This publicity effort marks an epoch in

the history of the industry. We are pardonably proud of the modest role we are able to play as members of the association and in the manufacture of modern, highly efficient machinery which in turn will enable macaroni manufacturers to turn out highest quality products in greater volume.

Remember.—WHEN IT'S REAL GOOD—IT'S A CHAMPION.



CHAMPION MACHINERY CO.
JOLIET : ILLINOIS

ROSSOTTI LITHOGRAPHING CO. Inc.

121 Varick Street - - - - - New York



"We are Subscribers To The Campaign"



OUR MODERN
DESIGNS
ADVERTISE
AND HELP
SELL YOUR
PRODUCTS

ARTISTICALLY
DESIGNED
LABELS
AND
CARTONS

"SPECIALISTS IN CELLOPHANE WINDOW CARTONS"

» » Notes of the Macaroni Industry « «

On Time at Last

Martin Luther, member of the Board of Advertising Trustees of the National Macaroni Manufacturers association very generally known to be always behind time for his appointments (an unconfirmed report has it that he was even late to his own wedding) has at last broken the jinx and it was up to the Scotch part of him to do it.

When the trustees met on March 4 Martin as usual was the one they all had to wait for. He took the kidding good naturedly but something that nettled him must have been said by G. G. Hoskins, a man diametrically opposite in matter of promptness, and offered to wager a dollar bill that he would be on hand 5 minutes before opening time the next morning, the second day of the meet.

The wager was made and Hoskins lost because Luther was on hand bright and early the morning of March 5. For once he was on time for a meeting but Hoskins still avers that Martin must have slept in the meeting room all night. Whatever the reason might have been for his winning, Martin succeeded in breaking a life-long jinx at 9:25 a. m.

on March 5 in the Year of our Lord One Thousand Nine Hundred Thirty One, now a most memorable date among his friends and in milling history.

Macaroni For Red Cross Relief

Answering an appeal for food for the relief of the sufferers in the drought areas made by the American Red Cross, Peter Rossi & Sons, Braidwood, Ill., one of the oldest macaroni producing firms in the central states contributed several hundred cases of macaroni, spaghetti, elbows and egg noodles to a trainload of foods rushed there over the Chicago & Alton railroad. The appeal for aid made by the Red Cross met ready response on the part of officials of the Chicago & Alton and of the many industries served by that line in Illinois and Missouri. The railroad offered to ship all foods donated for this worthy cause at no expense to manufacturer or the Red Cross. In addition to the finished product contributed, Felix J. Rossi, president and Henry D. Rossi, secretary of Peter Rossi & Sons made sizable donations in money for which they and the firm received due credit from this

nationwide relief organization and of the railroad that supported the drive for relief.

Government Wants Spaghetti Bids

Bids on the navy's spaghetti requirements for the balance of the year are being asked by the Bureau of Supplies and Accounts, Washington, D. C., the bids to be in hand not later than 10 a. m. March 24, 1931.

As to the quality of the goods to be supplied the specifications read: "shall be made in a proper manner, under strictly sanitary conditions, from semolina, or from hard wheat flour of grade not lower than 95% straight, or a mixture of both, well dried by modern methods (open air method of drying shall not be used)."

For delivery to the Supply Office, Navy Yard Boston, Mass. a total of 20,000 lbs.

For delivery to the Officer-in-charge, Naval Supply Depot, Naval Operating Base, Hampton Roads, Va. 55,000 lbs.

For delivery to Supply Officer, Navy Yard, Mare Island, Cal. 60,000 lbs.

There is no compromise for correctness.

CUTS DRYING COST 70%

1. No preliminary drying . . . a great saving in power, labor and floor space. Will dry any style of macaroni or noodles.
2. No high price labor . . . any inexperienced help can operate.
3. Saves costly trucking and re-handling.
4. Speeds production . . . 18 to 60 hours.
5. Greater strength . . . no breakage, checked or cracked goods . . . no waste.
6. Prevents sour or mouldy goods.
7. Preserves the natural bright golden color of semolina products.
8. Better flavor and taste.
9. Modern cost . . . saving will pay for installation in from one to two years.
10. Dependable . . . Sturdy . . . SURE always.

YOUR DRYING PROBLEM SOLVED

Successful and economical drying of macaroni products can only result where theory and practice have worked together a sufficiently long time to prove the soundness of both.

Mr. Gallerani, a technical engineer has the benefit of over 30 years' experience in macaroni drying problems. This experience goes into every dryer built and every recommendation made. Regardless of what type of drying you now use, it will pay you to have us prove to you the saving possible with a Gallerani Dryer . . . without obligation of course.

Gallerani Drying Machine Co.

Harrisburg, Penna.

Alexander Gallerani, President

QUALITY and COLOR
IN TRANIN'S PURE FROZEN EGGS
 The KEY to SUCCESSFUL NOODLE MANUFACTURING

We specialize in producing frozen egg yolks that are high in solids and have a deep golden color. TRANIN'S PURE FROZEN YOLKS are used by some of the leading noodle manufacturers of the country. We are now accepting contracts for 1931 requirements.

Write for further information and quotations.

TRANIN-EGG-PRODUCTS-CO.

500 E. 3RD ST.

KANSAS CITY, MO.

New York Representative—Colbourn S. Foulds—370 Seventh Ave., New York City



« GRAIN TRADE AND FOOD NOTES »

Italy Needs American Wheat

Despite the attempts of Premier Mussolini to bring about a decrease in wheat consumption by Italians and of Signor Maretti who wishes them to substitute synthetic foods for tasty spaghetti and appetizing macaroni dishes, Italy will find it necessary to import approximately 37,000,000 bu. of wheat during the present year. A goodly portion is durum or macaroni wheat.

Farm Board Head Retires

After 20 months of active government service as chairman of the farm relief board, Alexander Legge has resigned. When the Federal Farm Board act to relieve the farmers of the country was passed in 1929, President Herbert Hoover invited Mr. Legge, then president of the International Harvester company of Chicago to serve as chairman, primarily to help organize the new government bureau and get it started in its relief work.

Mr. Legge resigned as president of the International Harvester Co. on June 30, 1929, giving up a position said to have carried a salary of \$100,000 a year for one in the government service that paid

only \$12,000. He tackled the problem with determination. He was opposed by many interests that were not in accord with the government's farm relief program. With his comembers on the board he carried on during the 1929 heavy crop yield that glutted the wheat markets of the country and the period of business depression that crashed soon after the board was organized. Having done all that was humanly possible and feeling that the original policy of the board would be continued under his successor, he offered his resignation to President Hoover and on March 1 retired for a much deserved rest.

Mr. Legge is expected to resume his former connection with the International Harvester company following a meeting of the company's board on March 19.

Cause Market Changes

The durum wheat crop in North Africa last season was considerably below average and buyers of semolina made from this excellent grain have had to look elsewhere for their supply. American and Canadian durum wheat growers naturally fell heirs to this business demand and thousands of additional

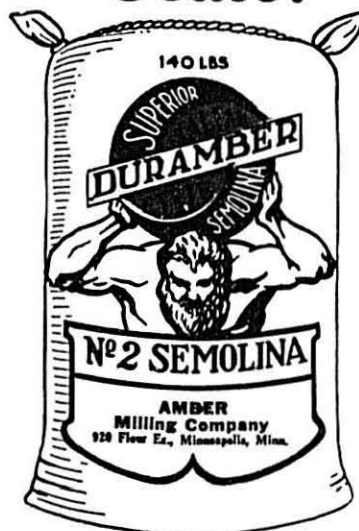
bushels of macaroni wheat are being finding markets in the European macaroni manufacturing centers.

Trend Toward Private Brand

Right now there seems to have developed a definite trend in the wholesale grocery field toward private brands. The United States Printing and Lithograph company of Cincinnati, on completion of a thorough survey, report an increasing trend in the ratio of private brands sold to their total volume of business transacted. In the voluntary chain field the trend is likewise marked.

"With these two important groups being their interest in nationally advertised brands, it becomes quite evident," argues Godfrey M. Lebharr, editor-in-chief of Chain Store Age, "that national advertisers must rely on chain store cooperation more than ever before. I need discuss with the manufacturers the obvious advantages of nationally advertised products, nor would it seem need to discuss their merits with experienced chain store operators. Nevertheless, matter how convinced you may be of virtue of national advertising my cooperation with chain store executives convinces that they have to be resold."

PER PASTA PERFETTA
Usate!



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



Subscriber
N. M. M. A. NO. 55

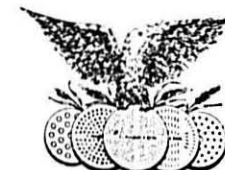
From experience
Many of our customers
Are
Learning that good
Dies, costing a trifle more,
Are cheaper in the long
Run,
Indeed!
AND

Besides, they, our customers, are
Relieved
Of
Skepticism.

If you want and
Need GOOD DIES
Call upon

*Expert Die Makers since 1903, with
management continuously retained
in same family*

F. MALDARI & BROS., Inc.
178-180 Grand Street New York, N. Y.



**CROOKSTON-
SEMOLINA**

**Strong, Uniform
and of
Good Color**

For Quality Trade



"We are Subscribers
To The Campaign"

CROOKSTON MILLING CO.
Crookston, Minn.

★
**ASK FOR THE BEST
STAR PERFECTION-DIES**

THE STAR MACARONI DIES MFG. CO.

47 Grand St.

New York City



Important Announcement

We Are Receiving Frequently
New Lots Good Color

**CERTIFIED
GRANULAR EGG YOLK**

Specially Selected For
Noodle Trade

PRICES ARE RIGHT!!!

Write or Wire

Colburn S. Foulds

Manager Noodle Egg Yolk Department
for Details

DE LOWE CORPORATION

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

» WHEAT OUTLOOK FOR 1931 «

The present very low level of wheat prices has brought into operation forces tending to cause an improvement, but despite this another year of low wheat prices is in prospect for 1931. For several years, world production increased faster than consumption and burdensome stocks have accumulated. The world carryover on July 1, 1931 will again be abnormally large. At present there is no indication there will be any material change in the world acreage of wheat to be harvested in 1931, and thus far weather conditions have been generally favorable for the fall sown crop. It is too early to forecast yields, but with yields approaching average the new crop plus the very large carryover would again result in burdensome supplies.

The general downward trend in wheat prices during the past 4 years and the recent extremely low prices are the result of factors which have been affecting the situation for several years, reinforced by factors which have more recently come into operation. The most important factor has been expansion of the world wheat acreage and production notably in exporting countries, at a rate faster than world consumption has increased. This has resulted in an increase of world stocks and carryovers to burdensome proportions.

World wheat acreage has been expanding since 1924. In that year the total wheat acreage outside of Russia and China, is estimated to have been 224,000,000 acres; by 1930 it had reached 250,000,000 acres, an increase of about 12%. In addition Russia's acreage has been increasing rapidly, having risen from 52,700,000 acres in 1924 to 84,100,000 acres in 1930, the present area being nearly 10,000,000 acres in excess of the prewar average for the years 1909-1913. The increase of nearly 60%, or more than 31,000,000 acres since 1924, was over 5,000,000 acres more than the increase in the rest of the world combined during this period. Furthermore, average yields per acre in the world outside of Russia and China, especially during 1927 and 1928, were considerably higher than during the early years after the war. While yields were low in 1929 consumption was reduced, so that the world carryover remained considerably above normal levels on July 1 last.

Durum Prospects

The area sown to spring wheat in 1930 was nearly 1,000,000 acres less than in 1929. Much of this acreage was re-

placed by flax. Higher yields per acre, however, led to a production of 14,000,000 bu. more than in 1929.

Most of the net decrease of the 1930 spring wheat area was in durum, the decrease in the 4 principal states amounting to nearly 1,000,000 acres. This was accomplished in part by the substitution of flax for durum and in part by shifting from durum to new varieties of rust resistant hard red spring wheat. Thus far during the current season prices of durum have not been enough below those of spring bread wheats to give much incentive for further shifting, but some further shift may be made to the rust resistant bread wheats, which would still further reduce the durum area. The 1930 durum acreage was sufficient to produce about a 60,000,000 bu. crop if yields were average. Such a crop is large enough to place durum prices on an export basis in ordinary years and to make the level of durum prices as compared with other wheat prices, largely dependent upon the world durum situation.

We may expect competition from overseas durum production to be as keen next year as this year, or keener. Italy, an important market for our surplus, has increased total winter wheat acreage and thus has probably increased durum acreage also. The chances are that yields in Italy will be as large or larger than in 1930 when they were below the average of recent years. Russia is a potential source of competition which must be watched closely. Russia sent a little durum to Italy in 1929-30 and is known to be sending some there this year. North African prospects are still uncertain, but durum production from this region appears to have little influence upon the foreign demand for our durum wheat. Indicated exports from the United States since July 1 have been heavier this year than last and disappearance from sight in Minneapolis, where durum is used largely for semolina and durum flour manufacture, is slightly larger than last year. Elsewhere in the United States disappearance has been slow, leaving the balance on hand nearly equal to that of a year ago.

Investigates Dried Eggs Costs

The fairness of the present duty on dried eggs having been questioned the United States tariff commission under the provisions of Sec. 336 of Title III of the Tariff Act of 1930 is planning a

thorough investigation of the difference in costs of production here and abroad. Hearings will be in Washington, D. C. and in such other places as may be most convenient to interested parties. Notice of the proposed investigation was issued Jan. 23 as follows:

DRIED EGGS—The United States Tariff Commission on this 23rd day of Jan. 1931, under and by virtue of the powers granted by law and pursuant to the rules and regulations of the Commission, and in accordance with Senate Resolution No. 389, 71st Congress, 3d Sec., and Sec. (a) (2)-(3) and (4) of Title III of the Tariff Act of 1930, hereby orders an investigation for the purposes of said section 336 of the differences in costs of production of, and of all other facts and conditions enumerated in said section with respect to, the articles described in Paragraph 713 of Title III of said tariff act, namely:

Dried whole eggs, dried egg yolk, and dried egg albumen, whether or not sugar or other material is added, being wholly or in part the growth or product of the United States, and of and with respect to like or similar articles wholly or in part the growth or product of competing foreign countries.

Ordered further, that all parties interested shall be given opportunity to be present, to produce evidence, and to be heard at a public hearing in said investigation to be held at the office of the Commission in Washington, D. C. or at such other place or places as the Commission may designate, on a date hereafter to be fixed, of which said public hearing public notice shall be given by posting the notice thereof for 30 days at the office of the Commission in the City of Washington, D. C. and the office of the Commission at the port of New York and by publication in "Treasury Decisions" published by the Department of the Treasury and in "Commerce Reports" published by the Department of Commerce.

Patents and Trade Marks

A monthly review of patents granted, making macaroni machinery, of application for registrations of trade marks applying to macaroni products. In January, 1931 the following were reported by the U. S. Patent Office:

PATENTS

Macaroni Machine

A patent on a method and apparatus for making macaroni was granted to Frederick Penza, Brooklyn, N. Y. Application was filed May 28, 1930 and was given Serial No. 456. The official description given in the Jan. 1931 issue of the Patent Office Gazette is as follows:

"A die for machines of the class described having a plurality of mold passages arranged in group formation, means in said passages for controlling the discharge of a product through said passages whereby a single product consisting of a plurality of tubular bodies joined by an intermediate web structure can be formed, and means whereby the feed of the product through said passages will be faster at one side of each tubular body form of the resulting product a braided or twisted arrangement of said tubular bodies with respect to each other."

TRADE MARKS REGISTERED

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

St. James

The trade mark of the Niagara Macaroni Manufacturing Company, Inc., Buffalo, N. Y., registered for use on macaroni. Application was filed May 16, 1930, published Oct. 1930 by the patent office and in the Nov. 1930 issue of The Macaroni Journal. Owner claims use since about July 1, 1929. Trade name is in heavy type.

TRADE MARKS APPLIED FOR

Three applications for registration of macaroni trade marks were made in January 1931 and published by the Patent Office Gazette Jan. 6, 1931. The trade name is in large type.

Park Ridge

The private brand trade mark of Eagle Brand Groceries Company, Chicago, Ill. for spaghetti, macaroni and other groceries. Application was filed Oct. 9, 1930 and published Jan. 6, 1931. Owner claims use since Jan. 5, 1930. The trade name is in large type.

Red Cross Man

The trade mark of The John B. Canepa Company, Chicago, Ill. for use on macaroni and spaghetti. Application was filed Oct. 29, 1930 and published Jan. 13, 1931. Owner claims use since Nov. 15, 1928. The trade mark consists of a man with body formed by the edge of the firm's products on which has been placed a head, two arms and two legs of spaghetti and egg noodles.

(Continued on Page 32)

northland dependable semolinas

help good macaroni makers

make better macaroni

NORTHLAND FANCY No. 2 and Northern Light are both dependable producers of high quality macaroni products. The best way to build a good macaroni trade is to use good Semolina--Northland.

NORTHLAND MILLING COMPANY

MINNEAPOLIS, MINNESOTA
New York Sales Office: 1114 Canadian Pacific Building,
342 Madison Avenue

Use Frozen Egg Yolks in Noodles for Uniform Color, Smoothness and Solids

Smoothness, an appetizing deep yellow color and a uniform egg solid content are three prime requisites in the manufacture of quality noodles. You are assured of all of them by the use of Titman's Frozen Egg Yolks.

Some of the largest and most successful manufacturers of noodles, members of your association, are using frozen egg yolks. If you are not now using egg yolks in this form, it will pay you to investigate their possibilities. The Titman Egg Corporation has branches in all principal cities. Write for information and prices.

TITMAN EGG CORPORATION

99 Hudson Street

New York, N. Y.

The MACARONI JOURNAL

Successor to the Old Journal—Founded by Fred Becker of Cleveland, Ohio in 1903
Trade Mark Registered U. S. Patent Office
Founded in 1903
A Publication to Advance the American Macaroni Industry
Published Monthly by the National Macaroni Manufacturers Association as its Official Organ.

COMMUNICATIONS—The Editor solicits news and articles of interest to the Macaroni Industry. All matters intended for publication must reach the Editorial Office, Braidwood, Ill., no later than FIFTH DAY of Month.

ADVERTISING RATES
Display Advertising Rates on Application
Want Ads 50 Cents Per Line

Vol. XII March 15, 1931 No. 11

Bread Price Too High

Senate committee charged that wholesale and retail prices indicate that combination exists to restrain competition.

While most macaroni manufacturers are wondering how they can break even at prices generally quoted on macaroni products, particularly makers and distributors of bulk goods, the United States Senate has named a commission to study bread prices and to determine if possible if there exists as charged an unfair combination to restrain competition among bakers and retailers.

In its report made by Chairman Arthur Capper on March 2 the Senators were told that bread prices to the consumers are too high and that there is reason to suspect the existence of some sort of understanding that does not permit bread prices to reflect the decreases in wheat costs. To the wholesalers it recommends an immediate reduction in bread prices of 1c per lb. wholesale and to the Department of Justice and the Federal trade commission a careful study of the many "mergers, holding companies and chain enterprises," which are suspected of having something to do with the continued high prices to consumers.

The committee also studied prices on sugar, meats, etc., and found that in these products reductions to consumers were fully reflected in the prices of raw materials. That is not true in milk. Unfortunately the commission did not in-

clude in its investigation the prevailing prices on macaroni products. Quotations as low as 58c a case to retailer have been reported, less than one half the price that prevailed a year ago and considerably below the cost of production of macaroni of standard quality. The government knows, perhaps, that there is no fear of a combination in restraint of trade in macaroni industry.

Patents and Trade Marks

(Continued from Page 31)

I Hate to Brag—But

The trade mark of The John B. Canepa company, Chicago, Ill. for use on macaroni and spaghetti. Application was filed Oct. 29, 1930 and published Jan. 20, 1931. Owner claims use since Nov. 15, 1928. The trade name is in black type.

PRINTS

Macaroni Week

The title "Macaroni Week" was registered Jan. 27, 1931 by National Macaroni Manufacturers association, Braidwood, Ill. for use on macaroni, spaghetti, and egg noodles. Application was published Dec. 22, 1930 and given registration number 12992.

FEBRUARY REPORT

Patents granted—none.

TRADE MARKS REGISTERED

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

Zucca's

The trade mark of Zucca's Food Products Corp., New York, N. Y. was registered for use on prepared foods, namely spaghetti. Application was filed June 21, 1930, published by the patent office Nov 18, 1930 and in the Dec. 15, 1930 issue of The Macaroni Journal. Owner claims use since May 22, 1930. The trade mark is in outline letters, to the right of which is a picture of the family being served the prepared food.

My Darling

The trade mark of Brooklyn Macaroni Co., Inc., Brooklyn, N. Y. was registered for use on alimentary paste products. Application was filed Oct. 1, 1930, published by the patent office Nov. 18, 1930 and in the Dec. 15, 1930 issue of The Macaroni Journal. Owner claims use since July 1929. The trade name is in heavy black type.

Moonlight

The trade mark of The Frank Pepe Macaroni Co., Waterbury, Conn. was registered for use on macaroni. Application was filed Oct. 11, 1930, published by the patent office Nov. 25, 1930 and in the Dec. 15, 1930 issue of The Macaroni Journal. Owner claims use since Aug. 16, 1929. The trade mark is the trade name in black type printed on a picture of a setting sun across a river. To the right and upon a hill is an ancient castle.

TRADE MARKS APPLIED FOR

Four applications for registration of macaroni trade marks were made in February 1931 and published in the Patent Office Gazette to permit objections thereto within 30 days of publication.

Albor

The private brand trade mark of Psaki Brothers, doing business as Albor Distributing company, Philadelphia, Pa. for use on

macaroni and other groceries. Application was filed March 25, 1930 and published Feb. 3, 1931. Owner claims use since March 8, 1930. The trade name is in black type written over ship at sea.

Zucca's

The trade mark of the Zucca's Food Products Corp., New York, N. Y. for use on prepared foods, namely noodles made of spinach, fresh eggs and a small part of pasta. Application was filed March 27, 1930 and published Feb. 3, 1931. Owner claims use since March 4, 1930. The trade mark is the trade name in outlined letters underneath which a heart and the words to which no claim is made, "Eat to your heart's content for it is not fattening."

Tony

The private brand trade mark of Nint Spish Food Co., Los Angeles, Cal. for use on alimentary pastes and sauces. Application filed May 31, 1930 and published Feb. 10, 1931. Owner claims use since May 12, 1930. The trade name is in heavy type.

Padre

The trade mark of the Italian Macaroni Mfg. Co., Inc., Los Angeles, Cal. for use on macaroni. Application was filed Sep. 26, 1930 and published Feb. 17, 1931. Owner claims use since April 3, 1930. The trade mark is the trade name in heavy type under which is a picture of 2 monks eating macaroni.

Value Received

Whether the family financial cloud is merely a hazy shadow during this period of depression, this is nevertheless a good time for a thorough checkup on the family budget. Any successful business inventoried regularly, but personal budgets on the other hand usually get along in utter unconcern about value received, profit and loss, waste and gain. Very often such an inventory cut the cost of home operation and at the same time increase net benefits to members.

Fortunately for us an inventory reveals the fact that the commodities which yield the most in human happiness are not always the most expensive. Among the foods it is often the simple ones that are most healthful and wholesome. In the matter of personal happiness cleanliness is one of the cheapest as well as most satisfying. Soap and water, the essentials, cost but little. Yet, except for food and shelter could any one be more necessary to comfort, happiness, self respect and courage than simple cleanliness?

When paring down the budget, comforting to remember in these times when economy is the rule, that some of the fundamentals of living cost so little that they never get into the "can't afford" class.

WANTED—Real bargain in used egg noodle machinery. Give detailed particulars and best first letter. Skinner Manufacturing Co., Omaha, Nebr.

Advertisement for Elmes Engineering Works featuring 'The Energy Trio' (Kneaders, Presses, Mixers, Pumps) and 'Telling it to 'em' (Spag Hetti's). Includes illustrations of machinery and the 'Energy Trio' logo.

Advertisement for Capital Flour Mills featuring 'The Capital Energy Trio' (2-A, Twojax Semolina, 3-A) and 'Capital Quality Products'. Includes illustrations of flour bags and contact information for Minneapolis and St. Paul, Minn.

OUR PURPOSE:
EDUCATE
ELEVATE

ORGANIZE
HARMONIZE

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

OUR MOTTO:
First--
INDUSTRY

Then--
MANUFACTURER

OFFICERS 1930-1931

G. G. HOSKINS (32), Vice President	FRANK L. ZERGA (33), President Libertyville, Ill.	26 Front St., Brooklyn, N. Y.	FRANK J. THARINGER, Advisory Officer Milwaukee, Wis.
C. B. SCHMIDT (31) Davenport, Ia.	WILLIAM CULMAN (32), Long Is. City, N. Y.	HENRY D. ROSSI (33) Braidwood, Ill.	LOUIS S. VAGNINO (33) St. Louis, Mo.
G. La MARCA (31) Boston, Mass.	JOHN RAVARINO (32) St. Louis, Mo.	H. R. JACOBS, Wash. Rep. Washington, D. C.	M. J. DONNA, Sec'y-Treas. Braidwood, Ill.
FRANK S. BONNO (31) Dallas, Tex.	ALFONSO GIOIA (32) Rochester, N. Y.		
FRANK A. OHIGLIONE (31) Seattle, Wash.	G. GUERRISI (33) Lebanon, Pa.		

FAVORABLE PUBLIC OPINION

The Greatest Power on Earth Is Public Opinion

Businessmen, even more so than politicians, appreciate the truthfulness of the above statement and both, if they are to succeed must mold public opinion favorable to their cause.

What, we may opportunely ask, is the Public Opinion toward Macaroni Products? Is it favorable, unjust or indifferent? Opinions in the trade differ, but whatever the Public Opinion of Macaroni Products may be the manufacturers themselves are solely responsible for it. In their hands lies the answer.

The Macaroni Industry in this country will progress or decline in direct proportion to what its leaders make the people the consumers, think of their products and of their trade. The sooner that some manufacturers realize their debt to the business, to themselves and their fellow tradesmen, the quicker will Public Opinion be molded favorably toward their worth products.

At present there are two forces at work that will permanently affect the attitude with which this product will be welcomed. On the one hand there is the publicity campaign attempting "to teach the millions" what a wonderful food macaroni really is and why it should be served more frequently in every American home. Opposing is the thoughtless group which through the use of inferior raw materials and the quotation of ridiculously low prices is warping the housewives' minds, disappointing first users and giving the product an unfair dollars and cents value, of a food that is even at the highest price very economical.

Can we build favorable good will for our products by continuing to dupe the trade, as many are doing when they market products made of inferior raw materials such as clears and straights?

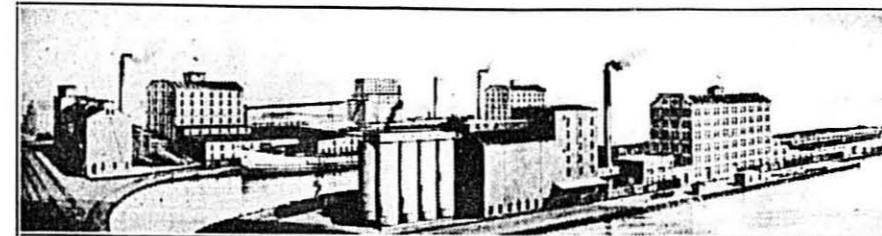
Can we hope to get repeat orders on egg noodles that are deficient in eggs or artificially colored to fool the buyer?

How can you build future good will by offering a fairly good grade of spaghetti for five cents retail? Granting that the present low wheat market may warrant such an offer if profit and overhead are entirely forgotten, what will the American housewife think of you when you are forced to raise that retail price to her when raw materials cost you more?

Arguments are ever in vain. Good reasoning, however, will settle all differences and straighten out all misunderstandings. Of the two forces at work molding Public Opinion, only one can be right. Your own good judgment will decide which one should be encouraged.

Once we have gained a favorable public opinion for our all macaroni products or for our own particular brands, the food will retain this good will despite occasional attempts of destroyers to mar it, but just at the time when hundreds of thousands of dollars are being spent annually to gain the favorable attention of millions whom we seek to make regular consumers we should be more than ever heedful of the fact that our business will succeed or fail on what the public thinks of us as tradesmen and of our product as a food.

A Timely Thought for the serious consideration of the trade jointly submitted by the Association President and Secretary.



HOURGLASS SEMOLINA

*For the Discriminating Manufacturer
Who Demands*

QUALITY

**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 Blv'l.

Sometimes a penny saved is a penny waste

UNDoubtedly we could make good semolina if we bought good durum instead of the *finest durum*. Perhaps we could save a few cents here and there in the milling and testing. But we believe in the long run this money would be wasted. For the only way macaroni manufacturers can produce permanent increases in macaroni consumption is to back up their advertising with the highest quality they are able to produce. The only way they can produce this quality is through the use of the finest semolina.

Pillsbury believes that a few extra cents put into the cost of semolina will bring back rich returns in increased public consumption of macaroni products. Therefore Pillsbury's Semolina and Durum Fancy Patent is just as good as the finest durum and the most careful milling can make it. It is doing its part every day in building business and cutting production costs for macaroni manufacturers.

PILLSBURY FLOUR MILLS COMPANY
General Offices, Minneapolis, Minn.

Pillsbury's Semolina

