

**THE
MACARONI
JOURNAL**

**Volume XIII
Number 5**

**September 15,
1931**

The
Macaroni Journal



Minneapolis, Minn.

September 15, 1931

Vol. XIII No. 5

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New Feature Begins -- a Merchandising Page
by the Merchandising Manager.

Startling Statement of Fire's Annual Toll--Pre-
liminary to Fire Prevention Week,
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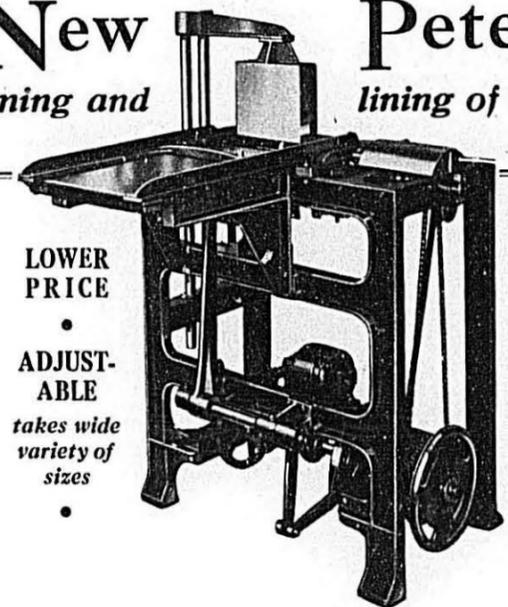
Review of Durum Wheat Crop by Experts.

Macaroni Advertising Clicking.

MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI

The New Peters Jr.

for forming and lining of cartons



LOWER PRICE

• ADJUST-ABLE

takes wide variety of sizes

Designed 'Specially for Macaroni Manufacturers

Meets the needs of this industry. A low-priced forming and lining machine which is adjustable to a wide range of sizes.

Cartons automatically formed and lined at the rate of 35 to 40 per minute. Only one operator required.

Peters reputation for sturdy, labor saving package machinery stands squarely behind this Junior model. Ask for details today.



Peters Machinery Co.

4700 Ravenswood Ave., Chicago, Illinois



STRANGERS!

By JAMES EDWARD HUNGERFORD

If Brown knew me, and I knew him,
We'd call each other "Joe" and "Jim."
But Brown is worth a million more
Than I . . . and passes by my door.

If Brown knew Smith, and Smith knew Brown,
They'd be the best friends in our town,
But Smith looks down on Brown, I guess,
Because Brown has a million less.

We all wear clothes and shoes and hats,
And shirts and collars and cravats;
We each have arms, hands, legs and feet,
And shave and bathe, and sleep and eat.

We each have eyes, nose, mouth and ears,
And laugh at times; at times shed tears;
We have our aches and pains and joys;
We've all been freckled, barefoot boys.

What wondrous FRIENDS we all might be,
If I knew YOU, and you knew ME,
And each could know the other one
As "BROTHER," ere our days are done.

We all were fashioned from the sod,
And molded by the selfsame God
Whom we call "Father" . . . yet, alas,
As STRANGERS through the world we pass!

(All rights reserved)

To promote more and closer Friendships between fellow businessmen through personal acquaintance, the trade associations of the country are doing a worthy work.

The basic purpose of the National Macaroni Manufacturers Association is first to make manufacturers personally acquainted with each other, to establish confidence in one another, thus building good will that must precede and support any activity later supported by the organization.

There should be no "STRANGERS" in the Macaroni Manufacturing Industry.





Dependable as the Stars ★ ★

WE know that you cannot help but appreciate the value of a semolina which can be depended upon to consistently produce quality macaroni. That is why we have not spared time nor expense in making sure that Two Star No. 1 Semolina is as absolutely uniform as any semolina can be.

The fact that the Amber Durum Wheat used in Two Star No. 1 Semolina is tested in one of the most complete and thorough Durum Test Mills in the country may not, upon first consideration, mean much to you as a macaroni manufacturer. But it is these exacting methods of testing and milling which are responsible for the exceptional quality and dependable uniformity you find in Two Star No. 1 Semolina.

No shipment of Two Star No. 1 Semolina ever leaves our mills that has not been thoroughly tested at regular intervals during the milling process to make certain that its color, gluten strength, and flavor are perfectly uniform. We mean it when we say "Two Star No. 1 Semolina is as dependable as the stars."

Two Star Sales Offices

Baltimore:
117 Commerce Street

Boston:
177 Milk Street

Buffalo:
Dun Building, 7th Floor

Chicago:
612 N. Michigan Avenue

Kansas City:
Elmhurst Building

New Orleans:
535 St. Ann's Street

New York:
410 Produce Exchange

Philadelphia:
418 The Bourse

Pittsburgh:
568 Aiken Avenue

San Francisco:
Merchants Exchange Building

★ ★ TWO STAR SEMOLINA

Milled by
MINNEAPOLIS MILLING CO.
MINNEAPOLIS, MINNESOTA

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Ample Supply of Macaroni Wheat



Macaroni manufacturers who annually view with considerable apprehension all new wheat crops have been given the unusually welcome news that they need not have any serious worries about the quantity and the quality of the 1931-1932 crop. While the yield of macaroni wheat is considerably below that of last year, reports from the northwest are to the effect that there will be no shortage of semolina or farina this year because of the extra large carryover of good macaroni wheat from the record breaking 1930 crop.

Starting early each spring buyers of semolina and farina become afflicted with what may be termed "the macaroni makers' seasonal worries." What is the acreage seeded to macaroni wheats? Is the ratio of increase or decrease in acreage normal or abnormal? During the short growing season this group of food manufacturers is nearly as much concerned about the rainfall, the rust and the grasshopper plague as are the growers. When the harvest moon shines on the ripened fields of this wheat they worry about the weight of the berry and the quality thereof. Finally the question is, will this year's crop have all the necessary requisites for granulation into usable semolina and farina for quality macaroni making?

From the wheat fields, from the millers of macaroni wheat who are equally concerned about the crop and finally from the government comes word that the supply of good semolina and farina will be ample for all purposes. According to estimates by the government for August the total yield of wheat in the United States will be approximately 775,000,000 bushels for the 1931 crop. Of this total about 118,000,000 bushels is spring wheat, the smallest since 1910 when the government first started to make separate estimates of spring

and winter wheats. Durum wheat, a spring variety, will make up less than one fifth of the total spring wheat production, being estimated at less than 23,000,000 bushels.

Tests made of early shipments indicate that the macaroni wheat is of fairly high grade, with the quality spread about the same as in normal years. The gluten and protein qualities are even better than found in wheats during years of banner yield. Insofar as the quality of the 1931 macaroni wheat crop, manufacturers and millers need have very little worry. Under no circumstances will it be necessary to resort to blending with soft wheats to meet the heaviest manufacturing requirements.

American macaroni makers are very fortunate to have at their command an almost endless amount of good raw materials, properly graded, stored, sorted and milled for their special use by millers who are keenly interested in their needs. In practically all of the leading mills experimental laboratories have been installed and wheats are put to every known test. Oftentimes the mill's farina and semolina expert will go into a big manufacturing plant and get first hand information about the special characteristics that these products must of necessity possess to produce the high grade macaroni which consumers in this country have been educated to know and appreciate. The durum millers have aided in no small degree in making American semolina recognized the world over as the best for good macaroni making.

The 1931 macaroni wheat crop is smaller than usual but ample. Its quality is above the average, and as usual will be milled to suit this trade. With the supply ample, the quality satisfactory and the price not too much out of line, the American macaroni makers should be cured of their seasonal worries about the 1931 crop.



Macaroni Educational Bureau Section

By R. B. JACOBS, Washington Representative

In August the Washington laboratory of the association examined 27 samples of raw materials and macaroni products for 9 members. Besides this the laboratory is also working on about 75 samples that have been sent in by members or have been collected in the open market. This work is being done for the Quality Committee. It has entailed a considerable amount of work because of the large number of tests that must be made on each sample. We are, however, accumulating much data which will be of considerable interest to the industry, but which will be primarily used in getting acceptable standards on our macaroni products.

We are finding that there is just as much difference in the "quality" of macaroni products between different manufacturers as there is between some different raw materials. We are also finding that the raw material made by one mill under a certain designation is not much better than a lower grade made by another mill.

"Quality" in macaroni products is not entirely dependent, therefore, on the raw material used, but is also to a large extent dependent on the art and science that is applied in the manufacture of the product. Just how much of the art and science of making macaroni can be written into standards is something that will have to be determined later. It would seem, however, that a great deal of it must be left as a distinct asset to the manufacturer who knows how to make the best use of it. If it is not, then it is certain that one of 2 things must happen: either the standard must be made low enough to include the product of every manufacturer, regardless of "quality," so long as he uses a certain grade of raw material, or the standard must be made high enough to exclude all poorly made macaroni, as well as that made from low grade materials. It is probable that some middle course may be found which will suit every one, and which can be enforced, and improve the quality of our products very materially.

Our work on enforcement is being carried on in the same usual vigorous manner. The month of August showed very few violations of food laws. One manufacturer in the middle west has been shipping bulk macaroni in interstate commerce. Boxes were marked 20 lbs. but contained only 18 lbs. This violation was reported both to federal and state officials concerned and immediate action was obtained. A few cases of the use of artificial color in egg noodles were also found and these are being investigated further because of lack of information.

When members send samples of macaroni products which they suspect are in violation of the law they should at the same time send in all the information they can get concerning the product, particularly the name and address of the

dealer or the place where the sample was collected; otherwise considerable loss of time is entailed in correspondence to get this information. Products that have been on grocers' shelves for a long time and have all the earmarks of being shopworn should not be sent, unless the same condition can be found in fresh goods from the same manufacturer.

There has been considerable discussion

of enforcing the government specifications are conscious of the fact that there are great differences in the quality of macaroni products and are applying yardsticks for measuring these differences.

One of the government departments has tentatively adopted the following score or grading card for macaroni products.

SCORE CARD FOR - SPAGHETTI - 20 LBS. TO CASE

Bid or delivery sample..... Bid opening date.....
Name of bidder or contractor..... Brand.....

Sample No. Can No. No. No.
Prepared under modern sanitary conditions (Yes-No) ..
Not more than 12% moisture (%) ..
Not more than 7% ash exclusive of added salt (%) ..
Not less than 11% protein on 12% moisture basis (%) ..

Packed in 1-lb. net commercial cartons (Yes-No) ..
Bear regular commercial labels (Yes-No) ..
Cases and cartons substantial and well made (Yes-No) ..
Bidder furnish one 2-lb. sample (Yes-No) ..

MUST SCORE NOT LESS THAN 90 POINTS

COLOR
Excellent and markedly uniform 37-40; Somewhat lacking excellence of color 30-36; Definitely lacking good color 20-29; Markedly off or markedly irregular color 0-19

FREEDOM FROM DEFECTS, INSECT ATTACK AND FOREIGN MATTER
Markedly free 28-30; Somewhat present 20-27; Definitely present 10-19; Markedly present 0-9

FREEDOM FROM FOREIGN OR OTHER UNDESIRABLE TASTE OR ODOR
Markedly free 28-30; Somewhat present 20-27; Definitely present 10-19; Markedly present 0-9

REMARKS TOTAL

WHERE GRADED GRADED BY

DATE GRADED

concerning the requirements of the new Federal Specifications for macaroni products. As shown in the June issue of this Journal, the proposed new Federal Specifications for macaroni products provide 4 distinct types of these products. Type I, products made from semolina; type II, products made from farina; type III, products made from blends of farina and semolina; and type IV, products made of hard wheat or durum wheat flour. For each of these types certain limits of ash have been established. These are based on experience of what the ash content of these products has been found to be. It has been suggested that these ash limits be raised, so as to permit lower grades of macaroni products to enter into the competitive bids. I can see very serious objections to this, as it is desirable to have all purchases of macaroni products made by the government to be of the highest quality. This should also be true of any state or municipal government adopting these specifications.

The specifications as a whole have not as yet been adopted by all the government purchasing departments. It will take several months before this is done but already there have been a number of rejections of low grade macaroni products which were accepted before the specifications

were proposed. Those in charge of enforcing the government specifications are conscious of the fact that there are great differences in the quality of macaroni products and are applying yardsticks for measuring these differences. One of the government departments has tentatively adopted the following score or grading card for macaroni products.

Durum Millers at Niagara Meet

Many of the leading semolina firms of the northwest sent representatives to the first convention of the General Macaroni association held in Niagara Falls last month. Among those in attendance were J. F. Diefenbach, Amber Milling Co.; T. L. Brown and W. E. Ousdahl, Commander-Larabee Corp.; E. J. Thomas, Capital Flour Mills, Inc.; Geo. B. Johnson, Washburn Crosby Co., Inc.; A. Fischer and Dwight K. Yerxa, Pillsbury Flour Mills Co.

MERCHANDISING AND MARKETING

Essential Factors in Fully and Properly Capitalizing the Macaroni Industry's Trade Promotion Program

» Merchandising Thoughts «

By HAL M. RANCK, Merchandising Manager

The value of an advertising program such as the one now under way to increase consumption of macaroni products, depends largely upon how well it is merchandised and marketed by the manufacturers who comprise the industry. Advertising of a cooperative nature has one prime purpose and that is to fertilize the field, prepare the consumer for what the industry members will do later to compel that consumer to buy their products.

And such is the purpose of our advertising program that is just swinging into its second year of its existence. The advertising that has appeared in behalf of macaroni products together with the copy that will appear starting in September in some 380 newspapers over the country with a total number of ads of over 359 million, needs to accomplish only one purpose to make it a success, and that purpose is to arouse the interest of the housewife and the public to the extent that they shall desire to eat macaroni products more often. As for what brand they eat, what style, whether package or bulk macaroni products, this rests with the individual manufacturer. It is the duty of every manufacturer in the industry to add to the force of the advertising with some well rounded plan of selling and merchandising that will compel the consumer to buy any particular product even to buy just any macaroni or spaghetti or egg noodles.

In a series of articles on merchandising and particularly the merchandising of macaroni products, that will follow in later issues of this publication we are going to try to show the way to a definite merchandising policy and plan that will help all manufacturers in our industry to get all of the value out of such advertising as the macaroni industry is now doing.

Two things stand out prominently in the macaroni industry at present that demand a definite and successful merchandising plan for the entire industry. These are, first, the fact that present day consumption of our products among the American public could be tripled and it would be necessary for us to install even more unit or piece of machinery.

Second, that overproduction has such a grip upon our industry that our manufacturers, to keep their factories going and their product moving have been forced into a condition of competition where very few are able to sell at a profit. I know of no better solution to these two conditions than to develop and put into effect some constructive plan of merchandising and marketing that will increase consumption and sales along the proper health way.

Merchandising means nothing more than compelling the consumer to buy your products—and this doesn't mean by the low price method either. He who sells price has only price to sell, while he who really has a merchandising plan that works never sells price at all.

Today there is no such a thing as a merchandising plan or system in the macaroni industry. True, indeed, a number of individual manufacturers have merchandising plans of their own, and are following them to the point where their business is growing as are their profits. Yet as an industry we are terribly behind when it comes to actually making our products those of a tangible and definite value from a merchandising and marketing angle. And that is one reason today why the average American eats only about four pounds per capita per year of macaroni products; also why the average American family only eat macaroni products on an average of once every two weeks.

Recently the macaroni industry has enlisted one of the more recent yet one of the most efficient aids to selling. This is the added ammunition of advertising. Through this channel of advertising we are able to reach the mind of the consumer, to call his or her attention to the fact that macaroni products are good to eat, are to be eaten in many different yet palatable ways, are a food that have a definite value as an aid to growing children, a food that gives more, dollar for dollar than most and a food that can be had no matter how the family budget may be cut. All of these ideas and thoughts we are able to get across to the individual through the use of the selling aid known as advertising. And these things are most vital if we are going to increase the consumption of our products.

Likewise we can through our adver-

tising show the housewife that she can prepare macaroni or spaghetti or egg noodles or any one of the many products, in many new, different and tasty ways. No longer is it necessary for the individual to think that if he eats macaroni that it is a certainty that he must eat cheese with it, nor tomatoes with spaghetti or soup with noodles. Yet those are the accepted foods that in the minds of the average person go with macaroni, spaghetti and egg noodles just as butter goes with bread. With the advent of our advertising last fall we immediately began to impress the housewife with the fact that many other fine foods were even better when served with macaroni products. And after a mere year of this advertising we have today tangible evidence of the fact that this sort of stuff fell upon fertile soil.

But, what are we doing as an industry to help this advertising message that is of so much importance? Have we banded together and gone out into our territories with a well rounded sales plan, a plan of merchandising and marketing that will actually help us to cash in on such ideas as we have planted through our advertising copy? As an industry we have not. And that is what we are going to have to do as an industry if we are to get the least semblance of results from our advertising program.

In short we are going to have to do some one or two things in a big way throughout the whole country if we are to expect real results from our advertising. We must do something that will accentuate the value of the advertising to the point that not only the consumer but the retailer, the jobber, the buyer and any merchant in the food business can and will realize the value of macaroni products from a merchandising angle especially when tied up with such a program and schedule of advertising as we now have under way. We are going to have to take our advertising behind the counter. By that I mean we are going to have to pitch in and help these ads to sell the product by showing the present day retailer that macaroni products offer the best possible source of an increased average sale, increased average profit, and merchandising possibilities that he has in his store. And the beautiful thing about

(Continued to Page 32)

Trade Associations Gain in Membership and Worth

As a powerful influence making for better business for the business man, together with lower costs and other advantages for the consumer, the trade association has firmly established its position as a vital factor in economic progress. Cooperative associations of business men known as trade associations or institutes, of which more than 2000 are now in existence in this country, are bringing about widespread benefits which are totally beyond the reach of individual effort.

Unsound or unethical trade practices are among the most prevalent of business ills. Secret rebates and concessions resulting in discrimination between customers and a loss of legitimate profits to sellers can bring a whole industry to the verge of bankruptcy, and without any real benefit to any one concerned. The consuming public ultimately suffers either through a decrease in the number of wage earners to whom the sick industry can give employment, or through deterioration in the quality of the product which is forced upon the producer in his desperate struggle to escape a loss on the sale.

Yet, however clearly these evils may be recognized the individual business man is usually helpless to combat them. If a competitor is ready to grant one of his customers a rebate, or a concession which no matter how disguised means a cut in the seller's profit, he must either equal his competitor's terms or lose the business. Frequently he has nothing but the customer's word for the fact that such terms have been offered but he must take the statement at its face value, since he has no way of testing the customer's veracity.

The situation before which the individual is helpless is successfully met by the trade association through the agreement by its members to sell only on open prices, and without discrimination in favor of any buyer. Prices are reported to the association after the sale is made and are posted for the information of both buyers and sellers. Every member is free to quote any price he wishes but each knows the prices his competitors are quoting, and is no longer at the mercy of an unscrupulous customer. Every buyer knows that he will be given as good terms as any other buyer and that no competitor of his will obtain a secret advantage.

Credit losses are a serious drain upon industry, but the exchange of credit and collection information between members of trade associations is saving members millions of dollars formerly lost because of inaccurate and incomplete credit information. Credit losses are an expense which must be reflected in the cost of the product and a burden which must ultimately be borne by the consuming public.

Every decrease that can be effected in such losses is a direct saving for the consumer.

Many trade associations employ the extremely beneficial practice of certifying grade markings in cooperation with government agencies, to protect the consumer. They adopt standard labeling to prevent misconception on the part of buyers. They maintain standard packing and crating practices for the convenience and protection of customers. They cooperate with Better Business Bureaus to eliminate commercial fraud.

A steady growth, which has brought to national trade associations a 25% increase in membership and a 73% increase in income during the last 10 years, is shown in a study just completed by the trade association department, Chamber of Commerce of the United States.

"This survey," says Manager Philip P. Gott, "is as far as known the most complete report available on the subject, covering 416 associations with combined membership of over 360,000."

In 1930 the average net decline in income as compared with 1929 was 3% for national associations, somewhat more in the case of state and regional associations. The year 1930 closed with an average net loss of members by 302 na-

tional associations of 1% and 114 state and regional associations also of 1%. Estimates for the first quarter of 1931 based on partial returns, record a further average net loss of about one half of 1%. On this basis, in spite of these losses, total combined membership is now greater than in 1928.

Some associations record striking gains but not all fared well. In this composite picture are associations which operated in 1930 on as little as one third of the 1929 income, and also those which had twice the funds in 1930 as in 1929. The same is true of membership.

Comparing 1930 membership with 1929 of the individual associations 21% have held about steady, 48% show net losses. Net gains in membership are reported by 31%. Gains of 10% to 20% are frequent, while some associations more than doubled their membership. The average change in membership for the entire group of associations is a small loss, namely 1%.

The service trade associations have been able to give to industry and the public is proof of the foresight of President Hoover whose support of the trade association movement while secretary of commerce makes him virtually the father of the trade association as it exists today.

» Something Old and Something New

By COL. BENJAMIN A. FRANKLIN
President Associated Industries of Massachusetts

There is a tradition of the bride that she should wear "Something borrowed and something blue, something old and something new," which may seem peculiarly applicable to reviving industry.

A fortunate occurrence of the depression has been the liquidation of indebtedness through curtailment of expense and reduction of inventories. This is a preparation for prosperity.

But with returning hope of prosperity and ample money at lowest rates, certainly now is the time for borrowing for improvement, or for supplies of low priced materials.

It is presumed that there will be no difficulty in the discovery of something blue in most industries today.

But certainly it is important that each industry consider most thoroughly now the couplet,—something old and something new.

Where the old is well established in its quality and service, even if demand is reduced temporarily, it should of course be retained in the line. But like the bride it may well have its decoration and its dress considered. There is an increasing demand for attractiveness in de-

sign and color, for the little extra gadget and for alluring packaging of articles. They make for better sale. They make the old look new.

The prosperity of the last decade, however, has been built around something new. For the new things the buying public seems to have an insatiable desire. Here then is the opportunity of the moment for every industry and business—to develop something new.

WORK HARD AND PLAY HARD

Regular daily relaxation and particularly relaxation through enthusiastic hobby riding has the advantage of promoting emotional control, an indispensable factor in the winning of success. To work hard, to play ardently, to live a decent, hygienic life in general, sums up pretty comprehensively the secret of business success. Following this plan men of only average ability can and do advance by rapid stages, while without its aid more brilliant men falter and fall.

If business has gone where everyone says it has, why don't some of the frozen assets thaw out?

September 15, 1931

THE MACARONI JOURNAL

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What Gold Medal Is Doing to Aid Manufacturers of Macaroni Products

"PRESS-TESTED" Method of Producing Semolina Assures Uniform Color, Strength, And Taste 365 Days In Year

Semolina Sales and Service Department Has Assisted More Than 40 Organizations in Correcting Manufacturing Difficulties

As further assurance of absolute uniformity of color, strength, and taste in Semolina, Gold Medal Millers test every batch of Semolina under regular commercial conditions. This added protection is what the term "Press-tested" assures.

To aid Semolina manufacturers in overcoming technical manufacturing problems, Gold Medal Millers have provided the free services of highly experienced experts. These men will work with you in your factory, or answer any enquiries you wish to direct to them. All such enquiries will be kept in strictest confidence. For full particulars concerning Gold Medal "Press-tested" Semolina or the services of the Gold Medal Semolina Service Department, write to George B. Johnson, Semolina Sales Service Department, General Mills, Inc., Minneapolis, Minn.



GOLD MEDAL "PRESS-TESTED" SEMOLINA

MILLED BY WASHBURN CROSBY CO., INC., OF GENERAL MILLS, INC.

» Macaroni Advertising Clicking «

By the middle of September the newspaper advertising and publicity campaign featuring macaroni products, particularly Macaroni, Spaghetti and Egg Noodles will be in full swing throughout the land. All the leading papers in every community from coast to coast and from border to border will carry timely advertisements of the wholesomeness and the economy of these products with suggestion for their daily use in every home in the land.

Macaroni manufacturers who are members of the National Macaroni Manufacturers association and thereby direct supporters of this campaign should be proud of their part in this unselfish activity but should be in the forefront in capitalizing its possibilities.

The newspapers are very appreciative of the business thrown their way and will use every honorable means at their command to place the industry's message most favorable to the many millions of newspaper readers of the country. They will also cooperate fully with local manufacturers to make the national advertising most effective in their respective territories. Manufacturers should take advantage of this favorable attitude and make the most of the golden opportunity thus presented.

From the advertising managers of many newspapers throughout the land have come letters and announcements outlining special plans to merchandise the macaroni, spaghetti and egg noodles advertisements that will appear between September 1931 and July 1932. To show the prevailing attitude of these message carriers to the National association's publicity campaign and to emphasize the need of perfect coordination by the individual manufacturer with the efforts of the advertising board and the newspaper management, 2 quotations from the many letters already received are herewith quoted, in blank.

Wising Up the Grocers

MR. GROCER: Starting Friday September 11, 1931 our paper will carry a regular schedule of advertisements for the National Macaroni Manufacturers association. This advertising will appear practically every week till next summer, in 200-line single column size.

We are advising you of this campaign because we feel that it offers an excellent opportunity for real merchandising on your part. Macaroni, spaghetti and egg noodles, all of which will be featured, are staple products that sell rapidly when given strong display. Furthermore each ad will feature a different recipe calling for various other food products such as cheese, vegetables, spices, etc. Each sale of macaroni means extra sales of these ingredients.

An ideal tie-up would be to clip the ads from our paper and make each the center of a window display featuring macaroni products and the other articles called for in that particular recipe. The National Macaroni Manufacturers association has well founded faith in the worthiness of

its products; they have manifested their faith in this newspaper and in this community as well as in you, Mr. Grocer, and we feel that it will be well worth our and your while to give it the fullest possible support.

A Tip to Restaurateurs

MR. RESTAURANT PROPRIETOR: Here's your opportunity to tie in your menus with a big, new advertising campaign that means more good will, increased profits and repeat business for you!

Starting in September the National Manufacturers association will carry a series of advertisements in our newspaper, each one playing up the tempting new recipes for macaroni, spaghetti and egg noodles.

You can cash in on this by offering the same dishes to your patrons. Macaroni products are real "thrift foods" in

» Retailers Lack Macaroni Knowledge «

In the trade generally, but among independent retailers particularly there is apparently a woeful lack of knowledge of macaroni products and for that reason much inferior macaroni is innocently passed on to consumers to the latter's disgust and the manufacturer's injury. That, briefly, is the opinion of Frank A. Martoccio of Minneapolis, macaroni manufacturer, as expressed in an article on "Does the Retailer Know His Macaroni?" written expressly for the Grocers Commercial Bulletin, July 1931.

He reasons that the independent retailer, if he desires to be successful should make a prodigious study of the products he handles, macaroni being no exception. "In tracing the flow of inferior merchandise through the retailer's hand into the consumer's it is quite obvious that the consumer is not in a position to determine definitely the particular quality of goods he is purchasing. In many instances the price may be attractively low, and the result is that the sale is made. A factor in completing this sale is the established reputation of the retail merchant. If the product does not live up to the customer's expectations it reacts definitely to the detriment of the merchant. He suffers not only in the sale of additional quantities of the commodity but in all the other related items, in the case of macaroni, which go into the preparation of a dish of macaroni in the home.

The retailer must be able to rely on the grade of macaroni products and other merchandise he offers for sale. It must not be open to question, because his reputation means too much to him. The chain stores feature this point in their merchandising plans. All their merchandise is bought by experts and must be up to certain specifications. The independent, then, must rely on his source of supply to be sure of having the right kind of food products to sell.

that they can be made up temptingly in many combinations at a very reasonable cost, yielding a big profit, and yet most satisfying to your customers.

To get the full benefit of this nationwide campaign, call your patrons' attention to the fact that the dish of these products that you serve daily are the ones advertised in our paper as well as all the leading papers in the United States. Your patrons will admire your progressive ways, appreciate the tastiness of the special dish of macaroni, spaghetti or egg noodles prepared according to the advertised recipe, remember how good it tastes and how satisfying.

Take advantage of this campaign for a few weeks by having macaroni, spaghetti and egg noodles regularly on your menu,—and see what good results this cooperation will bring!

"After all, the price differential between the best grade of macaroni and the inferior grades is small. It is only a fraction of a cent a package and the packages, too, of the best grades are always well filled. No attempt is made to cover a scheme or to cut the corners by makers of quality macaroni.

"For the good of the industry, as well as that of the macaroni manufacturers and our investigations show this to be generally true, retail grocers must know their macaroni. They can know it through patronizing established, recognized, high grade manufacturers of this important food product.

"While this problem is an important one to all of us in the macaroni industry and to the retail merchant who sell our products, it is our belief that a great deal of the future plans to continue the growth of the trade and the sale of macaroni products are dependent upon thorough and close cooperation between merchants and their sources of supply in buying and selling only the best,—the public will be served better."

Secretary on Eastern Tour

Secretary M. J. Donna of the National Macaroni Manufacturers association made a tour of the eastern states in connection with some private business matters but took the opportunity to confer with Director G. La Marca while in Boston and with President Frank L. Zerger of the National association while in New York city. In the latter city he also called on Louis Scarnelli, active leader of the newly organized group of bulk manufacturers.

Service adds to that which the customer rightly expects—those countless little courtesies that are the more pleasing because of their very unexpectedness.

» SMUT IN DURUM «

By P. J. HASKELL, Extension Plant Pathologist, and E. G. BOERNER, Senior Marketing Specialist, U. S. Department of Agriculture

How much smut in the field does it take to cause the threshed grain to grade smutty?

What is the field loss when a sample of the grain is classed as "light smutty," "medium smutty," or "heavy smutty"? In attempting to answer these questions it is realized that there are several factors which will upset calculations of

The 52 samples were first arranged in the order of smuttiness in the field from which they came. Samples from fields having less than 1% of the heads affected were listed first and those from fields having higher percentages of smut were placed last. They were then divided into 6 groups as shown in Table 1.

In order to make the opposite kind of

—clean, not smutty, light smutty, medium smutty, and heavy smutty. Results of this correlation are shown in Table 2.

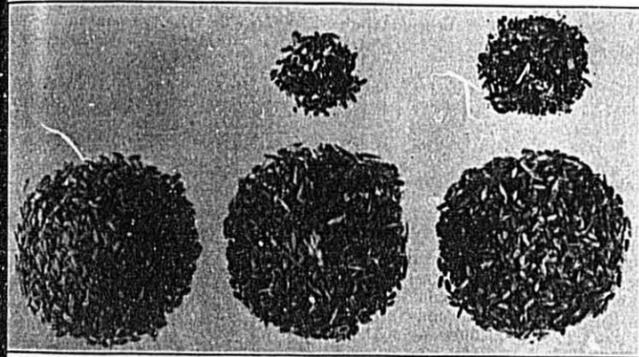
Russ Wheat Prospects Decline

Wheat prospects for the U.S.S.R. as a whole point to a crop considerably smaller than last year despite the 7% increase in acreage, according to advices from Agricultural Attaché L. V. Steere at Berlin, received by the foreign service of the Bureau of Agricultural Economics, the U. S. Department of Agriculture announced. Poor crops, particularly of spring wheat including durum are now probable in several regions. Notwithstanding the less favorable crop outlook, considerable exports early in the season from Ukraine are to be expected, states Mr. Steere.

Vacationing in Europe

Emanuele Ronzoni, president of the Ronzoni Macaroni company, Long Island City, N. Y. spent the summer with relatives and old friends in Italy. He was accompanied by his eldest son. Both visited the leading alimentary paste manufacturing plants in the several sections of Italy while on their pleasure tours. They are expected to return this month.

You can judge a successful business by the publicity it gives its product or service and the sales policy it adopts and adheres to.



Three 50-gram Samples of Wheat.—Left: Clean durum from a field that showed only trace of smutted heads. Center: Sample of "heavy smutty" Ceres wheat with smut balls separated (above). More than 8% of the heads in the field were smutted. Right: Sample of "heavy smutty" durum with the smut balls separated (above). There were 220 smut balls in the sample. It came from a field that showed 43% smutted heads.

the kind. For instance the weather at threshing time will make a difference. Under dry weather conditions and with wheat a larger proportion of smut balls will be blown out with the straw than under moist weather conditions. The variety and variety of grain will cause variations. But perhaps the most important factor is the efficiency of threshing machines in removing smut, there being a great deal of variation in different machines.

The Handbook of Official Grain Standards, published by the United States Department of Agriculture defines smutty wheat as follows:

Smutty wheat shall be all wheat which has an unmistakable odor of smut, or which contains spores, balls or portions of balls, smut in excess of a quantity equal to 10 balls of average size in 50 grams of grain.

In the summer of 1930, 704 fields of spring and durum wheat in Minnesota, North Dakota, South Dakota and Montana, were examined and the percentage of smut-affected heads determined in each. Samples of the grain threshed from 52 of these fields were obtained and officially graded so as to compare the smuttiness of the threshed grain with that of the standing grain.

Specialists in the office of grain investigations, Bureau of Agricultural Economics, who graded the samples had a way of knowing how much smut had occurred in the field, the samples being referred to by numbers only.

correlation from that in Table 1, the results of the grading of the 52 samples were arranged according to the number of smut balls found in 50 grams of grain and they were then divided into 5 groups

TABLE 1. Relation of stinking smut in field to smuttiness of threshed grain.

Smut in field (Percentage smutted heads)	Number grain samples graded	Percentage of samples of threshed grain grading smutty												
		0	10	20	30	40	50	60	70	80	90	100		
Less than 1	9													
1-1.9	9					22%								
2-3.9	12								42%					
4-7.9	8									38%				
8-15.9	10										80%			
16-48	4											100%		

TABLE 2. Relation between grade of threshed wheat as to smut and percentage of affected heads in the field.

Number of smut balls in 50 grams of grain	No. field samples graded	Percentage of smutted heads in field					Average
		Individual field counts					
None (Clean)	14	0.2,	0.3,	0.5,	0.5,	0.7,	1.5
		0.8,	1.3,	1.5,	1.5,	2.0,	
		2.3,	2.8,	3.0,	4.0		
2 or less (Not smutty)	16	0.1,	0.5,	0.5,	1.2,	1.7,	3.8
		1.8,	1.9,	2.5,	3.1,	3.4,	
		5.0,	5.0,	6.1,	6.4,	9.5	
		11.3					
2 to 5 (Light smutty)	5	2.0,	2.5,	4.8,	10.7,	13.0	6.6
5 to 10 (Medium smutty)	6	1.0,	3.0,	6.9,	8.0,	20.1,	14.5
		48.0					
More than 10 (Heavy smutty)	11	1.3,	3.5,	3.6,	6.8,	8.1,	11.8
		8.2,	12.0,	13.0,	14.0,	16.2,	
		16.2,	42.7				

Review of Durum Wheat Crop by Experts

With choice milling durum wheat selling in Minnesota and Duluth at premiums ranging from 10c to 15c a bushel above the choice grades of ordinary spring wheat, and with semolina quotations mounting, the macaroni manufacturers are quite naturally concerned about this year's durum crop and semolina situation.

Carlot sales of Nos. 1 and 2 amber durum wheat in the Minnesota markets on September 1, 1931 were made at 80 to 81c while the best grades of the other spring wheat ranged from 65 to 68c. Normally bread wheat has been selling at several cents a bushel more than the best grades of durum, but the evident scarcity of good milling quality durum, largely the result of a light crop, has resulted in so heavy a demand for the small arrivals that premiums have constantly been increasing during the few weeks since the new crop has been moving to the market.

Latest government figures on the 1931 durum wheat products place the crop at about 23,000,000 bu., less than half of the 1930 crop of 64,952,000 bu.

Expert advice as to the probable trend of the semolina market has been sought and some of the durum millers have consented to tell their views of the durum wheat and semolina situation that confronts the industry. The one consoling fact in connection with a short crop is that it tends to stabilize prices better than is possible through any known agency. With the expert views herewith presented macaroni manufacturers who use semolina will be guided in their plans to provide adequate high grade materials for the new semolina year just opened.

Early Durum at High Premium

By H. E. Kuehn, Vice President, King Midas Mill Co.

As in other years the territories which ordinarily produce desirable durum have again raised some very choice wheat. The difficulty this year is that production in the good durum territories was cut more than half by the drought. Rains during harvest time damaged much of the durum by bleaching it, thereby impairing its milling quality and further reduced the new crop supply of milling durum. The disturbing situation now confronting the mills is whether it is going to be possible to secure an ample supply of suitable milling durum to cover grinding requirements. It looks as though we are in for a year of high premiums for choice durum wheat.

Receipts of new durum wheat in the Minneapolis and Duluth markets are originating mostly in northwestern Minnesota and the eastern half of North Dakota. Practically no durum is being shipped from South Dakota. The total durum receipts are averaging only about one third of last year's volume for this time of the year. Only a small percentage of the total receipts may be classed as choice milling durum, and as a result

very high premiums are being paid for desirable wheat. The disturbing feature of the durum situation is that although premiums are already exorbitantly high, the tendency is for the premiums to work still higher. The fact that such high premiums are being paid for this durum at a time when new durum should be coming into the market in volume emphasizes how scant is the supply of choice milling durum.

Durum wheat production figures for the years 1930 and 1931, and the 5 year average from 1925 to 1929 as issued by the U. S. Department of Agriculture are as follows:

Year	Minnesota	North Dakota	South Dakota	Montana	Total
1931.....	1,656,000	15,046,000	6,216,000	144,000	23,062,000
1930.....	3,400,000	35,720,000	17,760,000	225,000	57,105,000
1925-1929 (5 yr. avg.).....	3,390,000	51,270,000	12,210,000	372,000	67,243,000

Smallest Durum Crop in Years

By Washburn Crosby Co., Inc.

At this date it is not possible to make definite prediction about the quality of semolina to be made this year. There will be some choice colored durum available to mills, but the quantity may be too small for the maintenance of high color in all grades.

The Department of Agriculture's indicated production figures for durum wheat as of September first predict a crop of 19,647,000 bushels. For the previous 2 years production was 54 and 55 million bushels. The average production for the past 7 years has been 66 million bushels. From the 19 million grown this year, 5 million must be deducted for next year's seed. Add to this an indeterminate amount which under present price and drought conditions must remain on the farms for feed, and the remainder to come to market must be very small. It will be the smallest durum crop in a great many years.

In the past, millers have been able to choose one in every four, five or six cars of durum that came to market. Accordingly, a high standard of quality has been maintained in semolina compared to the average quality of the crop. This year there is a possibility that every car that comes to market will be needed for milling into semolina. For this reason it is quite probable that mills will have difficulty in maintaining the past year's standard of quality in all grades. Everybody recognizes the value of good quality, and therefore the above situation will very likely produce keen competition and high premiums for choice durum wheat.

Sellers Market for Good Durum

By C. P. Walton, President, Capital Flour Mills, Inc.

There were fairly heavy receipts of new durum wheat Tuesday of this week following the Labor Day holiday and representing about three days accumulation over the weekend and holiday.

We had hoped that these large receipts would cause little lower premiums for good milling durum but the wheat was absorbed very quickly after the opening of the market, at prices ranging up to 22c bu. plus the September durum price.

It rather looks now as though the day to day supply of durum wheat represented in carload shipments coming on to the market will at no time exceed the demand for good milling durum, creating a sellers market so far as milling durum wheats are concerned.

We are at this time using approximately 50% of the new crop durum and find it quite satisfactory. We believe that

dough strength in good semolina this year will prove particularly satisfactory. The color characteristic is also satisfactory with perhaps a little stronger yellow cast, at least until the wheat has matured and mellowed to some extent. There is more foreign material in the wheat this year and quite likely semolinas will be a little more inclined to show specks compared with the product made from the old wheat.

Durum wheats in this market, we believe, are at the present time the highest priced wheats in the world if the tariff on same in the protectionist countries is taken into account.

Due to the excellent strength in dough made from good semolina this year the semolina macaroni products will likely prove quite noticeably superior to the product made from bread wheat farina.

National Food Exhibit Held

The annual convention of the National Food Distributors association was held in the Hotel McAlpin, New York, N. Y. August 18-20 with food distributors from all parts of the country and Canada in attendance. There were several interesting sessions featuring speakers well known in the food trades. The highlight of the convention was the exhibits in the hotel where nearly 150 manufacturers showed their products in attractive booths among them being several macaroni and noodle manufacturers of the eastern and central states.

Italy Increases Semolina Duty

To protect the Italian farmer who is suffering from short or small crops because of drought the Italian government has raised the import duty on semolina from 109.90 paper lire per 100 kilos to 130.10.

The duty on macaroni, bread and hard tack were also increased from 110 to 131.95. Very little macaroni is imported by Italy as production there is much in excess of consumption, despite a dearth of high grade domestic semolina.

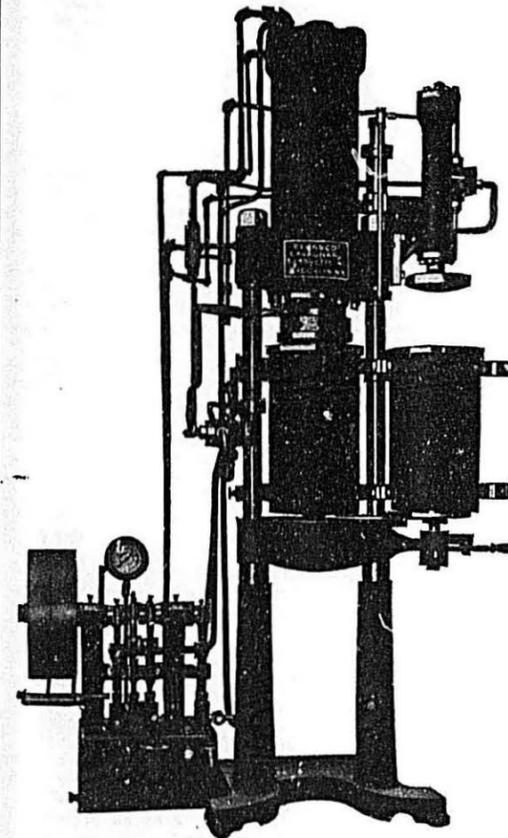
September 15, 1931

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. Very little power required to set same as the movement is concentric.

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

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

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

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

AT LAST! The Press Without a Fault.

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

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

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

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

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

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

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

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

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

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

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

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

156-166 Sixth Street

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

Address all communications to 156 Sixth Street

THE VOICE OF THE TRADE

A Better Product and a Better Service

By FRANK J. THARINGER
Association Adviser

A "peach" of an article was recently released by The American Appraisal company of Milwaukee. It's worthy of the attention of every business man and particularly interesting to macaroni manufacturers, organized or disorganized. Reproduced here with recommendation that it be carefully read and studied.

Bacteria, Junk, Suicide and Longevity

No one can make a product or render a service so cheap that some one can not do it worse and sell it for less.

Queer, humorous and hazardous doings one sees at times when there isn't enough business to keep everybody happy. Tragic doings too.

A natural sequence of business hesitancy is the adoption of desperate measures to sell goods. Price slashing being the easiest, laziest and most time honored method, it is the most attractive. The salesman reports an order lost to so and so because so and so had "eliminated all overhead and profit from his price." The house says, "No competitor can do this to us, you go him one better next time." The rest of the industry follows suit and there you are—a pretty picture.

If the race for business stopped with the elimination of "overhead and profit" the damage to the individual concern might not be lasting, but in a price race it seldom stops there. A more important thing than "overhead and profit" is also eliminated—the priceless ingredient of quality. Water is injected into the milk, sand is introduced to the sugar, and eventually the confidence of the buyer is lost.

Too many concerns these days are making "cheapness" their sole objective. Too few are looking to quality as the means for isolating themselves from the mob, the making something or doing something better than it has ever been made or done before.

It is well that business renew its understanding of the oldest of business truths. A better product or a better service will raise a concern above the level of the competitive mob. Price never will permanently.

Many a sales force meets unusual resistance at present. They are prone, as sales forces ever have been and ever will be, to interpret this solely as a "price resistance." If there is no proof of a quality superior to the mob of products or

services, the interpretation is correct, price is the beginning and end of everything. Price quotations for mob level products can be sent by mail, wire or messenger boy. There is no need that they be delivered in person by a gold plated salesman traveling in a taxicab.

This however is not an indictment of salesmanship. It is a presumptuous suggestion to those concerns who, having built their reputation on quality, are tempted to haul down their flag to meet an alleged price demand—a suggestion that they "hold steadfast," that they keep quality on the pedestal, that they further isolate themselves from the competitive mob by raising rather than lowering quality standards, and if need be, raise the price along with it.

The business worshippers at the false shrine of "cheapness" have to be counted as you do bacteria—millions to the square inch. Their habits are also much the same. They breed rapidly and prolifically. They feed on each other. They die swiftly. There is much competition among bacteria. If a concern has been out of the bacteria class heretofore, now above all others is the time it should stay out of it.

Production costs of course must be reduced to the irreducible minimum but even this is unimportant in comparison with bettering the product.

Mad and futile race for the rainbow of "the ultimate in cheapness" floods the world with a tidal wave of inferior products built down to a price. With its passing the customer emerges, shakes himself, picks the fragments of junk from his bedraggled hair and looks around for the concern which has never swerved from its ideal of quality.

"No one can make a product or render a service so cheap that some one can not do it worse and sell it for less."

Disbelief in the doctrine, effort to beat an unbeatable game, has caused many a concern to erase itself from the confidence of buyers and start on a short swift trip into oblivion.

Buyers are having a Roman holiday with spineless salesmen these days. Occasionally they find one who says much about the quality of his goods and little about price. He is the one who gets the orders from the rapidly growing army of "junk-conscious" buyers.

A Dilemma

By Joseph J. Cuneo of Cuneo Brothers, Importers and Wholesalers, Connellsville, Pa.
The macaroni industry is in the throes

of a most disconcerting position, caused by some of the members of the industry. While the wheels of this industry have been and are turning, a feeling of discontent has been manifested between manufacturer and client which is going to be difficult to eradicate.

Different associations in several sections of the country failed miserably in their attempts for relief in trying to follow an "Industrial Ideal," and now it is the common belief that an effort is being made to nationalize an organization to embrace all macaroni manufacturers, for the purpose of eliminating unfair competition and to obtain a so-called "standard price" for their product. This is the first great mistake of any industry as a whole. It is all right for the manufacturer to adhere to certain policies in which he believes; but it is all wrong to try to force his competitor to live up to his policies under the banner of any organization, when the competitor generally maintains his own, and different, views.

It might be added here that no monopoly in the macaroni industry or any other trade will be tolerated or permitted to exist. First, because jobbers and wholesalers will refuse to work on the small margin offered by the manufacturer, as the manufacturer's price to the wholesaler is not more than 4% to 7% over their price to the merchant, with few exceptions, and in many instances the merchant obtains the same price as the wholesaler and jobber. Second, jobbers and wholesalers will vary their groups and conduct their own plants, putting even the largest factories in embarrassing circumstances.

While the ideal of the organization seems "standardization" it must be remembered that it will be impossible to achieve any success toward this goal unless: The same raw material is used; the same process in manufacturing strictly used; the same amount of overhead expense per employe be recognized. And this would standardize the industry—but it would be an improbable attainment. To Standardize is to Equalize, prorata. Factories and organizations must have paid men to watch their competitor's business—retarding the knowledge of their own local needs.

Independence is the mother of foundation and the father of success. A business should be operated according to its peculiarities. Give an organization a "line" on your business and that "line" might be pulled by some one, and your business will lean—and totter.

If a competitor is selling his product at what you think is a loss, the more you help him sell it the quicker he will fall. He won't be able to stand losses long. And, naturally, the loser is the one who wants the helping organization—which carries us back to the beginning of our story.

The author is not in any way connected with any macaroni manufacturing company or any macaroni association or organization, therefore, is not actuated by any selfish motive in writing his personal views on a timely, interesting situation.—Ed.
(Continued to Page 18)

The Golden Touch

King Midas Semolina

will always pass the test of the discriminating manufacturer because selection of the finest types of Amber Durum Wheat through our country elevators located in the best Durum Wheat territory—strict laboratory control—assures rich color, even granulation and wonderful flavor.



King Midas
Mill Co.
MINNEAPOLIS, MINNESOTA

FEEDING AMERICA --- The Greatest Single Business

Foods, Their Manufacture and Distribution as Summarized by The Market Data Book for 1931 Published by G. D. Crane, Jr., Chicago---Foods Exceed \$20,000,000,000 Annually

The food manufacturing industries comprise a group of 49,522 plants whose total production in 1929 was valued at nearly \$10,000,000,000 or about 15% of the total for all industries of \$68,453,486,518.00.

Approximately 21% of all the food manufacturing plants produce 89% of the product. These plants offer a highly profitable market, purchasing annually more than \$90,000,000 worth of special machinery and equipment; millions of dollars worth of equipment for plant maintenance and upkeep, power generation and transmission, refrigeration, material handling and conveying, dust and fume handling, air conditioning and machinery for wrapping and packaging.

The total installed primary horsepower is 4,178,788. The food industries are very highly mechanized, having an average of 6.1 h.p. per wage earner, compared with an average of 4.7 for all industries. There are 345,466 motors in use in these industries (1927 figures).

Since the nature of their products demands the use of the most rapid and efficient means of transportation the food industries are turning more and more to motor trucks as a means of getting their raw materials from the producer and their finished products to the consumer with the least possible delay. The food industries are using 280,000 motor trucks. Among these are 2251 fleets of 10 or more trucks used by individual concerns.

Modern methods of packaging in small containers have created a huge market for all kinds of paper—parchment, transparent, wax and greaseproof, for example—and every form of carton for shipping and displaying the individual packages. Paralleling this small unit tendency is the demand for wrapping and packaging machinery whose efficiency will counteract the increased cost of the new method.

During the past year the food industries used over 5,000,000,000 tin cans; 65,000 tin boxes; 106,000,000 tin pails; 2,155,000,000 glass containers; 150,000,000 wooden boxes, barrels, buckets; 1,750,000,000 plain cardboard boxes, cartons, etc.; 3,660,000,000 printed or lithographed cardboard boxes, cartons, etc.; 455,260,000 corrugated shipping boxes.

For these containers they used 7,750,000,000 printed or lithographed labels; 1,399,300,000 printed or lithographed box covers; 16,695,000,000 printed or litho-

graphed paper wrappers, 26,576,000,000 plain paper wrappers or parchment, greaseproof and waxed paper, etc.; 1,939,000,000 tin foil wrappers, 385,000,000 burlap sacks, 785,000,000 cotton sacks, 200,000,000 heavy paper sacks, 34,000,000 milk bottle caps, 5,000,000,000 beverage bottle crowns.

In comparison with all industry the food industries rank first in number of establishments, second in cost of materials, third in value of product, fourth in value added by manufacture, fourth in primary horsepower used, and fifth in number of wage earners.

The different divisions of the food industries are: bakery products, beverages, canning and preserving, confectionery, grain mill products, manufactured ice, meats and meat packing, milk products, sugar, macaroni manufacturing and other food industries such as coffee roasting, spice grinding and corn products.

The food industries are firmly bound together in a close economic relationship because of their common product—food—and because of the use of the same fundamental manufacturing operations. These operations are:

Material handling, heat application, refrigeration, disintegration, mixing and agitating, mechanical separation, air conditioning, sterilization, conditioning and packaging.

Every food manufacturer is keenly interested in the development and application of new and more efficient methods. The canner may find a new way of utilizing heat for cooking and so increase the efficiency of his plant. This is of immediate interest and importance to the baker, confectioner and others.

The principal groups of the food industries, the number of plants and the value of output are as follows:

Industry	Total No. of plants	Value of products in millions
Bakery products	20,482	\$1,510
Beverages	5,047	257
Canning and preserving	2,436	553
Confectionery	1,925	389
Grain mill products	3,873	1,035
Manufactured ice	3,834	202
Meats and meat packing	1,244	3,395
Milk products	9,682	1,359
Macaroni products	353	46
Sugar	153	710
Food preparations not listed elsewhere	846	158

The geographical distribution of the food industries follows the two logical lines of production of raw materials and

consumption of the finished product, with the cost of transportation as an equalizing factor.

The states of Illinois and New York produce over 10% of the total; the states of California, Minnesota, and Pennsylvania produce 5 to 10% of the total while the states of Nebraska, Kansas, Iowa, Missouri, Wisconsin, Michigan, Indiana, Ohio, New Jersey, Massachusetts and Texas each produce from 2 to 5% of the total.

The production men—managers, superintendents, engineers—are not only concerned with the actual manufacturing but also with the purchase of equipment and raw materials.

Distribution

The annual volume of business done in foods has been estimated at twenty billion dollars, constituting the greatest single business in the country, and being 30 per cent of all business.

As food originates everywhere in America and is consumed everywhere, it is only natural that it should travel many and tangled routes. Just what channels the diversified structure of food distribution will ultimately settle into remains to be seen.

In spite of, or because of the fact that production of food is the largest single industry in the United States, distribution is far from standardized. Manufacturers have sought many different distributive channels in the hope of reducing selling costs. The varied assortment of food products reaches the retailer through an astounding number of channels—from growers, packers and manufacturers direct; through brokers, wholesalers, buyers associations, retail organizations and mail order supply houses.

Comparatively little data is available regarding the cost of distribution through various mediums. The Bureau of Business Research, Harvard university, recently made a start in that direction by studying the marketing expense of 74 food products manufacturers. It was found that 13 of these firms had sales of \$10,000,000 and over, the aggregate being \$609,803,000. Forty-seven sold on national scale, 28 sold to wholesalers and chain store organizations, while 36 sold, to some extent, to unit retailers. Forty-seven used merchandise brokers and made 30 per cent of their sales through brokers. The result of the

“Uniformity”—our watchword

BECAUSE we know how much it means to you to have absolutely uniform semolina, we constantly strive to maintain the high quality and perfect uniformity for which Commander Superior Semolina is so famous.

You can use Commander Superior Semolina for a lifetime and still find that its inviting, amber color, high gluten content, and satisfying flavor remain the same. Many of our customers who have standardized on Commander Superior No. 1 Semolina for years report that it produces first quality macaroni with unflinching regularity.

Milled under an exacting control system, there is little possibility of any fluctuation in color, strength, or flavor in Commander Superior No. 1 Semolina. At regular intervals during the milling process it is checked for specks and kept practically *speck free*.

For your protection we have made uniformity our watchword. You may be sure of the dependable performance of Commander Superior No. 1 Semolina at all times.



YOU COMMAND THE BEST WHEN YOU DEMAND COMMANDER

COMMANDER MILLING COMPANY
MINNEAPOLIS, MINNESOTA

survey, shows a variation of from 5.5 to 37.2 per cent in marketing costs.

The chief distribution facts in the food field are pointed out as follows by one expert: 5,900 wholesaler grocers; 480 wholesale provision houses; 900 auto truck food distributors, operating 3 or more trucks; 300 grocery departments of department stores; 650 chain store companies operating 60,000 retail stores; 2,000 independent retailers rated at \$20,000 and up; 300,000 other independent retailers; 900 specialty food distributors; 4,000 food brokers; 4,000 wholesale produce companies, etc.

According to the 1927 Census of Manufacturers, the selling value at the factory of some of the major food products was as follows:

Baking powders, yeasts and other leavening compounds.....	\$ 85,150,000
Bread, biscuits, crackers and other bakery products.....	1,394,700,000
Butter, cheese and condensed and evaporated milk.....	1,057,545,000
Canned fish and other sea foods.....	65,082,000
Canned and preserved fruits, vegetables, etc.....	572,346,000
Cereal preparations.....	155,563,000
Chewing gum.....	62,001,000
Chocolate and cocoa products.....	122,723,000
Coffee and spice.....	384,281,000
Confectionery.....	391,927,000
Corn syrup, corn oil and starching syrups.....	107,219,000
Flour and other grain mill products.....	1,148,760,000
Food preparations not elsewhere classified.....	166,965,000
Ice cream.....	301,645,000
Lard substitutes and vegetable cooking oils.....	148,468,000
Macaroni, spaghetti, vermicelli and noodles.....	45,353,000
Flavoring extracts and flavor-malt.....	20,274,000
Oleomargarine and other butter substitutes, not made in meat packing plants.....	39,282,000
Peanuts, walnuts and other nuts, processed.....	55,950,000
Salt.....	34,329,000
Sausage and other products not made in meat packing plants.....	81,548,000
Slaughter and meat packing.....	3,057,216,000
Sugar, beet.....	104,926,000
Sugar, cane.....	605,454,000
Vinegar and cider.....	10,755,000

Thus may be gathered some idea of the enormity of the field of food distribution in which all of these products are moved from the factory to the ultimate consumer.

THE VOICE OF THE TRADE

(Continued from Page 14)

In Wealth and Abundance Still We Suffer

By G. La Marca of Prince Macaroni Mfg. Co., Boston

Personally every one knows and feels the present depression. Newspapers tell us of the abundance of crops on one page and of untold sufferings of millions on another page. Business magazines deal at length with the cause and offer suggestions, practical and fanciful. Here-with I present a composite article treating with the various phases of our present business troubles and its cure. It is submitted merely as reflective reading matter for fellow sufferers to preuse at their leisure.

In a Land of Plenty

There is more usable wealth in the world today than ever before. This country of ours is filled with an abundance of things to eat, to wear and to live with. The banks are overflowing with money. Yet in the face of all this wealth and abundance, business is dull and millions are suffering.

Movement of food products from man-

ufacturer to consumer has been considerably below normal and advertising has become almost absolutely impotent. With all this subnormal business, the dollars have not been put into circulation as they should; hence the general suffering.

Blame for the present depression has been placed on every known class and on every conceivable thing. Many blame it on the attitude of the wealthy class, thinking of wealth as readily expendable, like money in the bank. As a matter of fact, the great bulk of the wealth of the world is tied up in factories, their sites, their machinery and equipment, and in natural resources.

It isn't wealth, but the income from wealth and its use, that makes for material happiness, good business prosperity.

Dr. Marion D. Coulter has been appointed a Fellow of the Institute to conduct these scientific investigations. He is a specialist in organic chemistry and during the period 1925-1930 held a Mellon Institute fellowship for the study of certain problems in cellulose technology.

According to Dr. Weidlein, Dr. Coulter's new research on perfecting moistureproof and greaseproof paperboards for packages will be of interest to many industries. If successful the investigational developments are expected to make possible important economies and improved efficiency in distribution, as well as to act as a further stimulus to the growth of package merchandising.

Tujague Visits Pacific Coast

In a combined business and vacation trip Leon G. Tujague, president of the Tujague Food Products company and of the National Food Products company of New Orleans, has returned from a combination business and pleasure trip that took in practically all parts of the Pacific coast including California, Washington, Pacific northwest and Alaska.

Need of Uniform Label Law

There can be no question as to the great advantage to a manufacturer doing business in more than one state of being able to put the same label on his merchandise, instead of a separate label for each state in which he does business.

At present there seems to be a growing tendency on the part of certain states to have laws regarding the labeling of food products at variance with those of the federal government. While there is no question as to the state's rights in the matter, it is obviously a ridiculous thing and harmful to manufacturers of every state for any state to adopt laws and regulations relating to food products other than those of the government.

The committee on uniform labeling laws of the National Pickle Packers association is agitating a concerted movement by all food manufacturers to get each state food commissioner to exert his influence with the commissioners to bring about and maintain uniform laws over the whole country. Thus only can food manufacturers help stop the epidemic of states adopting separate and distinctive laws, which makes it almost impossible for any firm doing a national or semi-national business to keep track of the varying provisions without the aid of a corps of attorneys. Besides that the industry is absolutely un-American and American business should not tolerate such a situation one moment longer than is absolutely necessary.

Fire Damages Plant

The Matzos baking plant of the Horowitz Bros. & Margaret, 369 Fourth St. Brooklyn, suffered serious damage by fire in August. This firm formerly manufactured noodle products in New York city. The exact fire loss is not estimated but is fully covered by insurance.

TREND IN FOOD DISTRIBUTION

Discussion by Paul Fishback, Secretary National Food Brokers Association, Following Remarks by Dr. Frank M. Surface, United States Department of Commerce

Are we in position to discuss the, or a trend in food distribution? Have the developments of the past 10 years or so reached a point wherein we may definitely say that there has been a trend in food distribution? Haven't we quite as much basis for saying that we will now proceed to discuss a swing in food distribution? In turning over the few thoughts of a layman on this subject, for it must be said that I am not an economist and certainly not an expert beyond the point that my work brings under my nose and compel observation of some of the things that have been transpiring in the food and grocery industry, Mark Twain's comment on the weather has persisted. As he said about the weather, everyone has been talking about the trend or changing conditions in food distribution but no one does anything about it.

That is to say no one expects a few courageous souls who may have a touch of genius, who have been trying experiments or who have been expanding and enlarging upon the experiments of others. These may be and perhaps are the changes to which Dr. Surface has referred. The question I have not been able to answer to my own satisfaction is whether or not these changes are of that permanence which creates trend. A few years ago I asked an executive of a newly formed merger of food manufacturers, the big merger which has been much discussed and has been the pattern for others, if he believed that which his people had done was evidence of trend or merely a swing. His reply was: "I don't know. Ask me again in 15 years and I may be able to answer, or at least hazard a reasonably accurate guess, but I believe now that it may be a trend," and he emphasized the word "may."

That which has caused most of the talk about the trend in food distribution has been the remarkable development of the chain store method of food distribution. Interest in the subject is naturally alive and alert because food is prime. There is no trade in, second hand or used value in the food served at noon today on millions of tables. Those "3 squares per day," or their equivalent or the nearest approach to them which the means of the individual affords, must be had to sustain life. Shoes may be resoled, clothing mended, car mileage reduced to nothing, but food is gone into complete consumption. Hash may delay the going but it none the less sure.

So we have had the chain store, ex-

panding from tea and spice wagons, from an origin of one good and successful unit, from an idea of store and counter arrangement, all under central ownership. There has recently followed the so-called voluntary chain, independent units centering around the service of one wholesale distributor, and close upon its heels chains of these wholesale distributors, all units of both the wholesale and retail outlets linked loosely together, none losing its independence and individuality beyond a wide and wholesome movement toward economic and economical uniformity of store planning and arrangement.

The question is now quite alive in the minds of those who are most directly and deeply interested in food distribution as to whether or not these chain store movements have or have not reached the saturation point. Then there is a question as to whether or not intrachain competition, which has been and still is keen, determined and almost bitter, is not going to defeat the purpose of the founders. Please don't ask me to answer either of these questions. I cannot.

Economists say, and I agree that all things must have 3 values if they are to be desired by the consumer. They must have form value, place value and time value. In food the manufacturer must give them the form value which makes them desirable to the consumer. The time and place value must be added by the distributor. The wholesale-retail method of distribution, its variant the voluntary chain, the chain store organization, all 3 furnish the time and place element in the same manner. They take bulk from the manufacturer and place it in the center of distribution to break bulk to retail outlets through their warehousing. These retail outlets place smaller parcels in position available to the consumer at the time the consumer wants it.

In any discussion of food distribution there is one avenue which is all too frequently overlooked and which is of tremendous importance with respect to the volume. That is the distribution of food through outlets where it may be purchased and consumed on the spot, or eaten in the home without any further preparation. The volume of food distributed through restaurants, hotels and other eating places, through delicatessen stores and the recently developed and gradually increasing delicatessen departments of retail groceries, is enormous. The increase in the number and size of apartment houses with an exact ratio in

the decrease in the size of the apartments; the increasing number of families of 2, consisting of 2 wage earners; the disinclination toward so-called kitchen drudgery, the new competition for the earned dollar, no small part of which goes for amusements and lately Tom Thumb golf—all these have increased the desirability of ready to eat food for the home or at eating places.

Great grandparents were self sufficient as to food supply. They bought a little sugar, a little baking powder and things like that which they could neither raise nor make. Their own grain was milled, the meat was killed and cured on the place, fruits and vegetables were dried, or preserved or cellared against the winter. Great grandchildren run around the corner to the delicatessen for a paper package of meat loaf, a bucket of baked beans, 4 slices of bread, half a quarter pound square of butter, a can of dehydrated coffee, and they are putting through a log before sundown.

Have these developments in the methods of distribution come from consumer demand, from changing human nature, or have human nature and consumer demand been changed by changes in methods of distribution? Answer that question and you have the answer as to whether or not the change is a trend or a swing. It is not conceivable that we will go back to great grandfather's method of life (it might be a good thing for the sturdiness of the race and the nation if we did for a decade or 2) but since we have the change here, is it consumer created or is it forced upon the consumer?

Have we not pushed this trend or this swing with too little consideration of what benefit it will produce for the consumer, and with too much thought of what greater profit it will produce for the manufacturer or the distributor, or both? Mergers in manufacturing are to create economies of purchase, factory operations and sale, that will create greater profits, with or without reduced prices. Group buying and group retailing had its incentive in reduced costs of volume that would widen the margin to the consumer's purchase price. Competition has thinned that margin to the almost irreducible minimum. The consumer has profited where the competition has been most keen. But that profit has paid to a great extent for his loss of the service that his money formerly bought. Sometimes too, though to the credit of the

entire industry it must be freely acknowledged that it has not been often enough to amount to disservice. Quality has been sacrificed to fit price and that has taken toll of the consumer's profit.

One of the great national associations in the food industry has for its slogan "Regard for the public welfare is the highest law." If I could be sure that all of this change in food distribution is evident in the past ten or more years was with due regard for the public welfare, then I would be content to say that all which we have witnessed in that time was a trend not a swing and a trend for the general good of mankind, that is to say North American mankind. But I am not sure that the changes have not arisen from a desire for more and greater profits at the expense of public welfare. If the doubt is well founded the trend has been but a swing and there must be a return swing there will be a return swing because the public, plain Mister and Missus Consumer, multiplied by millions, will demand it.

I was asked to open this discussion and I have done it by suggesting a few thoughts and asking many questions. If the discussion brings about an attempt to answer some of these questions or the assurance that there is no room for question or doubt, I will feel that I have fulfilled my chore.

After I completed the preparation of

» WELL DISPLAYED IS HALF SOLD «

Attractive window and store displays can always be depended upon to aid the perplexed buyer in making purchases of the displayed products. So decided Mrs. C. H. Smith of the Mrs. C. H. Smith Noodle Company, Ellwood City, Pa. who she sought ways and means of tying in

this discussion, I received the Sept. 13 issue of a publication of the "American Institute of Food Distribution." I quote the next 2 paragraphs because they bear out what I have said about apparent loss of sight or consideration of the consumer.

At all the time that numerous intimate conversations with manufacturers and their salesmen, wholesale grocers, chain store men, brokers and distinguished research men have given me a comfortable feeling that I have an unusual knowledge of present conditions and future possibilities in food distribution. I spent a couple of hours shopping in retail food stores and am forced to admit that most of the information supplied by the gentlemen engaged in looking at the food business the way they would like to have it is not as absolute and conclusive as it seems.

After studying stores and their stocks, making tests of retail service in different forms and watching the attitude of the customers, I have the feeling that most of us in the food trades are trying to shape our business plans without getting close enough to where the contact is established between food supply and the consumer. That our business theories are a queer mixture of what we would like to have happen with the foundation supplied by our experiences of the past and tested by the conditions that we see in our own homes and the homes of our friends.

in cellophane wrappings, in tin bags, in colorful cartons and. The salesmen, trained in the art of displaying of these foods, became window trimmers, at builders in stores willing to treat goods. Besides increasing the noodles the firm got the grocer will in its manifestation of help.

The accompanying cut shows the model booths frequently seen in best stores of western New York, Pennsylvania, eastern Ohio and West Virginia. Practically the arrangement was used in making of window displays that attract purchasers through its eye appealing display might be made more effective in the arrangement seen several foods that naturally noodles in palate pleasing condition.

As Mrs. Smith says, "Noodle Bridge to Health" equally proper displays the bridge that a gulf between the grocer and consumer. Build more of these and you will have built a profitable business.

Bulk Men in Convention

To bring about much needed change in the bulk macaroni industry, members of the newly organized Macaroni Association met in 26-28 in the General Brock hotel, Gata Falls, Canada, in what was annual convention of the organization. The meeting was well attended by leading manufacturers of bulk macaroni from the eastern and central states all were enthusiastic in their support of the program for trade better planned by the organization.

Louis J. Scaramelli, well known importer and wholesaler of New York was elected president of the organization. G. E. Romeo of the Broad macaroni company, Brooklyn, N. Y. named vice president and M. J. MacSavona Macaroni Co., Brooklyn, secretary treasurer. Aaron Sapoznik, New York attorney active in the organization of the new group, is counsel to the association.

The convention went on recording a national advertising campaign, turning semolina macaroni to 1 from either No. 1 or No. 3 and voiced its objections to the proposed basis of semolina price and the return to the old barrel pricing; adoption of an emblem used by all the members, an emblem placed on the products made in accordance with the regulations of organization.

It was proposed that members pay the millers an excess of 25% over current quotations for the same said excess charge to be returned to the organization to finance its several activities. If the plans made at the Gata Falls meeting are approved by the quired number of firms or proprietors of the industry, they will become effective on Dec. 1 for one year.



Trade Mark

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Don't fail to read about it and our "Yolanda" in this Journal next month. And look for our circular, it will reach you through the mails!

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"Makers of Insuperable Macaroni Dies Since 1903--With Management Continuously Retained in Same Family"



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We Are Receiving Frequently

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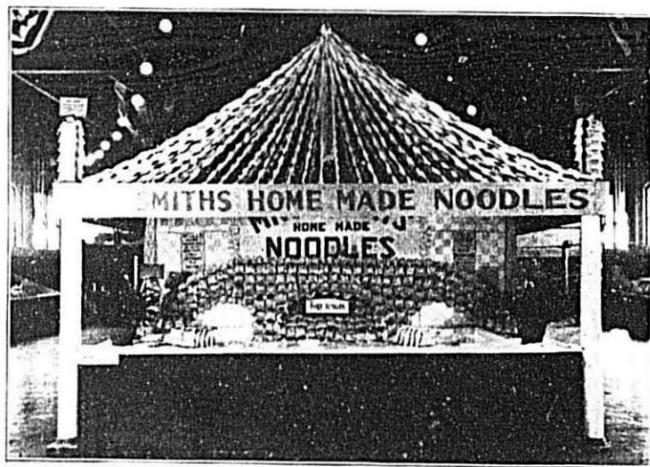
Colburn S. Foulds

Manager Noodle Egg Yolk Department for Details



JOE LOWE CORPORATION

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



Attractive display of noodles in model booth by Mrs. C. H. Smith Noodle Company, Ellwood, Pa., a sample "Bridge to Health"

Secrets of Successful Trade Marking

September 15, 1931

THE MACARONI JOURNAL

23

Ditto the Trade Mark on Your Package

By WALDON FAWCETT

If any macaroni marketer has had qualms about overdoing a good thing in featuring his brand on the goods let his mind be at rest. No longer, if ever, need he listen to the critic who tells him that it isn't good strategy or smacks of monotony to repeat or reiterate the trade mark on the exterior of the package. Instead, he may find that the question for the future is that of how many times he shall make his beloved buyword say "ditto."

Vindication for repetitive display comes at the hands of no less an authority than Uncle Sam himself. The U. S. Bureau of Foreign and Domestic Commerce has recently conducted its first intensive investigation of packaging practices and finds among progressive packagers a pronounced trend to the technique of serial or multiple trade marking. More than that the marketing experts of the Department of Commerce pronounce this shrewd and proper merchandising, calculated to help a brand seller capitalize his good will to the utmost.

There are no hard and fast rules governing this lately emphasized fashion of pyramiding a trade mark. The procedure consists in echoing the brand to any desired degree. The packager may be content with 2 or 3 encores for his mark. Or he may double that quota. Indeed, the fact hunters of the commerce staff have found in their current explorations a surprising lot of instances in which packagers of specialties have bespattered a consumer unit with 5 or 6 renditions of the distinguishing mark. The repetitions may be in full form, or abbreviated so as to emphasize the salient and most readily recognizable feature of the mark.

At least 2 influences, maybe more, have been at work to swing alert marketers of packaged goods to this formula for cumulative identification of goods. First there is the mounting realization of the pulling power of a familiar trusted trade mark and the impulse to play up the coaxing nickname and capitalize it to the utmost by successive poundings into the consciousness of the beholder. Secondly there is the influence of present day material conditions in merchandising. Store stocks are being snuggled. Some packages are "skied" on upper shelves. Others are below the counter level, so that only the tops of the cartons are fully visible. Worst of all, hurried clerks in chain stores cannot always be relied upon to arrange packages neatly, face outward.

This brings us to what is really the most compelling element in the drift to ditto trade marking, viz. the desirability of fortifying against all eventualities of store storage or shelf arrangement by

providing the all-faces package. The "all-faces" setup simply contemplates the display of the trade mark on all 4 sides of the carton or other container. Or better yet, on the sides and both ends as well, making a 6-fronted show case. Such an arrangement that, no matter how the packages may be placed on store shelves, no matter how they may be jumbled in bins, the trade mark will look out from whatever "exposure" chance has left uppermost. It is a method of "playing safe" no matter whether a package has alighted on its feet or on its head.

Just here I would like to make it clear that this latter day stunt of ditto marking is quite different from another version of multiple trade marking which has long been followed to some considerable extent and regarding which we have had more or less to say in the Macaroni Journal. Until recently if anybody mentioned multiple trade marking he was assumed to have reference to the plan whereby a brander applies 2 or more different trade marks to one package. That sort of double or triple play is quite all right. Uncle Sam approves it to the extent of registering 2 or more marks for use on the same goods at the same time. And the method is a convenience for the macaroni marketer who wants to tie together his full line by means of a house mark and at the same time individualize each member of the "family" by a varietal trade mark. But this alternative marking is quite different in character and purpose from the straightaway ditto display that we are considering today.

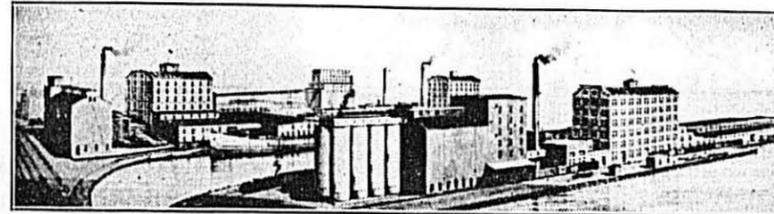
In its strictest application the ditto program consists in the exact repetition to the third, fourth, fifth or sixth degree of the technical trade mark that distinguishes the goods. The only departure from that formula is when, as above mentioned, a packager elects not to mirror his entire trade mark on every facade but to vary the procession by inserting, as some of the links in his package chain, key extracts from the full mark. Even so much liberty in selective display is not countenanced by the hard shell brand loyalists. They hold that every package outlook should show the trade mark in all its glory in order that, no matter what feature of the mark has fastened in the mind of the customer or prospective customer the recognizable detail will be there to click with recollection.

This all-over branding is gradually revealing certain display advantages apart from its practical purpose of making identification easy from every angle. One surprise is found in the manner in which

all-faces marking is fitting into what is known among display men as the continuous system. Some of the display sharps feel that it helps arrest the attention of passersby if the typography or color design of a package is such that when the packages are placed side by side on shelves counter the effect of the matched, close-ranged units is that of a pictorial procession or panorama, suggestive of wallpaper border. It has been found that by deft handling the trade mark may be made the recurring motif or keynote which consolidates the display.

For the macaroni marketer who is planning a new package or a venture into package redesign with an expectation to employ ditto trade marking, there are certain secrets that should be kept constantly in mind. One important detail to have a trade mark that will fit comfortably on all of the faces of the package. If the package is designed first with a trade mark selected afterward it should be easy enough to pick a mark that can be accommodated on the smallest of several surfaces of the package structure. If however, as is more likely, a new package is to serve as a carrier for an established trade mark, the proportions which cannot readily be altered, it becomes important to design a package with surfaces sufficient to give footing to the mark without such scrimping or cramping as would mar the display. Lack of space to spread itself a trade mark must have to be reduced to the bare brand name.

Another precaution that needs to be taken if the macaroni package is to give its ditto trade marking, is that which concerns an all-over color background. Days gone by it was not uncommon to find in this and other lines the packages in which the copy and color scheme on the several faces bore little or no relation to one another. There was, we might say, a "front" that was showy for sale and a "back" that was much more modest. Vivid color on the package front might not spread to the sides, much less to the top and bottom. This unevenness of package glory is "out" under the rule of ditto trade marking. The new idea is to make every package elevation a complement of every other face, if actually a replica. To carry out this conception it is advantageous if the background color can be flowed evenly and uniformly over the entire exterior of the package and if the same trim-keeping step on every plane. All told this is considerably more to ditto trade marking than just the principle of complete surrounding an article with its brand, though that is at the bottom of it all.



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Main Office: DULUTH, MINN.

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PHILADELPHIA OFFICE: 458 Bourse Bldg.**

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

A BILLION TO BURN

Hear the loud alarm bells—
Brazen bells!
What a tale of terror, now, their turbulency tells!
In the startled car of night
How they scream out their affright!
Too much horrified to speak,
They can only shriek, shriek,
Out of tune.

—Edgar Allen Poe

In all the talk about business depression, about the reduction of values, about restricting losses, have you heard anyone say anything about the billion dollars in money we pay yearly for fires?

Half a billion for property damage and another half billion for fire fighting machines and men.

A billion dollars is a pretty big bill for a nation to pay when it is complaining of being hard up.

But that isn't all. It isn't even the important side of the matter. The loss of life due to fires will be about 10,000 this year. Ten thousand men, women and children killed by fire. More than half of those lives lost will be children's lives, lives of that part of the population with the greatest prospective earning capacity—to neglect the human element.

What is a human life worth? Courts allot verdicts of many thousands of dollars for lives destroyed. Call a life worth \$25,000. Ten thousand lives destroyed add a quarter billion of dollars more to the fire loss. Twenty thousand persons injured may well add another quarter billion. The cost of conflagration in this land of the big bonfire runs up to unbelievable figures and the chief thing most of us do about it is to talk.

Every year we have Fire Prevention Week. It is a good idea to set apart such a week, but do we prevent fires that week? No, we only talk about it. We have speeches and pageants, parades and propaganda—and fires. We shall probably have 10,000 fires during Fire Prevention Week and 200 people will be killed and twice that many injured by those fires.

This year Fire Prevention Week may well be given particular significance by a great effort to reduce the number of fires. At the rate of a billion a year loss in life and property and injuries, a normal week's loss would be equivalent to 2000 handsome homes worth \$10,000 each. It would seem that we ought to be able to cut that loss in two for a single week by intensive effort. It would seem that we might then go on cutting it in two. All that is needed is increased care and decreased carelessness.

There is very often an attempt to inject an element of mystery into the origin of a fire. The property owner declares he cannot understand how the fire got started. He hints at spontaneous combustion or even at incendiarism.

Sometimes he believes what he is saying, but sometimes no one else believes it and perhaps the latter opinion is right. Just as we naturally seek to place the blame for our automobile accident upon the other fellow or assert it was unavoidable, so we seek to pass the buck in the case of fire on our premises.

The best way to escape blame for a fire is to see that it does not start on any premises where we are responsible.

Spontaneous or self-ignited fires consume property to the amount of \$16,000,000 annually. But though they may be declared unavoidable there must be someone responsible for the oily rags or the paint soaked overalls left in a closet or dark corner where the oxidation of oil develops combustion.

Electrical fires may be regarded as unavoidable and even inexplicable, and the resultant loss of \$16,000,000 or more is inescapable. But someone left the flat-iron on a combustible surface with the current turned on, or someone put in the defective wiring or neglected its inspection. Incidentally, it may be said the number of fires caused by defective wiring is so small as to be comparatively negligible. There is a human cause behind the electric fire—save that caused by lightning, and the \$10,000,000 annual loss due to that cause would be greatly reduced by proper rodding.

The general manager of the National Board of Fire Underwriters is responsible for the following:

"That the people in general are not fully aware of the menace represented by the continued fire destruction is due to several reasons, among which is the fact that they do not appreciate the extensive ramifications of losses by burning. Fire always results in throwing away of time and materials—for incinerated property can never be restored—and it takes out of circulation in productive channels the tremendous aggregate of insurance payments that otherwise would be devoted to promote commerce and industry. Furthermore, when burned structures are not rebuilt the taxes they formerly paid must be pro rated over the remaining properties and thus such losses add to taxes. They also increase tax levies by making necessary maintenance of large fire departments with more expensive fire apparatus."

To this may be added the fact that heavy losses must necessarily force to a higher figure insurance rates, involve serious losses from business enterprises whose total or partial idleness becomes compulsory, loss of wages to employees thrown out of work, even loss of an industry to a community where it is not

rebuilt. It requires only a little imagination to follow the ramifications of a serious fire as it affects the financial welfare of individual after individual and community after community.

Sometime ago The Nation's Business declared, "We burnt enough buildings last year to make a solid row from New York to Denver. A train of railroad freight cars over 7 miles long could hardly haul enough silver to pay for the property we burnt in one year."

There are 6 predominating causes of fire given by the National Board of Fire Underwriters.

1. MATCHES AND SMOKERS' MATERIALS.

Total loss \$37,880,000. Prevention: Develop careful habits with matches and smokes. Prevent rubbish accumulating into which they may fall or be thrown. Put proper protection around inflammable and explosive materials.

2. DEFECTIVE CHIMNEYS AND FLUES.

Total loss \$27,092,000. Prevention: Chimneys built right, kept clean and in good repair and frequently inspected for defects.

3. STOVES, FURNACES AND BOILERS.

Total loss \$25,521,000. Prevention: Proper installation and regular inspection of all heating apparatus and connections.

4. SPONTANEOUS IGNITION.

Total loss \$21,739,000. Prevention: Keep in metal containers all such materials as may develop heat through oxidation or combustion within themselves.

5. SPARKS ON ROOFS.

Total loss \$18,350,000. Prevention: Use of fireproof or fire resisting roofing. Ordinances against use of wood shingles in hazard zones.

6. ELECTRICITY AND ELECTRICAL APPLIANCES.

Total loss \$18,961,000. Prevention: Care in installation and use, with regular inspection of equipment and wiring.

The terrible thought in connection with the destruction of millions of dollars worth of homes and thousands of priceless lives is that it is in so large a degree unnecessary—useless—avoidable. What a carelessly tossed match or cigaret stub costs one life or a dozen lives or the loss of a million dollars, and business and occupation for months for hundreds of working people, the careless smoker may never be discovered, may not even know of the effect of his own carelessness, but the incident ought to stand out so vividly in the minds of all other smokers as to make them 100% careful the rest of their lives. Unfortunately it does not do that.

What kind of an appeal can be made to alarm the careless and to give the pause? Perhaps nothing short of pinning

(Continued to Page 28)

Fire's Annual Toll Is Approximately 10,000 Lives, 1800 of Whom Are Children Under 10 Years of Age and Property Valued in millions and millions.

Industries Can Help Prevent Fires by Starting an Educational Campaign of Fire Prevention Before, During and After Fire Prevention Week, Oct. 4 to 10, 1931.

Decline Continues in Macaroni Foreign Trade

Government figures on macaroni exports and imports for June 1931 indicate the exchange of this food between countries of the world is still on the decline. Both exports and imports show a decrease over the business of a year

Exports About 40%

The exports in June 1931 amount to 250,710 lbs. worth \$18,126 as compared with a total of 694,035 lbs. worth \$455, the figures covering macaroni exports for June 1930.

For the first 6 months of 1931 the exports totaled only 2,649,374 lbs. bringing American shippers \$200,147. For the same period in 1930 there was exported 6,432 lbs. at a value of \$405,714.

Imports Lower

In keeping with the general trend the import figures for June 1931 show a decline, a total of 202,673 lbs. having been imported at a cost of \$14,688. During June 1930 the imports were 246,432 lbs. having a worth of \$20,296.

The import business of this food shows a decline in the first 6 months of 1931 when only 1,169,285 lbs. of foreign macaroni reached our shores at a cost of \$312. From January to June 1930 we imported 1,421,537 lbs. and paid for this \$1,212,663.

Country	Pounds	Dollars
United Kingdom	42,498	2,945
Canada	50,644	4,174

British Honduras	1,126	105
Costa Rica	742	64
Guatemala	1,214	69
Honduras	13,876	787
Nicaragua	3,207	185
Panama	40,871	2,325
Salvador	150	11
Mexico	6,170	578
Newfoundland & Labrador	4,627	399
Bermudas	897	62
Barbados	173	14
Jamaica	200	15
Trinidad & Tobago	1,163	123
Other British W. Indies	261	25
Cuba	18,132	1,024
Dominican Republic	16,060	1,045
Netherland W. Indies	1,830	104
French West Indies	200	11
Haiti, Republic of	4,253	201
Virgin Islands of U. S.	584	47
Colombia	2,168	170
Peru	572	72
Venezuela	2,125	355
British India	1,227	137
British Malaya	234	28
Ceylon	1,175	130
China	5,880	366
Java & Madura	639	73
Other Netherland E. Indies	9,663	265
Hong Kong	506	58
Japan	6,055	783
Philippine Islands	4,853	655
British Oceania	192	20
French Oceania	450	46
New Zealand	3,936	410
British East Africa	569	68
Union of So. Africa	914	112
Other British W. Africa	50	7
Liberia	24	14
Morocco	600	44
Hawaii	81,796	7,008
Porto Rico	16,296	1,381
TOTAL	348,802	\$26,515

If you want to be a clear cut talker be a clear thinker.

Too Busy to Live

(Commended to Persons Afflicted with Hurryitis)

He hadn't time to greet the day,
He hadn't time to laugh or play;
He hadn't time to wait a while,
He hadn't time to give a smile;
He hadn't time to glean the news,
He hadn't time to dream or muse;
He hadn't time to train his mind,
He hadn't time to be just kind;
He hadn't time to see a joke,
He hadn't time to write his folk;
He hadn't time to eat a meal,
He hadn't time to deeply feel;
He hadn't time to take a rest,
He hadn't time to act his best;
He hadn't time to help a cause,
He hadn't time to make a pause;
He hadn't time to pen a note,
He hadn't time to cast a vote;
He hadn't time to sing a song,
He hadn't time to right a wrong;
He hadn't time to send a gift,
He hadn't time to practice thrift;
He hadn't time to exercise,
He hadn't time to scan the skies;
He hadn't time to heed a cry,
He hadn't time to say goodbye;
He hadn't time to study poise,
He hadn't time to repress noise;
He hadn't time to go abroad,
He hadn't time to serve his God;
He hadn't time to lend or give,
He hadn't time to really live;
He hadn't time to read this verse,
He hadn't time—he's in a hurry.

—Grenville Kleiser in the Detroit Free Press.

What use to hold a winning hand and wear a worried look the while? Better to take a careless stand and face misfortune with a smile.

ROSSOTTI LITHOGRAPHING CO. Inc.

121 Varick Street - - - - - New York



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

"SPECIALISTS IN CELLOPHANE WINDOW CARTONS"

Notes of the Macaroni Industry

Best Macaroni Co. Incorporated

In Syracuse, N. Y. last month was announced incorporation of the Best Macaroni company after the articles had been filed in the State House, Albany. The firm has a capital stock of \$50,000 and will manufacture macaroni, spaghetti and vermicelli, besides handle imported goods.

Three Syracuse business men who incorporated the company, J. Garet Hotaling, Henry Barnello and Willard Halsey, are principal owners and will serve as directors. Mr. Hotaling is president of the Homac Corp. whose plant was destroyed several years ago. He owns a factory in Oriskany Falls near Syracuse, and this will be converted into a modern macaroni plant.

Eleven Years as Plant Manager

In July friends of A. Bartucci congratulated him on the completion of 11 successive years as the general manager of the Pompei Macaroni Factory in San Francisco. During his service the plant has grown in quantity and quality of products manufactured until today the Pompei brand is shipped to many states and many nations.

Mr. Bartucci besides being an expert manufacturer of alimentary pastes is also active in civic affairs as member of the Chamber of Commerce of San Francisco, the down town association of business men, secretary of the Pacific Coast Macaroni Manufacturers association, and president of the Paste Makers Union. In his opinion, frequently expressed before meetings of the various civic bodies, macaroni products are rapidly gaining favor among Americans who are slowly but surely recognizing the nutritive value of the food, its ease of preparation into many varieties of tasty and satisfying combinations.

Cotton Bags as Macaroni Containers

The Skinner Manufacturing company of Omaha, Neb. has adopted a cotton bag container for its macaroni products thus utilizing a most serviceable fabric and promoting the use of cotton. The new macaroni sack is known as the Dixie package and should have a particularly favorable appeal for consumers in the cotton growing states. The package is painted red, white and blue and carries on it the words "Use cotton and help the South. Use wheat and help the North."

The Skinner brand of macaroni products is quite popular throughout the south, and as a result of the adoption of a cotton bag for shipping purposes the firm hopes to greatly increase its sales in that section, at the same time opening a new market for cotton whose production in this country greatly exceeds the demand.

Macaroni manufacturers are watching with keen interest the experiment being

made by the Skinner company, studying particularly the suitability of the cotton container as a food carrier. Many thousands of yards of cotton goods are now made up into bags for flour, rice, bran and other cereal foods.

Incorporate New Chicago Firm

Articles of incorporation were filed at Springfield, Ill. in July by attorneys for the new Western Macaroni Corp. Information other than the names of the incorporators and the capital of the firm was not given in the announcement. The incorporators are Jessie Grasiana, Joseph Gattons, Gertrude Raddatz. The capital consists of 400 shares of no par value stock. The purpose of the firm is to deal in flour, macaroni and other food products. Location of the office or plant is not divulged.

New Buyer for Kroger

The Kroger Grocery and Baking company, headquarters in Cincinnati, O. announces appointment of H. H. Wurtz as the firm's buyer of macaroni and cereal products. He will have the final say in deciding when and from whom all purchases of these products will be made for the many branch stores operated by this company.

Former Partner Out

Aurelio Tanzi, salesman of Mario Tanzi & Bros., Inc., Boston, Mass. has announced to the macaroni manufacturing industry that Guido Tanzi formerly connected with that company has severed his connections, and the trade is advised that he no longer has authority to sell macaroni dies for that firm, nor to make any agreements for their use on a rental basis.

The firm also warns users of the patented Fusilli die that it is the sole owner of that die under patent No. 1506-869 and will hold liable any firm illegally using or manufacturing Fusilli dies.

Packaging, Packing, Shipping Exposition

Announcement has been made of a mammoth exhibit of the most modern packaging, packing and shipping methods to be held in the Palmer House, Chicago, March 7 to 12, 1932. The "Story of the Packaged and Delivered Unit", from the raw material state of paper, glass, wood, metal, plastic and cellophane packages for commodities through to the delivery of shipping units of the packaged commodities, will be unfolded at this exposition held under management of the American Management association. Special features of the convention will be conferences and clinics on production, packing and shipping, packaging and

consumer marketing, including a range of products from egg noodles to lead pencils.

Open New York Office

The Thomas M. Bowers Advertising Agency with general offices at 25 East Jackson Blvd., Chicago announces that a branch office has been established in the Chrysler bldg., New York city. Lou J. Weitzman will have personal charge of the new office and supervision of the eastern business of the firm. He was long associated with the flour and durum interests, having conducted a flour business for many years. Thomas M. Bowers will remain in charge of the general offices in Chicago.

Kentucky Company Builds Annex

To enlarge its storage capacity for semolina, packing supplies and finished products the Kentucky Macaroni company of Louisville has erected a warehouse, a one story brick addition 75 x 165 feet, so constructed as to permit addition of two or more stories when needed. This is the firm's second plant enlargement since organization in 1928.

Freight Cars Fumigated

Plant quarantine inspectors of the U. S. Department of Agriculture have adapted a portable hand operated apparatus to fumigate freight cars upon entry into this country at points along the Mexican border where no car fumigation house is available.

This method is an improvement over the old pot method formerly employed for this purpose, say officials of the plant quarantine and control administration.

The portable apparatus consists of a container for liquid hydrocyanic acid equipped with an air pump and spray hose. When not more than 10 lbs. of gas is needed liquid hydrocyanic acid as fumigant can be quickly applied by means of the hand applicator.

In fumigating cars the car is sealed one door being left slightly ajar, and spray rod equipped with an ordinary spray nozzle is thrust through the opening. The rod is connected with the portable applicator and liquid hydrocyanic acid is forced through the nozzle by means of air pressure developed by hand pump. Great care in handling the hydrocyanic acid is, of course, necessary as it is quite as deadly to human beings as to insects.

The applicator, charged with 10 lbs. of liquid hydrocyanic acid, complete and ready for operation, weighs about 35 lbs. It is compact and has been found very convenient by the plant inspectors.

A genius is a man that can do almost anything but make a living.

September 15, 1931

THE MACARONI JOURNAL

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SEEKS MANUFACTURERS' VIEWS « On Radio Talks

Macaroni manufacturers have been asked to express their opinion as to the effectiveness of a radio broadcasting feature that includes in its program many references to the economy and health values of macaroni products. The continuation, enlargement or curtailment of the macaroni part of this program will depend materially on the views expressed.

Reference is made to the Betty Crocker Home Service talks to women over 40 radio stations that for 8 years have proved not only the oldest but the most serviceable feature to women on the air. It is sponsored by General Mills, Inc., Minneapolis, Minn. and features macaroni products, bread, puddings, cereals and other grain foods.

George B. Johnson, manager of the semolina department of Washburn Crosby Co., Inc., a subsidiary of General Mills, Inc., in an announcement in comments from macaroni manufacturers on the help given by the Betty Crocker national radio broadcasts in increasing the sale of macaroni products: "Frequently in the past, Betty Crocker given her listeners new ways and means of serving macaroni products. Her statements as to the unusual economy and food and health values to be

found in these products. Tens of thousands of letters have been received from her listeners stating that they were enjoying macaroni products better and serving much more of them since hearing her talks.

"Now, Mr. Macaroni Maker, we want to know: Is this helping your business? Do you want it continued? What suggested changes or additions would you advise in that part of the program dealing with your products?"

"This is a very lively question with you, and as millers of durum semolina, it is a lively question with us. In planning her radio schedule for this coming year it is essential that Betty Crocker know in advance what she should feature. We will be guided in our course by what you have to say."

Macaroni advertising by anybody helps everybody. Macaroni manufacturers should freely express their views and offer suggestions that will not only insure continuation of this radio feature but enhance its value to the promoters and to the trade.

Food Prices Vary Unduly

For some time it has been the cry of consumers that retail prices of foods do

not fairly follow wholesale prices. In practically all cases of complaint figures of the Bureau of Labor Statistics are quoted. These are not intentionally misleading and are compiled from the best information available, but the variance is so great that many doubt their reliability.

Take macaroni products as reported in the compilation by the Bureau of Labor Statistics for April 1931,—the retail price of 22.1c a lb. at Fall River, Mass. is either too high or the price of 9.1c in New Orleans, La. too low. In the same report there is a spread of 26% in pork chops, 114% in sirloin steaks, about 45% in hams, 87% in bacon, etc. The average spread in all the commodities reported is almost 75%, three fourths of the price. Such a disparity hardly exists.

Unquestionably the bureau is sincerely striving, within its experience or organization or means, to report fairly the average prices but its source of information must not be adequate or its collection of prices sufficiently comprehensive or complete, because the differences reported could hardly exist. A closer cross section of the prevailing average prices would be helpful and beneficial to all interests, and there is developing a movement among food manufacturers and distributors to cooperate more fully with the government agency to give a truer reflection of this important phase of production and distribution.

Macaroni Days Are

Here Again!"

COLD weather is approaching and that means more macaroni appetites—increased sales for you.

Get the most out of these increased macaroni appetites by using semolinas that assure you absolute uniformity. Northland Dependable Semolinas produce quality macaroni every day in the year. When you order Northland Fancy No. 1 Semolina you are sure that the excellent color, satisfying flavor, and high gluten content will always be the same. For dependable uniformity—use Northland.

NORTHLAND MILLING COMPANY

MINNEAPOLIS, MINNESOTA

New York Sales Office: 4106 Chrysler Building

S. A. B. I. E. M. Bologna, Italy

Progressive manufacturers continuously seek to improve their plants.

Apply for our general catalogue showing our improved machines for macaroni making; especially our "Tortellini" and "Ravioli" machines.

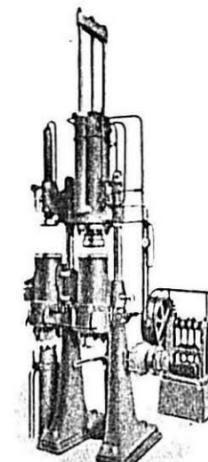
General Export Managers:

Meneghini & Moriondo

Via Monte Napoleone 26
Milano, Italy

Wanted: Sole Agents for U. S. A. markets in New York, Chicago, San Francisco, New Orleans; also for Canada.

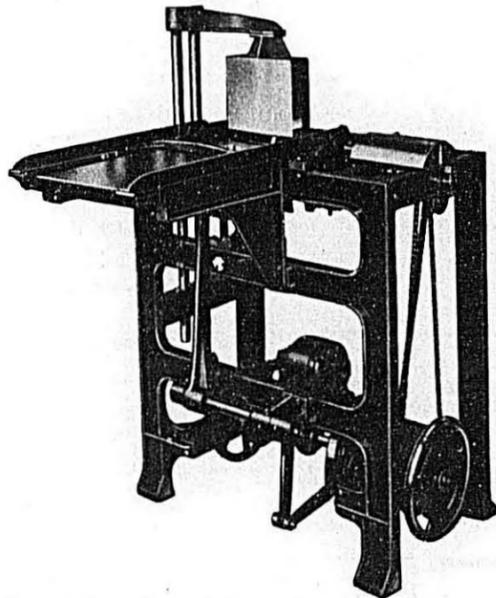
Demonstration and Show Rooms Desirable.



Peters Puts Perfection in New Adjustable Forming and Lining Machine

A considerable percentage of macaroni products are marketed in die cut cartons of varying sizes. These cartons are lined with interfolded paper liners. Formerly

chinery manufacturer at this particular time, and it just shows that the manufacturer will make a purchase when an up to date and live firm produces equipment that is attractive to him and that will save the investment for the machines in such a short time. The Peters Machinery company has been making automatic packaging ma-



Something new, practical and economical in macaroni carton and lining machines

these die cut cartons were set up and liners inserted by hand, but recently machines for doing this work have come into quite general use, even in smaller plants the saving in labor soon paying for the equipment.

Recent developments in these packaging machines include complete adjustability to form and line many sizes of cartons, full automatic standard models with automatic feeds to deliver the cartons and liners to the forming and lining machines. This latter feature, it is said, increases the capacity from 25 to 45%.

To fill what is felt to be quite a real need for a small, forming and lining machine, the Peters Machinery company has recently produced a Junior model of the standard machines. This junior model has a capacity of 35 to 40 formed and lined cartons per minute with one operator, and is adjustable to form and line cartons of various sizes. This new junior forming and lining machine comes complete with a quarter horsepower motor, and is so designed that coding or dating devices may easily be attached.

There was such a demand for this junior model machine with its great adjustability for size of cartons that the Peters Machinery company has been unable to fill the orders for the past 30 days.

This is an unusual situation for a ma-

chinery for the past 32 years, and seems to be able to keep abreast of the times and sense the trends in automatic packaging.

STUDY OF ACCIDENT PREVENTION In Food Plants

The week of Oct. 12 to 16 many representatives of food industries will meet at the Stevens hotel in Chicago to carry out a cooperative program to consider practical ways and means for reduction of accidents and accident costs.

This accident prevention program will be an important part of the Twentieth Annual Safety Congress & Exposition. Several closely related programs will be conducted by different cooperative groups of the National Safety Council. These will include programs of the Food section, the Refrigeration section and the Packers and Tanners section.

Though the Food section is one of the most recently organized groups of the Council, it has a large membership. In 1930, 189 establishments reported their accident experience, which was quite favorable as compared with industry as

A Billion to Burn (Continued from Page 24)

a greater legal responsibility, not to a criminal responsibility upon them, may have to come to that if fire continues increasingly to reach out and destroy property, our friends and our families. Why, indeed, should I not be held responsible for the loss to the community to my neighbors, to others, when it occurs on my premises because of my carelessness?

I may be fully insured. My family may be safe from the flames. I may care much that my building burns. What about that other property owner on whose building my flying, burning shingles alight, half a mile away? What about my neighbor a score of feet away with an open window into which sparks fly to cause ignition and destruction? I do not care enough to be careful on my own account, I must be compelled to care on account of others.

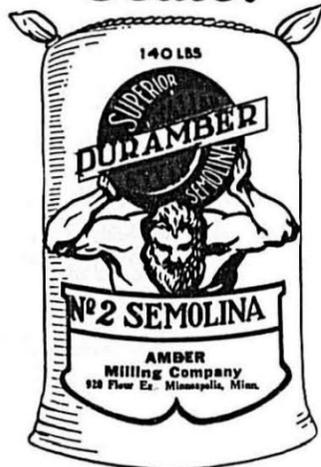
The Napoleonic Code which prevails in part of Europe has its articles applicable to fires. There are teeth in its provisions that place criminal liability upon the man who is proved to have brought about a fire by some act or negligence of his own. Incidentally, losses in Europe run about 13% of their own.

Ours is a big, aggressive country and we call ourselves a smart people. Is it possible that other countries we assume to patronize are outsmarting us in a vital matter as fires and their prevention? Millions for fire fighting but one cent for prevention seems to be the national attitude in this matter.

There is no more intelligent buyer in the world than the American housewife. To try to fool her the second time is business suicide.

PER PASTA PERFETTA

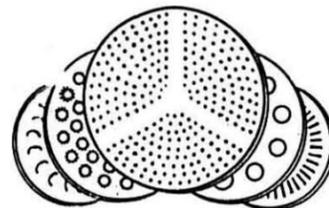
Usate!



"Meglio Semola-Non ce ne"

Guaranteed by the Most Modern Durum Mills in America MILLS AT RUSH CITY, MINN.

THE STAR STANDS ALWAYS FOR PERFECTION



It Takes Good Dies To Make Good Macaroni

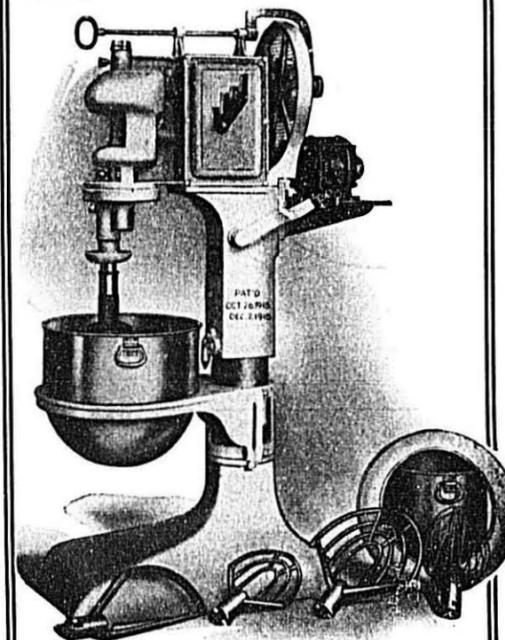
THE STAR MACARONI DIES MFG. CO.

47 Grand St.

New York City



If You Make Noodles This Machine Saves Time --Does Better Job



We still have on hand a few Champion Egg Yolk Beaters—furnished with 36 and 80 quart bowls.

These machines have been rebuilt and can be purchased at unusually low prices.

The Champion Beater is an ideal machine for stirring frozen eggs after removing them from the original cans, also mixing up powdered eggs.

We will gladly give you the names of some leading noodle manufacturers who are saving time and money with Champion Egg Yolk Beaters. Just send the coupon for full particulars.

CHAMPION MACHINERY CO. Joliet, Illinois

Please send full details about the CHAMPION Egg Yolk Beater and the easy payment purchase plan.

Form with fields for FIRM, INDIVIDUAL, ADDRESS, CITY, and STATE.

United States---Production and Consumption of Durum Products

(Barrels)

	Durum wheat Ground (bu.)	Semolina Produced	Flour Produced	Semolina Exported	Flour Exported	Semolina Available for Consumption	Flour
1924							
Jan.-June	5,451,715	821,503	341,636	57,873	147,568	763,830	194,068
July-Dec.	6,591,830	1,062,410	416,073	167,198	231,189	895,212	184,881
1925							
Jan.-June	4,668,282	741,070	318,919	78,919	151,351	662,151	167,352
July-Dec.	7,373,556	1,136,180	495,741	116,851	200,596	1,019,329	295,145
1926							
Jan.-June	6,841,438	1,050,873	470,684	62,955	162,951	987,918	307,733
July-Dec.	7,009,579	1,165,192	414,664	94,951	180,004	1,070,241	234,660
1927							
Jan.-June	5,072,626	868,476	259,282	71,331	141,183	797,145	118,099
July-Dec.	7,809,023	1,280,152	409,613	99,904	104,626	1,180,248	304,980
1928							
Jan.-June	6,804,804	1,037,175	353,972	42,863	143,468	994,312	210,504
July-Dec.	8,013,583	1,208,321	493,152	66,744	168,310	1,141,085	325,334
1929							
Jan.-June	7,813,704	1,146,438	488,557	49,220	113,710	1,097,218	374,847
July-Dec.	8,015,616	1,184,796	535,941	33,351	98,133	1,151,445	437,808
1930							
Jan.-June	7,003,156	1,174,109	311,158	37,629	58,614	1,043,428	345,596
July-Dec.	7,338,125	1,236,508	212,802	40,877	25,901	1,195,631	186,901
1931							
Jan.-June	6,852,220	1,144,134	326,685	43,663	12,824	1,100,471	303,861

Note:—Amount of semolina and flour produced is not absolutely accurate as one mill does not report it separately and its entire production is thrown into semolina produced.
Compiled by Felix T. Pope

Wheat Carryover Increases

A carryover of 319,059,000 bus. of domestic wheat in the United States on July 1, 1931 is reported in a preliminary estimate by the bureau of agricultural economics of the U. S. Department of Agriculture. This compares with 290,530,000, estimated carryover of a year ago, and is an increase of 28,529,000 bus. or 9.8%.

These estimates include stocks of wheat stored by mills for other owners which have not been included in estimates previous to 1930, hence they are not exactly comparable with estimates prior to 1930. A comparison of the estimates of the last 2 years shows that stocks of old crop wheat on farms and in interior mills and elevators and in merchant mills are smaller than a year previous, and that commercial stocks of domestic wheat are larger by nearly 100,000,000 bus.

Commercial stocks are reported at

203,967,000 bus. July 1, 1931 compared with 109,327,000 bus. a year ago. Stocks owned by merchant mills as estimated from census bureau reports were 21,808,000 bus. compared to 46,670,000 bus. in mills and mill elevators a year earlier. In transit and to arrive there were 12,198,000 bus. compared to 14,706,000 bus. Stocks of old crop wheat on farms were 32,121,000 in 1931 compared to 47,161,000 bus. in 1930. Stocks of old crop wheat in interior mills and elevators were 30,552,000 bus. in 1931 compared to 60,166,000 bus. in 1930. The total of all wheat for which estimates are available prior to 1930 was 300,646,000 bus. in 1931 compared to 278,030,000 bus. in 1930. The new estimate of stocks stored for others in mills and mill elevators is 18,413,000 in 1931 compared to 12,500,000 in 1930.

These carryover figures include some mill holdings of Canadian wheat imported in milling in bond into flour for export, but do not include commercial

stocks of Canadian wheat stored in bond in the United States market which are reported as 15,347,000 in 1931 compared to 4,729,000 in 1930.

The Longest Word

"Smiles" is the longest word in the world—there is a mile between the first and last letters of the word. He smiled—and his home was a place of happiness. He smiled—and the children ran out of the way to meet and greet him. He smiled—and his coworkers in business worked better than in any place of employment. He smiled—and his business clients and callers spoke well of him, and his business increased. He smiled—and all who entered his office door were pleased to be greeted by a friend and equal. He smiled—and followed the same path with a brotherly handclasp; and those who were discouraged and downcast went out and took a new grip on life at their work. He smiled—and while the years rolled on, he grew younger, because—he smiled.—Selected.

IF I ONLY HAD THE FOAM THAT BLEW AWAY!

Air: "Smiles."

Near Beer, now I know just what makes me love you so. 'Tis your foam that grabs and holds me in its golden glow, Near Beer, you sloppy mess, you've saved me from a thirsty death. For life's sadness turned to gladness when I smelled your breath.

There are foams that make us sillies, There are foams that make us gay, There are foams that drive away the willies, That we get on a hot and sultry day, There are foams that trickle down our whiskers, That's a rotten kind of foam, I'll say, But the foam that fills my heart with sweetness Is the foam that I blew away.—Bert Forgrate

Read Our Advertisements

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

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

JOHN J. CAVAGNARO

Engineers and Machinists

Harrison, N. J.

U. S. A.

Complete Equipments

Accumulator Systems

Presses

Kneaders

Mixers

Mould Cleaners

Cutters

Brakes

Moulds, Etc.

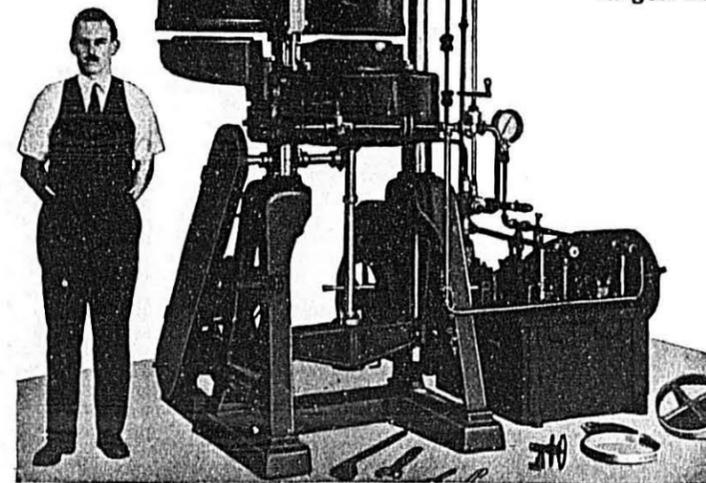
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All Sizes

up to the

largest in use.

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



No. 222 Press Special

Specialty of
MACARONI MACHINERY

Since 1881

The MACARONI JOURNAL
Successor to the Old Journal—Founded by Fred Decker 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.
Edited by the Secretary-Treasurer, P. O. Drawer No. 1, Braidwood, Ill.

PUBLICATION COMMITTEE
FRANK L. ZEREGA, FRANK J. THARINGER
M. J. DONNA, Editor

SUBSCRIPTION RATES
United States and Canada . . . \$1.50 per year
Foreign Countries . . . \$3.00 per year, in advance
Single Copies . . . 15 Cents
Back Copies . . . 25 Cents

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THE MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns.
The publishers of **THE MACARONI JOURNAL** reserve the right to reject any matter furnished either for the advertising or reading columns.
REMITTANCES—Make all checks or drafts payable to the order of the National Macaroni Manufacturers Association.

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

Vol. XIII September 15, 1931 No. 5

Noodles—Egg Noodles

Editor, Macaroni Journal:

Please differentiate between the terms "Noodles" and "Egg Noodles" as applied to products usually sold under these names. Also advise of any federal rulings covering this food and give us an approximate mix of eggs and flour to meet government requirements.—Egg Noodle Manufacturer.

The terms "Noodles" and "Egg Noodles" are synonymous with reference to the popular food products known by these names. Both refer to a product containing a proportionate amount of whole, dried or frozen eggs or yolks. The federal standard for egg noodles is as follows:

Noodles. Egg noodles are dried alimentary pastes made from wheat flour and egg. They contain not less than 5% by weight of the solids of whole sound egg exclusive of the shell.

Based on the average moisture content of eggs and the average weight of eggs, it would appear that this would mean that at least 134 eggs must be used per lb. of flour. On this basis it would appear that 19 lbs. of liquid whole egg must be used for every 100 lbs. of flour in order to meet the federal standard. If any less than this amount is used the noodles must be labeled "plain noodles" or "water noodles." They cannot be labeled either "noodles" or "egg noodles." It is important to remember that even if the noodles do contain appreciable amounts of egg, they cannot be labeled either "noodles" or "egg noodles" unless the egg is whole egg and unless it is present to the extent specified by the federal standards. Any noodle contain-

ing more than the amount specified is obviously satisfactory.

Condemns Bribing of Buyers

Declaring that the practice of bribing buyers has become one of the pernicious influences in many lines of business, Sam Klein, owner of the biggest women's apparel business in America has made public announcement of the fact that such practice will not be tolerated in his business. In a full page advertisement in the August issue of Nugent's, a fashion magazine, he says, "NO! Thank You, Mr. Manufacturer, we are able to pay for our own cigars and theatre tickets, our meals, rent, clothes for the missus, shoes for the babies and knickknacks for Christmas."

He absolutely forbids his buyers to accept anything whatsoever from any who supply his firm with merchandise, believing that is a form of bribery that is unfair to all parties concerned. His attitude is all the more notable when it is considered that nearly 90% of the business in the women's apparel field is done today on this bribery basis.

That many of the better class of supply firms agree with Mr. Klein's stand is attested by the many letters received praising his position and the outstanding honesty of his buyers, asking that they be advised of any lapses on the part of their salesmen or assistants. Commercial bribery with its many ramifications will be difficult to curb but action similar to that taken by Mr. Klein will help drive the harmful practice from all lines of business as "bought business" is never good business.

Merchandising Thoughts

(Continued from Page 7)

such a task is that it is the easiest thing to accomplish if we will all work along those lines. From the angle of merchandising and sales possibilities our products constitute the most perfect "natural" that the writer believes to exist today in the food industry. We have no real competition from one viewpoint for no other food stuffs offers quite so many possibilities to the average retail food merchant today as does macaroni products.

This may sound rather elaborate yet consider how many other food products that are sold in the average store today can be continuously displayed yet never show the same display two times in succession? How many food products are there with three distinct items (and we have a lot more than three), that are the same item in principle, yet which are regarded by the consumer and even the retailer as separate and wholly different items? There are none. Yet are we cashing in on this one basic fact that is the actual hub of our products? Not yet.

Until we go to the retailer and tell him the complete story of our products, their possibilities as profit and sales items to him, the many different ways he can always push macaroni products with no duplication from week to week, until then we will not be using one of the greatest

Patents and Trade Marks

A monthly review of patents granted macaroni machinery, of applications for registrations of trade marks applying macaroni products. August 1931 the following were reported by the U. S. Patent Office.

Patents granted—None.

TRADE MARK REGISTRATIONS RENEWED

The trade mark of the Foulds Milling Company, Cincinnati, O. and Chicago, Ill. registered Dec. 26, 1911 was granted renewal privileges in the name of the Foulds Milling Company, Libertyville, Ill., Aug. 18, 1931.

TRADE MARKS APPLIED FOR

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

Cyrilla

The trade mark of the Chicago Macaroni Co., Chicago, Ill., for use on macaroni. Application was filed Dec. 17, 1930 and published Aug. 4, 1931. Owner claims use since 1911. The trade name is in heavy type.

R-F Spaghetti

The trade mark of Ravarino & Freschi Importing and Manufacturing Company, Louisville, Mo., for use on macaroni. Application was filed April 14, 1931 and published Aug. 18, 1931. Owner claims use since 1911, 1928. The trade mark is of an oval in upper half of which appears "R-F", the trade name. Beneath the name is the word "Spaghetti" and "Ravarino & Freschi".

bits of ammunition that we possess, to create consumption. And until we have this one thing, together with many other things that will also have to be done our industry as a whole to increase consumption is it fair to expect one year cooperative advertising to increase consumption all by itself? Not at all.

Remember the advertising will only fertilize the soil. We must as individual manufacturers get the soil ready for seed, then plant this seed, and cultivate the crop as it appears. It is going to take all of those things to bring about a bumper harvest yet as it is done in many other lines so can it be done in our industry.

The war didn't end by any means in 1918. On the contrary the greatest competitive war we have ever known is under way today. And someone is going to have to lose out. The ones who are those who did not see that the problem of today that must be solved is a problem of markets. And with the solving of the marketing problem comes solving of the merchandising problem. This should be comparatively easy for our industry if we will not wait too long to start on it.

In the next article we are going to show just one way we (believe) do one thing right is better than a dozen things only half right) that you can actually take your advertising behind counter and help it to merchandise market your products.

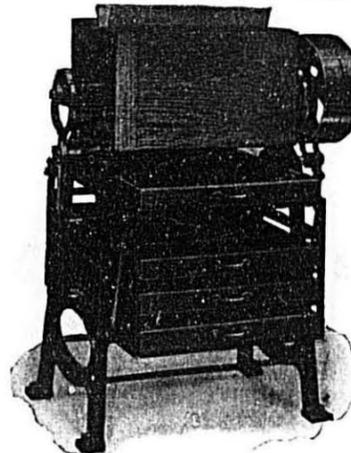
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OUR PURPOSE:
EDUCATE
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ORGANIZE
HARMONIZE

OUR OWN PAGE
*National Macaroni Manufacturers
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OUR MOTTO:
First—
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President's and Secretary's Message

Destructive Competition

Today one of the heavy expenses of many otherwise respectable companies is the item of sales expense, which might be reclassified as "cost of business stealing." Our more serious thinkers call the process "destructive competition," but that rather a grand term to describe a petty thing which always comes in after a period of easy selling.

During the days of easy selling, business has no pressing need for initiative; indeed, those on whom initiative depends often go on vacation. While the consumers are buying freely and apparently without a great deal of discrimination, the manufacturers are inclined to take consumers' tastes for granted and think less of suiting them than of having them buy more. Good will is not much cultivated during prosperity.

When business falls off there is always great confusion. Few executives have been trained always to keep the consumer's mind as the ultimate controller of all business.

The easy, self apparent way to get business is to capture the man who sells to the consumer. It is quickly recognized that if the jobber or the retailer, or whoever has the sales control, is selling a competitive product, it is a masterly stroke to bid him away from the competitive product.

Building a market with the consumer is slow and it involves not only labor but also brains. Getting a dealer to stock your product instead of a competitor's is sometimes only a matter of eloquence and a large discount.

The idea in the minds of the price-war wagers seems to be that there is only so much business to be had, that it is all in sight, and that the big thing is not to let the other fellow get it. Millions of dollars are being spent today in an effort to get business away from competitors. And more millions are being lost through the business which is thus got. For once a concern shifts its attention from consumers to competitors, little things like manufacturing costs scarcely count.

The surest and quickest method of destroying a reputation is to present goods or services not for themselves but in terms of competitors' goods or services. The seller who thinks that he is praising his own goods by belittling the other man's also meets trouble and defeats his purpose.

All this is elementary—but everything of importance in business is elementary. Business becomes difficult and complex only when the elements are forgotten in an effort to discover how to make a profit and declare a dividend when goods are sold for less than they cost.

Price is very important with reference to the size of the market desired, but it is value that really counts. Price wars are only value wars in the beginning. Soon they become so completely price affairs as to shake the confidence of the public in the price fighters. And it is not of record that anyone ever won a price war; the row stops when all have lost to the place where they can lose no longer.

Reprint of strong, timely editorial appearing in Aug. 22, 1931 issue of The Saturday Evening Post

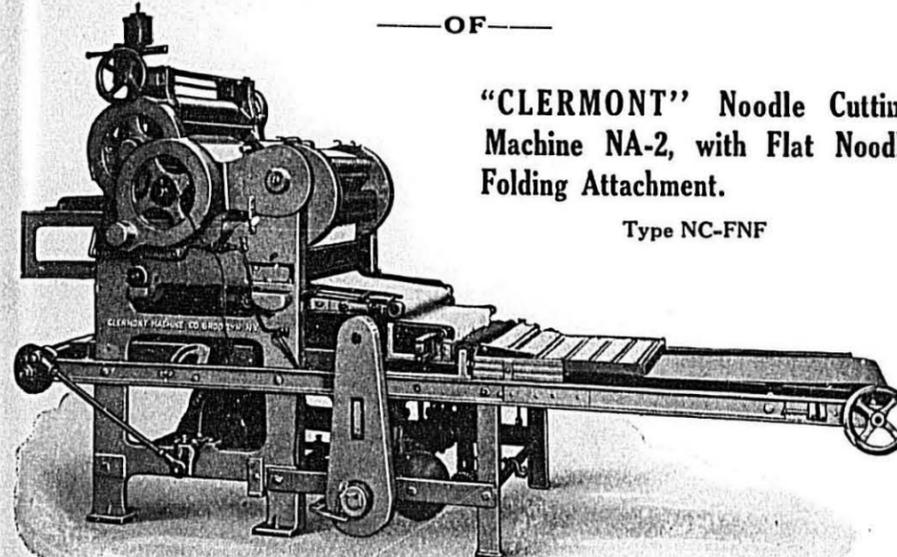


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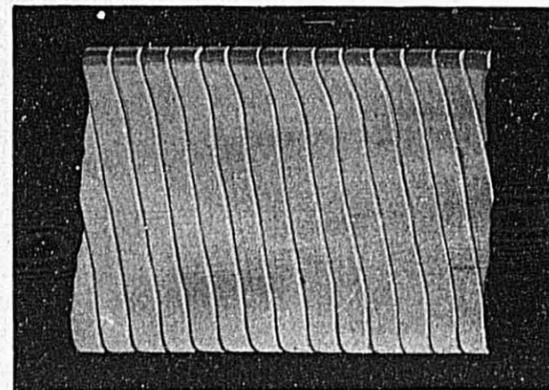
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Write for our descriptive catalogue and detailed information.
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Sometimes a penny saved is a penny wasted

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